

**Freedom Forum Diversity Institute
Multimedia Journalism and Storytelling (MCOM 325, three credit hours)**

**American Indian Journalism Institute
Schedule for June 12-21, 2009**

**Al Neuharth Media Center
The University of South Dakota
Vermillion, South Dakota
www.freedomforumdiversity.org**

SCHEDULE OF EVENTS

Instruction in digital story telling: multimedia skills including audio gathering, audio editing, digital photography, audio slideshow production and video recording and editing.

Friday, June 12

8:30 a.m. – 3:00 p.m.
Freedom Forum offices

Registration. At their convenience, students meet one-on-one with Jack Marsh in his office. Students complete paperwork with Janine Harris and pick up materials, supplies in advance of the opening session at 4 p.m.

4:00 p.m. – 6:00 p.m.
1st floor Conference Room

Welcome, orientation and introductions. Students, staff and faculty meet to discuss expectations, code of conduct, review curriculum and agree on goals. Students introduce one another. Staff and faculty introduce themselves.

Moderator: Jack Marsh

6:00 p.m. – 7:00 p.m.

Cookout-style dinner at the Al Neuharth Media Center.

7:00 p.m. -- 9:00 p.m.
1st floor Conference Room

Opportunities and the future of journalism. A candid after-dinner discussion about career opportunities in journalism and best ways to prepare for success.

Discussion leaders: Al Neuharth and Jack Marsh

9:00 p.m. – 9:30 p.m.
2nd floor classroom

Blog entry and individual headshots of students. Directions and posting for AIJI website.

Instructors: Val Hoepfner and Anne Medley

Saturday, June 13

7:30 a.m. – 8:15 a.m.
Al Neuharth Media Center

Breakfast

8:30 a.m. – 10:00 a.m.
2nd floor lecture hall

The First Amendment: foundation of freedom.

1) A discussion of the amendment's history and importance, and the public's knowledge and attitudes. 2) Showing of the Newseum film "45 Words."

Instructor: Gene Policinski

10:15 a.m. – 11:15 a.m.
2nd floor classroom

Developing story ideas. Being nose-y, observant and informed.

Instructor: Denny McAuliffe

11:30 a.m. – 12:30 p.m.

Research and reporting. Primary and secondary sources. Diversity. Online research.

Instructor: Joe Grimm

12:30 p.m. – 1:30 p.m.

Lunch at the ANMC

1:30 p.m. -- 2:30 p.m.
2nd floor lecture hall

Interviewing. Preparation. Conducting interviews. Note-taking.

Instructor: Chuck Baldwin

2:45 p.m. – 3:45 p.m.
2nd floor classroom

Accuracy. How leading professionals get it right. The pencil-check system and others.

Instructor: Denny McAuliffe

4:00 p.m. – 5:30 p.m.
2nd floor lecture hall

AP style and grammar: A refresher

Lead instructor: Joe Grimm

5:45 p.m. – 7:00 p.m.

Dinner at the ANMC

7:00 p.m. – 8:30 p.m.

Writing: Part I. Leads, first five paragraphs, story organization and flow. At end of lesson: Distribution of story assignments for Sunday afternoon, by Chuck Baldwin.

Lead instructor: Denny McAuliffe

8:30 p.m. – 9:00 p.m.
2nd floor classroom

Blog entry. Posting to AIJI website.

Instructor: Val Hoepfner

Sunday, June 14

7:30 a.m. – 8:15 a.m.
Al Neuharth Media Center

Breakfast

8:30 a.m. – 10:00 a.m.

