Lincoln, Nebraska, NewsTrain: April 9, 2016

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 (Lobby)/continental breakfast (Freedom Forum; seating in Rooms 108, 120 and on the stage 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	**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. This session 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. **(Daniel Victor)**	**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? **(Theodore Kim)**
10:25-10:35 am	BREAK	
10:35-11:50 am	**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, make the best use of smartphone video, and quickly access relevant public records. **(Daniel Victor)**	**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. **(Theodore Kim)**
11:50 am-12:45 pm	LUNCH (Provided in Nebraska Union, 1400 R St., in the Colonial Suite)	
12:45-2 pm	**Data-Driven Enterprise off Your 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. Your instructor 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. **(Matt Wynn)**	**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. This session 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. **(Daniel Victor)**
2-2:10 pm	BREAK	
2:10-3:25 pm	**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? **(Theodore Kim)**	**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, make the best use of smartphone video, and quickly access relevant public records. **(Daniel Victor)**

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3:25-3:35 pm	BREAK	
	BLUE track (Room 15 in basement)	**GREEN track (Room 109)**
3:35-4:50 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. **(Theodore Kim)**	**Data-Driven Enterprise off Your 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. Your instructor 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. **(Matt Wynn)**
4:50-5 pm	WRAP-UP (Room 15 in basement)	

Optional pre- and post-NewsTrain gatherings:

- **Welcome reception:** Old Chicago Pizza & Taproom upstairs, 826 P St., 6-9 p.m. Friday, April 8. Cash bar, with free appetizers, supplied by the College of Journalism and Mass Communications at the University of Nebraska-Lincoln.

- **Closing gathering:** Ploughshare Brewing Co. upstairs loft, 1630 P St., 5-6 p.m. Saturday, April 9. Food and drinks are up to you to purchase.

Please click on the map to go to the interactive version: