

# CONFERENCE SCHEDULE

**8 a.m. Registration and Refreshments** sponsored by School News Online

## 9 a.m. Welcome and Opening Panel: Young People, Big Stories

Fatima Syed (National Observer) Justin Ling (Freelance) Sarah Krichel and Kosalan Kathiramanathan (The Eyeopener) - Room 204

<b>10 a.m.</b> Breakout Session A	<b>Ask the pros: What it's really like to work in news biz</b> Talia Ricci, CBC Ashley Stanhope, Global News <i>The Venn (103)</i>	<b>How to do interviews like a pro</b> Saroja Coelho, CBC Radio <i>Room 183.</i>	<b>Reporting on Politics - when your school is part of the story</b> Jack Huaen, Queens Park Briefing <i>Room 187</i>	<b>Convince Me: Be a Smarter Opinion Writer</b> Denise Balkissoon , Globe and Mail <i>Room 201</i>	<b>Movies, music and more: The art of arts journalism</b> Samantha Edwards and Kevin Ritchie, NOW Magazine <i>Room 213</i>	<b>Build your brand</b> Adrian Ma, Ryerson School of Journalism <i>Room 204</i>	<b>Want an instant news website?</b> Let SNO take care of the technology while you focus on teaching journalism. <i>Room 221</i>	<b>Get inside the TV studio</b> Lindsay Hanna and Daniela Olariu Ryerson School of Journalism <i>Studio D</i>	<b>Design and layout foundations</b> Joshua Cameron, Freelance art director <i>Room 185</i>
<b>11 a.m.</b> Breakout Session B	<b>What makes a good story?</b> Arti Patel, Global News <i>Room 204</i> <i>This session is also at 1:20 p.m.</i>	<b>How to do interviews like a pro</b> Saroja Coelho, CBC Host <i>Room 183.</i>	<b>Telling your personal story</b> Eternity Martis, Xtra <i>Room 213</i>	<b>Let's talk sports: Life in sports journalism</b> Sonny Sachdeva and David Singh, Sportsnet. Tasala Tahir, Toronto Raptors <i>Room 187</i>	<b>Make a better website</b> Varun Venkataramanan, UW Imprint <i>Room 219</i>	<b>Legal facts you need to know</b> Lisa Taylor, Ryerson School of Journalism <i>Room 201</i>	<b>Photography tips and tricks</b> Gary Gould, Ryerson School of Journalism <i>Meet in the 1st floor atrium.</i> <i>Also offered at 1:20 p.m.</i>	<b>Get inside the TV studio</b> Lindsay Hanna and Daniela Olariu Ryerson School of Journalism <i>Studio D</i>	

**12:15 - 1:15 p.m. - Student Swap & Share Lunch** (Check name tag for room number)

**Teacher Appreciation Lunch (Room 202)**

Lunch is brought to you by the Canadian Journalism Foundation. Supported in-kind by Salad King.

1:20 Breakout Session C:	<b>Journalism 101: How to get from idea to news story</b> Maham Abedi, Global News and Ryerson School of Journalism <b>Room 223</b>	<b>Fact or Fake? Stopping the spread of misinformation online</b> Jane Lytvynenko, BuzzFeed News Natalie Turvey, CJF <b>Room 183</b>	<b>Taking both roads: The path to writing fiction</b> Angela Misri, The Walrus <b>Room 103</b>	<b>Make a better-looking newspaper/ yearbook</b> Brad Needham, Pagemasters <b>Room 185</b>	<b>How to sell ads and get more funding</b> Steve Goetz, Ryerson School of Journalism <b>Room 189</b>	<b>What makes a good story?</b> Arti Patel, Global News <b>Room 187. This session is also at 11 a.m.</b>	<b>Photography tips and tricks.</b> Gary Gould, Ryerson School of Journalism <b>Meet in the 1st floor atrium.</b>	<b>Get inside the TV studio</b> Lindsay Hanna and Ben Shelley Ryerson School of Journalism <b>Studio D.</b>	<b>Radio and podcasting</b> Stefanie Phillips, Frequency Podcast Network <b>Allan Slaight Radio Institute</b>
				<b>Follow the money: The world of business news</b> Geoff Zochodne, Financial Post <b>Room 213</b>	<b>How to run a kickass student paper</b> Tour of The Eyeopener, Ryerson's Student Newsroom - <b>Meet in 1st floor atrium</b>				

**2:30 p.m. - Closing remarks - The Venn (Room 103)**

**3 - 5 p.m. After-Conference Social - Sponsored by CWA-Canada**  
**Room 103 (The Venn)**

# Session Descriptions:

## 9 a.m.: Opening Panel: Young People, Big Stories

Fatima Syed, National Observer

Justin Ling, Freelance journalist

Eyeopener staff

**Room 204.**

You don't have to have years of experience to crack big scoops and tell important stories.

