



TRINETIZEN MEDIA

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MULTIMEDIA JOURNALISM

*Three-day workshop for journalists, editors,
photographers and online support staff*

This workshop was developed to guide journalists transitioning from print to multimedia journalism.

The three-day programme offers hands-on access to new digital tools, software and hardware, for the news-gathering process.

It will raise the confidence of junior to mid-career journalists faced with the challenge of incorporating audio and visuals in their stories for web or mobile platforms.

Participants gain real-world tips on online interview and research techniques, writing skills for the web, the art of globalizing local stories, and producing stories for the multimedia environment.

The programme encompasses participatory journalism, blogging, video-blogging, podcasting, social networks, mobile networks and interactive content.

Learn how to:

- build a personal resource website you can access from anywhere.
- storyboard a multimedia narrative for online media.
- edit digital audio, photos and video.
- combine text, audio, photos or video for a multimedia narrative.
- be resourceful in remote locations, disaster areas and war zones.

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WHO SHOULD ATTEND:

- Mid-career journalists who have an interest in learning multimedia skills to deliver stories using new digital tools.
- Junior journalists familiar with the digital tools but lack big picture view to give stories depth and global perspectives.
- Journalists that are likely to be sent to remote locations and need digital training to deliver stories.
- Journalists who have strong sense of visual story-telling.

TOPICS COVERED:

1. Basic and advanced search.
2. Smartphone video shooting.
3. Blogging and podcasting.
4. Digital audio editing.
5. Digital photo and video editing.
6. Email and online interviews.
7. Multimedia slideshows.

WHO IS TRINETIZEN MEDIA?

Established in 2000, Trinetizen Media specialises in news writing, media relations and training for the technology and media industries.

Our trainers are former journalists who consistently conduct in-house workshops for the media including The Star, Bernama and RTM.

They have trained journalists, editors, photographers and online support staff in news organizations as well as executives from various multinationals and public-listed companies on online advertising, media relations, investor relations, crisis communications and multimedia communications.