

# Vancouver NewsTrain, April 25-26, 2014

Friday, April 25		
8:30-9:30 am	REGISTRATION / Continental breakfast	
9:30-10 am	Welcome / introductions / agenda	
10-11:30 am	<b>Continuous Coverage:</b> Once your set of online tools is in place, how to plan and manage continuous news coverage across digital and print platforms, and create content specifically for the web and print. This program offers a model for developing a story online and then using print to offer more. (Roberts)	
11:30 am-12:30 pm	LUNCH	
	BLUE track	GREEN track
12:30-1:45 pm	<b>Social Media Reporting Tools:</b> Social media platforms contain powerful reporting tools that can be valuable when reporters are faced with big breaking news stories or enterprise projects. This session explains how to use different social media platforms 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. (Jenkins)	<b>Shooting Effective Video:</b> Shooting effectively and efficiently 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. Includes simple standards for framing, lighting, and sound, whether using a video camera or point-and-shoot / Flip-style camera, and the use of a "shot list" for planning and coaching. (Kieliszewski)
2-3:15 pm	<b>Enterprise off a Beat:</b> A program aimed at reporters and editors on how to spot and develop enterprise stories off a busy beat. This session offers different ways to measure the accountability of public and private institutions, and a variety of story forms that can be used to quickly develop a series of short to mid-range enterprise pieces. The goal is to build a sustained body of enterprise coverage while juggling the many demands of beat work. (Roberts)	<b>Smartphones for Journalists:</b> A guide to the best apps, web sites, and other tools for reporters working with smartphones in the field. Special emphasis on tools for shooting and editing short video quickly. (Hoepfner)
3:30-4:45 pm	<b>Video Story Forms:</b> Many newsrooms start out shooting video that resembles the basic TV news segment. But there are more video story forms that can be used to deliver different kinds of video, including video that will have a much longer shelf life on your web site. Examples of video story forms, standards for each, and how each newsroom can and should develop its own set of forms to improve planning, communication, and execution of video. (Kieliszewski)	<b>Multimedia Packages:</b> How to package content in effective multimedia packages that offer multiple points of entry, specific roles for each piece and format, and that provide readers with compelling stories and accessible information. (Hoepfner)

# Vancouver NewsTrain, April 25-26, 2014

SATURDAY, APRIL 26		
8-8:30 am	<b>REGISTRATION / Continental breakfast</b>	
8:30-9:45 am	<b>Maximize Your Social Media:</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 community engagement, and measure how well your social media efforts are working over time. (Jenkins)	
10-11:15 am	<b>Multimedia Packages:</b> How to package content in effective multimedia packages that offer multiple points of entry, specific roles for each piece and format, and that provide readers with compelling stories and accessible information. (Hoepfner)	<b>Video Story Forms:</b> Many newsrooms start out shooting video that resembles the basic TV news segment. But there are more video story forms that can be used to deliver different kinds of video, including video that will have a much longer shelf life on your web site. Examples of video story forms, standards for each, and how each newsroom can and should develop its own set of forms to improve planning, communication, and execution of video. (Kieliszewski)
11:15-12 pm	<b>LUNCH</b>	
12-1:15 pm	<b>Mobile Reporting Tools:</b> This workshop will focus on helping reporters work and publish in the field with smart phones and tablets. Included are some of the best apps to write, edit and send stories, photos, video, audio interviews and documents. (Hoepfner)	<b>Enterprise off a Beat:</b> A program aimed at reporters and editors on how to spot and develop enterprise stories off a busy beat. This session offers different ways to measure the accountability of public and private institutions, and a variety of story forms that can be used to quickly develop a series of short to mid-range enterprise pieces. The goal is to build a sustained body of enterprise coverage while juggling the many demands of beat work. (Roberts)
1:30-2:45 pm	<b>Shooting Effective Video:</b> Shooting effectively and efficiently 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. Includes simple standards for framing, lighting, and sound, whether using a video camera or point-and-shoot / Flip-style camera, and the use of a "shot list" for planning and coaching. (Kieliszewski)	<b>Social Media Reporting Tools:</b> Social media platforms contain powerful reporting tools that can be valuable when reporters are faced with big breaking news stories or enterprise projects. This session explains how to use different social media platforms 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. (Jenkins)
3-4 pm	<b>Mobile first news strategy:</b> If it doesn't work on mobile, it doesn't work. Learn to cover daily and breaking news for multiple platforms including mobile, web, tablet and print. (Hoepfner)	
<b>CLOSING</b>		