



European Broadcasting Union

EBU International Training

Daily News Exchanges

Mastercourse organized with ASBU

Programme

ASBU Training Centre, Damas, Syria
5 - 7 December 2004

Trainers: Eric May, EBU International Training

Objectives:

- Give journalists key tools to make news exchange items
- Give journalists practical methods to tell stories more effectively

Sunday 5 December

Session 1 : 09:30 -12:00

Introduction and course principles

Module 1: Group discussion - News exchange

Objective: to identify problems and difficulties with news exchange items

- what is a news exchange item?
- what form do news exchange items take?
- when should they be delivered?
- what are your biggest problems with the news exchange?

Coffee break

Module 2: Review and critique of recent news exchange items (video/audio)

Objective: to get methods to identify characteristics of useable news exchange items

- find patterns, problems, and possible solutions
- focus on: length, quality, editing

12:00-13:15 *Lunch*

Session 2 : 13:15 -17:00

Module 2: Review and critique of recent news exchange items (conclusion)

Objective: to get methods to identify characteristics of useable news exchange items

- find patterns, problems, and possible solutions
- focus on: length, quality, editing

Module 3: Visual Storytelling

Objective: to get tools to tell stories visually

- principles/exercises

Questions & feedback

Monday 6 December

Session 3: 9:30 - 12:00

Module 4: Dope sheets

Objective: to find methods and standards for clear, useful dope sheets

- group discussion: problems with dope sheets
- review and critique of existing dope sheets
- rules for better dope sheets

12:00-13:15 *Lunch*

Session 4 : 13:15 -17:00

Module 5: Sound bites and interviews

Objective: to identify characteristics of good sound bites; to find methods of cutting down interviews effectively

- review and critique of news exchange items (focus on soundbites)
- exercise: raw tape to sound bite (videotape + newspaper articles)
- principles: finding useful sound bites

Tuesday 7 December

Session 5: 9:30 - 12:00

Module 6: Selecting items for the news exchange

Objective: to identify characteristics of useable news exchange items; to find tools to select useable items from the news of the day

- group discussion: what makes a good item?
- exercise: choosing items from a list (or video)
- principles of news exchange item selection

Evaluation & conclusion