

# Columbus, Ohio, NewsTrain, Sept. 20, 2014



## Agenda and instructors' biographies

**8-8:30 a.m.:** Continental breakfast and registration

**8:30-8:40 a.m.:** Welcome, introductions and agenda

**8:40-9:55 a.m.: 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. Instructor **Mandy Jenkins** 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.

**9:55-10:05 a.m. Break**

**10:05-11:20 a.m.: 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. Instructor **Mandy Jenkins** 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.

**11:20-11:55 a.m. Lunch** (provided)

**11:55 a.m.-1:10 p.m.: Data-Driven Enterprise off Your Beat** How do you Swiss-cheese enterprise stories around the many other demands you face as a beat reporter to write dailies, file Web updates, tweet and shoot video? One way is to take advantage of the plethora of local data available online to spot and develop unique stories for your news outlet. All you need is either you or someone else in your newsroom who can download and sort databases in a spreadsheet program, such as Excel. Instructor **Jill Riepenhoff** will help you find and analyze data, enabling you to spot the enterprise stories in the numbers, whether your beat is sports, health, business, local government or cops and courts. Bring your laptop for the exercise.

**1:10-1:20 p.m. Break**

**1:20-2:35 p.m.: 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 will have a longer shelf life. Instructor **Kathy Kieliszewski** gives examples of video story forms and standards for each. She also discusses how newsrooms can improve planning and execution of the different video story forms. Bring your smartphone for the exercise.



**2:35-2:45 p.m.: Break**

**2:45-4 p.m.: 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. Instructor **Kathy Kieliszewski** offers a model for anticipating and capturing the visuals and sound needed for good video. She includes simple standards for framing, lighting and sound, plus advice on inexpensive equipment. Bring your smartphone for the exercise.

## Your Instructors



**Mandy Jenkins** is the editor of the open newsroom at Storyful and former managing editor of Digital First Media's Project Thunderdome, where she oversaw the national video and data journalism teams and worked with local newspapers on special projects and social media strategy. She was previously social news editor for politics at The Huffington Post and coordinated the company's citizen journalism program, OfftheBus. She also worked as the social media editor for Washington, D.C., local news startup TBD and served in several roles involving social media and online news for the Cincinnati Enquirer and Milwaukee Journal Sentinel. She is a board member of the Online News Association and a journalism instructor at Georgetown University in Washington. [@mjenkins](#)



**Kathy Kieliszewski** made her first piece of multimedia with an eight-track player, a cassette tape, a vinyl record and a bunch of still pictures cut out of teen magazines. It was 1986, and she knew then she wanted to tell stories for a living. More than 25 years later, she's still telling stories as the director of photography and video at the Detroit Free Press and a four-time National Emmy Award-winning journalist. She oversees the video and photographic efforts of a staff of 15 photographers and editors. Her most recent endeavor includes co-founding the Freep Film Festival, a new Free Press documentary film festival, to showcase films about or relevant to Detroit and Michigan. She is the producer of a feature-length documentary, *Packard, The Last Shift*, about one of Detroit's most notorious abandoned factories. [@kkieliszewski](#)



**Jill Riepenhoff** has worked at The Columbus Dispatch since 1985 and as a projects reporter since 2004. She has investigated issues ranging from naughty teachers to naughty mortgage brokers to naughty landlords and, most recently, naughty guardians - those charged with caring for mentally incompetent adults. She also enjoys digging into sports and has written extensively about the dark sides of youth, high school and college athletics. [@JRiep](#)