

# Muncie NewsTrain: April 14, 2018

Art and Journalism Building (AJ), 1141, 1001 N. McKinley Ave.  
Ball State University, Muncie, Indiana



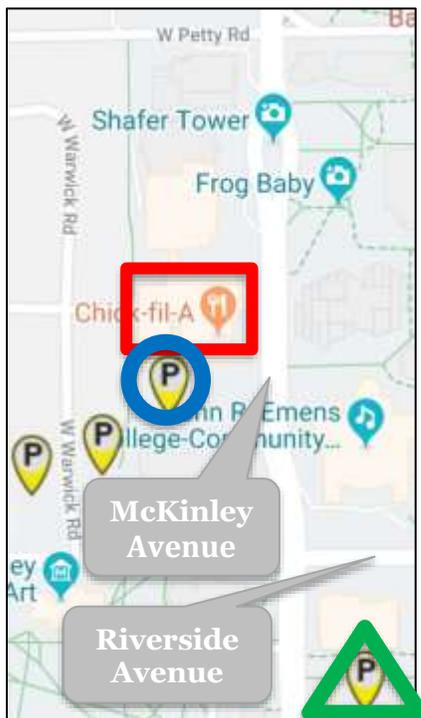
8:30-9 am	<b>REGISTRATION (2<sup>nd</sup> floor, top of stairs, above the Atrium)/ BREAKFAST (2<sup>nd</sup> floor, outside the Holden Strategic Communications Center)</b>	
9-9:10 am	<b>WELCOME/INTRODUCTIONS (AJ 225)</b>	
	<b>BLUE Track (AJ 225)</b>	<b>GREEN Track (AJ 175)</b>
9:10-10:25 am	<p><b>Shooting smarter video with your smartphone</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>Val Hoepner</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. 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. <b>Mark Nichols</b></p>
10:25-10:40 am	<b>BREAK</b>	
10:40 am-11:55 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. 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. <b>Mark Nichols</b></p>	<p><b>Shooting smarter video with your smartphone</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>Val Hoepner</b></p>
11:55-12:55 pm	<b>LUNCH (Pick up box lunches outside the Holden Strategic Communications Center on the 2<sup>nd</sup> floor. Eat in the Holden Center, Unified Media Lab or the 1<sup>st</sup>-floor Atrium.)</b>	
	<b>BLUE Track (AJ 225)</b>	<b>GREEN Track (AJ 175)</b>
12:55-2:10 pm	<p><b>Better time management with beat mapping</b> Frazzled and pulled in a million different directions? Want to make time for the stories that have the most impact yet that often get put on the back burner? Beat mapping is a proven technique to define the topics and issues that mean the most to your audience and to set clear expectations and priorities for beat reporters, including source development, to cover those issues. <b>Linda Austin</b></p>	<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 and dictate stories. Bring your smartphone for the exercises. <b>Val Hoepner</b></p>
2:10-2:25 pm	<b>BREAK</b>	

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	BLUE Track (AJ 225)	GREEN Track (AJ 175)
2:25-3:40 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 and dictate stories. Bring your smartphone for the exercises. <b>Val Hoepfner</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, crowdsource using Google Forms and callouts and contact a source on social media responsibly. <b>Amy Bartner</b></p>
3:40-3:55 pm	<b>BREAK</b>	
3:55-5:10 pm	<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, crowdsource using Google Forms and callouts and contact a source on social media responsibly. <b>Amy Bartner</b></p>	<p><b>Better time management with beat mapping</b> Frazzled and pulled in a million different directions? Want to make time for the stories that have the most impact yet that often get put on the back burner? Beat mapping is a proven technique to define the topics and issues that mean the most to your audience and to set clear expectations and priorities for beat reporters, including source development, to cover those issues. <b>Linda Austin</b></p>
5:10-5:20 pm	<b>WRAP-UP (AJ 225)</b>	



NewsTrain is in the Art and Journalism (AJ) Building (rectangle on the map) at 1141, 1001 N. McKinley Ave. The brick building is notable for its use of much glass.

**Parking is free** throughout campus on Saturday. The P7 Visitor Lot (oval on the map) is just south of the Art and Journalism Building. The McKinley Avenue Parking Garage (triangle on the map) is two blocks south of the Art and Journalism Building.

Do not pay in advance at the garage or feed the meters. Do not park in spaces marked for the handicapped or special permit 97 unless you have those permits.

Campus map: [cms.bsui.edu/map](http://cms.bsui.edu/map)

Find other NewsTrain attendees at an **optional, post-workshop gathering** at Brothers Bar & Grill, 1601 W. University Ave. From the Art and Journalism Building, go south on McKinley Avenue and turn left on University. It's a half-mile trip. Please buy your own refreshments.