



HELLENIC AMERICAN UNION

An educational public charity

# Writing and Storytelling Masterclass

**Key skills to help you produce more compelling news stories**

July 13-15, 2015 | Hellenic American Union, Athens, Greece





**A unique, intensive, and hands-on summer class, which will help you become an engaging storyteller and sharper news writer.**

**You will learn how to:**

**locate** the right information

**ask** better questions to get more useful and quotable answers and

**write** clear, concise and absorbing news stories.

## WHY ATTEND

- You will learn from a top educator and active practitioner. The masterclass leader, Dody Tsiantar, is an adjunct professor at the Columbia University Graduate School of Journalism and the City University of New York Graduate School of Journalism. Her work has appeared in Time magazine, the Washington Post, Money, Fortune, Newsweek, CNN/Money and CNBC.com
- You will be able to take a professional American course in a European setting at a much lower cost.
- You will study a hot topic in the hottest place to be in the summer, Greece



## WHO WOULD BENEFIT

- Students and graduates of the following disciplines: mass media, communication, journalism, new media
- Journalists with limited work experience
- Bloggers



## DURATION

3 days (Monday through Wednesday 9:30-17:30)



## REQUIREMENTS

To be able to participate you need to already have a very good command of the English language (C2 level).

## MORE ABOUT THE CLASS LEADER

### Tsiantar, Dody



Dody Tsiantar, a freelance reporter and editor, teaches reporting and writing at Columbia University's Graduate School of Journalism and the CUNY Graduate School of Journalism. Until June, 2006, she was the senior business reporter at Time magazine, covering the advertising, beauty, retail and travel industries. She began her career as a special correspondent in the New York bureau of the Washington Post in 1983 and later worked as a business reporter and associate editor for Newsweek. She also served as the deputy chief of reporters at Money magazine, managing a staff of ten reporters, overseeing a network of correspondents, and acting as the project director for special issues. She also helped establish In Style magazine's special issues, as editorial manager. As a freelancer, she has written for Time, Fortune, CNN/Money and CNBC. She holds a Master's of International Affairs from Columbia University and a Bachelor's degree from Georgetown University.

## CONTENT

<b>Day 1</b> <b>Writing with a Purpose</b>	<b>Day 2</b> <b>Listening, Asking and Searching</b>	<b>Day 3</b> <b>Writing to Tell Better Stories</b>
<p><b>Morning</b></p> <ul style="list-style-type: none"><li>● <b>The Power of Focus:</b> you have to have a point when you write, when you speak. Without it, you can't write clearly or communicate clearly.</li><li>● <b>The Power of the Story:</b> what's the difference between a story and a topic? What makes something newsworthy</li><li>● <b>Anatomy of a news story:</b> how news can help you become a better writer and communicator</li></ul> <p><b>Afternoon</b></p> <ul style="list-style-type: none"><li>● <b>Storytelling Building Block 1:</b> Observations. Show, don't tell. How to make readers see what you are describing. Learn to observe effectively.</li><li>● <b>Assignment:</b> Find a story idea and pitch it.</li></ul>	<p><b>Morning</b></p> <ul style="list-style-type: none"><li>● <b>Critique of pitches:</b> what works, what doesn't. What makes a good one. The art of the pitch. Learning how to frame stories and think about story ideas.</li><li>● <b>Storytelling Building Block 2:</b> Information. How to gather information through research—data, sources and experts. Developing search strategies. A research how-to.</li><li>● <b>In-class exercise:</b> Scavenger hunt</li></ul> <p><b>Afternoon</b></p> <ul style="list-style-type: none"><li>● <b>Storytelling Building Block 3:</b> Interviews. How to ask questions and listen carefully. The art of interviewing and learning to ask the right questions.</li><li>● <b>In-class exercise:</b> Interviewing Up Close</li></ul>	<p><b>Morning</b></p> <ul style="list-style-type: none"><li>● <b>Storytelling Building Block 4:</b> Putting it all together. The nuts and bolts you need to tell a good story: what pulls you into a story and what keeps you there. An in-depth discussion of leads, nut graphs, transitions, story structure.</li><li>● <b>The Power of Clarity:</b> learn to write without fillers. Get rid of jargon, get to the point. Get rid of excess verbiage.</li><li>● <b>In-class exercise:</b> say what you mean</li></ul> <p><b>Afternoon</b></p> <ul style="list-style-type: none"><li>● <b>Writing for Digital Media:</b> How is it different. The importance of headlines and visuals. Search engine optimization basics. How to engage your readers (and cull information) via social media – Facebook, Twitter, Reddit, Instagram</li><li>● <b>Wrap up:</b> a review of what has been covered and tips to remember</li></ul>



