

**How to turn a
journalist into
an audio
describer ?**



1

LIVE AD

Does experience in
journalism help?

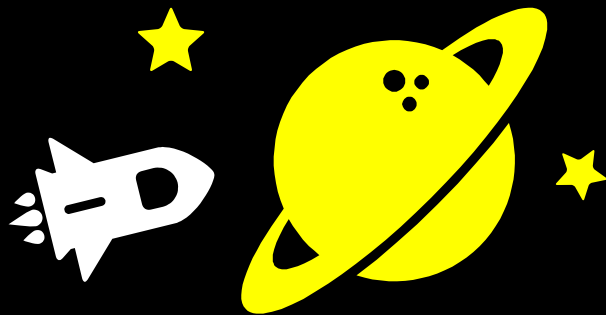


**From the
radio to
audio
description**



EURO 2012

THAT'S WHEN
WE'VE STARTED
LIVE AD in SPORT
FOR REAL 😊



Rocket science

**Train an expert to be
an audio describer !**



**300
audiodescribed
live sport events
since 2012**



CANAL+
SPORT

POLSAT
SPORT





**WORKING
IN PAIRS**

THIS IS HOW WE DO IT





**RESEARCH
and.....
BINOCULARS!**



THIS IS HOW WE DO IT



**WE TALK
A LOT !**



**WE DESCRIBE
AND
INFORM**

THIS IS HOW WE DO IT



Proficiency in polish

On-air experience

Being concise/ being elaborate

Visual thinking

Vocal skills

Being an expert

IMPRESSION





SUSPENSE





EMOTIONS



Thanks!

Any questions?

You can find me at

www.fundacjakatarynka.pl

justyna@fundacjakatarynka.pl

+48 507 095 834