

Seattle NewsTrain: Nov. 11, 2017
 University of Washington Communications Building
 (CMU), 4109 E Stevens Way NE



9-9:30 am	REGISTRATION (in entrance lobby near press/continental breakfast (food in Room 126))	
9:30-9:40 am	WELCOME/ introductions / agenda (Room 120)	
9:40-10:55 am	10 Habits of Highly Effective Open-Records Users What do savvy users of the state and federal open-records laws know, and how can you apply their techniques to your coverage? Angela Galloway (Room 120)	
10:55-11:10 am	BREAK	
	BLUE track (Room 120)	GREEN track (Room 104)
11:10 am-12:25 pm	Getting Your Story Read: Maximizing Social Media for Branding and Audience Engagement 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. P. Kim Bui	Mobile Storytelling: Making Smart Choices 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 some combination? And what are the tools to make that happen as efficiently as possible? Laura E. Davis
12:25-1:25 pm	LUNCH keynote speech by Mike Fancher: True Journalism: The Paradox of Tradition and Transformation (Room 120; pick up food in Room 126.)	
1:25-2:40 pm	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. P. Kim Bui	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. Steve Doig
2:40-2:55 pm	BREAK	
2:55-4:10 pm	Mobile Storytelling: Making Smart Choices 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 some combination? And what are the tools to make that happen as efficiently as possible? Laura E. Davis	Getting Your Story Read: Maximizing Social Media for Branding and Audience Engagement 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. P. Kim Bui
4:10-4:25 pm	BREAK	

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	BLUE track (Room 120)	GREEN track (Room 104)
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5:40-5:50 pm	WRAP-UP (Room 120)	