

NewsTrain / Nashville  
**DAY 1 / THURSDAY, SEPT. 23**

<b>TRACK 1 / The Nimble Leader</b>	<b>TRACK 2 / The Evolving Journalist</b>
8:30-9:30 Sign-ins	
9:30-10 Intro and Welcome (John Seigenthaler, Otis Sanford, Jack Marsh, Elaine Kramer) (All) Room: Lecture Hall	
10-11:30 <b>Helping Reporters To Develop their Beats</b> (Jacqui Banaszynski) Room: Lecture Hall	10 - 12:45 <b>Coaching and Planning Content for Multiple Media</b> (Michael Roberts)  With internal break Room: Forum
11:30-11:45 Break	
11:45-12:45 <b>The Skeptical Editor</b> (Banaszynski) Room: Lecture Hall	
12:45-1:30 Lunch	
1:30-3 <b>Covering the Next Tennessee</b> (Bobbi Bowman) Room: Lecture Hall	1:30-2:45 <b>Great Ways to Tell Stories With Data</b> (Patrick Beeson) Room: Forum
3-3:15 Break	2:45-3 Break
3:15-4:30 <b>Creating a Constructive Culture in Your Newsroom</b> (Ronnie Agnew) Room: Lecture Hall	3-4:30 <b>Ethical Decision Making / Breaking News &amp; Social Media Issues</b> (Roberts and Banaszynski team-teach) Room: Forum
4:30-4:45 Day 1 wrap-up for Track 1. Room: Lecture Hall	4:30-4:45 Day 1 wrap-up for Track 2. Room: Forum
5-6 <b>KEYNOTE: Tom Curley, Associated Press president and CEO: "The Renewed Power of the Press." Introduced by Jack Marsh.</b> Room: Lecture Hall.	
6 Dinner	
7 <b>Freedom Sings performance: "Fight the Power," a musical celebration of the First Amendment. Hosted by First Amendment Center CEO Ken Paulson.</b>	

NewsTrain / Nashville  
**DAY 2 / FRIDAY, SEPT. 24**

<b>TRACK 1 / The Nimble Leader</b>	<b>TRACK 2 / The Evolving Journalist</b>	<b>Third Rail / Extra Jolt</b>
7:30-9:30 Sign-ins for those attending Friday only	7:30-9:30 Sign-ins for those attending Friday only	8 -9:20 <b>Special session for educators: Journalism Class Exercises that Work</b> (Michael Roberts, Candy Justice, Beverly Keel) Room: 106 (Round Room) <b>OR</b> <b>Optional session for all others: Coaching Narrative Storytelling</b> (Jacqui Banaszynski) Room: Forum <b>OR</b> <b>Optional session for all others: Census Tour Guide</b> (Bobbi Bowman) Room: Newsroom
9:30-10:30 Intro and Welcome (All) <b>KEYNOTE: John Seigenthaler, founder of the First Amendment Center: "First Amendment, a Cornerstone of Democracy."</b> Room: Lecture Hall  10:30-10:45 break		
10:45-12:15 <b>Helping Reporters to Develop Their Beats</b> (Jacqui Banaszynski) Room: Lecture Hall	10:45-12:15 <b>Coaching and Planning Content for Multiple Media - Part 1</b> (Michael Roberts) Room: Forum	
12:15-1 lunch		
1-2 <b>The Skeptical Editor</b> (Jacqui Banaszynski) Room: Lecture Hall	1-2 <b>Coaching and Planning Content for Multiple Media - Part 2</b> (Michael Roberts) Room: Forum	
2-2:15 Break	2-2:15 Break	
2:15-3:45 <b>Covering the Next Tennessee</b> (Bobbi Bowman) Room: Lecture Hall	2:15-3:45 <b>Great Ways to Tell Stories with Data</b> (Patrick Beeson) Room: Forum	
3:45-4 Break	3:45-4 Break	
4-5:15 <b>Creating a Constructive Culture in Your Newsroom</b> (Ronnie Agnew) Room: Lecture Hall	4-5:15 <b>Ethical Decision Making / Breaking News &amp; Social Media Issues</b> (Roberts and Banaszynski) Room: Forum	
5:15-5:30 Wrap-up for Track 1 Room: Lecture Hall	5:15-5:30 Wrap-up for Track 2 Room: Forum	

# TRACK 1 / The Nimble Leader course descriptions

## **Helping Reporters Develop a Beat**

*Why: Beat-work is the heart of sound journalism.*

Learn how to help reporters set goals, manage their time and define various kinds of stories so it is easier for them to spot opportunities off their beats. Learn to coach reporters on developing their sources and finding new ones. Learn to ask questions that help them develop more enterprise off a beat. Includes tips on how to uncover what really is on the minds of your audiences.

