

This is a high energy and highly practical day of storytelling, photojournalism and online investigative training. The full day workshop is lead by The Poynter Institute's Al Tompkins and CBS News Photojournalist Les Rose. These two are among the most requested journalism trainers in America. Tompkins is a 30 year National Emmy winning broadcasting veteran who author's Al's Morning Meeting and the widely used textbook "Aim for the Heart." Les Rose is the photojournalist behind the National Emmy winning "Everybody Has a Story" segments with Steve Hartman. At the seminar you will learn: How to "think visually" even when it seems there is nothing to shoot. Learn how to develop memorable characters even in a quick "daily turn". Find out how to achieve the critical skill of lighting in a HD world. And find just about anything about just about anyone online (for free.) Al will go WAY beyond Google and even give you a CD chock full of hundreds of his favorite websites to mine the treasures of the web. Who should attend?: All TV and online video journalists and any print journalist who needs to learn video for online multimedia storytelling. Al and Les will help photojournalists who need to learn how to write, reporters who need to learn how to think visually, producers who need to find focus for the stories in their newscasts, newsroom leaders who need the skills of coaching others to stronger stories. Whatever your skill level, they will push you forward.

Time: 8:30 to 5:00pm

Cost: \$75 per person for NATAS members, \$100 per person for non-NATAS members, \$35 for student NATAS members, \$40 for non-NATAS members. Group Discount: Groups of 5 or more from a station with NATAS members at \$65.00 each. A box-lunch will be provided.