

Journalism in the Age of Multimedia and Big Data

4-5 July 2013 – Newsplex Asia, Singapore

Programme

Day 1: 09:30 – 17:30 hrs

Day 2: 09:30 – 17:30 hrs

Outline

- Breaking news with data
- Investigative reports with data
- Crowdsourcing data
- Data toolkit for journalists
- Visualizing data
- Using photos, audio, graphics, animations, video & interactivity
- Multimedia toolkit for journalists
- Morning news meeting simulation – how to add multimedia to your thinking
- Planning for multimedia components
- Understanding your audience's online behavior and developing a need-finding process
- Usability testing
- Developing goals and measuring success



Introduction

The Power of Data

Lives are lived online now and more than ever. People date, play, publish, shop and share online. The more they live online, the more data we have about how people behave. Open data is considered a public service. The World Bank opened up their data in 2011, the OECD is publishing their databases online more frequently than before, and even the Myanmar government publishes their economic data online. Data is proof and proof is power - it helps the public decide who's right and who's wrong. So how can journalism harness this power?

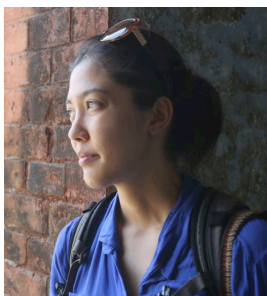
Multimedia

Telling good stories is a more complicated craft these days. Competition is not just the other newspaper in the town, it's everything that might take up your target audience's time. You are competing with online shopping, video games and social networks. The good news is, the tools to make good and engaging stories are cheaper and more portable than ever.

More information & online registration at:

www.wan-ifra.org/events/journalism-in-the-age-of-multimedia-and-big-data

Trainer



Pailin Wedel is a freelance video and interactive producer with clients including the Associated Press and Al Jazeera.

Before diving into the freelance world, she worked for the Associated Press as the lead Asia Interactive Producer in charge of producing online content from Tokyo to New Delhi for AP clients. She has covered big Asia stories such as the 2011 Japan earthquake and tsunami, the rise of North Korea's Kim Jong Un, Thailand floods and Bangladesh's garment industry crises. Her work in Asia won two golds at the Asia Digital Media Awards while her contribution to team projects helped garner the AP team, a Malofiej bronze and an Associated Press Managing Editors association for journalism excellence. She is also an experienced teacher.

Pailin has lectured short courses at Internews, University of North Carolina at Chapel Hill and Thammasat University.

Venue

Newsplex Asia

Nanyang Technological University
Wee Kim Wee School of Communication & Information
Level 1, 31 Nanyang Link
Singapore 637718



For more information

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Training Manager

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Fee (2 days workshop)

Member: SGD 1,000

Non-Member: SGD 1,300

Fee inclusive of training materials, coffee breaks & luncheons

Registration Form

Journalism in the Age of Multimedia and Big Data: 4-5 July 2013, Singapore

Please complete the form and send, email or fax to:

WAN-IFRA Asia Pacific Pte Ltd, 25 International Business Park
#04-110, German Centre, Singapore 609916
Phone: +65 6562 8445 Fax: +65 6562 8442

First name _____

Company _____

Address _____

Country _____

Phone _____

WAN-IFRA Member Yes No

Surname _____

Position _____

Postal Code _____

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