

**THEFOURTH**

IF YOU ENJOYED OUR SESSION, PLEASE SUPPORT OUR WORK BY  
FOLLOWING OUR SOCIAL MEDIA ACCOUNTS.

*CLICK THE BOXES BELOW TO FOLLOW US!*

**TWITTER**

@thefourth\_media

**TIKTOK**

@thefourth.media

**INSTAGRAM**

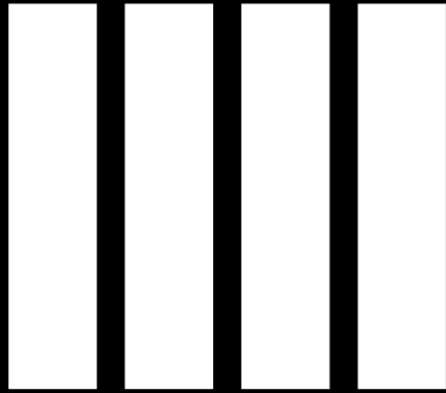
@thefourth.media

**YOUTUBE**

youtube.com/  
TheFourth

**FACEBOOK**

fb.com/TheFourth

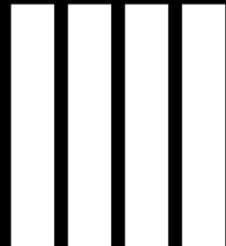


**THE FOURTH**

**FEARLESS JOURNALISM FOR JUSTICE**

# **IMPACT JOURNALISM & MULTIMEDIA STORYTELLING**

**THE MOST IMAGINATIVE WORKSHOP TITLE EVER.**





# Saya Juga Anak Malaysia

Perjuangan seorang ibu untuk  
kewarganegaraan anaknya



**HOW DID THAT VIDEO  
MAKE YOU FEEL?**

**AND WHICH ELEMENT  
IN THE VIDEO MADE  
YOU FEEL THAT WAY?**

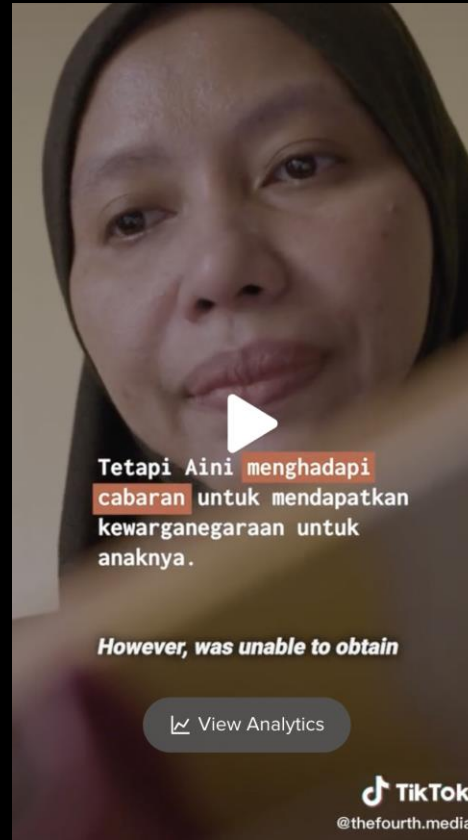
Sad  
Upset  
Injustice  
Sympathy  
Connection

Daughter's face (visuals)  
Mom crying  
Her voice  
Personalising the issue  
Mother's emotion  
Tone of mother's voice  
Music  
What was said

