Salt Lake City NewsTrain, Nov. 2-3, 2011

WEDNESDAY, NOV. 2		
8:30-9 am	**Welcome / introductions / agenda**	
9-10:30 am	**Planning & Coaching Content Across Platforms:** How to frame clear standards and workflows for new digital media in a rapidly changing media environment. The focus is on building a strong set of online tools for covering your community and how to enable everyone on staff – reporters, editors, online producers, visual journalists -- to use the tools effectively. [Michael Roberts]	
	Track A (Blue)	**Track B (Green)**
10:45-12 pm	**Data Visualization:** "Data visualization" is the popular term for informational graphics on the web, where hyperlinks, animation, and interactive features offer many new opportunities to present information in engaging ways. This program offers of primer on techniques, tools, and approaches to data visualization for editors and reporters. [Josh Hatch]	**Unleash Your Watchdog** – This is a program for reporters and editors on how to identify and pursue powerful watchdog stories from everyday records. Includes investigative techniques and strategies that lift high-impact enterprise from daily beats, and enable reporters and editors to create authoritative work on multiple platforms. The goal is not to wait for news, but to make it happen, whether you are a reporter in the trenches or editor at the helm. [Michael Berens]
12-1 pm	LUNCH	
1-2:15 pm	**Beat Mapping:** How to use a technique called "beat mapping" to improve coverage in daily and enterprise work. Beat mapping is used by reporters and editors to outline new areas of coverage, to merge two or more old beats, and to refocus existing beats on topics and issues that mean the most to readers. The process also helps communicate clear expectations between reporters and editors in managing work across print and digital platforms. [Michael Roberts]	**Digging for Data** – Once a potential watchdog story is identified, how to use timesaving techniques to drill through mountains of information – from paper files to computer databases – and extract critical information that turns routine stories into must-read enterprise. Includes simple methods and innovative reporting tools to systematically mold raw data into hard-hitting leads and nut graphs. [Michael Berens]
2:30-3:45 pm	**Smart Phones for Journalists:** Hardware, apps, and techniques reporters and editors can use to capture, create, and transmit content from the field. [Josh Hatch]	**Continuous Coverage:** Once your set of online tools is in place, how to plan and manage continuous news coverage across digital and print platforms, and create content specifically for the web and print. This program offers a model for developing a story online and then using print to offer more. [Michael Roberts]
4-5:30 pm	**Managing & Surviving Change:** The news business and daily life in any newsroom is engulfed in constant change. This program offers a simple eight-step approach to managing change, for supervisors and staff, a model that can be used by small groups or entire newsrooms to navigate change effectively and keep the focus on strong results. [Nicole Carroll]	

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THURSDAY, NOV. 3		
9-10:15 am	**Unleash Your Watchdog** – This is a program for reporters and editors on how to identify and pursue powerful watchdog stories from everyday records. Includes investigative techniques and strategies that lift high-impact enterprise from daily beats, and enable reporters and editors to create authoritative work on multiple platforms. The goal is not to wait for news, but to make it happen, whether you're a reporter in the trenches or editor at the helm. [Michael Berens]	**Data Visualization:** "Data visualization" is the popular term for informational graphics on the web, where hyperlinks, animation, and interactive features offer many new opportunities to present information in engaging ways. This program offers of primer on techniques, tools, and approaches to data visualization for editors and reporters. [Josh Hatch]
10:30-11:45 am	**Digging for Data** – Once a potential watchdog story is identified, how to use timesaving techniques to drill through mountains of information – from paper files to computer databases – and extract critical information that turns routine stories into must-read enterprise. Includes simple methods and innovative reporting tools to systematically mold raw data into hard-hitting leads and nut graphs. [Michael Berens]	**Beat Mapping:** How to use a technique called "beat mapping" to improve community coverage in daily and enterprise work. Beat mapping is used by reporters and editors to outline new areas of coverage, to merge two or more old beats, and to refocus existing beats on topics and issues that mean the most to readers. The process also helps communicate clear expectations between reporters and editors in managing work across print and digital platforms. [Michael Roberts]
11:45-12:45 pm	**LUNCH**	
12:45-2 pm	**Continuous Coverage:** Once your set of online tools is in place, how to plan and manage continuous news coverage across digital and print platforms, and create content specifically for the web and print. This program offers a model for developing a story online and then using print to offer more. [Michael Roberts]	**Smart Phones for Journalists:** Hardware, apps, and techniques reporters and editors can use to capture, create, and transmit content from the field. [Josh Hatch]
2:15-3:30 pm	**Social Media: Creating Brands:** How to use social media to engage readers, bring them to your web site, and along the way create strong news-oriented brands for individuals and your newsroom as a whole. [Josh Hatch]	
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