

# Production Research Course Outline

This course aims to introduce the basic skills of the television researcher. It covers finding information, assessing material, keeping records, writing a brief, working with contributors and copyright. The two days include lectures, informal group participation, exercises and written material.

**DAY ONE**

0945-1000	<b>Introduction to the Course</b>
1000 - 1115	<p><b>Exercise: Story Search</b> What makes a good story? Finding and pitching stories to a deadline</p> <p><b>Lecture: The Role of the Researcher</b> What exactly does a researcher do? A look at the duties of a researcher in a television production team.</p>
1115 - 1130	<b>Break</b>
1130 - 1230	<p><b>Principles of Research</b> Through a variety of case studies and scenarios, a chance to explore the most efficient research techniques and how to gather information from a variety of sources.</p>
1230 - 1300	<p><b>Trust, Accuracy and Authority in Research</b> Making sure people are who they say they are, that you've got the story straight and your facts are accurate. <b>(continued after lunch)</b></p>
1300 - 1400	<b>Lunch</b>
1400 - 1430	<p><b>Trust, Accuracy and Authority in Research</b> Making sure people are who they say they are, that you've got the story straight and your facts are accurate.</p>
1430-1530	<p><b>Finding and Assessing Contributors for programmes</b> What makes a good contributor and how to find them.</p>
1530 - 1545	<b>Break</b>
1545 - 1700	<p><b>Copyright Session</b> A guide to the complicated laws of copyright, and a checklist of what a</p>

	researcher needs to know.
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**DAY TWO**

0945 -1045	<b>Using the Internet as a Research Tool</b>
1045 - 1100	<b>Break</b>
1100 – 1230	<b>Interviewing techniques</b> How to get the best out of your contributors and assess how well a contributor will come across on the screen. Course members will have the opportunity to take part in role play situations and put into practise some of the techniques covered.
1230 - 1300	<b>Lecture and Exercise: Writing a Brief</b> You've collected all the information, but how do you present it? Nobody wants a thesis – a guide to writing up your notes including exercises in basic journalism skills.
1300 - 1400	<b>Lunch</b>
1400 - 1700	<b>Exercise: Ideas Workshop and Visualising Ideas</b> Course members will be asked to develop and adapt ideas for various types of programme output. Plus how to make your ideas visually exciting.
1700	<b>Course Review</b>