

Proposed 8 week training programme for AgSSIP

Commedia are delighted to propose the following training programme in television production for the Ministry of Food and Agriculture, Information Support Unit. The aim of the training programme is to enable the unit to produce a weekly television programme to a consistent professional standard. It is envisaged that the TV programme needs to be accessible to farmers in Ghana and so needs to be attractive, informative and motivational.

The training programme would have the following objectives:

- Create a distinct programme identity for the MOMA TV output
- Train relevant Information Support Unit staff to create weekly programmes that match this identity
- Build a viable production team and management process
- Build capacity to produce a regular TV programme
- Train the production team in the necessary technical and creative skills to achieve quality output on a regular basis

These objectives would be reached by structuring the training in two parts; the first part (six weeks) would follow the TV production process from beginning to end with training in each of the major skill areas:

- Pre-production: research, script development
- Presentation skills: pieces to camera, interviews, narration
- Production: camerawork, lighting, shooting for editing
- Post-production: digital video editing, graphics, sound mixing
- Distribution: scheduling, management, audience feedback

The first six weeks of the training programme would produce a pilot agricultural TV programme. This will then be assessed by sample audiences and interested parties from the agricultural extension community. The final two weeks would be devoted to producing a further two programmes under normal production conditions but with the support of the training consultant. At the end of the training, the Information Support Unit TV production team will have the capacity to produce regular TV programmes that fit the chosen MOFA TV production 'formula'. This 'formula' will have been developed to best fit the extension aims of the ministry in the most cost-effective way given the resources (human and technical) available and at the same time appeal to the target audience.

The attached training schedule indicates the potential scope of the training recommended by Commedia. The actual content of the programme would be determined in close consultation with the Ministry of Agriculture management and the information support staff themselves following a training needs assessment conducted with the support of our consultant ; Mark Jeffery. Mr Jeffery is a highly experienced video producer and international consultant specialising in development communications. His CV is included in this proposal.

Indicative training schedule:

	Day	Activity	Training Method	Skill area
Week One	Foundations:			
Development of training programme:	Monday	Check equipment and facilities	Not applicable	Not applicable
		Meet with production team to identify general training needs	Workshop	All staff
			Staff complete training needs assessment questionnaire	All staff
	Tuesday	Individual TNA	Interviews	All staff
	Wednesday	Revision of training schedule	Not applicable	Training Consultant
		Discussion of training schedule	Workshop	All staff
		Resolve any technical problems	Not applicable	Technical support staff
Developing a pilot: (Indicative programme)	Thursday	Production formats: developing a TV identity	Workshop discussion with analysis of examples	All staff
			Development of format ideas in small groups	All staff
			Feedback	
	Friday	Finding the story: what is the message?	Workshop discussion with analysis of examples	All staff
		Keeping 'on message' – getting the mix right	Development of sample ideas in small groups Feedback	All staff

	Day	Activity	Training Method	Skill area
Week Two	Pre-Production and Presentation Skills			
Developing a pilot:	Monday	Researching the story: identifying key messages	Lecture Small group task Feedback	Producers, scriptwriters, researchers
	Tuesday	Structuring a story: gathering the right materials	Lecture Small group task Feedback	Producers, scriptwriters, researchers, location camera & sound recordists
	Wednesday	Pieces to camera	Lecture Coaching Feedback	Directors, presenters, camera and sound ops.
	Thursday	Interviewing	Lecture Small group task Feedback	Directors, presenters, camera and sound ops.
	Friday	Narration	Lecture Coaching Feedback	Directors, presenters, camera and sound ops.
	Saturday	Further coaching as required		

	Day	Activity	Training Method	Skill area
Week Three	Location and Studio Production Skills			
Developing a pilot:	Monday	Developing a visual style: camerawork	Lecture Small group task Feedback	Director, camera ops. presenters
	Tuesday	Developing a visual style: camerawork	Lecture Small group task Feedback	Director, camera ops. presenters
	Wednesday	Developing a visual style: available lighting	Lecture Small group task Feedback	Director, camera ops. presenters
	Thursday	Developing a visual style: portable lighting	Lecture Small group task Feedback	Director, camera ops. presenters
	Friday	Developing a visual style: in the studio	Lecture Small group task Feedback	Director, camera ops. presenters
	Saturday	Further training as required		

	Day	Activity	Training Method	Skill area
Week Four	Post production Skills I			
Developing a pilot:	Monday	Logging rushes, script revision, capturing the right material	Lecture Small group task Feedback	Director, editor
	Tuesday	Developing a style: editing using Premiere - storyboard, rough cut	Lecture Small group task Feedback	Director, editor
	Wednesday	Developing a style: editing using Premiere – adding narration, music, sound mixing	Lecture Small group task Feedback	Director, editor
	Thursday	Developing a style: editing using Premiere – adding effects	Lecture Small group task Feedback	Director, editor
	Friday	Developing a style: editing using Premiere – graphics and titles	Lecture Small group task Feedback	Director, editor
	Saturday	Further training as necessary		

	Day	Activity	Training Method	Skill area
Week Five	Post Production Skills II			
Developing a pilot:	Monday	Creating a title sequence: After Effects: timelines, key frames, layers	Demonstration Small group tasks	Director, editor
	Tuesday	Creating a title sequence: After Effects: lights, transparency, camera movement, filters	Demonstration Small group tasks	Director, editor
	Wednesday	Creating a title sequence: After Effects	Small group task: complete title sequence	Director, editor
	Thursday	Using Photoshop for video	Demonstration Small group tasks	Director, editor
	Friday	Using Adobe Audition for sound tracks	Demonstration Small group tasks	Director, editor
	Saturday	Further training as needed		

	Day	Activity	Training Method	Skill area
Week Six	Completion of Pilot and Feedback			
Developing a pilot:	Monday	Completion of Pilot Programme	Small group task	Director, editor
	Tuesday	Audience research: pre-testing in focus groups	Lecture Small group task	Researcher, director, scriptwriter, presenter
	Wednesday	Focus group testing with sample groups	Small group task	Researcher, director, scriptwriter, presenter, camera ops.
	Thursday	Feedback and analysis of focus group data	Workshop review	All staff, senior management
	Friday	Structuring a series, scheduling	Workshop review	Producers, senior management, SMS, advisors
	Saturday			

	Day	Activity	Training Method	Skill area
Week Seven	Production I			
Weekly production:	Monday	Production team meeting Research		Director, research, script writers, presenters
	Tuesday	Further research Travel to location		Director, scriptwriter Director, presenters, camera crew
	Wednesday	On location / studio Travel back		Director, presenters, camera crew
	Thursday	Post production		Director, presenter, editor
	Friday	Post production		Director, presenter, editor
	Saturday	Feedback / review		All staff

	Day	Activity	Training Method	Skill area
Week Eight	Production II			
Weekly production:	Monday	Production team meeting Research		Director, research, script writers, presenters
	Tuesday	Further research Travel to location		Director, presenters, camera crew
	Wednesday	On location / studio Travel back		Director, presenters, camera crew
	Thursday	Post production		Director, presenter, editor
	Friday	Post production		Director, presenter, editor
	Saturday	Feedback / review		All staff