

CCMC Training Schedule

February – April 2010.



The Cyprus Community Media Centre (CCMC) is proud to announce its training schedule for February to April 2010. All sessions will take place at the CCMC premises in the grounds of Ledra Palace, Nicosia. Please note all training sessions will be conducted in English. However, there will be Greek and Turkish speakers providing support throughout the day. To participate, please complete the attached booking form and return to: sarah@cypruscommunitymedia.org

All sessions are **free of charge** and are open to local civil society organisations and people working on reconciliation / multicultural initiatives. Priority will be given to CCMC members.

Book early to avoid disappointment as places are limited for some of the courses.

Description of Courses:



1. Basic Photography I

Thursday 4 February 9:30am-4:30pm.

Make your camera work for you! This one day course in basic photography will help you get the most out of your digital camera. By the end of the workshop you should be able to correctly expose your images, get tips on framing, control motion with shutter speeds, set different apertures and use depth of field to your advantage. You will also gain confidence in photographing in different lighting conditions, using a tripod and creative tips to get the best shots. This course will also give an overview into the ethics of photography and privacy issues in the digital age.

*You will need to bring the following with you:

1. **Camera:** A digital SLR (Single Lens Reflex) or a compact digital camera with manual override.
2. **Memory Card(s)**
3. **Fully charged camera battery and charger.**

*Please wear comfortable clothes and shoes as you will be doing some walking for this course, and also clothes you can kneel down in easily.



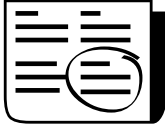
2. Basic Photography II: Photo processing

Friday 5 February 9:30am-3:30pm

Now you have taken your photos, you will want to make the most of them. This half day course will teach you the fundamentals of photography editing, post-production exposure and colour correction using imaging software, managing different digital file formats, and saving your images for the internet or printing.

*You will need to bring the following with you:

1. **Camera:** A digital SLR (Single Lens Reflex) or a compact digital camera with manual override.
2. A selection of **digital images** for you to work on (either on your camera, or on a memory stick).
3. **Memory Card(s)**
4. Fully charged **camera battery and charger.**
5. **A laptop.**
6. **Connecting cables** for your camera and laptop.



3. Strategic communications

Thursday 11 February 9:30am-4:30pm.

A strategic communications plan can not only increase your impact and effectiveness as a not-for-profit organisation but will also help you explore a broad range of strategies to support your vision for social change. This one day course will help you develop a strategic communication plan using a number of tools, both new and traditional. You will learn ways to promote your project, keep up to date with media trends, and strengthen your organisational identity. You will also learn how to sustain media interest and coverage of your work, develop your brand, and produce high quality media materials that will increase your publicity.

4. Working with the media

Wednesday 17 February 9:30am-4:30pm.



Nervous about doing interviews? Not sure of the best way to approach journalists? Want to make sure your press releases get published? Then this is the course for you. This one day course aims to give participants an insight into how the media works, and will be taught by professional journalists/media professionals. You will acquire the skills to understand how journalists work, gain the confidence to handle media interviews – on television, radio or online, learn how to deal with a telephone or face-to-face interviews, and get advice on mistakes to avoid. Practical exercises and role-play will help to reinforce your learning. If your job involves any sort of contact with the media, then this course is for you.



5. Audio Production

Monday 22 February 9:30am-4:30pm.

This course will provide you with the knowledge and skills to record spoken word audio, ambient sound, interviews and events. You will learn the basic concepts of recording technology through practical exercises that you give you the confidence to apply them to your daily work. The course will cover digital audio capture, production techniques, set up of recording equipment and microphones, basic technical issues, and how to record for a podcast. This workshop is for those with little previous knowledge of audio recording, but requires basic IT skills for the technical parts.



6. Audio Post-Production and Podcasting

Monday 1 March 9:30am-4:30pm.

