

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



9-9:30 am	<b>REGISTRATION (South Cascade Room, Haggett Hall)</b>	
9:30-9:40 am	<b>WELCOME/ introductions / agenda (South Cascade Room, Haggett Hall)</b>	
9:40-10:55 am	<b>10 Habits of Highly Effective Open-Records Users</b> What do savvy users of the state and federal open-records laws know, and how can you apply their techniques to your coverage? <b>Angela Galloway (South Cascade Room, Haggett Hall)</b>	
10:55-11:10 am	<b>BREAK</b>	
	<b>BLUE track (Room 126, Communications Bldg.)</b>	<b>GREEN track (Room 104, Communications Building)</b>
11:10 am-12:25 pm	<b>Getting Your Story Read: Maximizing Social Media for Branding and Audience Engagement</b> 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. <b>P. Kim Bui</b>	<b>Mobile Storytelling: Making Smart Choices</b> 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? <b>Laura E. Davis</b>
12:25-1:40 pm	<b>LUNCH keynote speech by Mike Fancher: True Journalism: The Paradox of Tradition and Transformation (South Cascade Room, Haggett Hall)</b>	
	<b>BLUE track (Room 126, Communications Bldg.)</b>	<b>GREEN track (Room 104, Communications Building)</b>
1:40-2:55 pm	<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 callouts, contact a source on social media responsibly and create a social dossier on a newsmaker. <b>P. Kim Bui</b>	<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 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. <b>Steve Doig</b>
2:55-3:10 pm	<b>BREAK</b>	
3:10-4:25 pm	<b>Mobile Storytelling: Making Smart Choices</b> 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? <b>Laura E. Davis</b>	<b>Getting Your Story Read: Maximizing Social Media for Branding and Audience Engagement</b> 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. <b>P. Kim Bui</b>
4:25-4:40 pm	<b>BREAK</b>	

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	BLUE track (Room 126, Communications Bldg.)	GREEN track (Room 104, Communications Building)
4:40-5:55 pm	<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 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. <b>Steve Doig</b></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 callouts, contact a source on social media responsibly and create a social dossier on a newsmaker. <b>P. Kim Bui</b></p>
5:55-6:05 pm	<b>WRAP-UP (Steve Doig)</b>	<b>WRAP-UP (Laura Sellers-Earl)</b>

Workshop sessions are in Hagggett Hall (HGT) and Communications Building (CMU), which are circled in red. Free parking is in Padelford Garage, circled in blue. Online map: <http://www.washington.edu/maps/#>