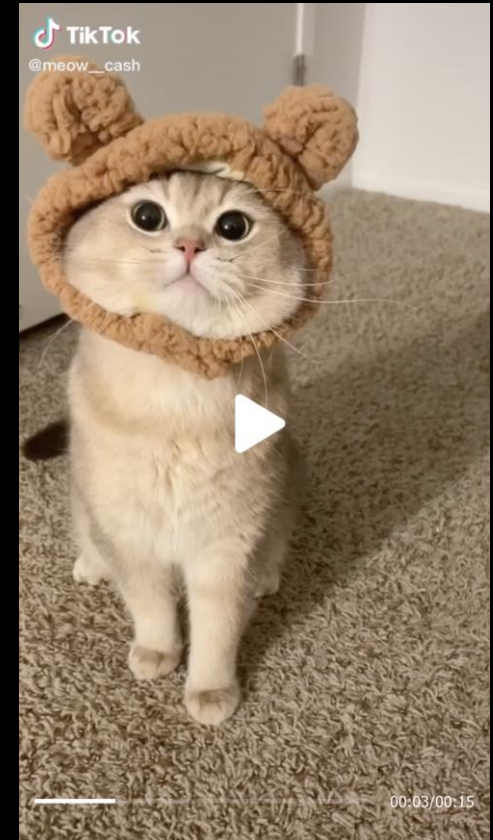


WHICH VIDEO HAD  
**MORE VIEWS?**

BUT WHICH WOULD  
INSPIRE YOU TO  
**DO SOMETHING?**

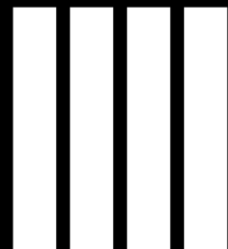


A. SAYA JUGA ANAK MALAYSIA



B. RANDOM CAT VIDEO  
**38 MILLION VIEWS**

**INFORMATION + INSPIRATION  
= IMPACT**



JULY 2016:

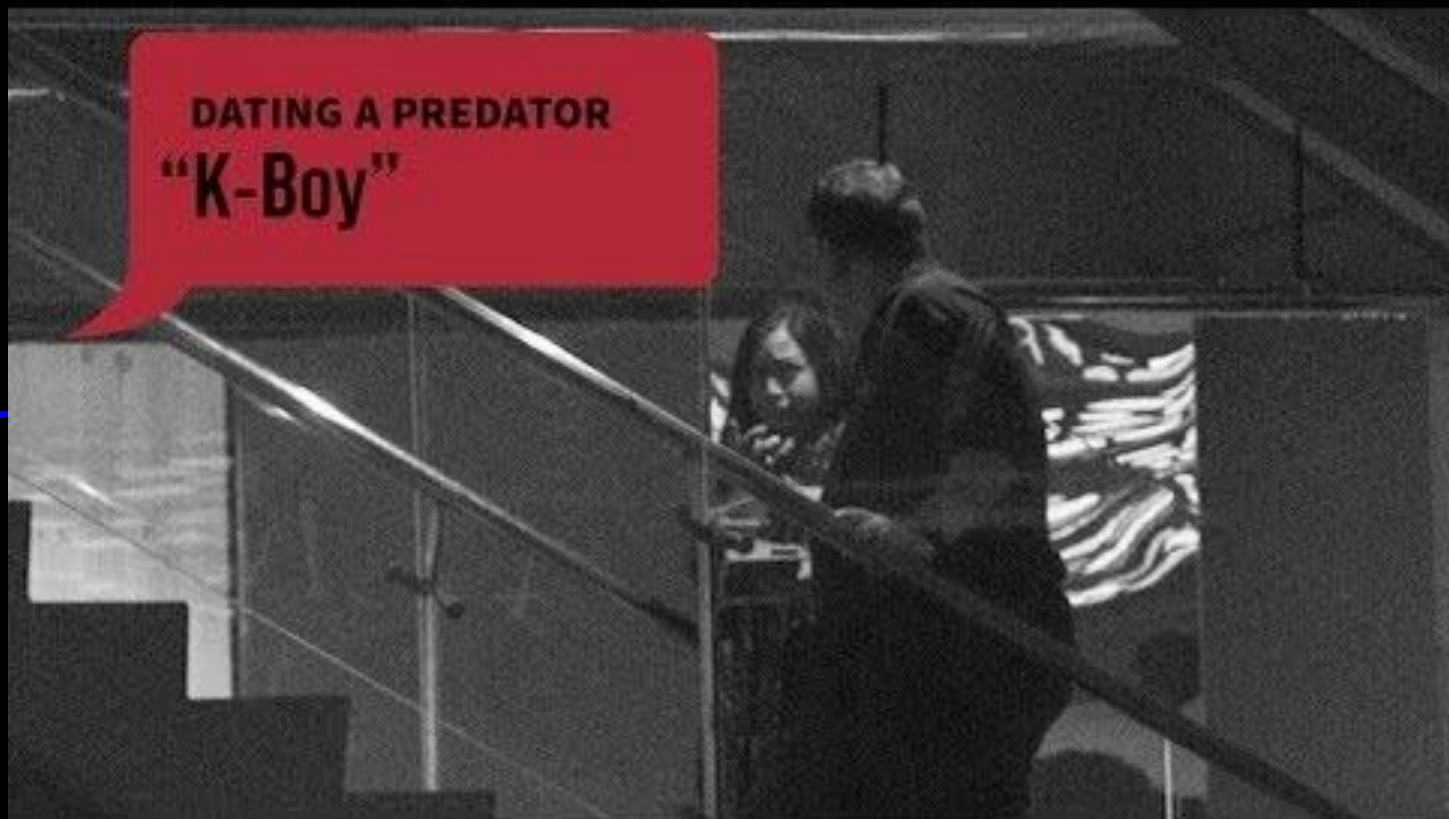
**“PREDATOR IN MY PHONE”** .

