



THE PRESIDENCY AND THE PRESS

A Conference for High School Media
July 25-31, 2009

The Marlin Fitzwater Center for Communication at Franklin Pierce

The Marlin Fitzwater Center for Communication believes firmly that robust and open debate is essential to the health of our nation's democracy. To ensure the future of that debate, we are dedicated to educating leaders of conscience in public communication. This conference reaches out to our nation's high school media. In one short week, we will introduce some of the country's most engaged youth to the dynamics of presidential election politics, the role of the media who cover it, and the relationship between the two. Every speaker, every tour, every interview is designed to give these young people of our nation's student media the skills and information they need to cover their issues, their way.

This will be an unparalleled experience on many levels. Several White House veterans will be joining us throughout the week. **David Valdez**, former White House photographer, will share his experiences covering President George H.W. Bush during a master class in photojournalism. And **Marlin Fitzwater**, who served his country as press secretary to two presidents, will arrive mid-week to work with the students, answer their questions, and guide their progress. And **Gene Gibbons**, former Reuters White House correspondent and now editor for Stateline.org, will talk with the students.

To cover the view from the Granite State, home of the first-in-the-nation primary, we have partnered with **The New Hampshire Political Library**. Its President, **Michael Chaney**, will welcome us to the state's capital, Concord, for an immersion into primary politics.

The week promises to be a full one. Not only will we interact with national and regional political and media professionals, but we will also be covering the week and producing a daily on-line publication and an end-of-the-week live webcast. This means work. The

ambitious student can get a head start in the newsroom starting at 6 a.m. Otherwise, the days start with a morning press gaggle, at which time the students will be advised of the day's final schedule and drop-in/call-in guests. The day then typically is devoted to briefings and side-bars, on the road or in Rindge, which are followed by afternoon or evening newsroom time, the evening webcast and then dinner at the Press Club. The evening's activities might include "Off-the-Record" conversations on campaign issues, personalities and careers. Or, there could be a trip to the local ice cream store, a minor league baseball game...and on Thursday evening, the semi-formal Presidential Ball. And those wishing to beat a deadline can always head back to the newsroom. Lights are out at 11 p.m.

The students are here to learn. They will be assigned to a beat, working the conference as reporters, producers, bloggers, photographers, and videographers for the daily on-line publication or the week's live webcast. Students will work on stories, complete interviews, and wrap up news packages under the guidance of experienced faculty and college students.

Two of our previous students spent their first days of college as credentialed media on the floor of the 2008 national political conventions. We cannot guarantee that you will do the same, but this will start you on the path to your goal of covering our nation's democracy on any level.

For more information, please visit the Fitzwater Center's homepage at the Franklin Pierce University website: www.franklinpierce.edu. Or call Dr. Kristen Nevios, director, at 603.899.1039.

Tentative Conference Schedule:

Saturday, July 25

Newsroom

After settling into campus life, the students will go through the press credentialing process and be introduced to the conference staff, each other and newsroom life.

1:00 p.m. Registration and check-in through 3 p.m.

3:30 p.m. **Opening Session**

In the Patterson Television Studio

with Dr. Kristen Nevious, Director of the Fitzwater Center

4:00 p.m. **Briefing: Covering the 2008 RNC and DNC**

In the Patterson Television Studio

with student media who covered the national political conventions on the ground in Denver and Minneapolis

5:00 p.m. **Welcome Dinner**

In the Cafeteria

6:00 p.m. **Credentialing**

In the Press Club

6:30 p.m. **Newsroom: Evening Edition**

In Fitzwater Center 101

Decisions must be made: will you spend the week producing **The Fitzwater E-Briefings**, the conference's online news publication with reporting, photography, podcasting, blogging and videocasting; or will you focus on producing "**The Presidency and The Press: 2009**," the hour-long wrap-up of the week's events? Once you make your selection, Dr. Nevious and the conference news staff will divide the group into news bureaus, review with you the week's news budget, make the week's assignments and post deadlines. Then it is time to get to work!

8:00 p.m. Wal-Mart Run (pre-register with Laura Perez by 5 p.m.)

9:00 p.m. **The Gaggle?**

In the Patterson Television Studio

10:00 p.m. Newsroom Deadline

11:00 p.m. Lights Out

12:00 a.m. **The Fitzwater E-Briefings** goes online

Sunday, July 26

The Newsroom

This is the day to fine-tune our skills and develop into an articulate and insightful news gathering team.