What is multimedia? A brief

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| <i>2nd floor lecture hall</i> | description of multimedia techniques and examples of multimedia journalism. <u>Instructor:</u> Val Hoepner |
| 10:15 a.m. – 11:45 a.m. | Basic photography instruction. How the camera works; composition; how to tell a story with photographs. <u>Instructor:</u> Val Hoepner |
| 12:00 p.m. – 1:00 p.m. | Lunch at the AI Neuharth Media Center |
| 1:00 p.m. – 5:00 p.m. | Writing: Part II. Completion of a story assignment on deadline. A hands-on exercise in reporting, writing and the editing process. Each student is assigned a story and an editor. <u>Lead instructor:</u> Denny McAuliffe joined by other faculty. |
| 6:00 p.m. – 7:00 p.m. | Dinner at the AI Neuharth Media Center |
| 7 p.m. – 8:30 p.m. | Journalism ethics in a digital age: “You Be the Editor.” Case studies. How would you handle the situation? Discussion of ethics regarding multimedia and online. <u>Lead instructor:</u> Chuck Baldwin |
| 8:30 p.m. – 9:00 p.m. <i>2nd floor classroom</i> | Blog entry. Posting to AIJI website. <u>Instructor:</u> Val Hoepner |

Monday, June 15

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| 7:30 a.m. – 8:15 a.m. <i>Commons Dining Hall in dormitory complex</i> | Breakfast |
| 8:30 a.m. – 10:00 a.m. <i>2nd floor Lecture Hall</i> | Basic audio skills. How to record; how to interview; natural sound. <u>Instructor:</u> Anne Medley |
| 10:15 a.m. – Noon | Basic photography and audio assignment. Working in teams, shoot 15-25 photographs and record audio for a Soundslide project. |
| Noon – 1:15 p.m. | Lunch at the AI Neuharth Media Center |
| 1:30 p.m. -- 4:00 p.m. <i>Lab</i> | LAB: Audio editing lesson using Audacity. Create 60-second sound piece to accompany photographs. <u>Instructors:</u> Val Hoepner, Anne Medley, Bre Roy |
| 4:00 p.m. – 5:45 p.m. <i>Lab</i> | Basic photography editing. Photoshop lesson. Edit first assignment. <u>Instructors:</u> Val Hoepner, Anne Medley, Bre Roy |

5:45 p.m. – 7:00 p.m.

Dinner at the Al Neuharth Media Center

7:00 p.m. – 9:00 p.m.
Lab

LAB: Putting it together with Soundslides.

9:00 p.m. – 9:15 p.m.
2nd floor classroom

Blog entry. Posting to AIJI website.
Instructor: Val Hoepner

Tuesday, June 16

7:30 a.m. – 8:15 a.m.
*Commons Dining Hall
in dormitory complex*

Breakfast

8:30 a.m. – 10:00 a.m.
Lab

LAB: Continue working on Soundslides

10:00 a.m.

LAB: Soundslide Deadline.

10:15 a.m. – 11:00 a.m.
2nd floor lecture hall

Show and critique Soundslides in class.
Critique by Val Hoepner and Anne Medley.

11:00 a.m. – Noon
2nd floor classroom

Blurb writing for multimedia and the web.
Entice viewers to watch multimedia stories with informative,
interesting and well-reported blurbs and headlines.
Instructor: Denny McAuliffe

Noon – 1:15 p.m.

Lunch at the Al Neuharth Media Center

1:30 p.m. – 2:15 p.m.

Introduction to video storytelling. Multimedia journalism in
practice.
Instructors: Anne Medley and Val Hoepner

2:30 p.m. – 3:30 p.m.
2nd floor lecture hall

Introduction to equipment. Video camera, tripod,
microphones.
Instructors: Val Hoepner, Anne Medley, Bre Roy

3:45 p.m. – 5:45 p.m.
Al Neuharth Media Center

Hands-on exercise. Video interview/World Champion, 60
seconds.

5:45 p.m. – 7:00 p.m.

Dinner at the Al Neuharth Media Center

7:00 p.m. – 10:00 p.m.
Lab

LAB: Introduction to video editing using FinalCut.
Ingest video, playback, record, timeline, mark in/mark out, add
to timeline. Begin edit of World Champion interviews.
Instructors: Val Hoepner, Anne Medley and Bre Roy

