

Wordstock 2010 - Agenda - Saturday, Oct. 2

9 a.m. Registration and coffee; plus fruit and pastries.

9:45 a.m. Assembly in Eaton Lecture Theatre (Room 204) and Introductions.

The joy of writing

10 - 11 a.m. Our keynote address will feature one of the country's finest writers, The Globe and Mail's Ian Brown, winner of four National Newspaper Awards, six National Magazine gold awards, and recently winner of two major awards for Canadian non-fiction for his book "The Boy in the Moon: A Father's Search for His Disabled Son." **EATONLECTURE THEATRE**

11:20 - 12:30 p.m.	<p>Writing the 650-word short feature</p> <p>As journalists, you may have more to say across multiple platforms, but with fewer words. Thane Burnett, Sun Media's award-winning creator of great short features, talks about techniques for writing in tight spaces. Burnett, who's covered everything from O.J. Simpson to Haiti, argues for targeting one human element, using quotes properly, salvaging color and reasons to leave out the mayor's quotes.</p>	<p>Successful freelance writing</p> <p>In this seminar, freelance writer and author Paul Lima explores the process you need to follow if you want to write for newspapers or magazine or sell your writing services to the corporate market. He will also talk about the types of articles you will most likely write for newspapers and magazines, share a list of the type of writing you can do for the corporate market, and will discuss how much you can expect to earn.</p>	<p>The mystery novel you have wanted to write</p> <p>Who hasn't wanted to write a mystery? This panel covers the techniques along with the ups and downs of writing and publishing a mystery novel. Discover the techniques classic mystery authors use to help you in your own writing. Panelists: April Lindgren, Ryerson (author of <i>Headline: Murder</i>); Rosemary Aubert, author of the Ellis Portal mystery series; one other TBA.</p>	<p>Magazine readers want stories</p> <p>To connect with magazine readers, writers and editors need to reconnect with character and narrative. Freelance writer and former Chatelaine editor Kim Pittaway, one of the most popular Wordstock seminar leaders over the years, offers a new seminar that looks at ways of injecting character and narrative into all kinds of magazine writing, from short pieces to service pieces to actual features.</p>
	Barbecue Lunch in Ram in the Rye - 12:30 to 1:45			
1:45 - 3:00 p.m.	<p>News storytelling</p> <p>Practical advice on the art of injecting storytelling into a newspaper and online reporting and writing after the breaking story on your website. Speaker: Phil Andrews, managing editor of the multiple award-winning Guelph Mercury.</p>	<p>The process toward writing long features</p> <p>Jon Wells, the Hamilton Spectator's award-winning feature writer and author, talks about crafting long features that hook readers from the start and do not let go. The session will include tips on preparation, interviewing, organizing material, working with editors, and employing different storytelling techniques.</p>	<p>(re)Discover the joy of creative writing</p> <p>If you're an aspiring writer or an experienced writer looking for a little spark, Paul Lima helps you rediscover the joy of creative writing. This session touches on the content in a book of the same name that Lima has written and published. The session includes many tools and techniques to get you writing novels, short stories, and poetry.</p>	<p>Finding your voice</p> <p>Yes, you have one. It's your distinctive style as a writer. Sometimes it just shows up; other times it needs to be coaxed. Don Gibb, a writing coach and a retired Ryerson journalism professor, will challenge you by offering ideas on how best to find and nurture your voice — your individual writing style. If you already have a voice, bring it along. If you struggle with finding yours, we'll try to encourage your voice recognition.</p>
	3:45 - 4:30 p.m.	<p>Writing for multiple platforms</p> <p>The future of writing is being able to tell stories on multiple platforms. Marissa Nelson of the Toronto Star discusses the various platforms (print, multimedia, video, social media) and how to adapt your writing to each.</p>	<p>Self-editing: making every word count</p> <p>With fewer copy editors between the original story and the printed page and website, reporters and writers must pay more attention to their copy before it heads off to production. Self-editing entails making every word count and one of Canada's best, Kevin Scanlon of the Toronto Star, has developed a handy checklist, a tip sheet and an answer to the question: "What's my lede?"</p>	<p>Stating your opinions in a clear way</p> <p>Effective opinion writing is a key to raising readers' interaction with a publication, online or otherwise. We call upon a panel of columnists and editorial writers to impart their expertise in persuading readers that they are right or irritating those who disagree. Beautiful writing is a key element. Speakers: Jim Coyle, Toronto Star; Susan Clairmont, Hamilton Spectator; Peter Haggert, Toronto Community News.</p>

SPECIAL EVENT
The future of digital media.
 Eaton Lecture Theatre
 1:30 to 2:30 p.m.

