

AVOID ONLINE GAFFES

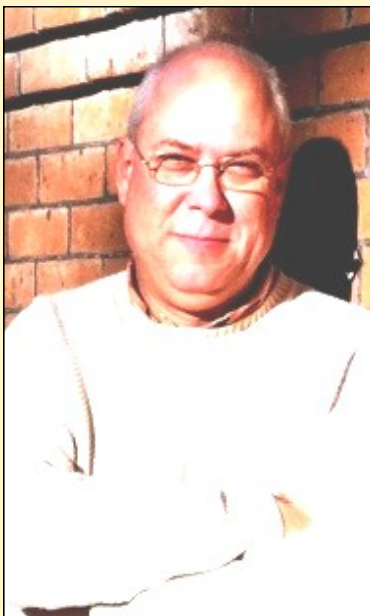
Rick Brunson holds editing webinar

Picture this. You've got your morning coffee and are still stoked about scooping that other reporter at the fire last night. Your heart is still racing from the adrenaline rush of the action-packed scene: The smell of burning plastic toys, the shocked neighbors and the crying single mom who didn't know how to tell her kids they'd just lost everything.

And you were there to capture it all and post it online before the other guys.

Yeah, talk about one crazy night. Now it's time to get down to business. You sit down at your desk and decide one last time to check out that front page story. You log on, wait for the page to load and...GASP! Right there, in the lede paragraph you misspelled the name of the fire chief. What's more, his name is Puck, NOT the four-letter word that appears.

As the managing editor comes storming through the newsroom to get answers, now is not the time to wish you had taken Rick Brunson's webinar March 14



on avoiding online mistakes without sacrificing the scoop.

Brunson teaches reporting, editing and ethics in the journalism program at the University of Central Florida's Nicholson School of Communication.

He's also the writing coach for WFTV Channel 9 Eyewitness News.

Brunson uses his 27 years' worth of experience as a journalist, working as a reporter and editor for The Sanford (Fla.) Herald, The News-Journal of Daytona Beach, Fla., The Post-Courier of Charleston, S.C., The Tampa Tribune and the Orlando Sentinel to help Florida Press Club members

and their guests learn ways to avoid online mistakes.

Join Brunson at 6 p.m. Wednesday, March 14 to learn the techniques every reporter and editor should know before tackling a web story on deadline. A Q&A follows. There are only 15 spots available in the webinar. Advance registration is \$5 for members and \$7 for non-members. After March 10, that fee goes to \$7 for members and \$10 for non-members.

To reserve your spot, go to floridapressclub.org, click Manual Payments and choose the appropriate option. Please note that there is an additional convenience fee for this option. To avoid the additional fee, email Megan Stokes at megan.magrini@gmail.com. Once your payment has been confirmed, we will email you a secure link to the webinar.

You don't want to miss the chance to learn from this educator who has won numerous honors for teaching and service, including the Society of Professional Journalists' David L. Eshelman Award as the nation's top college adviser.

He's also served as a trainer in the Dow Jones Editing Internship program.