Radio Zamaneh E-learning
Online Journalism Training for Iranian Citizens

WHY?

- No independent journalistic practices in Iran, merely state media..
- No education in independent, objective journalistic practices..
- Major part of the Iranian community is active in informal blogging, social media etc. but in need of tools and possibilities to professionalize towards citizen reporting..
- Make the Radio Zamaneh media platform more available to citizen's contributions and increase interactivity with Iranian society..
- .. **Make more voices heard!**

HOW?

By offering free, basic, intermediate and advanced Persian courses in journalism related topics, distributed by 2 secured platforms and by providing a multi-media online space for citizens' contributions.

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WHAT?

Platform 1: Basic and Intermediate Training

Technology E-mail based, fully automated system: LMS, tailor made for Radio Zamaneh

Features
- Automatic sending of course material and multiple choice quizzes
- Automatic receiving of quiz answers and sending feedback
- Deadlines between quizzes and lessons
- Extensive reporting and management system for monitoring and evaluation
- Tailor made to Persian language for users, management tools in English

Benefits
- Unlimited amount of students
- Even under bad Internet circumstance (bad connection, restrictions etc) highly accessible
- Unlimited amount of courses can be offered
- Students can study in their own language, in their own time, at different levels at any given time in the year

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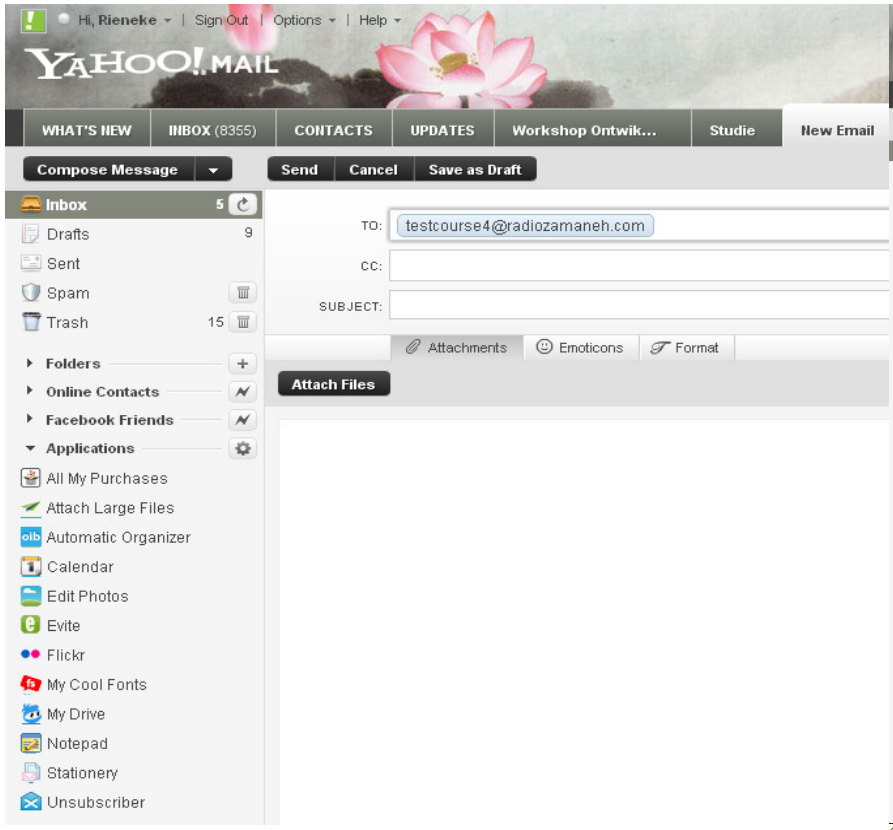

