

## **Travel Writing Courses**

We have a well-rounded offering of classes on travel writing, travel photography, social media and even publishing your own blog or website. Here is information on each session:

### **Session #1: Travel Writing Today**

What does it mean to be a travel writer in today's market? How has the field changed and where is it going? This workshop will explore both facts and fiction about this unique field of journalism. We'll review current trends and new opportunities.

### **Session #2: Travel Writing that Sells in Today's Market**

Travel writing takes many shapes and forms, from round-ups to service pieces to travel essays. We'll discuss what forms of writing are more likely to sell in today's market — and when and where these forms of writing are used. You'll examine your own writing styles, and determine what types of travel writing suits you best.

### **Session #3: Developing Angles and Researching Your Story**

All travel writing is grounded in a story topic and angle. This workshop explores where to look for story ideas and how to develop a strong story angle. We'll discuss different ways to research your story idea, both before you travel and while you're on the road.

### **Session #4: It's All About the Intro**

You have only seconds to capture the reader's attention. This session will provide seven proven intro techniques that will bring readers into your story. We'll review examples of successful intros, as well as intros to avoid.

From developing your introduction to outlining your article and wrapping it all up, this session will provide a step-by-step outline for crafting a winning travel piece.

### **Session #6: The Business of Travel Writing**

Can you make money as a travel writer? This lesson will discuss the realities of the travel writing business and provide tips on how to craft a career that suits your career and monetary goals. We'll also review travel writing resources and associations.

### **Session #7: Pitching and Placing Your Work**

Where will you sell your work? This session will discuss the latest ways to research publications and online sites, query an editor and submit your work. The workshop will review both print and online markets, and the different needs of each.

### **Session #8: Publishing Your Own Blog or Website**

Self-publishing opportunities continue to grow, and an enterprising writer can leverage this opportunity to build a name and even a business. We'll discuss why every writer must have a blog or website in today's market, and review various blogging platforms. After that, we'll discuss creating your own website.

Instructor Janna Graber will discuss her own experience of creating, publishing and even selling several consumer travel sites.

### **Session #9: Promoting Your Work through Social Media**

This class will discuss the growing role of social media platforms like Pinterest, Twitter, Stumble, LinkedIn and Facebook, and how to use these platforms to promote and sell your work.

### **Session #10: Introduction to Word Press**

In this hands on class, we'll provide step-by-step instruction on setting up your own blog. For those interested in producing a website, we will discuss different approaches to creating your own site, from finding a domain name, hosting company and site template to working with a developer if needed. Instructor Janna Graber will offer her personal experience in developing numerous websites.

### **Session #11: Photography That Will Help Sell Your Article**

Photography is an important part of travel journalism, but you don't have to be a professional photographer to create professional-looking photos that will help sell your writing work.

Led by Michael Doliveck, who was named NYTWS *Travel Photographer of the Year* in 2013, this class will provide the skills you need to illustrate your work with compelling photography. We'll discuss subject selection, framing, composition, lighting and more.

The workshop will include an on-location photo assignment. We'll travel to a pre-determined destination, where each writer will shoot their own photos on an assigned topic. Photos will be reviewed the next day.

### **Breakout Small Group Discussions**

In addition to classroom instruction, our small writing group breakouts offer colleague feedback and encouragement.