



EBU International Training
UER Formation Internationale | **Journalism**

Sports News

Workshop

TVP, Warsaw, Poland

20 – 21 June 2007

Rune Haug, NRK



SPORTS NEWS

WORKSHOP PROGRAMME – 20 - 21 JUNE

Trainer: Rune Haug, Executive Editor, Sports News, NRK

Objectives of the workshop:

TVP Journalists will get new ideas and thoughts about:

- their way of working
- how to make stories and how to think around their programmes.

the items for the Programme content, required by our TVP Sport to be covered during the workshop:

DAY 1

09:30 – 12:30 - Introduction of trainer & participants / Course objectives

Module 1 : Introduction & Discussion

Objective:

- participants and trainer get to know each other
- Short exercise
- Introduction of the programme
- Short presentation of how NRK Sport is organised and how we work
- Basic ideas around what TV channels wish to achieve by giving the audience sport on TV
- Formatting of sports news with the tight relevance to the particular TVP channel and its profile, the time slot in the Channel's schedule and duration of slot;
- How to make short sports news (content) - reporting ? live ingest ? info from the studio ? - in unified or in diversified style ?

12:30 – 13:30 *Lunch*

13:30- 16:30 **Module 2 : Sport as entertainment and Sport as news**

Objective:

- To get a debate around areas where the sports journalists working with TV can improve.
- To find new ideas how TVP can approach this subject.
- sport is entertainment and sport is news; how to get the best out of each area
- proportion of national sports news to international sports news - position in the running order. For example - should they put the second class national success on the higher position in the running order rather than the report from an important international event, but with no Polish representation ?
- creative session; we play a *mind-game* – where we try and find new ideas for news- and magazine stories

DAY 2

09:30 – 12:30

Module 3 : Elements for a story

Objectives:

- to find new ways of making stories, both news and magazines.
- to focus on the way a journalist can use their footage and how they look for their stories.

- How to speak your story.
- How to use your footage. How to cope with the news, to which, for many reasons, we don't have the footage (shot material) ?

- How and when to show niche kinds of sports ? (format, position in the sports news running order ?)
- position of 'side-sport' subjects (eg. preparation for the Euro 2012) - only in sports channel or also in sports news after each of general channels news bulletins ?
- Examples

- Creative exercises
- Creativity

12:30 - 13:30

Lunch

13:30- 16:30

Module 4 : How to make a story

Objectives:

- to find new ways of making stories, both news and magazines.
- to focus on the way a journalist can use the stand-ups, the voice-over and the background;
- how they look for their stories.

- Stand-ups:
making stand upper in reporting or in live ingest - in what style ? more 'sporty' or more 'crazy' style ? in live stand uppers - referring or not to the just ended or just about to start events ?
- Background:
using the background in sports news - when and into what extend, how deeply should it go ?
- Voice over
- Examples
- Creative exercises
- Creativity

16:30 - 17:00

Conclusions & evaluations