

## PROGRAMME

Saturday 18<sup>th</sup> April 2015

v3 20/03/2015

Northampton Quaker Meeting House, Wellington Street, Northampton, NN1 3AS.

## Citizen Journalism – a practical introduction to the whys and hows

We all need to communicate effectively on subjects we're passionate about. A modern way to do this is using smartphones to make video interviews and reports. It's the way communication is going. Even the BBC is now using smartphones to record news and documentary items.

You can use these skills to promote anything; your business, your project, your cause, your Meeting.

The day will firstly explain why training Quakers, and anyone else for that matter, as citizen journalists will add significantly to your ability to talk to the general public. And secondly provide some of that training with practical tools and techniques using smartphones, and upload the resulting footage direct to the internet.

The day will be led by Patrick Chalmers, ex-Reuters reporter and author of 'Fraudcast News – How Bad Journalism Supports Our Bogus Democracies', and Clare-Marie White, specialist in social media, strategic development, volunteer management, print production, writing, sub-editing, design (including for The Friend) and community participation builder, based in Stoke-on-Trent. Clare replaces Judy Kirby, former editor of The Friend and The Fox Report co-editor, who is recovering from an illness.

## Timings

Refreshments from 9.15

### Introductions, Housekeeping and Meeting for Worship

9.30 – 10.00

### Why are we here?

10.00 – 10.45

A brief word on the case for citizen journalism  
What it is, what it isn't, why it might be something for you  
Why use a smartphone, not a conventional camera?

Break ½ hour

10.45 – 11.15

### Using Smartphones

11.15 – 12.30

Shooting video with a smartphone  
Five shots!

*Your turn - teams of three, each person shooting five shots, including feedback to each group*

Rules of the road for filming

Lunch 1 hour

12.30 -13.30

### AGM

13.30 – 14.00

### The Story and Interviewing

14.00 – 16.00

Story identification, story structure, audience ID

Interviewing basics

5 Ws – who, what, why, where, when

Style of questions

Co-creation NOT confrontational

*Your turn - teams of three, each person shooting five shots*

Rules of the road for interviewing

Code, upload, publish

### Discussion Session - What we have learnt today

16.00 – 16.30

### Conclusion and Meeting for Worship

16.30 – 17.00

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