

Long Form Writing

27 - 28 July 2016, Chennai, India

Session time & Programme

Long Form Writing: 27 & 28 July

27 July: 10.00 - 17.30 hrs.

28 July: 09.30 - 17.00 hrs.

- Introductions and overview: Definition of long-form journalism. Is it out of date in today's digital world?
- Finding Stories: How do we develop long-form story ideas and how do we plan our reporting strategies?
- A good story: What are the characteristics and key components of a successful long-form story?
- Putting it all together: How to organize long-form stories?
- Techniques for effective story-telling – A case study
- Discussion/Debate: Sample stories from the Indian media
- A Second Look at Your Ideas: Based on the discussions in the course, how will you shape your stories?
- Wrap-Up

Target Group

Editors, Copy Editors, Sub-Editors, News Editors, New Media Editors and Strategic Editors

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

Introduction

For newspapers, one of our great strengths remain longer-form, narrative journalism, since it differentiates us from the shallowness of many of our digital competitors. Successful publishers are capitalising on the interest in narrative journalism and long form coverage of news and articles.

This module will focus on the techniques and skills of long form writing as well as how it best can be adapted for both print and digital. Participants will learn how to produce long form stories including the use of narrative voice, story structure and style. They also will understand how these techniques can be used in covering major stories and events.

Note: The same workshop can also be offered as in-house training programme



Workshop Chairman



Christopher Conte is a Knight International Journalism Fellow. Before he became a fellow, Conte conducted research and wrote reports on health issues for many organizations. From 1979 to 1994, Conte was a reporter, columnist and news editor at The Wall Street Journal. As a reporter, he covered banking, economics, foreign policy and international affairs, health care, the Supreme Court and transportation. As news editor, he planned daily coverage and reviewed stories for the newspaper's domestic editions, the Wall Street Journal/Europe and the Asian Wall Street Journal. He has conducted workshops on journalism and the U.S. economy and politics for journalists in South Africa, the West Indies and at the U.S. Department of State. He is a graduate of Harvard College.

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

Workshop	WAN-IFRA Members	Non-Members
Long Form Writing 27 - 28 July	INR 30,000 / EUR 450	INR 35,000 / EUR 515

Please add 15% taxes to the above fee. 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.

Contact

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Chennai 600 018, India
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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.

2.3 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

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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.