

Albuquerque NewsTrain agenda

Oct. 25-26, 2019 | Marriott Albuquerque, 2101 Louisiana Blvd. NE

FRIDAY Oct. 25 2019

1-1:30 p.m.	REGISTRATION	
1:30-1:40 p.m.	WELCOME/introductions	
	BLUE track	GREEN track
1:40-2:55 p.m.	Driving daily enterprise coverage with documents and data: A session that challenges professional and student journalists to dig deeper, deliver more accountability and bring an enterprising/investigative mindset to their work. Training will include examples of using records, documents, data and experiments to bring more impactful reporting. No matter what the size of your team, your journalism can go deeper.	Creating data visualizations to tell better stories: Use data visualization and graphics to tell better stories. Discover free and easy-to-use tools to produce informational graphics with impact, such as maps and charts. Bring your laptop for the exercises.
2:55-3:10 p.m.	BREAK	
3:10-4:25 p.m.	Creating data visualizations to tell better stories: Use data visualization and graphics to tell better stories. Discover free and easy-to-use tools to produce informational graphics with impact, such as maps and charts. Bring your laptop for the exercises.	Driving daily enterprise coverage with documents and data: A session that challenges professional and student journalists to dig deeper, deliver more accountability and bring an enterprising/investigative mindset to their work. Training will include examples of using records, documents, data and experiments to bring more impactful reporting. No matter what the size of your team, your journalism can go deeper.
5-6:30 p.m.	AFTER-HOURS EVENT: TBD	

SATURDAY, Oct. 26, 2019

8:30-9 a.m.	REGISTRATION/continental breakfast	
	BLUE track	GREEN track
9-10:15 a.m.	Mobile newsgathering, better storytelling with your smartphone: A smartphone, stocked with the right apps, is a powerful multimedia reporting and storytelling tool. This session teaches how to use your phone to shoot photos, record interviews, dictate stories, create on-the-go images with text for social media (or use Facebook Live) – and get it all to editors and readers as quickly and cleanly as possible.	Getting your story read: maximizing social media for branding and audience engagement: If you're wondering whether what you're doing on social is working, this session is for you. Social media is a prime driver of journalism discovery and consumption. Learn to use analytics to pay attention to your audience, and construct a personal brand and content strategy that take into account what audience members both want and need to know.
10:15-10:30 a.m.	BREAK	
10:30-11:45 a.m.	Getting your story read: maximizing social media for branding and audience engagement: If you're wondering whether what you're doing on social is working, this session is for you. Social media is a prime driver of journalism discovery and consumption. Learn to use analytics to pay attention to your audience, and construct a personal brand and content strategy that take into account what audience members both want and need to know.	Mobile newsgathering, better storytelling with your smartphone: A smartphone, stocked with the right apps, is a powerful multimedia reporting and storytelling tool. This session teaches how to use your phone to shoot photos, record interviews, dictate stories, create on-the-go images with text for social media (or use Facebook Live) – and get it all to editors and readers as quickly and cleanly as possible.
11:45 a.m.-12:45 p.m.	LUNCH	
12:45-2 p.m.	Promoting ethics, trust and transparency in your daily work: Audience trust of media is at low ebb. How do you live and show your ethics? How does your audience know your journalistic purpose in a story they find negative or in which they have a stake? We'll talk about ethics in the new light of audience expectations.	Turbocharge your reporting using online tools: Turbocharge your journalism by employing online tools and resources for better and faster backgrounding of people and organizations. 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, verify user-generated content, crowdsource using Google Forms and call-outs, and create a social dossier on a person in the news.
1-2:15 p.m.	BREAK	
2:15-3:30 p.m.	Turbocharge your reporting using online tools: Turbocharge your journalism by employing online tools and resources for better and faster backgrounding of people and organizations. 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, verify user-generated content, crowdsource using Google Forms and call-outs, and create a social dossier on a person in the news.	Promoting ethics, trust and transparency in your daily work: Audience trust of media is at low ebb. How do you live and show your ethics? How does your audience know your journalistic purpose in a story they find negative or in which they have a stake? We'll talk about ethics in the new light of audience expectations.
3:30-3:45 p.m.	BREAK	
3:45-5 p.m.	Paradigm shifts in New Mexico Journalism: Myriad resources are available when news organizations and others join forces. A shift is coming in New Mexico journalism. Learn how to coordinate with other newsrooms and work with other entities to create more powerful journalism. Explore alternative funding and different ways to engage audience members. Hear about successful models and bring your project ideas to flesh out.	
5-5:10 p.m.	WRAP-UP	