

# EUROVISION ACADEMY

OPERATED BY EBU

## MASTER CLASS VERIFICATION IN THE NEWSROOM: DIGITAL NEWSGATHERING WITH CONFIDENCE EBU, GENEVA, 1 & 2 JUNE 2017

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### FACULTY MEMBER

**Fergus Bell**, Founder, News & Media Consultant, Dig Deeper Media Ltd. @fergb

### PROGRAMME

#### Day 1 – Thursday 1 June

- 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**
- How to verify user-generated and social media content and how you can create your own processes
  - How to add context to this new content and where it fits in your existing editorial output environment
  - Look at some of the more advanced tools that newsrooms may wish to use
- 14:30 – 15:30     **MODULE 2: "FAKE NEWS"**
- Define types of fake content that are having an impact on today's newsgathering and identify current industry thinking on solutions
  - How the verification theory and practice that have developed since 2010 can be applied to the "fake news" phenomenon, together with technical processes that will allow newsrooms to identify fake news sites and fake social media accounts
- 15:30 – 16:00     *Coffee break*
- 16:00 – 17:15     **EXERCISE: BREAKING NEW SCENARIO**
- Apply the theoretical concepts and skills learned in the previous session to a fictional breaking news/newsgathering scenario
- How theory is applied in a real world, real-time situation
  - How digital newsgathering structure, planning and workflows are essential

#### EUROPEAN BROADCASTING UNION

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- How tools and news experience or expertise play important and complementary roles.

17:15 – 17:45

**CASE STUDY 1: ELECTIONLAND – MONITORING LARGE EVENTS**

- How Electionland was created to monitor the experiences of 130 million US voters on election day and identify voting irregularities and fraud
- Monitoring and verification beyond breaking news
- How to set up complex systems and verification processes to cover elections and longer investigations

17:45 – 18:00

**Recap of day 1 and set up for day 2**

18:00

**End of day 1**

**Day 2 – Friday 2 June**

08:30 – 08:35

**Objectives for day 2**

08:35 – 09:30

**MODULE 3: ETHICS AND LEGAL BEST PRACTICES**

- An ethical approach is essential to the sustainability of digital newsgathering
- How newsrooms can be ethical when they communicate with individuals or seek access to their content
- How to keep staff and contributors safe

09:30 – 09:45

**CASE STUDY 2:EUROVISION UGC VERIFICATION NETWORK**

- Introduction of the Eurovision User-Generated Content Verification Network (UGCVN)

09:45 – 10:00

*Coffee break*

10:00 – 12:30

**PRACTICAL WORKSHOP IN THE EUROVISION NEWSROOM**

*With Derek Bowler, Digital sub-editor*

- Bring participants into the real time environment and enhance skills in monitoring social media for breaking and trending stories, engaging with originators to verify and clear content for use, while contextualising and presenting the content for use in the Eurovision News Exchange and User Generated Content Verification Network

12:30 – 12:45

**Summary and action points**

12:45 – 13:00

**Wrap up and evaluation**

13:00

**End of the Master Class**