

Miami NewsTrain, May 18-19, 2012

FRIDAY, MAY 18									
9-10 am	REGISTRATION / Continental breakfast								
10-10:30 am	Welcome / introductions / agenda								
10:30-12 pm	<p>Storytelling 2012: Tom Brokaw once said, "It's all storytelling, you know. That's what journalism is all about." It was true back then, and it's true today. What's different is that we have more ways than ever to tell our stories. But regardless of the form, we have to embrace our roles as storytellers. Here's where you learn how – how to see the potential in everyday happenings; how to ask the right questions to hone your ideas; how to understand the basics of a great narrative; how to tell a wonderful story over five days or in five graphs; and how to find inspiration in the world around you. [Carrillo]</p>								
12-1 pm	LUNCH								
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: center;">Track A (Blue)</th> <th style="width: 50%; text-align: center;">Track B (Green)</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;"> <p>1-2:15 pm Interactive Storytelling 2.0: As newsrooms get better at the variety of online tools available for storytelling, its time to reset the term "multimedia storytelling" and talk about what approaches and techniques really engage readers. Today the concept of interactive storytelling is much more than adding a video to a story. Telling a story online can and should involve interactive features, alternative story forms, data visualization, video and photos – all in pursuit of a strong narrative storyline. How the best storytellers approach multimedia storytelling today and the skills and tools you can use to do the same. 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You need to pay extra attention when you're gathering information – to capture, for instance, not just what someone says but how they say it. You need to understand what "facts" are important. This session will teach you, whether you're a reporter or editor, how to get what you need. [Carrillo]</p> </td> <td style="vertical-align: top;"> <p>Building a Mobile Strategy: Many newsrooms are launching or expanding their efforts in mobile content. This session explores some of the different technical solutions such as responsive design, web APPs and native APPs (iPhone, droid, etc), and how each approach aligns with goals, content plans, and staffing. [Mulligan]</p> </td> </tr> <tr> <td style="vertical-align: top;"> <p>4-5:15 pm Narrative Writing: And now for the hard part – taking all those facts and creating a story. You won't be writing with your hands; you'll be writing with your head and your heart. And before you write, you'll need to understand not just where the story begins but where it will end. You must know how to develop characters, how to weave in background, how to speed up and slow down the action, how to create compelling scenes, how to use dialogue and internal monologues, and how to leave the reader feeling satisfied. Come hear how to pull it all together. [Carrillo]</p> </td> <td style="vertical-align: top;"> <p>Interactive Storytelling 2.0: As newsrooms get better at the variety of online tools available for storytelling, its time to reset the term "multimedia storytelling" and talk about what approaches and techniques really engage readers. Today the concept of interactive storytelling is much more than adding a video to a story. Telling a story online can and should involve interactive features, alternative story forms, data visualization, video and photos – all in pursuit of a strong narrative storyline. 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8:30-9 am	REGISTRATION / Continental breakfast	
9-10:15 am	<p>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. [Roberts]</p>	
10:30-11:45 am	<p>The Data Mindset: How to see data and treat it as a source to be interviewed, like people. When to create data, to adapt someone else's or to analyze existing public data. Tips to make data the inspiration and foundation of great news and enterprise stories. [Overberg]</p>	<p>Social Media Reporting Tools: Social media offers reporters unprecedented tools for building better networks of sources, gaining access to a more diverse and varied set of sources, and spotting trends and issues before they become news. How to use the tools provided by LinkedIn, Twitter, and other social media platforms to get ahead of the news and find the best sources. [Clemens]</p>
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CLOSING		