

APME/NEWSTRAIN

San Diego 2

September 23-24, 2008

Full Program

Tuesday, September 23

9:30 a.m. **Registration**

10 a.m. **Welcome and introductions**

10:15 a.m. **The Big Picture of a Changing Media World.**

Presenter: Ryan Pitts

Why: You want to stay informed about the state of the industry and get ahead of the digital transformation in newsrooms.

If print circulation's your only metric, you might think readers no longer care about the news. But our appetite for information is growing – we're just looking for it in different places. This digital transformation is not only changing newspapers' relationship with their communities, it's giving us new and interesting methods of covering them. So let's look at content that works on the web, and the platforms, tools and networks that can help us connect with readers wherever they are.

11:45 a.m. **Lunch**

12:30 p.m. **Multimedia Story Forms***

Presenter: Michael Roberts

Why: Multimedia tools offer different ways to tell stories, from single pieces to online packages.

How to combine new mediums of storytelling with different story forms, some familiar and some very different. The program includes a way to determine the best multimedia format for specific content, the elements of slide show, video and Flash storytelling, and how to combine these new formats with newsroom goals, workflows, and enduring values of good journalism.

OR

Covering Communities in New, Cost-effective Ways*

Presenter: Mark Briggs

Why: You want to give readers thorough coverage, but you have fewer staffers and less time.

Learn to use social networking, aggregation, and other techniques to cover the news, build user-generated content and develop communities of interest.

2 p.m. **Break**
2:15 p.m. **Covering Breaking News Across Platforms ***
Presenter: Michael Roberts

Why: The news cycle on big breaking news stories is immediate and continuous across a newspaper's online and print platforms.

This program applies print and online / multimedia strategies in pursuit of aggressive news coverage on a big breaking story. Participants will work in groups to plan stages of online and print coverage for a breaking news scenario, plans that can later be developed and applied in their own newsrooms. This is an energetic group exercise that calls for collaboration and creativity.

OR
Data-driven journalism: Changing the news narrative*
Presenter: Ryan Pitts

Why: Because sometimes the data **IS** the story.

Newsrooms are great at tracking down information, but if we get locked into a narrative mindset, we won't get the most out of what we know. Learn to love the power of metadata, and help readers connect with the news by making it searchable, sortable and personal. We'll talk about tagging, mapping, graphing and mashups, and how to collect and present data in flexible ways.

3:45 p.m. **Break**

4 p.m. **Ethics and Values in the Digital Age**
Presenter: Mark Briggs

Why: As new formats and concepts emerge, new issues involving ethics and standards develop too.

What are your policies on removing offensive anonymous postings? How do you correct errors online? Learn to apply your journalism values and ethical know-how to intriguing new issues as well as familiar ones such as privacy.

5:30 p.m. **End of Day 1**

Wednesday, September 24

9:30 a.m **Welcome back, announcements**

9:45 a.m. **Multimedia Story Forms***
Presenter: Michael Roberts

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Data-driven journalism: Changing the news narrative*

Presenter: Ryan Pitts

Why: In a digital world, the information your news organization collects is data with potential to become stories.

You can collect, organize and present data in ways that make the most of what your newsroom knows. Learn about data-driven tools such as tagging, unpacking and recombining, mash-ups, mapping and graphing.

1 p.m. **Lunch**

1:45 p.m. **Slide Show Stories**

Presenter: Michael Roberts

Why: Slide shows can be an effective medium for telling stories online.

How to go beyond simple photo galleries to create slide show stories. Learn an approach that combines a strong series of photographs with cutlines or a soundtrack that both identify images and let a story unfold. Planning

includes specific story forms that can be applied in the slide show medium, whether using slide shows with cutlines or soundtracks.

3 p.m. **Break**

3:15 p.m. **NewsTrain 2.0: Using What You Learned**

Presenter: Carol Nunnelley

Why: Sending an editor to training is a strategic investment. Your news organization wants you to bring concrete ideas and skills home to support its goals.

In this session, we will ask each participant to develop a written plan for carrying out in your newsroom a skill, project, program or idea learned at the workshop. This can involve a plan for you alone, for a project your section leader wants to accomplish, to provide fresh information requested by your top editors.

4:30 p.m. **Conclusion**

Final thoughts, feedback forms, farewell

4:45 p.m. **Workshop concludes**

** Workshop participants are divided into two groups to provide advantages of smaller class sizes in these sessions. Participants attending for two days are able to attend all sessions.*