

Denton, Texas, NewsTrain agenda
Sept. 22, 2018 | Mayborn School of Journalism, University of North Texas, University Union, Room 333, 1155 Union Circle, Denton, Texas



SATURDAY, Sept. 22, 2018		
8:30-9 am	REGISTRATION/continental breakfast	
9-9:10 a.m.	WELCOME/introductions	
	BLUE track	GREEN track
9-10:15 am	<p>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. Learn how to find and analyze data, enabling you to 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.</p>	<p>Shooting smarter video with your smartphone Columbia's Tow Center for Digital Journalism studied what makes for successful news video and recommended that reporters shoot fast, raw clips posted instantly from the field, leaving in-depth, more sophisticated video stories to highly trained video journalists. This session teaches reporters how to produce those clips of under one minute with minimal editing. Learn how to use a tripod and external microphone and sequence your best five shots to create shareable video – without getting in the way of your reporting. Bring your smartphone for the exercises.</p>
10:15-10:30 am	BREAK	
10:30-11:45 am	<p>Shooting smarter video with your smartphone Columbia's Tow Center for Digital Journalism studied what makes for successful news video and recommended that reporters shoot fast, raw clips posted instantly from the field, leaving in-depth, more sophisticated video stories to highly trained video journalists. This session teaches reporters how to produce those clips of under one minute with minimal editing. Learn how to use a tripod and external microphone and sequence your best five shots to create shareable video – without getting in the way of your reporting. Bring your smartphone for the exercises.</p>	<p>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. Learn how to find and analyze data, enabling you to 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.</p>
11:45 am-12:45 pm	LUNCH	
12:45-2 pm	<p>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. 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.</p>	<p>Use data visualization 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.</p>

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	BLUE track	GREEN track
2-2:15 pm	BREAK	
2:15-3:30 pm	<p>Use data visualization 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.</p>	<p>Storytelling on mobile: making smart choices. More than 8 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?</p>
3:30-3:45 pm	BREAK	
3:45-5 pm	<p>Storytelling on mobile: making smart choices. More than 8 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?</p>	<p>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. 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.</p>
5-5:10 pm	WRAP-UP	
5:15-6:30 pm	AFTER-HOURS EVENT: Harvest House, 331 E. Hickory St., Denton	