Austin NewsTrain, Aug. 22-23, 2014

FRIDAY, Aug. 22	
9-9:30 am	**REGISTRATION / Continental breakfast**
9:30-9:45 am	**WELCOME / introductions / agenda**
9:45-11 am	**Planning and coaching content across platforms** The latest audience research offers clear guidance on how audiences access information and how to keep their attention. How does that information translate into best practices for story forms in different platforms? And how can you incorporate that information about audiences and story forms into the planning process for content in your newsroom? (Meg Downey)
11-11:15 am	**BREAK**

	BLUE track	**GREEN track**
11:15 am - 12:30 pm	**Developing a data state of mind** This session explains how to grow a data-and-document state of mind in covering almost any beat, demonstrating the many stories that are available in public records from a specific town, Kerrville, in Texas. (Paul Overberg)	**Efficient video story forms for digital platforms** Many newsrooms start out shooting video for digital platforms that look like TV-news segments. But there are other video story forms, including some that are quicker to produce and others that have a longer shelf life. This session includes examples of video story forms and standards for each, as well as advice on how newsrooms can improve planning and execution of the different video story forms. Bring your smartphone for the exercise. (Kathy Kieliszewski)
12:30-1:15 pm	**LUNCH**	
1:15-2:30 pm	**Finding the best stories in data** In this hands-on session, learn how to rifle the behind-the-scenes directories of your favorite government website to find and grab data, grasp the beauty of comma-separated values (CSV), make your spreadsheet digest text and spreadsheet files, handle basic spreadsheet navigation, perform basic formulas, differentiate basic data types and variable types, and apply the rules for basic data collection. Bring your laptop for the exercises. (Paul Overberg)	**Shooting effective video on your smartphone** Shooting video effectively and efficiently on your smartphone makes it much easier to quickly edit and post high-quality video. This session offers a model for anticipating and capturing the visuals and sound needed for good video. It includes simple standards for framing, lighting and sound, plus advice on how to use a shot list. Bring your smartphone for the exercise. (Kathy Kieliszewski)
2:30-2:45 pm	**BREAK**	
2:45-4 pm	**Creating viral content** What does the research says about content that is widely shared, and how can you use that knowledge in making story-selection and -presentation choices in your newsroom? (Shazna Nessa)	**Unleash your watchdog with beat mapping** Watchdog reporting is our highest calling, the journalism that many of us got into this business to do and a proven way to distinguish your coverage from competitors and drive audience. Yet, making time for watchdog reporting is one of the hardest things to do in newsrooms, where demands continue to increase while resources rarely do. Beat mapping is a proven technique to define the topics and issues that mean the most to your audience and to set clear expectations and priorities for watchdog reporting to cover those issues. (Linda Austin)

SATURDAY, AUG. 23		
8-8:30 am	**REGISTRATION / Continental breakfast**	
8:30-9:45 am	**Managing and surviving change** Resources in newsrooms are stagnant or shrinking, yet the demands on editors and their staffs have never been greater. In an industry wracked by disruptive change, how do you continue to do exceptional journalism? Here's a simple eight-step approach, based on research, to managing and surviving change while maintaining enthusiasm and quality. (Meg Downey)	
9:45-9:55 am	**BREAK**	
	BLUE track	**GREEN track**
9:55-11:10 am	**Efficient video story forms for digital platforms** Many newsrooms start out shooting video for digital platforms that look like TV-news segments. But there are other video story forms, including some that are quicker to produce and others that have a longer shelf life. This session includes examples of video story forms and standards for each, as well as advice on how newsrooms can improve planning and execution of the different video story forms. Bring your smartphone for the exercise. (Kathy Kieliszewski)	**Developing a data state of mind** This session explains how to grow a data-and-document state of mind in covering almost any beat, demonstrating the many stories that are available in public records from a specific town, Kerrville, in Texas. Bring your laptop for the exercise. (Paul Overberg)
11:10-11:55 am	**LUNCH**	
11:55 am -1:10 pm	**Shooting effective video on your smartphone** Shooting video effectively and efficiently on your smartphone makes it much easier to quickly edit and post high-quality video. This session offers a model for anticipating and capturing the visuals and sound needed for good video. It includes simple standards for framing, lighting and sound, plus advice on how to use a shot list. Bring your smartphone for the exercise. (Kathy Kieliszewski)	**Finding the best stories in data** In this hands-on session, learn how to rifle the behind-the-scenes directories of your favorite government website to find and grab data, grasp the beauty of comma-separated values (CSV), make your spreadsheet digest text and spreadsheet files, handle basic spreadsheet navigation, perform basic formulas, differentiate basic data types and variable types, and apply the rules for basic data collection. Bring your laptop for the exercises. (Paul Overberg)
1:10-1:20 pm	**BREAK**	
1:20-2:35 pm	**Unleash your watchdog with beat mapping** Watchdog reporting is our highest calling, the journalism that many of us got into this business to do and a proven way to distinguish your coverage from competitors and drive audience. Yet, making time for watchdog reporting is one of the hardest things to do in newsrooms, where demands continue to increase while resources rarely do. Beat mapping is a proven technique to define the topics and issues that mean the most to your audience and to set clear expectations and priorities for watchdog reporting to cover those issues. (Linda Austin)	**Creating viral content** What does the research says about content that is widely shared, and how can you use that knowledge in making story-selection and -presentation choices in your newsroom? (Shazna Nessa)
2:35-2:45 pm	**BREAK**	
2:45-4 pm	**The next big things** What five technological developments are going to transform the digital newsroom in the next five years, and how can your newsroom and you personally get ready for them? (Shazna Nessa)	
PLEASE TURN IN YOUR FEEDBACK FORMS. THANKS FOR ATTENDING!		