



The AIBs
2017

#iamabroadcaster
The AIBs 2017 Masterclass
2nd November 2017

M by Montcalm, London EC1V 1JH



Welcome to the second #iamabroadcaster The AIBs Masterclass.

This event draws on the rich seam of work that made the final stage of this year's AIBs, our 13th annual international awards for factual productions. Once again, we have been privileged to see a remarkable range of subjects covered by broadcasters and production companies all over the world, and I am delighted that some of these have agreed to take part in the Masterclass.

The aim of the Masterclass is to facilitate the exchange of ideas, information and experience among programme makers and journalists, and others with an interest in TV, radio and online story-telling. It's designed to be informal and interactive, for maximum sharing and spreading of knowledge.

For this year's #iamabroadcaster The AIBs Masterclass we are fortunate to have guests joining us from Australia, Turkey, the UK, the USA, and France, among other territories. As the media business is one that transcends national boundaries anyway, it will be exciting to learn more about how content producers in other parts of

the world capture their audiences and see whether any of it can be applied to our projects.

So I'm looking forward to much food for thought and inspiration in the discussions and debate, and to watching the screening of the documentary that won our inaugural AIB Impact Award. A big 'thank you' goes to our 'tutors' for sharing their expertise and I hope you all have a constructive and valuable session.

Simon Spanswick
Chief Executive



0915

Registration and coffee

0940

Investigating the world

Arguably, the role of clear-headed, well-researched and well-funded investigative journalism has never been more important than today. The *AIBs* see a remarkable range of programmes that hold the authorities to account, uncover corporate wrongdoing or expose exploitation.

What makes the most successful programmes in the investigative genre? In this session, we will talk to some of the shortlisted producers in the *AIBs* investigative category and find out what motivates them, how they overcome challenges and deal with the risks involved in bringing stories into the open.

Speakers include

Annelise Andrade Borges, Correspondent, TRT WORLD
Malcolm Brinkworth, Managing Director, Brinkworth Films
Nicola Cutcher, Co-Producer, Afshar Films
Will Jordan, Producer, Al Jazeera English

1040

Changing audiences, changing story-telling

As more platforms vie for the attention of audiences, new players constantly challenge established media players in the battle for consumers. Long-form documentaries are now being delivered online and on mobile – and it's not always brands you expect to be your competition.

We're seeing increases in journalism that is funded by educational publishers and philanthropies, non-profits and brands which is finding new audiences for factual programming. It's often delivered on new platforms.

Meanwhile, augmented and virtual reality are being touted as the next big thing, but are VR and 360° content destined for a shelf-life as short as 3D television?

We will hear from some of the key players in factual programming who are responding to today's challenges, and learn how organisations that have not traditionally told stories using video are changing internal culture to expand their reach and offer to clients.

Speakers include

Greg Moyer, CEO, Blue Chalk Media
Juliette Hollier-Larousse, Video Director, Agence France-Presse



1130

OB in a box

London-based international facilities house **Celebro Media** introduce its latest innovation - an IP-based outside broadcast unit that can be controlled from next door or across the other side of the world.

Wesley Dodd, CEO and Andrew Lebentz, Head of Production, Celebro Media

1145

Telling human stories

As the world becomes ever more complex, the number of human interest stories is burgeoning. What are the most effective techniques to engage the attention of viewers and listeners who seem to be more interested in celebrity than in thought-provoking stories?

We will hear from programme makers who have risen to this challenge across television and radio.

Mario Chrisostomou, Head of BFBS UK National

Will Warren, Multimedia Producer, BFBS

Madeleine Hetheron, Producer/Director, Media Stockade

Rebecca Barry, Producer/Director, Media Stockade

1245

Delivering impact

The winner of the inaugural AIB Impact Award is *Starving Yemen* from BBC Arabic/BBC Our World.

Journalist **Nawal Al-Maghafi** will be in conversation with the Masterclass, talking about the challenges of making the programme and explaining the impact that it has had. We will screen the 25' documentary during this session.

1330

Networking lunch

1430

Close



Nawal Al Maghafi,
Journalist, BBC Arabic

BBC Correspondent Nawal Al-Maghafi has been reporting on the Middle East since 2012. Over the past three years, she has been one of the few journalists conducting firsthand reporting of the ongoing conflict in Yemen; travelling extensively throughout the country, both in areas under Houthi rebel and government control. Her reporting has documented the deteriorating humanitarian situation in Yemen, including the bombing, starvation and spread of disease across Yemen. Her investigation into a 2015 attack on a Yemeni funeral — the deadliest of the conflict so far — provided key evidence in the case against weapons sales to Saudi Arabia by the US and UK. She has travelled across the Middle East to investigate how Mass Surveillance technology sold by BAE systems was being used by repressive Gulf states to monitor and stifle dissent by local human rights activists. Her reporting has also uncovered the complicity of the Egyptian army in the booming trade in organ trafficking across North Africa.



