

**Norman, Oklahoma, NewsTrain: March 4, 2017**  
 Gaylord College of Journalism and Mass Communication, University  
 of Oklahoma, 395 W. Lindsey St., and Gould Hall, 830 Van Vleet Oval



8-8:30 am	<b>REGISTRATION/continental breakfast (Gaylord College lobby, 1<sup>st</sup> floor)</b>	
8:30-8:40 am	<b>WELCOME/ introductions (Gallery, 1<sup>st</sup> floor, Gould Hall)</b>	
8:40-9:55 am	<p><b>10 Habits of Highly Effective Open-Records Users</b> What do savvy users of the Oklahoma open-records laws know, and how can you apply their techniques to your coverage? <b>(Gallery, 1<sup>st</sup> floor, Gould Hall) (Joey Senat)</b></p>	<p><b>AEJMC Midwinter Conference: Fake News and Alternative Facts: Media's Fight for Survival</b>, with panelists Bill Church, Joe Hight, Ed Kelley and Yvette B. Walker, moderated by Elanie Steyn. <b>(Ends at 9:30 a.m.) (Room 1140, 1<sup>st</sup> floor, Gaylord College)</b></p>
9:55-10:05 am	<b>BREAK</b>	
	<b>BLUE track (Gallery, 1<sup>st</sup> floor, Gould Hall)</b>	<b>GREEN track (Room 3160, 3<sup>rd</sup> floor, Gaylord College)</b>
10:05-11:20 am	<p><b>Using Social Media as Powerful Reporting Tools</b> 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, crowdsourcing using Google Forms and call-outs, and curate social media content responsibly. <b>(Daniel Victor)</b></p>	<p><b>Viral Video: Shooting Shareable Smartphone Video</b> 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. <b>(Socrates Lozano)</b></p>
11:20-11:30 am	<b>BREAK</b>	
11:30 am-12:45 pm	<p><b>Viral Video: Shooting Shareable Smartphone Video</b> 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. <b>(Socrates Lozano)</b></p>	<p><b>Using Social Media as Powerful Reporting Tools</b> 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, crowdsourcing using Google Forms and call-outs, and curate social media content responsibly. <b>(Daniel Victor)</b></p>
12:45-1:30 pm	<b>LUNCH – Keynote speech: "Finding the Right Leadership Tune," by Bill Church, APME President (Gallery, 1<sup>st</sup> floor, Gould Hall)</b>	
1:30-2:45 pm	<p><b>What You Need to Know about Virtual Reality and 360 Video</b> With 360-degree cameras now costing as little as \$200, is it time for your newsroom to experiment with virtual reality and 360 video? Here's what you need to know to get started. <b>(Socrates Lozano)</b></p>	<p><b>Data-Driven Enterprise off Your Beat</b> 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. 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, whether your beat is sports, health, business, education, local government or cops and courts. Bring your laptop for the exercises. No previous data experience is required. <b>(Clifton Adcock)</b></p>
2:45-2:55 pm	<b>BREAK</b>	

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	BLUE track (Gallery, 1 <sup>st</sup> floor, Gould Hall)	GREEN track (Room 3160, 3 <sup>rd</sup> floor, Gaylord College)
2:55-4:10 pm	<p><b>Planning for Breaking News in a Mobile-First, Multiplatform Environment</b> Learn the strengths of different platforms, and emerge with a checklist for constructing a mobile-first, 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. <b>(Daniel Victor)</b></p>	<p><b>What You Need to Know about Virtual Reality and 360 Video</b> With 360-degree cameras now costing as little as \$200, is it time for your newsroom to experiment with virtual reality and 360 video? Here's what you need to know to get started. <b>(Socrates Lozano)</b></p>
4:10-4:20 pm	<b>BREAK</b>	
4:20-5:35 pm	<p><b>Data-Driven Enterprise off Your Beat</b> 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. 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, whether your beat is sports, health, business, education, local government or cops and courts. Bring your laptop for the exercises. No previous data experience is required. <b>(Clifton Adcock)</b></p>	<p><b>Planning for Breaking News in a Mobile-First, Multiplatform Environment</b> Learn the strengths of different platforms, and emerge with a checklist for constructing a mobile-first, 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. <b>(Daniel Victor)</b></p>
5:35-5:45 pm	<b>Wrap-up (Linda Austin)</b>	<b>Wrap-up (Daniel Victor)</b>

