

# New Formats for Storytelling Schedule

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## GOALS:

- Learn about what new formats are being used in the media
- Review and re-learn the psychology of story consumption
- Understand social media distribution strategies and how they (wildly) differ from TV's
- Learn to use tools such as smartphones to shoot and edit social video
- Adapt your content to the outlet you're publishing to
- Prototype and create new formats
- Participate in a news production operation in training with the delegates from the editors group
- Debrief and feedback on what was learned

## Requirements

Please read carefully the following requirements. Not fulfilling them will affect your ability to take part in all exercises during the training.

- bring a recent smartphone (iPhone 6 or later, Samsung S7 or later, LG v20 or later...)  
with at least 5GB of free storage
- bring a laptop computer with a video editing software installed
- **IMPORTANT:** Delegates are required to send by the 3rd of May links (preferably a good quality file through Wetransfer or direct link to your station's web outlet if there are no geo-blocking measures in place) to the following:
  - A TV report or social video they or a colleague authored that they are proud about
  - A TV report or social video they or a colleague authored that they think was NOT that good (or frankly bad)
  - Please send your links to: [guillaume.kuster@circom-regional.eu](mailto:guillaume.kuster@circom-regional.eu)

# Sunday, May 26th

9h00	WELCOME	DESCRIPTION OF THE SCHEDULE AND GOALS		15MIN
9h15	INTRODUCTIONS	INTRODUCTION OF TRAINERS AND DELEGATES		15MIN
9h30	PRESENTATION	NEW FORMATS EXAMPLES  <i>WHAT IS IT EXACTLY WE'RE DOING HERE?</i>	GUILLAUME	45MIN
10h15	COFFEE BREAK			15MIN
10h30	PRESENTATION	STORYTELLING - WHEN HIGH-TECH MEETS THE STONE AGE	HANS	30MIN
11h00	EXERCISE/ DISCUSSION	<ul style="list-style-type: none"> <li>- VIEWING OF TRAINEES EXAMPLES</li> <li>- THE BENEFITS OF STORYTELLING IN THE DIGITAL AGE</li> <li>- WHAT DO WE NEED TO TELL A STORY ?</li> <li>- CRITERIA OF GOOD STORYTELLING</li> <li>- THE MORE SOCIAL MEDIA, THE MORE STORYTELLING SKILLS PROFESSIONAL JOURNALISTS NEED</li> </ul>	HANS	2H
13h00	LUNCH BREAK			1H 30MIN
14h30	EXERCISE/ DISCUSSION	<p>WHAT GOES ON IN YOUR MIND ?</p> <p>THE UNKNOWN BLACKBOX BETWEEN OUR EARS</p> <ul style="list-style-type: none"> <li>- VIEWING AND ANALYSIS OF TRAINEES' EXAMPLES</li> <li>- SENDING A MESSAGE IS ONE THING - RECEIVING AND DECODING IT IS SOMETHING ELSE</li> <li>- LET'S PLAY GAMES: OUR BRAIN IS A DOMINO</li> <li>- LET'S HAVE FUN: THE DISCO-DOORMAN IN OUR HEADS</li> <li>- HOW TO FIND GOOD STORIES, HOW TO TELL GOOD STORIES ?</li> </ul> <p>(A COFFEE BREAK WILL BE INCLUDED, ACCORDING TO PROGRESS IN THIS SECTION OF THE SCHEDULE)</p>	HANS	2H30MIN
17h00	END OF DAY ONE			
20h00	WELCOME DINNER			

# Monday, May 27th

9h00	PRESENTATION	THE NEW DISTRIBUTION MODEL, AND MORE NEW FORMATS EXAMPLES <i>WHY DO WE NEED TO CARE?</i>	GUILLAUME	45MIN
9h45	PRESENTATION	ADAPT YOUR CONTENT TO THE OUTLET YOU'RE PUBLISHING TO	KULWANT	30MIN
10h15	COFFEE BREAK			15MIN
10h30	DEMO	INSTAGRAM STORIES	GUILLAUME	20MIN
10h50	EXERCISE	CREATE AN ENGAGING INSTAGRAM STORY		40MIN
11h30	DEMO & EXERCISE	GO LIVE ON YOUR OWN <i>- FACEBOOK, INSTAGRAM, YOUTUBE LIVES</i>	GUILLAUME	1H
12h30	LUNCH BREAK			1H 30MIN
14h00	DEMO	SHOOT GOOD VIDEO ON A MOBILE DEVICE AND SEND BACK TO THE NEWSROOM	WYTSE	45MIN
14h45	EXERCISE	SHOOT AN INTERVIEW AND 6 SHOTS		45MIN
15h30	DEMO	SEND YOUR CONTENT BACK TO THE NEWSROOM		15MIN
15h45	COFFEE BREAK			15MIN
16h00	WORKSHOP	REPURPOSING CONTENT WITH EXISTING TOOLS <i>- USE EXISTING TV FOOTAGE AND REMIX IT TO BEST SUIT YOUR CONTENT FOR YOUR SOCIAL MEDIA OUTLETS</i>	JOHANNES	1H 30MIN
17h30	END OF DAY ONE			

# Tuesday, May 28th

9h00	DEMO	EXPLANATORY VIDEOS <i>HOW TO DESIGN ONE WHAT FORMAT/TONE TO USE</i>	JOHANNES	1H 30MIN
10h30	COFFEE BREAK			15MIN
11h15	PRESENTATION	WHO'S YOUR AUDIENCE, REALLY?	GUILLAUME	30MIN
11h45	GROUP WORK	DEFINE TARGET GROUPS AND DISTRIBUTOR AUDIENCES		45MIN
12h30	LUNCH BREAK			1H 30MIN
14h00	RECAP	RECAP SESSION <i>TAKE THE OPPORTUNITY TO GO DEEPER INTO A SPECIFIC TOPIC. ALL TRAINERS WILL BE AVAILABLE IN TURNS TO ANSWER YOUR QUESTIONS AND HELP YOU LEARN MORE ABOUT A SPECIFIC FORMAT OR APPROACH.</i>	ALL TRAINERS	2H15MIN
16h15	COFFEE BREAK			15MIN
16h30		ANALYTICS: LISTEN TO WHAT YOUR AUDIENCE IS TELLING YOU	JOHANNES & KULWANT	15MIN
16h45	BRIEFING	PREPARATION OF THE FOLLOWING DAY'S EXERCISE <i>SPLIT THE TEAM IN TWO BRIEFING OF THE EVENT TO COVER</i>		30MIN
17h15	EXERCISE	DEVELOP A STRATEGY (EACH NEWLY CREATED TEAM IN A SEPARATE ROOM) <i>HOW TO IMPLEMENT THE PRODUCTION OF NEW FORMATS</i>		45MIN
18h00	END OF DAY TWO			

# Wednesday, May 29th

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9-18h **Cover an actual event using new outlets** (social media, website) while managing the delegates of the content producers group. All delegates will work in two separate virtual newsrooms and cover the same event as competitors.