

# THE MEDIA COVERAGE OF CULTURAL EVENTS

International training session on cultural journalism

Hosted by



COPEAM

29 September - 3 October 2014

Malta

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International training session on cultural journalism

## CALL FOR PARTICIPATION

The 4-day training workshop on cultural journalism is open to maximum **10 young English-speaking journalists** from the **broadcaster members of COPEAM**. Guided by experienced trainers from COPEAM network, the participants will practically work as an international newsroom on the coverage of a cultural event or topic, therefore realizing informative cross-media products. The trainees will be accompanied in covering themes and subjects related to the territorial and cultural context where they will be hosted (places, events, news, etc.), with a view to strengthening their ability to report on these matters with an appropriate technical language, highlighting the most attractive aspects from the point of view of the public. The good knowledge of English is mandatory.



### Location of the workshop

PBS Malta - Public Broadcasting Services  
75, St. Luke's Road  
G'Mangia MSD 09  
Malta

### Working language

English

### Practical information

Flights and accomodation costs are at each participant's charge

Lunches and local transfers are offered by PBS

### Accommodation

**Sliema Chalet Hotel, Tower Road 117, Sliema**  
[www.sliemachalet.com](http://www.sliemachalet.com)

Single room  
Check in 29/09/2014  
Check out 03/10/2014 or 04/10/2014 according to your itinerary

Total Price for 4 nights (with breakfast and location taxes): 200 Euros  
Total Price for 5 nights (with breakfast and location taxes): 245 Euros

*Reservations will be managed by COPEAM. Payments will be done directly by participants at the moment of check-in.*

*For further information and to submit your candidatures, please send by email your CV to [mpancaldi@copeam.org](mailto:mpancaldi@copeam.org)*

*Deadline for candidatures: 5 September 2014*

*The selected participants will be contacted for confirmation and for practical details.*

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## DAY 1 | Monday

Arrivals - Opening dinner offered by PBS

## DAY 2 | Tuesday

09.30 a.m.

### Opening of the workshop

10.00 a.m - 12.30 a.m

### Introduction session

- Cultural journalism today: a general overview of its mission, main fields and constraints
- Portraying and telling culture in the media: can culture be popular ?
- Catching the audience: language, tools, perspective
- Transmedia approach: new ways of writing (the transmedia storytelling), of producing (media convergence, multiplatform), of promoting and raise participation around cultural events (social media, communities, etc.)

### Analysis of some best practices in this sector

Some examples of successful and innovative media coverage of cultural events or topics will be shown by the trainers and their main features will be analysed and discussed with the participants.

2.00 p.m

### Organisation of the practical teamwork

The participants will build up an international editorial-room in charge of setting up the media coverage of a cultural topic or event.

## DAY 3 - DAY 4 | Wednesday - Thursday

### Practical teamwork:

Under the trainers guidance, the participants will:

- define the topic/event to be covered, the editorial approach, the production formats, the media involved (video and audio reportages, texts, photos, social media, etc.) and the ways of dissemination of the material produced;
- plan the preliminary work with the partners or sources of information (ex. national and/or local institutions, festivals, publishers, associations, ...) for the organisation of interviews, shootings, etc.
- plan the production and the post-production activity.

*The participants will be divided into groups. The groups will conceive and produce their news and reportages. At the end of each day, the participants will gather to discuss about their work with the trainers.*

## DAY 5 | Friday

9.30 a.m. - 12.30 a.m.

### Final work assessment

Screening and analysis of good practices, difficulties, evaluation of potentialities and weaknesses of the work done.

01.00 p.m.

### Closing of the workshop

Training team will be communicated later

**To be selected, please send us your CV to**  
mpancaldi@copeam.org

**Good level of English is mandatory**