

TIME	TRAINING LECTURE	KEY POINTS	FACULTY / SPEAKER
9:00 – 9:30 am	<i>Registration and Breakfast</i>		
9:30 – 9:45 am	Welcome to LI		
9:45 – 10:45 am	Opportunities in Journalism	<ul style="list-style-type: none"> • Types of Journalism • Securing your first internship/job • Interviews: What recruiters are looking for 	
10:45 – 11:45 am	Building Media Relations	<ul style="list-style-type: none"> • How to build and maintain good press relations • How and when to use your media contacts 	
11:45 am – 12:15 pm	<i>Lunch</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	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 	
3:30 – 4:30 pm	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 	

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9:00 – 9:30 am	<i>Breakfast</i>		
9:30 – 10:30 am	Broadcasting 101	<ul style="list-style-type: none"> • Introduction to broadcasting • The current broadcasting landscape • The future of broadcasting 	
10:30 – 11:30 pm	Rules of the Resume Tape	<ul style="list-style-type: none"> • What producers are looking for • Making your resume tape stand out 	
11:30 – 11:45 pm	<i>Break</i>		
11:45 – 12:45 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 	
12:45 – 1:15 pm	<i>Lunch</i>		
1:15 – 2:00 pm	Broadcasting in Action	<ul style="list-style-type: none"> • Getting started in broadcasting • How to write your script • Writing your script 	
2:00 – 5:00 pm	In Studio Exercise	<ul style="list-style-type: none"> • Broadcasting Techniques • Your turn in front of the camera 	

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9:30 – 10:00 am	<i>Breakfast</i>		
10:00 – 11:00 am	Making an Impression Online	<ul style="list-style-type: none"> • How to create an online identity • Increase your following • Entertaining your audience 	
11:00 – 12:00 pm	Manage a Publication	<ul style="list-style-type: none"> • What makes a strong manager in journalism? • Conversation and audience Q&A 	
12:00 – 12:30 pm	<i>Lunch</i>		
12:30 – 1:30 pm	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 	
1:30 – 2:30 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 	
2:30 pm	<i>End</i>		