

Multimedia Schedule

2016 Multimedia Journalism Camp Schedule

Sunday, July 10

Noon to 1 p.m.: Counselors arrive

1 p.m. to 2:30 p.m.: Campers arrive and register at South Halls commons area.

3 p.m.: Go over the rules with Lindsay Miller — grassy area outside dormitory area. Then ice breakers to get to know one another.

4:15 p.m.: See behind the scenes at Lubrano Park stadium and speak with journalists.

6:05 p.m.: Follow journalists on the job in press box and broadcast studio at Spikes game

Return to dorm rooms after game ends.

Monday, July 11: MULTIMEDIA JOURNALISM INTRODUCTION and SCIENCE/TECH REPORTING

7 a.m. to 8 a.m.: Breakfast

8:30 a.m. to 9:15 a.m.: Matt Swayne and Tori Indivero, guest speakers on science writing

9:30 a.m. to 11:30 a.m.: General multimedia training and using mobile phones for journalism; handing out cameras and learning how to use; session on using social media professionally and introducing #PSUJournCamp hashtag

11:45 p.m. to 12:45 p.m.: Lunch

1 p.m.: Back to Carnegie 19 to prep for interviews

1:45 p.m. to 3 p.m.: Science/research interviews at Earth and Mineral Sciences Museum with Rosie Oakes and Russ Graham

3:30 p.m. to 4 p.m.: Bus to Innovation Park.

4 p.m. to 5:30 p.m.: Innovation Park tour/broadcast lesson; three-point lighting interview demonstration.

5:15 p.m. to 5:45 p.m.: Bus back to campus.

5:45 p.m. to 6:45 p.m.: Dinner

7 p.m. to 9 p.m.: Work on multimedia project (19 Carnegie).

9:05 p.m. to 9:30 p.m.: Return to dorm

Tuesday, July 12: ALL SPORTS MUSEUM and PRESS CONFERENCE

7 a.m. to 8 a.m.: Breakfast

8:30 a.m. to 9:45 a.m.: Intro to video presentation

10 a.m. to 10:45 a.m.: Skype with Penn State alumna Shade Olasimbo, manager of Production Services, Athletics, University of Miami

11:15 a.m. to 12:15 p.m.: Tour of *The Daily Collegian*, plus talk to *Collegian* editors about how they view the future of journalism.

12:30 p.m. to 1:30 p.m.: Lunch

2 p.m. to 4 p.m.: Tour of All-Sports Museum and a press conference with museum director Ken Hickman

4:15 p.m. to 5 p.m.: Story prep for concepts, guidance

5:15 p.m. to 6:15 p.m.: Working Pizza dinner in Carnegie

6:30 p.m. to 8:15 p.m.: Work on stories

8:20 p.m. to 9 p.m.: Skype with Christopher Weddle, Digital producer for The Dessert Sun; former digital editor and photographer at Centre Daily Times

9:05 p.m. to 9:30 p.m.: Return to dorm

Wednesday, July 13: POLITICAL REPORTING and ARTS FEST FEATURE (DAY 1)

7 a.m. to 8 a.m.: Breakfast

8:30 a.m. to 9:45 a.m.: Session on feature reporting/what makes a good story to prep for Arts Fest

10 a.m. to noon: Find feature stories at Arts Fest Children's Festival

12:30 p.m. to 1:30 p.m.: Lunch

2 p.m. to 3:45 p.m.: Work on story concepts then start working on story projects

4 p.m. to 5 p.m.: Talk with Professor Russ Eshleman and John Boogert (Centre Daily Times editor) about political reporting

5:15 p.m. to 6:30 p.m.: Dinner

6:30 p.m. to 8:30 p.m.: Political reporting exercise (talk about poll reporting and new sites like fivethirtyeight.com). Skyping in Andrew McGill about his work with The Atlantic.

9 p.m.: Return to dorm

Thursday, July 14: SOCIAL MEDIA REPORTING and ARTS FEST FEATURE (DAY 2)

7 a.m. to 8 a.m.: Breakfast

8:30 a.m. to 9:15 a.m.: Session with Christie Clancy of the Penn State Social Media Office – giving advice for taking photos for social media/Instagram

9:30 a.m. to 11 a.m.: University tour with Lion Ambassadors and InstaMeet; Use #PSUJournCamp hashtag (state at Old Main)

11 a.m. to 11:45 a.m.: Review InstaMeet results with Christie Clancy and talk about Social Media Office

Noon to 1:30 p.m.: Lunch

1:45 to 2:15 p.m.: Counselors and Heather take students to the HUB and Student Book Store

2:30 p.m. to 3:30 p.m.: Skype session with Penn State alums Lauren Boyer (U.S. News social media) and Erin Shields (U.S. News travel writer)

4 p.m. to 6 p.m.: Work on stories as needed/Take group out to take Arts Fest for photos/social media shots

6:15 p.m. to 7:45 p.m.: Working Pizza dinner in Carnegie

8 p.m. to 9 p.m.: Skype with alumna Arianna Davis, formerly of “O” Magazine and US Weekly, now entertainment features writer at Refinery29.com, writing celebrity profiles, cultural commentaries, personal essays, and pop-culture news stories

9:05 p.m. to 9:30 p.m.: Return to dorm

Friday, July 15

7 a.m. to 8 a.m.: Breakfast

8 a.m. to 8:30 a.m.: Pack for departure

8:45 a.m. to 10:30 a.m.: Finishing stories, editing photos/video and publishing to website

10:45 a.m. to 11:30 a.m.: Session on coming to the College of Comm with adviser Stephanie Hopkins

11:30 to noon: Wrap up camp

Noon to 1:30 p.m.: Boxed lunches and presentations with families

1:30 p.m. to 2 p.m.: Return to dorm rooms

2 p.m.: Campers depart