

TV Public Affairs Programmes

June Teng

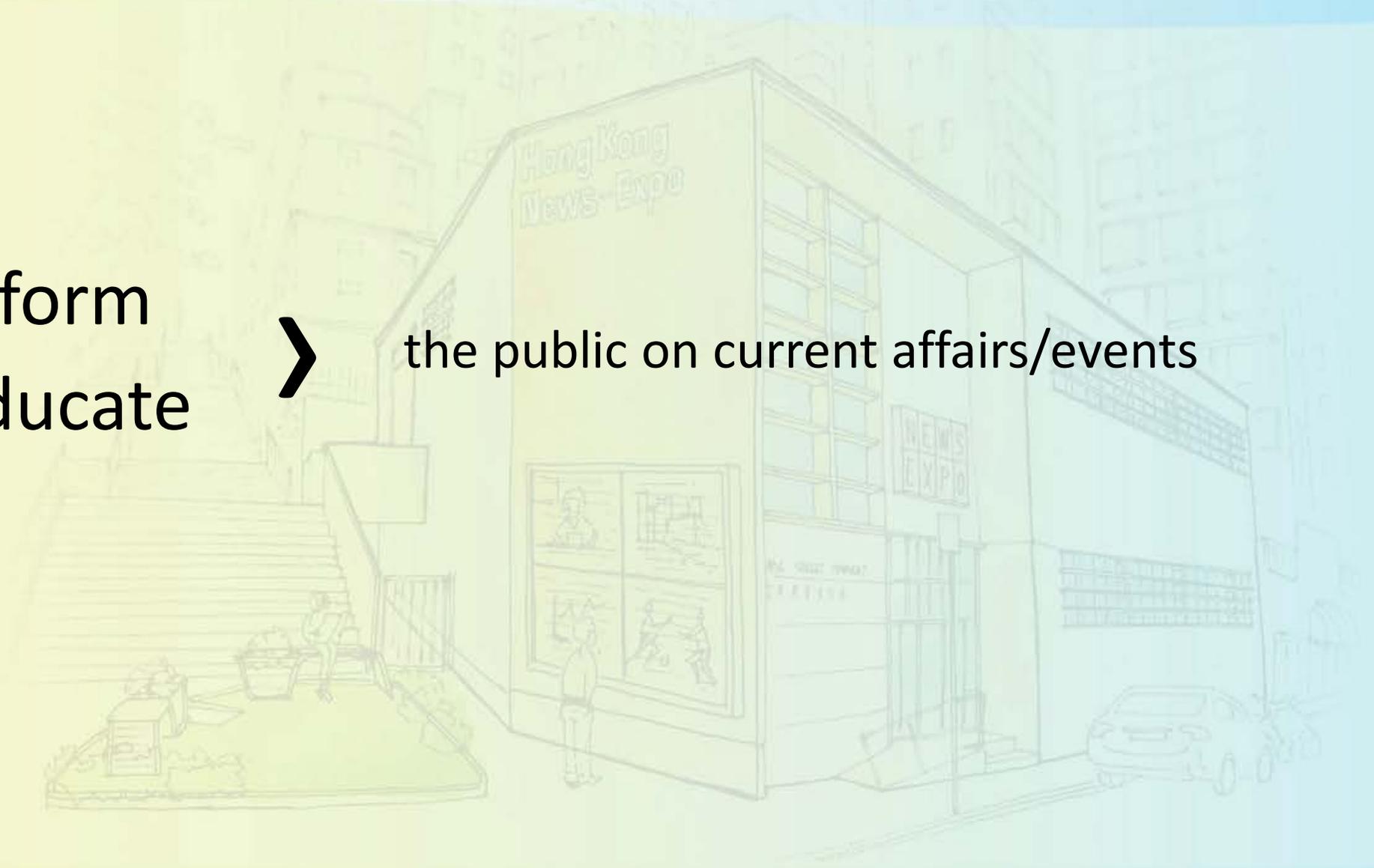


What are Public Affairs Programmes?

