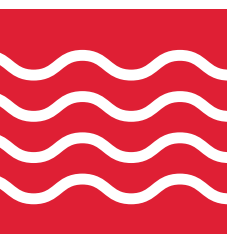# EBU
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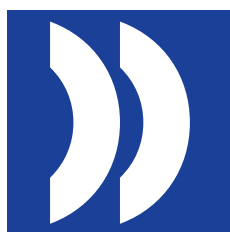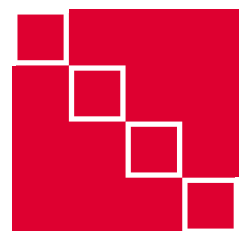# CATALOGUE OF LEARNING MODULES

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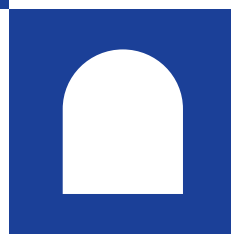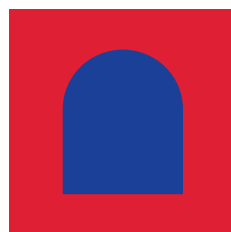
LEARNING TOPICS

Our catalogue offers you a completely customized selection of learning modules. You choose the subject and then take as many modules as you want. We guide you through the process to make sure you get everything you need.

The length of each learning module being one to three hours, they can take place in person or remotely, depending on your preference. All of them come with practical exercises, innovative case studies and group discussions.

&

Click or scan to discover the
Academy Team and Faculty :

1. AI & NEWS

Artificial intelligence can help us be more efficient, innovative and create content at scale.

Modern audiences expect more personalization, multi-screen experiences, multi-format, better accessibility and more dynamic niche content. AI can help achieve all this, but you can waste a lot of money getting AI tools that do not add value. So what tools are working, what are the success stories and how can you use the right AI tools for the right job?

It is essential for journalists, producers, and leaders to understand what this technology is, what it can do and where the challenges lie. The following modules offer both a broad understanding of the technology and specific use cases to help you better serve your audiences.

AI essentials

1.1. MODULE - WHAT IS ARTIFICIAL INTELLIGENCE AND WHY DOES IT MATTER?

This module provides an understanding about what AI technology is and the main terms and tools that newsrooms need to be aware of, with a focus on terms such as machine learning, natural language processing and generation, plus areas such as speech, vision and robotics.

1.2. MODULE - THE MAIN LIMITATIONS AND ETHICAL ISSUES SURROUNDING AI

With AI, the question arises as to where we still need humans? Just because AI allows you to create something out of nothing, does that mean this is journalistically acceptable? This module looks at synthetic media, automated cameras, editing and other issues.journalistically acceptable? Eg. Synthetic media, automated cameras and editing.

Where AI fits in your workflow

1.3. MODULE - USING AI TO AUTOMATE AND SCALE YOUR NEWS OUTPUT

In this module we help you analyse your current workflow to find issues that AI can address. For example, robot journalism is useful for creating news articles at scale. We also look at gathering information, production and sharing workflows and how AI can help with these tasks.

1.4. MODULE - DEEPFAKES AND VERIFICATION

What are deepfakes and how easy are they to detect? This module looks at examples of deepfakes, how the technology works and how we can detect deepfakes. We also look into areas where synthetic media can make a positive contribution.

1.5. MODULE - AI FOR VIDEO PRODUCTION

In this module we consider face detection, OCR, automatic editing, noise reduction, multiple versions, tracking objects for graphics and AI robotic cameras.

1.6. MODULE - ARCHIVING WITH AI TOOLS

This module shows how to use vision and face detection to analyse and log digitised archive content. Challenges and ethical issues are also considered, plus how AI can breathe new life into archive material by using metadata and enhancing quality.

1.7. MODULE - AI FOR TRANSCRIPTION AND TRANSLATION

Here we look at how AI can translate, turn speech into text and vice versa. Our case study will be Eurovox, the EBU News pilot using which news stories can be transcribed, translated and shared between Members.

Implementing AI in your newsroom

1.8. MODULE - NEXT STEPS TO IMPLEMENT AI

This module assesses the current situation and the latest expertise. It will also show how to create a plan, set up monitoring structures, set milestones and define clear responsibilities.

1.9. MODULE - IMPLEMENTATION APPROACHES

This module looks at what has worked elsewhere for our own instruction. Approaches include innovation labs, partnerships, restructuring departments and choosing trial projects. What are the benefits and challenges. Who has successfully implemented AI projects?

2. ARCHIVES

Archives are a goldmine of content that can be used much more effectively than is often the case at the moment.

How can we use them creatively to appeal to audiences on TV, radio, online and social media? What content works best and how can you make it relevant to today's viewers? Our exclusive modules teach the four-pillar framework for using archives, showing how to make better use of your archives through planning, storytelling, efficient workflows and effective strategies.

When used smartly, archive content can be engaging, cost-effective and make you stand out from the competition. Please note that we will be focusing on creative aspects rather than the technology in detail.

Unlocking the potential of archives

2.1. MODULE - WHY ARCHIVES ARE NOT USED TO THEIR FULL POTENTIAL

Workflows, rights issues, negative perceptions, quality and indexing will be the topics under consideration in this module.

2.2. MODULE - THE 'FOUR PILLARS' OF ARCHIVE CONTENT

This module shows how to approach any archive content using the four pillars framework designed by EBU Academy faculty member Mark Egan. We look at how each approach works and how to choose the one which will create the most compelling archive content.

Creating impactful content with archives

2.3. MODULE - USING ARCHIVES TO TELL "SLOW NEWS" STORIES

Important stories and trends happen over a long-time span. Here we look at how archives can help us track and tell "slow news" and "solutions stories".

