

Global Media Workshops: Live from London

A series of training workshops designed to empower students to become communication professionals with a global outlook from Melantra Academy London

FOUR Workshops that will cover:

- Global PR
- Global Corporate Communications
- Global Content Creation
- Global News and Television 25th July



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The Team

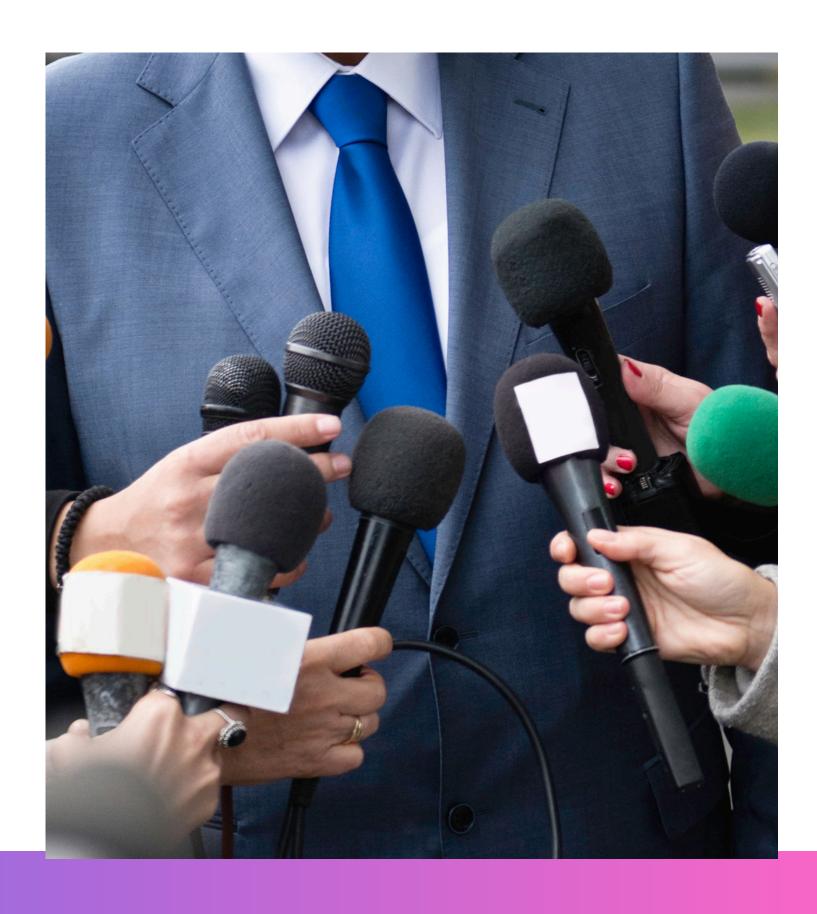


Matt Eastley
Senior Trainer

Matt Eastley is a writer, journalist, broadcaster and a former Head of Communications at the BBC, where he worked with many top names, including Sir David Attenborough. He is the author of 15 books, including several autobiographies of senior industrial figures, a highly respected corporate communications consultant who does football commentating for the BBC. He's worked as a senior PR and Corporate Communications professional and consultant in London with Transport for London and Royal Mail.

Rahul Joglekar
Senior Trainer

Rahul is an ex-BBC journalist and has been a presenter, producer and TV reporter. He set up Melantra Media and Training in 2019 and has worked with companies, including the BBC, Anglo American and Citibank in senior communications roles. As a trainer, he works with senior leaders to help them deliver impactful messages and PR teams to help them master impactful communications and writing. He has also taught at British universities and produces a podcast about good communication with Matt.





Global News and TV Workshop

- Equip students with global expertise by those who are working in the profession in the UK with global companies
- Bring an awareness of global standards to the classroom
- Be your guides as you take the next step of your career: the world of work or higher studies

Format: Interactive Q&A between Matt & Rahul. We would also encourage students to participate enthusiastically.



What newspaper has the largest circulation in India?

A> Times of India

B> Dainik Jagran

C> Indian Express

D> Malayala Manorama



Where is the BBC headquartered?

A> Manchester

B> Birmingham

C> Glasgow

D> London



India has ____ private satellite TV stations on the air, around half of them devoted to news coverage.

A> 500

B> 900

C> 2500

D> 1500





There were 833 million internet users in India (July 2022). This is the second largest number of internet users in the world after

A> Brazil

B> USA

C> China

D> Europe





How many TV channels are available in the UK?

A>808

B> 125

C> 209

D> 408

E> 756





Evolution of TV...

UK

India





Evolution of TV...

