

**NOON**  
**Lunch with Roy Wood Jr.**  
*Estey Hall Auditorium*

Comedian Roy Wood Jr. leads a discussion on storytelling and how he uses it in his daily life.

**1:30 P.M.**

**10 Reasons Why You Didn't Get That Interview—Or That Job**

*Yancy Science Bldg. Auditorium*

You feel like your resume is on point. Or that you really connected with an interviewer for a potential job. But yet, you never hear back from potential employers. It all starts with a good resume, which is your introduction to hiring managers who don't have a sense of where you could fit in their organization. Hear about those 10 reasons that may be holding you back from that perfect job and how they can be fixed. Professionals will help you tailor your resume to the job you want, and suggest what's missing that could make you even more marketable!

**More Than a Minute in Public Media**

*Leonard Lecture Hall Auditorium*

The story length of commercial radio and television news stories is measured in seconds. But in Public media, you often have much more than a minute to build a solid story package. What does it take to build a compelling package in public radio and television? What skills can students hone in college to help prepare them for public media careers? What are the advantages of storytelling on public radio and television?

**2:30 P.M.**

**Where Do I Go From Here?**

*Yancy Science Bldg. Auditorium*

The media landscape has changed tremendously in recent years. Where do I go to find a job? What are my chances of getting a job in my field? If I don't get a job right away, what do I do? What do you tell a black journalist walking into a newsroom where they may be the only person of color? It's OK, and part of the job to fix that will fall to you.

**Rock Your Stories Using Google News Tools**

*Yancy Science Bldg. Rm 234*

Learn how to use a suite of free Google News Initiative tools to tell more deep and insightful stories and better engage with your audience. Tools that will be covered include Advanced Search, Images, Scholar, Mapping & Visualization, Translate and Trends.

**Covering Sexual Assault and Sexual Harassment During the #MeToo era**

*James E. Cheek Library Bldg. ACR Lab*

This panel will discuss different ways to report on sexual assault and sexual harassment, finding your way through "he said, she said" situations, writing about allegations without revictimizing the survivors, covering sexual assault when it intersects with race, class and sexuality and how the #MeToo movement changed how we cover these topics.

**3:30 P.M.**

**You Gotta Know When to Fold 'Em**

*Leonard Lecture Hall Auditorium*

With all the change going on in newsrooms, sometimes the job that seemed perfect on paper isn't so much in real life. Why wasn't this the job for you? We'll look at how to spot red flags before that first job interview. We'll also offer tips on how to negotiate job requirements. By the end of this session, you'll know how to balance management's obligations with your own personal mission, all before taking that next job.

**Teaching Journalism to a Changing World**

*Yancy Science Bldg. Auditorium*

Too many admit to getting their news from nontraditional outlets, through social media posts or word of mouth. Newsgathering agencies are putting more emphasis on clicks and quick hits to offset declining ad revenues and waning viewership. We offer professors who give tips on what you should be learning (and where you should be working) before graduation.

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## FRIDAY, FEBRUARY 15

**12:00 P.M.**  
**This is Why—And How—We Do It**  
*Estey Hall Auditorium*

The media landscape in America and around the world has become much more complicated. Journalists are being forced to distinguish between facts and alternative facts in a time where leaders have declared open warfare on newsrooms. The media are constantly reshaping their operations to quickly gather accurate reports and share information through different channels and platforms. While traditional journalists believe they still reign, non-traditional journalists are gaining ground. So why would any student or young journalist want to jump into journalism now? Errin Haines Whack, national race reporter for The Associated Press, kicks off this conversation.

**1 P.M.**

**Sportswriting 101**  
*Leonard Lecture Hall Auditorium*

Being a sports fan isn't enough. What does it take to make it in one of the most popular sections of the industry?

**To Click or Not to Click?**  
*Yancy Science Bldg. Rm 234*

It's the never-ending newsroom debate. Newsrooms are struggling for survival and are rapidly moving toward a more digital presence. Journalists complain their bosses are sacrificing hard-hitting news in favor of getting clicks and page views. This session will delve into ways to balance digital news needs versus solid news coverage.

