

Lincoln, Nebraska, NewsTrain: April 4, 2020

Andersen Hall, 200 Centennial Mall North, University of Nebraska-Lincoln. (Free parking behind Andersen Hall; enter from Q or 16th streets.)

8:30-9 am	REGISTRATION (Main Floor Lobby)	
	CONTINENTAL BREAKFAST (Basement Lobby. Seating in Room 15)	
9-9:10 am	WELCOME/ introductions / agenda (Room 15 in basement)	
	BLUE track (Room 15 in basement)	GREEN track (Room 109)
9:10-10:25 am	<p>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 diverse expert and "real people" sources, listen to your community and identify news stories, crowdsource using Google Forms and callouts, and create a social dossier on a person in the news.</p>	<p>Storytelling on mobile: making smart choices More than eight in 10 U.S. adults now get news on a mobile device. We need a new storytelling tool kit to attract and better serve our audience on mobile. On a small screen, what's the best way to tell a particular story: digest, explainer, bulleted live updates or what-we-know lists, photo, video, graphic, audio, games, curation, or some combination? And what are the tools to make that happen as efficiently as possible? How is writing for mobile scanners different? The good news is that mobile-storytelling techniques also translate well to other digital platforms, and some text-based strategies even work in print.</p>
10:25-10:40 am	BREAK	
10:40-11:55 am	<p>Becoming a verification ninja The wealth of content available on social networks and video platforms means that we all have to be verification ninjas with a procedure to identify accurate content and debunk hoaxes. Learn how to set up your toolbox to verify user-generated content (UCG) on deadline.</p>	<p>Edit smarter video on your smartphone Use an app on your smartphone to edit video clips into a news story of one minute or less. Use a storyboard to sequence shots. Learn to splice, delete and connect clips. Create lower-thirds to identify speakers. (Geoff Roth)</p>
11:55 am-1:10 pm	LUNCH (Willa Cather Dining Hall, 530 N. 17th St.)	
1:10-2:25 pm	<p>Edit smarter video on your smartphone Use an app on your smartphone to edit video clips into a news story of one minute or less. Use a storyboard to sequence shots. Learn to splice, delete and connect clips. Create lower-thirds to identify speakers. (Geoff Roth)</p>	<p>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 diverse expert and "real people" sources, listen to your community and identify news stories, crowdsource using Google Forms and callouts, and create a social dossier on a person in the news.</p>
2:25-2:40 pm	BREAK	
2:40-3:55 pm	<p>Mining data for enterprise off any beat How do you fit 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. Learn how to develop a data state of mind, find newsworthy data and begin to analyze data sets. Spot the enterprise stories in the numbers, whether your beat is sports, health, business, education, local government or cops and courts. Bring your laptop for the exercises. No previous data experience is required.</p>	<p>Becoming a verification ninja The wealth of content available on social networks and video platforms means that we all have to be verification ninjas with a procedure to identify accurate content and debunk hoaxes. Learn how to set up your toolbox to verify user-generated content (UCG) on deadline.</p>
3:55-4:10 pm	BREAK	

Lincoln, Nebraska, NewsTrain: April 4, 2020

Andersen Hall, 200 Centennial Mall North, University of Nebraska-Lincoln. (Free parking behind Andersen Hall; enter from Q or 16th streets.)

	BLUE track (Room 15 in basement)	GREEN track (Room 109)
4:10-5:25 pm	<p>Storytelling on mobile: making smart choices More than eight in 10 U.S. adults now get news on a mobile device. We need a new storytelling tool kit to attract and better serve our audience on mobile. On a small screen, what's the best way to tell a particular story: digest, explainer, bulleted live updates or what-we-know lists, photo, video, graphic, audio, games, curation, or some combination? And what are the tools to make that happen as efficiently as possible? How is writing for mobile scanners different? The good news is that mobile-storytelling techniques also translate well to other digital platforms, and some text-based strategies even work in print.</p>	<p>Mining data for enterprise off any beat How do you fit 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. Learn how to develop a data state of mind, find newsworthy data and begin to analyze data sets. Spot the enterprise stories in the numbers, whether your beat is sports, health, business, education, local government or cops and courts. Bring your laptop for the exercises. No previous data experience is required.</p>
5:25-5:35 pm	WRAP-UP (Room 15 in basement)	