

Airtel takes Multimedia Journalism Clinic to Enugu

Nigerian journalists resident in the coal city of Enugu are in for an exciting digital learning experience as the week-long Airtel Multimedia Journalism Clinic berths in the South East city from Monday, 17 August 2015.

The Airtel Multimedia Journalism Clinic, facilitated by international, digital media expert, Dan Mason and founder of the Journalism Clinic, Taiwo Obe, is a four-city-four-week multimedia journalism training/road show, which kicked off two weeks ago in Lagos.

Following the maiden edition in Lagos, the clinic has made stops at Ibadan and Abuja, consecutively, from 3 to 14 August, and several journalists in the regions have benefitted from the capacity building initiative.

Speaking on the multimedia journalism training programme, Director, Corporate communication and CSR, Airtel Nigeria, Emeka Oparah said Airtel Nigeria is committed to creating exceptional platforms and opportunities for Nigerian journalists.



Image via [123RF](#)

According to him, Airtel is intensely interested in developing the media industry and is partnering key stakeholders in the development of the Nigerian Industry.

"One of our core values, at Airtel Nigeria, is inclusivity. We believe in touching the lives of members of the communities we operate in. And we will continue to provide the relevant platforms for all our critical stakeholders to succeed," said Oparah.

Taiwo Obe, The Journalism Clinic's Founder/Director, said, "This training platform provided by Airtel Nigeria will teach our journalists how to create multimedia stories that are intriguing, accessible, and easy to share on social media."

The Airtel multimedia journalism training, aided by The Journalism Clinic, will train 100 Nigerian journalists across four regions. The Enugu leg will be attended by 25 journalists selected from media platforms across the South-South and South East zones.

The programme has drawn commendations from people in the media circle who described the initiative as a laudable project that is playing a huge role in the growth and development of the media in Nigeria.

Sunday Okobi, a journalist with *ThisDay Newspaper* said, "I have always had great admiration for the work Airtel Nigeria does. This good corporate citizen has given me the opportunity to not only improve on my professional skills but also to develop myself.

"After this training, I am sure I am going to be an asset, not only to the world of journalism but to the nation as a whole. Thank you Airtel Nigeria," he said.

Uche Akaolisa, a seasoned journalist with Hallmark newspaper expressed her excitement for the training programme.

"Airtel Nigeria is giving me the opportunity to be social media savvy. With this knowledge I will be able to respond effectively to the demand for online content," said a delighted Akaolisa.

The Airtel Multimedia Training is exposing select participating journalists from across Nigeria to tools and techniques to make their content more compelling to the vast audiences who now, more than ever before, consume news and other content on digital platforms.

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