

3 – 4 pm

How Difficult Stories Become Memorable

Ballroom, 3rd Floor

Les Rose, CBS News, Los Angeles

G Just about everyone has run into the problem of telling a difficult story. Perhaps it was an interviewee with a physical or mental disability that would seem to hinder telling the story. Maybe it was a reluctant interviewee. Rose shows you how to turn obstacles into the heart of the story.

Be First, Be Accurate

Room 243

Matt Thomas, KRLD, Dallas-Fort Worth

R One thing you can count on in a radio newsroom – breaking news will happen and very likely, during morning or afternoon drive. Radio has always had immediacy as one of its greatest strengths, but that comes at a price. In the rush to be first and the need to be accurate, radio newsrooms are pushing themselves to the limit.

Ongoing Coverage - Lessons Learned

Room 244

Meagan Harris, WFAA-TV, Dallas-Fort Worth; Billy Sexton, KTVT-TV, Dallas-Fort Worth

T Wildfires, floods, tornadoes and hurricanes. In Texas the odds of a multi-day, ongoing coverage scenario happening in your market are pretty high. Learn some of the best practices being used by Texas newsrooms to provide excellent coverage while making the burden easier on already strained staff.

Digging Deeper

Room 283

Brian Collister, WOAI-TV, San Antonio; L.P. Phillips, KRLD-AM, Dallas-Fort Worth

I Most newsroom employees are aware of some basic websites to use to provide context and depth to everyday stories. A good deal of raw data is available online at some uncommon sites that can be used to generate spectacular enterprise stories. It's just one aspect of good investigative reporting techniques. There are plenty of others. Investigative reporters Brian Collister and L.P. Phillips show you how to dig deeper using their tips and hot websites.

The "Must Get" Visuals

Room 288

Paul Rios & Alan McKenzie, WFAA-TV, Dallas-Fort Worth

V WFAA Chief Photog Paul Rios and Asst. Chief Alan McKenzie say crews often come back from the field missing essential video for a story. Sometimes, it's a time crunch...sometimes it's just not thinking the story through. Rios and McKenzie will show you how to quickly identify what are the "must have" visuals for ANY story. They'll also pass along their tips for composing shots to make the most of what you have to work with in the field.

4:10 – 5:10 pm

Cool Tools for Online Journalism

Ballroom, 3rd Floor

Deborah Potter, NewsLab, Washington, D.C.

G News on the Web can be so much more than text, audio and video. Check out some of the best free tools for adding interactivity and value to online stories. NewsLab's Deborah Potter does a "show and tell" of the best free sites so you can learn how to use them yourself.

Sources and Enterprise Reporting

Room 244

Jack Douglas, KTVT-TV, Dallas-Fort Worth; Barry Carpenter, KDAF-TV, Dallas-Fort Worth

T DFW area news veterans outline the importance of sources in enterprise reporting. This session is about developing, maintaining, and most importantly "mining" sources to enterprise stories that the other newsrooms don't have.

Texas Newsroom Law: The Nuts and Bolts

Room 283

Moderator: Michael Schneider, TAB, Austin

Presenters: Jason Bloom, Haynes and Boone, LLP, Dallas; Marc Fuller, Vinson Elkins, LLP, Dallas

I Get answers to those everyday legal issues that have been nagging you. Is this defamation? Is this invasion of privacy? Are we trespassing? Can they shut us out of that meeting? Do they have to release the mugshot? You'll learn a lot in this fast-paced, audience question/panel answer session.

Lighting for Best Results, Under Deadline

Room 288

Paul Rios & Alan McKenzie, WFAA-TV, Dallas-Fort Worth

V WFAA Chief Photographer Paul Rios and Asst. Chief Alan McKenzie will show you practical ideas to help you improve the look of your shots with better lighting skills. Learn proven techniques to make your shots look great no matter how much or how little time you have for the assignment.

