

# MEDIA INNOVATION WORKSHOP

**UNC SCHOOL OF MEDIA AND JOURNALISM**

**MAY 16-17, 2015**

**CHAPEL HILL, N.C.**

**FUNDED BY KNIGHT FOUNDATION**

Join selected media professionals to engage in a two-day, hands-on workshop providing human-centered design concepts and skills to stimulate media innovation within your organization. The group will learn from industry leaders and experienced faculty in hands-on team approach to generate, research, create and pitch a product.

Commitment: Two full days. (8 am – 8 pm)

Reward: Spur innovation in regional newsrooms

Learn and expand design thinking and human-centered design frameworks to increase innovation

Create a network of media professionals to promote innovation in newsrooms

Applicants should complete an on-line application at <http://mj.unc.edu/cislm> for consideration. The application deadline is **March 21** with acceptance invitations to be sent April 1, 2016. The workshop will be limited to 20 participants.

The workshop includes workshop tuition, three nights (Sunday, May 15-Tuesday, May 17) at the Carolina Inn in Chapel Hill, meals and a take-home entrepreneurship toolkit.

For questions or further information contact: Pamela Evans at 919-962-4085 or email at [pjevans@email.unc.edu](mailto:pjevans@email.unc.edu)

## Schedule

### Day 1

8-8:30	Opening Breakfast
8:30-9:00	Overview of Design Thinking
9:15-10:00	Phase 1: Human Observation
10:15-11:00	Structured Idea Generation (brainstorming)
11:15-12:00	Phase 2: Design and Prototyping
12:00-1:00	Lunch with Case Study by professional
1:00-1:30	Team selection and Challenge
1:30-7:30	Team Work on Challenge, Dinner

### Day 2:

8-8:30	Breakfast
8:30-12:00	Team Work on Challenge Prototype Development
12:00-1:00	Lunch and Presentation on “The Pitch”
1:00-6:00	Team Work on Challenge Finalize and Pitch
6:00-8:00	Dinner and Shark Tank Pitch
8:00	Networking Drinks