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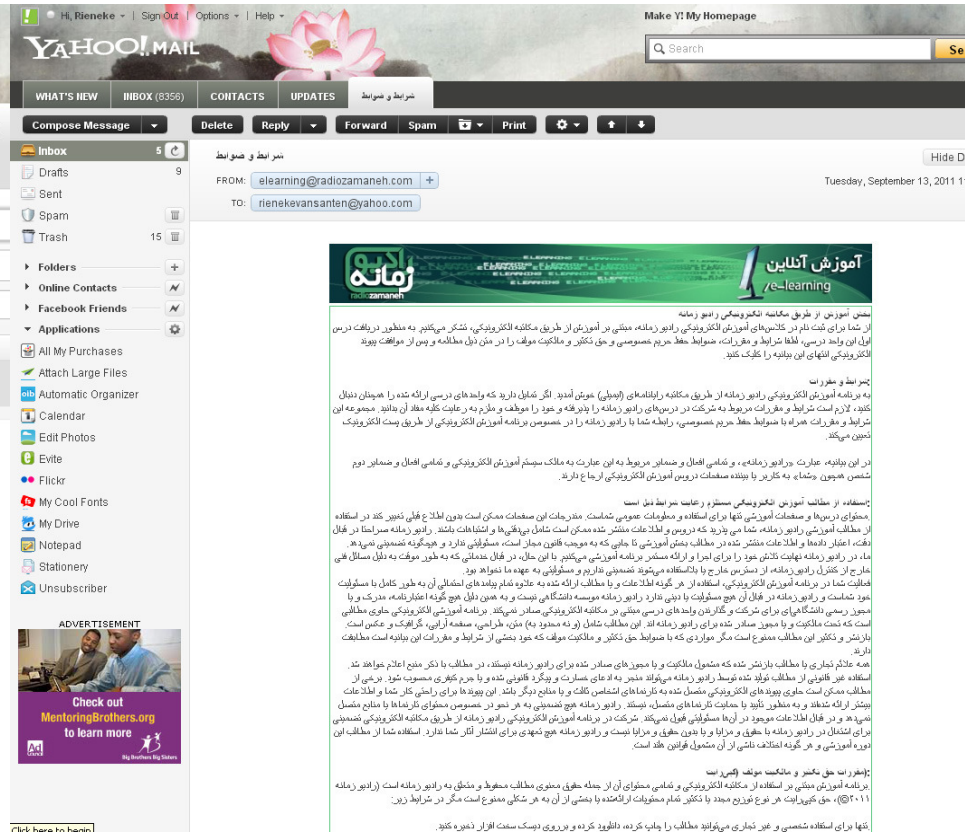

Receive terms & conditions in inbox + accept

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Receive course material...

...and unique link to quiz in inbox

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Personal score and feedback....

...and even a personalized certificate including name and date

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Program 2: Advanced Training

Technology Online digital, secured classroom

Features Closed (password protected) online learning space for selected group of students
Interactive features such as live chat room, discussion forum and message service
Monitoring features such as survey poll
Downloading and uploading study material and assignments in multi-media formats
Persian language

Benefits More effective learning experience by personal mentoring and teaching
Better testing, therefore higher learning outcome
Students learn from each other
Closer monitoring possible on students who excel and become Radio Zamaneh reporter
Students develop a relationship with Radio Zamaneh

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E-learning Portal

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TEACHING?

Basic Courses:

- Basic Traditional Journalism (improved and extended in 2011)
- Basic Online Journalism (improved and extended in 2011)
- Basic Internet Skills
- Intermediate Multi-Media Reporting (new course, online end of 2011)

In addition a course on Journalism Ethics is available on all our websites, free for anyone to download. After completion of the basic course program a selection for the advanced course program takes place.

