

Changing Audience - Changing Newsroom

13 to 14 August 2012, Mumbai, India

Programme

Day 1: 10.00 – 17:30 hrs.

Day 2: 09:30 – 17:00 hrs.

- Newsplex philosophy
- Being Audience Centric
- Navigating the (new) media world
- Story planning
- Newsroom organizational models
- New roles for the new newsroom
- Emerging story forms
- Writing for the Internet
- SEO
- Newspapers and video
- The change process

Target group

- Editors, Associate Editors
- Sub-Editors
- Online Editors
- New Media Editors
- Publishers
- Reporters
- Journalists and producers who want to get familiar with the new tools for convergent journalism.

Introduction

Present day newsrooms publish news to multiple platforms and, it is the need of the hour for every journalist or editor to know how to tell a story for multiple media formats – Internet, mobile and print. Online readers zip through the content therefore publishers need to be aware of reader's behavior while writing for online medium. This training helps the participants to understand the criteria for selecting a story for multi-media and also the processes involved in preparing content for several mediums.

The training concentrates on understanding reader requirements and best practices followed across the globe. Participants will work on emerging story forms and focus on adapting to the newsroom. The training discusses models and tools developed specifically for modern day newsroom and also focuses on the overall concept of change.

Note: This training is also offered to WAN-IFRA member companies as in-house training.



Trainer



Randy Covington is the Director of WAN-IFRA Newsplex at the University of South Carolina. Covington works on issues of newsroom organisation and media convergence for some of the leading media companies in the world. He also oversees the innovative citizen-journalism website Bridging Generations through Technology, Information, Media and Engagement (www.bgtime.org), which is funded by the Knight Foundation.

Covington, who started his career with newspaper, worked in television for 27 years, serving in management positions for television stations in Houston, Louisville, Boston, Philadelphia and Columbia, S.C. In 1997, the Radio Television News Directors of the Carolinas recognized him as its news director of the year. He is also a faculty at the University of South Carolina's School of Journalism.

Venue

In **Mumbai**, the training will be held at the conference room of **Micro Inks**
 907, Windfall, Sahar Plaza,
 J B Nagar, Andheri (East),
 Mumbai- 400059
 Tel:+91.22.28364313
 (Near Hotel kohinoor Continental, Mumbai)

Fee

WAN-IFRA members: INR 25,000 / EUR 475 + 10.3% taxes
 Non-members: INR 30,000 / EUR 575 + 10.3% taxes
 Included in the price are the course fee, documentation, luncheon and beverages during breaks.

Important: *The maximum number of participants will be limited to 15 persons on first-come first-served basis.*
 Kindly register before July 31st for confirmation.

Contact

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 54 K.B.Dasan Road, SIET Admn. Building
 Chennai 600 018, India
 Tel. +91.44.4211 2893 . Fax +91.44.2435 9744
 Email: infoindia@wan-ifra.org

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 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.
 ...
2.3 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
 ...

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.