



The U.S. Embassy Public Affairs Section  
*presents a Workshop for Journalism Students on*  
**“Stepping Out on the Right Foot: Essentials of Modern Journalism”**  
Saturday, October 23, 2010 at 9:00 a.m.  
U.S. Embassy, Kingston, Jamaica

## Agenda

- 8:30 a.m. Registration
- 9:00 p.m. Welcome Remarks and Introduction of Ingrid Sturgis Lake by Chair  
Yolonda Kerney, Public Affairs Officer, U.S. Embassy
- 9:10 a.m. **SESSION 1: Getting it Straight: Journalism Do's and Don'ts**  
Ingrid Sturgis Lake, Assistant Professor of Journalism, Howard University
- 9:30 a.m. Q & A discussion with participants
- 9:45 a.m. Break
- 10:00 a.m. **SESSION 2: The Multi-Skilled Caribbean Journalist**  
Dr. Canute James, Director, Caribbean Institute of Media & Communications,  
University of the West Indies
- 10:20 a.m. Q & A Discussion with participants
- 10:30 a.m. **Spotlight on Social Media: Facebook, Twitter, Blogs and More**  
Ingrid Sturgis Lake
- 10:45 a.m. Q & A Discussion with participants
- 11:00 a.m. Group break-out sessions: Focus on U.S. Mid-Term Elections
- 12:00 p.m. Presentation and discussion of reports from break-out sessions
- 12:30 p.m. Close and reception with participants

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