Schedule of events

Check in at the Welcome Center
10:00-10:15 Registration
10:15-10:45 Workshop Preparation
**10:45-11:15 Eleanor Clift**
11:30 Lunch (provided)
12-1:00 Workshops
  - Communication Analysis
  - Creative Writing—Fiction & Non-fiction
  - Photo Essay
  - Print Journalism
  - Radio Journalism Package
  - Remote Television Production
  - Video Journalism Package
  - Web News Site Design

**1:15-2:00 Roger Ogden**
Space is limited. Sign up soon. Register by March 12 to Marla Sexson, director of admissions at marla.sexson@sckans.edu
or register online at www.sckans.edu/communicationday
For more information call Marla at 620.229.6364

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**Eleanor Clift**

became a contributing editor of *Newsweek* magazine in September 1994. She writes on the Washington power structure, the influence of women in politics and other issues. Formerly *Newsweek*’s White House correspondent, Clift also served as congressional and political correspondent for six years. She was a key member of the magazine’s 1992 election team. In June 1992 she was named deputy Washington bureau chief. As a reporter in *Newsweek*’s Atlanta bureau, Clift covered Jimmy Carter’s bid for the presidency. Clift began her career as a secretary to *Newsweek*’s National Affairs editor in New York. She was one of the first women at the magazine to move from secretary to reporter. Clift left *Newsweek* briefly in 1985 to serve as White House correspondent for *The Los Angeles Times*. She returned to *Newsweek* the following year to cover the Iran-Contra scandal. Clift is a regular panelist on the syndicated talk show “The McLaughlin Group,” and a political analyst for the MSNBC News Network. She is on the board of the International Women’s Media Foundation. Clift and her late husband, Tom Brazaitis, who was a columnist for the *Cleveland Plain Dealer*, wrote two books together, *War Without Bloodshed: The Art of Politics* (Scribner, 1996), and *Madam President: Shattering the Last Glass Ceiling* (Scribner, 2000). Madam President is available in paperback (Routledge Press). Clift’s book, *Founding Sisters*, is about the passage of the 19th amendment giving women the vote (John Wiley & Sons, 2003). Her most recent book *Two Weeks of Life*, recounts the last two weeks as her husband lay dying quietly at their home. (Basic Books, 2008)

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**Roger Ogden**

was named the 2007 National Broadcaster of the Year. He was instrumental in the journalism industry for helping bridge the gap between broadcast television, newspapers, and the Web. He is the former president and CEO of the Gannett broadcast division. Ogden began his career in broadcasting as a teenager. At the age of 13, he worked at Denver radio station KPOF. He began working as a reporter and news director before taking over the reins as president and general manager of KCNC-TV Channel 4 in Denver. Ogden was the president and managing director of NBC Europe and NBC’s bureaus in Europe and CNBC Europe. He served as the president and general manager of KUSA 9News. He was senior vice president of Gannett Broadcasting and became a member of the Gannett Broadcast Operating Committee. In 2004, he was inducted into the Denver Press Club Hall of Fame.
Workshops

Communication analysis
• Create point-counterpoint
• Critical markers
• Talking points

Creative Writing—Fiction & Non-fiction
• Finding inspiration
• Focusing narrative
• Creating compelling images

Photo Essay
• Image selection
• Cropping and editing
• Captions and packaging

Print Journalism
• Take notes on message
• Collaborative writing session
• Revisions

Radio Journalism Package
• Collect audio
• Select sound bites
• Create, edit, and mix audio

Remote Television Production
• Cameras, microphones, switcher, audio board setup
• Directing a Live Production
• Tear down
• Q & A regarding sports, entertainment video production

Video Journalism Package
• Shoot video
• Capture video to computer
• Edit in computer
• Output to tape

Web News Site Design Demonstration
• Explain news Web site
• Convert photos to low res
• Convert video to flash video
• Upload text, photos, videos to site