

Rochester NewsTrain, Sept. 24-25, 2021
RIT Inn & Conference Center
5257 W. Henrietta Rd, Henrietta, New York



Friday, Sept. 24		
8-8:30 am	REGISTRATION / continental breakfast	
8:30-8:45 am	WELCOME / introductions	
8:45-10 am	<p>The power of listening: what journalists can learn from community organizers “Organizing is fundamentally about listening to people tell you what they need and what kind of world they want, and working collaboratively to make it happen,” according to Free Press’ New Voices project. Learn how to strengthen reporting and build relationships by employing listening and other techniques of community organizers.</p>	
10-10:15 am	BREAK	
	BLUE track	GREEN track
10:15-11:30 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. This session teaches reporters how to produce those clips of under one minute with minimal editing. Bring your smartphone for the exercises.</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.</p>
11:30 am-12:30 pm	LUNCH	
12:30-1:45 pm	<p>Editing smarter video with your smartphone Use an app on your smartphone to edit a video using the clips you shot in the previous session into a news story of one minute or less. Use a storyboard to sequence shots. Learn to splice, delete and connect clips. Create lower-thirds to identify speakers.</p>	<p>Following demographic “fault lines” to improve accuracy and build trust The U.S. population is expected to become older and more racially and ethnically diverse in coming years. How can journalists be better prepared to build trust with those growing communities? The Maynard Institute defines five demographic “fault lines” that can help ensure more representative and accurate coverage.</p>
1:45-2 pm	BREAK	
2-3:15 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.</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. This session teaches reporters how to produce those clips of under one minute with minimal editing. Bring your smartphone for the exercises.</p>
3:15-3:30 pm	BREAK	
3:30-4:45 pm	<p>Following demographic “fault lines” to improve accuracy and build trust The U.S. population is expected to become older and more racially and ethnically diverse in coming years. How can journalists be better prepared to build trust with those growing communities? The Maynard Institute defines five demographic “fault lines” that can help ensure more representative and accurate coverage.</p>	<p>Editing smarter video with your smartphone Use an app on your smartphone to edit a video using the clips you shot in the previous session into a news story of one minute or less. Use a storyboard to sequence shots. Learn to splice, delete and connect clips. Create lower-thirds to identify speakers.</p>
5-6:30 p.m.	OPTIONAL RECEPTION	

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Saturday, Sept. 25		
9-9:30 am	REGISTRATION / continental breakfast	
	BLUE track	GREEN track
9:30-10:45 am	<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.</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: 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 efficiently?</p>
10:45-11 am	BREAK	
11 am -12:15 pm	<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: 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 efficiently?</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.</p>
12:15-1:15 pm	LUNCH	
1:15-2:30 pm	<p>Maximizing Instagram Stories to build your brand and reach new audiences Since the introduction of Instagram Stories in 2016, its use has exploded to 500 million active daily users. Posting sequences of videos and images – often containing text, gifs and music –that disappear after 24 hours has proven addictive. Smart brands and influencers are using Instagram Stories to reach new audiences. Learn how you can put Instagram Stories to work in your newsroom.</p>	<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 first, 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. Bring an idea that you think would make a good podcast and develop it into a pitch.</p>
2:30-2:45 pm	BREAK	
2:45-4 p.m.	<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 first, 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. Bring an idea that you think would make a good podcast and develop it into a pitch.</p>	<p>Maximizing Instagram Stories to build your brand and reach new audiences Since the introduction of Instagram Stories in 2016, its use has exploded to 500 million active daily users. Posting sequences of videos and images – often containing text, gifs and music –that disappear after 24 hours has proven addictive. Smart brands and influencers are using Instagram Stories to reach new audiences. Learn how you can put Instagram Stories to work in your newsroom.</p>
4-4:15 pm	WRAP-UP	