



Presentation of the Stars4Media Initiative

Managing stress & digital overload for journalists



Co-funded by
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The Team



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Initiative's summary

- A free online stress management program for journalists
- Three media partners: ICFJ, Open News, ONA
- Two editions: English (July), Spanish (September)
- Duration: 4 weeks

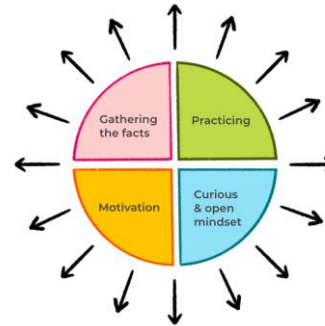
1  *Learn* in the **webinar**

2  *Practice* in the **weekly meetups**

3  *Deepen* with a **personal coach**

Initiative's results

- The Self-Investigation brand, [website](http://www.theseinvestigation.com) & method



- An **audience of more than 1.000 journalists** signed-up in our database
- More than **230 journalists trained in 4 continents**
- Almost **3.000 views** in the recordings of our webinars
- Referenced in **10 articles** and appeared in **8 additional webinars**
- Surveys show that **the program was highly appreciated**. Journalists made **changes** in their daily life **that will endure beyond the program period**.

Challenges

- It was key to get a **designer** on board
- **Tight deadlines** required more human resources than expected (or more time)
- **Email marketing is a skill.** When we brought an audience engagement person, our opening rate grew 25%
- Media partners were key to our **outreach success**

Lessons learned

“This is the type of training that **no journalist would ever seek out on their own**. I’m really glad I did it. **We should all be trained in stress management**. It should be a core part of the industry – and it’s not. And as a result many of us **get burned out and leave the sector.**” – *Program participant*

- Journalists think stress, anxiety and “being always on” **is part of the job**
- There’s a **lack of conversation** about boundaries, healthy work practices and well-being generally.
- There’s **no explicit funding** for this type of training and **great need**
- Most participants **would love** for this to be **an ongoing program**