

Las Vegas NewsTrain, Oct. 10-11, 2014
Greenspun Hall, UNLV, Maryland Parkway and University Road



FRIDAY, Oct. 10		
8-8:30 am	REGISTRATION / Continental breakfast – 2nd-floor lobby	
8:30-8:45 am	WELCOME / introductions / agenda – Room 2212	
8:45-10 am	Watchdog reporting on a budget Learn how to identify and pursue powerful watchdog stories from everyday records. This session shares investigative techniques and strategies to distill high-impact enterprise from daily beats and enable you to create authoritative work on multiple platforms. The goal is not to wait for news, but to make it happen efficiently. (Michael J. Berens) Room 2212	
10-10:10 am	BREAK	
	BLUE track – Room 2212 (2nd floor)	GREEN track – Room 2213 (2nd floor)
10:10-11:25 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)	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)
11:25-12:10 am	LUNCH – Served in 2nd-floor lobby. Seating in 2nd-floor courtyard and 1st-floor lobby.	
12:10-1:25 pm	Data journalism 101 Once a potential watchdog story is identified, discover time-saving techniques to 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 mold raw data into hard-hitting stories.(Michael J. Berens)	Using social media as a powerful reporting tool Social media platforms contain powerful reporting tools that can be 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	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)	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)
2:50-3 pm	BREAK	
3-4:15 pm	Seven habits of highly effective open-records users What do savvy users of the open-records laws know, and how can you apply their techniques to your coverage? (Frank X. Mullen) – Room 2212	

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SATURDAY, Oct. 11	
9-9:30 am	REGISTRATION/Continental breakfast – 2nd-floor lobby
9:30-10:45 am	Attracting young readers and viewers What does the research say about how 18- to 35-year-olds consume news and information? When, where and on what platforms do they access news? What topics appeal to them, and how do they want that information presented? This session tells you how to use the research in your newsroom to reach a younger audience. (Karen Workman) Room 2212
10:45-11 am	BREAK
	BLUE track – Room 2212 (2nd floor) GREEN track – Room 2213 (2nd floor)
11 am -12:15 pm	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>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)</p> </div> <div style="width: 48%;"> <p>Data journalism 101 Once a potential watchdog story is identified, discover time-saving techniques to 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 mold raw data into hard-hitting stories. (Michael J. Berens)</p> </div> </div>
12:15-1 pm	LUNCH – Served in 2nd-floor lobby. Seating in 2nd-floor courtyard and 1st-floor lobby
1-2:15 pm	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>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)</p> </div> <div style="width: 48%;"> <p>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)</p> </div> </div>
2:15-2:30 pm	BREAK
2:30-3:45 pm	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>Using social media as a powerful reporting tool Social media platforms contain powerful reporting tools that can be 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, crowdsourcing using Google forms, and curate social media content to augment your own content. Bring your laptop or smartphone for the exercise. (Karen Workman)</p> </div> <div style="width: 48%;"> <p>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)</p> </div> </div>
3:45-4 pm	WRAP-UP – Room 2212