

June, 16	TRAINING LECTURE	KEY POINTS	FACULTY / SPEAKER
9:00 – 9:15 AM	<i>Welcome and Introduction</i>		
9:15 – 10:15 AM	Investigative Journalism: Finding and Writing a Good Story	<ul style="list-style-type: none"> • Where to look for a good story • Pitching your story to your bosses • News writing – how to entertain your reader 	
10:15 – 11:15 AM	Creating Videos That Get Attention	<ul style="list-style-type: none"> • Finding opportunities to create entertaining videos • Putting the video together, what you will need • Getting your video noticed 	
11:15 AM – 12:15 PM	<i>Lunch Break</i>		
12:15 – 1:15 PM	Political Offices	<ul style="list-style-type: none"> • How political staff work with journalists • Building your contacts on the Hill • Getting your story 	
1:15 – 2:15 PM	Fifteen Minutes to File	<ul style="list-style-type: none"> • How to get smart quickly • Pre-writing fast turnaround • Building block journalism and modular stories 	
2:15 – 2:30 PM	<i>Break</i>		
2:30 – 3:30 PM	Opportunities in Journalism	<ul style="list-style-type: none"> • Types of Journalism • Securing your first internship/job • Interviews: What recruiters are looking for 	
3:30 – 4:30 PM	Long Term Stories	<ul style="list-style-type: none"> • Accuracy: Getting it first vs getting it right • Turning your back on Google and doing research • Avoiding the political pack mentality 	

June, 17	TRAINING LECTURE	KEY POINTS	FACULTY / SPEAKER
9:00 – 9:15 AM	<i>Welcome</i>		
9:15 – 10:15 AM	Broadcasting 101	<ul style="list-style-type: none"> • Introduction to broadcasting • The current broadcasting landscape • The future of broadcasting 	
10:15 – 11:15 AM	Build Media Relations	<ul style="list-style-type: none"> • Cultivating sources and maintaining them • How to build and maintain good press relations • How and when to use your media contacts 	
11:15 – 11:30 AM	<i>Break</i>		
11:30 – 12:30 PM	Rules of the Resume Tape	<ul style="list-style-type: none"> • What producers are looking for • Making your resume tape stand out 	
12:30 – 1:15 PM	<i>Lunch Break</i>		
1:15 – 2:15 PM	Talking Points and Booking	<ul style="list-style-type: none"> • Find and pitch stories for broadcasting • How to develop talking points • How to get yourself on TV 	
2:15 – 3:15 PM	Broadcasting in Action	<ul style="list-style-type: none"> • Getting started in broadcasting • How I got my start • Producing online videos 	
3:15 – 3:30 PM	<i>Break</i>		
3:30 – 4:30 PM	Making an Impression Online	<ul style="list-style-type: none"> • How to create an online identity • Increase your following • Entertaining your audience 	

4:30 – 5:15 PM	FOIA Requests and Media Ethics	<ul style="list-style-type: none">• Understanding FOIA and how it works• What to do if your FOIA is denied• Maintain your integrity as a journalist	
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