2.4. MODULE - CONDUCTIVE INTERVIEWS FOR ARCHIVE PROGRAMMING

This module focuses on what most people get wrong when conducting interviews for archive programmes. We can use archives to bring creativity and emotion to traditional interviewing techniques, but it is important to now the right methods.

2.5. MODULE - USING ARCHIVE FOR LONG-FORM

This module looks at how storytelling works for archive long-form content. We also look at lessons from the most successful archive producers, plus the processes for researching, mapping and creating a storyline that will keep audiences hooked. Lastly, we provide ideas to make your stories more distinctive and memorable.

2.6. MODULE - BRINGING PHOTOS AND ARCHIVE MEDIA TO LIFE

Here we look at techniques to make archive more dynamic for modern audiences, such as using graphics and real-life events to make archive content visually appealing.

2.7. MODULE - UNDERSTANDING WHAT CONTENT WORKS ON SOCIAL MEDIA

This module looks at why archive material DOES indeed work on social media. We help you choose the archive content best suited to social media, including those formats that increase engagement and get promoted by algorithms.

AI trends breathing new life into archives

2.8. MODULE - AI AND OTHER TOOLS THAT ARE CHANGING WORKFLOWS

This module examines how artificial intelligence tools can address the problem of badly indexed archive material, and why AI is speeding up archive workflows.

2.9. MODULE - ETHICAL ISSUES CREATED BY USING AI ON ARCHIVE CONTENT

If we can detect anyone's face in archive material, should we go ahead and do this? Where does GDPR fit into our strategy? Can enhancement and synthetic media be an ethical use of archive content? All these questions and more will be examined in this stimulating module.

3. LIVE IP

These certified modules are designed to support broadcast organizations in their transition to a full Live IP production environment.

A high-level strategic and technology-focused overview of the issue is given, providing an opportunity for IT and broadcast specialists to unite around a common understanding of the key developments and challenges and benchmark their own state of play. Online demonstrations of the Media Networks Lab, IP and multicast lab and PTP Lab are included.

Live IP essentials

3.1. MODULE - INTRODUCTION TO LIVE IP – HISTORY AND KEY STAGES

How we went from telegraph to telephones, to telephone systems and finally to telephone networks.

3.2. MODULE - KEY CONCEPTS

Topologies; Multiplexing; Layers; TCP/IP model; Standardization.

3.3. MODULE - LAYER 1, THE PHYSICAL LAYER

Transmission Medium; Connectors and ports; Principles and devices.

3.4. MODULE - LAYER 2, THE LINK LAYER

The Data Link Layer and the sublayers; Ethernet principles; MAC Address and devices; Types of switches; Collision and Broadcast Domains; Virtual Local Area Networks ; Redundancy.

3.5. MODULE - LAYER 3, THE NETWORK LAYER

The IP Packet; IP addresses; Router, Routing Principles, Routing Protocols; Multilayer Switch and some Layer 3 Protocols.

3.6. MODULE - MULTICAST

The basics, Layer 2, Layer 3.

3.7. MODULE - LAYER 4, THE TRANSPORT LAYER

Introduction, User Datagram Protocol; Transmission Control Protocol.

3.8. MODULE - LAYER 5, THE APPLICATION LAYER

PING; RTP; DHCP; DNS; NTP; HTTP; LDAP.

Move to Live IP TV production

3.9. MODULE - INTRODUCTION TO LIVE IP PRODUCTION AND THE EBU TECHNOLOGY PYRAMID

Building the bridge to IP production; explaining the digital shift – what it means in terms of technology, people, and processes.

3.10. MODULE - MEDIA TRANSPORT OVER IP NETWORKS

What it means to use packets to transport media, plus protocols, RTP, synchronicity, SDP, Media Networks Lab.

3.11. MODULE - AUDIO OVER IP PRODUCTION

Audio networking basics; OSI layers; audio packets; standards, implementation anatomy, Audio in SMPTE 2110; NMOS; interoperability issues.

3.12. MODULE - NETWORKS FOR LIVE IP

Scalability, reliability; Packet Delay variation, jitter concept; SMPTE ST 2110 and PDV; Network design; Unicast, Multicast (Layer 1-3); Networking Lab demo.

3.13. MODULE - TIME AND SYNC WITH PRECISION TIME PROTOCOL (PTP)

Basic principles of PTP; PTP requirements, boundary clock, SMPTE ST 2059; Network topologies; redundancy.

3.14. MODULE - THE EBU PYRAMID AND JT-NM TESTED PROGRAMME

Minimum user requirements to build and manage an IP-based Media Facility using open standards and specifications.

3.15. MODULE - WHAT ABOUT SECURITY ?

An awareness session to explain how the move to IP-based production comes with a new series of security threats.

3.16. MODULE - SMPTE 2110

An overview of the SMPTE 2110 suite of standards. 2110 describes how to send digital media over an IP network.

3.17. MODULE - THE CONTROL PLANE

Description of the various types of control; JT-NM reference architecture, DHCP; NMOS.

Cybersecurity

3.18. MODULE - GENERAL CYBER AWARENESS

Introduction, description of different cybercriminals and their goals. How are cyberattacks carried out? How can we better protect ourselves online? How can a phishing email be detected. You will also learn how to surf safely, discover the best way to manage passwords, understand the risks of using public Wi-Fi and mobile devices, and be taught the 101 of physical information security.

4. CONSTRUCTIVE JOURNALISM

News avoidance has become an increasing problem, with audiences seeing our news output as too negative and hopelessness

How can we create great journalism that better serves our audience and society? Constructive journalism gives media consumers a comprehensive view of a specific issue (including background, different perspectives, and nuances), inspiring journalists to facilitate public debate and strive towards a better tomorrow.

This approach also provides a more balanced perspective of the world, covering not only violent events, armed conflicts, fatalities and disasters but also solution-oriented stories.