- From Doordarshan and BBC to JioStar and Sky
- Rise of 24/7 news channels and infotainment
- Impact of digital platforms and OTT on traditional TV

Currently 57 OTT platforms in India, 100 million paid subscribers 20million paid subscribers in the UK

Discuss: how has your viewing changed in the past 10 years?







Media Landscape & Ownership

India:

- Highly fragmented with hundreds of channels across languages.
- Dominated by private networks: Star India, Zee & Republic TV.
- Public broadcaster: Doordarshan and DD News.

UK:

- More consolidated: BBC (public), ITV, Channel 4, Sky News.
- Strong tradition of public service broadcasting (BBC's license fee model). From Analogue to Digital TV. (Riding 'two horses')
- Regulation by Ofcom media regulator

Discuss:

Why does ownership matter when it comes to news? What is the job of a media regulator?

News Culture & Presentation Styles



News Culture & Presentation Styles

• India:

- Often dramatic, with high-energy anchors and sensationalism.
- Regional language news plays a huge role.
- Rise of digital-first platforms and YouTube journalism.

• UK:

- More restrained and analytical tone.
- Emphasis on impartiality and editorial standards (BBC, Channel 4).
- Investigative journalism and long-form reporting (e.g., Panorama).

Discuss: Why do news anchors make a spectacle of the news in India?

Welcome: Sonia Singh

- Sonia Singh is one of India's most respected journalists, known for her decades-long career at NDTV, where she served as Editorial Director and anchored The NDTV Dialogues.
- She has interviewed global leaders—from Prime Ministers to Nobel Laureates—and shaped editorial ethics through her roles on NDTV's Board and Ethics Committee.
- Her award-winning work includes Defining India: Through Their Eyes, featuring conversations with figures like Pranab Mukherjee and Aamir Khan.
- Currently, she is a Visiting Fellow at Cambridge Judge Business School and a Global Advisory Council member at the World Woman Foundation. A regular international speaker, she's addressed forums like Davos and the World Assembly for Women, championing media integrity, democracy, and gender leadership.



Newsroom: Who Does What



Newsroom: Who Does What

- News Director / Editor-in-Chief: Sets the editorial agenda, approves final content, and ensures journalistic standards.
- Assignment Editor: Coordinates coverage, assigns reporters, and manages incoming tips or breaking news.
- Section Editors: Oversee specific beats like politics, business, or culture.

• **Content Creators**

- Reporters / Journalists: Gather facts, conduct interviews, and write stories from the field or desk.
- Anchors / Presenters: Deliver news on-air, often shaping tone and viewer trust.
- Correspondents: Specialised reporters covering specific regions or topics, often live from the scene.

Production & Technical

- Producers: Build the show rundown, write scripts, and coordinate live segments.
- Camera Operators & Broadcast Technicians: Capture visuals and ensure smooth transmission.
- Video Editors: Cut and package footage for broadcast or digital platforms.

Newsroom: Who Does What

- 📃 Digital & Design
- Web Editors / Social Media Managers: Adapt stories for online platforms, manage audience engagement.
- Graphic Designers: Create visuals, infographics, and branding elements.
- Multimedia Journalists: Shoot, edit, and report often solo, especially in smaller newsrooms.
- Support Roles
- Fact-Checkers / Researchers: Verify accuracy and provide background.
- Copy Editors: Polish grammar, style, and clarity.
- Legal Advisors / Ethics Officers: Ensure compliance and uphold editorial integrity.

