

**Mid-America Press Institute**  
**presents**

# **SmartPhone: Smart Journalism**

**A seminar on how to use  
your smartphone to take  
notes, photos, video, and to  
write and post multimedia  
stories on the Internet**

Val Hoepfner, director of education  
at the Freedom Forum's Diversity  
Institute, will lead all sessions at the  
Kansas City Star's Press Pavilion,  
1601 McGee St., Kansas City, Mo.

**Wednesday, Oct. 24**

**9 a.m. Registration:** Coffee and  
newspapers will be provided.

**10 a.m. Welcome and  
Introductions**

**10 a.m. to Noon  
Consumers, smartphones,  
tablets and mobile  
consumption:**

Discussion will include apps journalists  
should use and apps to help you gather  
news and information more efficiently.

Social Media from your smartphone will  
include discussion of apps such as  
HootSuite, Buffer, Twitter, TwitPic,  
Facebook Pags, Facebook Camera and  
Instagram.

Audio recording and editing with  
IAudition, ITalk and Audio Boo will be  
discussed. Photojournalism and Photo  
Editing and assorted apps will be  
explored.

**Noon to 12:45 p.m. Lunch**

**12:45 p.m. to 3 p.m. Video  
techniques, editing and  
transmitting:**

Discussion will include video techniques  
for shooting smartphone video, B-roll,  
sequences, monopods, tripods; what to  
capture to tell your story; live streaming  
video apps and techniques.

Video editing with IMovie, Videolicious,  
Splice, 1<sup>st</sup> Video from Vericorder will be  
explained.

Transmitting photos, audio, video will be  
taught, including discussion of Dropbox,  
Brightcove uploader, transfer big files.

Lecturer also will discuss nearby/Geo  
location apps Sonar, Highlight, Banjo;

apps she's testing; mobile and digital  
life stories for 2013.

Also to be discussed will be tools to  
enhance your iPhone from Bluetooth  
keyboard, to extra battery power, to  
microphone connectors, tripod  
mounts.

**3 p.m. Adjourn**

We thank:

**The Kansas City Star  
Missouri Press Association,  
Kansas Press Association,**  
for their help with this seminar.

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## **Next MPI Seminars**

**Nov. 14:** Law & Ethics, Illinois Press  
Association, Springfield, Ill.

**February 2013:** Leadership Development,  
St. Louis.

## **Hotel information if needed**

Sheraton Kansas City Hotel at Crown  
Center, 2345 McGee St., Kansas City,  
Mo. Contact John Ryan, MPI  
executive director, to get seminar  
rate.

Registration form for

# SmartPhone: Smart Journalism

an MPI Seminar

**Oct. 24, 2012**

at the Kansas Star's Press Pavilion,  
1601 McGee St., Kansas City, Mo.

REGISTRATION FEE: \$25, includes box  
lunch. Make checks payable to MPI.

Newspaper \_\_\_\_\_

Participants \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail(s) \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

## SEMINAR REGISTRATION:

### Contact:

John Ryan  
MPI Executive Director  
c/o Student Publications  
Eastern Illinois University  
600 Lincoln Ave.  
Charleston, IL 61920

**Call it in:** 217-581-7939

**Fax it in:** 217-581-2923

### Email the information:

[jmryan@eiu.edu](mailto:jmryan@eiu.edu)

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