

Phoenix NewsTrain, March 22-23, 2012

THURSDAY, MARCH 22		
7:30-8:30 am	REGISTRATION / Continental breakfast	
8:30-9 am	Welcome / introductions / agenda	
9-10:30 am	Unleash Your Watchdog – This is a program for reporters and editors on how to identify and pursue powerful watchdog stories from everyday records. Includes investigative techniques and strategies that lift high-impact enterprise from daily beats, and enable reporters and editors to create authoritative work on multiple platforms. The goal is not to wait for news, but to make it happen, whether you are a reporter in the trenches or editor at the helm. [Michael Berens]	
	Track A (Blue)	Track B (Green)
10:45-12 pm	Community Content: News organizations are searching for ways to include more local content on their web sites. This session explores what kind of content is out there, how to reach out and develop relationships with those who are or can produce content, and the many ways that content can be brought into your web site. Includes examples, tools, and copyright or contractual issues that may occur. [Mandy Jenkins]	How to Shoot Great Short Video: Demand for short, timely video is high on all news web sites. This program covers how to shoot three of the most common types of short video with a smart phone or simple point-and-shoot camera. The focus here is on 30-60 second video that requires no or very minimal editing and can be posted quickly. Skills include framing, light conditions, sequences of shots, and more. [Rob Schumacher]
12-1 pm	LUNCH	
1-2:15 pm	Digging for Data – Once a potential watchdog story is identified, how to use timesaving techniques to drill through mountains of information – from paper files to computer databases – and extract critical information that turns routine stories into must-read enterprise. Includes simple methods and innovative reporting tools to systematically mold raw data into hard-hitting leads and stories. [Michael Berens]	Impact Stories: In the constant stream of instant news on the internet, readers want stories that explain the impact of the news on them. Increasingly, impact stories are the primary role of the daily newspaper. This program for reporters and editors examines the difference between a breaking news story and an impact story, how to frame an impact story, then report, write, and edit so “impact” is the primary focus. [Michael Roberts]
2:30-3:45 pm	Accountability Coverage: How to generate a consistent flow of watchdog coverage off a beat. Between the news scoop and a major project there are a variety of ways to build short and mid-range watchdog stories. This session offers seven different measures of accountability reporters and editors can use on a beat to produce a strong body of watchdog work. [Michael Roberts]	Tools for Mobile Journalists: Smart phones, simple cameras, apps, free software, and easy-to-use web platforms for creating and publishing news and images from the field. This program offers many easy (and free) tools and links to multiple resources. Bring your smart phones for demos and practice. [Mandy Jenkins]
4-5:30 pm	Managing & Surviving Change: The news business and daily life in any newsroom is engulfed in constant change. This program offers a simple eight-step approach to managing change, for supervisors and staff, a model that can be used by small groups or entire newsrooms to navigate change effectively and keep the focus on strong results. [Michael Roberts]	

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FRIDAY, MARCH 23		
8:30-9 am	REGISTRATION / Continental breakfast	
9-10:30 am	<p>Storytelling in Multimedia: With the plethora of tools available in the new media environment, how on earth do you manage them for telling stories effectively? This program offers an overview of the tools available for breaking news and all the way through to investigative stories. In addition, how to continually build context in this medium that enables journalists to follow stories that span generations. Then we'll break into teams and try putting strategy into practice. [Jane Stevens]</p>	
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2:30-3:45 pm	<p>How to Shoot Great Short Video: Demand for short, timely video is high on all news web sites. This program covers how to shoot three of the most common types of short video with a smart phone or simple point-and-shoot camera. The focus here is on 30-60 second video that requires no or very minimal editing and can be posted quickly. Skills include framing, light conditions, sequences of shots, and more. [Rob Schumacher]</p>	<p>Accountability Coverage: How to generate a consistent flow of watchdog coverage off a beat. Between the news scoop and a major project there are a variety of ways to build short and mid-range watchdog stories. This session offers seven different measures of accountability reporters and editors can use on a beat to produce a strong body of watchdog work. [Michael Roberts]</p>
4-5:15 pm	<p>Idea Swap: Best practices, great ideas, time-saving tips, from you the participants. Prizes. [Retha Hill]</p>	
CLOSING		