Wednesday, June 17

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| 7:30 a.m. – 8:15 a.m. <i>Commons Dining Hall in dormitory complex</i> | Breakfast |
| 8:30 a.m. – 11:00 a.m. <i>Lab</i> | LAB: Continue working on videos. <u>Instructors:</u> Val Hoeppepner, Anne Medley, Bre Roy |
| 11:00 a.m. | LAB: Deadline, export videos. |
| 11:15 a.m. -- Noon | Watch and discuss videos. |
| Noon – 1:15 p.m. | Lunch at the Al Neuharth Media Center |
| 1:30 p.m. – 2:30 p.m. <i>Lab</i> | Video story assignments, reporting time <u>Instructor:</u> Val Hoeppepner |
| 2:45 p.m. -- 5:45 p.m. | Assignment: 60-second video story. Working in teams, shoot a video story. |
| 5:45 p.m. – 7:00 p.m. | Dinner at the Al Neuharth Media Center |
| 7:00 p.m. – 10:00 p.m. <i>Lab</i> | Edit video stories <u>Instructors:</u> Val Hoeppepner, Anne Medley, Bre Roy |

Thursday, June 18

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| 7:30 a.m. – 8:15 a.m. <i>Commons Dining Hall in dormitory complex</i> | Breakfast |
| 8:30 a.m. – 11:45 a.m. <i>Lab</i> | Continue editing 60-second video story. <u>Instructors:</u> Val Hoeppepner and Anne Medley |
| Noon – 1:15 p.m. | Lunch at the Al Neuharth Media Center |
| 1:15 p.m. -- 2:45 p.m. <i>Lab</i> | Final edits: Deadline 2:45 p.m. |
| 3:00 p.m. – 4:30 p.m. | Watch and discuss video assignments |
| 4:30 p.m. – 5:30 p.m. | Assignments for Czech Days/reporting time |
| 5:45 p.m. – 7:00 p.m. | Dinner at Al Neuharth Media Center |
| 7:00 p.m. – 8:00 p.m. | The Resume Doctor. Resumes and portfolios. Effective ways to get and keep a job, even in tough times. <u>Presenter:</u> Joe Grimm |

Friday, June 19

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| 7:30 a.m. – 8:15 a.m. <i>Commons Dining Hall in dormitory complex</i> | Breakfast |
| 9:30 a.m. | Meet at Al Neuharth Media Center. Depart for Tabor Czech Days |
| 11:00 a.m. | Start of Czech Days events |
| 11:45 a.m. – 12:30 p.m. | Meet for lunch at VFW |
| 1:00 p.m. | Giant Parade/Czech Days |
| 3:00 p.m. | Kolace Baking Demonstration/Czech Days |
| 6:15 p.m. | Polka Dance Off/Czech Days |
| 7:00 p.m. | Meet at the vans, drive to Yankton for dinner |
| 9:00 p.m. | Return to Vermillion and GO TO BED |

Saturday, June 20

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| 7:30 a.m. – 8:15 a.m. <i>Al Neuharth Media Center</i> | Breakfast |
| 8:30 a.m. – 11:45 a.m. | Edit video stories from Czech Days |
| Noon – 1:15 p.m. | Lunch at the Al Neuharth Media Center |
| 1:30 p.m. – 5:30 p.m. | Edit video stories from Czech Days |
| 5:30 p.m. – 6:30 p.m. | Dinner at the Al Neuharth Media Center |
| 6:30 p.m. – 8:00 p.m. | Finish video stories from Czech Days |
| 8:00 p.m. – 9:00 p.m. | Watch and discuss video stories from Czech Days |

Sunday, June 21

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| 7:30 a.m. – 8:15 a.m. <i>Al Neuharth Media Center</i> | Continental Breakfast |
| 8:30 a.m. -- 9:45 a.m. | Rules of the Room: Achieving success with a proper attitude and responsible, ethical behavior; learning from the past mistakes of others. <i>Instructor:</i> Jack Marsh |

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| 9:45 a.m. – 10:00 a.m. | Class photo. |
| 10:00 a.m. – 10:30 a.m. | Written critiques of AIJI, followed by discussion. |
| 10:30 a.m. – 11:15 a.m. | Next steps: “AIJI is over, what do I do now?” <i>Instructors:</i> Entire faculty |
| 11:30 a.m. – 1:00 p.m. <i>Conference room</i> | Graduation luncheon. Honoring of students. Benediction and farewell. Adjournment no later than 1 p.m. |
| 2:00 p.m. | Dorm closed. Final departures. |