

Columbus NewsTrain: Oct. 21, 2017
 Dublin Integrated Education Center
 Ohio University College of Health Sciences and Professions
 6805 Bobcat Way, Dublin, Ohio



9-9:30 am	REGISTRATION /continental breakfast (1st-floor lobby/food in hallway behind 1st-floor auditorium/eating in auditorium)	
9:30-9:40 am	WELCOME/ introductions / agenda (1st-floor auditorium)	
	BLUE track (Room 213)	GREEN track (Room 214)
9:40-10:55 am	<p>Storytelling on Mobile: 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 something else? And what are the tools to make that happen as efficiently as possible? Q. McElroy</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. Doug Caruso</p>
10:55-11:10 am	BREAK	
11:10 am-12:25 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. Doug Caruso</p>	<p>Storytelling on Mobile: 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 something else? And what are the tools to make that happen as efficiently as possible? Q. McElroy</p>
12:25-1:15 pm	LUNCH (Hallway behind 1st-floor auditorium, with eating in auditorium)	

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	BLUE track (Room 213)	GREEN track (Room 214)
1:15-2:30 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. Doug Haddix</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. Sue Morrow</p>
2:30-2:45 pm	BREAK	
2:45-4 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. Sue Morrow</p>	<p>Mobile Newsgathering: Better Reporting with Your Smartphone A smartphone, stocked with the right apps, is a powerful multimedia reporting tool. Learn how to use it to shoot photos, livestream using Facebook Live, and record and transcribe audio. Bring your smartphone for the exercises. Jeremy Pelzer</p>
4-4:15 pm	BREAK	
4:15-5:30 pm	<p>Mobile Newsgathering: Better Reporting with Your Smartphone A smartphone, stocked with the right apps, is a powerful multimedia reporting tool. Learn how to use it to shoot photos, livestream using Facebook Live, and record and transcribe audio. Bring your smartphone for the exercises. Jeremy Pelzer</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. Doug Haddix</p>
5:30-5:40 pm	WRAP-UP (1st-floor auditorium)	

Optional, post-NewsTrain gathering from 6-7:30 p.m. Oct. 21:
[Rusty Bucket Restaurant & Tavern](#) patio, 6726 Perimeter Loop Road, Dublin.
[Map:](#) restaurant is two miles from the workshop site. Buy your own refreshments.