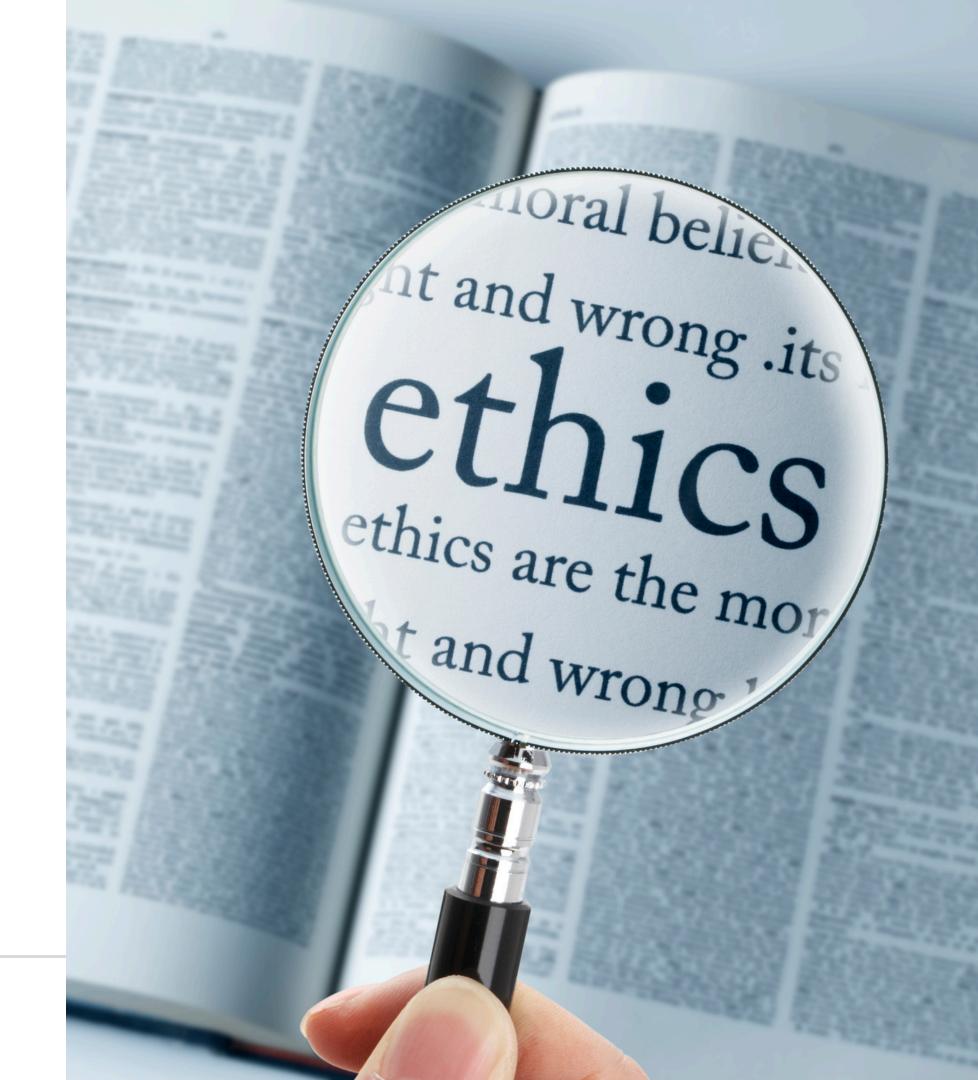
Skills required to be a journalist

- **Q** Curiosity & News Sense Spot what's relevant and ask the right questions
- Interviewing Listen actively, dig deeper
- Research & Accuracy Verify facts, source smartly
- **Ethics** Stay fair, unbiased, and responsible
- **■** Digital Savvy Use social media, video, mobile tools
- Deadline Resilience Work fast and stay sharp under pressure



Ethics

- Political influence, censorship, and press freedom
- Fake news, deepfakes, and misinformation
- Corporate interests/ advertising
- Watchdogs: Press Council of India, selfregulation



Print: Still relevant?

- India: Print ad spend projected to hit ₹20,613 crore in 2024; regional language papers thriving; credibility remains high.
- UK: Print usage declining but niche magazines and luxury print are resurging .
 Sustainability and personalisation are key

Discussion Point: Why do you think print enjoys a good growth rate in India?



TV news formats

TV News Formats Explained

Format	Description
Package	Pre-recorded story with reporter narration, interviews (SOTs), and visuals
Live Report	Reporter delivers news live from the scene or studio
VO (Voice Over)	Anchor narrates over video footage without interviews
vosot	Voice-over followed by a short soundbite (SOT) from a person on tape
SOT (Sound on Tape)	A direct quote or soundbite from an interviewee or event
Debate Programme	Panel-style show with guests discussing current issues
Anchor Reader	Anchor reads a story without visuals or external footage
Standup	Reporter appears on camera, often at the scene, explaining part of the story
MOS (Man on Street)	Quick public reactions or vox pops from random interviewees
Tease	Short preview of upcoming stories to keep viewers engaged



Life in the UK

Yamini Singh Cambridge University



Scenarios.

Email final projects to: rahul.joglekar@melantramedia.co.uk

01 Piece to Camera

UPG has been awarded the best college award in a national survey - you have been asked to do a reporter's piece to camera. It should be no longer than 60 seconds. Can you go out and work in a group to film a piece to camera and email it back to the tutor.

News TV Script

Mumbai rains have caused massive flooding, traffic jams and other disruption. Can you write a TV presenter's cue into a 'package' about the latest situation.

03 TV bulletin

A major breaking story has occurred yesterday: an air plane crash tragedy. You are the news editor. How will you plan your 30-minute bulletin?

04 Cash for disclosure

You are a reporter who has been asked for 1 lakh rupees in exchange for information about a story that will help uncover corruption. What will you tell your editor. 1 person to role play reporter, 1 person to role play editor. (Plan for 2-3 min conversation live in front of the class)

Team Presentations

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