Digital media has been growing at an exponential rate over the past few years. But what does this mean for you and how will it impact your daily life? Please join us for a lively discussion that will explore the significance of digital media both today and into the future. This moderated discussion will feature a panel made up of industry insiders and experts who will share their thoughts and opinions on the future of this ever-expanding medium.

Panelists: **Adam Froman**, CEO Delvinia; **Abby Goodrum**, the Velma Rogers Graham Research Chair, Ryerson School of Journalism; **Marissa Nelson**, senior editor, Digital News, Toronto Star; **Chris Nguyen**, co-founder of teamsave.com, Ryerson Digital Media Zone. Moderator is **Dwight Drummond**, CityTV News.

Wordstock Registration

Mail to: **Ryerson Journalism Alumni Association**,
c/o Bryan Cantley, Wordstock Director, 1099 Ambercroft Lane,
Oakville, ON, L6M 1Z6. (Please complete the address so that we
can e-mail or mail you a confirmation of your attendance.)
Please read the instructions on payment carefully. We will not
accept credit card payment directly. It's all online. You actually
save by paying by cash or cheque.

NAME _____

ORGANIZATION _____

ADDRESS _____

CITY _____ POSTAL CODE _____

PHONE _____

E-MAIL _____

Registration fee is just \$75*

(If a group wishes to attend, please copy this form for each person or submit a list of attendees on a separate sheet of paper by mail or email.)

Make cheques payable to

Ryerson Journalism Alumni Association (RJAA)

Cheque enclosed

Cheque or cash to come

*This year, we will not accept credit card payments directly to the RJAA. You can pay by credit card when register online through the Ryerson Journalism Alumni Association website at <http://www.rjaa.ca> or through our Facebook page. Payment is accepted by all credit cards and PayPal through a secure event payment company called EventBrite. A service fee is added on.

You can fax this form to 416-923-7206.

Please check below if you are a journalism student at any journalism institution or a paid-up member of the RJAA. This means you qualify for a \$50 registration fee.

Journ Student _____ RJAA Member _____

It will help us in our planning if you will indicate which of the seminars you would like to attend besides the general session. Please give us your top choices for the following time slots.

11:20 a.m. seminar.....

1:45 seminar.....

3:15 seminar.....

For more information on registering, contact Bryan Cantley at 416-575-5377 or by email: bcantley@cna-acj.ca.
(Absolutely no refunds after September 20)

Privacy Policy: All information is collected in accordance with the Personal Information Protection and Electronics Act (PIPEDA). Information collected is accessible only to those authorized by the Ryerson Journalism Alumni Association to carry out transactions such as processing registration fees to Wordstock and membership fees. **Please note:** Ryerson respects your privacy. If for any reason you would rather not receive future notices about special events or services which may be of interest to you, please contact alumni@ryerson.ca, or ph 416-979-5018.

BACK TO THE BASICS FOR THE 15th ANNUAL WORDSTOCK

Wordstock 2010 is the 15th annual day-long seminar for journalists and writers.

This year, the regular Wordstock program is on Saturday, October 2 and it coincides with Ryerson's annual reunion for alumni.

Fee is \$75 if paid by cash or cheque. There is a small service fee if registering through the convenient online registration process at www.rjaa.ca. Fee includes a barbecue lunch.

FUTURE OF DIGITAL MEDIA (NEW!)

During Wordstock, Ryerson University has assembled a panel to discuss the future of Digital Media. It runs from 1:30 to 2:30. It is open to all Wordstock participants.

BOOK TABLE

There will also be a book table with numerous books about the craft. Bring your cheque book or cash and take home some excellent books, ties, scarves and "PRESS" hats. We cannot accept VISA or any other credit card at the book table.

**Wordstock 2010 is supported by:
Ryerson Journalism Alumni Ass'n**
(<http://www.rjaa.ca>)

Canadian Newspaper Association
(www.cna-acj.ca)



Saturday, Oct. 2, 2010

Ryerson School of Journalism, 80 Gould St., Toronto

REGISTRATION FEE: \$75*