

Philadelphia NewsTrain, Nov. 13-14, 2015

Temple University's Mitten and Annenberg halls



Friday, Nov. 13 – Mitten Hall, 1913 N. Broad St., 1 st Floor		
8-8:30 am	REGISTRATION / Continental breakfast (Great Court)	
8:30-8:45 am	WELCOME / introductions / agenda (Great Court)	
8:45-10 am	Digital storytelling: making smart choices What's the best way to tell a particular story: text, photos, video, audio, curation, interactive graphic or some combination. What are the strengths of different digital formats? What's the time involved to produce them? What works best on which platform and for which audiences? (Paul Cheung) (Great Court)	
10-10:10 am	BREAK (Snacks in Great Court Alcove)	
	BLUE track (Great Court)	GREEN track (Owl Cove)
10:10-11:25 am	Efficient video story forms for digital platforms Many newsrooms start out shooting video for digital platforms that look like TV-news segments. But there are other video story forms, including some that are quicker to produce and others that have a longer shelf life. This session includes examples of video story forms and advice on when to pursue each, as well as advice on how newsrooms can improve planning and execution of the different video story forms. Bring your smartphone for the exercise. (Kathy Kieliszewski)	Get your story read: maximizing your use of 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 writing on social media, establish your brand, encourage community engagement, and measure how well your social media efforts are working. (Carla Zanoni)
11:25 am-12:10 pm	LUNCH (Provided in Great Court Alcove)	
12:10-1:25 pm	Shooting effective video on your smartphone Shooting video effectively and efficiently on your smartphone makes it much easier to quickly edit and post high-quality video. This session offers a model for anticipating and capturing the visuals and sound needed for good video. It includes simple standards for framing, lighting and sound, plus advice on essential equipment. Bring your smartphone for the exercise. (Kathy Kieliszewski)	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, crowdsource using Google forms, and curate social media content to augment your own content. Bring your laptop or smartphone for the exercise. (Carla Zanoni)
1:25-1:35 pm	BREAK	
1:35-2:50 pm	Taking powerful news photos with your smartphone The best camera you have is the one in your pocket, the saying goes. Learn the capabilities of your smartphone's camera, and apply the basics of good composition and lighting to portraits and action shots. Bring your smartphone for the exercise. (Kathy Kieliszewski)	Producing data-driven enterprise stories efficiently Learn to identify and pursue powerful enterprise stories from everyday records. This session shares investigative techniques to distill high-impact enterprise from daily beats. The goal is not to wait for news, but to make it happen efficiently. Bring your laptop for the exercise. (Ron Nixon)
2:50-3 pm	BREAK (Snacks in Great Court Alcove)	
3-4:15 pm	Getting your story read: maximizing your use of 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 writing on social media, establish your brand, encourage community engagement, and measure how well your social media efforts are working. (Carla Zanoni)	Data journalism 101 Once a potential enterprise story is identified, discover time-saving techniques to access and drill through mountains of information -- from paper records to electronic databases -- and extract the critical information that turns routine stories into must-read enterprise. This session provides simple methods and innovative reporting tools to find what data an agency has and mold that raw data into hard-hitting stories. Bring your laptop for the exercise. (Ron Nixon)
4:30-6 p.m.	RECEPTION – Atrium, 1st Floor, Annenberg Hall, 2020 N. 13th St.	

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Saturday, Nov. 14 – Annenberg Hall, 2020 N. 13th St.			
9-9:30 am	REGISTRATION/Continental breakfast (Atrium, 1st Floor)		
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2:15-2:30 pm	BREAK (Snacks in Atrium, 1st Floor)		
2:30-3:45 p.m.	<p>Writing news for mobile With mobile traffic approaching or surpassing desktop traffic at many news organizations, writing specifically for mobile audiences has become crucial. Writing for mobile is like writing for online on steroids. Learn the best practices for writing content for mobile readers, with special emphasis on creating engaging headlines for both readers and search engines. (Theodore Kim) (Atrium, 1st Floor)</p>		
3:45-4 pm	WRAP-UP (Atrium, 1st Floor)		