

MULTIMEDIA JOURNALISM: Challenges and Opportunities

Saturday, May 3, 2008: 8 a.m. to 5 p.m.

Sponsored by Region 2 of the National Association of Hispanic Journalists

LOCATION: City University of New York (CUNY) Graduate School of Journalism, 219 W. 40th St. (between 7th and 8th Avenues) NY, NY 10018

COST: \$40 NAHJ members/\$20 NAHJ student members/\$50 non-NAHJ members

This one-day workshop will introduce journalists to multimedia options available for telling stories. Participants will learn how to plan and produce work that integrates copy, audio, video and photographs into compelling multimedia stories. You will also be exposed to basic media technologies and equipment necessary to produce on-line gems. After a short introduction to each seminar, presenters will familiarize participants with different digital tools for storytelling.

SCHEDULE

8am-9am

Registration

9-10am

Multimedia Overview

What will journalists need to know and learn to succeed in an online journalism world? What are the multimedia components that enhance a journalist's ability to produce compelling stories online? Planning, building and assembling a complete story package using new media.

Panelists:

- Lexi Mainland, Web Producer, The New York Times
- Shazna Nessa, Director of Multimedia and Graphics, The Associated Press
- Sandeep Junnarkar, Associate Professor-Interactive, CUNY Graduate School of Journalism.

WORKSHOPS

10:30 - Noon

1. Podcasting and the art of audio production.

Presenters:

- Derrick Henry, Web Producer, The New York Times
- Russ Contreras, Online Reporter, The Boston Globe

2. How I/we did it. Putting together a multimedia package

Presenters:

- Fernanda Santos, Metro reporter, The New York Times
- Jaime Holguin, Online Producer, The Associated Press

3. The Art of the Blog.

Presenters:

- Nelly Yusupova, Webgrrls International (morning)
- Carmina Perez, Writer and Consultant (afternoon)

4. Photos: developing slideshows with and without sound.

Presenter:

- Rebecca Castillo, Assistant Director, Columbia Scholastic Press

12-1pm

LUNCH

1-3:30pm Repeat morning workshops, so everyone has a chance to attend two workshops.

3:30-4:00pm

Break

4-5pm How to pitch your multimedia ideas? Building a portfolio. How and where to pitch multimedia projects.

Panelists:

— Scott Johnson, Art Director for Multimedia/Graphics, The Associated Press

— Emilio Guerra, Deputy Editor, Newsday Interactive

— Grimanesa Amoros, El Observador, Multimedia Artist