

# Greenville, S.C., NewsTrain agenda

Sept. 7-8, 2018 | Younts Conference Center at Furman University,  
3300 Poinsett Hwy.

FRIDAY, Sept. 7, 2018		
1-1:30 pm	REGISTRATION	
1:30-1:40 pm	WELCOME/introductions	
	<b>BLUE track</b>	<b>GREEN track</b>
1:40-2:55 pm	<p><b>Storytelling on mobile: making smart choices.</b> More than 8 in 10 U.S. adults now get news on a mobile device. 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? <b>(Derrick Ho)</b></p>	<p><b>Mobile newsgathering: better reporting with your smartphone</b> A smartphone, stocked with the right apps, is a powerful multimedia reporting tool. Learn how to use it to shoot photos, record interviews and dictate stories. Bring your smartphone for the exercises.</p>
2:55-3:10 pm	BREAK	
3:10-4:25 pm	<p><b>Mobile newsgathering: better reporting with your smartphone</b> A smartphone, stocked with the right apps, is a powerful multimedia reporting tool. Learn how to use it to shoot photos, record interviews and dictate stories. Bring your smartphone for the exercises.</p>	<p><b>Storytelling on mobile: making smart choices.</b> More than 8 in 10 U.S. adults now get news on a mobile device. 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? <b>(Derrick Ho)</b></p>

SATURDAY, Sept. 8, 2018		
8:30-9 am	REGISTRATION/continental breakfast	
	<b>BLUE track</b>	<b>GREEN track</b>
9-10:15 am	<p><b>Data-driven enterprise off your beat</b> 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 find and analyze data, enabling you to 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. <b>(Ron Nixon)</b></p>	<p><b>Getting your story read: maximizing social media for branding and audience engagement.</b> If you're wondering whether what you're doing on social is working, this session is for you. Learn to use analytics to pay attention to your audience, and construct a personal brand and content strategy that take into account what audience members both want and need to know. <b>(Cal Lundmark)</b></p>
10:15-10:30 am	BREAK	

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	BLUE track	GREEN track
10:30-11:45 am	<p><b>Getting your story read: maximizing social media for branding and audience engagement.</b> If you're wondering whether what you're doing on social is working, this session is for you. Learn to use analytics to pay attention to your audience, and construct a personal brand and content strategy that take into account what audience members both want and need to know. <b>(Cal Lundmark)</b></p>	<p><b>Data-driven enterprise off your beat</b> 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 find and analyze data, enabling you to 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. <b>(Ron Nixon)</b></p>
11:45 am-12:45 pm	<b>LUNCH</b>	
12:45-2 pm	<p><b>Using social media as powerful reporting tools.</b> 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 call-outs, and create a social dossier on a person in the news. <b>(Cal Lundmark)</b></p>	<p><b>Be a verification ninja</b> The wealth of content available on social networks and video platforms means that we all have to be verification ninjas with a procedure to identify accurate content and debunk hoaxes. Learn how to set up your toolbox to verify user-generated content (UCG) on deadline.</p>
2-2:15 pm	<b>BREAK</b>	
2:15-3:30 pm	<p><b>Be a verification ninja</b> The wealth of content available on social networks and video platforms means that we all have to be verification ninjas with a procedure to identify accurate content and debunk hoaxes. Learn how to set up your toolbox to verify user-generated content (UCG) on deadline.</p>	<p><b>Using social media as powerful reporting tools.</b> 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 call-outs, and create a social dossier on a person in the news. <b>(Cal Lundmark)</b></p>
3:30-3:45 pm	<b>BREAK</b>	
3:45-5 pm	<p><b>Can you unplug? Making time to have a life (Need location - 100)</b> More than ever, today's newsrooms are trying to do more with less. Learn tips to help you manage your time and those of your newsroom teams, while getting the job done and staying sane.</p>	
5-5:10 pm	<b>WRAP-UP</b>	