



Module 2: Basic Media Training

Capturing Local Voices * Start Date: Nov 28

The goal of the media training is to enable fellows to learn how to choose characters, conduct and film interviews and select soundbites, with dual goals of respecting the interviewees and exposing viewers to alternative perspectives.

Learning Components

1. **Live sessions:** three-hour sessions held once a week using our video conferencing application
2. **Tutorials/ online library:** online articles and/ or videos that can teach certain skills or concepts (ie: a video showing how to use a camera or how to upload a video). **The video tutorial can be found online here:**
<http://go.terana.com/resources/media-training/video-tutorial>
3. **Multimedia features:** videos or multimedia components that Soliya produces, giving fellows insights and access to professionals in the field (ie: Q&A feature interview with filmmaker Julia Bacha or media producer Greg Tuke about choosing characters or producing compelling content)
4. **Assignments:** activities that help fellows practice the skills they are learning through the training (ie: preparing for interviews or asking good questions)
5. **Mentors:** professionals in the media field who watch the fellows' videos and give them feedback on both technique and content



Weekly Breakdown

Please note:

Things to tell or ask trainees will be written in blue text.

Each section has a minimum and a maximum allocated timing. This is simply to account for time dedicated to unplanned issues. The session times range between 150-170 minutes.

Week 1: Media Training - Capturing Local Voices

Goals: Review goals of media training and videos; Choosing characters; Framing an interview

Live session:

- **25-30 min: Check-ins and brief intros**
 - Trainer introduction
 - Quick round of fellow introductions
 - Names, location, connection to Soliya and fellowship
 - Expectations from media training, mentioning any previous experience

- **10-15min: Description of the training**
 - As you might know, this is the second of four modules:
 - 1. Dialogue Facilitation (Oct – Nov 2011)
 - 2. Capturing local voices (Nov – Dec 2011)
 - 3. Building a constituency (Jan – Feb 2012)
 - 4. Social media engagement (Feb – Mar 2012)
 - The second module will provide training in basic media skills, and will be applied to capturing voices from your community.
 - We will meet over 4 weeks, and we will try to cover content and technical aspects:
 - 1st week: We will talk about goals for the videos you'll produce, choosing characters and framing an interview
 - 2nd week: We will talk about setting up an interview, building trust and asking good questions. In addition, we'll make sure you all know how to use your cameras.
 - 3rd week: We will learn by doing. We will watch each other's interviews and share experiences.
 - 4th week: We will talk about choosing soundbites and how these can be used to stimulate a conversation among viewers.
 - Afterwards, there will be no online trainings for a few weeks but we strongly recommend that you continue to practice and hone your interviewing skills.

- **30-35 min: Videos in conversation**

- Ask: 1) Now that you've gone through the facilitation training, what role do you think your video pieces could play in a constructive conversation? 2) How would you compare/ contrast the role of a facilitator with that of a journalist? [open discussion]
- Ideas include:
 - Exposing different points of view
 - Humanizing issues
 - Bringing new voices into the conversation
 - Making issues more engaging
- Ask: Keeping in mind the kind of skills and approach to dialogue that you learned in the first module, how would the videos that you produce be different from those presented by mainstream media? [open discussion]
- Ideas include:
 - Respectful
 - Non-sensational
 - Presenting underrepresented voices
 - Asking why as opposed to what
 - Allowing for depth of perspectives
 - Breaking down stereotypes
 - Bringing good news and not just bad news
 - To humanize is to make subtle
 - Help your interviewee adopt the "I" perspective.
- Summarize if possible, making sure to mention the unique position the fellows are in and their ability to respectfully record perspectives with which they might not agree.