Problems faced by constructive approach

4.1. MODULE - CURRENT MEDIA LANDSCAPE AND WHY CONSTRUCTIVE JOURNALISM IS NEEDED

We look at why news is perceived as too negative, how news can accidentally create an incorrect picture, why we need to rethink the role of news in society and how being constructive means being more distinctive.

How to integrate constructive journalism

4.2. MODULE - THE 5 KEYSTONE BEHAVIOURS TO IMPLEMENT CONSTRUCTIVE JOURNALISM

This module examines why the constructive approach needs to be part of your entire workflow, what constructive journalism is and what it is not, and the difference between activism or positive and constructive news.

4.3. MODULE - STORY SELECTION - HOW TO CHOOSE STORIES IN A CONSTRUCTIVE WAY

This module will help you rethink your news sources. We will also be looking at the impact your entire story selections creates on audience perceptions, helping you to become more proactive using story generation methods.

4.4. MODULE - PLANNING - GIVING A CONSTRUCTIVE ANGLE AND BREAKING THE SHORT NEWS CYCLE

This module looks at working outside the same agenda as the competition. We also look at thinking constructively with regard to selection of guests, locations and mix of stories, and creating systems to tell "slow news" stories.

4.5. MODULE - GATHERING - AVOIDING STEREOTYPES AND CONDUCTING CONSTRUCTIVE INTERVIEWS

This module helps choose imagery and angles that do not reinforce stereotypes, enabling you to be challenging without creating unnecessary conflict. How the constructive approach can lead to better journalism is also examined.

4.6. MODULE - STORYTELLING - BEING ENGAGING WITHOUT BEING SENSATIONALIST

Good storytelling should maintain a constructive ethos, without being boring. Here we look at how different platforms require slightly different storytelling approaches and how to avoid sensationalism through an understanding of audience psychology.

4.7. MODULE - SHARING - CREATING FORMATS AND WORKFLOWS TO ENSURE CONSTRUCTIVE OUTPUT

This module shows you how to build constructive journalism into the structure of your content. This means creating space within existing programmes as well as new formats to showcase constructive stories. We will also see how to use social media to tell constructive stories effectively.

Implementing constructive journalism

4.8. MODULE - CHANGING THE NEWSROOM CULTURE
4.9. MODULE - PUTTING CONSTRUCTIVE JOURNALISM AT THE FOREFRONT OF YOUR STRATEGY

This module looks at how major broadcasters have implemented projects, won over staff and grown audiences by using constructive journalism. We raise the question as to what works and what does not?

5. SOCIAL

Social media is the go-to platform for younger generations.

How can we find the best strategy to adopt and which ones should we use: Facebook, Instagram, Snapchat, Tik Tok? Moreover, how can we use them to improve reach and engage with communities? How can we tell stories in creative new ways on these platforms?

Social media essentials

5.1. MODULE - SOCIAL MEDIA STRATEGY AND PUBLIC SERVICE MEDIA: KEY TRENDS

The social media landscape is forever changing. Stay ahead with this exploration of how it is being used effectively by organizations including public service media.

5.2. MODULE - HOW TO REACH YOUNG AND DIVERSE AUDIENCES USING SOCIAL MEDIA

Learn tips and techniques to use social media to connect and engage with hard-to-reach and specific audiences.

5.3. MODULE - FIVE FUNDAMENTAL STEPS TO ACHIEVING BEST PRACTICE ON SOCIAL MEDIA

Ideal for social media beginners. Discover in five steps how you can successfully engage with social media users, no matter which platform they are on.

5.4. MODULE - WRITING FOR SOCIAL MEDIA

This session explores how to write impactful posts, whether you want to grab social media users' attention with one sentence or hook them into a longer story.

5.5. MODULE - CREATING VISUAL CONTENT FOR SOCIAL MEDIA

Strong photos and videos dominate social media feeds. This class will teach you how to easily produce engaging visual content.

5.6. MODULE - HOW TO BUILD A THRIVING SOCIAL MEDIA COMMUNITY

Discover how to bring people together based on a common interest or shared experience, and create a meaningful community from this grouping on social media.

5.7. MODULE - HOW TO VERIFY SOCIAL MEDIA CONTENT

Learn easy ways to check whether the content and information you see on social media is accurate – essential skills for today's journalists and programme makers.

Social platforms

TIKTOK

5.8. MODULE - TIKTOK 101

Whether you're new to TikTok or you need a refresher, this is the module for you. Learn what the platform is, how PSM is using it, plus a selection of tips and tricks for boosting engagement.

5.9. MODULE - THE 'CATS' MODEL FOR CREATING ENGAGING CONTENT ON TIKTOK

This class discusses some of the key elements behind successful content on TikTok while offering inspiring examples.

5.10. MODULE - OPPORTUNITIES AND CHALLENGES FOR PSM NEWS ON TIKTOK

Journalism may not be a natural fit for TikTok but journalists and news organizations are meeting the challenges to reach new audiences. Learn how they are doing this.

5.11. MODULE - THE THREE P'S LEADING TO SUCCESS FOR PSM SPORTS ON TIKTOK

Discover how a focus on Passion, Performance and Personality can lead to unique sports coverage on TikTok.

INSTAGRAM

5.12. MODULE - INSTAGRAM 101

Whether you're new to Instagram or you need a refresher, this is the module for you. Learn what the platform is, how PSM is using it, plus a selection of tips and tricks for boosting engagement.

5.13. MODULE - INSTAGRAM REELS

Instagram Reels is an important tool on the platform and using it can help you engage with wider audiences. Discover how to maximize its use.

5.14. MODULE - INSTAGRAM STORIES: THE THREE FOCUS AREAS

Engage more deeply using Instagram Stories by targeting content ideas, interaction and storytelling.

5.15. MODULE - INSTAGRAM FOR NEWS

Get inspired by how news organizations are using Instagram to reach different audiences.

