



European Broadcasting Union
EBU International Training

Union Européenne de Radio-Télévision
UER Formation Internationale

TV reporting on Labour issues Master class

Corinthia Hotel, Budapest, Hungary
from 14 to 17 February 2005



Master class in partnership with the ILO - International Labour Organization

Trainer : Eric May, EBU International Training

Objectives:

- to give journalists tools to make compelling stories about labour issues such as migrations, work flexibility, pensions and youth employment
- Identify innovative, effective storytelling methods to provide coverage of international conferences

As globalization continues to link people and labour markets all over the world in an ever more intensive way, reporting on labour issues is a must for Public TV broadcasters. But the challenge for journalists is to report this complex subject in ways meaningful to their audience. How to acquire the knowledge that is needed to analyze and interpret labour developments? How to make an interesting story about complex and sometimes abstract topics? How to report on international conferences in a lively and interesting way for the audience?

Monday 14 February

9:00 – 12:30 Module 1 – Press conferences & visual storytelling

Objectives:

- *To identify techniques to make complex stories more compelling and understandable for the audience*
- *To identify strong story angles in press conferences and international conferences.*
- find effective visual language in traditionally non-visual settings such as press conferences; identify tools to explain stories visually
- find strong story angles in complex issues
- identify alternatives to press conference coverage
- 10 rules for covering press conferences

12:30 – 13:30 Lunch

13:30 – 17:30 Module 2 – Reporting on Labour issues

Objectives:

- *To identify possible stories on labour issues and the ILO*
- presentation of the ILO resources available in print and on the Internet
- ILO Regional meeting roundtable for journalists; discussion of audience needs and reporting on labour issues
- Discussion of the Roundtable conclusions

Tuesday 15 February

9:00 – 12:30 Module 3 – ILO conference opening

Objectives:

- *To get an introduction to an ILO Conference and its main issues*
- Attend the opening session of ILO European meeting
- Gather information and make contacts for possible stories

12:30 – 13:30 Lunch

13:30 – 17:30 Module 4 – Pitching the story

Objectives:

- *To identify methods for effective reporting on labour issues*
- *To develop tools to effectively pitch labour stories to producers and editors*
- *To identify the specific needs of editors and producers*
- Group discussion of possible stories from the ILO conference
- identify elements of effective stories for broadcast
- Effectively pitching stories about the ILO conference to the editor

Wednesday 16 February

9:00 – 18:00 Module 5 – Reporting on the ILO Conference

Objectives:

- *To shoot and edit a story about the ILO conference based on workshop principles*
- Journalist teams will shoot, write, and edit stories about the ILO Conference
- Eric May will coach journalist teams throughout the process

Includes lunch break

Thursday 17 February

9:00 – 12:30 Module 6 – Story critique

Objectives:

- *To critique, analyse and compare stories reported by journalist teams*
- Group discussion: story critique and analysis

12:30 – 13:30 Lunch

13:30 – 15:00 Module 7 – Evaluation and conclusion

Objectives:

- *To identify conclusions about reporting on an international conference*
- *To identify techniques for reporting labour stories*
- *Master Class evaluation and feedback*
- Group discussion: reporting on labour issues
- Group discussion: reporting on an international conference
- Evaluation and conclusion