R.AGE RECEIVED POLICE STATISTICS ON SEXUAL ASSAULT.  
NOTICED A WORRYING TREND WITH CHAT APPS.  
STARTED UNDERCOVER INVESTIGATIONS.

---



**DATING A PREDATOR**  
**“K-Boy”**



Join the campaign against  
sexual grooming




FIND OUT MORE ON OCT 14  
at [facebook.com/ragepmp](https://facebook.com/ragepmp)

PREDATOR  
IN MY  
PHONE

R. AGE





**APRIL 2017:**  
**A BIG VICTORY: LAWS AGAINST  
CHILD SEXUAL CRIMES PASSED.**

**SEXUAL OFFENSES AGAINST CHILDREN ACT (2017) NOW  
PROTECTS MALAYSIAN CHILDREN FROM MANY NEW FORMS OF  
CHILD SEXUAL EXPLOITATION.**



**ENVIRONMENTAL  
REPORTING  
COLLECTIVE**

# Trafficked to Extinction

Criminal syndicates in Africa and Asia are working together — and competing — to meet the seemingly insatiable demand for pangolins in China and other markets. Here's how this underground trade risks wiping out the species.

**EXPOSED CORRUPT MALAYSIAN OFFICERS INVOLVED IN PANGOLIN SMUGGLING TRADE.**

**IN COLLABORATION WITH THE ENVIRONMENTAL REPORTING COLLECTIVE (ERC)**

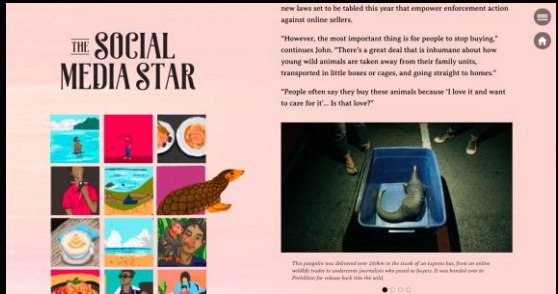


**MALAYSIA'S  
ONLINE  
WILDLIFE  
MARKETPLACE**





AN ILLUSTRATED ONLINE INVESTIGATIVE STORYBOOK







# THE NO-PANGOLIN RECIPES

Traditional Chinese medicine is largely unproven by modern science, but TCM users and practitioners still believe in the value of these centuries-old doctrines.

According to these doctrines, pangolin scales are used for four broad purposes: boosting lactation, treating furuncles and sores, rheumatoid arthritis, and for detoxification. But the same doctrines also teach recipes that perform the same function as pangolin scales. Here are a few no-pangolin recipes, according to TCM doctrine.

BOOST LACTATION

TREAT FURUNCLE AND SORES

FOR DETOXIFICATION

TREAT RHEUMATOID ARTHRITIS



© TCM practitioner Dr. Kong Why Hong. Do not self-prescribe TCM treatments. Please consult a professional. These recipes should not be seen as an endorsement of TCM over other forms of medicine.