Inform
Educate



the public on current affairs/events



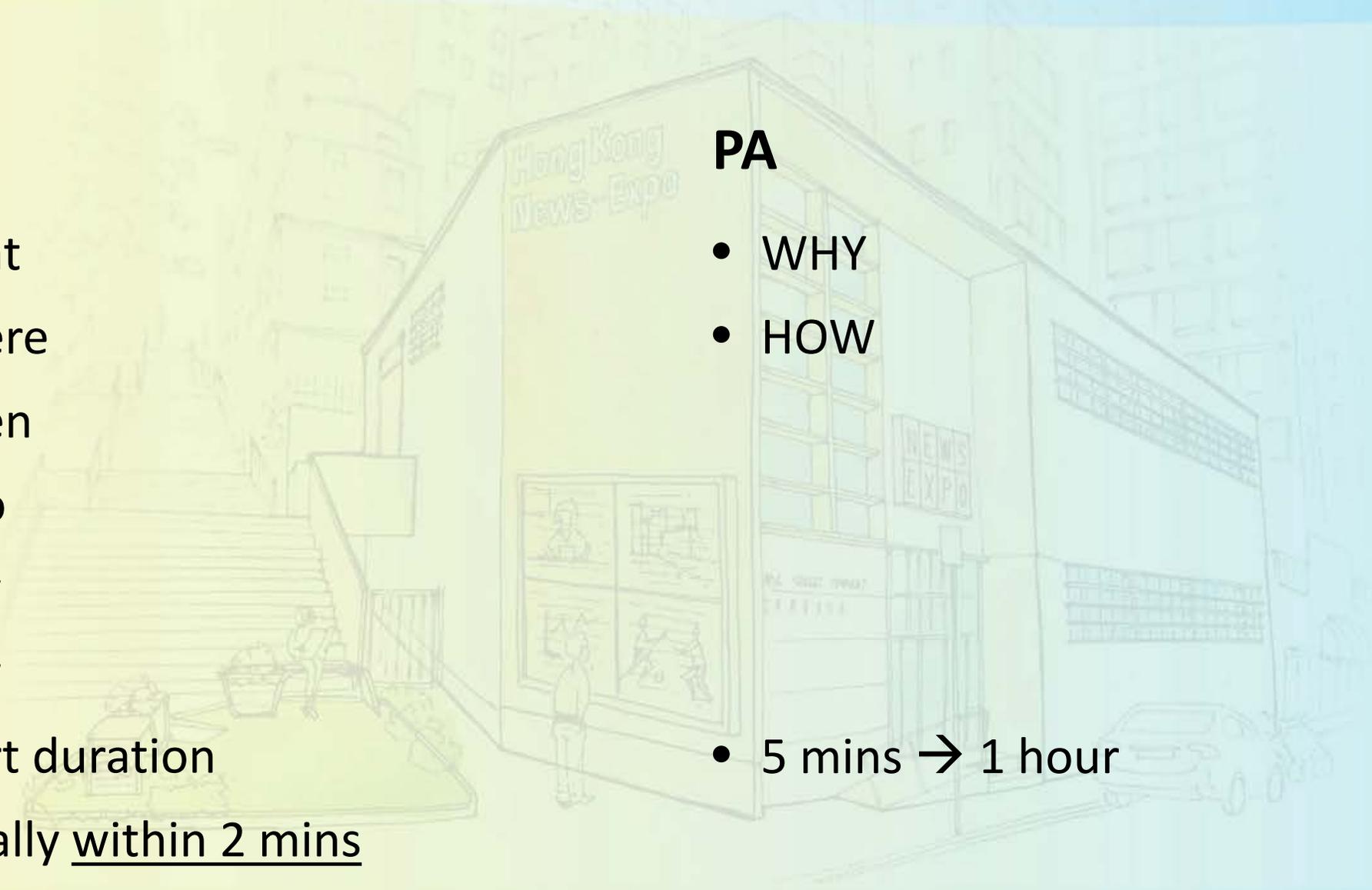
News vs PA Programmes

News

- What
- Where
- When
- Who
- Why
- How
- Short duration
- Usually within 2 mins

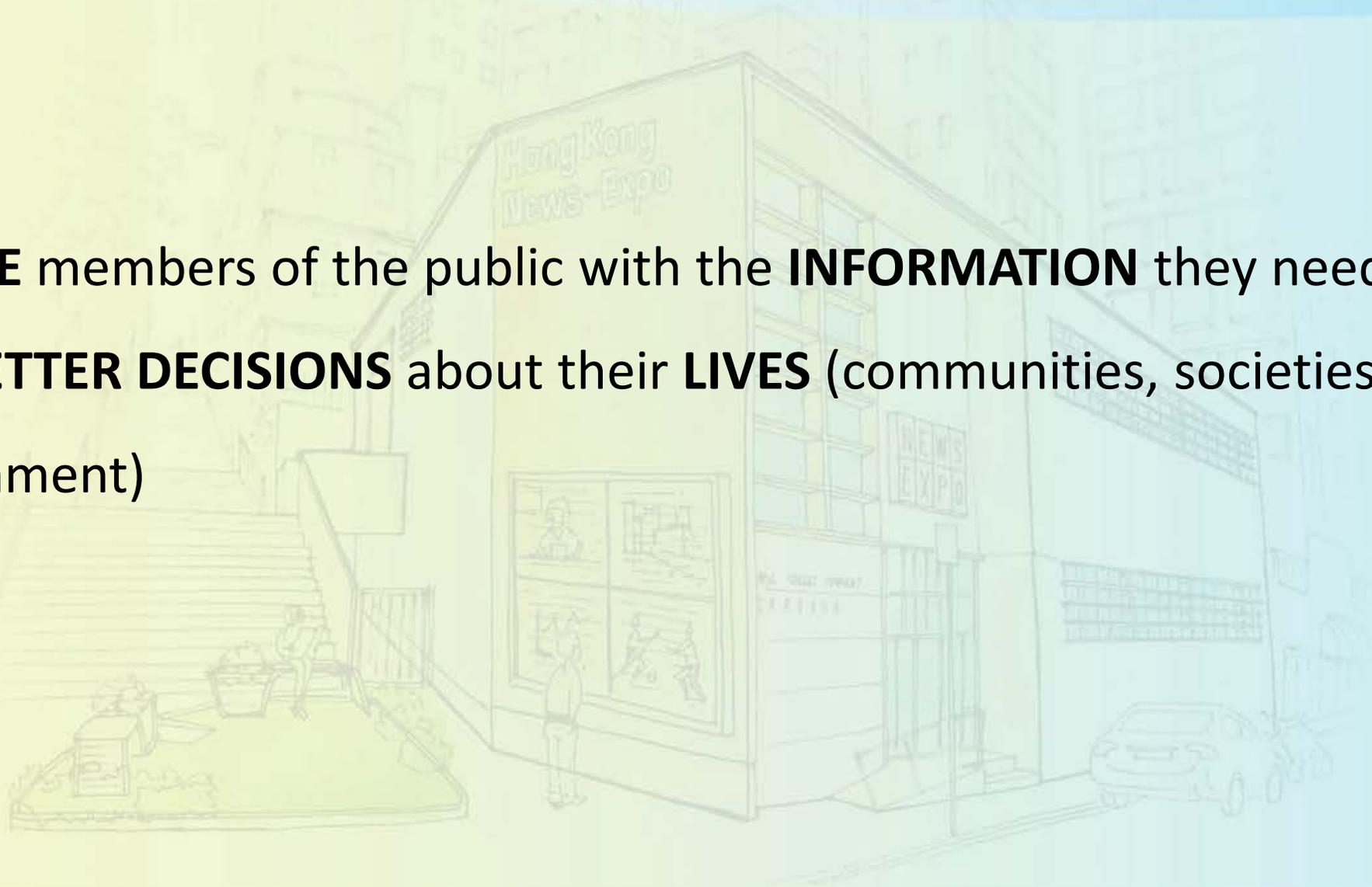
PA

- WHY
- HOW
- 5 mins → 1 hour



Purpose of PA Programmes

To **PROVIDE** members of the public with the **INFORMATION** they need to make **BETTER DECISIONS** about their **LIVES** (communities, societies and government)



Purpose of PA Programmes

PA Programmes must be:

- ✓ Accurate
- ✓ Fair
- ✓ Objective
- ✓ Balanced
- ✓ Honest



Selection of Topics:

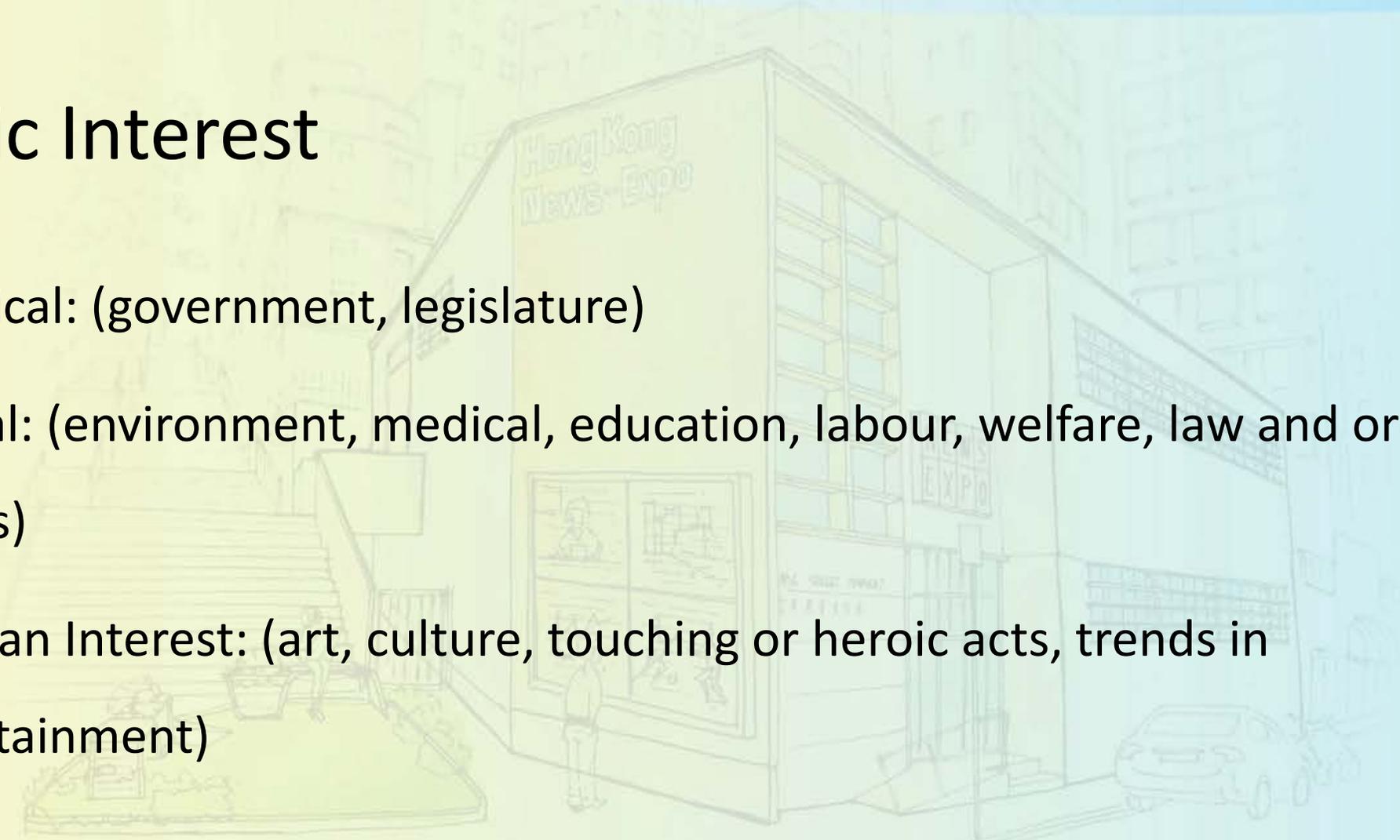
Events/Issues that **IMPACT** our lives

- Timing
- Proximity
- Relevance



Selection of Topics:

Public Interest

- Political: (government, legislature)
 - Social: (environment, medical, education, labour, welfare, law and order, sports)
 - Human Interest: (art, culture, touching or heroic acts, trends in entertainment)
- 

Selection of Topics:

What to Avoid

- Sensationalism or misleading emphasis
- Subservience to "interested parties" influence
- Direct use of promotional and publicity material



Selection of Topics:

What to Avoid

- Plagiarism: must credit information sources and third party media
- Bad taste: profanities and obscenities
- Opinion: personal views , lop-sided views of one party
- Unfairness: through omitting **FACTS** of major importance