TWITTER

5.16. MODULE - TWITTER 101

Whether you're new to Twitter or you need a refresher, this is the module for you. Learn what the platform is, how PSM is using it, plus a selection of tips and tricks for boosting engagement.

5.17. MODULE - HOW TO BECOME AN EXPERT CONTENT CURATOR ON TWITTER

Discover how to use Twitter as a rich source of live information and user-generated content.

5.18. MODULE - TWITTER SPACES: HOW TO BUILD A SUCCESSFUL EVENT

Learn how to create audio experiences on Twitter for live and on-demand audiences.

YOUTUBE

5.19. MODULE - YOUTUBE 101

Whether you're new to You Tube or you need a refresher, this is the module for you. Learn what the platform is, how PSM is using it, plus a selection of tips and tricks for boosting engagement.

5.20. MODULE - DO'S AND DON'TS ON YOUTUBE

Learn what it takes to make your video content stand out on YouTube.

Social storytelling

5.21. MODULE - TRENDS IN SOCIAL STORYTELLING

Learn how stories are being told in interesting new ways on social media.

5.22. MODULE - CONSTRUCTIVE DIALOGUE AND MODERATION BEST PRACTICE

This module explores how to encourage more meaningful and high-value comments and how to deter people from leaving negative comments on your social media posts.

5.23. MODULE - SUCCESSFUL VERTICAL STORYTELLING

How to create content in the 9:16 vertical format to hook in and engage audiences.

5.24. MODULE - SEVEN ELEMENTS TO MAKE YOUR SPORTS SOCIAL MEDIA CONTENT STAND OUT

In this module, the focus will be on the core elements of great sports content on social media, based on the work of successful public service media organizations.

5.25. MODULE - HOW SPORTS COMMENTATORS CAN USE SOCIAL MEDIA TO ADDVALUE

Learn how social media gives audiences the chance to share their experiences 24/7, supplementing the running commentary from sports commentators.

Social media strategy

5.26. MODULE - WHAT IT MEANS TO BE ON SOCIAL MEDIA TODAY

Exploring the current key issues for organizations using social media, including creating a sustainable plan, developing talent and workflows.

5.27. MODULE - THE THREE LEVELS OF ENGAGEMENT

Engagement is a key metric on social media. This class will help to identify the three levels of engagement and set targets for teams.

5.28. MODULE - WHICH SOCIAL MEDIA FOR WHICH OBJECTIVE/PURPOSES

Social media platforms each require native content and have specific audiences. This class will help teams to select content that is fit for purpose.

5.29. MODULE - SWOT ANALYSIS OF YOUR SOCIAL MEDIA STRATEGY

This practical session challenges participants to work on a SWOT analysis of their social media strategies and extract learnings from them.

5.30. MODULE - MANAGE YOUR REPUTATION ON SOCIAL MEDIA

Today, any member of the public can comment on a public service media organization and their post may then go viral. We will show you how to protect your reputation on social media and turn a negative experience into a positive one.

5.31. MODULE - THE FUNDAMENTALS OF A MAJOR SPORTS EVENT'S SOCIAL MEDIA STRATEGY

How to maximize coverage of a major sports event on social media, whether or not you are the rights holder.

5.32. MODULE - HOW TO ENGAGE WITH SPORTS FANS, ATHLETES, AND INFLUENCERS:

Exploring how to use social media to get closer to audiences, sportspeople, federations and other influencers.

6. EXPLAINERS

There is an ongoing surge in popularity on YouTube and other video platforms for clips that do not report just news but also explain events.

Our modules teach how to make impactful explainer videos without compromising public service media values. What are the best processes for coming up with great ideas, how to write powerful scripts that keep people watching and how to use creative but low-cost techniques to bring videos to life.

Create impactful explainer videos

6.1. MODULE - HOW TO PRODUCE IDEAS THAT ARE VISUAL, ENGAGING AND WHICH WILL CONNECT WITH THE ONLINE AUDIENCE

A good idea is the basic ingredient in any effective explainer video. In this module we look at how you can use "social listening" to find out what questions and topics your audience is interested in, common explainer formats and hooks that will make your topic compelling, and approaches to avoid.

6.2. MODULE - VISUAL WRITING

One of the biggest mistakes in video explainers is when the script and visuals are disconnected. Here we look at how to combine these two elements to keep your videos entertaining and engaging.

6.3. MODULE - CREATIVE VISUAL TECHNIQUES THAT ARE FAST AND LOW-COST

Many explainers use animation and motion graphics that look great but which are expensive. Here we look at how other techniques such as demonstration and low-fi stop motion can provide a compelling and original experience for viewers without breaking the bank for you.

6.4. MODULE - DO'S AND DON'TS ON YOUTUBE: WHAT IT TAKES TO MAKE YOUR VIDEO CONTENT FLOURISH ON THE NUMBER 1 VIDEO PLATFORM

Too many YouTube channels under-perform because their audience offer is unidentifiable or indistinguishable from others. In this module, we look at how the most successful news channels have succeeded in standing out from the pack.

6.5. MODULE - THE ART OF KILLER YOUTUBE TITLES

Along with the thumbnail, the title is a vital part of the "sell" for your explainer video. In this module we look at common formulas that make a title engaging and suspenseful.

6.6. MODULE - CRAFTING AN INTRO THAT KEEPS PEOPLE WATCHING

In the opening phase of a video the audience is wavering between two states: "stay" or "go". This is the key moment in which to demonstrate quality and build suspense so the audience keeps watching until the very end. In this module, we will show you how.

6.7. MODULE - HOW TO CREATE MUST-CLICK THUMBNAILS

If no-one clicks on the thumbnail, all your hard work scripting, researching and filming is wasted. In this module we explore approaches to finding a must-click thumbnail for your film.