Meet young journalists who have covered some of the biggest stories in Canada — from a serial killer in Toronto, to the climate crisis, to a massive student credit card scandal.

## 10 a.m. Session A Options

→ **Ask the pros: What it's really like to work in news biz**

Talia Ricci, CBC

Ashley Stanhope, Global News

**Room 103 - The Venn. 10 a.m.**

Want to know what it's like to work in a professional newsroom?

Ask your questions to CBC reporter Talia Ricci and Global News assignment editor Ashley Stanhope.

→ **Reporting on Politics - when your school is part of the story**

Jack Hauen, Reporter Queen's Park Briefing

**Room 213. 10 a.m.**

High schools are at the centre of a lot of controversy in Ontario right now. From climate strikes to curriculum changes, here's how to report

on politics from the centre of the action.

—→**Convince Me: Be a Smarter Opinion Writer**

Denise Balkissoon, Globe and Mail

**Room 201. 10 a.m.**

Anyone can shout their opinion. Here's how to craft an argument that will actually make an impact.

—→**How to do interviews like a pro**

Saroja Coelho, CBC Radio host

**Room 187. 10 a.m. AND 11 a.m.**

Interviewing people is an important part of journalism — but it can also be nerve-wracking. CBC Radio Host Saroja Coelho will walk you through how to interview everyone from your school principal to movie stars.

—→**Movies, music and more: The art of arts journalism**

Kevin Ritchie and Samantha Edwards, NOW Magazine

**Room 189. 10 a.m.**

Do you love covering the arts? NOW Magazine writers talk about doing smart reviews and strong arts coverage.

—→**Design and layout foundations**

Joshua Cameron, Freelance art director

**Room 185**

Learn the foundations of design and layout, improve your graphic skills and ask questions about the wild world of design work.

—→**Build Your Brand**

Adrian Ma, Ryerson School of Journalism

**Room 204. 10 a.m.**

Looking to start your own blog, podcast, YouTube channel or become a social media influencer? Want to maximize audience engagement for your school's newspaper? Learn how to stand out from the crowd with these tried-and-true branding tips.

—→**Want an instant news website? Let SNO take care of the technology while you focus on teaching journalism.**

Tom Hutchinson, SNO Sites Co-Founder

Alex McNamee, SNO Sites Education and Training Specialist

**Room 183. 10 a.m.**

At SNO, we're more than just tech geeks. We're journalism advisers, educators, writers, and news junkies. We understand the unique needs of student journalism programs, and we've developed a WordPress and mobile app solution that caters specifically to those needs

→**Get inside the TV studio**

Lindsay Hanna, Ryerson School of Journalism.

Studio D

**10 a.m. AND 11 a.m. AND 1:20 p.m.**

Have your moment in front of the TV camera. This hands-on workshop will take you inside the Ryerson broadcast studio.

## 11 a.m. Session B Options

→**What makes a good story?**

Speaker: Arti Patel, Global News Online

**Room 204. 11 a.m. This session is also at 1:20 p.m.**

Not sure what to write about? Great story ideas are everywhere. Here's how to find them.

→**Legal Facts you need to know**

Lisa Taylor, Ryerson School of Journalism

**Room 183. 11 a.m.**

Censorship, privacy rules, defamation — lawyer and journalist Lisa Taylor will answer your legal questions.

→**Let's talk sports: Life in sports journalism**

Sonny Sachdeva and David Singh, Sportsnet

Tasala Tahir, Toronto Raptors

**Room 185. 11 a.m.**

Love sports? These pros will tell you how following sports teams became their day jobs.

—→**How to do interviews like a pro**

Saroja Coelho, CBC Radio host

**Room 187. This session is at 10 a.m. AND 11 a.m.**

Interviewing people is an important part of journalism — but it can also be nerve-wracking. CBC Radio Host Saroja Coelho will walk you through how to interview everyone from your school principal to movie stars.

—→**Telling your personal story**

Eternity Martis, *Xtra*

**Room 213, 11 a.m.**

We all have a story to tell. Here's how to talk about your personal experiences—on a public platform.

