

SUNDAY, JUNE 12

6:00 p.m. Welcome Reception
(Hilton St. Petersburg Bayfront)

MONDAY, JUNE 13

8:00 a.m. Breakfast

8:30 a.m. Creating a Document-Driven Newsroom

Explore how freedom of information laws work, and examine the rights and responsibilities of the press. Topics in this session include: creating a document-driven thought process in the newsroom; learning FOIA jargon; negotiating for information; conveying why access is essential to democracy; knowing the law and your rights; and practical uses of public information. Learn how FOI laws can be used to create quality journalism and get some ideas for producing stories of your own. (Speaker: Charles Davis, associate professor, University of Missouri)

11:00 a.m. Diversity

When you think multi-dimensionally, you get better stories. Learn about the theories and strategies behind diversity, the dangers of unintentionally turning off audiences, and ways to make inclusion work for you. We'll discuss story development and tactics for winning support for your story ideas. (Speaker: Kenny Irby, senior faculty, The Poynter Institute)

1:00 p.m. Lunch and Partner Meetings

(Gear for story assignment handed out at this time)

2:30 p.m. Story Planning and Interviewing

Learn how to improve your time management and do a better job of reporting on the front end. You'll get concrete advice for conducting stronger interviews, which you can turn into more compelling stories. (Speakers: Victoria Lim, reporter/anchor, Bright House Sports Network and Deb Wenger, professor, University of Mississippi)

3:30 p.m. Story Fact-Finding and Shooting

In this multi-part, hands-on exercise, you'll hit the street to turn a story, using the skills you've learned so far. We'll put you into teams of two or more to get those creative juices flowing and get you on your way to producing a powerful news package. (Speakers: Victoria Lim, reporter/anchor, Bright House Sports Network and Deb Wenger, professor, University of Mississippi)

6:30 p.m. Dinner @ Poynter

TUESDAY, JUNE 14

8:30 a.m. Ethics, Values and Responsible Reporting

Review the principles of SPJ's Code of Ethics. Dig deeper into these essential topics: the process of making sound, defensible decisions; understanding, avoiding and disclosing conflicts of interest; the reporter-source relationship; plagiarism and attribution; leading ethics conversations in your newsroom; ethics and your personal life; understanding your own thresholds; and accountability to the public and the profession. (Speaker: Hagit Limor, investigative reporter, WCPO-TV; national president, Society of Professional Journalists)

10:30 a.m. Broadcast Writing and Storytelling

Whether you're banging out teases or reporting a package, you'll learn how to take even the dullest content and turn it into more compelling copy. This session reinforces the basics, including how attention to writing details can help avoid legal and ethical trouble. (Speaker: Al Tompkins, senior faculty broadcasting and online, The Poynter Institute)

1:00 p.m. Lunch & Ask the Expert

An opportunity for Reporters Institute participants to talk frankly about the journalism industry. (Speaker: Hagit Limor, investigative reporter, WCPO-TV; national president, Society of Professional Journalists)

2:30 p.m. Story Writing and Editing in Computer Lab

Building on the skills you've acquired in the workshop, you'll take your story's raw materials and begin the writing and editing process. Your goal is to produce a package that incorporates the workshop's best practices. (Speakers: Victoria Lim, reporter/anchor, Bright House Sports Network and Deb Wenger, professor, University of Mississippi)

6:00 p.m. Dinner on Your Own

WEDNESDAY, JUNE 15

9:00 a.m. Story Review & Peer Critiques

This is your chance to strut your stuff and see what worked and what didn't in your workshop stories. You'll get feedback you can use to make your next package a masterpiece. (Speakers: Victoria Lim, reporter/anchor, Bright House Sports Network and Deb Wenger, professor, University of Mississippi)

11:00 a.m. Closing Discussion

Noon Lunch and Departures