7. PODCASTS

How are broadcasters and media companies using podcasts in their media strategies and what are the challenges? What kind of content or formats are produced? These modules dive deeper into the skillset needed to produce and manage podcasts.

This series of modules on podcasts starts with an intro module for those who have no experience in podcasting, but who are eager to start – teaching the essential audio and digital skills required to produce and distribute your first podcast. Best practice in storytelling and for producing and marketing the end-product is also taught. More specific modules then discuss storytelling, sound design and community building, among other topics.

What is a podcast

7.1. MODULE - WHAT MAKES A PODCAST DIFFERENT FROM RADIO?

Podcasting, like radio, has engaging audio at its core but there are important differences. This session explores these, including podcasts' ability to create intimate and targeted experiences for listeners.

7.2. MODULE - PODCAST MARKETS AND LANDSCAPE

Everything you need to know about the background to podcasting, including why PSM should make podcasts plus key platforms, podcast audiences and popular genres.

7.3. MODULE - IPODS AND SMARTPHONES – TECHNOLOGICAL DEVELOPMENT

The growth of smartphone ownership and rise of podcasting apps has driven the success of podcasting. Technological developments have enabled listeners to choose content more freely.

7.4. MODULE - PODCAST GENRES

An in-depth look at podcast genres including news, culture, societal, history^, interviews and true crime stories, plus opportunities for content-makers to create new content for these genres.

7.5. MODULE - DEVELOPING AND CHALLENGING YOUR PODCAST IDEA

How to develop a podcast, from idea to production, including making your pitch to commissioners.

Podcast content

7.6. MODULE - CONTENT ANALYSIS OF POPULAR PODCASTS

There are plenty of reasons for listening to podcasts such as keeping up to date about topics of personal interest, learning something new, filling downtime or simply to take a break from music. We analyse some of the most popular podcasts and extract learnings for editors, producers and presenters.

7.7. MODULE - THREE TIPS FOR A SUCCESSFUL START

Define where your audience is. Find it and start publishing meaningful content in an easy-to-use format. Do not judge success or lack thereof too quickly.

7.8. MODULE - AUDIO STORYTELLING

This module explores the three key elements of audio storytelling that are crucial to podcasting.

7.9. MODULE - ADVANCED AUDIO STORYTELLING

This module explains the concepts of horizontal and vertical storytelling and how they apply to podcasting, as well as the science behind storytelling and how you can move your listeners emotionally.

7.10. MODULE - HOW TO TURN A RADIO SHOW INTO A PODCAST

A step-by-step guide to help you turn a popular radio show into a podcast – a great way to start podcasting and potentially find new audiences for your content.

7.11. MODULE - NEWS PODCASTS

Here we will analyse this important genre of podcasts for PSM, including what makes a successful news podcast and how to balance a conversational approach to journalism without risking your credibility.

7.12. MODULE - PRESENTING PODCASTS IN A MORE INTIMATE STYLE

Tips and tricks for presenters to become even more conversational in style, including a coaching element.

Podcast production

7.13. MODULE - PRODUCING A PODCAST USING YOUR SMARTPHONE

How to turn your phone into a podcast production tools – using apps to record, edit, mix and publish your podcast.

7.14. MODULE - RECORDING A PODCAST ON LOCATION

How to use portable recorders, choose the right microphones plus best practice for recording away from the studio.

7.15. MODULE - MIXING YOUR PODCAST

How to balance speech and music, add ambient sounds and SFX to craft a compelling-sounding podcast, including basic troubleshooting.

7.16. MODULE - SOUND DESIGN

This module explains what sound design consists of and how can you use sounds to create vivid images in the minds of your listeners. This also includes the dissection of an award-winning podcast soundscape designed by the trainer.

7.17. MODULE - ADVANCED SOUND DESIGN

Explores the latest developments in experimental sound design including binaural sound and advanced audio troubleshooting.

Audiences

7.18. MODULE - HOW TO BUILD A PODCAST STRATEGY

How can we adapt to the market? How can we plan for the future? How to build upon success?

7.19. MODULE - CREATE A SOCIAL MEDIA STRATEGY FOR YOUR PODCAST

Understand the benefits of using social media as a companion to your podcast and how to use it to find and build your audience.

7.20. MODULE - COMMUNITY BUILDING

Looks at how to turn a solo activity of listening to a podcast into a shared experience. This also includes creating ways for the audience to co-create content.

7.21. MODULE - INTERNAL AND EXTERNAL PROBLEMS TO PODCASTING

Podcasters need to build an attractive library of on-demand-only shows, maintain a balance between their "old" and "new" audiences in broadcast and digital, and teach their audiences how to find and consume podcasts. This module looks at overcoming these challenges.

7.22. MODULE - HOW TO MEASURE SUCCESS IN PODCASTING

Learn how to use measurable metrics, which is not easy when your podcast is available across multiple platforms, as well as qualitative information to rate success.

8. MOBILE JOURNALISM

The mobile phone is the Swiss Army Knife of Journalism.

It allows you to create high quality content anywhere, anytime and for any platform. However, many journalists do not know how to use the phone at a professional level. Mark Egan, a former BBC video journalist, is no stranger to compelling video storytelling. In fact, Egan was one of the BBC's first self-shooting video journalists, serving at the national broadcaster for 14 years. Today, he is one of the world's most recognized mobile journalists (Mojos), putting his in-depth understanding of the mobile media landscape to good use to provide a range of media training modules for mobile journalists.

Any newsroom that wants to create efficiently, affordable and effectively for modern audiences needs to embrace mobile journalism.

Why MoJo is vital to modern newsrooms

8.1. MODULE - HOW MOBILE ADDRESSES MANY CHALLENGES

Everyone has a phone, so it can scale your newsgathering capacity. Younger audiences are on social media where it makes sense to create on mobile for a mobile audience. Journalists need to be flexible and serve multiple platforms and the smartphone is the only device that does this. This module shows you how to proceed.

