

Regional Learning Hub @ JRTV

Podcasts – e Master Class - 17 – 19 May 2022 – On Zoom

Target: Radio and digital Producer and journalists interested in Podcasts

Faculty Members: Justin Kings, Sinatou Saka, Micky Curling

*Abédjé **Sinatou Saka** is a Beninese journalist. She currently works for France Médias Monde as head of podcasts at Digital Department. As an alumnus of the American IVLP program, she teaches online and video journalism at the prestigious School of Journalism in Lille, France. She also trains in the Washington-based International Center for Journalists (ICFJ).*

***Michael Curling** has lived and breathed radio for most of his life. By the age of 17 he was working for BBC radio where he quickly discovered a joy for breaking with the established technical and editorial norms, designing and implementing studio tools that are still in use today in the BBC. His freelance career, which now spans well over 10 years, has taken him around the world with athletics, horse racing and skiing and he enjoyed his own home-coming at London 2012. Michael has won awards for his sound design and radio production in a world shared equally between sport and music radio.*

***Justin Kings**, International media consultant, trainer and broadcaster @newsleader. Justin Kings 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 worked with the EBU Academy to develop one of the first training courses for broadcasters using social platforms. 8 years on, Justin has supported the majority of EBU members in this capacity and he continues to lead Master Classes and bespoke trainings. Justin has more than 25 years' experience in the UK as a multi-award-winning broadcast journalist, editor and presenter.*

Producer : Hélène Rauby- Matta & Nathalie Labourdette, EBU Academy

Day 1 (17 May) 02 pm – 04:30 pm CET: THE PODCASTS LANDSCAPE

- why Podcast, characteristics, Radio Vs Podcasts, structure, main themes –
- Commissioning process & Podcast business model -.
- Podcast producing fact sheet as a red thread for the RLH trainees and make a podcast Teaser

Day 2 (18 May) 02 pm – 04:30 pm CET: PODCASTS IN ARABIC COUNTRIES & AUDIO STORYTELLING

- France Media Monde presents the podcast landscape in France, Africa & Arabic countries: Genres, duration, audiences, structure, storytelling, etc.
- AUDIO STORYTELLING
 - Explaining what makes audio storytelling unique and its opportunities; also includes exploration of the concepts of horizontal and vertical storytelling which are important to podcasting.

Day 3 (19 May) 02 pm – 5 pm CET: SOUND DESIGN & COMMUNITY BUILDING

- SOUND DESIGN
 - Explains what it is and how can you use sounds to create vivid mental images in the heads of your listeners; includes the dissection of an award winning podcast sound designed by the trainer.
- COMMUNITY BUILDING
 - Looks at how to turn a solo activity of listening to a podcast into a shared experience; also includes creating ways for the audience to co-create content.
- Presentation of personal work
- Evaluation & conclusions