7:30 a.m. **Breakfast**

In the Cafeteria

8:30 a.m. **Press Gaggle,**

In the Press Club (Fitzwater 101)

9:00 a.m. **Professional Development Workshops**

Fitzwater E-Briefing staff will rotate through the following sessions:

In the Journalism Lab (Fitzwater 106) and Fitzwater 101

- * Blogging Basics for the Internet
- * Producing Flip Cam Packages for the Internet

"The Presidency and The Press: 2009" staff will rotate through the following sessions:

in the Patterson Television Studio

- * Single-Camera Production
- * Audio Production

11:00 a.m. **Master Class: The Interview**

In the Patterson Television Studio

Noon **Lunch**

in the Cafeteria

1:00 p.m. **Professional Development Workshops**

Students will rotate through the following sessions:

In the Journalism Lab (Fitzwater 106) and Fitzwater 101

- * Writing for the Internet
- * Producing Audio Packages for the Internet

"The Presidency and The Press: 2009" staff will rotate through the following sessions:

in the Patterson Television Studio

- * Single-Camera Production, continued
- * Audio Production, continued

3:15 p.m. **Professional Development Workshops**

Students will rotate through the following sessions:

In the Journalism Lab (Fitzwater 106) and Fitzwater 101

- * Digital Camera for the Internet
- * Twittering Basics

"The Presidency and The Press: 2009" staff will rotate through the following sessions:

in the Patterson Television Studio

- * Multi-Camera Production
- * Video Editing

5:15 p.m. **Dinner**

In the Cafeteria

6:00 p.m. **Professional Development Workshops**
Students will rotate through the following sessions:

In the Journalism Lab (Fitzwater 106) and Fitzwater 101

- * Fitzwater E-Briefing Production

"The Presidency and The Press: 2009" staff will rotate through the following sessions:

In the Patterson Television Studio

- * Multi-Camera Production, continued
- * Video Editing, continued

8:15 p.m. Wal-Mart Run (pre-register with Laura Perez by 5 p.m.)

8:30 p.m. **Evening Edition in the Fitzwater Center**
Students are free to work with staff on advanced skills in:

In the Journalism Lab (Fitzwater 106), Fitzwater 101, and the Patterson Television Studio

- * Writing for the Internet
- * Video Editing
- * Audio Production
- * Digital Photography for the Internet

10:00 p.m. Newsroom Deadline

11:00 p.m. Lights Out

12:00 a.m. **The Fitzwater E-Briefings** goes online

Monday, July 27

Road Trip: The Granite State & Presidential Politics

Today's host is the New Hampshire Political Library, and we now head to Concord, the state capital.

- 7:30 a.m. **Breakfast**
In the Cafeteria
- 8:00 a.m. Board Press Bus for trip to Concord, NH
At Peterson Hall parking lot
- 8:15 a.m. **Press Gaggle, on the Road**
- 9:30 a.m. **Tour** of the New Hampshire State House with Virginia Drew
- 10:00 a.m. **Briefing: Why New Hampshire?**
In Representative Hall, The State House
- 11:15 a.m. **A Picnic with First Lady Jane Pierce**
On the lawn of the Franklin Pierce Manse
- Noon **Tour** of the Franklin Pierce Manse
- 12:45 p.m. **Backgrounder: The New Hampshire Political Library**
In the Franklin Pierce Manse
- Michael Chaney, Director, New Hampshire Political Library
- 1:30 p.m. **Briefing: On the Campaign Trail**
In the Franklin Pierce Manse
- 3:00 p.m. **Side Bar: The Long-shot Candidates: Hoping for a Miracle**
In the Franklin Pierce Manse
- 4:00 p.m. Board Press Bus for return trip to Franklin Pierce University
At Franklin Pierce Manse parking lot
- 5:30 p.m. **Dinner**
In the Cafeteria
- 6:00 p.m. **Evening Edition:**
Note: Telephone interviews with journalists, politicians, government officials and other speakers will be scheduled throughout the Evening Edition period

Fitzwater E-Briefings Production

in the Journalism Lab (Fitzwater 106), the radio station and Fitzwater 101

The Presidency and The Press: 2009 Production
in the editing suites, the Patterson Television Studio, and Fitzwater 103

- 8:15 p.m. Wal-Mart Run (pre-register with Laura Perez by 5 p.m.)
- 10:00 p.m. Newsroom Deadline
- 11:00 p.m. Lights Out
- 12:00 a.m. **The Fitzwater E-Briefings** goes online

Tuesday, July 28

Frontline Reports: The Road to the White House

Today we hit the road and head to Manchester, where we will talk with New Hampshire media leaders and meet and talk with Marlin Fitzwater.