- **10 min: Break**

- **30-35 min: Small group discussion about "engaging characters"**

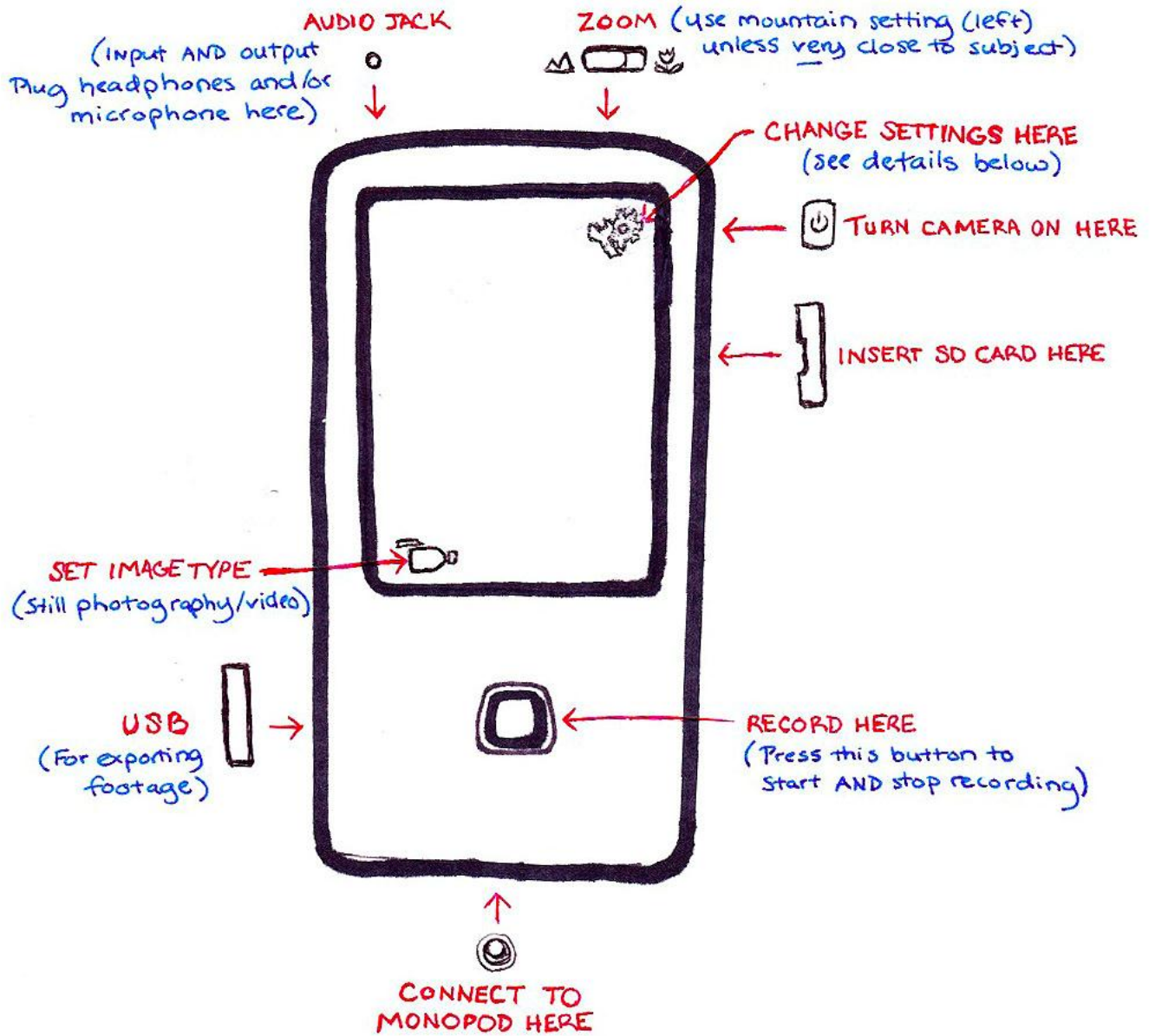
- Ask participants to think about people in their lives that they find engaging, people they like to listen to. Have them think of why these people are engaging. Ask them to think about the opposite—people who are not as engaging—and again ask why. Give them 5 minutes to think about this.
- Now divide the group into 3 or 4 smaller groups, and ask them to go to break-out rooms to discuss what makes people engaging and what makes them "boring". Have them share experiences, pleasant and otherwise.
- Ask the group to try to come up with common characteristics for both types of people.
- 15 minutes in the break-out room

