

## SYLLABUS “REPORTING AMERICA”

#	Date	Responsible	Topic
1.	15. April	Kolja, Dirk, Jessica	Introduction
2.	22. April	1 <sup>st</sup> Guest	Q&A WITH <b>MICHAEL DOBBS</b> (Washington Post) on transatlantic Journalism and his career
3.	29. April	1 <sup>st</sup> Workshop Dirk, Semir	HOW TO SET UP A BLOG AND MAKE IT BEAUTIFUL <ul style="list-style-type: none"><li>• Blog Introduction</li><li>• 1<sup>st</sup> round of Article Ideas</li></ul>
4.	6. Mai	2 <sup>nd</sup> Workshop Jessica, Roland	JOURNALISM 101 <ul style="list-style-type: none"><li>• Journalism Basics</li></ul>
5.	13. Mai	2 <sup>nd</sup> Guest Kolja, Dirk	CNN, IREPORT.COM & SOCIAL MEDIA FOR JOURNALISTS <ul style="list-style-type: none"><li>• <b>Dr. Amelie Heinrichsdorff</b> (Director PR &amp; Corporate Affairs CNN)</li><li>• <b>Joerg Buddenberg</b> (Marketing Manager CNN Germany)</li><li>• Introduction CNN, iReport</li><li>• Story Ideas</li><li>• Q&amp;A</li></ul>
6.	20. Mai	3 <sup>rd</sup> Workshop Jessica	WRITING FOR THE ENEMY <ul style="list-style-type: none"><li>• Workshop Session: Exercise in writing from different political viewpoints (e.g. Huffington Post, Foxnation, etc.)</li></ul>
7.	27. Mai	3 <sup>rd</sup> Guest Kolja	RECHERCHEKOMPETENZ, COMMENTARY WRITING <ul style="list-style-type: none"><li>• <b>Joerg Wolf</b> (Atlantic Review, Atlantic Community)</li></ul>

8.	3. Juni	4 <sup>th</sup> Workshop	AMERICAN AND GERMAN JOURNALISM COMPARED
9.	10. Juni	4 <sup>th</sup> Guest Kolja	WHAT DO GERMANS KNOW ABOUT THE U.S.? • <b>Scot Stevenson</b> (USAerklaert.de)
10.	17. Juni	5 <sup>th</sup> Workshop Peter	TBA
11.	24. Juni	5 <sup>th</sup> Guest Dirk	Q&A WITH <b>JERRY GERBER</b> (Press Secretary Democrats Abroad)
12.	1. Juli	6 <sup>th</sup> Workshop Semir	TBA
13.	8. Juli		OPEN FOR SUGGESTIONS
14.	15. Juli		SUM-UP & BBQ

You can reach the mailing list with all seminar participants by writing to [seminar@tapmag.net](mailto:seminar@tapmag.net)