

Getting the Story Out

A WAN-IFRA Workshop for multi-media journalists

14 - 15 May 2014, Chennai, India

Session time

Day 1: 09:30 – 17:30 hrs.

Day 2: 09:30 – 17:00 hrs.

Programme

- Knowing your audience
- Visualizing your audience and the stories that touch them
- Incorporating photos in a different way
- Photo composition & photo critique
- Using audio to enhance credibility
- Interviewing for audio and how it's different than for print
- Graphics, animation and interactivity
- Making numbers digestible
- Finding trends, data as a reporting tool
- Data: using data to find stories and to back your stories up
- Video: Getting viewers to care

Introduction

With new technology and practices, story telling has never been so complicated in pushing new ideas forward in a traditional news environment. On the contrary it is filled with great potential for readers, viewers, and users to fully understand the context of any journalistic story.

Telling good stories is a challenging 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.

The workshop will focus on methods to create engaging stories using images, audio, videos, graphics and animations. The workshop will address how to add multimedia in day to day basis.

Target Group

- Reporters or journalists
- Sub Editor
- Editors and Online Editors
- New Media Editors
- Social Media Editors
- Newsroom managers and producers who want to get familiar convergent journalism

More information & online registration at:
www.wan-ifra.org/academy



Workshop Chairman



Pailin Wedel is a freelance visual journalist with clients including the Wall Street Journal, Al Jazeera, Associated Press, Bloomberg and GlobalPost. Before diving into the freelance world, she worked for the Associated Press as the lead Asia Interactive Producer in charge of producing online visual content from Tokyo to New Delhi for AP clients.

Her work in Asia has won two golds at the Asia Digital Media Awards while her contribution to team projects helped garner the AP team, a Malofiej bronze and two Associated Press Managing Editors Association prizes. She has also taught and coached short courses in multimedia journalism at Internews, University of North Carolina at Chapel Hill, Chulalongkorn University and Thammasat University.

Venue

Radisson Blu Hotel Chennai City Centre
2, Ethiraj Salai,
Commander-in-Chief Road,
Egmore, Chennai 600 008, India
Tel: +91.44.3040 4444

Fee

WAN-IFRA members: INR 25,000 / EUR 350 + 12.36% taxes
Non-members: INR 30,000 / EUR 450 + 12.36% taxes
Included in the price are the course fee, documentation, luncheon and beverages during breaks.

Special offer for WAN-IFRA members:

3 or more registrations : INR 20,000 + taxes per participant

Important: The maximum number of participants will be limited to 15 persons on first-come first-served basis. Please register before 30th April for confirmation.

Contact

WAN-IFRA South Asia Pvt. Ltd.
54 K.B.Dasan Road, SIET Admn. Building
Chennai 600 018, India
Tel. +91.44.4211 0640 . Fax +91.44.2435 9744
Email: selvaprabu.s@wan-ifra.org
Contact person: Selvaprabu

REGISTRATION FORM

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Please copy, fill in and fax or mail to:

WAN-IFRA South Asia Pvt. Ltd., 54 K.B.Dasan Road, SIET Admn. Building, Chennai 600 018, India · Fax +91.44.2435 9744 · infoindia@wan-ifra.org

First name/s _____
Surname _____
Company _____
Position _____
Address _____
City/postal code _____
Country _____
E-Mail _____
Phone _____
Fax _____
Signature _____

First name/s (2nd participant) _____
Surname _____
Company _____
Position _____
Payment details:
 Please send me an invoice
Name in block capitals _____
Please address the invoice to _____

Excerpt from the General Terms and Conditions for WAN-IFRA Public Training Events

2. Registration

2.1 Registration can be submitted in writing to WAN-IFRA by mail, fax or e-mail. For the participant, the registration constitutes a binding offer for the conclusion of a contract for participation in the event described in the registration. This offer is subject to acceptance by WAN-IFRA. This is signalled by WAN-IFRA by confirmation to the participant that he has been accepted for participation in the event concerned.

2.2 In order to ensure optimum training conditions, the number of participants is limited. Registrations will be processed in the sequence of reception.

3. Performance and Change of Performance

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3.4 WAN-IFRA can cancel or postpone events in case of too few participants (at latest two weeks before the start of the event) or cancellation of a speaker or other circumstances for which it is not responsible. In such cases, WAN-IFRA is relieved of the obligation to hold the event and shall reimburse participants any fees already paid.

4. Conditions of Payment

4.2 The participation fee becomes due upon receipt of the invoice.

5. Cancellation and No Show

5.3 The participant can cancel free of charge up to 14 calendar days before the event begins.

5.4 If the participant cancels between the 14th and seventh calendar day before the event begins, WAN-IFRA will charge 50% of the

participation fee as a cancellation fee. If the participant cancels later than seven days before the event begins, or fails to attend or does attend only a part of the training event, then the regular participation fee will be charged.

5.5 If a participant cannot personally attend an event for which he has a firm booking, he has the possibility to name a substitute. WAN-IFRA must be notified of this in writing, stating the name and address of the substituting person.

6. Liability

6.5 In case of withdrawal from the contract or cancellation of the event by WAN-IFRA, no reimbursement of costs for booking the travel or accommodation will be afforded.