Advanced Training – 2 month courses:

- Advanced Journalistic Writing
- Advanced Radio Production
- Advanced Video Production

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RESULTS

- Currently **1800 individual students** and growing every day
- **75 students** trained in advanced program in 2011
- Average **graduation rate** in basic program: **86%**
- New course: **200 new students** in first week
- 2010 version Basic Traditional Journalism: 646 graduates
- 2010 version Basic Online Journalism: 344 graduates
- 2010 version Basic Internet Skills: 459 graduates
- In Dec 2010: 21,5% female students, average age 32, at least **60,5% living in Iran**

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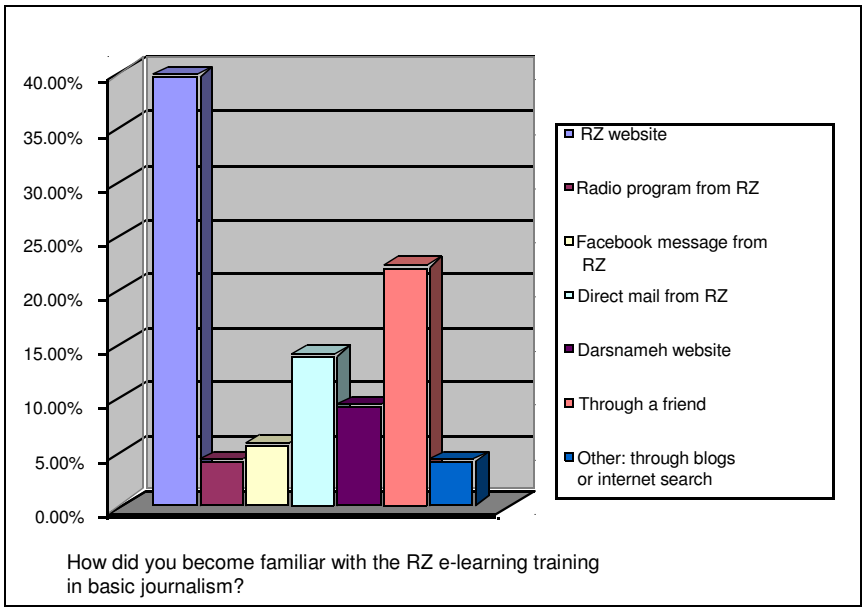
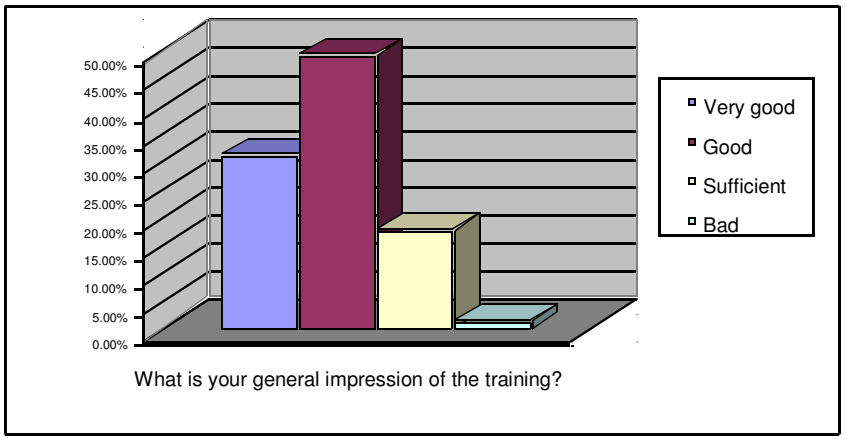
EVALUATION SURVEY (December 2010)

- 81% recommends RZ e-learning training to others
- 79% feels they gained useful knowledge
- 22% knows from the training through a friend
- 75% have told people in their personal network about the training





