

Orlando NewsTrain, May 15-16, 2015

University of Central Florida, Nicholson School of Communication



FRIDAY, May 15		
8-8:30 am	REGISTRATION / Continental breakfast – Lobby	
8:30-8:45 am	WELCOME / introductions / agenda – Room 101	
8:45-10 am	Producing enterprise stories efficiently Learn to identify and pursue powerful enterprise stories from everyday records. This session shares investigative techniques to distill high-impact enterprise from daily beats and shows you how to create authoritative work on multiple platforms. The goal is not to wait for news, but to make it happen efficiently. Bring your laptop for the exercise. Room 101 (Ron Nixon)	
10-10:10 am	BREAK	
	BLUE track – Room 108	GREEN track – Room 110
10:10-11:25 am	Data journalism 101 Once a potential enterprise story is identified, discover time-saving techniques to access and drill through mountains of information -- from paper records to electronic databases -- and extract the critical information that turns routine stories into must-read enterprise. This session provides simple methods and innovative reporting tools to find what data an agency keeps and mold that raw data into hard-hitting stories. Bring your laptop for the exercise. (Ron Nixon)	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. (Karen Workman)
11:25-12:10 am	LUNCH – Lobby	
12:10-1:25 pm	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)	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. Bring your laptop or smartphone for the exercise. (Karen Workman)
1:25-1:35 pm	BREAK	
1:35-2:50 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)	Data journalism 101 Once a potential enterprise story is identified, discover time-saving techniques to access and drill through mountains of information -- from paper records to electronic databases -- and extract the critical information that turns routine stories into must-read enterprise. This session provides simple methods and innovative reporting tools to find what data an agency keeps and mold that raw data into hard-hitting stories. Bring your laptop for the exercise. (Ron Nixon)
2:50-3 pm	BREAK	
3-4:15 pm	Think like an entrepreneur: take charge of your career Here's how to not just survive the next round of layoffs but thrive amidst the creative destruction gripping the news business. Think of yourself as an entrepreneur. As the CEO of the business of you, you take charge of crafting stories and building your brand or reputation so as to attract audiences. Whether a newbie or a veteran, what are the skills you need to chart your own career path, and how do you get them? And how do you find and cultivate mentors and others who can help you get there? Room 101 (Karen Workman)	

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SATURDAY, May 16		
9-9:30 am REGISTRATION/Continental breakfast – Lobby		
9:30-10:45 am	Planning for breaking news in the digital age 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. Room 101 (Michelle Guido)	
10:45-11 am BREAK		
	BLUE track – Room 108	GREEN track – Room 110
11 am -12:15 pm	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. (Karen Workman)	Unleash your watchdog with beat mapping Watchdog reporting is our highest calling, the journalism that many of us got into this business to do and a proven way to distinguish your coverage from competitors and drive audience. Yet, making time for watchdog reporting is one of the hardest things to do in newsrooms, where demands increase while resources rarely do. Beat mapping is a proven technique to define the topics and issues that mean the most to your audience and to set clear expectations and priorities for watchdog reporting, including source development, to cover those issues. (Linda Austin)
12:15-1 pm LUNCH – Lobby		
1-2:15 pm	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. Bring your laptop or smartphone for the exercise. (Karen Workman)	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)
2:15-2:30 pm BREAK		
2:30-3:45 pm	Unleash your watchdog with beat mapping Watchdog reporting is our highest calling, the journalism that many of us got into this business to do and a proven way to distinguish your coverage from competitors and drive audience. Yet, making time for watchdog reporting is one of the hardest things to do in newsrooms, where demands increase while resources rarely do. Beat mapping is a proven technique to define the topics and issues that mean the most to your audience and to set clear expectations and priorities for watchdog reporting, including source development, to cover those issues. (Linda Austin)	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)
3:45-4 pm WRAP-UP – Room 101		