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INCA 200 Summer Institute in Journalism

INCA Summer Institute Coordinator

Shannon Avison

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INCA Faculty

Dr. Patricia (Trish) Elliott

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INCA Program Coordinator

Audrey Dreaver

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Summer Institute Days/times:

Monday, May 2 to Friday, June 10, 2022

Monday to Friday 10 a.m. to noon; 1 to 4 p.m.



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Course Description:

The INCA Summer Institute is an intensive six-week course that provides instruction and practical experience to prepare students for entry level positions in news media, including print/online, radio and television companies. Students complete daily and weekly assignments and are trained by professional Indigenous journalists from Indigenous and mainstream media.

***Permission of the Department Head is required to register.

*** *Note: This course may sometimes be offered on a Pass/Fail basis.* (In 2022-20, the grading will be a numerical)

Attendance/participation

Every day and every week of the Summer Institute builds on the lessons and activities that came before; so students in the INCA Summer Institute are required to maintain 100 per cent attendance. That means no late arrivals, no leaving early and absolutely no absent days. (Exceptions will be made in extraordinary circumstances; however, they must be approved by the Instructor.)

This requirement will be enforced. If a student arrives late, leaves early or is absent, they may be advised to drop the class. It is up to students to make note of the last day to withdraw during Part of Term (POT) 4.

If you have any questions or concerns, please contact Shannon Avison at savison@fnuniv.ca or call 306-536-8069.



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INCA 200 ASSIGNMENTS

In the first two weeks, students will develop an idea for a story to work on and “repurpose” throughout the six weeks of the Summer Institute. This strategy means that students don’t have to keep doing research on new topics every week, which takes away from time spent learning to produce news and feature stories for every platform—print/online publication, radio and television/online. Students will also be required to use social media, particularly Twitter but also Facebook, to promote your own stories.

Week 1 News writing assignments:

- INCA bio and picture - 250 words max. - due Friday noon (submit to pelliott@fnuniv.ca)
- Assignment #1 - due Tuesday, May 3 at 3 pm (upload to Google Drive folder)
- Assignment #2 - due Thursday, May 4 at 3 pm/10

Week 2 News and feature writing assignments:

- Assignment #3 - Pitch - Story idea to pitch to EFN - due Monday, May 9 at 10 am
- Assignment #4 - 300 - 500 word story to submit to Eagle Feather News - due Friday, May 13 at 12 noon/15

Week 3 - Radio news

- Assignment #5 - Radio news story/10 (possibly based on news release) - rewriting, recorded quote - maybe setup/fake press release
- possible over phone copy script-clip voicer
- Assignment #6 - Radio news or feature format/15

Week 4 - Radio shows

- Assignment #6 - Show assignments (assigned individually)/10

Week 5 - Television News

- Assignment #7 - Television news story/20



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Week 6 - Television/Online News

- Assignment #8 - Online news story suitable for www.aptnnews.ca /15

Participation - professionalism, communication, problem solving/15

Note: Completion of all assignments is required to pass.



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Assignments - Grading

Professional Competencies

90-100 Can teach the subject/assignment - for this grade to be awarded for an assignment, students must complete their own assignment and assist another student in at least 3 areas - editing, shooting, interviewing, research, chase producing

80-90 Highly skilled - can work independently

70- 80 Very good - requires minimal support

60-70 Good - requires support; shows systematic improvement

Learner Competencies

5 - Highly engaged; actively inquiring

4 - Engaged and communicating

3 - Actively interested

2 - Interested;

1 - Not engaged

Daily Excellence

Motivation

Engagement

Interest



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WEEK ONE - Foundations (May 2 - 6)

Instructor: Betty Ann Adam, Shannon, Trish, Kerry; TAs: Mercedes Redman, Mick Favel

	Monday	Tuesday	Wednesday	Thursday	Friday
10-12 am	Orientation/schedule	<p>What is news; news values; reporting; writing ledes; 5 Ws, quotes; word choice</p> <p>Preparing for interviews; understanding the story; research (e.g. news release); finding sources; questions (open and closed questions); 5 Ws</p>	Deconstructing news stories; how are news and feature stories different	BAA: Reviewing drafts - ledes, focus, understanding	<p>BAA - review first news assignment stories</p> <p>Personal bio and picture due - submit to Trish</p>
12-1	Lunch Break				
1:00-1:30 pm	1:00 - 3:00 INCA Panel: Doug Cuthand, Post Media Nelson Bird, CTV Kerry Benjoe, EFN Jennifer Francis, CBC Priscilla Wolf, MJ/APTN TBA: Merelda Fiddler, PhD	Assignment #1 - What newsy thing happened to me - personal anecdote - students interview partner and tells the story in 300 words; 5 Ws, one or two quotes	Assignment #2 - Writing news from a news release	Continue: Assignment #2 - Writing news from a news release	
1:30 - 3:00 pm		WORK	WORK	WORK	2:30 - 4 INCA Circle in tipi (Roland/Dennis)
3:00 - 4:00 pm	3:00-4:00 Wrap	Review Assignment #1 stories (may carry forward)	News release draft report due :)	200-300 word story due	



