

J Day's INTENSIVE SERIES on Friday night

One of the things that we are really excited about is a new addition to our J-Day schedule. Instead of offering a traditional keynote and class sessions on Friday night (we're going to save those for the Saturday program), we're going to offer something we're calling the "Intensive Series".

Students and advisers will pre-register for these special 90-minute workshops. The goal is for these sessions to be ACTIVE – to get an opportunity to practice some skills and / or create something that will be useful for you to bring back to your pub room.

We'll have students and advisers from newspaper, yearbook, broadcast, online and lit mag represented -- these intensive sessions will offer something no matter what publication you work on.

Here are your choices:

MOBILE JOURNALISM

with Erinn Harris & Lindsay Benedict
Utilizing audio and video efficiently can be daunting, but with mobile journalism, you can easily – and quickly – add multimedia to your existing publications just by using a device that never leaves your side: a Smartphone. Journalists will learn a variety of ways to create video and audio pieces that will be ready for publication at the end of the session.

Please bring your Smartphone and/or Pad.

Prior to the session, please download the free app Voice Record Pro.

COVERAGE / KEEPING CURRENT

with Sarah Nichols

It's important for your publications staff to be observant to the trends around you and finding ways to incorporate them into your publication. Did your publication cover Gangnam style last year? Are you using social media to track trends and identify emerging stories? Does your publication look like it belongs in 2014? Are your color and design choices influenced by current trends?

Please bring your Smartphone

PHOTOGRAPHY – PLAYING WITH LIGHT

with Bradley Wilson

How do you get a great picture when you have to shoot in a dimly lit auditorium? How do you capture great action under the florescent lights of a classroom? The focus of this intensive workshop will be how to work with different lighting conditions and the equipment that you have to capture the best images.

Please bring your camera.

ONLINE

with Chris Waugman

Does your publication have a meaningful online presence? Are you breaking stories on a regular basis, interacting with your readers, and posting original content that people cannot get anywhere else – including your print publication? Do you need a process for getting content posted on a regular basis?