**Think Like a Journalist!**



CJTI

A Training Proposal from

The Community Journalism Training Institute

A Project of the Media Consortium

Birds poisoned by lead pellets; a local creek polluted from fracking run-off; smog levels high for days on end. How do you ensure that these important stories are told, and told in a way that makes the most impact?

The bad news is that we can no longer rely on local news to cover these events (if they ever did). The good news is that, in today’s digital world, everyone can become a journalist. If you can text or take a photo, you can be taught to turn your social skills into reporting skills.

The Community Journalism Training Institute can make that vision a reality.

For those already digitally savvy, especially youth, we offer Think Like a Journalist. This workshop teaches participants how to conduct an interview, how to choose a subject for a photo, how to decide what to film and when. We think the workshop is more effective as a three-hour in-person intensive, but we can also offer it as an interactive 90 minute webinar.

Each workshop will be taught by a master trainer and an assistant trainer. Our trainers are the best in the business, led by Curriculum Director Susan Mernit, former senior director for product at Yahoo, consultant to the Knight Foundation, and founder of Oakland Local. We can bring the training directly to your facility, seamlessly integrating the experience so that students believe your organization is offering it directly, or we can do the training at one of our facilities.

We charge a fee for the training, based on whether it is online or in person and the level of instruction. You can pay that fee as a sponsor or pass it through to the participants. As a sponsor, your logo will be on all training materials that go to your students. To sign up, contact Program Director Jo Ellen Green Kaiser at [joellen@themediaconsortium.com](mailto:joellen@themediaconsortium.com) or 415-878-3862.

Fee Schedule

**In-person Workshops**

**Think Like a Journalist**

Three hours with Trainer, Assistant, and Journalist

Includes hands-on practice in small workshop setting

Fee includes refreshments $175/attendee

**Think Like a Journalist Plus**

Same as Think Like a Journalist, but includes

Two follow-up sessions via webinar $200/attendee

**Webinar-Only**

**Think Like a Journalist**

60-90 minute live, interactive workshop with Trainer $50/attendee\*

We are willing to work with organizations to sponsor all or part of the cost for participants. Please contact us at joellen@themediaconsortium.com