

PROFESSIONAL AND TRAINING SESSION TITLES AND DESCRIPTIONS

Acing That Important Interview: Secrets Revealed

Phil Berman and Jaimee Rashbaum

With three decades of producing experience between us, we'll show you how to prepare for the professional world in college, how to put a resume tape together, and how to set yourself apart from the thousands of other people who want the same job as YOU!

Adobe Audition Workshop: Pro Audio for your Video (Training Session – additional charge)

Dave Cornelius

Adobe Audition is audio editing software that speeds up production for video, radio, music, games, and more - with uncompromising sound quality and intuitive workflows. Learn the basics and put them to use today on your STN Contests!

Assignment America and on the Road

Les Rose

Feature storytelling without the dart but still with heart: Next level feature storytelling and how to make your stories better in every way.

Audio 101

Michael Mazzetti

Audio for Video is becoming a lost art. We will cover everything from basic audio rules to how to properly operate a mixer. Learn proper micing techniques and what to avoid. We will talk audio gear selection. If you are having problems, we will try to solve them. Please bring you questions, as others are likely to have them too.

Baby Daddy (Building of a Sitcom)

Grant Bochantin

This session will focus on the production and post-production of ABC Family's Baby Daddy. From table read to final delivery we will look at the steps of how a successful sitcom is built. **Baby Daddy is rated TV-14 may contain high school level subjects**

Be Prepared, Be Flexible

Carly Danek

Today you interview the governor. Tomorrow a house explodes. You never know what could happen on any given day when you cover the news. Whether it's the weather, angry neighbors, or a breaking story, we'll talk about how to prepare yourself when you don't know what to prepare for.

Beauty and the Beast

Ken Stone

The classic fairy tale has an important lesson for people who want to be on camera. We will talk honestly about how important "the look" is for TV news, how it is changing in today's media world, and how your dreams can come true!

Behind the Scenes: The Magic of STN's Live Shows

Ken Kebow

What goes on "Behind the Scenes" on a live show at STN is a fascinating process with a dozen crew people and hundreds of pieces of machinery working "in sync" to produce the live entertainment. Join three veterans of the live production business as they walk you through the elements of what makes a live program tick.

Big League Reporting

Tom Feuer, Ben Wong and Haley Dawson

Sports news doesn't get any bigger than reporting on the Olympics! Veteran Olympic producer and Cronkite Sports leader Tom Feuer shares his adventures in Rio. And Cronkite School sports journalists share their experience reporting from the sidelines in LA sports.

Blueprint for Great Stories

Dean Staley

There are tried and true structures, elements, and techniques for putting together a good story and a great story. You will watch Emmy award winning stories and learn from the pros what ingredients and techniques brought them to life.

Breaking the Ice

Les Rose

As broadcasters, we encounter all types of people. This session will focus on effectively breaking the ice, with kindness and consideration, giving you a great interview. Here's how to put your subject at ease, step by step.

Bridging the gap between Narrative Filmmaking and The News

William Kavan

Everything is a story to be told, the trick is where to tell it. Audiences for informational entertainment shows, commonly called "The News", have been developing their viewing habits from movies and YouTube. How can you use that to your advantage?

Bring It On!

Ken Stone

As a news director and college instructor, Ken worked with reporters on how they could make their stories award winners. Do you have a story that didn't work as well as you wanted? Bring It On a thumb drive (mp4, wmv or H264 mov) – we'll make it better!

Cheap Tricks add Using Sticks

Les Rose

Sound, Light and Production Techniques to help make your story a great news piece. In this session, you'll learn how to use music, voiceover, background noise lighting and production techniques to make your story flawless.

Drones 101: Creating a career with Aerial Video (Training Session – additional charge)

Josh Friedman

Whether you've tried taking your photography to the drone level or not, this session will provide all the answers and inspire you in this new adventure. You'll learn about the various uses for drones, how to choose the industry that's right for you and develop your entrepreneur skills, how to fly a drone, start a business and be one of the first to operate in this world.

