



INMA AWARDS

2017

FOLHA DE S.PAULO



Jornalism for the experienced

FOLHA DE S.PAULO



Jornalism for the experienced

Folha de S.Paulo, the biggest newspaper in Brazil, launched in 2016, its first trainee program exclusive to professionals who are 40 years old or older.

The program's pretension was to attract experienced people who have interests in learning journalism techniques in order to change career, write better, or even, work with journalism companies.

Within October and December 2016, 12 participants were chosen to meet 3 nights a week plus 3 Saturdays to learn with the newspaper main professionals and special guests how to do be a journalist.

The program was sponsored by Odebrecht, Philip Morris and Friboi, had more than 1500 candidates.

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Campaign Objectives

Opportunity for professionals over 40 years old. Looking for the experience gained from these professionals and also offering the experience of a newspaper with 95 years of existence. At this age, many believe that it is too late to change careers, or even to learn new job functions.

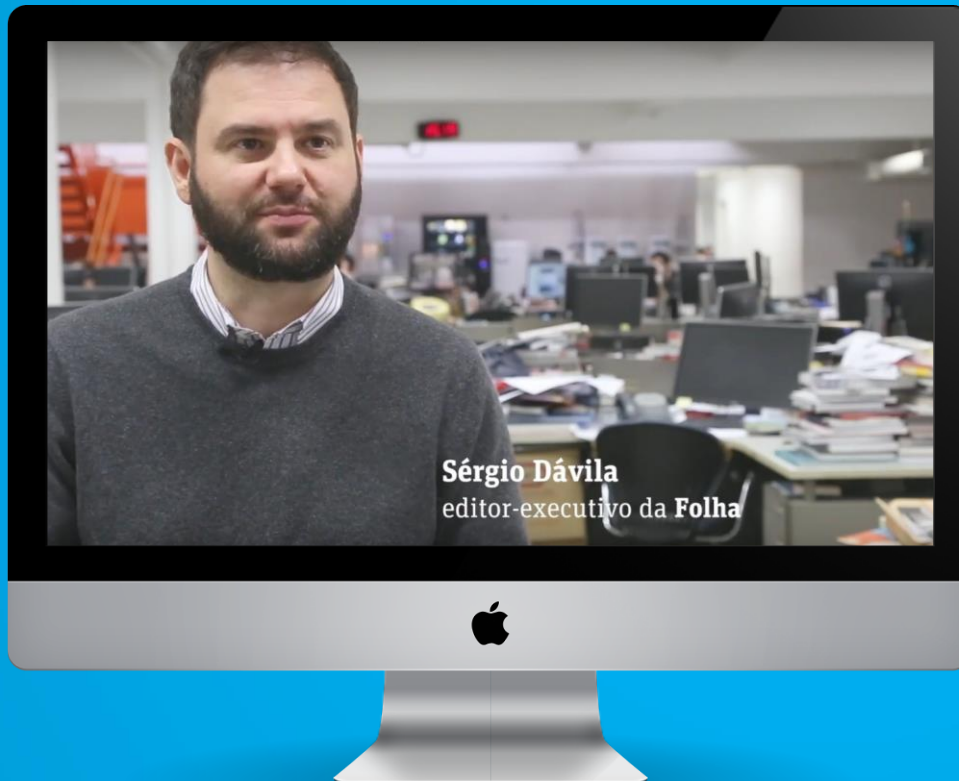
The program, besides capacitating and training these professionals for a new function, it gives them an opportunity to learn in practice how a newsroom of a newspaper like Folha works.

FOLHA DE S.PAULO



Jornalism for the experienced

Video



Link:

<https://youtu.be/PxURoigLFAs>
(subtitles available)

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Print Ad

JORNALISMO PARA MAIORES

PROGRAMA TRAINEE EXPERIENTE

www.folha.com/treinamento

A **Folha** está lançando um programa de treinamento inédito. O jornal quer trainees experientes, que já tenham trabalhado em jornalismo ou em qualquer área do conhecimento. A única exigência é ter 40 anos ou mais. Se você quer uma chance para mudar de carreira, gostaria de ser colaborador em algum veículo de mídia ou simplesmente precisa aprender a escrever melhor, não perca essa chance de conviver com os profissionais que fazem o maior jornal do país.

