

Springfield, IL NewsTrain, April 29-30, 2013

MONDAY, April 29		
9-10 am	REGISTRATION / Continental breakfast	
10-10:30 am	Welcome / introductions / agenda	
10:30-12 pm	<p>The Data Mindset: How to see data and treat it as a source to be interviewed, like people. When to create data, to adapt someone else's or to analyze existing public data. Tips to make data the inspiration and foundation of great news and enterprise stories. (Overberg)</p>	
12-1 pm	LUNCH	
	Track A (Blue)	Track B (Green)
1-2:15 pm	<p>Enterprise off a Beat: 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)</p>	<p>Maximize Your Social Media: 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 audience engagement, and measure how well your social media efforts are working over time. (Jenkins)</p>
2:30-3:45 pm	<p>Crowdsourcing: Tap Into the Crowd: How reporters and editors can use social media as a reporting tool when faced with breaking news or enterprise projects. Includes how to use social media 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)</p>	<p>Revealing Government by Data: Data and documents help reporters covering local government shift the balance of power. How? Consider: Data and documents enable a reporter to test government's claims and contest its priorities; reshape the focus of an issue with a paragraph of key statistical background; and provide facts that allow comparisons to the broader world. Good use of data also shows readers the reporter can think and act independently and will do so on their behalf. This session explains how to grow a data-and-document mindset in government coverage. Included is a starter kit: five story clusters every local newsroom can use. Each cluster will include sources for data and documents on that topic; samples; schedules; and story examples. (Overberg)</p>
4-5:15 pm	<p>Revealing Government by Data: Data and documents help reporters covering local government shift the balance of power. How? Consider: Data and documents enable a reporter to test government's claims and contest its priorities; reshape the focus of an issue with a paragraph of key statistical background; and provide facts that allow comparisons to the broader world. Good use of data also shows readers the reporter can think and act independently and will do so on their behalf. This session explains how to grow a data-and-document mindset in government coverage. Included is a starter kit: five story clusters every local newsroom can use. Each cluster will include sources for data and documents on that topic; samples; schedules; and story examples. (Overberg)</p>	<p>Enterprise off a Beat: 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)</p>

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TUESDAY, April 30			
8:30-9 am	REGISTRATION / Continental breakfast		
9-10:15 am	<p>Covering Government: Now, more than ever, the most important thing journalism does is cover government. This especially true for state and local government in an era of crumbling infrastructure, political polarization, and scarcer resources. This session is an overview on how to sustain strong government coverage AND connect with readers when journalism itself is in crisis, with dwindling personnel and financial resources, and a bewildering array of new multimedia tools. (Lessenberry)</p>		
10:30-11:45 am	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Uncovering Diversity: How to improve coverage of diverse segments of your community. Combining traditional reporting and research approaches, with new digital tools, can significantly expand the lens through which your newsroom views and covers your community. (Hsu)</p> </td> <td style="width: 50%; vertical-align: top;"> <p>Crowdsourcing: Tap Into the Crowd: How reporters and editors can use social media as a reporting tool when faced with breaking news or enterprise projects. Includes how to use social media 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)</p> </td> </tr> </table>	<p>Uncovering Diversity: How to improve coverage of diverse segments of your community. Combining traditional reporting and research approaches, with new digital tools, can significantly expand the lens through which your newsroom views and covers your community. (Hsu)</p>	<p>Crowdsourcing: Tap Into the Crowd: How reporters and editors can use social media as a reporting tool when faced with breaking news or enterprise projects. Includes how to use social media 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)</p>
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3:45-5 pm	<p>Getting Things Done: At all levels of the newsroom, reduced resources, new technology, and changing expectations have made getting everything done harder than ever. This session offers a variety of tactics – for managers and staff – that can help reduce wasted effort, set priorities, and improve communication and use of resources to achieve better results. (Roberts)</p>		
CLOSING			