Edit While You Shoot: You'll Thank Yourself

Carly Danek

Do you ever get frustrated in the edit bay because you don't have the shot you need? Not exactly sure how your story is going to end? You can do something about it! And it starts well before you sit down at the computer.

Entrepreneurialism: Taking the Leap

Misha Tenenbaum

For those hesitant to take risks, essayist John Burroughs famously advised: "Leap, and the net will appear." But when it comes to trading in the stability of a traditional career for a chance at being your own boss, where do you begin? Misha offers insight and advice from his own transition from film and television editor to start-up CEO. Includes product/service conception, market fit, market analysis, and scaling a company.

Every Reporter Has a Selfie Stick: How Social Media Impacts News Jobs

Wesleigh Olge

The role of social media in newsrooms today and tips to have the best presence online. My station uses Instagram, Snapchat (with geofilters!), Facebook Live, selfie sticks and more!

Everybody Has a Story

Les Rose

In this famous STN session, you'll take a nostalgic trip with Les, who has covered some of the best, most compelling stories over the past 25 years of his broadcasting career. These great stories were successful and can provide lessons for participants interested in storytelling and human interest pieces.

Facebook One Take Videos

Dave Wertheimer

Two ways of shooting one take videos for Facebook. Live is one way, posting a video is another. Learn techniques to make your upload successful and memorable.

Fake News Panel

Mark Lodato, Dean Staley, Hetty Chang and Carly Danek

How do you know whether the "news" you shared is true or false? Professional journalists share tips about fact-checking on deadline, verifying photos and videos, finding truthful sources, and recognizing #fakenews before you share it. An interactive session with the pros – bring your questions!

Freeform's Shadowhunters (the post of a heavy VFX show)

Grant Bochantin

This session will be a guide through the post production process for the hit Freeform (ABC Family) show *Shadowhunters*. We will discuss everything that goes into the post production of the heavy visual effects show. **This show is TV-14 for violence and may contain high school level subjects.**

From Phone to Finish (Training Session – additional charge)

Dave Cornelius

Learn the workflow that captures your video on a smart phone, transfers to Premier Pro and outputs professional pieces. Forget about YouTube – this is real life production that you can sell, share and be proud of.

Hometown to Hollywood

Andrew Jenks, Tom Oliva, Brian Lindenbaum

Take a step closer to Hollywood as you sharpen your lens by watching some of the best student films ever created! We'll tap into the AAHSFF vault of award-winning student films to share powerful tools and techniques that you can use to compete at the highest level.

How the Eyes Works

Dave Wertheimer

Wide, medium, tight, super tight, action, reaction. In news and documentary work steady sequenced video is preferred. How and why are explained in this session.

How to Teach Video Production in a Classroom

Craig Moffat

We will demonstrate how easy it is to teach or learn video production using the Educator's Production Bundle. It offers all the components that you may need for your production. Whether you are a novice or a video production expert, we make it easy for you by taking the guess work out of your equipment workflow. Every video component in this bundle is designed to work together seamlessly. Training sessions will cover how to produce professional morning announcements, chroma-key effects, and how to stream to the school/CDN.

I'm in School, I Want to Work in TV, Now What?

Phil Berman

So you want to work at a TV network in a big city? This session will cover what it takes to get there. You have to start small, building relationships and gaining lots of experience along the way. It's real-life advice from a former TV journalism student who's "been there, done that."

Increase Your Engagement in a Snap

Ashley Porter and Ross Bauman

Feel free to snap or tweet during this session as we talk about leveraging social media networks to motivate your audience to participate in your broadcast and generate engaging content that you can use on-air.

Is Facebook the New TV? Old School Media on Social Media

Geoff Kaufman

Traditional news/entertainment outlets are increasingly building a presence on social media platforms like Facebook, Snapchat, and Instagram. We'll discuss how media on these platforms differs from what we're used to seeing on television.

It Wasn't Easy, But I Got a Job: One Morning Anchor's Journey

Wesleigh Olge

Walking through my journey from high school video production student to morning anchor and reporter at a market 24 news station. What to look for in a college and how to land that first, second and third job. I've learned a lot of lessons along the way!