8.2. MODULE - USE CASES WHERE MOBILE WORKS BEST

Smartphones have been used to shoot Hollywood movies and entire documentaries. What are the main benefits of creating on smartphones? Here we look at issues of speed, social content, livestreams, personal stories, sensitive situations and newsrooms with limited resources.

Go live with your mobile

8.3. MODULE - HOW LIVE STREAMING CAN GROW YOUR AUDIENCE

This module examines why algorithms promote live streams, and where live streaming could fit into your social strategy. The difference between broadcast live and social live will also be considered.

8.4. MODULE - CREATING QUALITY LIVE VIDEO AND AUDIO WITH YOUR SMARTPHONE

This module looks at the common mistakes encountered when streaming live and how to ensure a good upload speed. Accessories to ensure quality video and audio are also highlighted.

8.5. MODULE - HOW LIVE STREAMING DIFFERS DEPENDING ON THE PLATFORM

Here we look at choosing the right orientation, style and apps for the job.

8.6. MODULE - STRUCTURING YOUR LIVE FOR BEST RESULTS

Themes considered in this module are sparking interest, creating audience engagement, ending strongly and planning ahead.

8.7. MODULE - PRESENTING A LIVE STREAM ON CAMERA

This module looks at dealing with comments, being engaging on camera and how to bring guests into your live stream.

8.8. MODULE - ATTRACTING AND ENGAGING AN AUDIENCE

If we want to boost audience buy-in, we need to promote streams in advance, involve audiences and promote replays. This module will show you how.

8.9. MODULE - EDITORIAL ISSUES

Here we look at moderation, rights issues, privacy questions, GDPR and the ethics of journalism.

8.10. MODULE - CREATING MULTIPLE CAMERA LIVES WITH GRAPHICS

This module gives a rundown of the apps needed for connecting multiple phones, plus cloud solutions and software options.

8.11. MODULE - RE-VERSIONING LIVES AND OTHER WAYS TO GET MORE VIEWS

Creating fresh content from live streams, promoting upcoming streams with highlights from previous live streams, creating multi-media content from a video/audio stream.

Shooting mobile and social content

8.12. MODULE - GETTING GREAT VIDEO OUT OF YOUR SMARTPHONE CAMERA

The module provides an overview of the strengths and weaknesses of the phone camera. We also look at the basics of shooting quality video and provide tips to avoid common shooting mistakes.

8.13. MODULE - SHOOTING FORMULAS THAT WILL MAKE YOUR LIFE EASY

Here we look at how to shoot sequences of shots that will edit together and breaking scenes into shots. A blueprint is provided for planning your shoot so that you get all the essential shots to tell the story.

8.14. MODULE - VIDEO INTERVIEWS THAT LOOK AND SOUND PROFESSIONAL

This module looks at using the HELP framework to get professional-looking interviews. We also provide an understanding of the impact of lighting, contrast and location.

8.15. MODULE - GREAT PHOTOGRAPHS THAT WILL GET ATTENTION

Seeing the world in a more visually engaging way – here we look at the rules and tips professional photographers use to create great imagery. What images work on which platforms. Storytelling through framing is another topic examined.

8.16. MODULE - TELLING YOUR STORY IN VIDEO

Here we look at storyboarding as a means of improving your speed and storytelling, and hooking your audience and keeping them engaged. The module will also show you to how adjust your storytelling to suit the platform.

8.17. MODULE - EDITING AND SHARING YOUR VIDEO

In this module we look at the best apps for editing on mobile, including editing workflow options. We show you how to structure your edit and avoid common editing mistakes.

8.18. MODULE - FAST YET ENGAGING SOCIAL MEDIA CONTENT

This module looks at creating video in the right format for social platform that you have in mind, including understanding the algorithm. We look at telling stories without narration and detail the tools needed to create social content quickly and effectively.

8.19. MODULE - ESSENTIAL EQUIPMENT

This module looks at how mobile accessories differ from other cameras, plus the key accessories you need to create quality video and audio. We will also help you choose the right tools for the job.

8.20. MODULE - THE CAMERA APPS YOU NEED TO TAKE YOUR VIDEOS TO A HIGHER LEVEL

Here we look at the cases when you would use a third-party camera app, including issues such as taking control of focus, exposure, white balance, resolution and frame rates.

9. FAKE NEWS & MONITORING

Journalists in newsrooms today are facing limitations when it comes to covering breaking news stories from war zones or natural disaster areas.

Explore how you can use outsource social media content in the best way to get verified information and images. Learn how to reach eyewitnesses on the ground as fast as possible to get your story heard.

This modules will look at the future challenges for newsrooms regarding social media monitoring and verification.

Outsourcing and verifying social media

9.1. MODULE - WHAT IS USER-GENERATED CONTENT AND WHY IS MONITORING AND VERIFYING IT SO IMPORTANT FOR YOUR NEWSROOMS

Observe and understand the current landscape, plus the value and challenges of online data and images.

9.2. MODULE - NEWS MONITORING AND OUTSOURCING FOR INVESTIGATIVE REPORTING AND DURING BREAKING NEWS

Discover the latest open-source (and free) tools and methods to monitor Twitter, Facebook and other social media platforms for your investigative reporting or during breaking news. Learn how to block out the noise on social media during global breaking news and filter the content according to your needs.

9.3. MODULE - GEOLOCATION AND TRACKING EYEWITNESSES

Monitoring hashtags for investigative reporting or during breaking news can be challenging. Learn how to refine your searches and track images, data and eyewitness commentary based on geographic location, regardless of the hashtag used.

9.4. MODULE - VERIFYING IMAGES AND VIDEOS ON SOCIAL MEDIA – METHODS AND TOOLS

Natural disasters, terror attacks and protests are just some examples of typical news events with a high potential for fake online content. Discover the best methods and tools to verify sensitive the photos and videos circulating.

