

14: SEMINARS, TRAINING AND DEVELOPMENT

14.1 Seminar: Gender and Race Discrimination in the Media

The Broadcasting Authority, in collaboration with the National Commission for the Promotion of Equality, have teamed up together to organise a seminar addressing gender and race discrimination in the media. This seminar was open to those persons in broadcasting stations who were working in the Sales and Marketing Department and who are thus in contact with advertisers. In total, there were 35 participants from various broadcasting stations and monitoring staff of both the Broadcasting Authority, as well as staff of the NCPE.

The seminar was held on 5th June 2008 and was addressed by Dr Brenda Murphy and Dr Ruth Farrugia who are both authorities in their respective field. The programme consisted of an introduction by Ms Sina Bugeja, Executive Director, NCPE, who spoke on specific remit of NCPE and the monitoring of adverts, and Dr. Kevin Aquilina, Chief Executive Officer, Broadcasting Authority.

Presentations and interactive session were held by both speakers on Race Discrimination – The Media and Legal Aspect. A Plenary Session providing feedback on salient points from the participants followed Ms Sina Bugeja. In her conclusion, Ms Bugeja spoke about the NCPE Complaints Procedure – gender and race.

The papers presented at this seminar can be found in on the CD of this report.

14.2 Training for Broadcasters: Making Programmes for a Younger Audience

The Broadcasting Authority, the Ministry of Education, Culture, Youth and Sport, and the Commissioner for Children organised a specialized training course for broadcasters and producers of Children's Programmes. The training was conducted by Mr. Jeff Link and Ms Mhairi Campbell who trained local broadcasters on the making of programmes for a younger audience. The training course was organised from 15th to the 19th September 2008.

Participation in this training course was limited to 20 broadcasters/producers who represented a variety of television production companies and broadcasting stations. Preference was given to those producers with a track record in the production of children's programmes. A "hands-on approach" was used for this training course as participants were given one and a half days of training and presentations; following which the course participants were given personalized training sessions. For the latter part producers had to prepare past and/or present productions of children's programmes so that these could be discussed with the tutors. This second part of the training



course was very successful as programme producers had the facility to also bring other members of their own production teams for the personalized training sessions.

The above course was based on current thinking in children's broadcasting. The aim was to familiarise delegates with current theory and practice within multiplatform commissioning and production, together with analysing effective value for money approaches.

14.2.1 The Course:

'Programmes for a younger Audience' was a phased course - the initial stage took the form of a series of seminars and workshops which highlighted trends in children's broadcasting and production methodology. The areas covered were:

- Children's broadcasting in the 21st Century
- Writing for a Younger Audience
- Value for Money
- Perfect Pitching
- Advanced Project Management
- Editorial Guidelines
- The Ideas Workshop

The second phase, covering a three day period, took the form of targeted tutorials. The delegates discussed their programmes, their responsibilities to children, debated current issues surrounding production and used role play to build their negotiating skills and understanding of others' perspectives. There were also practical production exercises.

All participants were enthusiastic about making 'good' programmes for a local audience but their ambitions were sometimes challenged by a lack of resources and planning. Effective planning increases value for money. Maybe there is a tendency to rush into the actual production without spending a larger proportion of time thinking about storyboarding and scripting. When working in small teams, which many delegates do, such processes do not have to be time consuming, and may be quite informal, but will result in programmes which are innovative and distinctive.

The lack of pace and variety at the beginning of many of the programmes was discussed and solutions discussed. Workshop activities attempted to address this in a practical way, with suggestions for clearer signposting, tighter programme structure and closer curriculum links.

Participants know their audience and the practical 'persona' activities put this important process into focus. Adding extra value through support websites would allow interaction between programme makers and children in an expensive way and is vital to today's young audience.

Although many of the participants were aware of the Broadcasting Authority guidelines there did seem to be a problem of communication. Specifically the delegates were not accessing the guidelines on line and were rarely aware of any updates. Effective communication leads to both buy-in and compliance.

Discussion within the group of participants highlighted the need for working together more regularly. Working within a 'climate of feedback' would be beneficial to the efficiency of the team, and the stations as a whole. This would allow the dissemination of information and professional critique in both directions, creating a 360 degree environment.

Although there is natural competitive element to the various companies, it was generally agreed there was real value in the formation of a mechanism for sharing ideas, collective problem solving and good practice. Also partnerships within production houses, both in Malta and the EU, could make limited budgets stretch further and make efficient use of technical and creative resources.

The seminars and workshops were well attended. Those taking part were willing to share ideas as well as good practice, and the sessions engendered lively debate. As an awareness raising exercise the course appeared highly successful.