If you have recorded sound from an event or an interview, and want to edit it and create a podcast, then sign up for Audio Post-Production and Podcasting. This course is designed to cover the basics of editing your audio into 'podcast ready' digital material. You will learn how to master and balance your audio levels, manage and archive your recordings and more. You will also learn about promoting and publicising your finished product. This workshop is for those with no previous knowledge of audio post-production, but basic computer skills are required.



7. Media Crisis Management

Wednesday 10 March 9:30am-4:30pm.

When things go wrong the media wants to know about it. And then you won't just be in the news – you will be the news. With the right preparation, a crisis is easier to control. This course will give you the skills needed to cope when negative publicity targets your organisation or individuals you work with. It will help you create a crisis management strategy and provide damage limitation media support if something unforeseeable happens. Working with the media can be stressful, but it can be worse in times of crisis as everything moves so quickly. This course will give you the best possible preparation for unexpected events so you can communicate factual information to the right sources and remain in control of what is reported.



8. Social networking and viral marketing

Tuesday 23 March 9:30am-2pm

This course will introduce to a wide range of social networking and viral marketing tools that will help raise the profile of your work and gain you more supporters. The course will demystify the range of social media platforms currently available, show you how to set up various social media applications, offer techniques on how to grow an online community, and how to set up and maintain a blog. This course is relevant to anyone working in communications, marketing, engaging volunteers, activism and youth. Learn how platforms such as Facebook, Twitter, YouTube, LinkedIn, Blogger, etc can make the biggest impact for you as well as discover the possible pitfalls of using social media.



9. Writing an effective media release

Tuesday 30 March 2pm-6pm

Do you feel you're not getting through to the media? Are your press releases being ignored and your hard efforts just ending up in a recycling tray under a journalist's fax machine? Well, with this short workshop, you could transform your media release writing skills. We will explore how to write creative and effective media/press releases in an interactive and dynamic workshop. Learn to identify what will attract journalists, how to structure and lay out your media release, the best language and style to use, and the best way to distribute it in order to ensure it's published. Reduce the time you spend on writing press releases, and make sure they get the coverage you need!

Bringing your own laptop for this session is preferable but not essential.



10. Video Production – 2 days 14-15 April 2010

Two day course on 14 and 15 April 9:30am-4:30pm.

Find out what all those tiny buttons do on a video camera! In two full days of video production training you will be equipped with both technical and creative skills to capture your own footage. You will learn to set up your equipment, work with a tripod, make your subjects comfortable, get advice on lighting, interviewing, framing, and other tips.

*Please wear comfortable clothes and shoes as you will be doing some walking for this course, and also clothes you can kneel down in easily.



11. Video Editing/Post Production – 2 days 28-29 April 2010

Two day course on 28 and 29 April 2010 9:30am-4:30pm.

In two intense days of video post-production you will learn how to convert your video footage into usable material. This course will teach you editing skills, post production workflow, basic colour correction, sound mixing, exporting and uploading your finished film and other useful information. We will be using Final Cut Studio software for this course.

Terms and conditions:

1. Please give us 48 hours notice if you cannot attend a session you have booked so your place may be allocated to somebody else.
2. While we make every attempt to ensure this schedule remains as advertised, CCMC reserves the right to change dates and times due to unforeseen circumstances. We will do our best to notify you of any changes to the schedule at least 48 hours in advance.
3. We will make every effort to ensure your personal safety, but due to our location in the buffer zone you will be required to sign an **exemption of liability** form.
4. CCMC staff or consultants will not be held liable for any direct, indirect, incidental, consequential or other damages arising from or in connection with the use of the information provided in the courses.
5. CCMC reserves the right to edit the content of the information provided in the courses at their own discretion and without notice.
6. All personal information provided in the booking procedure will be kept strictly confidential and will not be redistributed in any manner to third parties. The information will be kept for CCMC internal purposes and also to inform participants about changes to the schedule.
7. Incomplete booking forms will not be accepted.

For any enquiries, please contact Sarah Malian on sarah@cypruscommunitymedia.org

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