Denver NewsTrain agenda, April 11-12, 2019

Hyatt Regency Aurora-Denver Conference Center
13200 E. 14th Place, Aurora, Colorado 80011

THURSDAY, April 11, 2019		
11:45 am – 12:15 pm	REGISTRATION (Aurora Ballroom Foyer)	
12:15-12:30 pm	WELCOME/introductions (Aurora III + IV)	
	BLUE track (Conference Room VI)	**GREEN track (Aurora III + IV)**
12:30-1:45 pm	**Storytelling on mobile: making smart choices** More than eight 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? How is writing for mobile scanners different? – **Christy Robinson**	**Mining data for enterprise stories off any 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 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. – **Burt Hubbard**
1:45-1:55 pm	BREAK	
1:55-3:10 pm	**Mining data for enterprise stories off any 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 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. – **Burt Hubbard**	**Getting your story read: maximizing and measuring 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. – **Anthony Quintano**
3:10-3:20 pm	BREAK	
3:20-4:35 pm	**Getting your story read: maximizing and measuring 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. – **Anthony Quintano**	**Storytelling on mobile: making smart choices** More than eight 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? How is writing for mobile scanners different? – **Christy Robinson**
4:35-4:45 pm	BREAK	
4:45-6:30 pm	**Student job fair.** *Colorado Press Association Convention event open to NewsTrain-only attendees.* **(Conference Room IV)**	

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FRIDAY, April 12, 2019		
9:30-10 a.m.	REGISTRATION (Aurora Ballroom Foyer) if you didn't register on Thursday	
10 -11:15 am	**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 up to one minute with minimal editing. Learn how to stabilize your phone, use an external microphone and sequence your shots to create shareable video – without getting in the way of your reporting. Bring your smartphone for the exercises. – **AAron Ontiveroz (Aurora III + IV)**	
11:15-11:30 pm	BREAK	
11:30 am-1 pm	**Editing smarter video with your smartphone** Use an app on your smartphone to edit a one-minute video using the clips you shot in the previous session. – **AAron Ontiveroz (Aurora III + IV)**	
1-2 pm	**LUNCH (Aurora III + IV)** **How to get a journalism job** Finding jobs and internships in a journalism landscape that has seen staff and resource cuts is increasingly challenging for college students. Join Doug Bell, who developed a Metro State University course titled, How to Get a Media Job, for a turbocharged session that will cover networking, writing effective resumes and cover letters, and assembling an online portfolio. His presentation is a concentrated summary of a class taught by an editor who also was an industry hiring manager for 35 years. – **Doug Bell** **OR** **Eat in Conference Room VI**	
2-2:15	BREAK	
	BLUE track (Aurora III + IV)	**GREEN track (Conference Room VI)**
2:15-3:30 pm	**Using social media as powerful reporting tools** 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, crowdsource using Google Forms and callouts, and create a social dossier on a person in the news. – **Anthony Quintano**	**Becoming a verification ninja** The wealth of content available on social networks and video platforms means that we all have to be verification ninjas with a procedure to identify accurate content and debunk hoaxes. Learn how to set up your toolbox to verify user-generated content (UCG) on deadline. – **Kelly Jones**
3:30-3:45 pm	BREAK	
3:45-5 pm	**Becoming a verification ninja** The wealth of content available on social networks and video platforms means that we all have to be verification ninjas with a procedure to identify accurate content and debunk hoaxes. Learn how to set up your toolbox to verify user-generated content (UCG) on deadline. – **Kelly Jones**	**Using social media as powerful reporting tools** 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, crowdsource using Google Forms and callouts, and create a social dossier on a person in the news. – **Anthony Quintano**
5-5:15 pm	WRAP-UP (Aurora III + IV)	