

Halifax, Nova Scotia, NewsTrain, May 6-7, 2016
New Academic Building, University of King's College,
6350 Coburg Road



Friday, May 6		
8-8:30 am	REGISTRATION / continental breakfast (2nd-Floor Lobby outside KTS Lecture Hall)	
8:30-8:45 am	WELCOME / introductions / agenda (KTS Lecture Hall-2nd Floor)	
8:45-10 am	Digital storytelling: making smart choices What's the best way to tell a particular story: text, photos, video, audio, curation, interactive graphic or some combination? What are the strengths of different digital formats? What's the time involved to produce them? What works best on which platform and for which audiences? (KTS Lecture Hall-2nd Floor) (Matt Frehner)	
10-10:10 am	BREAK	
	BLUE track (KTS Lecture Hall-2nd Floor)	GREEN track (Archibald Room-3rd Floor)
10:10-11:25 am	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 have a longer shelf life. This session includes examples of video story forms and advice on when to pursue each, as well as advice on how newsrooms can improve planning and execution of the different video story forms. Bring your smartphone for the exercise. (Kathy Kieliszewski)	Am I doing social media right? Maximizing your use of social media for personal branding and audience engagement Get tips on how to write and be good at Twitter and Facebook, use (or not) hashtags, share appropriately on Facebook, melt the Internet and explore Snapchat. Plus, Victor offers seven final expert tips for social media. (Daniel Victor)
11:25 am-12:10 pm	LUNCH (2nd-Floor Lobby outside KTS Lecture Hall, with seats inside KTS)	
12:10-1:25 pm	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. This session offers a model for anticipating and capturing the visuals and sound needed for good video. It includes simple standards for framing, lighting and sound, plus advice on essential equipment. Bring your smartphone for the exercise. (Kathy Kieliszewski)	Using social media as powerful reporting tools Social media can be used as powerful reporting tools, 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. (Daniel Victor)
1:25-1:35 pm	BREAK	
1:35-2:50 pm	Taking powerful news photos with your smartphone The best camera you have is the one in your pocket, the saying goes. Learn the capabilities of your smartphone's camera, and apply the basics of good composition and lighting to portraits and action shots. Bring your smartphone for the exercise. (Kathy Kieliszewski)	Planning for breaking news in a mobile-first, multi-platform environment Emerge with a checklist for constructing a breaking-news coverage plan, including how to deploy staff to utilize social media (both as a news platform and a reporting tool), live-blog and curate other news sources, use crowdsourcing and social media to gather information, verify user-generated content, and quickly access relevant public records. (Daniel Victor)
2:50-3 pm	BREAK	
3-4:15 pm	Am I doing social media right? Maximizing your use of social media for personal branding and audience engagement Get tips on how to write and be good at Twitter and Facebook, use (or not) hashtags, share appropriately on Facebook, melt the Internet and explore Snapchat. Plus, Daniel offers seven final expert tips for social media. (Daniel Victor)	Writing news for mobile With mobile traffic surpassing desktop traffic at many news organizations, writing specifically for mobile audiences has become crucial. Writing for mobile is like writing for online on steroids. Learn the best practices for writing content for mobile readers, with special emphasis on creating engaging headlines for both readers and search engines. (Matt Frehner)

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Saturday, May 7		
9-9:30 am	REGISTRATION/continental breakfast (2nd-Floor Lobby outside KTS Lecture Hall)	
	BLUE track (KTS Lecture Hall-2nd Floor)	GREEN track (Archibald Room-3rd Floor)
9:30-10:45 am	Using social media as powerful reporting tools Social media can be used as powerful reporting tools, which are 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. (Daniel Victor)	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 have a longer shelf life. This session includes examples of video story forms and advice on when to pursue each, as well as advice on how newsrooms can improve planning and execution of the different video story forms. Bring your smartphone for the exercise. (Kathy Kieliszewski)
10:45-11 am	BREAK	
11 am -12:15 pm	Planning for breaking news in a mobile-first, multi-platform environment Emerge with a checklist for constructing a breaking-news coverage plan, including how to deploy staff to utilize social media (both as a news platform and a reporting tool), live-blog and curate other news sources, use crowdsourcing and social media to gather information, verify user-generated content, and quickly access relevant public records. (Daniel Victor)	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. This session offers a model for anticipating and capturing the visuals and sound needed for good video. It includes simple standards for framing, lighting and sound, plus advice on essential equipment. Bring your smartphone for the exercise. (Kathy Kieliszewski)
12:15-1 pm	LUNCH (2nd-Floor Lobby outside KTS Lecture Hall, with seats inside KTS)	
1-2:15 pm	Writing news for mobile With mobile traffic approaching or surpassing desktop traffic at many news organizations, writing specifically for mobile audiences has become crucial. Writing for mobile is like writing for online on steroids. Learn the best practices for writing content for mobile readers, with special emphasis on creating engaging headlines for both readers and search engines. (Matt Frehner)	Taking powerful news photos with your smartphone The best camera you have is the one in your pocket, the saying goes. Learn the capabilities of your smartphone's camera, and apply the basics of good composition and lighting to portraits and action shots. Bring your smartphone for the exercise. (Kathy Kieliszewski)
2:15-2:30 pm	BREAK	
2:30-3:45 p.m.	Using audience analytics to get your stories read The digital distribution of news has given us more data on what our audiences access than ever before. What are the key metrics that journalists should watch to better understand their audiences, and how can they use that data to make write better headlines and get their stories read? (KTS Lecture Hall-2nd Floor) (Jennifer MacMillan)	
3:45-4 pm	WRAP-UP (KTS Lecture Hall-2nd Floor)	