

ABU NEWS REGIONAL WORKSHOP MULTIPLATFORM NEWS GATHERING & PRODUCTION

Hosted by VOV Ho Chi Minh City

Day 1: Tuesday 12 March 2024	
0900-0915:	Introductions
0915-0930	News on digital platforms: a global phenomenon
0930-1030	Exercise: Nominate a successful social media news post and explain what makes it successful.
1030-1045:	Morning break
1045-1215:	Exercise: Concept development Develop a multiplatform story idea. Pitch and discuss.
1215-1230:	Key outcomes
1230-1330:	Lunch
1330-1400:	Exercise: Identify different platform characteristics and practice 'as live' piece to camera. <ul style="list-style-type: none"> • Radio • Television • Facebook • YouTube • Instagram • TikTok
1400-1430:	Content planning and scheduling <ul style="list-style-type: none"> • Key output objectives • Audience preferences • Platform prioritisation • Resource assessment
1430-1445:	Afternoon break
1445-1615:	Exercise: Planning Develop story outline and production elements for 2-3 platforms
1645-1700:	Wrap of key learnings

Day 2: Wednesday 13 March 2024	
0900-0930:	Filing from the field <ul style="list-style-type: none"> • Key considerations • Risks and hazards • Prioritising platforms • Communication
0930-1230:	Exercise: Filing from the field Shoot and edit your social media story and a radio or TV version, and file from the field.
1230-1330:	Lunch
1330-1430:	Exercise: Presentation of stories and discussion
1430-1500:	Measuring success, analytics & posting across platforms <ul style="list-style-type: none"> • Volume • Engagement • The do's and don'ts of cross posting
1500-1515:	Afternoon break
1515-1600:	Legal and ethical considerations <ul style="list-style-type: none"> • Copyright • UGC (user generated content) • Ethical content
1600-1700:	Overview of outcomes and next steps
The trainers: Deborah Steele , Director of ABU News and former Head of Asia Pacific News at the Australian Broadcasting Corporation. Established Australia's first multiplatform newsroom bringing together television, online and radio program teams. Biena Magbitang , Head of Digital at ABS-CBN in the Philippines. Biena is an expert in driving impactful storytelling. She is an award-winning journalist and producer with specialist knowledge of climate and energy journalism.	