Keep Calm and Export Like a Champ

Dana Loucas

You will learn how to be an export ninja. You WILL make your deadline, and you WILL save your file out correctly. Don't let a bad export disqualify you from any competition! We'll be talking about different codecs, aspect ratios, frame rates, and how to make sure you save your file out RIGHT and on time!

Keep it Simple Sweetie

Dave Wertheimer

KISS, Keep it Simple Sweetie. Do not try and cram a 100 pounds into your story when only one pound is memorable. This session will work on how to focus your story when you have too much, and need to keep it simple.

Know Your Rights

Dave Wertheimer

"You can't shoot here! Turn that camera off! I don't want to be on TV." Know your rights and what to say when confronted in a First Amendment situation.

Legit and Low Budget: Secrets for Successful Low Budget Film Crew

Andrew Jenks, Tom Oliva, Brian Lindenbaum

Everything you need to make your next big idea a reality from the guys who have seen it done thousands of times. Ideation, scriptwriting, location scouting, acquiring professional actors: We've got you covered!

Lighting

Dave Wertheimer

Serious lighting can make a story more professional. From no lights to many, this session will show how to light an interview.

Media Production Jobs of the Future

Jesse Gilbert

Get an overview of emerging technologies, how they will impact the media production market, and how you can take advantage of new opportunities in this fast-moving field.

Meet the Team: The Making of the Joint SEE/STN US-Russia TV Bridge

Denis Rogatkin, Maksim Nogin, Jacki Romey, Lee Giat, Daniel Pursell, Ricky Kidder, Nikita Kulikov, Gleb Paramonov, Anna Khrebtova, Dimitii Lebedkin

Hear the US and Russian Anchors describe both their travel and the production process of the first episode of the TV Bridge. Learn how you can participate in future TV Bridge episodes, and about the contest to pick the next anchor team selected to travel to Russia.

Natural Sound Stories

Dave Wertheimer

Cinema Verte or Nat Sound packages can be a powerful way to tell a story, without audio track. This session will emphasize this storytelling technique of telling stories without a reporter voice.

Next Level Anchoring

Dan Staley

Students will be given the opportunity to practice and critique their peers' work. A discussion of techniques for anchoring will give students new skills to use during a long and successful career in broadcasting.

No video? No worries. Time to get creative

Carley Danek

You've got an interesting story, but no video to support what you want to say. We'll tackle ideas on how to use still photos, websites, file video and effects to help tell your story well.

Oral History Filming Techniques: Documenting Courage & Effecting Change

Andy Sacher, Bill Povletich and Yvonne Marie Andres

Learn special techniques used to create inspiring oral history interviews. TheLavenderEffect.org and EvolutionUSA.com will share experiences documenting heroic stories of LGBTQ and allied Pioneers. Partner GlobalSchoolNet.org will give you the inside track to compete for \$950 in cash prizes and recognition in the LGBTQ HISTORY Student Filmmakers Competition.

Producing the STN Collaborative Documentary on Disabilities

Jacki Romey and Student Producers

This year's collaborative documentary project involved schools from across the country exploring one topic. Each school produced a story on how their community is helping disabled people to go "Beyond Limits" to reach their potential. This session will discuss how the teams worked within their community and how the final program was produced.

SEE Workshop: How to portray People with Disabilities in Film

Emily Beitikis Smith

Learn from US and Russian experts about the portrayal of the experiences of People with Disabilities through film.

Shooting with a Pro (Training Session – additional charge)

Les Rose and Dave Wertheimer

How do you find a story on a tight deadline – or when there's absolutely nothing to shoot? How can an ordinary object be captured through the lens to become extraordinary? How can you up your game with the latest in pro shooting techniques? This session will answer your questions and walk you step by step through the process. This is one of STN's most popular training sessions so sign up early.

Shot in a Day

Les Rose

Small towns have big stories to tell. This session will show how even local liaisons and life can turn into what you see on the nightly news. These local stories are rapidly shot but still come out just as good as the rest, with humor and heart.

