



1-day Workshop - 25 & 26 February
Agenda
TVP INFO News editors

Objectives:

TVP INFO News editors will :

- get a better awareness of the challenges of an all News channel
- discuss how to better meet audience requirements
- discuss how to manage a network of news with TVP regional stations

09:30 - 13:00

1. Welcome / introduction

- Course principles
- Agenda review

2. TVP INFO market

- positioning (within TVP and the Polish market)
- audience and market segmentation
- market and values
- Examples & discussion

3. TVP INFO audience

- understanding your audience(s)
- Respecting your audience
- How to build Trust
- Examples & Discussion

4. Structure of the News

- types of News : regional news, rolling news, on-line news
- Building the News programme and working with the regions (national, regional, local)
- selection of topics
- Examples and discussion

Lunch

14:00 -17:30

5. News programme Formats

- How much is it useful?
- Why does it work ?
- Examples and discussion

6. Style of bulletin

- Anchor(s)
- language style
- Examples and discussion



7. Be close to your public

- Where does your footage come from?
- How seriously can you regard UGC -user generated content - ?
- How to build a system for the News; looser structure for the news
- flow of information

8. Evaluation & conclusion