New England NewsTrain: Oct. 14, 2017

Gerrish School of Business/Judge Science Center (LSB), Endicott College, 376 Hale St., Beverly, Massachusetts

9-9:30 am	REGISTRATION /continental breakfast (LSB lobby)	
9:30-9:40 am	WELCOME/ introductions (LSB auditorium)	
	BLUE track (Room 128)	**GREEN track (Room 147/155)**
9:40-10:55 am	**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. **Daniel Victor**	**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? **Theodore Kim**
10:55-11:10 am	BREAK	
11:10 am-12:25 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. **Daniel Victor**	**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 breaking-news 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. **Cindy Rodríguez**
12:25-1:25 pm	LUNCH (The Walter J. Manninen Center for the Arts)	
1:25-2:40 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? **Theodore Kim**	**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. **Daniel Victor**
2:40-2:55 pm	BREAK	

Workshop: Bldg. #11, Gerrish School of Business/Judge Science Center (LSB).

Lunch: Bldg. #8, Manninen Center for the Arts.

Reception: Bldg. #10, Wax Academic Center.

New England NewsTrain: Oct. 14, 2017
Gerrish School of Business/Judge Science Center (LSB), Endicott College, 376 Hale St., Beverly, Massachusetts

	BLUE track (Room 128)	GREEN track (Room 147/155)
2:55-4:10 pm	**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. **Todd Wallack**	**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. **Daniel Victor**
4:10-4:25 pm	BREAK	
4:25-5:40 pm	**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 breaking-news 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. **Cindy Rodríguez**	**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. **Todd Wallack**
5:40-5:50 pm	WRAP-UP (LSB Auditorium)	

5:50-7:15 p.m.: **Optional, post-workshop reception** will be at Gully's, a pub on the first floor of the Wax Academic Center, a short walk from the workshop site. Please see map on page 1. Free appetizers and cash bar: wine for $3, beer for $2.50 and soda for $1.