CHAPTER 12  
THE HUNTERS




### Recipe to Treat Rheumatoid Arthritis


Rheumatoid arthritis is a common autoimmune condition that causes inflammation, swelling, and joint pain. These ingredients are recommended in treating this condition as they are believed to exert anti-inflammatory and anti-arthritis effects.

All these ingredients make up one recipe. Please consult a certified TCM practitioner before consuming any of these recipes.


**PSORALEA FRUIT**  
*Psoralea corylifolia*




**BARRENWORT**  
*Epimedium hermsi*



**GU SUI BU**  
*Caralluma maritima*



**REHMANNIA**  
*Rehmannia glutinosa*

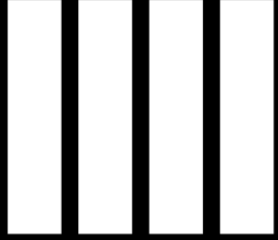


Swipe to continue →

● ○ ○ ○ ○



AND WE **SAVED THREE PANGOLINS.**  
WE NAMED THEM RAINIE, RANDI AND RAYMOND.



**1. CONTENT**

**2. CONCEPT**

**3. CHANNELS**

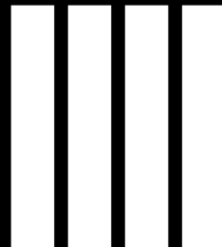
**4. CALL-TO-ACTION**

**5. CONVERSATIONS**

STEP 1

# CONTENT

DECIDE WHAT IS YOUR STORY ANGLE.  
PURSUE THAT STORY RIGOROUSLY.  
DEVELOP AN IMPACT GOAL.



# WITHOUT AN ANGLE, A STORY IS POINTLESS.

STORY ANGLE = A HYPOTHESIS, an assumption based on  
initial info or evidence.

EVERY TOPIC/ISSUE HAS MULTIPLE STORY ANGLES.  
FINDING THE RIGHT ONE IS AN ITERATIVE PROCESS.  
AND IT HELPS DEFINE YOUR **"ONE SMALL STEP"**.

# THE JOURNALISTIC PROCESS

## STORY ANGLE

USE NEWS VALUES



## RESEARCH

Assemble all the facts you can find.



## INTERVIEWS

Start speaking to people on the ground.

Requires EMPATHY.



## INVESTIGATION

Still can't find definitive answers?  
INVESTIGATE.

The best journalists never give up.



## FACT-CHECKING

Confront your assumptions and biases in the most brutal way —  
EDITORS.



# THE REPORTING PROCESS

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USE NEWS VALUES



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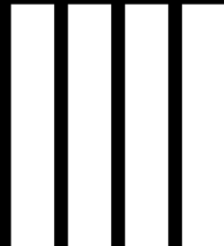
# NEWS VALUES

1. TIMELINESS
2. IMPACT
3. PROXIMITY
4. PROMINENCE
5. CONFLICT
6. NOVELTY
7. HUMAN INTEREST



# EXERCISE

PICK A NEWS STORY OR VIDEO THAT CAUGHT YOUR EYE.  
TRY TO SEE HOW MANY NEWS VALUES YOU COULD FIND.  
ANYONE CAN IDENTIFY ALL 7?

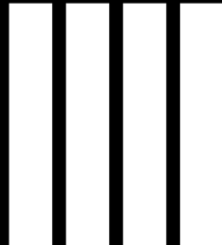


**THE  
FIVE-WORD  
HEADLINE**

# EXERCISE:

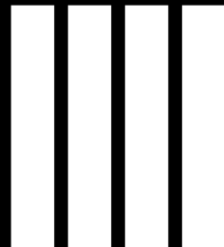
## THE FIVE-WORD HEADLINE

SUMMARISE YOUR STORY ANGLE INTO 5-10 WORDS.  
CRAM IN AS MANY NEWS VALUES AS POSSIBLE.  
HELPS KEEP YOUR IMPACT CAMPAIGN FOCUSED.