7:30 a.m. **Breakfast**
In the Cafeteria

8:00 a.m. Board Press Bus for trip to Manchester, NH
At Peterson Hall parking lot

8:15 a.m. **Press Gaggle**, on the Road

9:30 a.m. **Tour** of the New Hampshire media outlets

Noon **The Presidency and The Press Keynote Luncheon**
At Franklin Pierce University Manchester Center

Marlin Fitzwater, former White House Press Secretary

1:00 p.m. **Briefing: The Media and Election 2008**
At Franklin Pierce University Manchester Center

2:30 p.m. **Afternoon Edition, in the Field:**
Note: Interviews with Marlin Fitzwater will be scheduled throughout the Afternoon Edition period; telephone interviews will also be scheduled with journalists, politicians, government officials and other speakers

Fitzwater E-Briefings Production
In the computer lab, Classroom 1

The Presidency and The Press: 2009 Production
In the television studio, Classroom 2

5:45 p.m. Board Press Bus for trip to MerchantsAuto.com Stadium
In Jefferson Mills parking lot

- 6:00 p.m. **Dinner: Presidential Politics & Baseball**
Buffet dinner at MerchantsAuto.com Stadium
- 7:05 p.m. **New Hampshire Fisher Cats v. New Britain Rock Cats**
- 10:00 p.m. Board Press Bus for return trip to Franklin Pierce University, Rindge, NH
In stadium parking lot
- 11:30 p.m. Lights Out
- 12:00 a.m. **The Fitzwater E-Briefings** goes online

Wednesday, July 29

The 2008 Presidential Election: The Issues, The Candidates, New Media & The Polls

- 7:30 a.m. **Breakfast**
In the Cafeteria
- 8:30 a.m. **Press Gaggle,**
In the Press Club (Fitzwater 101)
- 9:00 a.m. **Briefing: The Issues**
In the Patterson Television Studio
- 11:00 a.m. **Briefing: The Candidates**
In the Patterson Television Studio
- Noon **Lunch**
In the Cafeteria
- 1:00 p.m. **Briefing: New Media & The Youth Vote**
In the Patterson Television Studio
- 2:30 p.m. **Briefing: The Polls and the 2008 Presidential Election**
In Fitzwater 101
- 4:00 p.m. **Afternoon Edition:**
Note: Telephone interviews with journalists, politicians, government officials and other speakers will be scheduled throughout the Afternoon Edition period
- 5:30 p.m. **Dinner**
In the Cafeteria
- 6:00 p.m. **Evening Edition:**
Note: Telephone interviews with journalists, politicians, government officials and other speakers will be scheduled throughout the Evening Edition period

Fitzwater E-Briefings Production

In the Journalism Lab (Fitzwater 106), the radio station and Fitzwater 101

The Presidency and The Press: 2009 Production

In the editing suites, the Patterson Television Studio, and Fitzwater 103

8:15 p.m. Wal-Mart Run (pre-register with Laura Perez by 5 p.m.)

10:00 p.m. Newsroom Deadline

11:00 p.m. Lights Out

12:00 a.m. **The Fitzwater E-Briefings** goes online

Thursday, July 30

Looking Ahead to 2010 and 2012

Yes, President Obama was just inaugurated. But candidates are already declaring for the crucial mid-term elections, and others are exploring their options for 2012. We have invited the candidates, both declared and potential, to visit with us and answer your questions.

7:30 a.m. **Breakfast**

In the Cafeteria

8:30 a.m. **Press Gaggle,**

In the Press Club (Fitzwater 101)

9:00 a.m. **Briefing: The State of the States**

In the Press Club (Fitzwater 101)

Gene Gibbons, Editor, Stateline.org

11:00 a.m. **Briefing: The Candidates**

In the Patterson Television Studio

Noon **Lunch**

In the Cafeteria

1:00 p.m. **Briefing: The State of Civic Engagement**

In the Patterson Television Studio

2:30 p.m. **Afternoon Edition:**

Note: Telephone interviews with journalists, politicians, government officials and other speakers will be scheduled throughout the Afternoon Edition period

Fitzwater E-Briefings Production

In the Journalism Lab (Fitzwater 106), the radio station and Fitzwater 101

The Presidency and The Press: 2009 Production

In the editing suites, the Patterson Television Studio, and Fitzwater 103

- 5:30 p.m. **Dinner**
In the Cafeteria
- 7:30 p.m. **The Presidential Ball**
In Pierce Hall
- 10:00 p.m. Newsroom Deadline
- 11:00 p.m. Lights Out
- 12:00 a.m. **The Fitzwater E-Briefings** goes online

Friday, July 31

The Presidency and You

Robust debate is essential to a healthy democracy. This debate does not just happen. It requires dedicated commitment, and we hope that this week has demonstrated that you can make this commitment and make a difference in our nation.

- 7:30 a.m. **Breakfast**
In the Cafeteria
- 8:30 a.m. **Press Gaggle**
In the Press Club (Fitzwater 101)
- 10:30 a.m. **"The Presidency and The Press: 2009"**
A live webcast
In the Patterson Television Studio
- 11:30 a.m. **Awards Ceremonies**
In the Patterson Television Studio
- Noon Checkout