



## AFRICAN ADVANCED LEVEL TELECOMMUNICATIONS INSTITUTE (AFRALTI)

### TRAINING WORKSHOP OUTLINE

**Title:** Broadcast Local Content Development for Global Outreach towards Digitization

**Date:** 3<sup>rd</sup> – 7<sup>th</sup> August 2015

**Venue:** Dar es salaam, Tanzania

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**Course Overview:** The need for broadcast stakeholders to position themselves into the analogue to digital migration era and take control of their future cannot be overemphasized. This course will offer strategies on how to generate content within a locality but with crossover appeal to gain cross-boundary audiences. The Nigerian Nollywood experience will be used to fast-track knowledge of how to achieve quick-wins; without compromising standards.

**Target Audience:** The course is designed for radio, television and film producers; and those aspiring to pursue a career in content development.

**Pre-requisite/s:** Although tertiary level education in any field may be ideal, those with less could cope.

**Pain Points:** Those without prior content generation experience may require extra efforts to cope. However, strong interest and high motivation in content development may overcome the pain point.

**Value Proposition:** The course participant will have a broad based outlook of how to source content locally and in its original form; shape concepts to metamorphose into program content; and position the content to satisfy cross cultural appeals.

**Methodology:** Teaching and practical methods shall be used with projects to show at the end of the course.

**Workshop Objectives:**

1. To understand how to generate content from local sources and turn ideas into programs.
2. To learn to induce culture contents in productions.
3. To appreciate the place of content in the scheme of digitization and learn to take advantage thereof.

**Workshop Learning Outcomes:**

- I. Learn what it takes to produce a broadcast content from script to program.
- II. Understand the techniques of satisfying audiences.
- III. Appreciate the place and placement of culture identity within the scheme of broadcast to enhance originality.

**Workshop Contents/Topics:**

- a) The Sources of Content Within a Locality
- b) Developing the Program: Scripting
- c) Developing the Content: Directing/Producing
- d) Developing the Content: Editing
- e) The Place of Culture in Content Development
- f) The Necessary Content for Audiences
- g) An Outlet for the Content: Economic Options

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