

Student Journalism Workshop

2:10 PM – 3:00 PM: **How to Prepare for an On-Camera Interview**

- Understand the formats of media interviews so you can prepare yourself effectively.
- Come across as a credible interviewee; including how to dress, sound, and common mistakes you should avoid.
- Practice, practice, practice, the art of perfecting your technique.

3:10 PM – 4:00 PM: **Launch Your Journalism Career as a Student**

- Know how to identify a good story on your campus, which will gain media attention and raise awareness.
- Get yourself published and paid to write engaging stories.
- How to land your first internship and job, whatever type of journalist you would like to be.

4:10 PM – 5:00 PM: **Strategic Media Interviews**

- Components of an effective message, what to say and what not to say on camera.
- Compose your talking points and get them across.
- Manage friendly and hostile interviewers like a pro.