# **KEEP TRYING!**

**IT TAKES TIME TO HONE YOUR INSTINCT FOR STORY ANGLES.  
TRUST THE PROCESS, AND DON'T GIVE UP.**





YouTube

facebook



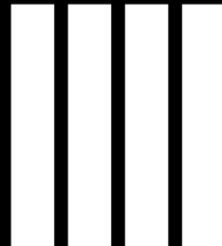
TikTok



STEP 2

# CHANNELS

DIFFERENT FORMATS FOR DIFFERENT PLATFORMS.  
FIGURE OUT WHAT PLATFORM(S) YOUR TARGET AUDIENCE IS ON.  
PICK A FORMAT THAT WORKS FOR THAT AUDIENCE/PLATFORM.



 REUNITED

**Covid-19 survivors  
get a surprise reunion**



**REUNITED**

**Covid-19 survivors  
get a surprise reunion**

10:45

**R.AGE** We gave Covid-19 survivors a surprise reunion | #REUNITED by R.AGE  
R.AGE · 76K views · 2 months ago

**YOUTUBE**  
**16:9 ASPECT RATIO, > 10 mins**

**WATCH THESE COVID-19 SURVIVORS GET REUNITED WITH THEIR FRONTLINERS.**

**REUNITED**  
R.AGE · 76K views

**'We have a surprise for you.'**  
'Kami ada kejutan untuk anda.'

**FB & INSTA VIDEOS**  
**4:5 ASPECT RATIO, 2-3 mins**

**#REUNITED 8w**

**WATCH THESE COVID-19 SURVIVORS GET REUNITED WITH THEIR FRONTLINERS.**

**REUNITED**  
R.AGE · 76K views

**- You recognise me, but I can't recognise you.**  
**- Doktor cam saya, tapi saya tak cam doktor.**

**TIKTOK, IG REELS, YT SHORTS**  
**9:16 ASPECT RATIO, < 60 secs**

**PICK A PLATFORM,  
AND PICK A FORMAT.**



*TELL US SOME OF THE CONTENT FORMATS YOU ENJOY WATCHING ONLINE!*



# PICK A PLATFORM, AND PICK A FORMAT.

1. DOCUMENTARIES

2. EXPLAINERS

3. PSAs

4. SKETCHES

5. SHORT FILMS

6. TALK SHOWS

7. ANIMATION

8. SOMETHING NEW! 

# LEAN BACK

## EXPERIENCE

Watching content when you're back at home, leaning back on a couch or a bed.

YouTube and Netflix are built for a 'lean back' experience.

Longer content, usually in widescreen.

VS

# LEAN FORWARD

## EXPERIENCE

Watching content when you're out and about, on the train, or when waiting around for someone.

Facebook, Instagram, Twitter, etc. are built for 'lean forward' viewing.

Shorter content, built for 10-second attention spans.

# LEAN BACK

EXPERIENCE

VS

# LEAN FORWARD

EXPERIENCE

PROS

CONS

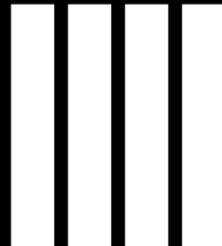
PROS

CONS

**STEP 3**

# **CONCEPT**

**A GOOD STORY ANGLE IS NOT ENOUGH.  
YOU NEED A CREATIVE CAMPAIGN CONCEPT TO GRAB  
ATTENTION.**



# CONCEPT: Interactive map for public to lobby MPs on child sexual grooming law.

PREDATOR  
IN MY PHONE

HOME VIDEOS TIMELINE CAMPAIGN 🔍

TAG YOUR MP NOW

Constituencies marked in green belong to MPs who support the campaign

016) \*  
create your own.

← P.131 Rembau

Constituency  
P.131 Rembau

MP name  
Encik Khairy Jamaluddin Abu Bakar

Social media accounts  
<https://twitter.com/Khairykj>  
<https://www.facebook.com/Khairykj>

Email address  
[kj@kbs.gov.my](mailto:kj@kbs.gov.my)  
[kj@rembau.net](mailto:kj@rembau.net)

Google My Maps



**CONCEPT:** An animated character to create awareness among younger audiences.



R. AGE Star

# THE PANGOLIN AND THE DARK WORLD OF TRAFFICKING

Hidden in the shadows, there is an underground economy that smuggles pangolins across many lands to China, where this shy anteater is used in traditional medicine and served as a status-symbol delicacy.

