

Monroe, Louisiana, NewsTrain

Oct. 15, 2015: The News-Star community room, 411 N. 4th St.

Oct. 16, 2015: University of Louisiana at Monroe Student Union Building, Second Floor



THURSDAY, Oct. 15, The News-Star community room, 411 N. 4 th St.	
5:30-6:30 pm	REGISTRATION
5:45-6:45 pm	DINNER/welcome/ introductions / agenda
6:45-8 pm	Journalism ethics in the digital age In this case study-based session, learn how to navigate new ethical situations created by the widespread digital distribution of information, including verifying facts and images from social media on deadline, behaving professionally on social media, attributing properly in social and traditional media, and avoiding inadvertent plagiarism. (Victor)

FRIDAY, Oct. 16, University of Louisiana at Monroe Student Union Building	
8-8:30 am	REGISTRATION (outside Ballroom A) /Continental breakfast (Ballroom B)
8:30-8:45 am	WELCOME/ introductions / agenda (Ballroom A)
8:45-10 am	Mastering the mobile-first, multiplatform news cycle for breaking news This session presents a model for how to cover breaking news from the first alert or tweet on mobile through other digital formats (desktop, tablet) to print or broadcast publication. Knowing what content to do when requires knowledge of the strengths of the different platforms and of how and when your audience uses them. (Victor) (Ballroom A)
10-10:10 am	BREAK (Ballroom B)
	BLUE track (Ballroom C)
	GREEN track (Ballroom E)
10:10-11:25 am	Data-driven enterprise off your beat How do you Swiss-cheese 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. This session will help you find and analyze data, enabling you to spot the enterprise stories in the numbers, whether your beat is sports, health, business, local government or cops and courts. Bring your laptop for the exercise. (Torres)
11:25 am-12:10 pm	LUNCH (provided in Ballroom B)
12:10-1:25 pm	Mobile newsgathering: maximizing your smartphone for reporting Take advantage of the journalistic firepower in your pocket. What are the best apps, gadgets and techniques for using your smartphone to gather, edit and share stories from the field? Bring your smartphone for the exercise. (Wenger)
	Using social media as powerful reporting tools Social media can be used as powerful reporting tools, which are valuable 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 expert and "real people" sources and to spot trends in your local community. Bring your laptop or smartphone for the exercise. (Victor)
1:25-1:35 pm	BREAK (Ballroom B)
1:35-2:50 pm	Getting your stories read: using social media for personal branding and audience engagement So, you're a journalist on social media, but you're not sure you're taking the right approach. This session offers tactics and tips to improve your comfort on social media, establish your brand, encourage community engagement, and measure how well your social media efforts are working. (Victor)
	Mobile newsgathering: maximizing your smartphone for reporting Take advantage of the journalistic firepower in your pocket. What are the best apps, gadgets and techniques for using your smartphone to gather, edit and share stories from the field? Bring your smartphone for the exercise. (Wenger)
2:50-3 pm	BREAK (Ballroom B)

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3-4:15 pm	Using social media as powerful reporting tools Social media can be used as powerful reporting tools, which are valuable 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 expert and "real people" sources and spot trends in your local community. Bring your laptop or smartphone for the exercise. (Victor)	Data-driven enterprise off your beat How do you Swiss-cheese 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. This session will help you find and analyze data, enabling you to spot the enterprise stories in the numbers, whether your beat is sports, health, business, local government or cops and courts. Bring your laptop for the exercise. (Torres)
4:15-4:30 pm	WRAP-UP (Ballroom A)	
4:30-6:30 pm	Reception/tour of ULM Student Publications – 1st floor – Stubbs Hall	



Workshop is in the Student Union Building.

Reception/tour of ULM Student Publications is on 1st Floor of Stubbs Hall.