

**Friday, January 29, 2010**

**Get in on the Act: Creating a Web Site Video**

*Jeff Achen, Thisweek Newspapers*

Web Video: Where it's going, where to begin & how to make it all work on a budget. Changes in technology and publishing tools have made it possible for the average Joe to write, produce, publish and distribute video online. Small market newspaper journalists have never had a better opportunity to get in on the action.

It's affordable, accessible and manageable. Join Online Editor and Videographer Jeff Achen for this session on how to shoot, edit and produce video for your newspaper Web site. He'll focus on staying on budget with minimal commitments of staff and equipment. He'll also show you how you can start your own video newscast or Web show, suggest equipment, explain some of the latest Web video trends and answer your questions about getting your newsroom into video.

9:00 a.m.

For editors  
and reporters