- When the groups are back in the main room, ask them to share or write in the chat box some of the characteristics of engaging vs disengaging people. Is there agreement? Any insights?
- **30-35 min: Framing**
 - Moving on to something a bit different and more technical, we'll start talking about "framing" an interview.
 - Share slides of "good" frames and "bad" frames. Ask the group to identify what makes a good frame.
 - Refer to video tutorial post called "Get the Best Results: VIDEO" - <http://go.terana.com/do-not-show-on-home-page/get-the-best-results-video>.
 - This post includes useful visuals and covers:
 - Lighting
 - Three-point System
 - Guerilla Lighting & Using Natural Light
 - Subject Placement
 - Rule of Thirds
 - Eye Line and Eye Contact
 - Background
 - Keep it simple!
 - Make it informative!
 - Leave time for questions.
 - Ask people to practice their frames by taking still shots with the camera. They can then share them on the base for feedback and tips.
- **15 min: Closing round**
 - [How was today for you?](#) [round]



Assignment: Think about one or two people you know who fit the criteria of engaging characters. What portion of your community do they represent? Think of your position in the community they represent and be ready to talk about it the next time.

Tutorials / online library:



- <http://go.terana.com/do-not-show-on-home-page/how-to-use-your-camera>
- <http://go.terana.com/do-not-show-on-home-page/media-kit-contents>
- <http://go.terana.com/do-not-show-on-home-page/get-the-best-results-video>

Multimedia features:

Julia Bacha 1: Elements of Documentary Filmmaking & Selecting Characters

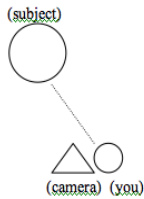
Week 2: Media Training - Capturing Local Voices

Goals: Review setting up an interview, building trust, asking good questions, general interview tips. Choose an interview topic for the group.

Live session:

- **10-15 min: Check-in**
- **20-25 min: Presentation of “characters” and discussion**
 - Present your character(s). What makes them unique and engaging? What new perspective would they bring to a conversation? [round]
- **25-30 min: Building trust**
 - How would you go about building trust with your subject? How would you represent what you’re doing as a Soliya Fellow? [open discussion]
 - Suggestions:
 - Show respect for their opinions
 - Demonstrate openness by being open and vulnerable yourself
 - Leave your camera at home
 - Do not treat them as “subjects”
 - Dig deeper: What kinds of questions would trigger good responses? How is this different from asking questions in a session?
 - Suggestions:
 - Ask people to:
 - Take you back to the moment
 - Tell a story vs. an opinion
 - Describe how they felt
 - Give you an example from their personal lives
 - Make it about them!
 - Look for “lean forward” moments- these are moments when the audience is so interested in what someone has to say that they physically “lean forward”
- **10 min: Break**
- **35-40 min: Practice an interview**
 - Split the group into groups of 2. Each person will have 7-10 minutes to interview one of the other 2 and get them to say something personal about themselves
 - Go to break-out rooms (20 min)
 - Re-assemble for briefing and sharing tips
- **15-20 min: General interviewing tips**
 - You’ll notice that people might be very open while you’re talking to them but turn very formal once the camera is on. What are some of the things you can do to help people feel comfortable while the camera is running? [open discussion]

- Suggestions:
 - Ask people to look at you and not at the camera. Make sure your head is at the same level as the camera and you're on the correct side of their eye line.



