

Don't let your skills grow cold this winter – online courses available to Press Club of Cleveland members

The Radio Television Digital News Foundation welcomes the Press Club of Cleveland as a partner in multimedia online training – classes and Webinars in how to start websites, work with social networks, shoot video for the Web and use a wide variety of Web-based tools and strategies.

RTDNF's High School Broadcast Journalism Project already has partnered with the National Press Club in Washington, D.C., on a series of online multimedia Webinars and courses. Members of the Press Club of Cleveland are invited to join in the Winter Schedule now underway. Spring classes will be announced later this month.

- Webinars are 50-minute, live, online sessions that feature sound and audio. Participants can ask questions via computer during the live Webinars.
- Classes are online tutorials that involve about 10 hours of assignments. Instructors are available for office hours during the three days of formal classes. Assignments should be completed within 10 days of each class.

For more information, go to www.hsbj.org. Click on the Winter Classes in the left-hand column. Press Club of Cleveland members should register as National Press Club members. Questions? Contact Carol Knopes, RTDNF Director of Education Projects, at carolk@rtdnf.org.

RTDNF's High School Broadcast Journalism Project are supported by a generous grant from the John S. and James L. Knight Foundation.

2010 Remaining Winter Classes

Press Club of Cleveland members should register as National Press Club members.

February 19, 2010 - 4 p.m. Eastern Time

Webinar: Social Media Tools in Your Newsroom and Classroom

Instructor: Sybril Bennett, Belmont University, Nashville

From Twitter to Facebook, You Tube, Vimeo and beyond, Dr. Syb explains what to use, how to use it and most important, if and when to use it. Knowing what's available is half of the battle, so arm yourself with a virtual arsenal. Sybril Bennett, Ph.D. is a two-time Emmy award winning journalist with more than 20 years of journalism experience. Dr. Syb is an Associate Professor of Journalism at Belmont University.
Fee: \$20

February 23-25, 2010

Online Course: Getting into Multimedia 103

Instructor: Beth Shankle, National Press

Club, Eric Friedheim National Journalism Library, Research Librarian

Learn how to maximize your website, from engaging readers to selling ads on your site. Beth Shankle has taught hundreds of journalists the basics of Journalism 2.0.

In this class we will look at comments and reader-submitted content, Google AdWords, and other Web 2.0 tools including tools used for research, information display and connecting with your audience. This class will take 10 hours of work time. You can complete the assignments within 10 days of the end of the class.

Fee: \$50 teachers (Includes Kent State University CEU credit).

Press Club Members \$30

March 12, 2010 - 2 p.m. Eastern Time

Webinar: Shoot Fast and Edit Easy with FlipVideo

Instructor: Janet Kerby, HSBJ Trainer and retired (30 years) award-winning Broadcast Journalism adviser.

The easiest way to add video to your site is by using an inexpensive FlipVideo-like camera. Veteran broadcast adviser Janet Kerby will teach how to get the most (yes, including good sound) out of these tiny, easy-to-use video cameras. Learn how to frame shots, do simple editing and upload video to the Web. You will also learn how to shoot sequences and easily move video from the limited FlipVideo editor into more robust programs such as Final Cut Pro.

Fee: \$20

Check back for Spring classes.