



Hands on Training for Better TV News Inserts in SNTV

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19.10.– 24.10.2019



1. Basic information

1.1. Project in question

- EU project / Better journalism through increased professionalism of Somali media

1.2. Title of the training

- News insert production training at SNTV

1.3. Training venue, city and dates of training

- SNTV premises in Mogadishu, 19.–24.10.2019

1.4. Host organization, co-organizer of the training

- SNTV & Ministry of Information

1.5. Number of training participants, including number of female and male participants

- 13 participants, 11 men and 2 women

1.6. Specification of participants and number of each participant groups as relevant for the training

- 5 journalists, 4 camera operators, 4 video editors
- 11 from Mogadishu, one from Galgayo, one from Garowe

1.7. Specific objective of training as defined in the project logframe

- Improved production process and technical quality of TV news and talk shows
- Increased diversity and improved journalistic quality of TV news and other programmes

1.8. Indicators for achievement of specific objective

- Noticeable technical, journalistic and editorial improvements in SNTV programme production

2. Executive summary

The training was done hands on, after a short introduction we went directly into pre-production, production and post-production of four news/current affairs inserts. The trainees were divided into four groups each consisting of a journalist, camera operator and video editor. All through the training the importance of multi-professional teamwork was emphasized.

The trainers were giving concrete guidance in the filming sessions in locations and in edit suites. Special emphasis was put on the use and practicalities of Adobe Premier editing software.

Four news/current affairs inserts produced during the training and they will be broadcast on SNTV News.

3. Background

The training was grounded on the experiences of three previous Vikes trainings on 2016-2018.

<https://vikes.fi/wp-content/uploads/2019/01/How-to-make-better-TV-news-inserts.pdf>

<https://vikes.fi/wp-content/uploads/2018/08/Moro-for-better-TV-inserts.pdf>

<https://vikes.fi/wp-content/uploads/2019/01/Vikes-News-Insert-Production-Training-February-2018.pdf>

The previous trainings have improved the professional capabilities of SNTV journalists, camera operators and video editors. The timetables, political pressures and technical challenges of everyday news production have made it difficult to reach a consistent professional level of television journalism. The transfer of knowledge from the trainees to other SNTV staff has been a challenge.

4. Key goals of the training

- Improving the video and audio quality of SNTV news production
- Enhancing the idea of news inserts always being teamwork between journalists, camera operators and video editors
- Improving the editing process and the use of Adobe Premier in SNTV
- Securing the distribution of gained knowledge in SNTV after the training

5. Description of the training

5.1. Training methods

Practical learning in real insert production process. Planning in teams, filming on locations and editing the inserts with the presence and guidance of the trainers.

5.2. Short summary of training programme

On Thursday the 17th October there was the first planning session of the trainees, under the guidance of Mr. Wali Hashi. The trainees were divided into four working groups, which created and developed the ideas of the inserts that would be done during the training.

On Saturday the 19th October Mr. Pasi Toivonen and Mr. Antti Seppänen arrived in Mogadishu. In the afternoon there was a lecture introduction to the planning of a news insert: finding the core of the factual content, building the visual narrative and planning the timetable of the filming. The importance of three different production stages, pre-production, production, and post productions was also explained and discussed with trainees.

On Sunday the 20th and Monday the 21st October we had the groups filming their inserts on locations. Tuesday the 22nd and Wednesday the 23rd October were the edit days. The trainers were working hand in hand with the trainees, monitoring the professional practices and sharing their ideas of improving the process.

On Thursday the 24th October it was time for the feedback session. All the inserts were screened – both the first edit versions made by the trainees by their own and the final versions that were produced with the guidance of the trainers. The lessons learned and the ways of securing the implementation of the new knowledge in everyday work in SNTV were discussed.

6. Results and impact of the training

6.1. Improved production process and technical quality of TV news and talk shows

- The **multi professional approach** to television journalism was introduced and widely accepted by the trainees. Each profession has its own responsibilities in the production process of a TV news/current affairs insert. But for a quality journalistic content more is needed than everybody doing his/her own job. Teamwork is required, planning together, sharing ideas of improvement all through the production process. If this attitude will be preserved, the quality of the programming will no doubt improve.
- The **use of Adobe Premiere** editing software was improved - from the systematic way of creating the Premiere project to specific workflow tips.
- The idea of the interplay of **factual content** and **visual narrative story** was introduced and put into practice in the inserts produced.

6.2 Increased diversity and improved journalistic quality of TV news and other programmes

- The same basic recommendations were repeated as in previous training: Less but better inserts from meetings and conferences. More inserts of the **real life of Somali people** outside the conference rooms. More journalistic independence for SNTV editorial leaders.
- The importance of **emotion** in television narrative was strongly emphasized. Even in news inserts one should not only tell the facts, but also what kind of an impact they will have on people's lives and how do they feel about it.

6.3. Feedback from the trainees

- *“Thank you very much, this training was very fantastic and hopefully it will change our journalism landscape specifically interviewing skills. I hope this won't be the last time to have you here.”*
- A WhatsApp group of the trainees and trainers has been formed. It will serve as a platform of continuing discussion and feedback of the work done in future.