(<http://go.terana.com/do-not-show-on-home-page/get-the-best-results-video>)

- Ask people to repeat part of the question in their answer.
 - “Who is your favorite singer?”
 - “My favorite singer is Lady Gaga” (as opposed to just saying Lady Gaga)
 - Non-verbal affirmations: since you don't want your voice to be recorded while someone is speaking, you'll need to resort to non-verbal affirmations like nodding, smiling, and expressing sympathy so your interviewee feels like you're listening. Avoid looking distracted or playing with the camera.
 - Refer to video tutorial on interview techniques: <http://go.terana.com/do-not-show-on-home-page/interview-techniques>
- **15-20 min: Choosing a topic**
 - What are some of the topics you'd like to hear your characters talk about? [open discussion]
 - Have the group agree on one or two topics.
 - What would be an “lean-forward” moment for your interviewee? What would like your interviewee to explain about him or herself?
 - **10 min: Closing round**
 - How was today for you? [round]

Assignment:

- Familiarize yourself with the camera before the interview.
- Spend time with your interviewee. If ready, turn the camera on and conduct an interview. Details of this assignment will be sent out to you.

Tutorials / online library:

- <http://go.terana.com/do-not-show-on-home-page/interview-techniques>
- <http://go.terana.com/do-not-show-on-home-page/get-the-best-results-audio>
- <http://go.terana.com/do-not-show-on-home-page/recording-checklist>

Multimedia features:

- Julia Bacha 2: Four Characteristics to Look for in a Bite

Week 3: Media Training - Capturing Local Voices

Goals: Sharing best practices and interviewing experiences; Choosing soundbites

Live session:

- **15- 20 min: Check-in and sharing life updates**
 - What's going on in regards to media in your country? Are some groups represented in a better light than others? Which? [3 or 4 people can share]
- **30-35 min: Check-in regarding interviews**
 - Ask for a show of hands: Who spent time with their characters? How many filmed their interviews?
 - Ask those who did to share how it went. What did they learn and what would they like to do differently next time?
 - Did people get their "lean-in" moments? Did the characters open up?
- **40- 45 min: Choosing soundbites**
 - Discussion of Julia's videos (1 & 2) and its relation to the interviews they shot
- **10min: Break**
- **40-45 min: Basic Youtube editing and uploading**
- **15 min: Closing round**
 - [How was today for you?](#) [round]
 - Remind the group that we'll be taking a break till the week of January 9, when we'll reconvene to look at the videos and discuss the feedback.

Assignment: [If you haven't shot your interview yet, please do. Edit down your interview to 2-3 minutes that include the "lean-in" moments for your character. Upload your edited piece to the website. Media mentors will be available to watch and comment on your videos.](#)

Tutorials / online library:

- Video Uploading Tutorial

Multimedia features:

- Julia Bacha 3: Editing
- Greg Tuke: Producing compelling content for the web



Week 4: Media Training, capturing local voices

Goals: Review lessons learned and feedback from mentors; Discuss seeking diversity

Live session:

- **15-20 min: Questions**
 - o [Check-in and video updates](#) [open discussion]
- **30-35 min: Feedback from mentors** [open discussion]
- **15- 20 min: Lessons learned from the experience**
- **25-30 min: Seeking diversity**
 - o [So far, you've been working with people you somehow know or are familiar to you. How do you go about working with people who are different? Who are in groups that might tend to distrust you?](#)[open discussion]
- **10 min: Break**
- **25-30 min: Self-assessment**
 - o [How do you feel you did?](#)
 - o [Are you still missing any tools?](#)
 - o [What kind of support would you like from us and from the group in order to continue improving your skills?](#)
- **20-25 min: Closing round**
 - o [How was today for you?](#) [round]

Assignment: [Over the next few weeks, we'd love for you to continue to hone your interviewing and editing skills. Please try to find the time to interview your original character and new people, and to practice selecting soundbites. You can continue to upload new pieces to our website, and keep an eye out for other fellows' new work!](#)

Week 5 & Beyond: Follow-up and practice