

| Day 1 | 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 | |

| Day 2 | 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 – 11:00 AM | 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 | |
| 11:00 – 11:15 AM | <i>Break</i> | | |
| 11:15 – 12:15 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 | |
| 12:15 – 1:15 PM | Rules of the Resume Tape | <ul style="list-style-type: none"> • What producers are looking for • Making your resume tape stand out | |
| 1:15 – 1:45 PM | <i>Lunch Break</i> | | |
| 1:45 – 2:45 PM | Broadcasting in Action | <ul style="list-style-type: none"> • Getting started in broadcasting • How to write your script • Writing your script | |
| 2:45 – 3:45 PM | Making an Impression Online | <ul style="list-style-type: none"> • How to create an online identity • Increase your following • Entertaining your audience | |
| 3:45 – 4:45PM | <i>Break</i> | | |
| 4:45 – 5:45 PM | Build Media Relations | <ul style="list-style-type: none"> • How to build and maintain good press relations • How and when to use your media contacts | |