

New Jersey NewsTrain, Oct. 13-14, 2011

Thursday, Oct. 13		
8:30-9 am	Welcome / introductions / agenda	
9-10:30 am	Planning & Coaching Content Across Platforms: How to frame clear standards and workflows for new digital media so everyone in the newsroom can be effective and informed. [Michael Roberts]	
	Track A (Blue)	Track B (Green)
10:45-12 noon	Quick Video Tactics: How to spot, shoot and handle content for good 30-60 sec. videos. [Josh Hatch]	Social Media / Creating Your Individual Brand: How individual reporters, columnists, editors – anyone who uses social media – can build a brand and audience. [Mandy Jenkins]
12-1 pm	LUNCH	
1-2:15 pm	Continuous Coverage: How to plan and manage continuous news coverage across platforms, and differentiate / write differently for the web versus print. [Michael Roberts]	Quick Video Tactics: How to spot, shoot and handle content for good 30-60 sec. news videos. [Josh Hatch]
2:30-3:45 pm	Mobilizing Your Mobile Strategy: Three key questions to ask about your newspaper's mobile strategy, and some of the possible answers and tools needed to succeed. [Josh Hatch]	Social Media / Copyright and Terms of Use Issues: What is allowed, what is not, and what is still murky when it comes to using content found on social media sites. [Mandy Jenkins]
4-5:30 pm	Social Media Policies: How to create and apply one in your newsroom. With exercise round of solving ethical / policy questions. [Michael Roberts, Mandy Jenkins]	

Friday, October 14		
8:30-9:15 am	Social Media: Channeling the News Brand: Techniques for using social media to build audience and create / reinforce a strong news brand for your organization. [Mandy Jenkins]	
9:30-10:45 am	SEO for editors: Search Engine Optimization skills – and opportunities – for editors and reporters, that will boost search rankings for your stories. [Lil Swanson]	Mobilizing Your Mobile Strategy: Three key questions to ask about your newspaper's mobile strategy, and some of the possible answers and tools needed to succeed. [Josh Hatch]
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12:15-1:15 pm	LUNCH	
1:15-2:30 pm	Social Media / Copyright and Terms of Use issues: What is allowed, what is not, and what is still murky when it comes to using content found on social media sites. [Mandy Jenkins]	Continuous Coverage: How to plan and manage continuous news coverage across platforms, and differentiate / write differently for the web versus print. [Michael Roberts]
2:45-3:30 pm	SCENARIO EXERCISE: Small groups are asked to plan news coverage in a fictional situation using the tools and tactics covered the past two days. Prizes and feedback. [Michael Roberts, Josh Hatch, Mandy Jenkins]	
	CLOSING	