

EUROVISION
ACADEMY

OPERATED BY EBU

ASSEMBLY
9 & 10 OCT. 2014
PBS, MALTA

PROGRAMME

Hosted by



Dear Colleagues,

Welcome to our 2014 Assembly. Organizing this event in Malta puts us at the heart of the Mediterranean culture. It also reminds us of the richness and diversity of the EBU.

As public service media are facing greater and greater challenges, we must ask ourselves why public media matter to European societies and how we can do better. Innovation is the key to maintaining their relevance. If public service broadcasters want to stay in the content race, they need to create the right conditions to acquire the best talent and give them the environment they need to invent and thrive.

We are honoured this year to welcome Peter Salmon, Director of BBC England and a member of the EBU Executive Board for an inspiring keynote to the EUROVISION ACADEMY Assembly. It will be really interesting to hear Peter's experience of how changes brought on by the BBC have created opportunities for innovation and excellence.

Over the next day and a half, through Members' case studies and practical examples, this Assembly will give you the opportunity to discover more about successful public media programmes by the BBC, RTBF and Radio Bremen. It will also give you the chance to understand what your role is as a learning and development professional in creating the conditions for innovation within your organization.

A special focus will also be put on the evolution of professional journalism towards greater autonomy, to the extent that journalists are becoming "intrapreneurs". Their job is no longer just to find content, but also to promote and identify new mediums of expression. You will also learn more about the effects of new technologies, such as smartphones and social media, on this journalism "revolution".

We hope that you will pick up ideas and best practices to take home and further develop your professional network. The Assembly is yours and we look forward to hearing from you, so that all EBU Members can benefit from your views and experience.

We wish you a pleasant and fruitful stay in Malta.

A handwritten signature in black ink, appearing to be 'N. Labourdette', written in a cursive style.

Nathalie Labourdette
Head of EUROVISION ACADEMY

PUBLIC MEDIA AND DIGITAL AUDIENCES: BE INNOVATIVE AND KEEP ON LEARNING

THURSDAY 9 OCTOBER 2014

09:00 - 09:30

Registration & Welcome

09:30 - 09:45

Introduction

*Martina Chapman, Assembly moderator, EUROVISION ACADEMY
Faculty*

Welcome

*Dr Emmanuel Mallia, Minister for Home Affairs & National Security,
Malta*

09:45 - 10:45

KEYNOTE

Peter Salmon, Director, BBC England, EBU Executive Board member

As a leader of one of Europe's most advanced broadcasting center, Peter will give his point of view on how to create the right conditions for innovation and the best public service programmes.

10:45 - 12:00**SESSION 1: INNOVATIVE PUBLIC SERVICE PROGRAMMES****Moderator: Martina Chapman**

- Discover the inside story of some of the best public service media programmes in Europe: identify the key success factors
- Understand why these programmes are so special and how they contribute to making public service media indispensable
- How these programmes, day after day, week after week, manage to innovate and stay relevant for their audiences

RTBF: On n'est pas des pigeons

Olivier Evrard, Journalist/Producer and Jean-Pierre Jacqmin, Director of News & Sport

In three years, On n'est pas des pigeons has become an established part of RTBF schedules. It is a consumer programme and a format that combines the proximity with the audience and the cheekiness of the best entertainment programmes.

BBC: Free speech

Brendan Miller, Series Producer, Current Affairs, BBC/Mentorn Media

Free speech is the version for a younger audience of the famous topical debate BBC programme "Question Time".

In this live debate and discussion show coming fortnightly on BBC Three from across the UK, Free Speech viewers get the chance to speak up about the biggest issues facing us today.

Radio Bremen: Wochenwebschau

Marcello Bonventre, Head of Digitale Garage

Digitale Garage is a development laboratory for multimedia formats and a department where young journalists generate new applications for distributing and presenting content. Wochenwebschau is a television show reporting on ARD's digital formats and on numerous online platforms about web phenomena, social networks and our daily togetherness in the same space. Another project is transmedia support (sudden life gaming) for one Tatort episode (famous German crime series) on the first public ARD channel.

12:00 - 12:30

Coffee break

12:30 – 13:30**SESSION 2: HOW TRAINERS AND DEVELOPMENT PROFESSIONALS CONTRIBUTE TO EXCELLENCE IN PROGRAMMING****Moderator: Uli Koschwitz, TV journalist, consultant, Training department, ZDF, Germany**

- Identify the tools available to learning and development professionals to make public media more innovative
- Learn how to connect and promote training services for business managers, programme-makers and journalists
- Discover new ways to disseminate innovation within your organization

Magdalena Kauz, Deputy Head of Education Department, SRF, Switzerland

- Connect with your audiences: newsletter, marketing, understand the needs
- How to create a change factor academy that supports the broadcaster

Saija Uski, Head of Development, Human Resources Development, YLE, Finland

How brainstorming sessions and other creative techniques can support programme development.

Barbora Smutná, Executive Director of Human Resources, Czech TV, Czech Republic

The new role of learning and development professionals in fostering creativity.

