

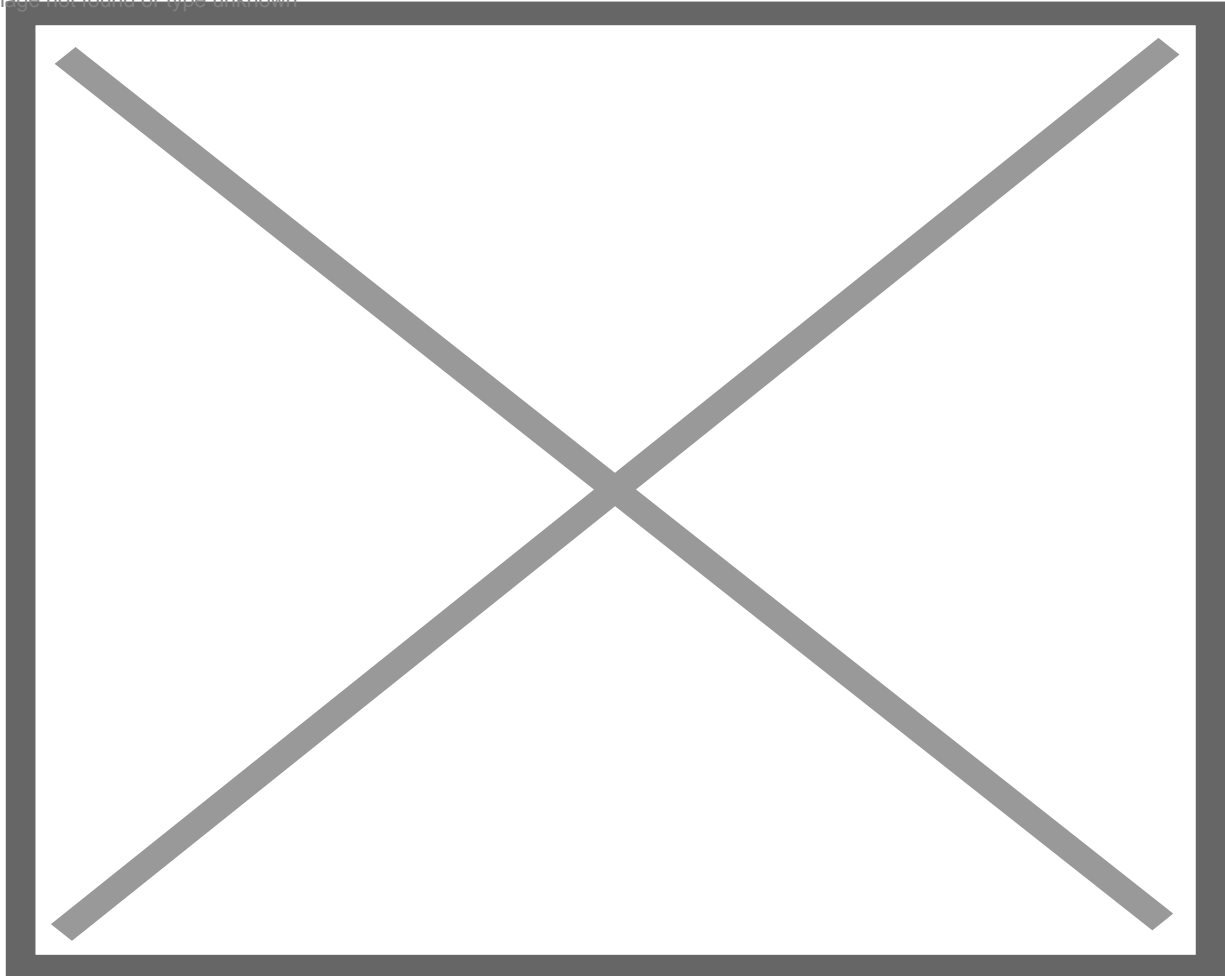
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Britain Funds Digital Media Workshops for Caribbean Journalists

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Caribbean Journalists By. GOVERNMENT OF ST. LUCIA

Media practitioners from St. Lucia were given the opportunity to hone their craft and develop new skills, thanks to a UK-funded workshop delivered by Multimedia Trainer and Mobile Journalism Specialist, Dan Mason, the government of St. Lucia has announced.

The workshop was part of a training series facilitated by the UK Government across the Eastern Caribbean, for media professionals in Antigua and Barbuda, Barbados, Dominica, Grenada, St Lucia, St Kitts and Nevis, St Vincent and the Grenadines; and Guyana. The course also continues to highlight the opening of new UK High Commissions in Antigua and Barbuda, Grenada and St Vincent and the Grenadines – building on opportunities to foster new relations with key regional

contacts.

Held under the theme: ‘Change Your Story’, the comprehensive workshops were designed to improve the digital media capabilities of participants and encourage a solutions-based approach to journalism. The hands on sessions were particularly focused on creating multimedia content using mobile devices, mobile photography, podcasts and video editing on the go.

During his welcome remarks to launch the final workshop in St Lucia yesterday, Resident British Commissioner to the island, Steve McCready said:

“The media landscape has changed and is changing; and while traditional media still has impact there is a new type of audience and demographic whose news consumption is online. This training is aimed at equipping journalists with the tools to create digital content that has impact and that engages this new audience on issues that are important such as climate change which is hugely important to the Caribbean and to the UK. The UK is keen to work with the Caribbean on changing the story on climate change and training like this is vital to this.

Dan Mason said: “What makes this Change Your Story project so different and so exciting is that we are working with journalists across seven countries. It’s about those journalists collaborating on telling stories for the future that builds capacity both in their own skills and for the region.

“I’m really proud to be involved in this project working in partnership with the British High Commissions in Barbados and Castries, and the teams who have all worked so hard to make it happen.”

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