

Journalism Training for the Varna Region

A major training cycle for mid-career journalists started off in November, centring on Varna. We worked in partnership with local media outlets (radio, tv and print).

Invitations were sent out to the management of media outlets based in Varna.

The courses held during November and December 2004, for Media Managers, were as follows:

- On site consultancy*
- Understanding audience/readers (one day)
- Business and commercial management strategy training (5 days)
- News desk management training (3 days)

* On site consultancies were offered to media who expressed interest in taking part in the full programme of management activities relevant to their media outlet.