

Course Outline

Journalism and Editorial Skills for Student Media

Session	Topics covered in session:
1.	<p>Keeping it Legal</p> <p>Our alarm bell media law training approach will help you and your teams get a sixth sense for the stories that could land you in legal trouble.</p> <p>Do you know what you can and cannot report when a court case is active? What about if someone discloses allegations of sexual offences to one of your staff? And you can use any image from Google if you give a credit, right? Wrong! And you will find out why on day 1.</p>
2.	<p>Covering campus and beyond</p> <p>Universities are virtually small towns themselves, often sat in the middle of our biggest cities. How can you and your teams keep up with what's happening on campus and beyond? And when you have got a story, how do you take it from idea to hard-hitting exclusive?</p>
3.	<p>Social media and audience analytics</p> <p>Tiktok, Twitter, Facebook, Insta, YouTube... and who knows what next? We will help you understand how to get the most from your social channels.</p> <p>Just like professional publications, you need to go where your audience is and give them what they want when they want it. Day 3 will help you supercharge your publication's social engagement when you get back to campus.</p>
4.	<p>Video and audio production</p> <p>You'll rightly take pride in your print versions, but what about making your website and social channels sing with engaging video and audio content... and maybe even start a podcast? Day 4 will build on the video skills you learned for social media in day 3 to give you more ways to tell your stories.</p>
5.	<p>Print production</p> <p>Learn the core principles of print production to make every edition you publish a potential award winner.</p>

Exact course content is subject to change due to individual student's requirements.