

## Colorado Springs NewsTrain, Sept. 27-28, 2013

<b>FRIDAY, SEPT. 27</b>		
9-10 am	<b>REGISTRATION / Continental breakfast</b>	
10-10:30 am	<b>Welcome / introductions / agenda</b>	
10:30-12 pm	<p><b>Five Stages of a Story:</b> A five-step process for developing and delivering high quality stories. The idea is that reporters and editors work together through each stage. Editors can use the process as a coaching / editing model. Reporters can use it to identify and build specific skills in separate areas and better manage their time. The model can be used on short to mid-range enterprise all the way up to larger projects. Includes how to use theme statements, leads, nut graphs, transitions, and four different story forms. (Roberts)</p>	
12-1 pm	<b>LUNCH</b>	
	<b>Track A (Blue)</b>	<b>Track B (Green)</b>
1-2:15 pm	<p><b>Reporting with Data:</b> A primer in how to start working with data and databases as a regular part of good beat work and as a source of good watchdog / enterprise packages. (Houston)</p>	<p><b>Social Media Best Practices:</b> So you're a journalist on social media, but not so sure you're taking the right approach? This session offers tactics and tips to improve your comfort on social media, establish your brand, encourage audience engagement, and measure how well your social media efforts are working over time. (Montano)</p>
2:30-3:45 pm	<p><b>Social Media as Reporting Tool:</b> How reporters and editors can use social media as a reporting tool when faced with breaking news or enterprise projects. Includes how to use social media and onsite tools to locate expert and "real people" sources, for "crowdsourcing" using advanced search features on major social media sites, and how to curate social media content to augment your own content. (Montano)</p>	<p><b>How to Shoot Video:</b> A how-to session on skills and techniques for capturing "usable" video footage, primarily with a focus on short news / feature video that is posted quickly. Includes framing, light, sequencing shots, and more, as well as how to "shoot to edit" which reduces wasted time and effort when shooting too much video. (Hoepfner)</p>
4-5:15 pm	<p><b>Video Storytelling Skills:</b> Video can be used to tell a variety of stories, short or long, on your web site. This session explains the choices and skills, including the concepts of "lo-fi" and "hi-fi" video and how both fill needs on newspaper websites on over smartphone apps. Also included are models for a variety of story types, planning techniques to save time and improve the results with short and long video, and advice on how to keep video a prominent element on your web site. (Hoepfner)</p>	<p><b>Reporting with Data:</b> A primer in how to start working with data and databases as a regular part of good beat work and as a source of good watchdog / enterprise packages. (Houston)</p>

<b>SATURDAY, SEPT. 28</b>		
8:30-9 am	<b>REGISTRATION / Continental breakfast</b>	
9-10:15 am	<b>Colorado FOI law:</b> An overview on the latest developments in Colorado FOI and sunshine laws. Tips and advice on framing effective FOI letters and how to deal with events or confrontations that appear to violate Colorado FOI law. (Zansberg)	
10:30-11:45 am	<b>How to Shoot Video:</b> A how-to session on skills and techniques for capturing "usable" video footage, primarily with a focus on short news / feature video that is posted quickly. Includes framing, light, sequencing shots, and more, as well as how to "shoot to edit" which reduces wasted time and effort when shooting too much video. (Hoepfner)	<b>Diving Deeper with Data:</b> How (and where) to assemble bodies of the latest data on a community, a topic, or an issue. (Houston)
11:45-12:45 pm	<b>LUNCH</b>	
12:45-2 pm	<b>Social Media Best Practices:</b> So you're a journalist on social media, but not so sure you're taking the right approach? This session offers tactics and tips to improve your comfort on social media, establish your brand, encourage audience engagement, and measure how well your social media efforts are working over time. (Montano)	<b>Video Storytelling Skills:</b> Video can be used to tell a variety of stories, short or long, on your web site. This session explains the choices and skills, including the concepts of "lo-fi" and "hi-fi" video and how both fill needs on newspaper websites on over smartphone apps. Also included are models for a variety of story types, planning techniques to save time and improve the results with short and long video, and advice on how to keep video a prominent element on your web site. (Hoepfner)
2:15-3:30 pm	<b>Diving Deeper with Data:</b> How (and where) to assemble bodies of the latest data on a community, a topic, or an issue. (Houston)	<b>Social Media as Reporting Tool:</b> How reporters and editors can use social media as a reporting tool when faced with breaking news or enterprise projects. Includes how to use social media and onsite tools to locate expert and "real people" sources, for "crowdsourcing" using advanced search features on major social media sites, and how to curate social media content to augment your own content. (Montano)
3:45-5 pm	<b>Idea Swap</b>	
<b>CLOSING</b>		