



WELCOME TO THE WORLD OF BROADCAST MEDIA



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INDIA'S No.1 NEWS NETWORK



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Message from the Chairman

TV Today Media Institute is ready to bring in its ninth batch. Over the last eight years, more than 150 students of TVTMI have become a part of the TV Today Network. There could be no better testimonial to the quality of the institution's training.

TV journalism has changed fundamentally over the last decade. This change is in response to the competition, changes in technology and globalization. TVTMI has been updating its syllabus and methods of teaching to keep up with the changes in international trends and audience preferences. At TVTMI, students learn journalism in the practical way. Students not only hone their news sense, but also go beyond in learning its significance and impact. The learning takes place from the best practitioners in the world of television news who share their experience and knowledge in the classroom. Students are provided ample opportunities to interact with seasoned journalists so as to improve their skills and boost their confidence.

Changes in technology determine the way the television news industry functions. It is there for imperative that any training incorporates the latest technology. TV Today has always been a pioneer in introducing new technology which is immediately accessible to the students of the institute. They are also exposed to the latest in newsroom processes. The blend of academic knowledge and practical training under guidance of practicing professionals in a seamless manner is totally unique to the TV Today Media Institute.

The Post Graduate Programme in Broadcast Journalism is open to select students after a rigorous selection process. The institute provides students with a dedicated faculty and the support system of all four channels of TV Today Network – the best foundation for a great career in TV journalism.

I wish you all the success.

Aroon Purie

Editor-in-Chief & Chairman

India Today Group



Learning By Doing

If you are interested in breaking news-stories, tight deadlines, hard-nosed editing, in-depth reporting, managing information and programming, then you have indeed come to the right place. The TV Today Media Institute (TVTMI), where teaching will focus on actually doing journalism and doing it at the highest level.

A Rich Heritage

TV Today Media Institute belongs to the TV Today Network, India's premier television news network. The Network redefined the way electronic Hindi journalism was done when it launched Aaj Tak as a 24 hour news channel in year 2000. India's leading news channel right from its inception, Aaj Tak has won the No.1 news channel award for twelve consecutive years.

TV Today Network also owns Headlines Today, a 24 hour English news channel that delivers the biggest and impactful news stories. Also making waves is Tez, a 24 hour Hindi news channel, aimed for busy viewers. Following this path of success is Dilli Aaj Tak, a Delhi/NCR specific, 24 hour Hindi news channel that keeps Delhi-ites updated on what's happening in and around Delhi.

Another addition to this group is Oye! 104.8 FM, a radio station in Bollywood style. It offers the best in music, personalities, humor and information, all with a Bollywood twist.



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Developing You For Your Core Specialty

In traditional college curriculums, students often have a very broad idea about what they want to study i.e. 'Literature' or 'Communication'. But they are never really encouraged to discover their specialty and it is only when you know what you are best at, that you will actually achieve it.

TVTMI will help you identify this specialty and then work towards sharpening it for higher success.



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One-on-one Interaction With Professionals

TVTMI has many innovative ways of imparting media education. The institute gives student the best possible classroom and practical hands on training, which is a unique feature of TVTMI since TV Today Network has a stable of four popular news channels with state-of-the-art equipment. They learn under the guidance of the best in field of media, be it reporters, anchors, producers or other professionals. Students are encouraged to focus on their strengths and interests through professional guidance.



Personalised Training

The TVTMI's Post Graduate Broadcast Journalism programme is designed to be completed in one year. There are two distinct aspects to this training programme.

1. Formal Training

This includes formal teaching in well-equipped modern classrooms and actual on-the-job assignments. The students and the trainers (reporters, producers, and anchors) share an informal bond and discuss actual news situation.

2. On-site Training

The trainers help students to understand the challenges and pitfalls they are likely to experience in everyday operations. For this, the trainer involves the students in his work. The students accompany him to the field for a special story or to record a programme with him in the studio. The students often get a chance to involve themselves in live reporting assignments.

The curriculum offers six months of internship to all students, where they are given actual responsibilities on the news floors.

This combination of structured course work, regular practical assignments, and routine involvement in various aspects of day-to-day operations make learning at TVTMI an actual hands-on experience.

Key Differentiators

- Hands-on training with state-of-the-art infrastructure and technologically advanced high-end broadcast studios
- Small workshop-type classes
- Highly personalised individual attention to every student
- Placement assistance for the best students in TV Today Network
- A worldwide repute

Course Details

One Year Full Time PG Programme in Broadcast Journalism

The teaching and training at TVTMI consists of two steps - classroom training and on-the-job brushing up. Each step covers a specific area of specialty aimed at producing successful television news professionals. The training curriculum will be very performance oriented and shall focus on developing actual on-air delivery.

The last six months of the curriculum involves internship with the Network's channels – Aaj Tak, Headlines Today, Tez and Dilli Aaj Tak.



Course Structure

STEP - 1

1. CLASSROOM TRAINING

A. Principles of Mass Communications

- Communication theory, concepts, process and research
- Communication models and development communication
- History of media
- Media ethics and laws
- International communication

B. Media Management

- Economics of news channels
- Business model of a media company
- Product branding and equity
- Integrated media marketing and ad sales
- New media laws, content sharing and tie-up models
- Audience research (NRS, IRS and TAM)
- On-line journalism and content management
- A peep into future technology

C. Political and Judicial system

- Indian parliamentary democracy
- Major Indian national and regional parties
- Political system of other major nations

- Indian and international judicial systems
- IPC, CRPC, judicial and police custody, bails & warrants and appeals etc
- Intelligence agencies and their international networking

D. Political Thought and World Economies

- Political thought – communism, socialism, capitalism, fascism, fundamentalism and naxalism
- Types of economies – Govt. controlled economy, mixed economy, liberal economy etc.
- Understanding world religions – Christianity, Islam, Hinduism, Jainism, Buddhism and Sikhism etc.

2.

A. Camera – Sound – Studio – Editing

- Basic camera functions & operations
- Spy cam and mobile cam
- Understanding sound
- Understanding the studio
- Concept and process of video editing
- Animation and graphics

B. News Production

- Elements of production
- Packaging of a story

- Packaging of a programme
- News wheel
- Multi camera live shows
- Feed processes and concepts – National and International
- Satellites – OBs – 2MB – other feed sources and FTP
- PCR and MCR
- Recreation

C. Business Sports Journalism

- Introduction to economics
- Micro vs Macro economics
- Economic reforms
- Infrastructure and development
- GDP, National income and Monetary policy
- Inflation (WPI & CPI)
- Foreign trade
- RBI and banking systems in India

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D. Capital Market

- Stock Exchanges
- SEBI and IRDA
- FIIs & Hedge Funding
- Commodity Market

E. Introduction to Sports

- History of sports in India
- Sports associations and sports organizations
- Olympic, Commonwealth Games, World Cups, World Athletics, Grand Slams, Asiad and National Games

3.

A. Reporting

- News gathering function and structure
- Assignment functions
- Different kinds of reporting skills (political, crime & investigative, international, business & economy and sports, lifestyle, cinema and entertainment)
- TV interviews - techniques and skills
- Phone-in and live chats

B. News Writing

- Introduction to creative writing
- Writing for TV news and programmes
- Structure and content of writing
- Writing for different TV news formats
- Web writing

C. On the Screen

- Anchoring
- Voice Over
- Phone-in and live chats with reporters

STEP - 2

On - The - Floors

Six months internship with networks channels - Aaj Tak, Headlines Today, Tez and Dilli Aaj Tak

How to Prepare for the Entrance Test

- Read at least two newspapers every day
- Watch news channels
- Keep yourself updated on current events
- Increase your general awareness on sports, business, politics, international affairs, films and entertainment



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Eligibility Criteria

1. Must hold a graduate degree from a recognized university.
2. Maximum age should not exceed 30 years as on the date of application.
3. High level of proficiency in Hindi or English language will be preferred.

Please Note:

1. Application form once sold/issued in the name of the candidate shall not be returned/transferred under any circumstances.
2. The decision of TVTMI to call any applicant for the entrance test is based on the application received will be final and binding on the applicant. No queries/information in this respect will be entertained.
3. Application form should be complete in all respects, failing which it is liable to be rejected.
4. Application forms duly filled with all particulars should reach our office by 1st June, 2013.
5. Rights of admission are reserved with TVTMI.
6. Fee once paid, will not be refunded under any circumstances.
7. All disputes with reference to admission to the institute are subject to the exclusive jurisdiction of Delhi courts.

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General Information

The total fee for the programme is ₹2 Lacs (To be paid at the time of admission).

Payment has to be made by Demand Draft, in favour of – “TV Today Network Limited”, payable at New Delhi

Last date for submission of Application form : 1st June. 2013

Date of Entrance Test : 16th June. 2013

Entrance Test Centre : India Today Mediaplex, Noida

How to get brochure and application form:

1. Admission forms will be available from 15th April to 1st June, 2013.
2. Cost of the form is ₹1000/-.
3. Forms can be collected in person from our Noida office by paying cash.
4. Forms can also be downloaded from our website: www.aajtak.in/tvtmi or www.headlinestoday.in/tvtmi
5. Downloaded forms should be sent to our Noida office along with the demand draft of ₹1000/- in favor of “TV Today Network Limited”, payable at New Delhi.
6. Forms can also be obtained through post by sending a Demand Draft of ₹1000/- in favor of “TV Today Network Limited”, payable at New Delhi.

Disclaimer: All Rules/Conditions are at the management's discretion and are subject to change without any prior notice.

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Students of TVTMI batch 2012