10. ADVOCACY & PUBLIC VALUE

This series of modules provides the right expertise about the processes, strategic calculations and instruments required to successfully manage advocacy efforts.

How to defend the role, resources, prerogatives and added value of public service media (PSM) in an increasingly adversarial context.

The modules use a multilevel governance approach with advocacy tools effective at both national and supranational levels of decision-making.

Measuring the impact of PSM in Europe

10.1. MODULE - PSM PURPOSES AND MODES OF ENGAGEMENT

How do you define public service? And what is public interest? What are the traditional modes of engagement? This module will help you clarify your -remit so that you can provide your best service ever.

10.2. MODULE - MEASUREMENT IN THE NEW PUBLIC SPHERE

How do you measure the engagement of your audience? And how do you change it?

10.3. MODULE - SOCIAL IMPACT AND PARTNERSHIPS

What are the new forms of engagement? How do you go about creating "prod-users"? How can you create partnerships and develop models that will have a strong impact on your audience? This class will help to get to grip with these concepts.

10.4. MODULE - PSM RELEVANCE AND AUDIENCE ENGAGEMENT

This module looks at the questions that new understandings of impact raise about PSM relevance and accountability and how we might use these new forms of evidence to make the case before governments in support of PSM investment.

Strategic advocacy for PSM

10.5. MODULE - ADVOCATING AND/OR LOBBYING?

This module will show how to plan a campaign strategically, including setting targets, gathering facts, establishing timelines and identifying the required resources. It also looks into securing sustainable dialogues with partners at both national and EU levels.

10.6. MODULE - PREPARING A CAMPAIGN

This module will give participants an understanding of political systems and policymaking mechanisms (including budgetary procedures), including how to map all types of stakeholder including possible allies or opponents (policymakers in ministries and parliament, trade federations, NGOs, political parties, thinktanks and trade unions).

10.7. MODULE - EXECUTING A CAMPAIGN

This module will show you how to communicate messages and run face-to-face meetings, press conferences and other events, as well as how to organize follow-up in both short and long terms.

10.8. MODULE - APPROACHING AND LOBBYING THE EU

Here you will learn how to identify the competencies of the EU in policymaking. Themes include the EU and public service, the EU's media policy (regulatory and supporting programme network) and the EU as guardian of European values, including freedom of speech and plurality of media (Art.2 and 7 Treaty on European Union, Charter of Fundamental Rights of the European Union).

11. SPORT

Public service media is continuously innovating in sports content to provide programmes that are important to society and offer a platform for shared experiences among the population.

The modules shows you how to strengthen and diversify your broadcast sports ecosystem in the long term and add creativity to your sports coverage as a means of providing innovative unique narratives for audiences.

Modules explore digital platforms as a fundamental element of sports distribution and which offer new audience experiences. Finally, questions of diversity and sustainability are considered, as these are two crucial dimensions in today's sporting world.

Live commentaries

11.1. MODULE - THE IMPORTANCE OF 'LIVE' COMMENTARY

This module shows participants how to commentate on audio and video platforms, specifically teaching commentators how to paint a picture for the audience. Discover the benchmarks, plus what needs to be done before you reach the stadium (preparation, groundwork and familiarization).

11.2. MODULE - VOICE, TONE AND DIGITAL PLATFORMS

The most recognizable attribute of any sportscaster is their voice and personal uniqueness. The module will show you how to develop a distinctive style and an ability to talk fluidly, cleverly, clearly and expressively while also conveying the facts, the mood and the feeling of a game without overburdening fans with details.

11.3. MODULE - SWIMMING

Dive into the art of swimming event commentating by thinking through the issues together and undertaking practical exercises, including giving a running commentary and reviewing a past event.

11.4. MODULE - BIATHLON

Biathlons raise the challenge of giving a dual sports commentary. Here you will analyse the similarities and differences and learn the art of winter sports commentating.

11.5. MODULE - PITCH AND FEEDBACK

In this module, after the essentials have been reviewed, you will record a short 2-3-minute commentary clip for television or radio and receive constructive feedback from guest experts.

Sport by women

11.6. MODULE - STORYTELLING

The commentating tradition stems from the world of men's sport. The aim of this module is to learn the key principles of storytelling, explore the specific characteristics of women's sport at the highest level and learn how to craft a unique narrative for audiences.

11.7. MODULE - DIGITAL PLATFORMS

Discover the three main purposes for digital platforms (share sports content, share extras and hold open discussions) and learn how to craft content to engage new audiences and get people joining the conversation.

11.8. MODULE - CREATIVITY

With so many distractions and so much content on offer, broadcasters are battling for the audience's attention. Discover creative new ways of telling stories, engaging with the audience and trying new formats to make your content as innovative as possible.

11.9. MODULE - COMMUNITY

What guidelines exist for PSM sport broadcasting and the challenges relating to women in sport? See how you can run a community for women's sport and get the fans involved.

12. TRAINING OF TRAINERS (ToT)

These modules gives any professional the tools to become a skilled trainer.

What does it take to design a training course for industry professionals? How can we deliver and manage a training course both face to face and online? What can the latest research in cognitive sciences teach us about optimal learning strategies? How can you take advantage of these strategies to design a course that will maximize learning?

Teaching online with Zoom

12.1. MODULE - HOW TO CHOOSE YOUR EQUIPMENT

Learn how to pick the right equipment to get the best picture and sound for your teaching event.

12.2. MODULE - HOW TO BEHAVE IN FRONT OF A CAMERA DURING AN ONLINE SESSION

Teaching online means being on TV. This class will show you to how inspire your group.

12.3. MODULE - HOW TO DESIGN AN ONLINE PRESENTATION

This module will show you how to prepare a PowerPoint presentation that will share your information with your group in the most efficient and useful way.

