

## Toronto NewsTrain, Sept. 13-14, 2012

<b>THURSDAY, SEPT. 13</b>		
9-10 am	<b>REGISTRATION / Continental breakfast</b>	
10-10:30 am	<b>Welcome / introductions / agenda</b>	
10:45-12 noon	<p><b>Planning &amp; Coaching Content for Multiple Platforms:</b> How staff and managers can develop clear standards and SOPs to produce a consistent – and growing – body of quality content across platforms. 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. <b>[Roberts]</b></p>	
12-1 pm	<b>LUNCH</b>	
	<b>Blue Track</b>	<b>Green Track</b>
1-2:15 pm	<p><b>Video 1: Effective Shooting:</b> Shooting effectively and efficiently 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. Includes simple standards for framing, lighting, and sound, whether using a video camera or point-and-shoot / Flip-style camera, and the use of a “shot list” for planning and coaching. <b>[Kieliszewski]</b></p>	<p><b>Social Media: Tap Into the Crowd:</b> How reporters and editors can use social media as a reporting tool when faced with breaking news or enterprise projects. Includes how to use social media to locate sources, for “crowdsourcing,” how to use advanced search features on major social media sites , and how to curate social media content to augment your own content. <b>[Jenkins]</b></p>
2:30-3:45 pm	<p><b>Smart Phones for Journalists:</b> A program on many basic (and free) tools reporters and other mobile journalists with smart phones can use to capture and post news and images from the field. Includes gear, apps, free software, reference materials, and easy-to-use web platforms. Bring your smart phones for demos and practice. <b>[Jenkins]</b></p>	<p><b>The Seven Habits of Effective FOI Filers:</b> How to develop regular, systematic filings of FOI requests to hold governments and officials to account -- and to produce exclusive, investigative stories. Includes advice on framing effective FOI requests. <b>[Beeby]</b></p>
4-5:15 pm	<p><b>Video 2: Video Story Forms:</b> Many newsrooms start out shooting video that resembles the basic TV news segment. But there are more video story forms that can be used to deliver different kinds of video, including video that will have a much longer shelf life on your web site. Examples of video story forms, standards for each, and how each newsroom can and should develop its own set of forms to improve planning, communication, and execution of video. <b>[Kieliszewski]</b></p>	<p><b>Impact Stories:</b> In the constant stream of instant news, readers still want stories that explain the impact of the news on them. Increasingly, impact stories are the primary role of the daily newspaper. This program for reporters and editors examines the difference between a breaking news story and an impact story, how to frame an impact story, then report, write, and edit so “impact” is the primary focus, even across different types of stories. <b>[Roberts]</b></p>

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FRIDAY, SEPT. 14			
8:30-9 am	<b>REGISTRATION / Continental breakfast</b>		
9-10:15 am	<b>Social Media: Creating Brands:</b> 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. <b>[Jenkins]</b>		
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