Small Doc; BIG Client

Ken Kebow

Producing a documentary on Disney Legend and Imagineer Rolly Crump was only the beginning in the creation of the award-winning *The Whimsical Imagineer*. Working with Disney to license footage was another adventure. Join Kebow to hear about how he worked successfully with Disney and learn what he did to not only successfully license the needed footage but also create a close working relationship with The Walt Disney Company.

Social Media: When Your Audience Becomes Part of the News

Phil Berman and Carley Danek

Facebook, Twitter, Instagram... social media is the new norm when it comes to delivering the news. From the viewpoints of a producer, a reporter/anchor, and a photographer...we'll show you how it makes our jobs easier and tougher at the same time. And – hear how to make sure that viral video is the real deal before putting it on the air.

Sound Decisions

Dave Wertheimer

Sound is more important than video in storytelling. This session will work with all types of examples of making seamless audio a part of your production.

Special Delivery

Ken Stone

Do you hate your voice when you read voiceovers or appear on camera? Actually, your VOICE is fine – it's your DELIVERY that needs work. That's because no one has ever taught you the tricks professionals know. In just 50 minutes, Ken can make your voice sound more natural and professional.

Standups

Dave Wertheimer

A visual journalist sometimes has to be in a story. This session will show examples of reporter involvement in the story that resulted in a successful story.

Stay "Current"

Jaimee Rashbaum and Ashley Porter

Producing content for your student broadcasts on a daily, weekly or monthly basis? Struggling with how to come up with compelling content? Join two TV journalists turned teachers with tips on getting the best content, including finding ways to “localize” current events, capitalize on your school events and more!

Storytelling Secrets

Joe Fryer

What makes a story memorable? When it comes to video storytelling, you need to find great characters, capture compelling moments, and then write and edit a focused story filled with powerful reveals. This session will uncover useful storytelling secrets.

Survival Strategies for Journalism in the Digital Age

Corinne Crockett

Journalism as we know it is on the cusp of a revolution. Traditional media models like network news are under attack by revolutionary user-influenced experiences. As young journalists, we are at the core of what will happen and we can influence it. Will journalism survive? Find out.

The Daily Grind- Producing a Compelling Live, Daily Morning Broadcast

CHSTV Students

Morning announcements can be boring. In this session, Carlsbad High School students will share strategies for producing a compelling daily, live broadcast that includes live guests, interesting stories, live entertainment, live remotes and audience interaction. Learn how to involve the audience while producing a fast-paced award-winning professional broadcast.

The Music Profile: Beyond the Stage

Les Rose

As with all the stories, what makes the story great of a musical artist is going far beyond their song. In this session you will learn to crack open eccentric personalities and get to know the artist behind the music.

The Signal in the Noise: How Big Data Will Change Filmmaking

Misha Tenenbaum

Filmmaking is about to experience its Money Ball moment, where big data will begin to inform our creative decision making processes. Misha Tenenbaum, CEO of EditStock.com will explain how data will shape the way we teach editing in the future.

They Don't Pay Me Enough for This

Ken Stone

You're the English or Social Studies teacher who got put in charge the school's video curriculum. Ken's experience in newsrooms and classrooms may help you reshape your program and improve your students' work. Extra credit if you bring a show sample on a thumb drive (mp4, wmv or H264 mov)! **TEACHERS ONLY**

Unveiling a US-Russia Initiative on Media and Disabilities

US-Russia Social Expertise Exchange

Get an exclusive look at this new SEE/STN project about portraying People with Disabilities in the media. Learn about a once-in-a-lifetime opportunity for your team to travel to Russia and capture narratives of People with Disabilities together with Russian peers.

Want to Work in Television?

Michael Mazzetti

As you enter the world of Television Production, you need to be the one who is above all the rest. It's the little things that will make you be noticed. We will share stories of how others before you were able to get their break into the business. This is an open discussion, be prepared to participate. Bring your questions and maybe we will have the answer.

Why Journalism matters (More than Ever)

Les Rose

In the fast paced world of Social Media and information overload, it's more important than ever that the journalist really represents the facts and knows that their stories can really change lives.