

**Murfreesboro NewsTrain, Sept. 30-Oct. 1, 2016**  
**2<sup>nd</sup> fl., Middle Tennessee State University Student Union,**  
**1768 MTSU Blvd.**



<b>Friday, Sept. 30</b>		
8-8:30 am	<b>REGISTRATION / continental breakfast (outside Ballroom C)</b>	
8:30-8:45 am	<b>WELCOME / introductions / agenda (Ballroom C)</b>	
8:45-10 am	<p><b>Digital storytelling: making smart choices</b> What's the best way to tell a particular story: text, photos, video, audio, curation, interactive graphic or some combination. What are the strengths of different digital formats? What's the time involved to produce them? What works best on which platform and for which audiences? <b>(Emma Carew Grovum) (Ballroom C)</b></p>	
10-10:15 am	<b>BREAK (refreshments inside Ballrooms D and E)</b>	
	<b>BLUE track (Ballroom D)</b>	<b>GREEN track (Ballroom E)</b>
10:15-11:30 am	<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 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 shortchanging your reporting. <b>(Val Hoepfner)</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? One way is to use the plethora of local data available online to spot and develop unique stories for your news outlet. 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. <b>(John Duchneskie)</b></p>
11:30 am-12:30 pm	<b>LUNCH (outside Ballroom C with seating inside)</b>	
12:30-1:45 pm	<p><b>Growing audiences with Facebook Live, Periscope, Instagram and Snapchat</b> Instagram has 400 million active monthly users, greater than Twitter's 310 million. Snapchat has 200 million. The audience on both skews younger. Facebook, with its 1.55 billion users, has made a major push into live video with Facebook Live, as has Twitter with Periscope. What's worth your time in using these social platforms to build audiences? Who's doing it well, and what are best practices for your news organization? <b>(Val Hoepfner)</b></p>	<p><b>Writing news for mobile</b> With mobile traffic approaching or surpassing desktop traffic at many news organizations, writing specifically for mobile audiences has become crucial. Writing for mobile is like writing for online on steroids. Learn the best practices for writing content for mobile readers, with special emphasis on creating engaging headlines and leads for readers and search engines. <b>(Tony Gonzalez)</b></p>
1:45-2 pm	<b>BREAK (refreshments inside Ballrooms D and E)</b>	
2-3:15 pm	<p><b>Mobile newsgathering: better reporting with your smartphone</b> A smartphone, stocked with the right apps, is a powerful multimedia reporting tool. Learn how to use it to shoot photos, record interviews, take notes and edit videos. <b>(Tony Gonzalez)</b></p>	<p><b>Create your own simple graphics for mobile</b> Sometimes the best way to tell the story on mobile is with a graphic. Learn how to make your own simple graphics using free tools. <b>(John Duchneskie)</b></p>
3:15-3:30 pm	<b>BREAK (refreshments inside Ballrooms D and E)</b>	
3:30-4:45 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? One way is to use the plethora of local data available online to spot and develop unique stories for your news outlet. 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. <b>(John Duchneskie)</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 and verify expert and "real people" sources, crowdsource using Google Forms and call-outs, and curate social media content responsibly. <b>(Emma Carew Grovum)</b></p>
5-6:30 p.m.	<b>OPTIONAL RECEPTION (John Bragg Media and Entertainment Building, 1735 Blue Raider Drive)</b>	

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<b>Saturday, Oct. 1</b>	
9-9:30 am	<b>REGISTRATION / continental breakfast (outside Ballroom C)</b>
	<b>BLUE track (Ballroom D)      GREEN track (Ballroom E)</b>
9:30-10:45 am	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p><b>Create your own simple graphics for mobile</b> Sometimes the best way to tell the story on mobile is with a graphic. Learn how to make your own simple graphics using free tools. <b>(John Duchneskie)</b></p> </div> <div style="width: 48%;"> <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 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 shortchanging your reporting. <b>(Val Hoepfner)</b></p> </div> </div>
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2:30-2:45 pm	<b>BREAK (refreshments inside Ballrooms D and E)</b>
2:45-4 p.m.	<p><b>How to edit your own writing</b> When filing from the field, you may not have an editor to polish your copy. What techniques can you use to edit yourself for accuracy, meaning and better writing? <b>(Emma Carew Grovum) (Ballroom C)</b></p>
4-4:15 pm	<b>WRAP-UP (Ballroom C)</b>