

DeKalb, Illinois, NewsTrain, Oct. 29-30, 2015
 Northern Illinois University's Holmes Student Center



THURSDAY, Oct. 29		
8-8:30 am	REGISTRATION / Continental breakfast	
8:30-8:45 am	WELCOME / introductions / agenda (Heritage Room)	
8:45-10 am	Producing enterprise stories efficiently Learn how to identify and pursue powerful enterprise stories from everyday records. This session shares investigative techniques and strategies to distill high-impact enterprise from daily beats and shows you how to create authoritative work on multiple platforms. The goal is not to wait for news, but to make it happen efficiently. Bring your laptop for the exercise. Heritage Room (Michael J. Berens)	
10-10:10 am	BREAK	
	BLUE track (Heritage Room)	GREEN track (Lincoln Room)
10:10-11:25 am	Data journalism 101 Once a potential enterprise story is identified, discover time-saving techniques to access and drill through mountains of information -- from paper records to electronic databases -- and extract the critical information that turns routine stories into must-read enterprise. This session provides simple methods and innovative reporting tools to find what data an agency has and mold that raw data into hard-hitting stories. Bring your laptop for the exercise. (Michael J. Berens)	Am I doing social media right? Maximizing your use of social media for personal branding and audience engagement So, you're a journalist on social media, but you're not sure you're taking the right approach. This session offers tactics and tips to improve your comfort on social media, establish your brand, encourage community engagement, and measure how well your social media efforts are working. (Karen Workman)
11:25 am-12:10 pm	LUNCH (provided)	
12:10-1:25 pm	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 advice on when to pursue 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)	Using social media as powerful reporting tools Social media can be used as powerful reporting tools, which are valuable whether you're facing a big breaking news story or an enterprise project. This session explains how to use social media platforms and complementary websites to locate expert and "real people" sources, crowdsource using Google forms, and curate social media content to augment your own content. Bring your laptop or smartphone for the exercise. (Karen Workman)
1:25-1:35 pm	BREAK	
1:35-2:50 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 essential equipment. Bring your smartphone for the exercise. (Kathy Kieliszewski)	Data journalism 101 Once a potential enterprise story is identified, discover time-saving techniques to access and drill through mountains of information -- from paper records to electronic databases -- and extract the critical information that turns routine stories into must-read enterprise. This session provides simple methods and innovative reporting tools to find what data an agency has and mold that raw data into hard-hitting stories. Bring your laptop for the exercise. (Michael J. Berens)
2:50-3 pm	BREAK	
3-4:15 pm	Creative approaches to local features coverage With staffs shrinking, how can features staffs continue to produce high-quality local coverage? This session highlights best practices from small- to medium-sized newsrooms, including making better use of user-generated content. Heritage Room (Betsey Guzior)	

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FRIDAY, Oct. 30		
9-9:30 am REGISTRATION/Continental breakfast		
9:30-10:45 am	Using audience analytics to get your stories read The digital distribution of news has given us more data on what our audiences access than ever before. What are the key metrics that journalists should watch to better understand their audiences, and how can they use that data to make write better headlines and get their stories read. Heritage Room (Charlie Meyerson)	
10:45-11 am BREAK		
	BLUE track (Heritage Room)	GREEN track (Lincoln Room)
11 am -12:15 pm	Am I doing social media right? Maximizing your use of social media for personal branding and audience engagement So, you're a journalist on social media, but you're not sure you're taking the right approach. This session offers tactics and tips to improve your comfort on social media, establish your brand, encourage community engagement, and measure how well your social media efforts are working. (Karen Workman)	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 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, including source development, to cover those issues. (Linda Austin)
12:15-1 pm LUNCH		
1-2:15 pm	Using social media as powerful reporting tools Social media can be used as powerful reporting tools, which are valuable whether you're facing a big breaking news story or an enterprise project. This session explains how to use social media platforms and complementary websites to locate expert and "real people" sources, crowdsource using Google forms, and curate social media content to augment your own content. Bring your laptop or smartphone for the exercise. (Karen Workman)	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 advice on when to pursue 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)
2:15-2:30 pm BREAK		
2:30-3:45 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 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, including source development, to cover those issues. (Linda Austin)	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 essential equipment. Bring your smartphone for the exercise. (Kathy Kieliszewski)
3:45-4 pm WRAP-UP (Heritage Room)		