



**5W+H** of PulseZ

#PulseZ

@PulseZ

pulse-z.eu





## Who

**Experienced journalists** - professionals from the field of journalism, media, and content creation

**Aspiring journalists** - 18-24, students or anyone else who want to start their career in journalism, they need to complete all modules of the PulseZ training

**Community contributors** - students or anyone else who would like to publish quality content, they need to complete at least one module of the PulseZ training

**Experts** on topics that we cover and **our audience** can contribute to the production as well

## What

**Daily content** - every day we publish media pieces on current affairs and specific topics according to the weekly schedule. It's news articles, opinion articles, commentaries, short videos.

**Special Editions** - PulseZ journalists also create additional content that needs more time - such as analyses, interviews, long reads, investigations, portraits.

**Video and Podcast Series** - published weekly, bi-weekly, or monthly they portray stories from across Europe related to a specific topic, such as inspirational stories, volunteering, connections across Europe, or interactive quizzes.





# Why

Give young people a space to speak up about issues that are important to them and provide them opportunities to create quality and innovative content.

## *“Showing Europe As It Really Is”*

Highlight what is connecting us in Europe, counter stereotypes and misinformation, draw attention to topics that are not in the spotlight.



# When

From Monday to Sunday, every day there is something new in Europe and thereby on PulseZ

# Where

On Pulse Z Hub and social media + on channels of the PulseZ partners and journalists







## How

**Innovative methods** - constructive journalism, engaged journalism - connecting with an audience, which can also propose topics, influence the planning, and create content together with journalists

**Collaboration and learning** - aspiring journalists co-create content together with experienced ones, experts on the topic are not just interviewees, but they can also collaborate with PulseZ team

**Accuracy and appeal** - the content is based on verified information, it follows high ethical and professional standards - there is no space for bias, misinformation, and manipulation - as well as using modern storytelling and gamification tools to be more interactive and appealing to young audiences.

# Making an impact on Europe with **PulseZ**



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