Austin NewsTrain

April 18, 2020 | University of Texas Belo Center for New Media, 300 W. Dean Keeton St., Austin, Texas 78712

FRIDAY April 17, 2020	
TBD	PRE-WORKSHOP EVENT: TBD

SATURDAY, April 18, 2020		
8:30-9 a.m	REGISTRATION/continental breakfast	
	BLUE track	**GREEN track**
9-10:15 a.m.	**Product management for newsrooms:** We are officially in the era of no longer being able to just create a story and call it good. How are you reaching new readers/listeners/watchers? Current subscribers? How are you choosing new products? Getting buy-in from colleagues and higher ups? How to use design thinking in your newsroom. **(Mara Corbett, Gannett)**	**How, when and why to engage with readers:** From newsletters to events to forms, how should we be talking to our audiences for newsrooms of all sizes. **(Summer Moore, Gannett)**
10:15-10:30 a.m.	BREAK	
10:30-11:45 a.m.	**How, when and why to engage with readers:** From newsletters to events to forms, how should we be talking to our audiences for newsrooms of all sizes. **(Summer Moore, Gannett)**	**Product management for newsrooms:** We are officially in the era of no longer being able to just create a story and call it good. How are you reaching new readers/listeners/watchers? Current subscribers? How are you choosing new products? Getting buy-in from colleagues and higher ups? How to use design thinking in your newsroom. **(Mara Corbett, Gannett)**
11:45 a.m.-12:45 p.m.	LUNCH	
12:45-2 p.m.	**Data-driven enterprise off your beat:** 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.	**Do you have a good idea for a podcast?** Bring your ideas and learn from the best about what works and what doesn't when it comes to creating a podcast that will draw in an audience. What sells? What works? What does well and why? How can you test/flesh out your idea? **(Robert Quigley, University of Texas, and Haley Butler, The Drag)**
1-2:15 p.m .	BREAK	
2:15-3:30 p.m.	**Introduction to data reporting and analyzing data using spreadsheets:** Go as far as you can in spreadsheets so when you get the data for your beat from the previous session, you know how to begin analyzing it. All hands-on exercises with spreadsheet coaches. **(Emily Le Coz, Gannett)**	**Data-driven enterprise off your beat:** 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.
3:30-3:45 p.m.	BREAK	
3:45-5 p.m.	**Do you have a good idea for a podcast?** Bring your ideas and learn from the best about what works and what doesn't when it comes to creting a podcast that will draw in an audience. What sells? What works? What does well and why? How can you test/flesh out your idea? **(Robert Quigley, University of Texas, and Haley Butler, The Drag)**	**Introduction to data reporting and analyzing data using spreadsheets:** Go as far as you can in spreadsheets so when you get the data for your beat from the previous session, you know how to begin analyzing it. All hands-on exercises with spreadsheet coaches. **(Emily Le Coz, Gannett)**
5-5:10 p.m.	WRAP-UP	