

NORTHERN SHORT COURSE 2023

DAY 1 THURSDAY 03.16.2023

REGISTRATION OPENS | 8:30 AM

EXHIBIT ROOM OPENS | 9:00 AM - 6:00 PM | OAKS BALLROOM 1

| Locations | Oaks Ballroom 2 | Oaks Ballroom 3 |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| Morning Lecture Series 9:30 - 10:30 AM | Madeline Marshall | |
| MORNING BREAK sponsored by CANON | | |
| Morning Workshops 11:00 AM- 12:00 PM | Personal Stories and Vulnerability XYZA CRUZ BACANI | The Art of the Interview: Setting up your Interviews for Success BRIAN GUTIERREZ |
| LUNCH BREAK 12:00-1:30 PM PORTFOLIO REVIEW SIGN-UPS 1:00 PM in THE BIRCHES | | |
| Locations | Oaks Ballroom 2 | Oaks Ballroom 3 |
| Afternoon Workshops Session I 1:30 - 2:30 PM | Pricing and Licensing BRYAN SHEFFIELD | Making the Portrait: Practical Advice for Photojournalists STEPHEN VOSS |
| Afternoon Workshops Session II 3:00 - 4:15 PM | Fostering Relationships: How to get your foot in the door & keep it there TOM BRENNER, SHURAN HUANG, ANNA MONEYMAKER, & MAANSI SRIVASTAVA moderated by NATALIA JIMÉNEZ | Expanding and Sustaining a Career in Video DAVID LARSON |
| AFTERNOON BREAK sponsored by NIKON | | |
| Evening Lecture Series 5 - 6 PM | Santiago Lyon | |
| Evening Events | 6:00-7:00 PM NIKON MEET & GREAT EXHIBIT ROOM OAKS BALLROOM 1 | |
| Portfolio Reviews 8:00- 10:00 PM | Individual Portfolio Reviews THE BIRCHES | |

ON-SITE REGISTRATION OPENS WEDNESDAY 6 PM- 9 PM

Don't miss our Wednesday Night Welcome Event — It's free and open to all!

PRESENT YOURSELF LIKE A PRO

7:30 PM in Oaks Ballroom 2

Find more information about speakers and workshops on our website:

NORTHERNSHORTCOURSE.ORG

Don't forget to follow us @northernshortcourse, #northernshort

Evolving With the Changing World We Work In

4TH
NSC
IN PHOTOJOURNALISM
MARCH 16-18, 2023 • FALLS CHURCH, VA

Meet our
Keynote Speakers



MADELINE MARSHALL

9:30 AM

Madeline Marshall, a senior video journalist at The Wall Street Journal, will share her strategies and experience producing explainer videos and service-journalism work on everything from US policy and the economy to energy and public health.



SANTIAGO LYON

5:00 PM

Santiago Lyon will provide an overview of the important work of the Adobe-led Content Authenticity Initiative, which provides practical solutions to the increasingly confusing digital media landscape and fights mis/disinformation by creating the open-source industry standard for determining provenance around images, video and other digital file types.

NPPA
THE VOICE OF
VISUAL JOURNALISTS

NORTHERN SHORT COURSE 2023

DAY 2 **FRIDAY** 03.17.2023

REGISTRATION OPENS | 8:30 AM

EXHIBIT ROOM OPENS | 8:30 AM- 6:30 PM in OAKS BALLROOM 1

| Locations | Oaks Ballroom 2 | Oaks Ballroom 3 |
|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| Morning Lecture Series 9:30 - 10:30 AM | Julie Winokur & Ed Kashi | |
| MORNING BREAK sponsored by CANON | | |
| Morning Workshops 11:00 AM- 12:00 PM | The Role of Photographic Archives SARAH STACKE | Navigating Trauma, Mental Health and Self Care ROSEM MORTON |
| LUNCH BREAK 12:00-1:30 PM PORTFOLIO REVIEW SIGN-UPS 1:00 PM in THE BIRCHES | | |
| Locations | Oaks Ballroom 2 | Oaks Ballroom 3 |
| Afternoon Workshops Session I 1:30 - 2:30 PM | From Magazine to Mobile Storytelling: Using new media to tell stories COSIMA AMELANG, SHWETA GULATI & VEDA SHASTRI | Photo Mechanic 101 JAMIE ROSE |
| Afternoon Workshops Session II 3:00 - 4:15 PM | Straight Talk: The Do's & Don't of working with Photo Editors DUDLEY M. BROOKS, SAMANTHA CLARK, JESSICA KOSCIELNIAK & MEREDITH RIZZO moderated by PABLO MARTÍNEZ MONSIVÁIS | Metadata — For the Life of your Images PETER KROGH |
| AFTERNOON BREAK sponsored by NIKON | | |
| Evening Lecture Series 5:00 - 6:00 PM | Carol Guzy & Svet Jacqueline | |
| Evening Events | 6:30 PM PRINT SWAP to benefit the Michel duCille Scholarship Foundation \$20 suggested donation | |
| Portfolio Reviews 8:00- 10:00 PM | Individual Portfolio Reviews THE BIRCHES | |

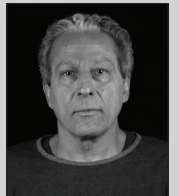
JOIN THE 2023 PRINT SWAP!

