

Lexington, Kentucky, NewsTrain: Jan. 21, 2016

Lexington Convention Center, 430 W. Vine St.

8:30-9 am	REGISTRATION /Continental breakfast (Room: Thoroughbred 2)	
9-9:10 am	WELCOME/ introductions / agenda (Thoroughbred 2)	
	BLUE track (Thoroughbred 2)	GREEN track (Thoroughbred 3)
9:10-10:25 am	<p>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 Daniel Victor 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.</p>	<p>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.</p>
10:25-10:35 am	BREAK	
10:35-11:50 am	<p>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 Daniel Victor 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.</p>	<p>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 how to use a shot list. Bring your smartphone for the exercise.</p>
11:50 am-12:25 pm	LUNCH (provided)	
12:25-1:40 pm	<p>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 Linda J. Johnson will help you find and analyze data, enabling you to spot the enterprise stories in the numbers, whether your beat is government, sports, the arts, business or education. Bring your laptop for the exercise.</p>	<p>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 Daniel Victor 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.</p>
1:40-1:50 pm	BREAK	
1:50-3:05 pm	<p>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.</p>	<p>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 Daniel Victor 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.</p>
3:05-3:15 pm	BREAK	

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3:15-4:30 pm	<p>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 how to use a shot list. Bring your smartphone for the exercise.</p>	<p>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 Linda J. Johnson will help you find and analyze data, enabling you to spot the enterprise stories in the numbers, whether your beat is government, sports, the arts, business or education. Bring your laptop for the exercise.</p>

Informal, optional, pre- and post-NewsTrain gatherings: An area will be reserved in the Hyatt Regency Lexington lobby bar, 401 W. High St., for NewsTrain attendees starting at 6:30 p.m. Jan. 20 and 4:30 p.m. Jan. 21.