



**THE LEADERSHIP INSTITUTE**  
**Student Publications School**  
*Agenda*

*Day One*

<b>8:30-9:00 A.M.</b>	<b>REGISTRATION and BREAKFAST</b>
<b>9:00-9:15</b>	<b>Welcome and Introduction</b>
<b>9:15-10:00</b>	<b>Change Your Campus, Change the World</b>
<b>10:00-11:00</b>	<b>7 Steps to Starting Your Conservative Publication</b>
<b>11:00-11:15</b>	<b>BREAK</b>
<b>11:15-12:15 P.M.</b>	<b>It's a Long Ballgame</b>
<b>12:15-1:15</b>	<b>LUNCH</b>
<b>1:15-2:00</b>	<b>Developing Surefire Stories</b>
<b>2:00-3:00</b>	<b>News Writing and Structure</b>
<b>3:00-3:30</b>	<b>Writing Effective Leads -Group Exercise</b>
<b>3:30-3:45</b>	<b>BREAK</b>
<b>3:45-4:45</b>	<b>Interviewing Techniques</b>
<b>4:45-5:45</b>	<b>Investigative Reporting</b>
<b>5:45-6:45</b>	<b>Staff Organization and Transitions</b>
<b>6:45-7:30</b>	<b>DINNER and DAY ONE WRAP-UP</b>

**Day Two**

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| <b>8:30-9:00 A.M.</b>   | <b>SIGN-IN and BREAKFAST</b>                           |
| <b>9:00-10:00</b>       | <b>Basics of News Design</b>                           |
| <b>10:00-10:45</b>      | <b>Basic Photography</b>                               |
| <b>10:45-11:45</b>      | <b>Getting Your Publication Online</b>                 |
| <b>11:45-12:30 P.M.</b> | <b>Developing a Fundraising Plan</b>                   |
| <b>12:30-1:30</b>       | <b>LUNCH</b>   |
| <b>1:30-2:30</b>        | <b>Basics of Direct Mail</b>                           |
| <b>2:30-3:00</b>        | <b>Other Fundraising and Development Opportunities</b> |
| <b>3:00-3:15</b>        | <b>BREAK</b>   |
| <b>3:15-4:15</b>        | <b>Media Law</b>                                       |
| <b>4:15-5:15</b>        | <b>Going Pro</b>                                       |
| <b>5:15-6:15</b>        | <b>Group Exercises</b>                                 |
| <b>6:15-7:00</b>        | <b>DINNER and ADJOURNMENT</b>                          |