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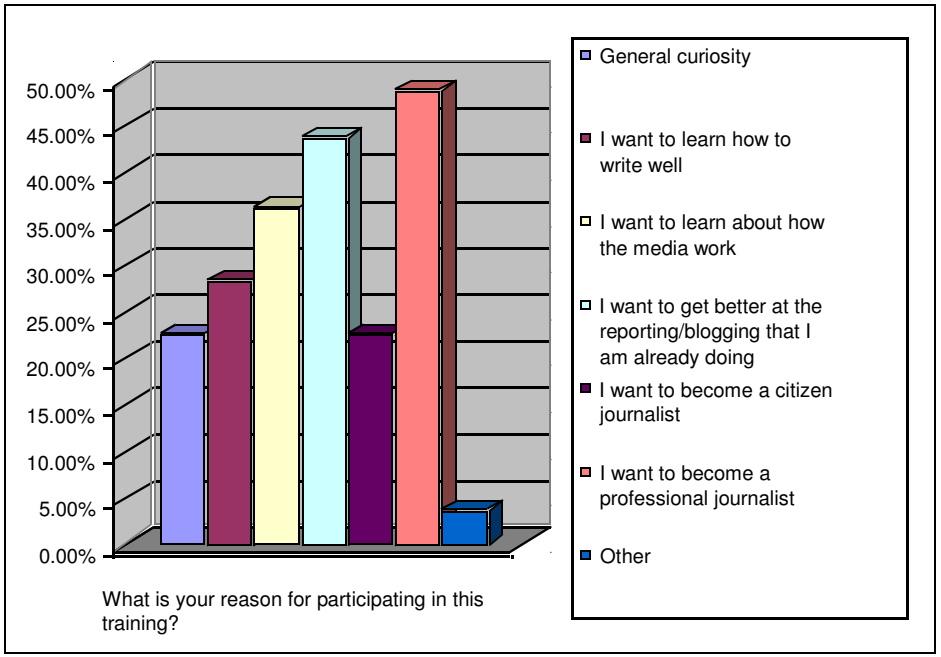
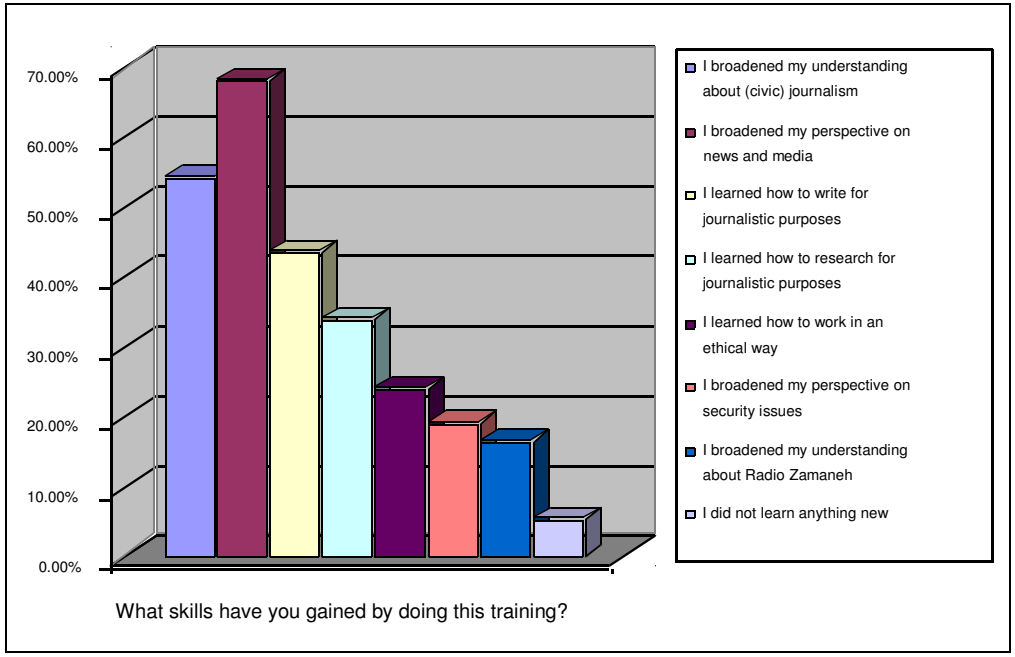


What is your reason for participating in this training?



What skills have you gained by doing this training?