Format of PA Programmes

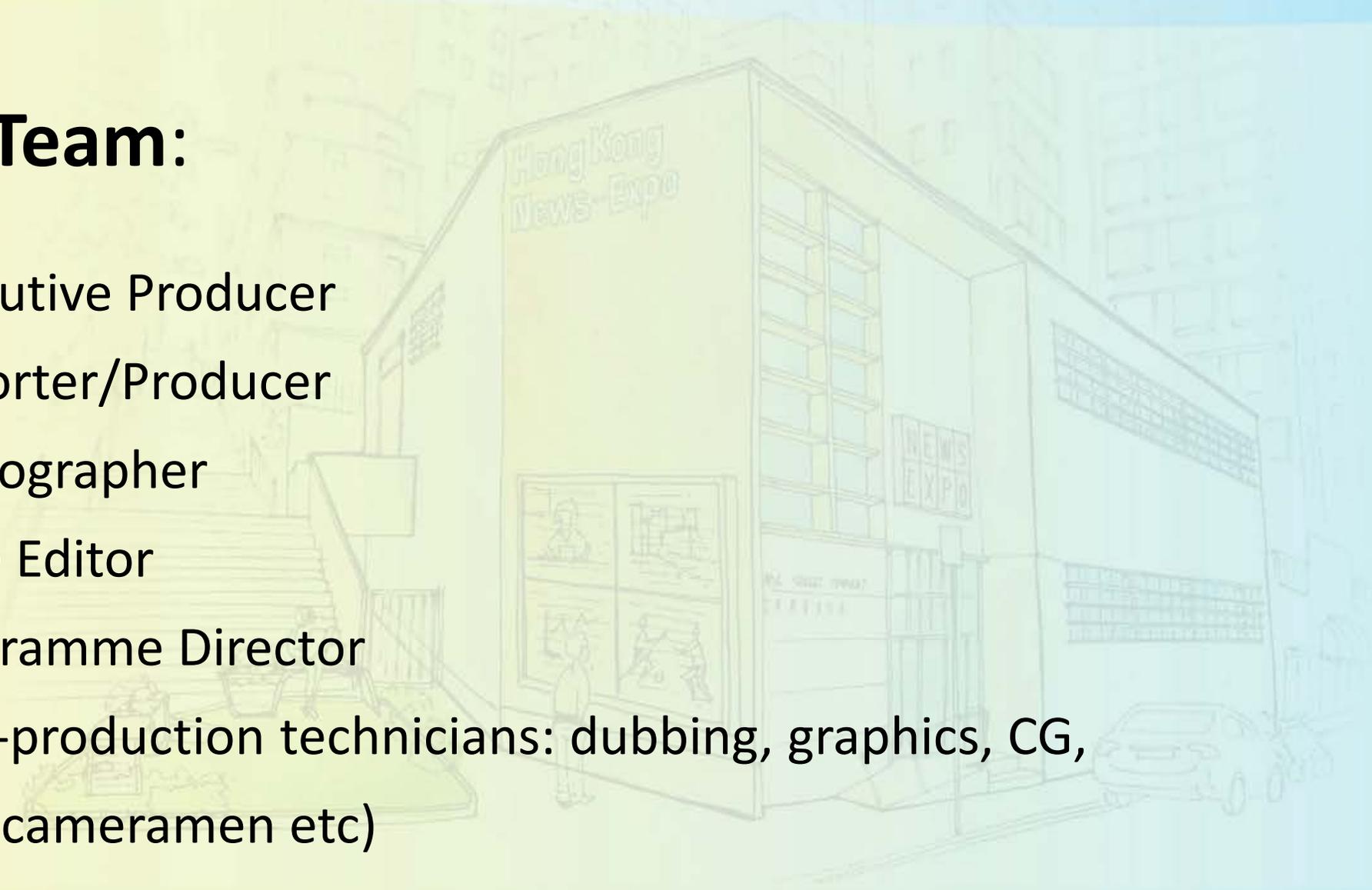
- One-on-one interviews
- Single presenter
- Phone-in
- Panel discussion
- Magazine
- Documentary
- Mixed format (panel with video segments)



The Making of Public Affairs Programmes

The Team:

- Executive Producer
- Reporter/Producer
- Videographer
- Tape Editor
- Programme Director
- Post-production technicians: dubbing, graphics, CG, studio cameramen etc)



The Making of PA Programmes

Role of Reporter/Producer:

- Find and present information
- Understand, interpret, analyse, investigate



The Making of PA Programmes

Role of Reporter/Producer:

Basic Skills:

