

JLabs: Planning Multimedia Stories for New Media

Clickbait, leaflets, media landscape, news, use, view ... Lenur Yunusov, editor of Inc.Russia at the journalism laboratories about planning publishing for new media, talks about this and other trends in modern media consumption.

Laboratories were held in 3 cities of Central Asia: Almaty, Bishkek and Dushanbe.

Lenur shared with participants information on how the media and the model of information consumption have changed over the past 10 years. Viewers learned about how much time a modern audience spends on media and how it consumes information.

Laboratory participants received practical advice on how to plan the development of multimedia stories for new media and mastered working tools and life hacks to create content for new media.

- **What a modern media landscape looks like?**
- **What are the needs of a modern audience?**
- **How to select topics?**
- **How to effectively plan multimedia content?**

You can get answers to these and many other other relevant questions by watching the video of the journalism laboratory "Planning of multimedia stories for new media"