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WEEK TWO - News Writing (May 9 - 13)

Instructors: Betty Ann Adam, Kerry Benjoe
 TA: Mercedes Redman, Mick Favel, Lori Deets

	Monday	Tuesday	Wednesday	Thursday	Friday
10-11am	News writing	News writing	News writing	News writing	News writing
11-12 am	Ethics	Quotations	Pitching stories		
LUNCH					
1:00-1:30 pm	News writing assignment from Kerry		Pitching		Plan for next week - radio with Peter Skinner, Jennifer Francis, Bryan Eneas, Pauline Clarke, Dorn,
1:30 - 3:30 pm	WORK	WORK	WORK	WORK	2-4 pm Weekly wrap - Talking Circle in tipi (Roland)
3:30 - 4:00 pm	Update	Kerry's assignment due	Update	BBQ	

Web design: Alice Asikinack & Felicia Dewar - review websites www.pikiskwewin.ca and INCA 200; how to upload to INCA 200; also how to promote it with Twitter, FB, etc. #incasummer2022



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WEEK THREE - Radio (May 16 - 20)

Instructor: Peter Skinner

TAs: Mercedes Redman, Shannon, Trish

Guests: Jennifer Francis, Paul Dornstauder

	Monday	Tuesday	Wednesday	Thursday	Friday
10-11 am	Introduction and plan for two weeks; assignments -		Script - Performance	Soundscapes	Assignment due
11-12 am	Basic radio concepts: pair up interview, location record, sound work		News packs		Radio/podcast shows planning
LUNCH					
1:00-1:30 pm	Radio and podcast storytelling - rethinking stories with audio Assignment - Record and edit a Clip	Assignment - Script-Clip	Assignment - Pack	Assignment - Soundscapes	Planning for next week
1:30 - 3:30 pm	WORK	WORK	WORK	WORK	INCA 200 Circle
3:30 - 4:00 pm	Daily review and update; needs assessment	Daily review	Daily review	Daily review	



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WEEK FOUR - Radio (May 23 - 27)

Instructor: Peter Skinner

TA: Mercedes Redman

	Monday	Tuesday	Wednesday	Thursday	Friday
10-11am	Planning a radio show	Producing a radio show	Producing a radio show	Producing a radio	Dorn - Deb Listening party
11-12 am	The clock				
LUNCH					
1:00-1:30 pm	Roles assigned	Assignments	Assignments	Pulling elements together	Planning for next week
1:30 - 3:30 pm	WORK	WORK	WORK	WORK	Weekly wrap
3:30 - 4:00 pm	Update			Dry run	



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WEEK FIVE - TELEVISION NEWS (May 30 - June 3)

Instructors: Tamara Pimentel, APTN

TAs: Mercedes Redman, Peter Skinner, Shannon, Trish

	Monday	Tuesday	Wednesday	Thursday	Friday
10-11 am	Introduction and plan for two weeks	Producing news for APTN National News	Producing news for APTN National News	Producing news for APTN National News	Producing news for APTN National News
11-12 am	Visual storytelling - rethinking their stories with pictures; Shooting: wide, medium, tight; horizontal; holding shots				
LUNCH					
1:00-1:30 pm	Group Assignment - sequence	Shooting assignment	Lighting assignment		Planning for next week
1:30 - 3:00 pm	WORK	WORK	WORK	WORK	Weekly wrap
3:30 - 4:00 pm	Screen sequences				



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POWWOW WEEKEND (June 4, 5 at Evraz)

Volunteer opportunities for pîkiskwêwin, APTN, Access...

	Saturday	Sunday
12 Noon	Grand Entry	Grand Entry
7 pm	Grand Entry	Grand Entry



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WEEK SIX - TELEVISION NEWS and ONLINE NEWS STORIES(June 6 - 10)

Instructor: Tamara Pimentel, APTN; Brittany Hobson, Canadian Press

TA: Mercedes Redman,

	Monday	Tuesday	Wednesday	Thursday	Friday
10-11am	Producing television news stories for APTN National News and www.aptnnews.ca	Producing television news stories	Producing television news stories	Producing television news stories	Screening with APTN, CBC producers Cheryl McKenzie Paul Dornstauder
11-12 am	Scripting	Scripting/Stand ups	Scripting		
LUNCH					
1:00-1:30 pm	Assignments	Assignments	Performance		Summer Institute Wrap and Update
1:30 - 3:30 pm	WORK	WORK	WORK	WORK	
3:30 - 4:00 pm	Update	Update	Update	Prep for Showcase	BBQ Celebration



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WEEK SEVEN (Optional - can be done remotely; required for INCA 290) - INTERNSHIPS (June 13-15)

Facilitators: Shannon Avison, Merelda Fiddler (to confirm)

	Monday	Tuesday	Wednesday
10-11am	Planning		
11-12 am	WCB workshop		
LUNCH			
1:00-1:30 pm	Job description		
1:30 - 3:30 pm	Deliverables	WORK	WORK
3:30 - 4:00 pm	Wrap		