

Muncie NewsTrain: March 24, 2018
 2nd floor, L.A. Pittenger Student Center,
 2000 W. University Ave., Ball State University, Muncie, Indiana



8:30-8:50 am	REGISTRATION (outside Cardinal Hall B)/continental breakfast (Terrace Lounge, west of Cardinal Hall B)	
8:50-9 am	WELCOME/ introductions / agenda (Cardinal Hall B)	
	BLUE track (Cardinal Hall B)	GREEN track (Cardinal Hall A)
9-10:15 am	<p>Mobile newsgathering: better reporting with your smartphone Forty-four of the 50 largest newspapers get the majority of their digital traffic on mobile. 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 something else? And what are the tools to make that happen as efficiently as possible? Val Hoepfner</p>	<p>Data-driven enterprise off your beat 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. John Russell</p>
10:15-10:30 am	BREAK	
10:30 am-11:45 pm	<p>Data-Driven enterprise off your beat 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. John Russell</p>	<p>Mobile newsgathering: better reporting with your smartphone Forty-four of the 50 largest newspapers get the majority of their digital traffic on mobile. 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 something else? And what are the tools to make that happen as efficiently as possible? Val Hoepfner</p>
11:45-12:35 pm	LUNCH (Terrace Lounge, west of Cardinal Hall B)	



Workshop is in Ball State's L.A. Pittenger Student Center, marked in red.

Parking is in the adjacent Lot G9, marked in blue.

See campus map at <http://cms.bsu.edu/map>.

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	BLUE track (Cardinal Hall B)	GREEN track (Cardinal Hall A)
12:35-1:50 pm	<p>Better time management with beat mapping Frazzled and pulled in a million different directions? Want to make time for the stories that have the most impact yet that often get put on the back burner? Beat mapping is a proven technique to define the topics and issues that mean the most to your audience and to set clear expectations and priorities for beat reporters, including source development, to cover those issues. Linda Austin</p>	<p>Viral video: shooting shareable smartphone video Columbia's Tow Center for Digital Journalism studied what makes for successful news video and recommended that reporters shoot fast, raw clips posted instantly from the field, leaving in-depth, more sophisticated video stories to highly trained video journalists. This session teaches reporters how to produce those clips of under one minute with minimal editing. Learn how to use a tripod and external microphone and sequence your best five shots to create shareable video – without getting in the way of your reporting. Bring your smartphone for the exercises. Val Hoepner</p>
1:50-2:05 pm	BREAK	
2:05-3:20 pm	<p>Viral video: shooting shareable smartphone video Columbia's Tow Center for Digital Journalism studied what makes for successful news video and recommended that reporters shoot fast, raw clips posted instantly from the field, leaving in-depth, more sophisticated video stories to highly trained video journalists. This session teaches reporters how to produce those clips of under one minute with minimal editing. Learn how to use a tripod and external microphone and sequence your best five shots to create shareable video – without getting in the way of your reporting. Bring your smartphone for the exercises. Val Hoepner</p>	<p>Using social media as powerful reporting tools Social media can be used as powerful reporting tools, 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 diverse expert and “real people” sources, listen to your community and identify news stories, verify user-generated content, crowdsource using Google Forms and callouts, contact a source on social media responsibly and create a social dossier on a newsmaker. Amy Bartner</p>
3:20-3:35 pm	BREAK	
3:35-4:50 pm	<p>Using social media as powerful reporting tools Social media can be used as powerful reporting tools, 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 diverse expert and “real people” sources, listen to your community and identify news stories, verify user-generated content, crowdsource using Google Forms and callouts, contact a source on social media responsibly and create a social dossier on a newsmaker. Amy Bartner</p>	<p>Better time management with beat mapping Frazzled and pulled in a million different directions? Want to make time for the stories that have the most impact yet that often get put on the back burner? Beat mapping is a proven technique to define the topics and issues that mean the most to your audience and to set clear expectations and priorities for beat reporters, including source development, to cover those issues. Linda Austin</p>
4:50-5 pm	WRAP-UP (Cardinal Hall B)	