

Reaching young audiences with the news

PUBLIC:

- TV Journalists

GOALS:

- Learn about what new formats are being used in the media
 - 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
-
- 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.

- Basic video editing skills
- Have access to a recent smartphone (iPhone 7 or later, Samsung S8 or later, LG v20 or later...) with at least 5GB of free storage
- Have access to a laptop computer or tablet with video editing software installed
- Being able to join a zoom call

All sessions will be held on Zoom and will be recorded for later viewing.

Tuesday, November 24th

9h00	WELCOME	DESCRIPTION OF THE SCHEDULE AND GOALS	15MIN
9h15	INTRODUCTIONS	INTRODUCTION OF TRAINERS AND DELEGATES	15MIN
9h30	PRESENTATION	THE NEW DISTRIBUTION MODEL, AND NEW FORMATS EXAMPLES <i>WHY DO WE NEED TO CARE?</i>	1H 30MIN
11h00		COFFEE BREAK	15MIN
11h15	PRESENTATION	ADAPT YOUR CONTENT TO THE OUTLET YOU'RE PUBLISHING TO	45MIN
12h00		LUNCH BREAK	1H 30MIN
13h30	GROUP WORK	VIDEO EDITING: <i>RE-EDIT AN EXISTING TV REPORT FOR ONLINE PUBLISHING, ADOPTING THE LESSONS LEARNED FROM THE "ADAPT YOUR CONTENT TO THE OUTLET YOU'RE PUBLISHING TO" SESSION</i> <i>DELEGATES WILL BE SPLIT IN SMALL GROUPS AND WORK TOGETHER ON A PROJECT, USING THE "ROOMS" CAPABILITY OF THE ZOOM SOFTWARE</i>	2H
15h30		COFFEE BREAK	15MIN
15h45	DEMO	CRITICAL VIEWING AND DEBRIEF	1H 15MIN
17h00		END OF DAY ONE	

Wednesday, November 25th

9h00	DEMO	EXPLANATORY VIDEOS <i>HOW TO DESIGN ONE WHAT FORMAT/TONE TO USE</i>	1H 30MIN
10h30		COFFEE BREAK	15MIN
11h15	PRESENTATION	WHO'S YOUR AUDIENCE, REALLY?	30MIN
11h45	GROUP WORK	DEFINE TARGET GROUPS AND DISTRIBUTOR AUDIENCES	45MIN
12h30		LUNCH BREAK	1H 30MIN
14h00	GROUP WORK	IDENTIFY A TOPIC AND PLAN AN EXPLANATORY VIDEO <i>- DRAFT YOUR RESEARCH PLAN - SOURCE THE PICTURES AND VIDEOS YOU PLAN TO USE - WRITE A SYNOPSIS TO BE DISCUSSED DURING THE DEBRIEF SESSION</i>	1H30MIN
15h30		COFFEE BREAK	15MIN
15h45		EXPLANATORY VIDEOS DEBRIEF AND COMMENTS BY THE TRAINERS	1H 30MIN
17h15		END OF DAY TWO	

Thursday, November 26th

9h00	GROUP WORK	DEVELOP A STRATEGY <i>HOW TO IMPLEMENT THE PRODUCTION OF NEW FORMATS (ASSISTED BY TRAINERS IF NEEDED)</i>	45MIN
9h45	DEBRIEF	PRESENT STRATEGY TO ALL DELEGATES AND TRAINERS	30MIN
10h15		COFFEE BREAK	15MIN
10h30	GROUP WORK	PROJECT PRODUCTION <i>EXECUTE YOUR PLAN AND CREATE COLLABORATIVELY A VIDEO PIECE, FOLLOWING YOUR PLAN (ASSISTED BY TRAINERS IF NEEDED)</i>	1H30MIN
12h00		LUNCH BREAK	1H 30MIN
13h30	GROUP WORK	PROJECT PRODUCTION <i>EXECUTE YOUR PLAN AND CREATE COLLABORATIVELY A VIDEO PIECE, FOLLOWING YOUR PLAN (ASSISTED BY TRAINERS IF NEEDED)</i>	2H30MIN
16h00		PROJECT VIEWING SESSION AND COMMENTS BY THE TRAINERS	1H 30MIN
17h30		END OF DAY TWO	