5:20 – 6 pm

How NOT to Get a Job in Broadcast News

Ballroom, 3rd Floor

Moderator: Lucy Scott, SMU

Presenters: Shelley Kofler, KERA-FM, Dallas-Fort Worth; Adrienne Roark, KTVT-TV, Dallas-Fort Worth; Susan Tully, KXAS-TV, Dallas-Fort Worth; Matt Thomas, KRLD-AM, Dallas-Fort Worth

J In this frank and "no-holds barred" session, broadcast news managers in radio and TV offer their advice on the don'ts AND the do's when looking for that first job in broadcast news. There will also be tips for getting that second or third job as well.

Southwest Broadcast Newsroom Workshop

October 29, 2011 • 8:30 am – 6 pm
Southern Methodist University • Dallas

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Texas Association of Broadcasters



SMU

MEADOWS

DIVISION OF JOURNALISM

Key:

T = TV Reporting	Rm. 244
G = General Newsroom	Ballroom, 3rd Floor
I = Investigative/Legal	Rm. 283
R = Radio Reporting	Rm. 243
J = Joint Session	Ballroom, 3rd Floor
V = Videography	Rm. 288

7:30 – 8:30 am**Check-In/Badge Pickup****8:30 – 8:40 am****Welcome & Sponsor Introduction***Ballroom, 3rd Floor***8:40 – 10:10 am****Word Wizardry / Better Broadcast Writing***Ballroom, 3rd Floor***Deborah Potter, NewsLab, Washington, D.C.**

J No matter how long you have been in the news business, one can always learn a better way to say it, describe it and make it more relevant to the audience. Using specific story examples, NewsLab's Deborah Potter kicks of the day with a six-point plan to help you tell stronger, more engaging stories.

10:20 – 11:20 am**Using Feature Elements in Hard News Stories***Ballroom, 3rd Floor***Les Rose, CBS News, Los Angeles**

G Ever come away from a newsroom workshop with disappointment because feature stories were used to demonstrate storytelling? We have too. CBS' Les Rose will show you ways to incorporate some of the best elements of feature reporting to make your hard news stories more memorable.

Story Selection – What Makes the Best Radio Stories?*Room 243***Ellie Hogue, WBAP-AM, Dallas-Fort Worth; B.J. Austin, KERA-FM, Dallas-Fort Worth**

R Apart from the obvious means of how and what is transmitted, radio news coverage can be very different from TV. For example, big traffic accidents become news quickly in radio because it's impacting the listener right at that moment. So what elements make for the best radio stories? What are the best ways to tell that story?

10:20 – 11:20 am (continued)**Doing TV News...By Yourself!***Room 244***Scott Gordon, KXAS-TV, Dallas-Fort Worth; Sara Story, KXAS-TV, Dallas-Fort Worth**

T The multi-platform, one-man band TV journalist is becoming increasingly commonplace in markets small and large. Learn some of the best practices to follow to ensure visually compelling and informative stories with just an iPad, iPhone, digital camera, laptop, etc.

Defending Your Newsroom*Room 283***Laura Prather, Sedgwick LLP, Austin; Brian Collister, WOAI-TV, San Antonio**

I First Amendment and media law specialist Laura Prather explains how newsrooms can use the newly enacted Anti-SLAPP litigation law, Texas Free Flow of Information Act and the Interlocutory Appeal when hit with a defamation lawsuit or a subpoena for work product or testimony. Prather has been involved in TAB's newsroom legislative efforts for more than a decade and was the chief author of both the Anti-SLAPP law and the Texas FFOIA, our state's reporter shield law. Collister will provide an account of how these laws have been used to defend his station from lawsuits and subpoenas.

Team Reporting*Room 288***Steve Noviello & Jeremy Pollard, KDFW-TV, Dallas-Fort Worth**

V What are the essential skills that lead to a dynamic photog / reporter duo? What are the proper questions the team should ask before the sticks ever come out? How do you make the most of travel time? KDFW's Steve Noviello and Jeremy Pollard explore what it takes to work together as a team for superior stories.