R. AGE journalists spent months speaking to the people of this illicit trade, ranging from hunters to smugglers to corrupt policemen. Their stories paint a picture of a trade so rampant it threatens the pangolin's very existence.

ABOUT THE PANGOLIN

READ THE STORY

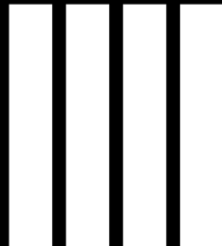
**CONCEPT:** A social experiment to see if six opposing strangers can practice empathy.



**STEP 4**

# **CALL-TO-ACTION**

**FIND A WAY TO MOBILISE YOUR AUDIENCE TO HELP CREATE  
IMPACT, TOGETHER.**







After the death of her husband, Auntie Mah, 62... See more

409 comments 1.8K shares 459K views

How can we help her? Feeling so sad after watching this video.

R. AGE... if you have her contact number pls give it to me... I would like to do some donation.. Thanks

I like to help auntie....can I have hwr adds or phone number pls thanks

Update us on the donation mechanism thanks

Hi. Are you allowed to share her address and contact details for people who want to help?



### Help Auntie Mah and others living in urban poverty

Malaysian Care is an established NGO that has been supporting Auntie Mah and many others in similar situations, across different locations.

Please feel free to contact Malaysian Care for more info [malaysiancare.org/contact-us](https://malaysiancare.org/contact-us), or donate to them

**514 057 600 134**  
**Maybank Berhad**

Sertai kempen untuk menggesa kerajaan  
Malaysia menggururkan rayuan mereka, di  
**Saya Juga Anak Malaysia.my**



**FreedomFilmFest**

1.77K subscribers

'Saya Juga Anak Malaysia', is a short film about one mother's years-long struggle to pass on her Malaysian citizenship to her daughter. The film will shed light on how Malaysia's gender-discriminatory citizenship laws denies thousands of children the right to be truly Malaysian, and the heavy toll it takes on families.

Join the movement to give equal citizenship rights to Malaysian women, and end the suffering of mothers like Ani. Tweet now at <https://bit.ly/BersuaraSekarang>

# TIPS FOR CTAs

## KEEP IT SHORT!

You should be able to read it out easily.

## USE A VERB!

Ask people to do SOMETHING.

“Sign this” “Donate here” “Watch this”

## WIIFM?

What’s In It For Me?

Let the audience know how the action can benefit them.

## USE #FOMO

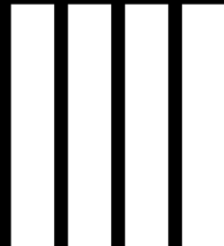
“Donate here before it’s too late!”

“Join thousands of Malaysians...”

**STEP 5**

# **CONVERSATIONS**

**ENGAGE IN COMMENTS.  
REINFORCE YOUR NARRATIVES.  
PLAY THE ALGORITHM.**



# SOCIAL MEDIA ENGAGEMENT

## RESPOND AS MUCH AS POSSIBLE

Improves your  
algorithm score.

## DEVELOP A BRAND VOICE

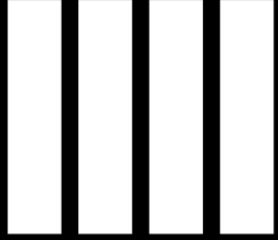
Hello. Cannot.

## PREPARE TALKING POINTS

Anticipate what the  
trolls will say, and  
have your facts  
ready.

## USEFUL LINKS AND INFO

Your CTA links and  
FAQs, mostly.



**1. CONTENT**

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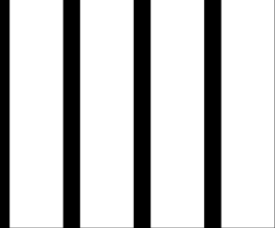
**4. CALL-TO-ACTION**

**5. CONVERSATIONS**

# TIME TO PRODUCE YOUR CONTENT!

YOU DON'T NEED FANCY TOOLS!  
USE FREE TOOLS, AND KEEP IT SIMPLE.  
FOCUS ON YOUR "ONE SMALL STEP".

