



**INTERNATIONAL  
INSTITUTE OF  
INFLUENCERS**



# PROJECT REPORT

**Name of the Course: INTERNATIONAL MASTER DIPLOMA IN GUIDANCE  
& COUNSELING**

**Conducting Organisation: International Institute of Influencers (III)**

**Title of the Project: Project Journal: Journalistic Writing**

**Advancement Literacy**

**Criteria for doing the project: Structured Approach & Analytical  
Evaluation for Workplace Through Guidance-Coaching &  
Counselling**

**Submitted To: SHAMA Hussain, Founder & CEO of III**

**Date of Submission: August 30, 2024**

**Name of the Candidate: Maricel M. Andrada**

**Name of the Organisation: West Fairview High School**



*"Every great journalist starts as a student, driven by the  
desire to inform, to challenge, and to make a difference."*

*- Anonymous*

*Maricel M. Andrada*

*Teacher III*

*West Fairview High School*

*Dr. Shama Hussain*

*Founder & CEO*

*International Institute of Influencers*



## **Title of the Project:** Project Journal: Journalistic Writing Advancement Literacy

### **Introduction:**

Campus Journalism classes are offered in grade 9 and grade 10 respectively under the TLE subject according to Division of City Schools - Quezon City Memorandum No. 539 series of 2009. It is also mandated by the law under **Republic Act 7079** which is also known as the Campus Journalism Act of 1991 which aims to provide for the development and promotion of campus journalists in school for the elementary, secondary, or tertiary level.

However, there is an arising problem because according to the World Bank report last July 2022, 9 out of 10 Filipino children aged 10 and up are struggling readers which leads to the estimation that 91% of the children at late primary age across the country are not proficient in reading. This results in students falling behind in writing levels when they become junior high school students. Based on my data and observation from the campus journalists of today have grammar slips, can't write a comprehensive lead, and should be always reminded of the format of how to write effective news. They also lack vocabulary in Filipino terminologies for headline writing.

To address this problem, I came up with **Project Journal: Journalistic Writing Advancement Literacy**.

The **Project Journal: Journalistic Writing Advancement Literacy** is a coaching and mentoring program is designed to enhance the journalistic writing skills and literacy of emerging campus journalists through targeted coaching and mentorship. This initiative aims to provide personalized support and guidance to participants, helping them master advanced writing techniques, adhere to ethical standards, and adapt to contemporary trends in journalism. By leveraging the expertise of seasoned professionals, this program will foster the development of competent and confident journalists capable of producing high-quality, impactful content.

Project Journal is very important to address the shortcomings and lapses of campus journalists so that they can write news in all forms and platforms such as social media. It also targets not just the advancement of writing skills of each student but also incorporating technology as 21<sup>st</sup> media men.

### **Objectives:**

This training aims to address these needs by providing comprehensive instruction and practical experience in journalistic writing. To achieve this, here are the specific objectives:

- 1. Enhance Writing Skills:** Provide personalized coaching to improve participants' journalistic writing abilities, including narrative techniques, accuracy, and clarity.
- 2. Advance Literacy:** Mentor participants to deepen their understanding of advanced journalistic concepts, including investigative reporting and multimedia integration.
- 3. Promote Ethical Standards:** Guide participants in adhering to ethical journalism practices and maintaining integrity in their work.
- 4. Incorporate Contemporary Trends:** Support participants in adapting to current trends and technologies in journalism, such as digital storytelling and data journalism.
- 5. Foster Professional Growth:** Develop participants' confidence and competence through one-on-one coaching and mentorship, preparing them for successful careers in journalism.

### **Coaching & Mentoring Journey:**

As a campus journalist teacher for 5 years, I am responsible for guiding students in developing their journalistic skills, including writing, reporting, and editing, while ensuring adherence to ethical standards and accurate storytelling. Additionally, I facilitate the production of the school's media publications, mentor student journalists, and foster a supportive environment for creative expression and critical thinking.

I also train and fulfill my coaching duties to hone my students and prepare them during press conference contests. Being a mentor and counselor for campus journalists can be quite challenging, especially when dealing with their stress, frustrations, and sudden emotional outbursts after a contest loss. However, after completing counseling courses through the International Institute of Influencers, I am now much better equipped to manage these situations effectively.

My coaching and mentoring journey is structured so that the campus journalists I am mentoring can develop the skills and insights needed to become more effective. I use different methods I learned from the I.I.I. in coaching and mentoring. Specifically, I used the GROW MODEL and others. Here are the following steps and strategies that could share my best practices in doing the project.

#### **1. Needs Assessment and Goal Setting**

- **Initial Evaluation:** Conduct a thorough assessment of participants' current skills, knowledge, and career goals.
- **Goal Setting:** Collaboratively establish clear, actionable goals for each participant based on their individual needs and aspirations.

#### **2. Coaching Sessions**

- **Personalized Coaching:** Provide one-on-one coaching sessions focusing on specific areas of improvement, such as writing techniques, story development, and editing.
- **Actionable Feedback:** Offer constructive feedback on participants' work, including articles, reports, and other journalistic content.
- **Skill Development:** Assist participants in developing practical skills through targeted exercises and real-world writing assignments.

### 3. Mentorship Program

- **Mentor Matching:** Pair participants with experienced mentors who have expertise in various areas of journalism, such as investigative reporting, multimedia, and ethical journalism.
- **Mentoring Sessions:** Facilitate regular mentoring sessions where mentors provide guidance, share industry insights, and support participants in their professional development.
- **Networking Opportunities:** Create opportunities for participants to connect with industry professionals and expand their professional network.

### 4. Training and Workshops

- **Advanced Writing Techniques:** Conduct workshops on advanced journalistic writing techniques, including narrative storytelling and investigative reporting.
- **Ethics and Standards:** Provide training on journalistic ethics, fact-checking, and maintaining professional integrity.
- **Multimedia Integration:** Offer sessions on integrating multimedia elements into journalistic content, such as video, audio, and data visualization.

### 5. Practical Assignments and Projects

- **Real-World Projects:** Assign participants real-world reporting projects that allow them to apply their skills and receive feedback from coaches and mentors.
- **Editorial Review:** Conduct editorial reviews of participants' work, providing detailed feedback and suggestions for improvement.

### 6. Evaluation and Progress Monitoring

- **Regular Assessments:** Monitor participants' progress through regular assessments, including feedback from coaches and mentors, and self-evaluations.
- **Final Evaluation:** Conduct a comprehensive evaluation at the end of the program to assess overall improvements and achievements.

### 7. Certification and Continued Support

- **Certification:** Award certificates of completion to participants who successfully meet program requirements.
- **Ongoing Support:** Provide resources and support for continued development, including access to industry publications, professional networks, and mentorship opportunities.

## Conclusion:

The "Project Journal: Journalistic Writing Advancement Literacy" coaching and mentoring program is designed to enhance the skills, knowledge, and confidence of emerging journalists through personalized support and professional guidance. By investing in coaching and mentoring, the program aims to produce skilled, ethical, and innovative journalists who are well-prepared to meet the demands of the evolving media landscape and contribute to impactful journalism.

## Documentation:

