

**WEDNESDAY, MARCH 21st**

**FINAL CUT X**

**10:00am – 12:00pm**

Teachers and Students. Apple claims Final Cut Pro has been rebuilt from the ground up to offer unprecedented speed and superior quality through every part of the post-production workflow. The new timeline, dynamic media organization and faster performance offer an updated experience to video editors. This class will provide an introduction followed by specific lessons based on the class demand. Bring your own computer loaded with Final Cut X.

**ADOBE AFTER EFFECTS**

**12:00 – 2:00pm**

Teachers and Students. Adobe After Effects CS5.5 software is the industry-leading solution for creating sophisticated motion graphics and cinematic visual effects. Transform moving images for delivery to theaters, living rooms, personal computers, and mobile devices. This class will provide an introduction followed by specific lessons based on the class demand. Bring your own computer loaded with After Effects.

**TEACHING STUDENTS TO THINK CRITICALLY - Al Tompkins**

**2:00 – 4:00pm**

Teachers and Students. This session will help teachers learn to teach critical thinking skills to their students. It certainly is among the most important skills a journalist (or any student) can develop. Poynter's Al Tompkins will show you case studies of actual stories that, upon critical examination, just don't stand up to scrutiny. What questions should student and teachers ask when they are fact-checking a story? Don't be surprised if you leave this session with an increased sense of skepticism about the news stories that you read and hear.

**SHOOTING WITH A PRO - Les Rose**

**3:00 – 5:00pm**

Students.

Find a story fast and hit the ground running! Learn how to search for the best possible story and how to shoot it in two hours or less. Field teachers will answer your questions and walk you through the process. This is one of STN's most popular training sessions so sign up early!

**THURSDAY, MARCH 22nd**

**USING SOCIAL MEDIA IN BROADCASTING - Al Tompkins**

**1:00-3:00pm**

Teachers and Students

This training session will help you to better understand social media tools and techniques including how to use social media in reporting, teaching and building a relationship with your school community, ways to schedule post and maximize engagement and involvement from participants.

**CURRICULUM NUTS AND BOLTS - Phil Harris**

**3:30- 5:30pm**

Teachers. This is time for teacher talk and YOU will choose the topics from a "menu" that includes curriculum design, grading techniques, student control of content, classroom management, equipment management and more. The long list of topics include: "What do I do first?", "How can I grade?", "Can we legally do that?", "Is vocabulary important?", and "Who is the news director?". Phil Harris will make sure this session addresses issues that concern THIS audience. Great for the new teacher to jump start your class or refine procedures for those more experienced.

**FRIDAY, MARCH 23rd**

**AIM FOR THE HEART - Al Tompkins**

**9:00 – 11:00am**

Teachers and Students. The Poynter Institute's Al Tompkins will unveil his new broadcast storytelling textbook "Air for the Heart". The 1<sup>st</sup> Edition was used in more than 70 universities and countless high school broadcast classrooms. The new edition includes tons of new material including new writing skills to help even novice writers build stronger sentences every time. All will show you how to learn laxer – focus skills to keep storylines on track, learn how to attach any story to one of five key motivators to make the story more interesting and learn how to ask questions that will land memorable sound-bites every time. Come prepared to take home lots of new ideas that you can use right away in your classroom.

**TRAINING SESSIONS ARE HANDS-ON SPECIALTY CLASSES TAUGHT BY PROFESSIONALS IN THE INDUSTRY. EACH TRAINING SESSION WILL LAST AT LEAST 2 HOURS AND CARRIES AN ADDITIONAL \$40 FEE DURING REGISTRATION OR \$50 ONSITE. PLEASE SIGN UP ONLINE VIA THE AFFILIATE DASHBOARD – CONVENTION REGISTRATION.**

### **POYNTER INSTITUTE**

Poynter is a school that exists to ensure that Americans have access to excellent journalism—the kind of journalism that enables us to participate fully and effectively in our democracy. To that end, they teach those who manage, edit, produce, program, report, write, blog, photograph and design, whether they belong to news organizations or work as independent entrepreneurs. Poynter Institute classes typically cost \$50 to \$995. Through a special arrangement with STN, Poynter will offer all classes for \$40.

**Al Tompkins** is The Poynter Institute's senior faculty for broadcasting and online. For almost 10 years, thousands of people a day read his online journalism story idea column "Al's Morning Meeting" on Poynter.org. Besides being an accomplished author he co-authored four editions of the Radio and Television News Directors Foundation's "Newsroom Ethics" workbook. For 24 years, he worked as a photojournalist, reporter, producer, anchor, assistant news director, special projects/investigations director, documentary producer and news director and trained thousands of television news producers, reporters, photojournalists and managers in his One-Day Storytelling Workshops in 45 states, Canada, Denmark, Iceland and South Africa. His numerous awards include: Kentucky Journalism Hall of Fame, The Governor's Award, National Emmy, the Peabody Award, two Iris Awards and the Robert F. Kennedy Award.

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### **CBS NEWS**

**Les Rose** is a photojournalist for CBS New, Los Angeles. He works for The Evening News with Katie Couric, The Early Show, and his beloved CBS Sunday Morning. He's worked with Steve Hartman on and off for 15 years for the "Everybody Has a Story" series and "Assignment America". He is a Fellow student and has recently completed his Masters at the University of Nebraska-Lincoln.

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### **AUTHOR/TEACHER**

**Phil Harris** has operated a television production company as a school-based enterprise drawing clients from schools, community, corporate, and Federal Government organizations earning approximately \$50K yearly to purchase new equipment. His new book "*Television Production and Broadcast Journalism*" is published by Goodheart-Willcox, Co., Inc. and will be available for purchase at the convention. Phil is passionate about sharing his successful curriculum design with fellow TV broadcasting instructors.