12.4. MODULE - HOW TO INVOLVE YOUR STUDENTS

If your training event is to be a success, your participants need to feel involved at all times. Discover how to keep people's attention and solicit their participation throughout the session.

12.5. MODULE - HOW TO HANDLE TECHNICAL ISSUES

Here you will learn how to deal with all kinds of problem that might arise when you are teaching a course, including loss of video feed, loss of sound and connection blackouts.

Training trainers

12.6. MODULE - DESIGNING A TRAINING COURSE FOR PROFESSIONALS

Using the Train X methodology, learn to identify the most relevant topics to be taught and to structure the future course accordingly.

12.7. MODULE - HOW TO DELIVER A TRAINING PROGRAMME

This module focuses on how to make a presentation and speak in front of an audience.

12.8. MODULE - THE USE OF SIMULATIONS, ROLE-PLAYING GAMES, AND GROUP EXERCISE

Involving students is one of the key elements of any training course. This module looks at how to design exercises, using tools such as gamification.

12.9. MODULE - IDENTIFYING LEARNING DIFFICULTIES

This module looks at all aspects of a training course that can go wrong and how to solve these issues if they arise.

12.10. MODULE - SCIENCE OF LEARNING

This module covers eight strategies to enhance your learning capacities.

EBU ACADEMY FACULTY

Working side by side with media professionals from all our Member countries, EBU Academy faculty encourage trainees to see with new eyes. Bringing their enthusiasm and expertise to the table with their well thought-out courses, our faculty ensure that trainees are challenged through their learning journey.

Mark Egan

Mark is an experienced media professional with expertise in training and new ways of working both in television and multi-media environments.

Prior to starting his own production and training company, he worked for 12 years at the BBC across a range of programming from documentaries to news and entertainment and helped roll out video journalism across the company.

Justin Kings

Justin is an international media consultant, trainer and broadcaster @newsleader, with more than 25 years' experience in the UK as a multi-award winning broadcast journalist, editor and presenter.

He was a member of the senior management team at the BBC's first multimedia newsroom when he first started experimenting with social media. Shortly afterwards, in 2010, he started to work with the EBU Academy to train broadcasters on social platforms.

Brendan Miller

Brendan is a filmmaker specialising in explainers and films about politics. He has produced films for The New York Times, the BBC and the Financial Times.

He is the author of the Video Ideas email list, designed to give video journalists and nonfiction filmmakers regular ideas and inspiration from different corners of the internet.

Charlie McGrath

Charlie spent 15 years in the British Army, leaving in 1997 at the rank of Major. In the years prior he managed the Army's prime intelligence cell in Northern Ireland and then became Second in Command of the 1st Bn Irish Guards.

For 3 years he worked for Railtrack PLC as Facilites Manager and in 2002 Founded Objective Team plc, now Objective Travel Safety.

Caroline Neil

Caroline is a security and risk management trainer and consultant with over 25 years of experience to RPS. She has worked around the world, providing training for companies, NGO's and Governments.

She is the former Head of High Risk Safety and Security at the BBC, where she advised journalists and staff on travel security and other related matters. She also provides Train the Trainers courses.

Majd Kalifeh

Majd works as an investigative journalist for different news programs with diversity of subjects (most of them related to the Middle East and North Africa).

He is a specialized researcher in UGC outsourcing and verification methods. He is also responsible for the verification of a lot of the user-generated and social media content that makes its way on the VRT outlets across TV, digital and radio.

Michael Curling

Michael joined BBC radio at the age of 17 where he discovered a joy for breaking with the technical and editorial norms, designing and implementing studio tools that are still used by the BBC.

In the nineties he was dragged in to a bi-media age where he started creating content for both TV and radio. He won several awards for his sound design and radio production in a world shared between sport and music radio.

Pedro Ferreira

Pedro is a Software Developer, Trainer and Consultant, with over 20 years of experience in the broadcasting industry. He has trained hundreds of people on subjects like MXF, File-based workflows and Live-IP.

He is one of the founders of MOG Technologies, where he worked for 15 years, most of which as the CTO. He led the development of many innovative products, such as the MXF::SDK and mxfSPEEDRAIL.

Willem Vermost

Willem is Head of Media Production Facilities at the VRT and was subject lead of the EBU IP-based studiostransition. With 20 years of experience in broadcast, he is an expert and project manager of international strategic, expert groups and events.

He worked on several projects, including the multi-award winning VRT Live IP proof of concepts, the JT-NM Tested Program, and the EBU Live IP Software Toolkit project (LIST).

Alain Guggenbühl

Alain is a scientific and practitioner of interest representation and negotiation strategies. He trained and advised Diplomatic academies, EU officials and agencies, national ministries, third countries, business executives and social partners.

He has previously directed an EU Law Office in Brussels and EIPA's European negotiations programmes. He also used to taught EU Policy-Making and Negotiation Theory at the University of Louvain.

ABOUT EBU Academy

What is the Academy's mission? In a nutshell: personalized training to leverage your talents and drive innovation.

We provide the most in-demand skills in the marketplace as well as practica insights from some of the world's best academics to empower your skillset.

We are a team of managers, experts and trainers dedicated to designing and delivering the most relevant, in-demand and actionable learning content for you.

Our team is founded on a shared passion for practical education, always in observance of market trends and with the aim of providing an impactful service.

By offering timely courses on a range of crucial subjects, we can provide the practical skills and the right roadmap for the next steps in your training.

EBU Academy is there for you and your organization if you want to:

- Experiment with new ideas and products in a risk-free space
- Learn from the world's best and leverage your talent, time and money
- Stay agile and in-demand in the changing market
- Define where you are at and anticipate what to do next
- Move your career/company forward

Our courses represent a safe space for developing your career cost effectively. The content of the courses is regularly reviewed to ensure that trainees are kept up to date with the latest innovations, developments and market trends.