7. Recommendations

- From now on, at the end of all the news and current affairs inserts of SNTV there will be **graphic credits** indicating the journalist(s), camera operator(s) and video editor(s) that have worked in that particular insert. This will emphasize everyone's responsibility for

her/his own work, give the credits to the right persons and highlight the fact that good TV-journalism is a result of teamwork. Templates for these will be produced to make the process smooth. This new policy is strongly supported by the trainees and approved by the director of SNTV, Mr. Liban Abdi Ali.

- To ensure the distribution of advanced knowledge inside SNTV there will be **monthly in-house training days**. The responsibility for the arrangements of these trainings lies with the director of SNTV Mr. Liban Abdi Ali, the editor-in-chief Mr. Faysaal Muuse and the technical director Mr. Abdulkadir Muhudin Khalif.
- The **NEWS INSERT PRE-PRODUCTION CHECKLIST** created during the training will be translated and distributed to the SNTV staff.
- The document **10 STAGES OF NEWS INSERT POST-PRODUCTION** created during the training will be translated and distributed to the SNTV staff.

8. Links to publications, photos, videos related to the training

Title: Moro 1 insert about the newly erected statue “Stone thrower”

Link: https://youtu.be/XgA0F46CS_U

Title: Moro 2 insert about the Radio Mogadishu archives

Link: <https://youtu.be/dT2aoDoNixM>

Title: Moro 3 insert about the reconstruction of National Theatre

Link: <https://youtu.be/1VF6qClcm74>

Title: Moro 4 insert about Banadiir Hospital

Link: https://www.youtube.com/watch?v=_VZUyuO7u3A&feature=youtu.be

Title: *SNTV NEWS INSERT PRE-RODUCTION CHEKLIST*

Link: <https://vikes.fi/wp-content/uploads/2020/05/10-STAGES-OF-NEWS-INSERT-POST-PRODUCTION-2019.docx>

Title: *10 STAGES OF NEWS INSERT POST-PRODUCTION*

Link: <https://vikes.fi/wp-content/uploads/2020/05/SNTV-news-insert-pre-production-checklist.docx>

Title: Photo Gallery of the training

Link: https://www.facebook.com/pg/Vikes.fi/photos/?tab=album&album_id=10158846191388933

9. List of participants

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|---------------|---|
| Moro 1 | Abdullahi Amin Qorshe – news reporter
Amina Hussein Mohamed – news reporter
Dahdir Abdi Wali – camera operator, video editor
Abdirahiid Nuur Hussein “Nuune” – video editor, camera operator |
| Moro 2 | Shueib Mohamed Ali – news reporter
Hinda Jama – camera operator
Hassan Mahamuud Malin “Bunkka” – video editor |
| Moro 3 | Mahamed Muse Tarsan – news reporter, SNTV Garowe
Abdirahaman Deere Malin Abdulle – camera operators
Muse Abdi Ali – video editor |

Moro 4 Abdirisag Mahamed Ahmed – news reporter, SNTV Galkayo
 Abdullahi Hussein Qoryooleey – camera operator
 Abdullahi Mahamed Hassan "Ramos" – video editor, camera operator

10. Training programme in table format (if available)

Thursday 17th	Saturday 19th	Sunday 20th	Monday 21st	Tuesday 22nd	Wednesday 23rd	Thursday 24th
<p>13.00</p> <p><i>All groups</i></p> <ul style="list-style-type: none"> - First meeting with the trainees and Wali - Division into groups - Introduction of the insert ideas 	<p>8.00</p> <ul style="list-style-type: none"> - Arrival of Pasi and Antti <p>13.00</p> <p><i>All groups</i></p> <ul style="list-style-type: none"> - Opening of the training - Resume of the previous trainings and goals for this one - What materials do we need in the edit suite? - First versions of the scripts of the inserts - Checking the camera and edit equipment 	<p>8.00</p> <p><i>Moro 1 & 2</i></p> <ul style="list-style-type: none"> - Second versions of the scripts, plan for filming - Filming the inserts on location with the presence of Antti and Pasi 	<p>8.00</p> <p><i>Moro 1 & 2</i></p> <ul style="list-style-type: none"> - Sorting out the materials, finalizing the script <p><i>Moro 3 & 4</i></p> <ul style="list-style-type: none"> - Second versions of the scripts, plan for filming - Filming the inserts on location with the presence of Antti and Pasi 	<p>8.00</p> <p><i>Moro 1 & 2</i></p> <ul style="list-style-type: none"> - Editing the inserts with the presence of Antti and Pasi <p><i>Moro 3 & 4</i></p> <ul style="list-style-type: none"> - Sorting out the materials, finalizing the script 	<p>8.00</p> <p><i>Moro 3 & 4</i></p> <ul style="list-style-type: none"> - Editing the inserts with the presence of Antti and Pasi 	<p>8.00</p> <p><i>All groups</i></p> <ul style="list-style-type: none"> - Screening the inserts, feedback, lessons learned - Conclusions for everyday news work <p>13.00</p> <p><i>All groups</i></p> <ul style="list-style-type: none"> - Closing ceremony of the training, handing out the diplomas