

# Kiplinger Program in Public Affairs Journalism

## Kiplinger Program Digital Media Sessions

**Beyond the Mainstream - Thriving in a Digital Age:** Designed to help you better understand the latest in the digital media landscape and how journalists are using social media to research stories, find new sources and reach larger audiences. Explores not just the new tools but the new thinking involved in communicating effectively in a digital age.

**Monitoring Your Beat:** Provides insights into new monitoring technologies and how you can use them to track what people are saying about you, your organization and issues relevant to your work. Also illustrates how to research the deep web and find the digital footprints of those you cover.

**Strategic Tweeting:** Covers Twitter mechanics (RT, @ sign, DM, etc.) as well as how to design an effective channel, develop a following and use “back door searches.” Also delves into how to use leading Twitter apps and cover companies, non-profits, government and others who are using Twitter to get their message out.

**Breaking Through the Noise - Capturing an Inattentive Audience in a Backchannel World:** In a time of short attention spans and high expectations, this session demonstrates how to deliver powerful presentations and online stories, take advantage of new technologies, and tune in to tweeking, hashtags and more.

**The Power of the Visual:** Focuses on how to develop visual storytelling strategies and use videos to connect to broad audiences. Also illustrates how to make data more visual, interactive and social.

**Crisis Communications:** Demonstrates strategies for using a range of social media to track information about a crisis.

**Leveraging Facebook:** Provides insights into the art of cultivating sources and building relationships in the world’s leading social network. Covers how to use apps, set the right privacy controls, and find conversations about your stories or your beat.

**Social Media Mapping:** Helps you devise social media strategies and create an implementation plan to reach key audiences.

\*Sessions on blogging, RSS, social media workflow planning, Audacity and Soundslides may also be offered.