*AND IT ALL ELSE FAILS, **HIRE THE FOURTH.***

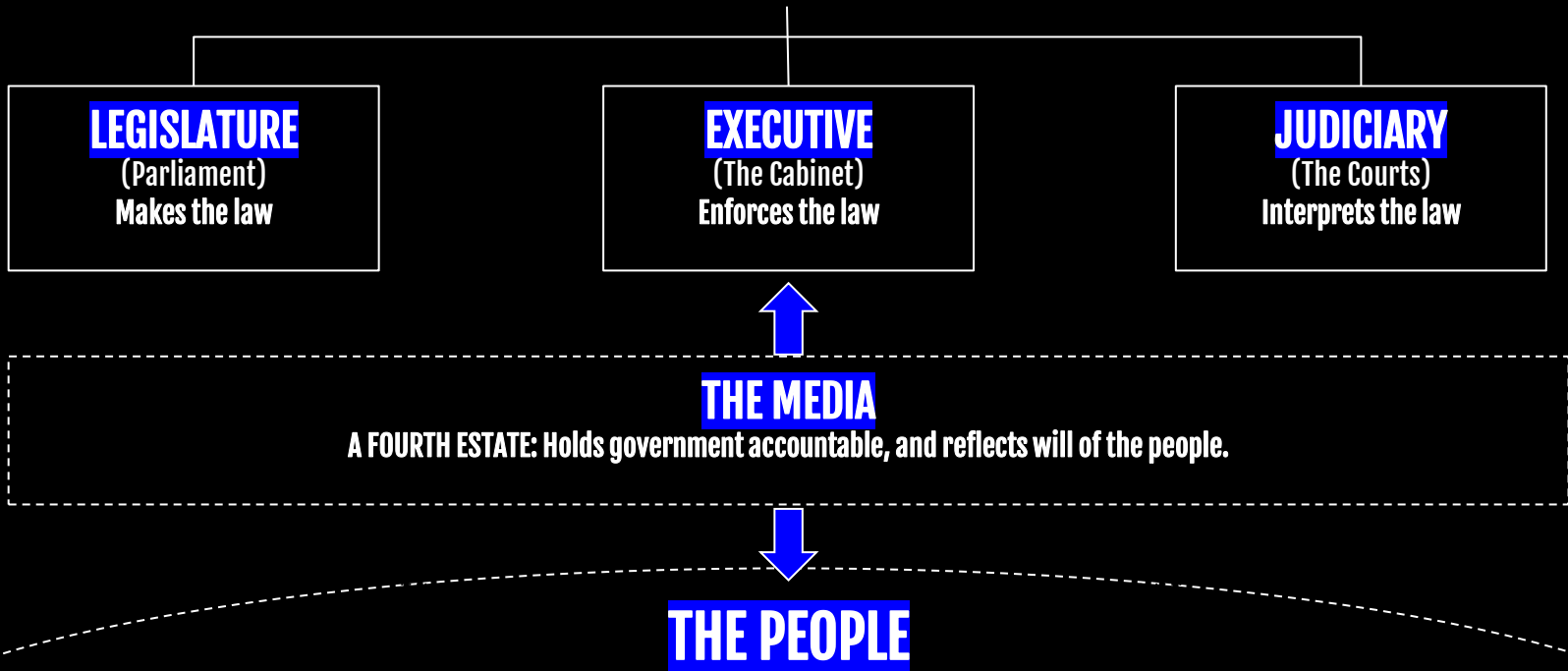


**THE FOURTH ESTATE.**



# THE FOURTH ESTATE.

## THE THREE BRANCHES OF GOVERNMENT:



## Arrested and Assaulted, Malaysian Graphic Artist Fahmi Reza Calls Out State Censorship

VICE World News' Heather Chen speaks to controversial graphic artist, Fahmi Reza, about his experiences with censorship in Malaysia under the new laws.

