

# Phoenix NewsTrain agenda

## April 6-7, 2018 | 2<sup>nd</sup> floor, Walter Cronkite School of Journalism and Mass Communication, 555 N. Central Ave.

FRIDAY, April 6, 2018		
1-1:30 pm	REGISTRATION (First Amendment Forum)	
1:30-1:40 pm	WELCOME/introductions (Cronkite Theater)	
1:40-2:55 pm	<b>10 habits of highly effective open-records users (Cronkite Theater)</b> What do savvy users of the state open-records laws know, and how can you apply their techniques to your coverage? <b>(David Cuillier)</b>	
	<b>BLUE track (Room 252)</b>	<b>GREEN track (Room 256)</b>
2:55-3:10 pm	BREAK	
3:10-4:25 pm	<b>How to write short AND well</b> With news organizations from The Washington Post to Quartz telling reporters to either write short or write long and avoid the dreaded middle-length story, the ability to write short AND well has become crucial. Learn how to tell short-form narrative stories that engage readers on any platform. <b>(Fernanda Santos)</b>	<b>Getting your story read: maximizing and measuring social media for branding and audience engagement</b> If you're wondering whether what you're doing on social is working, this session is for you. It 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. <b>(Jessica Pucci)</b>
4:25-4:40 pm	BREAK	
4:40-5:55 pm	<b>Getting your story read: maximizing and measuring social media for branding and audience engagement</b> If you're wondering whether what you're doing on social is working, this session is for you. It 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. <b>(Jessica Pucci)</b>	<b>How to write short AND well</b> With news organizations from The Washington Post to Quartz telling reporters to either write short or write long and avoid the dreaded middle-length story, the ability to write short AND well has become crucial. Learn how to tell short-form narrative stories that engage readers on any platform. <b>(Fernanda Santos)</b>

SATURDAY, April 7, 2018		
8:30-9 am	REGISTRATION/continental breakfast (First Amendment Forum)	
	<b>BLUE track</b>	<b>GREEN track</b>
9-10:15 am	<b>Mining data for enterprise stories off any beat</b> How do you fit 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. Learn how to develop a data state of mind, find newsworthy data and begin to analyze data sets. Spot the enterprise stories in the numbers, whether your beat is sports, health, business, education, local government or cops and courts. Bring your laptop for the exercises. No previous data experience is required. <b>(Sarah Cohen)</b>	<b>Storytelling on mobile: making smart choices</b> More than eight in 10 U.S. adults now get news on a mobile device. We need a new storytelling tool kit to attract and better serve our audience on mobile. On a small screen, what's the best way to tell a particular story: digest, explainer, bulleted live updates or what-we-know lists, photo, video, graphic, audio, games, curation, or some combination? And what are the tools to make that happen as efficiently as possible? How is writing for mobile scanners different? <b>(Laura E. Davis)</b>
10:15-10:30 am	BREAK	

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	BLUE track (Room 252)	GREEN track (Room 256)
10:30-11:45 am	<p><b>Storytelling on mobile: making smart choices</b> More than eight in 10 U.S. adults now get news on a mobile device. We need a new storytelling tool kit to attract and better serve our audience on mobile. On a small screen, what's the best way to tell a particular story: digest, explainer, bulleted live updates or what-we-know lists, photo, video, graphic, audio, games, curation, or some combination? And what are the tools to make that happen as efficiently as possible? How is writing for mobile scanners different? <b>(Laura E. Davis)</b></p>	<p><b>Mining data for enterprise stories off any beat</b> How do you fit 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. Learn how to develop a data state of mind, find newsworthy data and begin to analyze data sets. Spot the enterprise stories in the numbers, whether your beat is sports, health, business, education, local government or cops and courts. Bring your laptop for the exercises. No previous data experience is required. <b>(Sarah Cohen)</b></p>
11:45 am-12:45 pm	<b>LUNCH (First Amendment Forum)</b>	
12:45-2 pm	<p><b>Create your own simple graphics for mobile</b> Sometimes the best way to tell the story on mobile is with a graphic. Learn how to make your own simple graphics using free tools. Bring your laptop for the exercises. <b>(Courtland Jeffrey)</b></p>	<p><b>Meet the best digital reporting tools</b> Whether you're an investigative journalist or a daily beat reporter, free and low-cost technical tools and apps can help you improve and streamline your reporting. Instructor Jim Small will introduce you to tech tools and platforms that will help you obtain and manipulate data. You'll learn how to scrape social accounts, without knowing any code. And you'll discover how to use features, such as advanced search, that are built into Google and social networks in more powerful ways. Plus, learn about popular (free!) project-management software and applications to help you collaborate with colleagues and manage reporting projects. <b>(Jim Small and Evan Wyloge)</b></p>
2-2:15 pm	<b>BREAK</b>	
2:15-3:30 pm	<p><b>Meet the best digital reporting tools</b> Whether you're an investigative journalist or a daily beat reporter, free and low-cost technical tools and apps can help you improve and streamline your reporting. Instructor Jim Small will introduce you to tech tools and platforms that will help you obtain and manipulate data. You'll learn how to scrape social accounts, without knowing any code. And you'll discover how to use features, such as advanced search, that are built into Google and social networks in more powerful ways. Plus, learn about popular (free!) project-management software and applications to help you collaborate with colleagues and manage reporting projects. <b>(Jim Small and Evan Wyloge)</b></p>	<p><b>Create your own simple graphics for mobile</b> Sometimes the best way to tell the story on mobile is with a graphic. Learn how to make your own simple graphics using free tools. Bring your laptop for the exercises. <b>(Courtland Jeffrey)</b></p>
3:30-3:45 pm	<b>BREAK</b>	
3:45-5 pm	<p><b>What's missing in border and immigration coverage (Cronkite Theater)</b> In an era of deep political polarization, learn how to provide nuanced, balanced coverage of border and immigration issues that incorporates diverse voices. <b>(Vanessa Ruiz)</b></p>	
5-5:10 pm	<b>WRAP-UP (Cronkite Theater)</b>	