Anelise Andrade Borges,
Correspondent, TRT WORLD

Anelise Borges is a journalist working at TRT WORLD.

She started work developing, producing and presenting a television programme that focused on world events, art and culture. Over two years, her team produced more than 600 episodes of 'Na Pilha' on RBS TV in Brazil. After this, Anelise moved to the London bureau of GLOBO TV before becoming the European correspondent of SBT based in Paris.

Anelise has subsequently worked at France 24 where among other stories she covered the Arab Spring in Egypt. She has developed the "France 24 Debate", transforming the show into a provocative, well-illustrated, fast-paced panel show.



Rebecca Barry,
Producer/Director, Media Stockade

Rebecca Barry directs and produces across a variety of genres. In 2012 she founded the production company Media Stockade with fellow producer/director Madeleine Hetherton.

Rebecca has won many awards and is passionate about storytelling. Recent productions include the feature documentary film *I Am A Girl* (nominated for 4 AACTA awards and winner of best documentary film at the 2014 SPA Awards); producing the critical and ratings success *The Surgery Ship* (SBS) which has evolved into an eight part series with Nat Geo. She was also the producer of controversial film *The Opposition*, which has recently screened at Hot Docs, IDFA, Sydney Film Festival and was the opening night film at HRAFF this year.

Through her experience in hybrid self-distribution of her own films she has become a sought-after expert in alternative pathways to audience and activating measurable impact.



Malcolm Brinkworth,
Managing Director, Brinkworth Films

Malcolm is a highly respected Executive Producer with many prestigious series and singles for British and international broadcasters to his credit. With over 30 years experience in the industry, Malcolm spent many years as an award winning documentary film-maker, producing and directing acclaimed programmes for premier primetime slots.

Malcolm has also been involved with Pact, helping to develop the UK independent sector. He was a member of Pact Council from 2002-2010 and had a range of high profile roles. He was heavily involved in the Terms of Trade negotiations with broadcasters and government. He is still active on a number of Pact committees. He is also member of BAFTA.



**Mario Chrisostomou,
Head of BFBS UK National**

Mario was born of Greek Cypriot stock in 'Nawf' London when it was still safe to play in the streets. (OK, so maybe he's not THAT old!).

He was press-ganged into radio in Cyprus by buddy and fellow BFBS Radio Specialist, Chris Pearson. Dafter still, he sold his restaurant to travel the world with his family and BFBS.

After stints in Cyprus (twice), the Falklands and Germany, Mario went on to look after BFBS in Gibraltar before finally submitting to cutting off the ponytail and acting as a grown up, heading back to the UK to head up BFBS Radio2. He's also enjoyed ops tours in Kosovo and Afghanistan.

Mario's ambition is to celebrate an Arsenal treble (quiet Man U!) while he's still young enough to lift the glass of champagne unaided. Not this season then.



**Nicola Cutcher,
Co-Producer, Afshar Films**

Nicola Cutcher is an investigative journalist working in broadcast and print media.

Nicola has worked as a researcher and assistant producer at the BBC; working for Panorama, Newsnight, This World and on a variety of special documentaries for BBC2 and BBC3. She co-produced Syria's Disappeared: The Case Against Assad with the director Sara Afshar for Afshar Films.

Nicola also takes on bespoke research commissions for dramatists working in theatre and television.

Nicola has volunteered with the Red Cross, befriending young people seeking asylum in the UK, and with the Citizens Advice Bureau.

A founding member of Dumbshow Theatre, Nicola continues to perform and create new shows with the company.



Wesley Dodd,
CEO, Celebro Media

With 25 years of industry experience, Wesley has always had a passion for live TV. He has worked as a director, output editor, presenter, and systems integrator.

His career has included spells in front of the camera with the BBC Wales. He has also worked behind the scenes – at BBC World and BBC Three. Wesley has also spent extensive time overseas running the BBC’s newsgathering bureaux in Moscow and Brussels.

Now he is the founder and CEO of Celebro Studios – an independent production facility based at Oxford Circus, in the heart of London.



Madeleine Hetherton,
Producer/Director, Media Stockade

Madeleine Hetherton is an experienced director and producer. She works across a wide range of documentary and factual programmes. In 2012 she co-founded the independent production company Media Stockade www.mediastockade.com with Rebecca Barry.

Her filmmaking has taken her around the world from diamond diving in Africa to wildlife trafficking in Burma and through the remote Australian outback. Most recently, Madeleine has been in West Africa, Producing the 8 x 1hr series ‘The Surgery Ship’ for National Geographic Channel.

The series, based on the earlier single documentary, follows stories aboard the world’s largest civilian hospital ship as it roams the coast of Africa. It was released globally in 2017 to excellent ratings and impact.

