



The 31st Annual
Northern Short Course
in Photojournalism

Workshops - Thursday March 8, 2012

Morning Session I (9 a.m. - 10:15 a.m.)

Carlos Javier Ortiz

10:15 a.m. Coffee Break sponsored by Nikon

Morning Session II (11 a.m. - 12:30)

Strategic Licensing- Jeff Sedlik

Audio I - Rob Rosenthal

Beyond The Basics - TBA

Law and Educators- Mickey H. Osterreicher, Loret Steinberg and Chris Usher

Lunch (12:30 - 1:30 p.m.) Lunch on your own

Afternoon Session I (1:30 p.m. - 3:00 p.m.)

So I am a Professor, Now What?- Rebecca Sell, Mary Bock and Andrew Mendelson

Audio II - Rob Rosenthal

Forging a Better Line: Understanding the Police-Photojournalist Relationship -J. David Ake, Corinne Geller, Mary Ann Jennings and Mickey Osterreicher

TBA

Afternoon Session II (3:15 p.m. - 4:30 p.m.)

The Anatomy of the Photo Essay - Mike Davis and Jesse Neider

Intro to Video Storytelling - Evan Vucci

Lighting For Less- Victoria Will

4:30 p.m. Break Sponsored by Canon

Afternoon Sessions III (5:00p.m. - 6:00 p.m.)

Whitney Shefte

Evening Sessions

Evening meet and greet

Still Portfolio Reviews (8 p.m. - 10 p.m.) *Sponsored by Nikon*

Multimedia Group Reviews (8:00 p.m. - 10 p.m.)



The 31st Annual
Northern Short Course
in Photojournalism

Workshops -Friday March 9, 2012

Morning Session I (9 a.m. - 10:15 a.m.)

James Estrin

10:15 a.m. Coffee Break sponsored by Nikon in the exhibit room

10:15 a.m. Exhibit Room Opens

Morning Session II (11 a.m. - 12:30)

Turning Images Into Gold - Jeff Sedlik

Video Storytelling II - Evan Vucci

Passion and Opportunity in the Newsroom - Ross Taylor

Teach-A-Thon- Innovating Teaching Ideas

Lunch (12:30 - 1:30 p.m.) Lunch on your own

Afternoon Session I (1:30p.m. - 3:00 p.m.)

The Business of Non Profit Photography - Ben Rusnak and Jamie Rose

Tips & Tricks for Final Cut Pro 7 - Bethany Swain

Extending the Classroom: Workshops for Small Programs - Mark Johnson and John Beale

Afternoon Session II (3:15p.m. - 4:30 p.m.)

Ethics in a Changing World - John Long, Steve Raymer, and Peter Southwick

Time Lapse: Between the Frozen Moment and Video - Andrew Geraci

On Location Portrait Lighting - Victoria Will

TBA

4:30 p.m. Break Sponsored by Canon

Afternoon Sessions III (5:00p.m. - 6:00 p.m.)

Ed Kashi

Evening Sessions

Cocktail reception (6-7:30 pm) *sponsored by Nikon*

Still Portfolio Reviews (8 p.m. - 10 p.m.) *Sponsored by Nikon*

Multimedia Group Reviews (8:00 p.m. - 10 p.m.)



The 31st Annual
Northern Short Course
in Photojournalism

Workshops -Saturday March 12, 2012

Morning Session I (9 a.m. - 10:15 a.m.)

Gerd Ludwig - Sponsored by Canon Exporers of Light

10:15 a.m. Coffee Break sponsored by Nikon

Morning Session II (11 a.m. - 12:30)

Evolution of a Storyteller - Ed Kashi

Standing on Your Own Two Feet: a photojournalist's guide to successful self-employment-
Judy Herman

The Whole Package From Concept to Live- Scott Broom

Lunch (12:30 - 1:30 p.m.) Lunch on your own

Afternoon Session I (1:30p.m. - 3:00 p.m.)

FCPX: It's Not Your Parent's Video Editor - Jason Reed

Copyright, Licensing and Pricing - Susan Carr

TBA

TV 2

Afternoon Session II (3:15p.m. - 4:30 p.m.)

Collaboration - Ed Kashi and Rob Rosenthal

Yes You Can, Surviving in Today's Editorial Market - Panel Discussion

Editing at the Speed of Light - Lance Ing

4:30 p.m. Break Sponsored by Canon

Afternoon Sessions III (5:00p.m. - 6:00 p.m.)

Barbara Davidson

Evening Sessions

Northern Short Course Contest Awards Reception- 7:30 p.m.

Tickets \$15.00 available at the Northern Short Course Registration desk