Milwaukee NewsTrain agenda
Sept. 27, 2019 | Milwaukee Journal Sentinel, 333 W. State, Milwaukee, WI 53203

FRIDAY, Sept. 27, 2019			
8:30-9 am	**REGISTRATION/continental breakfast**		
9-9:10 a.m.	**WELCOME/introductions**		
	BLUE track	**GREEN track**	**MANAGEMENT track**
9:10-10:25 am	**Mobile newsgathering with your smartphone:** A smartphone, stocked with the right apps, is a powerful multimedia reporting tool. The key is to be as strong in the field as in the newsroom. This session teaches how to shoot photos, record interviews, dictate stories, use a video-editing app – and get it all to editors and readers as quickly and cleanly as possible. **Mike Reilley**	**Making smart choices in how to tell a story:** This session examines the best ways to find, pitch and then tell a story through digests or explainers, bulleted live updates or what-we-know lists, photo galleries or videos or motion graphics, straight narrative, some combination. What are the best methods for delivering stories, particularly on mobile devices, and what tools help make them come together efficiently? How do you make readers care? Bring a perennial story or a story pitch for your news outlet and be prepared to brainstorm new ways to tell it, focusing on mobile.	**How to have difficult conversations:** At all levels of the newsroom, reduced resources, new technology, and changing expectations have made getting everything done harder than ever. This session offers a variety of tactics for managers that can help reduce wasted effort, set priorities and improve communication and use of resources to achieve better results. **Ron Smith**
10:25-10:40 am	**BREAK**		
10:40-11:55 am	**Making smart choices in how to tell a story:** This session examines the best ways to find, pitch and then tell a story through digests or explainers, bulleted live updates or what-we-know lists, photo galleries or videos or motion graphics, straight narrative, some combination. What are the best methods for delivering stories, particularly on mobile devices, and what tools help make them come together efficiently? How do you make readers care? Bring a perennial story or a story pitch for your news outlet and be prepared to brainstorm new ways to tell it, focusing on mobile.	**Mobile newsgathering with your smartphone:** A smartphone, stocked with the right apps, is a powerful multimedia reporting tool. The key is to be as strong in the field as in the newsroom. This session teaches how to shoot photos, record interviews, dictate stories, use a video-editing app – and get it all to editors and readers as quickly and cleanly as possible. **Mike Reilley**	**Managing tension between generations (particularly millennials entering leadership positions):** New leaders — many of them younger — are entering newsrooms now. Millennials are managing baby boomers, so we have different generations learning how to manage and be managed by the newer journalists. Discover how to reduce the tension between age groups through tips, tools and tried and new methods.
11:55 am-12:55 pm	**LUNCH**		
	BLUE track	**GREEN track**	
12:55-2:10 pm	**Using audience analytics to get your story read:** Analytics is a powerful tool to track audience engagement, but the options and interpretations can be overwhelming. It's time to move beyond pageviews. What do you need to know and what are some of the best practices to get to the meat of what is working and what needs help? With the reader as the focus, how can we best use analytics to reach out and draw audience in? **Mike Reilley**	**Developing a data mindset, and use it to improve daily work:** How do you fit enterprise stories around the many other demands you face to write dailies, file web updates, tweet and shoot video? This session focuses on taking advantage of the plethora of local data available online to spot and develop quick-turnaround stories. Learn how to develop a data state of mind, find newsworthy data and begin to analyze data sets. Spot the enterprise stories in the numbers. **Dave Umhoefer**	
2:10-2:25 pm	**BREAK**		
2:25-3:40 pm	**Developing a data mindset, and use it to improve daily work:** How do you fit enterprise stories around the many other demands you face to write dailies, file web updates, tweet and shoot video? This session focuses on taking advantage of the plethora of local data available online to spot and develop quick-turnaround stories. Learn how to develop a data state of mind, find newsworthy data and begin to analyze data sets. Spot the enterprise stories in the numbers. **Dave Umhoefer**	**Using audience analytics to get your story read:** Analytics is a powerful tool to track audience engagement, but the options and interpretations can be overwhelming. It's time to move beyond pageviews. What do you need to know and what are some of the best practices to get to the meat of what is working and what needs help? With the reader as the focus, how can we best use analytics to reach out and draw audience in? **Mike Reilley**	
3:40-3:55 pm	**BREAK**		
3:55-5:10 pm	**When to do podcasts, and what are best practices:** Podcasts open the door to telling new stories and reaching new audiences — if you do them well. But what are the conversations that need to happen before going forward, and what's the balance between innovative podcast storytelling and the investment needed in time, expertise and money. This session explores the basics and best practices of podcasting.		
5:10-5:20 p.m.	**WRAP-UP**		
5:30-6:30 p.m.	**AFTER-HOURS EVENT: TBD**		