

FUTURIZING YOUR NEWSPAPER

A newswriting,
editing and design
workshop with
Tim Harrower



SATURDAY, NOV. 14 ♦ WILSONVILLE, OREGON

9 a.m. - noon
and
1 - 3:30 p.m.

Best Western Willamette Inn
30800 SW Parkway Blvd.
(just south of Portland off of I-5)

WHAT YOU'LL LEARN

Admit it: You're in a rut. Issue after issue, it's the same. The same topics. The same headlines. The same dull photos dumped into the same layouts. And you're asking yourself: *Is this the best we can do?*

You need inspiration. Innovation. Smart new ways to attract eyeballs and deliver data. And that's why Tim Harrower's **News Design Workshop** has been so consistently popular for decades now. Want to rethink how you tell stories? Reinvent how you design pages? We'll show you how to:

- ◆ make stories tighter and smarter
- ◆ make photos more engaging
- ◆ plan bigger, better packages
- ◆ launch a successful redesign
- ◆ turn your newsroom into a team
- ◆ write stronger headlines
- ◆ add pizzazz to your layouts
- ◆ upgrade your Web site
- ◆ learn new-media skills
- ◆ get readers to actually read

WHAT IT'LL COST

Advance registration: Just \$50 for the entire day (and \$10 off for students).
At the door: \$60 for the full day (\$10 off for students). Walk-ins are welcome, but space may not be available the day of the workshop.

SPECIAL OFFER! We know that money is tight. And we know that some of you are busy and may not want to spend six or seven hours at a workshop, no matter how delightful and profoundly life-changing it may be.

So we'll split the day into two sections: Part One in the morning, Part Two after lunch. To save time and money, you can attend either section. Or both.

Half-day rate, for either Part One or Part Two: \$30 (\$20 for students).

HOW TO SIGN UP

Visit our Web site, timharrower.com/signup. You'll find information there to help you register for the workshop. Deadline for advance registration is Friday, Oct. 30.

Remember: For the afternoon session — our intense slideshow on packaging and design — we'd like to include pages from your newspaper. So along with your registration, send us three typical issues of your paper so we can shoot a few slides. (You don't need to send your favorite clips, since you already know they're wonderful.)



WANT MORE INFO?

Phone us: Call Robin Harrower at (503)625-1746

E-mail us: robinharrower@hughes.net

On the Web: timharrower.com

Map/directions:

www.bestwesternoregon.com/hotels/best-western-willamette-inn/

WORKSHOP SCHEDULE

PART 1

Writing for Non-Readers

9 - 10 a.m.

Are readers bored by all those dull 15-inch stories? Unfortunately, yes. But you can make your paper and Web site more reader-friendly by rethinking and reworking news and features into useful, interactive sidebars, fact boxes, checklists and other innovative *chunks*. We'll show how writers, editors, photographers and designers can collaborate in effective new ways.



Think Like a Digital Journalist

10 - 11 a.m.

Every news site needs to include video. Audio. Slideshows. Blogs. User participation. But the world of new media is complex and intimidating. Where do you begin? Here's a crash course in multimedia — with tips on the skills and software every smart journalist needs to become effective online.



101 Swipeable Ideas

11 a.m. - noon

A fast-paced parade of the coolest, cleverest headlines, story ideas and design gimmicks I've ever seen — terrifically swipeable ideas to use in your own stories. **PLUS:** You'll get your very own CD of this session to analyze more closely.



PART 2

12 Tips for Improving Your Packaging & Design

1 - 3:30 p.m.

When it comes to writing stories and designing pages, we all keep making the same mistakes. Using pages from our workshop's attendees, we'll illustrate a wide-ranging list of do's and don'ts: from fonts to photos, from graphics to grids. Remember: If you're attending this session, be sure to submit three issues of your paper in advance so we can shoot slides for the show.