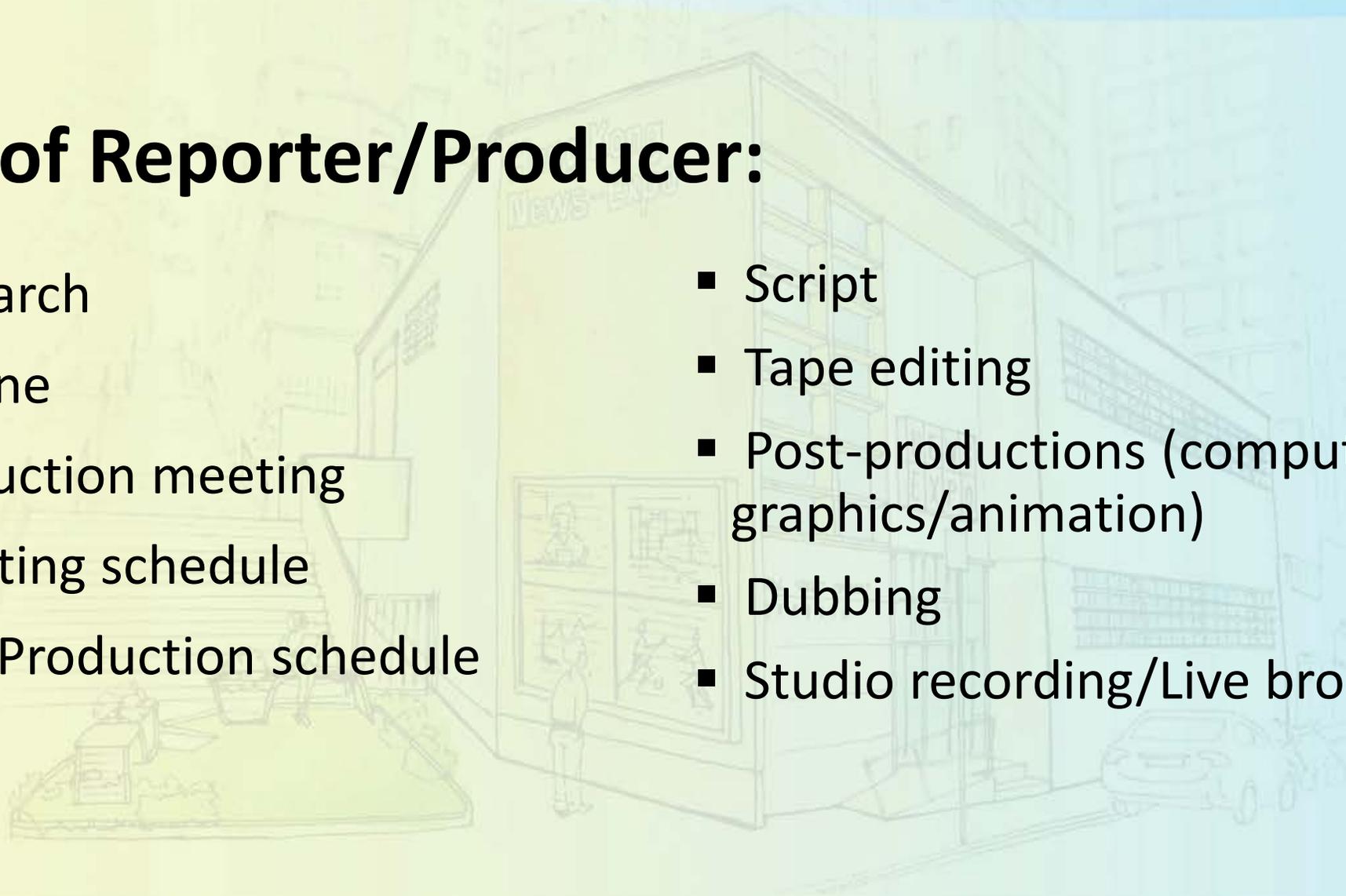
- Learn and understand the topic
- Learn about the institution and people
 - e.g. **Government:** understand the legislative procedures and committee functions
 - e.g. **Court:** how a trial is conducted



The Making of PA Programmes

Role of Reporter/Producer:

- Research
- Outline
- Production meeting
- Shooting schedule
- Post-Production schedule
- Script
- Tape editing
- Post-productions (computer graphics/animation)
- Dubbing
- Studio recording/Live broadcast



Other Ethical Considerations

Sources of information:

- Disclose
- Attribute
- Protect



Other Ethical Considerations

Conflict of Interest :

- No freebies, no gifts, no preferential treatment
- No freelance, no honoraria as disguised gratuities
- Avoid association with financial institutions
- Free of obligation to news sources and special interests
- Avoid active involvement in any partisan causes that could compromise the ability to report and edit fairly

Other Ethical Considerations

Hidden Camera/Microphone

- Public interest
- Exhausted all alternatives for information gathering



Conclusion

The **FINAL** product should be:

- ✓ Accurate
- ✓ Fair
- ✓ Objective
- ✓ Balanced
- ✓ Honest



THANK YOU
For Your Attention