The following was the programme prepared while the hand-out notes to this training programme are available in Appendix XVI:

Monday – 15th September

- 1:45 – 2:00 Registration
- 2:00 – 2:30 WELCOME AND INTRODUCTIONS
- 2:30 – 3:30 THE 21st CENTURY AUDIENCE
 - Getting the message across in a multiplatform world
 - Producing engaging programmes for a younger audience
- 3:30 – 4:00 Coffee Break
- 4:00 – 5:00 VFM (Value for Money)
 - Economic production techniques for a multiplatform audience

Tuesday – 16th September

- 9:00 – 10:00 EDITORIAL GUIDELINES
 - Communicating with a younger audience
- 10:00 – 11:00 ADVANCED PROJECT MANAGEMENT
 - Useful techniques for streamlined production (including practical exercises)
- 11:00 – 11:30 Coffee Break
- 11:30 – 12:30 WRITING FOR A YOUNGER AUDIENCE
 - (Including News writing exercise for all platforms)
- 12:30 – 2:00 Lunch hosted by the Broadcasting Authority
- 2:00 – 3:00 PERFECT PITCHING
 - Where the rubber hits the road
 - Effective communication with a positive outcome
- 3:00 – 4:00 IDEAS WORKSHOP
 - Turning negatives to positives with Groundbreaking ideas
- 4:00 – 4:30 Coffee Break
- 4:30 – 5:30 MALTA PERSPECTIVE
 - Fr Joe Borg leads a discussion on policy, local guidelines and media perspectives in Malta



Wednesday, 17th September

SUB-GROUP SESSIONS

9:00 – 9:30 Directions on problem formulation by workgroups and formulation of 6 workgroups
Each group to be asked to put to paper the areas on which they would like to have specific training; problem formulation; setting up of TV programme content; etc.
For the next day and a half, each group will have a one and a half-hour session with the tutors including any other member/s of their own production team.

9:30 – 10:00 Group A
10:00 – 10:30 Group B
10:30 – 11:00 Group C
11:00 – 11:30 Group D
11:30 – 12:00 Group E
12:00 – 12:30 Group F
12:30 – 2:00 Lunch
2:00 – 3:30 Group A
3:30 – 4:00 Coffee Break
4:00 – 5:30 Group B

Thursday 18th September

SUB-GROUP SESSIONS

9:00 -10:30 Group C
10:30 – 11:00 Coffee Break
11:30 – 1:00 Group D
1:00 – 2:00 Lunch
2:00 – 3:30 Group E
3:30 – 4:00 Coffee Break
4:00 – 5:30 Group F

Friday 19th September

SUB-GROUP [Final] SESSIONS

9:00 -10:00 Group A
10:00 – 11:00 Group B
11:00 – 11:30 Coffee Break
11:30 – 12:00 Group C
12:00 – 1:30 Lunch
1:300 – 2:30 Group D
2:30 – 3:30 Group E
3:30 – 4:00 Coffee Break
4:00 – 5:00 Group F

14.2.2 Recommendations:

- That the participants work together to form some sort of forum for the interchange of information, creativity, problem solving and good practice.
- That there is clear dissemination of the Broadcasting Authority Editorial Guidelines to ALL those involved in programme making. A simple interactive course on the website would help to train new recruits and encourage discussion and compliance.
- Encourage more regular feedback from commissioners or editors regarding programme quality and good practice.
- Encourage more originality at the planning stages, both within teams and across the station, so that programmes are more innovative and distinctive, with clearer signposting and closer curriculum links.

These recommendations are being studied with a view to implementation.



14.3. In-House Training for Broadcasting Authority Staff

Following the publication in the Government Gazette of the Amendments to the Maltese Orthography [GN 642 of 2008] on 25th July, the Authority organised an in-house one-day training session on Friday, 12th September on these amendments for all its staff. The training session was led by Mr Jean Pierre Galigari, B.A. Hons. and was divided in two sessions. The first session was about the orthographic forms set out in the official document which will remain valid temporarily for a period of three years, after which date they will be the only correct forms in Maltese orthography. The second session detailed the most important points of these orthographic amendments and was followed by practical training exercised for the Authority's staff.

The presentation made by Mr J. P. Caligari highlighting the orthographic forms and the salient points of Maltese orthography are found in the CD of this report.

14.4 Staff Training: University Courses

During 2008 the following members of staff were reading for the University courses listed hereunder:

Jean Pierre Caligari	Certificate in Maltese Proof Reading	University of Malta	Completion Date: January 2009
Jean Pierre Caligari	M.A. in Maltese	University of Malta	Completion Date: 2010
Elaine Galea	M.A. in Sociology	University of Malta	Completion Date: 2010
Joanna Spiteri	Ph.D. in Film and Media Studies	University of Stirling, Scotland	Completion Date: 2012

During 2009, Mr Robert Gatt, the Broadcasting Authority Information and Records Officer will be reading for a course related to archives and records management at the University of Malta, commencing in October 2009.

