

# 2010-2011 EBU Master School on Radio Features

The EBU School of Talents

**STAGE 1 - MASTER COURSE BERLIN**

**Programme**

6-9 February 2010  
Deutschland Radio, Berlin

# STAGE 1 - MASTER COURSE BERLIN

## Programme

<b>DAY 1 – SATURDAY 6 FEBRUARY</b>		
		<b>Outcome</b>
14:00 – 14:15	<p><b>Welcome</b> by Nathalie Labourdette, EBU TRAINING</p> <p><b>Overview</b> of the EBU Master School and Berlin master course by Edwin Brys, VRT, Belgium</p> <p>The <b>role of the coach</b> during the EBU Master School by Stephen Erickson, Germany</p>	This will enable participants to gain a clear understanding of the structure, content, learning methodologies and objectives of the overall Master School programme
14:15 – 14:30	<b>Short presentation</b> of the participants and the speakers.	Experiences with radio, features and the status of features in their home country.
14:30 – 15:45	<p><b>Module 1</b></p> <p><b>Introduction to radio features</b> – what shall we learn during the MS? by Edwin Brys, VRT, Belgium</p>	
	<ul style="list-style-type: none"> <li>- Why should I tell a story?</li> <li>- Who am I to tell this story?</li> </ul>	<p>Relevance of themes and topics. To discover a sense of tension in a topic.</p> <p>Me and the world vs. the world and me. Personality and position of the feature maker</p>
	<ul style="list-style-type: none"> <li>- To whom do I tell the story?</li> </ul>	The effects of feature programmes on listeners' beliefs and emotions. Target audiences.
15:45 - 16:00	<i>Coffee break</i>	
16:00 – 17:00	<p><b>Module 2</b></p> <p><b>Creating images</b> by Annick Lesage, VRT, Belgium</p>	How to use the suggestive power of the medium radio? How to create images in the listener's mind?
17:00-18:00	<p><b>Module 3</b></p> <p><b>How did I do it?</b></p> <p><b>The story of K</b></p> <p>by Jens Jarisch, Germany, Former EBU Mater School 2004-2005 , Prix Europa 2006 &amp; 2007</p>	
<b>18:00 – 19:30 Welcome Cocktail By Deutschland Radio</b>		

<b>DAY 2 – SUNDAY 7 FEBRUARY</b>		
9:30 – 11.15	<b>Module 4</b> <b>Interviewing people</b> Empathy & Intimacy & Information  by Lisbeth Jessen, DR, Denmark - Introduction and advice - Exercise - Presentation, discussion & summary	To identify the main techniques which promote effective empathic communication between interviewer and interviewee.
11:15 – 11:30	<i>Coffee break</i>	
11:30 – 13:00	<b>Module 5</b> <b>The topic of the feature: A way forward</b>  by Liam O'Brien, RTE, Ireland - The importance of the topic - A good topic: criteria - How a good topic can help for the development	To assess what is a good topic for a feature  To define a successful approach to the topic (story, character, place)
13:00 – 14:00	<i>Lunch</i>	
14:00 - 17:30	<b>Module 6</b> <b>Techniques of Recordings</b>  by Stephen Erickson, Germany - recording an interview - recording of several speakers in a group - recording a scene (space , close and distant) - recording in specific circumstances - recording mono, stereo - use of microphones and recording equipment  Practical exercises in small groups with sound technicians	To get an overview of technology - changing world of portable recording – field recording – the programme maker more technically astute. The microphone and recording basics. Mono and stereo recordings.

## DAY 3 – MONDAY 8 FEBRUARY

09:30 – 11:00	<p><b>Module 7</b></p> <p><b>Dramaturgy and storytelling</b> The principles of dramatic composition</p> <p><b>Tools for story development</b> by Lisbeth Jessen, DR, Denmark</p>	To identify the fundamentals of dramatic composition in radio features. Conflicts, Set up, the Aktant Model.
11:00-11:15	<i>Coffee break</i>	
11.15 – 12:45	<p><b>Module 8</b></p> <p><b>Melomania: the use of music in features</b></p> <p>by Edwin Brys, VRT, Belgium</p>	To learn how Music can be a cheap lubricant, pure illustration, emotional activator, narrative or dramaturgical tool. Interactive presentation with input of trainees personal experiences.
12:45 – 14:00	<i>Lunch</i>	
14:00 – 15:30	<p><b>Module 9</b></p> <p><b>Practical exercises on interview techniques</b></p> <p>by Lisbeth Jessen, DR, Denmark</p>	To learn how to interview each other in order to get a short story stuffed with images.
15:30 – 15:45	<i>Coffee break</i>	
15.45 – 17.00	<p><b>Module 10</b></p> <p><b>Upside down, inside out : Analysis of a feature</b></p> <p>by Annick Lesage, VRT, Belgium</p>	<p>Why did it work? Why did story, characters, layers, role of narrator, dramaturgy and the best use of radio tools lead to an impressive radio tale? What choices?</p> <p>Collective discussion.</p>

<b>DAY 3 – TUESDAY 9 FEBRUARY</b>		
09:00-10:00	<b>Module 11</b> <b>Pitching!</b> by Lisbeth Jessen, DR, Denmark	To learn how to present your feature project in a concise, concrete and convincing way? Exercises with trainees.
10:00 – 11:00	<b>Module 12</b> <b>Promotion &amp; Social Media</b> by Liam O'Brien, RTE, Ireland <ul style="list-style-type: none"> <li>- How to promote your feature</li> <li>- The use of social media &amp; other platforms</li> </ul>	To realize that the feature maker has a personal responsibility on his/her own feature.  To choose the right point of access to the media and the proper promotion  To understand the strategic importance of a good promotion.
11:00 – 14:30	<b>Module 13</b> <b>The coaches meet the participants – one hour each – and discuss</b> <b>Including sandwich lunch</b>	
	Development of the feature	To discuss the development process by participants and coaches.
	Further collaboration, agenda, subjects, communication between coach and participants, support by own company.	To establish efficient ways of communication.
14:30 – 15:00	<b>Module 14</b> <b>Final session in full group</b> <b>Coaching Summary</b> by Stephen Erickson, Germany	List what has been agreed to be undertaken by each participant with their coach before meeting again in Brussels.
15:00 – 15:30	– <b>Deadlines</b> by Edwin Brys – Roundtable & Evaluation forms.	Present the scope and details of learning activities to be undertaken by participants in their home environments.
15:30	<b>End of Berlin Master course</b>	

## **CONTACT**

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