FOLHA
MÃO DE PRA REGU TUDO
www.folha.com.br

APOIO

Filbei ODEBRECHT PHILIP MORRIS

Journalism for the experienced

Folha is launching an unprecedented training program. The newspaper wants experienced trainees who have already worked in journalism or in any area of it. The only requirement is to be 40 years old or older. If you want a chance to change careers, if you would like to be a collaborator in some media vehicles or if you simply need to learn how to write better, do not miss this chance to work along with the professionals who produce the biggest newspaper in the country.

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PROGRAMA TRAINEE EXPERIENTE

NUNCA É TARDE PARA VIRAR JORNALISTA

A **Folha** está lançando um novo programa de treinamento para recrutar pessoas experientes que pensam em mudar de carreira ou que gostariam de aprender um novo ofício.

MAIS INFORMAÇÕES
www.folha.com/treinamento

FAÇA SUA INSCRIÇÃO ATÉ
7 de setembro de 2016

JORNALISMO PARA MAIORES

O maior jornal do país quer aproveitar sua experiência

APOIO

Folha

ODEBRECHT

FOLHA
NÃO DÁ PRA NÃO LER.

Journalism for the experienced

The biggest newspaper in the country wants your experience

IT'S NEVER TOO TALE TO BECOME A JOURNALIST Folha is launching a new training program to recruit experienced people who are thinking of changing careers or would like to learn a new profession.

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COMO É O PROGRAMA

- Palestras com jornalistas renomados;
- Exercícios de reportagem e de textos;
- Como funciona uma grande Redação;
- Preparação de uma reportagem especial;
- Duração de dois meses;
- Frequência: três noites por semana + três sábados

QUEM PODE SE CANDIDATAR

- Qualquer pessoa com 40 anos ou +
- Com ensino superior em qualquer área de conhecimento
- Que gostaria de se familiarizar com técnicas jornalísticas para mudar de carreira ou para colaborar com a Folha

COMO SERÁ A SELEÇÃO

- São 10 vagas
- A primeira fase será de prova escrita (português, inglês e conhecimentos gerais)
- A segunda fase terá dinâmicas em grupo e entrevistas

NÚMEROS DA FOLHA

300
JORNALISTAS

CIRCULAÇÃO
285.857
EDIÇÕES/DIA (IMPRESSO E DIGITAL)

AUDIÊNCIA
31.362.126
VISITANTES ÚNICOS/MÊS NO SITE

FOLHA'S NUMBERS

300 JOURNALISTS - CIRCULATION 285.857 EDITIONS/DAY
(PRINT AND DIGITAL) - AUDIENCE 31.362.126 UNIQUE
VISITORS/MONTH ON THE WEBSITE

THE PROGRAM

- Lectures with renowned journalist;
- Text writing and reporting exercises;
- How does a big newsroom function;
- Preparation of a special report;
- Duration of two months;
- Frequency: 3 night per week + three Saturdays

WHO CAN APPLY

- People who are 40 or older
- With higher education in any area
- Someone who would like to become familiarized with journalistic technics in order to change careers or to collaborate with Folha

THE SELECTION PROCESS

- There are 10 vacancies
- First round is consisted of a written test (Portuguese, English and general knowledge)
- Second round will have group dynamics and interviews

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Campaign Results

With a great deal of interest, more than 1500 people applied to participate in the program. Of these, only 12 were selected for 2 months of study in a very eclectic group: there were two lawyers, a museologist, a documentary filmmaker, two doctors, two political scientists, a biologist and three publicists. All of them were successful professionals, with postgraduates, courses abroad, awards, who wanted to get to know journalism closely. Sponsored by Odebrecht, Philip Morris and Friboi, the program was coordinated by special reporter Vera Guimarães Martins.

The group nicknamed themselves as "sealsaurus," a mix of a seal (young reporter) and a dinosaur. "It was a great experience and we intend to repeat it," says Suzana Singer, Training Editor. The program has the support of the Brazilian Association of Airline Companies. As their final work, the senior trainee group produced an extensive report on the digital content producers who perform on YouTube. The paper occupied two pages in the culture section of the printed newspaper (12/12/2016 edition) and a special page at Folha's website. Part of the team is already engaged in the production of new contents for Folha's special products.

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Campaign Results



Participants:

<http://novoemfolha.blogfolha.uol.com.br/2016/10/11/conheca-os-integrantes-da-1a-turma-de-trainees-senior/>

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Jornalism for the experienced

Campaign Results



Digital Report:

<http://temas.folha.uol.com.br/influenciadores-digitais/a-fama/brasil-so-perde-para-os-eua-em-tempo-de-visualizacao-de-videos-on-line.shtml>

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