Madeleine came to film via a degree in Architecture – which has been little use to her filmmaking. She is, however, pretty good at assembling IKEA furniture.



**Juliette Hollier-Larousse,
Video Director, Agence France-Presse**

A graduate of France's CFJ Journalism School and with a Bachelor's degree in history, Juliette Hollier-Larousse joined Agence France Presse in 1988. She began as a reporter in Marseille, then Nice, shifted to the Audio Service, and subsequently worked on the General News Desk and on the Africa Desk, covering stories like the aftermath of the Dayton agreement in Bosnia, the DR Congo crisis or the Greenpeace campaign against French nuclear tests in Mururoa.

Moving to Nairobi in 1998, she was first a reporter and then News Editor in charge of covering East Africa and the Great Lake region. Later she was appointed as news editor of the Europe Desk, head of Infographics and International Multimedia Coordinator, before becoming deputy to the Global News Director in June 2009. She has been Director of the Latin American region from July 2012 to April 2017, and is currently the Global Video Director.



**Will Jordan,
Producer, Al Jazeera Investigations**

Will Jordan is a Doha-based Investigative Producer.

Broken Dreams: The Boeing 787 was his first project as a reporter for the Investigative Unit.

Will has worked on many of the network's major exclusives, leading the release of Pakistan's Bin Laden Dossier and producing Killing Arafat, which investigated the cause of death of the late Palestinian leader.

He also helped produce The Palestine Papers, which revealed more than 1,500 documents charting the Arab-Israeli peace process.

He is from the United Kingdom and has previously worked for Channel 4 News at ITN and the BBC.



**Andrew Lebentz,
Head of Production, Celebro Media**

Andrew has spent the majority of his career as an award-winning broadcast journalist.

He began his career in local radio before moving to BBC Television where he was a deputy editor of the Elections team. More recently he has also worked for Al Jazeera in Doha, and was a senior member of the launch team for TRT World in Istanbul.

Andrew is currently the Head of Production at Celebro Media where he uses his editorial background to help find and deliver technological solutions.



**Greg Moyer,
CEO, Blue Chalk Media**

Greg Moyer is an award-winning television and digital media executive with international experience and a track record of innovation in channel design, brand positioning, programming, marketing and global distribution.

A creative and inspirational leader, Moyer has successfully operated across senior positions for Discovery Channel, TLC, Animal Planet, VOOM HD and Food Network, among others. Moyer led Discovery in collecting five George Foster Peabody Awards for programming excellence.

Moyer is now owner and CEO of Blue Chalk Media, a visual storytelling company based in Brooklyn, New York, and Portland, Oregon. Blue Chalk specialises in short-form video production for clients such as The New York Times, Time, Bloomberg Philanthropies, and Pearson Education.



**Will Warren,
Multimedia Producer, BFBS**

Will Warren joined BFBS in the newsroom of Forces TV in 2014.

Today he is Multimedia Producer and has programme credits such as "Cassidy Little - Coming Home" to his name.



Association for International Broadcasting

The Association for International Broadcasting is a not-for-profit trade association that represents and supports its Members across the world.

The AIB was established in 1993 and today offers a constantly growing range of services to its international membership. These include the provision of market intelligence briefings that help Members make sense of the fast-moving media marketplace, through to mission-critical support in our cyber security working group.

In addition, the AIB is involved in key lobbying activities around, for example, channel licensing in post-Brexit Europe, sustainability and freedom of the press.

The Association's e-mail industry briefings – that provide reports and information on Members' activities – reach more than 27,000 people in key leadership and editorial roles in media companies in over 160 countries, as well as opinion-formers in regulators, parliaments and other key areas.

Talk to us about how the Association for International Broadcasting can help your organisation.

CHIEF EXECUTIVE

Simon Spanswick
simon.spanswick@aib.org.uk

INTERNATIONAL RELATIONS AND EDITORIAL DIRECTOR

Gunda Cannon
gunda.cannon@aib.org.uk

DIRECTOR, BUSINESS DEVELOPMENT

Tom Wragg
tom.wragg@aib.org.uk

DIRECTOR ASIA & SPORT HEAD

John Barton
john.barton@aib.org.uk

COORDINATOR, AIB SECRETARIAT AND AIB MEDIA AWARDS

Clare Dance
clare.dance@aib.org.uk

REGIONAL HEAD | SOUTH ASIA

Amitabh Srivastava
amitabh.srivastava@aib.org.uk

Awards Live Director

Neil Stainsby
www.moment-digital.co.uk

Print and Stage Graphics Design

Tony de Simone
www.desimone.co.uk



AIB | PO Box 141 | Cranbrook | TN17 9AJ | United Kingdom

T +44 (0) 20 7993 2557

E contactaib@aib.org.uk

W www.aib.org.uk