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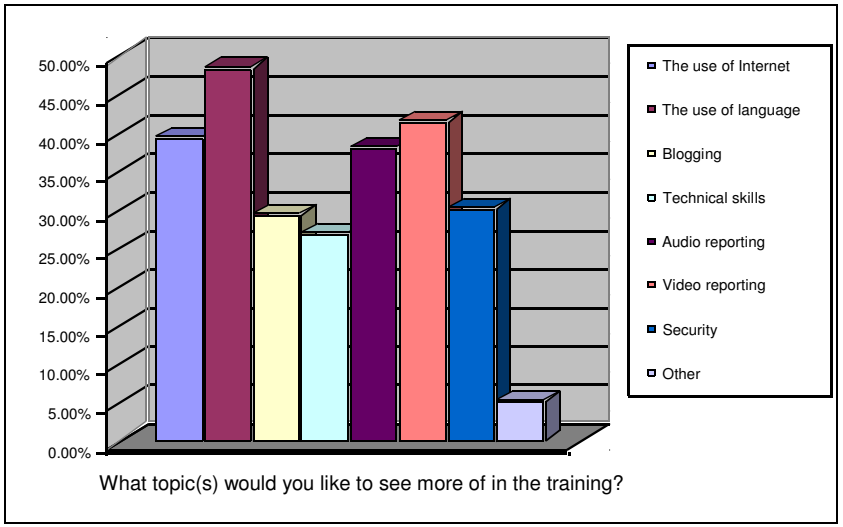
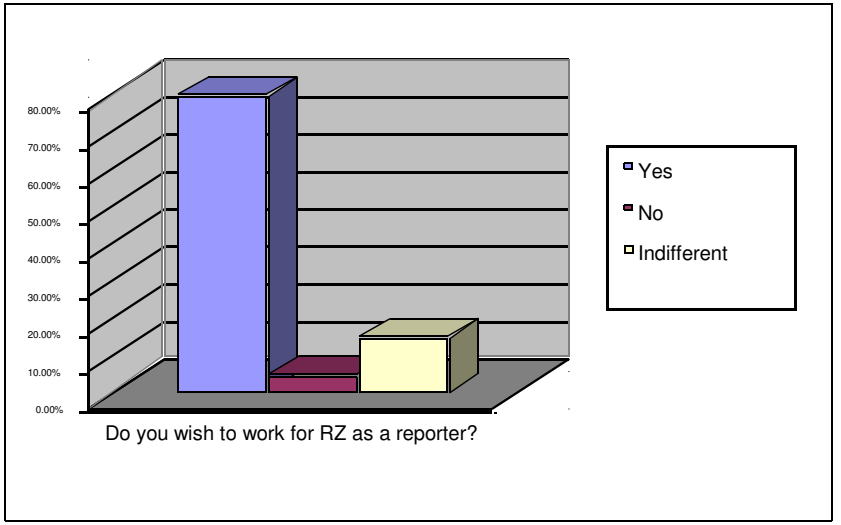
FUTURE

- 95% would like to continue with further training
- 81% would like to receive more feedback or personalized training
- 80% would like to work as a RZ reporter





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Publications by students and graduates on RZ website in September 2011..

CONTRIBUTIONS FROM STUDENTS						
Topic	# Text	# Audio	# Video	# Photo	Total received	Total published
News					0	
Politics	24	3			27	24
Cultural	18	4	3		25	22
Social issues	1	2	1		4	4
Media and blogs	2				2	
Human Rights	1				1	1
Art and Literature	3	1			4	3
Satire and entertainment					0	
Philosophy and critical thinking	1				1	1
Economy					0	
Women	3	4			7	7
Sports					0	
Cultural heritage and environment					0	
Science	3				3	3
LGBT					0	
Music	1	1			2	2
Total received	57	15	4	0	76	
Total published	54	12	1	0		67

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FUTURE DREAMS...

- Extend educational possibilities for citizens of Iran by offering a broader range of studies, regarding human rights education, social justice, political theory and international relations
- Professionalize training by getting academic accredited courses
- Run advanced platform with an increasing number of students in a more flexible structure with an increase in teachers and coaches
- Provide an extensive source of RZ e-learning on the web, including a community website with interactive features and group learning
- Increasing multi-media content for educational purposes such as video's
- Increase learning results by making use of the latest e-learning developments and innovations (gaming/social media/mobile applications)
- Increase effectiveness by offering blended learning solution in face-to-face training