

Seattle NewsTrain, Oct. 3-4, 2013

THURSDAY, OCT. 3		
7:30-8:30 am	REGISTRATION / Continental breakfast	
8:30-9 am	Welcome / introductions / agenda	
9-10:15 am	<p>Finding the Best Stories in Data: Given a fairly structured data set, how do journalists find “actionable intelligence” or the best storylines. The first step is to understand what we and our readers want to know. Often this means shifting from or statistical shifts to the deeper questions of “Why?” or “Who?” The best insights are often found in the shape of the data – e.g. Why do 20% of the police write 70% of the tickets? And who are they? Simple ways to look at data distribution -- measures of skewness, diversity, dispersion and concentration -- often move journalists down the most interesting paths. (Overberg)</p>	
10:30-12 pm	<p>Social Media Reporting Tools: Social media platforms contain powerful reporting tools that can be valuable when reporters are faced with big breaking news stories or enterprise projects. This session explains how to use different social media platforms and onsite tools to locate expert and “real people” sources, for “crowdsourcing” using advanced search features on major social media sites, and how to curate social media content to augment your own content. (Jenkins)</p>	<p>Mining for Data: Data and documents help reporters covering government, business, public safety or most any beat shift the balance of power. How? Consider: Data and documents enable a reporter to test claims and priorities; reshape the focus of an issue with a paragraph of key statistical background; and provide facts that stand outside local debates and allow comparisons to the broader world. Good use of data also shows readers the reporter can think and act independently and will do so on their behalf. This session explains how to grow a data-and-document mindset, using the example of one specific town in Washington state. (Overberg)</p>
12-1 pm	LUNCH	
	TRACK A	TRACK B
1-2:15 pm	<p>Digital Storytelling: How to approach the development and presentation of breaking news and enterprise packages with both print and online platforms in mind. (Friesen)</p>	
2:30-3:45 pm	<p>Enterprise off a Beat: A program aimed at reporters and editors on how to spot and develop enterprise stories off a busy beat. This session offers different ways to measure the accountability of public and private institutions, and a variety of story forms that can be used to quickly develop a series of short to mid-range enterprise pieces. The goal is to build a sustained body of enterprise coverage while juggling the many demands of beat work. (Roberts)</p>	<p>Smartphones for Journalists: A guide to the best apps, web sites, and other tools for reporters working in the field. (Jenkins)</p>
4-5:15 pm	<p>Data Visualization: Many new tools have created a surge in data visualization, the presentation of data in visual and interactive forms online. But a lack of skills in visual editing can result in poor or even misleading results. In some respects, visual editing is harder than story editing. This session covers the skills and terms associated with visual editing, among them the importance of data density, simplicity, information layering, interactivity, and good design principles. Also included are cautions about the many new open source tools available for data visualization, and specific challenges of data mapping. (Overberg)</p>	<p>Planning & Coaching Content Across Platforms: How to frame clear standards and workflows for new digital media in a rapidly changing media environment. The focus is on building a strong set of online tools for covering your community and how to enable everyone on staff – reporters, editors, online producers, visual journalists -- to use the tools effectively. (Roberts)</p>

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FRIDAY, OCT. 4			
8:30-9 am	REGISTRATION / Continental breakfast		
9-10:15 am	Maximize Your Social Media: So you're a journalist on social media, but not so 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 over time. (Jenkins)		
10:30-11:45 am	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> Mining for Data: Data and documents help reporters covering government, business, public safety or most any beat shift the balance of power. How? Consider: Data and documents enable a reporter to test claims and priorities; reshape the focus of an issue with a paragraph of key statistical background; and provide facts that stand outside local debates and allow comparisons to the broader world. Good use of data also shows readers the reporter can think and act independently and will do so on their behalf. This session explains how to grow a data-and-document mindset, using the example of one specific town in Washington state. (Overberg) </td> <td style="width: 50%; vertical-align: top;"> Enterprise off a Beat: A program aimed at reporters and editors on how to spot and develop enterprise stories off a busy beat. This session offers different ways to measure the accountability of public and private institutions, and a variety of story forms that can be used to quickly develop a series of short to mid-range enterprise pieces. The goal is to build a sustained body of enterprise coverage while juggling the many demands of beat work. (Roberts) </td> </tr> </table>	Mining for Data: Data and documents help reporters covering government, business, public safety or most any beat shift the balance of power. How? Consider: Data and documents enable a reporter to test claims and priorities; reshape the focus of an issue with a paragraph of key statistical background; and provide facts that stand outside local debates and allow comparisons to the broader world. Good use of data also shows readers the reporter can think and act independently and will do so on their behalf. This session explains how to grow a data-and-document mindset, using the example of one specific town in Washington state. (Overberg)	Enterprise off a Beat: A program aimed at reporters and editors on how to spot and develop enterprise stories off a busy beat. This session offers different ways to measure the accountability of public and private institutions, and a variety of story forms that can be used to quickly develop a series of short to mid-range enterprise pieces. The goal is to build a sustained body of enterprise coverage while juggling the many demands of beat work. (Roberts)
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3:45-5 pm	Continuous Coverage: How to manage the flow of news from online to print as one sustained line of coverage, with specific goals and roles for web-based and print content. "Continuous coverage" examines how the relationship between a news organization's online and print platforms have shifted, and how reporters and editors can make that shift reducing duplication or wasted efforts between the two platforms. (Roberts)		
CLOSING			