Il Prix Italia organizza una serie di Master Classes tenute dai professionisti della produzione audiovisiva e multimediale internazionale che hanno vinto il Prix Italia 2020 nelle categorie TV, Radio e Web.

La prima Master Class, intitolata Digital Storytelling and Cross-Platform Programming Strategies, sarà tenuta da Kim Shou e da Maria Lyhne Høj, della DR (la TV e Radio danese di servizio pubblico) vincitori del 72° Prix Italia nella categoria Web Factual con la produzione “Secrets, Death and Instagram”, riguardante la comunicazione con la quale attraverso i social media vengono affrontati temi difficili e delicati quali l’autolesionismo e il suicidio tra gli adolescenti.


Per partecipare, la registrazione si effettua al seguente link: [http://www.rai.it/prixitalia/news/2021/01/Master-Class-Digital-Storytelling-5e0d62ba-a599-4073-83ca-c4d5ffcb5f0e.html](http://www.rai.it/prixitalia/news/2021/01/Master-Class-Digital-Storytelling-5e0d62ba-a599-4073-83ca-c4d5ffcb5f0e.html)

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**Kim Shou**, Editor Digital Storytelling, DR

Kim Shou pioneered digital storytelling in Denmark and was the first to create fully designed and coded journalistic longform articles in Denmark. He has gone on to win more than 25 Danish and international awards for his work with interactive and immersive digital storytelling. Kim always puts the story first and applies and equal focus on writing, design and user experience in the journalistic stories he produces these days as Editor of Digital Storytelling in the Danish Broadcasting Corporation, DR, where he has worked for the past three years with a small, dedicated “Dream Team”.

**Maria Lyhne Høj**, Journalist, DR Documentary

Maria Lyhne Høj - journalist at the DR Documentary, Danish Broadcasting Corporation, since 2015. Until 2015 investigative journalist at the News Department, DR. Is behind award-winning documentaries and TV-news stories. Educated from Danish School of Media and Journalism and from the University of Copenhagen, sociology and anthropology, in 2012.

**Markus Nikel**, International Advisor, RAI Master Class Editorial Development and Moderation

Markus has a long standing international experience in the field of documentary and digital media. For the EBU, he has served various times as an Editorial Supervisor and Executive Producer of factual coproductions. Markus has been moderating workshops in Europe and abroad, including masterclasses with Oscar winning Directors at GZDoc in Guangzhou, China’s biggest Documentary Festival, and professional sessions at the IPCM conference at NHK’s Japan Prize in Tokyo. He regularly conducts coproduction workshops with COPEAM in Rome and with ASBU in Tunis and has also worked with TAL in Latin America.