

EDITORS SEMINAR

Newsroom Skills for Today and Tomorrow

Whether you are a seasoned journalist who could use a fresh perspective, or a new reporter honing your skills, this one-day program offers the chance to learn from national experts in the modern newspaper industry.

FRIDAY, MARCH 9
10 A.M. TO 3 P.M.

Reynolds Journalism Institute
University of Missouri-Columbia
Smith Forum, Second Floor

This Missouri Press Foundation training will feature four hourlong sessions led by University of Missouri School of Journalism faculty members who will share their expertise in everything from audience engagement, better writing and copy editing, to computer-assisted reporting.

The training will be held at MU's state-of-the-art Reynolds Journalism Institute on the Columbia campus.

Registration is \$40 before the deadline and includes lunch. Visit www.mopress.com to download a registration form.



BRINGING GOVERNMENT STORIES TO LIFE

*John Schneller, Associate Professor, Print & Digital News
Kemper Award Recipient*

Government stories make up the meat and potatoes of many local news reports. Yet far too many of these stories are told from top-down, official points of view. Many of these stories have compelling human angles, but reporters must learn to identify them and the real people affected by the action. This session will focus on sourcing and reporting stories to capture the interest of ordinary readers.



HOW TO USE SOCIAL MEDIA TO ENGAGE AND REPORT

Joy Mayer, Director of Community Outreach

From the biggest newspaper to one-person blogs, news organizations need to put engagement at the heart of their reporting efforts, and social media can enable that effort. This session will teach participants how to create engagement by developing conversations with readers and how to use social media tools to find story ideas and sources.



HOW TO FIND LOCAL STORIES IN DATA

David Herzog, Creator of OpenMissouri.org

Public records maintained by government agencies are a gold mine of stories that never see the light of day. Many reporters never think to ask for data because they don't know what's available or they're intimidated by the prospect of analyzing the data. But many great stories can be told without advanced database skills. This session focuses on developing local story ideas, finding and obtaining data, and turning it into stories.



WRITING BETTER HEADLINES FOR PRINT AND DIGITAL

*Frank Russell, Assistant Professor, Print & Digital News
Visiting Editor, San Jose Mercury News*

Headlines are the best read content in newspapers, but sometimes they get the least amount of thought and attention. This session will focus on how to write heads for impact in print, and how to write heads that will capture search engine traffic on the Web.