13:30 – 15:00*Lunch***15:00 – 16:30****HANDS-ON BREAK-OUT SESSIONS***incl. coffee break***Break-out session 1: Shooting video with an iPhone***Mark Egan, EUROVISION ACADEMY Faculty*

- Understand the capabilities of an iPhone for shooting videos
- Learn what shots you need to shoot a story
- Learn how to use apps to make a clip

Break-out session 2: Everything you always wanted to know about Twitter but were afraid to ask

Justin Kings, EUROVISION ACADEMY Faculty and Anne-Marie Lupu, News Editor, EUROVISION

- Understand what a Twitter list is and how to use it
- Master Twitter search tools

Break-out session 3: Low-cost production

Eggert Gunnarsson, TV Producer/Director, RUV, Iceland

- Opportunities for programme-makers and producers
- What content for what platform?

16:30 – 17:00

EUROVISION ACADEMY

Committee report

Mark Wray, BBC, UK, Committee Chairman and Nathalie Labourdette, Head of EUROVISION ACADEMY

The Executive Programme

Frédéric Frantz, Business Training Manager, EUROVISION ACADEMY

17:00 – 17:15

Best of digital media literacy programmes

Martina Chapman

Only for people from EBU Members' training & development departments

17:15 – 17:45

ACADEMY COMMITTEE 2014–2016

- Introduction to the role of the Committee and its selection process
- Meetings of each geographical area
- In plenary: membership announcement

20:00

*Departure for gala dinner by bus
Meeting in the lobby of Radisson Blu Hotel*

20:30

GALA DINNER at Verdala Palace

*The Verdala Palace in Buskett is a beautiful piece of architecture that houses the summer residence of the President of Malta
<http://www.malta.com/en/attraction/culture/palazzo/verdala-palace>*

FRIDAY 10 OCTOBER 2014

09:00 – 10:30

SESSION 3: JOURNALISTS AS INTRAPRENEURS

Moderator: Anne Morrison, Director, BBC Academy, UK

- An “intrapreneur” journalist masters the various outlets available for his work, and in particular social networks
- He is more than a professional writer of the type we knew just 10 years ago: he is capable of developing a project, understanding and taking account of all its different dimensions, not just the editorial aspects
- He is capable of talking with programme developers, marketing services, and graphic artists
- He can present a whole project to his editor-in-chief or to a media distributor, one that is fully developed and backed up by figures: he is a project manager
- How to create a model of the journalist of the future?

Linn Hellstrand, Project Manager, Sports department, SVT, Sweden

How a senior sports journalist managed to acquire new skills thanks to a young digitally skilled journalist and this renewed SVT programme offer.

Benoit Califano, Director, ESJ Montpellier, France

How French media create labs to enable editorial innovation. How some print media buy innovative projects and integrate them in their own ecosystems to stimulate internal innovation.

Marta Cerava, Chief Content Editor lsm.lv, LTV/LR, Latvia

How journalists become multi-skilled to facilitate integration between TV and radio broadcasters and take advantage of it.

Erwann Gaucher, Deputy Director France Télévisions Editions Numériques, FTV, France

Entrepreneur journalist: creating a template for the future. The entrepreneur journalist is not inevitably a “super-freelancer” who does more for the same price. He is more like a new breed of journalist that is more and more in demand – a cross between a journalist and a project manager.

10:30 – 11:00

SESSION 4: THE CHANGING MEDIA LANDSCAPE

Hans Hoffmann, Senior Manager of Media Fundamentals & Production, EBU Technology & Innovation

A presentation of the changing media landscape, with a focus on cloud production and storage and on emerging networked media architecture.

NOTES

Dotted lines for notes.

11:00 – 11:30*Coffee break***11:30 – 13:00****SESSION 5: THE SMARTPHONE REVOLUTION, A DYNAMIC SHIFT IN THE WAY PEOPLE USE AND CONSUME MEDIA****Moderator: Mark Egan**

Mobile devices have changed how we can both gather and distribute content. We will investigate how to increase speed, flexibility and efficiency when bringing verified and trusted quality content to your audiences when and where they want to hear it.

- Understand the impact of the smartphone revolution on PSM
- Identify upcoming trends and their impact on PSM strategy, format, and competition
- Evaluate the changes this revolution will cause on the PSM market and its impact on people skills
- This will have an impact for public media on strategy, people skills, format, competition

Glen Mulcahy, Innovation Lead, RTE Technology, Ireland

An emerging form of new media storytelling is MoJo, mobile journalism. "Mobility has been identified as a key element of the news technology strategy," said Richard Waghom, CTO at RTÉ.

David Gustafsson, Project Manager, Production Development, SR, Sweden

Mobile reporter: SR Lab is a test forum, a new way of working, trying to get users - the technical and editorial staff - to work quickly together to understand production needs at Swedish Radio. This is an attempt to make workflows as similar as possible at SR.

Eivind Undrum Jacobsen, News Editor, NRK Nordland, Norway

How the iPhone enables journalists to be agile and reactive in remote locations. This new tool for newsgathering allows the public broadcaster to cover its national territory in the most extensive and efficient way.

13:00 – 14:30*Lunch***14:30***End of the assembly*



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