### IMPORTANT DATES AND REGISTRATION FEE

Early bird registration through May 4, 2015 € 580

Regular registration May 5 – June 1, 2015 € 700

Deadline for participants' cancellation with full refund: May 25, 2015

Tuition fee includes attendance, materials and course documents, beverages and snacks. Tuition fee is not subject to VAT.

Travel and accommodation costs are not included. If you need help with travel arrangements please contact us.



### CONTACT US

For further information you can contact Ms Georgia Dede, Hellenic American Union, tel. +302103680006, e-mail: [gdede@hau.gr](mailto:gdede@hau.gr)

## REGISTRATION PROCEDURES & REGISTRATION FORM

### There are two registration options:

**Offline:** You can enroll by e-mailing a complete registration form (training@hau.gr), together with a copy of the bank slip, where you have deposited the full tuition fee. The HAU bank accounts are listed on the registration form. Greek participants can also register at the HAU Registrar's Office.

**Online:** You can enroll by clicking the "Buy Online" tab at the top of the course description page (www.hau.gr/management). You will be asked to login to proceed. You will need a valid credit card (MasterCard or Visa) to be able to register this way. An automatic confirmation will be sent if the transaction is successful.

### Cancellation and Refund Policies

#### Cancellation by the participant

If you cancel your registration by May 25, 2015, you are eligible for a full refund. Thereafter, no refunds will be given.

#### Cancellation by the Hellenic American Union

Although very few courses are cancelled, the Hellenic American Union reserves the right to cancel a course due to unforeseen circumstances. In the case of course cancellation, all enrolled students are notified by email and given a full refund of the course fee. All applicants are therefore advised to wait until they hold an unconditional offer to make any travel arrangements.

**Please note:** All refunds are made in Euros. The Hellenic American Union cannot refund any shortfalls due to exchange rate fluctuations, or offer compensation for any bank or other charges incurred. Refunds for online payments will be made onto the credit card used to make the payment.

**Confidentiality:** The Hellenic American Union collects and uses personal information in order to communicate with the members of its public, to provide educational and cultural programs and services, and to improve the quality of services that it offers. The information we have requested in this form will be maintained in digital and/or physical form and used only for the purposes described above. You have the right to reasonable access to the personal information we have on you, to request a copy of this information, and to correct it if inaccurate. To find out more, contact the Hellenic American Union at [privacy@hau.gr](mailto:privacy@hau.gr).

I wish to enroll for the:  
**Writing and Storytelling Masterclas**  
(July 13-15, 2015)

### PARTICIPANT'S DETAILS

Last Name .....  
First Name .....  
Gender  Male  Female  
Home Address .....  
City .....  
Country .....  
Postal Code .....  
Mobile Phone .....  
E-mail Address .....

I am:

- Journalism/mass media student
- Journalist/reporter
- Blogger
- Other

### PAYMENT METHOD

Deposit into one of the HAU Bank Accounts:

- Alpha Bank: 441-00-2002-000010  
IBAN GR18 01404410441002002000010  
BIC CRBAGRAA
- Eurobank:0026-0012370100176525  
IBAN GR26 0260 0120 00037010 0176 525  
BIC ERBKGRAA

I understand and accept the registration and cancellation policies.

Name / Signature.....

Date.....



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