Interview Techniques
In this session, participants will discuss what they can do before, during, and after interviews to get the most out of their sources. Specific topics include pre-interview preparation, picking the right place and time for an interview, and phrasing questions in ways that encourage thoughtful responses.

Taking Photos
This workshop covers the basics of news photography, including how to compose a photo, considering lighting, and editing photos after they've been shot. Previous knowledge of photography is not required, nor is familiarity with sophisticated cameras.

Diversifying Your Coverage
Do you understand your audience? Are you covering all of your constituencies? This workshop will help participants understand their audiences, become familiar with their interests, and bring those interests into a more diverse publication.

Designing Newspapers and Other Publications
In this hands-on seminar, participants will learn how to take raw news materials and package them into a print news product. Specific topics include planning a page layout, writing headlines, and organizing stories on the page. The seminar will be especially helpful for students who design and lay out print products (newspapers or magazines).

Social Networking
How are reporters using popular social media tools, such as Twitter and Facebook, to gather and distribute news? This seminar focuses on the use of social media as a reporting tool, and also as a way to build community among your readers.

Web Design Basics
In this seminar, participants will learn the basics of effective Web design, including how to work within templates and how to display stories, photos, and other news elements in a way that is appealing to readers.

Adviser Brainstorming Session
This roundtable discussion will give student newspaper advisers the opportunity to discuss ways to motivate students, generate interest, and explore any specific questions, challenges, and opportunities they may have.
Making a Digital Magazine for the iPad
In this workshop students will use iBooks Author to incorporate text, images, video and audio into a functioning electronic magazine. Students will publish a digital magazine about the entire workshop, which will become available on iTunes.

Writing Editorials and Columns
Writing opinion usually takes as much research (if not more) than writing regular news stories. Participants in this seminar will discuss why that is important, and they will also consider various styles and techniques for writing solid opinion pieces.

Writing for Video
This seminar considers the nuts and bolts of writing for the ear. Participants will learn how to prepare a script for broadcast.

Engaging Your Readers: How can you connect with the people you write about? How can you get more people interested in what you do? In this seminar, participants will discuss how to foster new levels of interactivity between student media outlets and their readers/viewers.

Developing Better Story Ideas
What do your readers need to know? What do they want to know? The first step in journalistic sleuthing is finding out what we don’t know, and figuring out how to get that information. Participants in this seminar will learn how to find those stories by looking beyond the obvious.

Writing for Print
This seminar explores the basics of news writing, including the importance of style in writing, maintaining consistency, and the art of crafting a great story lead.

From Notebook to the Web
Participants will discuss the reporting basics that follow a story from the idea phase, through the interviews, to what appears on a Web site.

Sports Coverage that Connects
Your readers know the score, but can you give them more out of sports coverage? In this seminar, participants will discuss sports stories that go beyond the bouncing ball.

Blogging
This seminar covers some of the nuts and bolts of blogging, including developing an idea for a blog, coming up with post topics, and maintaining consistency on a blog.

Broadcast Producing
It only looks like magic. There are many steps and lots of hard work between a story assignment and a polished newscast. In this seminar, an experienced television news producer will walk participants through those steps.

**Long-form Storytelling**
The longer and more complex a story becomes, the more difficult it is to execute. In this seminar, participants will learn how to plan, organize, and write longer news and feature stories, as well as multi-part series.

**Slideshows and Other Web Devices**
This seminar will explore some basic, easy-to-execute online storytelling techniques, including slideshows, online maps, timelines, and other interactive Web elements.