

| DAY | MONDAY · JUNE 25 | | | | TUESDAY · JUNE 26 | | | | WEDNESDAY · JUNE 27 | | | |
|---------------------------------------|--|---|---|--|--|---|---|--|--|-------------------------------------|------------------------------------|---|
| SESSION | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 |
| PHOTO Gary Hairlson | Photography: Camera Essentials | Photography: Composition Essentials | What Makes a Good Photo | Podcasting | Photography: Camera Advanced | Tell A Great Photo Story | Photography Challenge | | One-On-One Time With a Photo Pro | One-On-One Time With a Photo Pro | One-On-One Time With a Photo Pro | |
| PHOTO Odell Mitchell Jr. | Writing Good Cutlines | Photography: Camera advanced | Photoshop Essentials for Photographers | Photography: Advanced Composition Techniques | Photography: Camera Advanced | Tell A Great Photo Story | Photography Challenge | | One-On-One Time With a Photo Pro | One-On-One Time With a Photo Pro | One-On-One Time With a Photo Pro | |
| VIDEO Matt Rasgorshek | Tips for Great Broadcast Stand-ups and Copy | Video Production For Advisers * | Video Shooting Basics | Video Composition Basics | Video Production Advanced | Social Media and Mobile Device Video Tips | Adobe Premiere Essentials | Adobe Premiere Advanced | Video: Film/Edit/Feedback | | | |
| DESIGN Carlos Ayulo | Want to give your publication a design makeover? | InDesign for Beginners | What makes Good Design | InDesign for Beginners | Go-To Adobe Photoshop/Illustrator Tips for Beginners | Hey Advisers, Let's Chat about Design * | How to Brainstorm to get to those Great ideas | Digging Deeper with InDesign | Hands-On Design Workshop | | | |
| SNO Jason Wallestad | SNO: Storytelling Tools | | SNO: Design Tools | | SNO: Design Tools | | Google Analytics | Website Best Practices | Individual Time with SNO | Individual Time with SNO | Individual Time with SNO | Individual Time with SNO |
| YEARBOOK Sarah Nichols | Yearbook - Theme: The Tie That Binds | Yearbook - Design: Purpose Over Pretty | Yearbook - Coverage: Capture the Now | Publicity: Be an Oprah or Beyonce | Adviser Time with JEA President * | Yearbook - Design: Purpose Over Pretty | Yearbook - Coverage: Capture the Now | Publicity: Be an Oprah or Beyonce | Hands-On Yearbook Work Session | | | |
| SOCIAL Erica Smith | Make Facebook Work For You | Start a Podcast in 5 Steps | Why Analytics Matter | A Journalist's Guide to Twitter | Facebook Live Do's and Don'ts | Here's the Truth About Headlines | How Journalists are Using Instagram | How to Build Great Newsletters | A Journalist's Guide to Twitter | How Journalists are Using Instagram | How to Build Great Newsletters | Facebook Live Do's and Don'ts |
| ALL AUDIENCES Aaron Manfull | Teaching Introductory Journalism Courses * | Recruiting Staffers | Creating Calendars for your staffs | Organizing a Web-centered newsroom | 26 Things Staffs Should be Doing Now | 20+ Ways to Tell Stories Online | 10 Mobile Apps you should be using | Generating Funds for Your Publications Program | Organizing your staff with the Rule of 3 | Adviser Q&A Roundtable * | 10 Mobile Apps you should be using | Starting your year off with a 30-day bootcamp |
| EDITORS Mitch Eden | Leadership 101 | | The Nuts and Bolts of Leading | | Media Law, Covering Sensitive Topics | Media Law, Covering Sensitive Topics | 10 Habits of a (Sometimes) Successful Adviser * | | Leadership 101 | | The Nuts and Bolts of Leading | |
| WRITING Jim Streisel | Audience: Who are they? How do they Read? | The Elements of News/ Writing for Brevity | Getting Great Sources and Great Storytelling Quotes | In-Depth Editing | Journalism's 10 Deadly Sins | The Narrative (Feature): Writing an angle-based story | Review Writing | | Practice Writing Quick-Turn Web Stories | | Generating Story Ideas | Journalism's 10 Deadly Sins |
| WRITING Ken Fuson | The Secrets of Storytelling | Writing: Finding the Telling Detail | How to Develop Your Own Writing Style | Interviewing for story | The Secrets of Storytelling | Writing: Making it Personal | Writing: Organize, organize, organize! | Writing: Making it Personal | Hands-On Feature Writing Workshop | | | |