

Fresno NewsTrain agenda

March 27-28, 2020 | California State University, Fresno



FRIDAY, March 27, 2020		
Noon-12:30 pm	REGISTRATION	
12:30-12:40 pm	WELCOME/introductions	
12:40-1:55 pm	<p>So, you think you have an idea for a podcast? 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 identifies the kinds of ideas that make for the best podcasts and establishes the minimum requirements for success. What are the table stakes – besides a good idea – to get into the game? Bring an idea that you think would make a good podcast and prepare to develop it into a pitch. (Stan Alcorn)</p>	
1:55-2:15 pm	BREAK	
	BLUE track	GREEN track
2:15-3:30 pm	<p>Developing a data mindset to improve stories every day For providing context for breaking news or developing enterprise stories off your beat, databases are your friend. 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 breaking news, sports, health, business, education, local government or cops and courts. Bring your laptop for the exercises. No previous data experience is required. Aaron Mendelson</p>	<p>Storytelling on small screens: making smart choices for mobile audiences 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? We will take a look at the Stories Format and how it has exploded across platforms from Instagram to WhatsApp. Bring your mobile device loaded with the Instagram or Facebook app ready to go. As a bonus, we’ll look at TikTok and provide an introduction to how media organizations are using this tool to experiment on mobile. Amara Aguilar</p>
3:30-3:45 pm	BREAK	
3:45-5 p.m.	<p>Storytelling on small screens: making smart choices for mobile audiences 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? We will take a look at the Stories Format and how it has exploded across platforms from Instagram to WhatsApp. Bring your mobile device loaded with the Instagram or Facebook app ready to go. As a bonus, we’ll look at TikTok and provide an introduction to how media organizations are using this tool to experiment on mobile. Amara Aguilar</p>	<p>Developing a data mindset to improve stories every day For providing context for breaking news or developing enterprise stories off your beat, databases are your friend. 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 breaking news, sports, health, business, education, local government or cops and courts. Bring your laptop for the exercises. No previous data experience is required. Aaron Mendelson</p>

SATURDAY, March 28, 2020		
8:30-9 am	REGISTRATION/continental breakfast	
	BLUE track	GREEN track
9-10:15 am	<p>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 under one minute with minimal editing. Bring your smartphone for the exercises.</p>	<p>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. Sona Patel</p>

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10:15-10:30 am	BREAK	
	BLUE track	GREEN track
10:30-11:45 am	<p>Mobile newsgathering: better reporting with your smartphone A smartphone, stocked with the right apps, is a powerful multimedia reporting tool. Learn how to use it to shoot photos, work with audio, and create GIFs with your mobile device. Bring your smartphone charged and ready to use for the hands-on exercises. Please download the following apps prior to the session: Lightroom, Anchor, GiphyCam, Adobe Spark Post. Amara Aguilar</p>	<p>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 (UGC) on deadline. Sona Patel</p>
11:45 am-12:45 pm	LUNCH	
12:45-2 pm	<p>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, crowdsourcing using Google Forms and callouts, and create a social dossier on a person in the news. Sona Patel</p>	<p>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 under one minute with minimal editing. Bring your smartphone for the exercises.</p>
2-2:10 pm	BREAK	
2:10-3:25 pm	<p>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 (UGC) on deadline. Sona Patel</p>	<p>Mobile newsgathering: better reporting with your smartphone A smartphone, stocked with the right apps, is a powerful multimedia reporting tool. Learn how to use it to shoot photos, work with audio, and create GIFs with your mobile device. Bring your smartphone charged and ready to use for the hands-on exercises. Please download the following apps prior to the session: Lightroom, Anchor, GiphyCam, Adobe Spark Post. Amara Aguilar</p>
3:25-3:35 pm	BREAK	
3:35-4:50 pm	<p>Maximizing audience analytics to produce better journalism Audience analytics is a powerful tool to track audience engagement, but the amount of data and its interpretation can be overwhelming. It's time to move beyond pageviews. What are the best practices to move occasional users to regular users and, for some outlets, into either paying subscribers or members? By focusing on audience behavior, how can we best use analytics to create compelling content?</p>	
4:50-5 pm	WRAP-UP	