**CALL FOR APPLICATIONS FOR CAPACITY BUILDING TRAINING  
 IN THE FIELD OF PROJECT CYCLE MANAGEMENT**

Training is conducted as part of BIRN’s activities within the ‘Media for All’ project

In our changing world, many media outlets are supporting their independent work by applying to calls for projects targeting different aspects of journalism. Implementing projects brings numerous benefits to the media organisation; not only does it help to cover the costs of production, but builds the organisation’s skills outside of the production set.

We are offering you our Project Cycle Management course, tailored especially for journalists, editors, producers and, in general, media organisations. The goal of this training is to show you the benefits of projects, to help you better understand project cycles and introduce you to the elements of project management which can be the most beneficial.

We are sure you have heard sentences like: “*I am not interested in projects, but in journalism; let me do my job”, or “I do not understand project logic, its strange language; it is just empty words”.*

Our specifically tailored PCM training targeting media professionals follows a four-day programme and offers a contemporary learning experience through group work, presentations and two-way interactions. It will show you how a simple idea, that you may have over a coffee with a colleague, develops into something more meaningful and worthwhile, which complements your work rather than disrupts your routine.

The course is tailored to suit all levels of previous knowledge; it is well balanced and is not set to repeat information for those with more knowledge, but will not overwhelm those who are receiving this kind of information for the first time.

Having had first-hand experience with the struggle and resistance media organisations have with project cycles, our lead trainer Dusica Stilic, the Balkan Investigative Reporting Network’s Head of Regional Operations, has used her knowledge of the PCM and the media to develop this unique course. She has also worked as a journalist and understands how you might first feel about project management (because, she did, too!). Dusica has a pedagogical background in education and practice, which making her one of the most engaging and systematic trainers in the region. For more information see Dusica’s bio here.

*Who can apply?*

Media outlets representatives (including journalists, editors, project coordinators, project assistants) and freelance journalists from Albania, Bosnia and Herzegovina, Kosovo, North Macedonia, Montenegro and Serbia without required previous knowledge of PCM, who currently work on project implementation, or wish to do so in the future.

Please apply observing the information provided in the application form.

The number of participants is limited and we will give advantage to younger journalists, with less experience in the described field.

Only one individual per media will be admitted.

Minimum 12 and maximum 20 participants.

*How to apply?*

Applicants should complete and submit only one application that is attached to this CfA. All applications should be submitted in English to: [aida.ajanovic@birn.eu.com](mailto:aida.ajanovic@birn.eu.com) along with the applicant’s CV.

**DATE OF TRAINING:** October 12-16

**TRAINING VENUE:** Tirana, Albania, HOTEL Rogner\*\*

**APPLICATION FORM:** Download here

**DEADLINE:** September 13, at midnight Central European Time

**REMARKS:**

\* For confirmed training participants, transportation and accommodation costs are provided, if required.

\*\* Training should take place in Tirana, Albania, but due to the possible changes in travel restrictions caused by the COVID-19 pandemics, and with respect to the health recommendations, organisers keep the right to hold the online training instead.

The project ‘Media for All’ is a two-year project, being delivered across the six countries of the Western Balkans: Albania, Bosnia and Herzegovina, Kosovo, North Macedonia, Montenegro and Serbia. The aim of this media project is to strengthen the editorial independence of the media, enabling them to more effectively provide citizens with a diverse range of content, thus encouraging open, informed and active discussion amongst the target audiences in the six Western Balkans, WB6, countries. The project is implemented by a consortium led by the British Council, along with Balkan Investigative Reporting Network, BIRN, Thomson Foundation, and INTRAC.

Through this project, BIRN, as one of the partners, wants to strengthen the capacities of media and journalists of WB6 countries, help them become more professional, independent and effective in performing their duties. Only such empowered journalists and media can strive for quality journalism and restore public trust.

BIRN has identified the main challenges and problems faced by media and journalists across the region and plans to provide series of legal, technical and organisational assistance and support, on sight but also remotely.

The first in a series of assistance to be provided will be the support for media outlets and journalists in understanding Project Cycle Management. Future opportunities will be announced on the BIRN Investigative Resource Desk, BIRD.