—→**Building a better website**

Varun Venkataramanan, ports Reporter and Web Developer at the UW Imprint

**Room 219. 11 a.m.**

Trying to start a website? Want tips for improving your current site? This workshop will help you navigate Wordpress and improve your online presence. *To speed things up, please create a free Wordpress account in advance or bring your login information.*

—→**Get inside the TV studio**

Lindsay Hanna, Ryerson School of Journalism.

Studio D

**10 a.m. AND 11 a.m. AND 1:20 p.m.**

Have your moment in front of the TV camera. This hands-on workshop will take you inside the Ryerson broadcast studio.

—→**Photography tips on your phone**

Gary Gould, Ryerson School of Journalism

**Meet in the first floor atrium. This session is at both 11 a.m. AND 1:20 p.m.**

How to capture the perfect moment on camera ... even if you only have your smartphone.

# 1:20 p.m. Session C Options

## —→Journalism 101: How to get from idea to news story

Maham Abedi, Global News and Ryerson School of Journalism

**Room 223. 1:20 p.m.**

You have an idea...but how do you turn it into an actual story? This workshop will give you the basics for crafting a solid news story.

## —→Photography tips on your phone

Gary Gould, Ryerson School of Journalism

**Meet in the first floor atrium. This session is at both 11 a.m. AND 1:20 p.m.**

How to capture the perfect moment on camera ... even if you only have your smartphone.

## —→Fact or Fake? Stopping the spread of misinformation online

Jane Lytvynenko, BuzzFeed News

Natalie Turvey, The Canadian Journalism Foundation

**Room 183 1:20 P.M. This session is supported by the Canadian Journalism Foundation.**

With online misinformation spreading across social media, learning how to spot and stop fake videos, bots and news is now the duty of every digital citizen. Join Jane Lytvynenko, the journalist with BuzzFeed News who is dedicated to the beat, and Natalie Turvey, president and executive director of The Canadian Journalism Foundation, who will speak to the recently-launched Doubt It? Check It. Challenge It. campaign to help every person online play a role in this battle.

## —→Radio and podcasting

Stefanie Phillips, Frequency Podcast Network

**Room - Slaight Studio (1st floor). 1:20 p.m.**

Love podcasts and radio? Want to get behind the mic? Learn the basics of making good radio in this hands-on workshop. Please bring an SD card with you, if you have one.

## —→Taking both roads: The path to writing fiction

Angela Misri, The Walrus

**Room 103. 1:20 p.m.**

Do you love creative writing? You don't have to choose between journalism and fiction. Hear from Angela Misri, a journalist who ALSO writes young adult novels.

→**Make a better-looking newspaper/yearbook**

Brad Needham, Pagemasters

**Room 185. 1:20 p.m.**

Bring the design of your school's newspaper, magazine or yearbook to the next level, with tips and tricks from an expert. Please bring copies of your publication for feedback!

→**Follow the money: The world of business news**

Geoff Zochodne, Financial Post

**Room TBD. 1:20 p.m.**

Money stories are everywhere. The Financial Post's Geoff Zochodne will teach you how to follow the \$\$ and get inside the world of business journalism.

→**How to run a kickass student paper/When you're in conflict with the people in charge**

Tour of The Eyeopener, Ryerson's Independent Student Newsroom (***This session is also at 3:20 p.m.***)

→**How to sell ads and get more funding**

Steven Goetz, Ryerson School of Journalism

**Room 189 1:20 p.m.**

Running a student publication can cost money. But finding that money can be tough. This session will walk you through the basics of selling advertising and navigating the business side of journalism.

→**Get inside the TV studio**

Lindsay Hanna and Ben Shelley, Ryerson School of Journalism.

**Studio D. This session is at 10 a.m. AND 11 a.m. AND 1:20 p.m.**

Have your moment in front of the TV camera. This hands-on workshop will take you inside the Ryerson broadcast studio.

## **After Hours Sessions:**



→**Building a Sustainable Career in the Media**

*Workshop from CWA Canada - Canada Media Guild*

*3:20 p.m.*

Media union CWA Canada shares tips for navigating internships, negotiating pay and learning your rights in the media industry.

→**Campus Tours of Ryerson University**

**Meet in the 1st floor atrium.**

→**How to run a kickass student paper/When you're in conflict with the people in charge**

Tour of The Eyeopener, Ryerson's Independent Student Newsroom

**Meet in the 1st floor atrium.**

**Thanks to our sponsors!**