## **The Skeptical Editor**

*Why: You want to produce credible journalism.*

As stories move through a print or broadcast newsroom, they develop a life of their own. What they need are clear-eyed skeptics who zero in on weaknesses. This session will cover how to edit skeptically, how to challenge the content, and how to activate your baloney detector.

## **Covering the Next Tennessee**

*Why: Particularly during a Census year, we need to understand the demographic changes that are changing our nation and to tell the stories of American culture and society as it evolves.*

The 2010 Census will prove that we are in the midst of one of the great stories of our lives – a profound change in who makes up our cities; our suburbs; our state, and our country. Once again, the world has come to America. This great wave of immigrants will have long-term implications for our labor force; schools; the types of industries that will spring up; the kinds of stores that will open; how much we will pay in taxes, and who will pay for our Social Security. This session leads you through the kinds of data that will be available beginning at the end of 2010, and helps you see how to find stories in the numbers.

*NOTE: An optional, companion hands-on session to explore the Census Web site will be offered as a Third Rail session on Friday morning.*

## **Creating a Constructive Culture**

*Why: Because it sets the tone.*

A newsroom's culture is part climate, part custom and part values. A culture that values communication, creativity and involvement in decision-making can enhance a newsroom's efforts to produce good journalism and embrace change. A top-down culture does the opposite. As a leader, you can learn to assess your newsroom's culture, and learn steps to help create a more constructive atmosphere. This is not only about making your newsroom a nicer place to work; it's also about helping prepare for the changes that lie ahead.

## **TRACK 2 / The Evolving Journalist course descriptions**

### **Coaching and Planning Content for Multiple Media (extended session)**

*Why: More talk and better planning leads to a more complete and richer news report for print, broadcast, and digital audiences, not to mention less chaos on deadline.*

An interactive session on how to develop content standards as they emerge in your newsroom's digital evolution. And then how to apply the forms and techniques you've established in a process of "continuous coverage" across print, web and mobile platforms. In a continuously change media landscape, this session provides a model for building and sustaining success.

### **Great Ways To Tell Stories With Data**

*Why: Creative story forms in digital media give readers the opportunity to interact with data and understand news and information in new ways.*

This seminar offers about a half dozen great tools that help journalists turn data into "stories" that readers can consume in interactive or unexpected ways. Learn about these free or inexpensive tools and see examples of how they can be used to tell stories.

### **Ethical Decision Making / Breaking News & Social Media Issues**

*Why: The perennial newsroom issues surrounding responsible reporting on deadline are made more complex by the pressures of digital publication and social media.*

Rapidly changing forms and platforms for news, along with new expectations for reporters and editors, continually raise more questions about how to quantify ethical behavior – the foundation of your news organization's credibility. This session offers a model for reviewing and shaping ethical standards in two areas: accuracy and verification in breaking news, and in the use of social media by staff who engage readers on behalf of the newspaper or web site.

## **THIRD RAIL / Extra Jolt course descriptions**

### **Journalism Class Exercises That Work**

*Why: Students are more engaged and learn better when our classroom exercises click.*

At this session, share and discuss class exercises that that you have found successful. Please come prepared with a 2-minute summary of one of your very best exercises. Participants will leave with a CD containing all materials submitted in advance, plus others from a previous NewsTrain workshop. *NOTE: This course is offered only on Friday morning to all educators and college media advisers attending the NewsTrain.*

### **Coaching Narrative Storytelling**

*Why: Nothing beats a good tale, well told.*

We call the pieces we create "stories," but in the true sense of the word, few of them are. But yet, real stories – pieces that unfold in the genuine storytelling form of character-problem-struggle-resolution – are more likely to be read or viewed, enjoyed, understood and remembered than any other form. This workshop teaches the art of narrative, including how to find the right ideas, how to report them and how to write them. *NOTE: This course is offered only on Friday morning before the general workshop sessions begin.*

### **Census Tour Guide**

*Why: The Census site (and the data) have changed a lot in 10 years.*

Join this magical mystery tour to learn how to navigate the new Census Web site. Hands-on session teaches where/how to find data ... and the nuggets that may become story ideas. Designed as an optional companion course for "Covering the Next Tennessee." *NOTE: This course is offered only on Friday morning before the general workshop sessions begin.*