Join the NSC Print Swap to get some fresh art for your walls and benefit a great cause: The Michel duCille Scholarship Foundation, which supports emerging photojournalists who embody the compassion and respect that defined du Cille's career.

To participate, drop off your print and \$20 entry fee at the NSC Registration desk by 5pm on Friday. The Print Swap will begin at 6:30 p.m. Pick your favorite print from those remaining, and don't forget to have it signed by the photographer! Canon will provide complimentary prints. Stop by their booth in the Exhibitor Room with your digital file sized to print at 11x14 or 11x17.

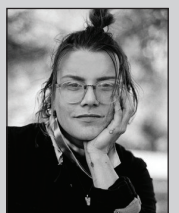


Meet our Keynote Speakers



JULIE WINOKUR & ED KASHI
9:30 AM

Julie and Ed will tackle their most frequently asked question: How does a creative couple with complimentary skillsets work together and find balance for both of their individual careers and their family? They will share their insights on navigating the challenges of a working mother with a mate who travels incessantly, running a nonprofit, and finding ways to make client work compliment personal projects.



CAROL GUZY & SVET JACQUELINE
5:00 PM

Svet Jacqueline and Carol Guzy have spent the better part of the last year documenting the war between Russia and Ukraine and its effect on the women and children of Ukraine. Their work has been featured in dozens of publications around the world, as well as in the book, "Relentless Courage: Ukraine and the World at War." They will show their work and have a discussion about their approach to conflict photography.

Find more information about speakers and workshops on our website: **NorthernShortCourse.org**
Don't forget to follow us @northernshortcourse, #northernshort

NORTHERN SHORT COURSE 2023

DAY 3 SATURDAY 03.18.2023

REGISTRATION OPENS | 8:30 AM

EXHIBIT ROOM OPENS | 8:30 AM- 2:30 PM in OAKS BALLROOM 1

| Locations | Oaks Ballroom 2 | Oaks Ballroom 3 |
|------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| Morning Lecture Series 9:30 AM | Tamir Kalifa | |
| MORNING BREAK sponsored by CANON | | |
| Morning Workshops 11:00 AM | Marketing 101: Post-Pandemic Edition JAMIE ROSE | Embracing Change and New Forms of Storytelling ALYSSA SHUKAR |
| LUNCH BREAK 12:00-1:15 PM | | |
| Locations | Oaks Ballroom 2 | Oaks Ballroom 3 |
| Afternoon Workshops Session I 1:15 PM | The Evolution of Long Term Projects RACHAEL CERROTTI & CAREY WAGNER | Staying Inspired in a Shifting Industry EVA RUSSO & NATALIA JIMÉNEZ |
| Afternoon Workshops Session II 2:30 PM | From Passion to Success: Developing Impactful Projects that can Elevate your Career STEVEN G. SMITH | The Story Behind the Image SALWAN GEORGES |
| AFTERNOON BREAK sponsored by NIKON | | |
| Evening Lecture Series 4:00 PM | Devin Allen & Kirk McKoy moderated by SHARON FARMER | |
| NSC CONTEST AWARDS & NPPA HONORS RECEPTION* 7:30 PM | | |
| *Requires a separate ticket for entry. Purchase tickets at NSC Registration Table \$40 | | |

Find more information about speakers and workshops on our website:

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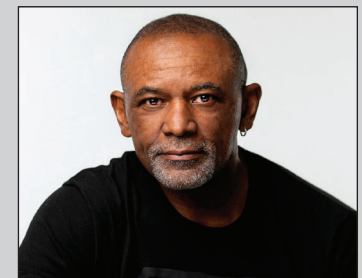
Meet our
Keynote Speakers



TAMIR KALIFA

9:30 AM

Having covered multiple shootings, including Uvalde, Tamir Kalifa will discuss the importance of committing to a story beyond the initial news cycle and lessons learned from documenting trauma.



DEVIN ALLEN & KIRK MCKOY
moderated by SHARON FARMER

4:00 PM

Devin Allen and Kirk McKoy will present their work and have a conversation with Sharon Farmer about the importance and effect of the stories of their own communities in this day or network television and regional news services.