11:30 am – 12:30 pm**Using Social Media to Gather and Share News***Ballroom, 3rd Floor***Matt Thomas, KRLD-AM, Dallas-Fort Worth; Kent Chapline, CBSDFW.com, Dallas-Fort Worth**

G Flickr, Twitter, Facebook, and more. This session explores how radio and TV newsrooms are using social media in the ever changing digital age to discern, gather, report and disseminate the news.

11:30 am – 12:30 pm (continued)**Field Newsgathering and Changing Technology***Room 243***Emily Trube, KRLD-AM, Dallas-Fort Worth; Jim Ryan, WBAP-AM, Dallas-Fort Worth**

R Digital newsgathering, smart phones and other new technology have changed the way we gather radio news and altered the way it sounds. See and hear how various advances in technology available to radio reporters can help tell the story from any location in the world and how it could impact the business in the future.

The "Go To" Reporter*Room 244***Carolyn Mungo, KRIV-TV, Houston**

T Learn the essential skills to be the "go to" reporter in your newsroom. Former award-winning reporter and now manager, Carolyn Mungo has "the street" and the manager's perspective on how to make yourself invaluable to a newsroom.

Investigative Methods in Everyday**Newsgathering***Room 283***Brian Collister, WOAI-TV, San Antonio; Brett Shipp, WFAA-TV Dallas-Fort Worth**

I Some of Texas' best known broadcast investigative reporters share their tips for turning stories daily with an investigative twist and provide their insight into enterprising stories. Use investigative reporting skills to stand out in your market and your newsroom.

**Grab a lunch &
get a seat for the 12:40 session!**

12:40 – 1:40 pm**Everyone Has a Story***Ballroom, 3rd Floor***Les Rose, CBS News, Los Angeles**

J Les Rose is a 31 year veteran of the broadcast news business who, along with reporter Steve Hartman, has contributed some of the most moving stories to the CBS Evening News with Scott Pelley, CBS Sunday Morning with Charles Osgood and The Early Show. He'll prove to you that EVERYONE has a story to tell using examples he has been a part of during his years at CBS.

1:50 – 2:50 pm**Digital Manipulation and Verification***Ballroom, 3rd Floor***Deborah Potter, NewsLab, Washington, D.C.**

G Is it a fake or is it real? What's the source of that photo or information? How do we know that's accurate? Newsrooms across the country have been duped because today's technology makes plagiarism and deception a snap. You'll be surprised to learn that it also makes both easier to detect. Potter shows you the verification tools you can use to prevent egg on the face of your newsroom.

Making Best Use of Sound and Script*Room 243***B.J. Austin, KERA-FM, Dallas-Fort Worth; L.P. Phillips, KRLD-AM, Dallas-Fort Worth**

R This session is a primer on creatively using the most descriptive words and superior "nat" sound to produce stories that capture and hold the listener's attention.

The Story Still Counts*Room 244***Carolyn Mungo, KRIV-TV, Houston**

T It doesn't matter if it's broadcast or online, good storytelling skills are ESSENTIAL. Award-winning reporter and now manager Carolyn Mungo has presented at RTDNA conferences many times. Learn the best practices from one of the nation's experts.

Using the FOIA and the TPIA*Room 283***Brian Collister, WOAI-TV, San Antonio; Brett Shipp, WFAA-TV Dallas-Fort Worth**

I Learn how to use the state and federal public information laws to generate enterprise stories that the other newsrooms don't have. Get the reporting techniques from some of the state's finest investigative reporters

Assessing the Situation*Room 288***Paul Rios & Alan McKenzie, WFAA-TV, Dallas-Fort Worth**

V WFAA-TV won this year's Texas Associated Press Broadcasters Photojournalism/ Station award for large market stations. WFAA Chief Photographer Paul Rios and Asst. Chief Alan McKenzie pass on a veterans' tips for quickly assessing a shoot to determine what are the best visuals, what questions to ask to see if there are other hidden visual gems, lighting and composing interviews to go beyond the static talking head, and how to put it all together for the memorable story.