By VICE Asia Staff

26.6.21 [f Stacks](#) [t Tweet](#) [s Share](#)



HOME / MALAYSIA

### Police question activist over Facebook posting on alleged mistreatment of refugees in Immigration detention centres

Tuesday, 07 Jul 2020 06:36 PM MYT



TOPICS [Euro Mania 2020](#) [Sabah & Sarawak](#) [The New Normal](#) [In 500 Words](#) [Covid-19 Watch](#) [EEA 2021](#) [True or No](#)

## Home Ministry suspends The Edge's publishing permits for three months

By RASHVINJEET S. BEDI



NATION

Friday, 24 Jul 2015

2:59 PM MYT

### Related News



EN BM 中文 தமிழ்

malaysiakini  
news and views that matter

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Kini Community

## Film producer charged over Namewee's 'Babi'



Hidir Reduan Abdul Rashid

Published 21 Jul 2021, 3:17 pm • Modified 21 Jul 2021, 5:58 pm

A<sup>+</sup> A<sup>-</sup>

A film producer found himself in the dock today in relation to last year's controversial movie, Babi.

Before the Petaling Jaya Magistrates' Court, Toh Han Boon pleaded not guilty to a charge of producing the film and promoting it via movie posters, without a valid licence from the National Film Development Corporation (Finas).



theloudasians ...

Message



### The Loud Asians

Media

We challenge controversial Malaysian stereotypes and social constructs

📍 Malaysia

🚩 Non-partisan

theloudasians.carrd.co

Followed by samanthacj\_ julien\_chen, misschanoga +46 more



!!

Interviews

SL Spotii...

BCP

SAPOTL...

41 posts

56.1k followers

38 following



msolidariti ...

Message



### MISI: Solidariti 🇲🇾

Non-Governmental Organization (NGO)

A youth-led collective aspiring to empower society through the value of direct action in Malaysian activism.

msolidariti.org

Followed by heyfaera, juanitadr, neeshakrish +28 more



#Lawan

Mutual Ai...

IPCCM N...

Police Br...

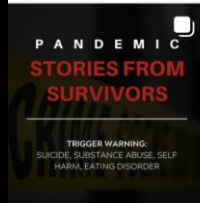
Data Priv...

East Mala...

162 posts

18.9k followers

2 following



thenoeoproject ...

Message



### The Noeo Project

🇲🇾 Youth led & based in Malaysia

👏 Supporting underprivileged youth

🌍 Promoting undercommunity-mindedness

📍 @speakingofsex

noeo.carrd.co

Followed by heyfaera, juanitadr, jaynek +18 more



Donations

Petition

Games

Updates

194 posts

12.9k followers

166 following



# THE VILLAGE JOURNALISTS OF KAMPUNG ONG JANGKING

Logging and development are destroying the forests they call home, and no one is paying enough attention. However, these Orang Asli are making sure their voices are heard.

READ THEIR STORY.

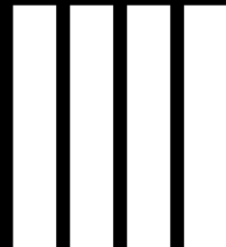




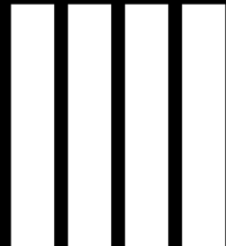
Since 2019, the Orang Asli have fought to stop the logging.

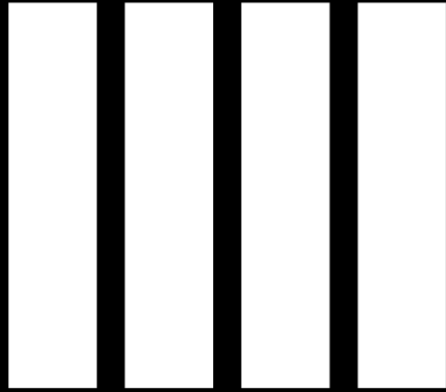
**WE ALL HAVE THE POWER/PRIVILEGE TO BE  
THE FOURTH (OR FIFTH?) ESTATE.**

*BUT WITH GREAT POWER...*



**QUESTIONS?**





**THE FOURTH**

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