<table>
<thead>
<tr>
<th>Time</th>
<th>TRAINING LECTURE</th>
<th>KEY POINTS</th>
<th>FACULTY / SPEAKER</th>
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<tbody>
<tr>
<td>9:00 – 9:15 AM</td>
<td>Welcome and Introduction</td>
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| 9:15 – 10:15 AM | Investigative Journalism: Finding and Writing a Good Story | • 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                    | • Finding opportunities to create entertaining videos  
• Putting the video together, what you will need  
• Getting your video noticed |                 |
| 11:15 AM – 12:15 PM | Lunch Break                                         |                                                                           |                 |
| 12:15 – 1:15 PM | Political Offices                                    | • How political staff work with journalists  
• Building your contacts on the Hill  
• Getting your story |                 |
| 1:15 – 2:15 PM  | Fifteen Minutes to File                              | • How to get smart quickly  
• Pre-writing fast turnaround  
• Building block journalism and modular stories |                 |
| 2:15 – 2:30 PM  | Break                                                |                                                                           |                 |
| 2:30 – 3:30 PM  | Opportunities in Journalism                          | • Types of Journalism  
• Securing your first internship/job  
• Interviews: What recruiters are looking for |                 |
| 3:30 – 4:30 PM  | Long Term Stories                                    | • Accuracy: Getting it first vs getting it right  
• Turning your back on Google and doing research  
• Avoiding the political pack mentality |                 |
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| 9:15 – 10:15 AM | Broadcasting 101                  | • Introduction to broadcasting  
• The current broadcasting landscape  
• The future of broadcasting |                   |
| 10:15 – 11:00 AM| FOIA Requests and Media Ethics    | • 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| Break                             |                                                                             |                   |
| 11:15 – 12:15 PM| Talking Points and Booking        | • 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          | • What producers are looking for  
• Making your resume tape stand out |                   |
| 1:15 – 1:45 PM  | Lunch Break                       |                                                                             |                   |
| 1:45 – 2:45 PM  | Broadcasting in Action            | • Getting started in broadcasting  
• How to write your script  
• Writing your script |                   |
| 2:45 – 3:45 PM  | Making an Impression Online       | • How to create an online identity  
• Increase your following  
• Entertaining your audience |                   |
| 3:45 – 4:45 PM  | Break                             |                                                                             |                   |
| 4:45 – 5:45 PM  | Build Media Relations             | • How to build and maintain good press relations  
• How and when to use your media contacts |                   |