MASTER CLASS
HANDLING UGC IN THE NEWSROOM
EBU, GENEVA, 9 & 10 MAY 2016

FACULTY MEMBER
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PROGRAMME

Day 1 – Monday 9 May

13:00 – 13:30  Welcome and objectives
- Presentation of the Master Class
- Tour de table

13:30 – 14:30  MODULE 1: SOCIAL MEDIA & UGC VERIFICATION
We will review in detail how one verifies UGC and social content and also how participants could go about creating their own processes. The session will also help participants understand how to add context to this new content and where it fits within their existing editorial output and ecosystem.
- Presentation of digital newsgathering and verification theory and best practice.
- Practical information sharing, with contributions welcomed from participants in order to constantly make it relevant to both them and their peers.

14:30 – 15:30  EXERCISE 1: BREAKING NEWS SCENARIO
- The objective of the session is to apply the theoretical concepts and learned skills from the previous session to a fictional breaking news/newsgathering scenario.
- Presenter will provide details of events as they unfold. Participants will be expected to discuss their options at each stage, explaining and debating the process of verification as well as identifying and addressing the ethical hurdles they encounter.

15:30 – 16:00  Coffee break

16:00 – 17:00  MODULE 2: TOOLS & PLATFORMS
- The session highlights the types of tools and combination of tools that can help an organization implement an effective UGC newsgathering and verification strategy.
- An opportunity for participants to discuss their personal experiences or thoughts.

17:00 – 17:30 Recap of day 1 and set up for day 2

17:30 End of day 1

Day 2 – Tuesday 10 May

09:00 – 09:15 Review of day 1 and objectives for day 2

09:15 – 10:15 MODULE 3: ETHICS & LEGAL BEST PRACTICE
Ethics relating to UGC are essential to the sustainability of digital newsgathering. This module explores how newsrooms can be ethical when they communicate with individuals or seek access to their content. Participants also consider how to keep staff and contributors safe.

- Key ethical principles and considerations, including a wider industry overview and identification of the most challenging issues.
  - Contributor safety
  - Journalist Safety
  - Rights and permissions
  - Crediting UGC
  - Sensitivity in communication
  - Embedding vs broadcast

10:15 – 11:00 CASE STUDY
For an EBU member to relate their personal experiences, taking the participants through the journey they made, step-by-step.

11:00 – 11:30 Coffee break

11:30 – 12:15 MODULE 4: FUTURE PROOFING & INNOVATION
A look at technology that is currently being developed and an open discussion about how to prepare the newsroom to be able to adapt when the time comes.

12:15 – 12:45 SUMMARY & ACTION POINTS
The objective is to summarize the sessions and remind the group of the key takeaways and how they might proceed.

12:45 – 13:00 Wrap-up and evaluation

13:00 End of the Master Class