**2 P.M.**

**Building a Career Toward Editing and Managing**  
*Yancy Science Bldg. Rm 234*

Climbing up the ladder into management is a goal for many newsroom professions, and getting there requires setting the right tone and building the right relationships from your first day on the job. Managing your manager is often key to daily success and the foundation of building a bright future. How do you build the newsroom skills necessary for good managerial relationships, collaboration and leadership? How do you build allies and nurture relationships to make such a move possible? Learn how to create the building blocks that form the steps to newsroom leadership from newsroom managers and other industry vets.

**Point (Your Phone), and Shoot**  
*James E. Cheek Library Bldg. ACR Lab*

This session deals with that camera on the back of your phone and how editors now call on reporters to provide a visual component of their stories. Professionals will teach the art of the clip, shooting and editing a video to hand in alongside your story, using the right angles and how to package it all.

**3 P.M.**

**The Business Journalism Conversation**  
*Leonard Lecture Hall Auditorium*

What does it mean to cover business and finance? Black consumers spend more than \$1 trillion annually, but have little accumulated wealth, so it is crucial to understand how and why corporate, economic and market moves shape our lives. Journalists should also be financially literate—but what does that mean? As the media landscape changes, what options are available? How can you take advantage of the opportunities in this growing field? What can you expect in terms of jobs, salary, competition and success?

**Meet the (Black) Press**  
*Yancy Science Bldg. Rm 234*

Representation matters. Black newspaper and magazine publishers grew out of a desperate need when mainstream media was too busy ignoring the issues in black communities, seemingly focused more on black crime and athletes. Panelists discuss covering issues around social justice and shining light on black achievement.

**4 P.M.**

**Selling Your Package**  
*James E. Cheek Library Bldg. ACR Lab*

You've got the perfect story idea and you're sure people will love it. But how do you make it sing to your editor? This session will discuss the best ways to create a full package while thinking visually, helping journalists avoid static and setup photos.

**Reporting through Controversy**  
*Leonard Lecture Hall Auditorium*

Reporters often are on the frontline observing controversy and gathering information to share with diverse audiences. But how do you cover controversy without becoming part of the story, or even being perceived as being part of the story? Why is it important to cover topics that are obvious points of controversy?

**7 P.M. TO 9 P.M.**  
**A conversation with April D. Ryan**  
*Estey Hall Auditorium*

## SATURDAY, FEBRUARY 16

**9:00 A.M.**

**Accuracy in the Digital Age**  
*Estey Hall Auditorium*

Good journalists have been taught that accuracy is the cornerstone of the business. But how do you deal with remaining accurate while also breaking news? This session will deal with the daily dilemmas of tweeting breaking news, verifying accuracy of sources and breaking news events. It will also deal with a journalist's worst nightmare: Getting it wrong.

**The Educator Conundrum**  
*Estey Hall Auditorium*

Fewer journalism instructors these days have worked in newsrooms. Where's the disconnect? What should educators be doing to ensure their students are getting a well-rounded experience? This panel will be a mix of professors and recent graduates discussing preparation and how it's happening in programs across the country.

**10 A.M.**

**Storytelling on Deadline**  
*Yancy Science Bldg. Auditorium*

In the old days, it was simple—you reported and wrote your story, sent it off to the editor and moved onto the next one. But these days, there are more steps, including video/audio elements, blogging and social media, among other things. You're crushed with a breaking news story and your editor is screaming. How do you get it all done? This session offers tips to meet your deadline quickly across all platforms without losing substance or accuracy. You'll also learn how to be quick and concise and see how using Twitter as background to develop an early version story online and write a longer story later.

**Business Reporting on Your Beat**  
*Leonard Lecture Hall Auditorium*

So, you're tasked with covering your local community, and stuck in late night city council and school board meetings. How do you make your reporting stand out? How do you use your current beat to get a job on the business desk? Get insight from veteran business journalists on how to develop skills that form the foundation of being a great business reporter (the pay isn't bad, either!).

**11 A.M.**  
**Networking Break & Resume Critiques**  
*Yancy Science Bldg. Auditorium*