

Organisation: ECOFISH

Programme: Media training

Date: 27 and 28 November 2023

Venue: Holiday Inn Johannesburg Sunnyside Park Hotel

Trainers: Thrishni Subramoney, Willem Steenkamp, Edwina van der Burg and David O’Sullivan

DAY 1 - Monday 27 November 2023

TIME	ACTIVITY
MAIN ROOM	
Trainers : Thrishni Subramoney, Willem Steenkamp, Edwina van der Burg and David O’Sullivan French Interpreter	
08.30 - 09.00	Arrival and registration
	Coffee
09.00 - 09.15	Trainers and participants introduction
09.15 - 11.15 (2 hours)	<ul style="list-style-type: none"> • The media landscape of the region • An understanding of who the journalists are, and what they are looking for • Key messages for the region fisheries sector • Ambush and press conference theory guidelines
11.15 – 11.30	Coffee break

Theory trainer Edwina van der Burg hosts delegates in the main training room

BREAKAWAY ROOM 1	
TIME	ACTIVITY
Group 1	
Ambush Interviewer: Thrishni Subramoney Videographer - Flow	
11.30 – 13.00 (1.5 hours)	Ambush interview <ul style="list-style-type: none"> • Recording • Playback and feedback

BREAKAWAY ROOM 2	
TIME	ACTIVITY
Group 2	
Press Conference Interviewer: Willem Steenkamp Videographer - Flow	
11.30 – 13.00 (1.5 hours)	Press conference <ul style="list-style-type: none"> • Recording • Playback and feedback

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13.00 – 14.00 (1 hour)	Lunch
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Theory trainer Edwina van der Burg hosts delegates in the main training room

BREAKAWAY ROOM 2		BREAKAWAY ROOM 1	
TIME	ACTIVITY	TIME	ACTIVITY
Group 1		Group 2	
Press Conference Interviewer: David O’Sullivan and Willem Steenkamp Videographer - Flow		Ambush Interviewer: Thrishni Subramoney Videographer - Flow	
14.00 – 15.30 (1.5 hours)	Press conference <ul style="list-style-type: none"> • Recording • Playback and feedback 	14.00 – 15.30 (1.5 hours)	Ambush interview <ul style="list-style-type: none"> • Recording • Playback and feedback
15.30 – 16.00	Wrap up		

End of Day 1

DAY 2 - Tuesday 28 November 2023

TIME	ACTIVITY
MAIN ROOM	
Trainers : Thrishni Subramoney, Willem Steenkamp, Edwina van der Burg and David O'Sullivan	
French Interpreter	
09.00 - 11.00 (2 hours)	<ul style="list-style-type: none"> Recap of Day 1 TV and radio Interview theory Feedback and specific needs from participants Discussion between technician and communicatio officers to identify the needed information
11.00 - 11.15	Coffee break

Theory trainer Edwina van der Burg hosts delegates in the main training room

BREAKAWAY ROOM 1	
TIME	ACTIVITY
Group 1	
TV Interviewer: Thrishni Subramoney Videographer - Flow	
11.15 – 13.00 (1.45 hours)	TV interview <ul style="list-style-type: none"> Recording Playback and feedback

BREAKAWAY ROOM 2	
TIME	ACTIVITY
Group 2	
Radio Interviewer: Willem Steenkamp Recording on laptops	
11.15– 13.00 (1.45 hours)	Radio Interview <ul style="list-style-type: none"> Recording Playback and feedback

13.00 – 14.00 (1 hour)	Lunch
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Theory trainer Edwina van der Burg hosts delegates in the main training room

BREAKAWAY ROOM 2	
TIME	ACTIVITY
Group 1	
<p>Radio Interviewer: Thrishni Subramoney</p> <p>Recording on laptops</p>	
14.00 – 15.45 (1.45 hours)	<p>Radio Interview</p> <ul style="list-style-type: none"> • Recording • Playback and feedback

BREAKAWAY ROOM 1	
TIME	ACTIVITY
Group 2	
<p>TV Interviewer: David O’Sullivan</p> <p>Videographer – Flow</p>	
14.00 – 15.45 (1.45 hours)	<p>TV interview</p> <ul style="list-style-type: none"> • Recording • Playback and feedback

TIME	ACTIVITY
15.45 - 16.15	<ul style="list-style-type: none"> • Feedback • Conclusion
End of Programme	