

Hacking News Leadership: Part 2 at Poynter
A conference for editors, news technologists and journalism educators

Date: Dec. 6-7, 2014

Site: The Poynter Institute in St. Petersburg, Florida

Sponsors: Alley Interactive, John S. and James L. Knight Foundation, Google and Parse.ly

The newest specialists in journalism are bringing the tools, skills, language and culture into news organizations. Sometimes in teams and sometimes as individual crusaders, these reporter-coder hybrids are leveraging technology to produce new kinds of reporting and storytelling.

Yet even in the age of data, the story of how news organizations are tapping the power of data and technology is one of haves and have-nots, knows and know-nots. For every snowfall are dozens of newsrooms with little or no capacity for analyzing data or producing news apps, or cautionary tales of data that lacks context that solid reporting might have offered. Tech-savvy young journalists find editors who know little and often seem to care less about new methods; editors trying to hire data journalists struggle to compete for a limited pool of highly skilled talent.

How can news leaders and technology specialists forge a successful marriage — one that capitalizes on their different but complementary disciplines of inquiry, discovery and knowledge-sharing? How can they join forces to hack the future?

AGENDA:

Saturday, Dec. 6

9-10 a.m.

Registration and coffee

10 a.m.

Welcome and Introduction:

ASNE President Chris Peck & Poynter President Tim Franklin

Program Overview:

Vicki Krueger, director of interactive learning, The Poynter Institute

10:15- 11:15 a.m.

Five things I wish my _____ Understood

What do data/technology specialists wish editors understood? What do editors want data specialists to know? We'll help key newsroom stakeholders share expectations and vocabulary.

Presenters:

- Bill Higgins, news systems editor, Tampa Bay Times
- Bill Church, executive editor, Sarasota Herald-Tribune

11:15 a.m.-noon

Organizing Your Digital Toolbox

Sure, there are lots of tools out there, but how do you know what to use or what it takes to make it work? In this session, we'll explore some kinds of tools that can help you generate or augment content. Here's your chance to apply what you've learned about vocabulary and build a process for choosing and implementing the right tool for the right job.

Presenters:

- Alexis Sanchez, web designer, Tampa Bay Times
- Vidisha Priyanka, interactive learning producer, The Poynter Institute

Noon-1:15 p.m.

Lunch Keynote: Shazna Nessa, journalism director, Knight Foundation

1:30-2:45 p.m.

Lessons Learned: Data Journalism

Editors and technologists will pull back the curtain on what it takes to develop apps and stories, how they overcame obstacles and what they learned that can apply to other news organizations.

Presenter:

- Chris Davis, deputy managing editor of investigations/data, Tampa Bay Times

3-5 p.m.

Digital Tools Strategy (2 sessions)

What are tools that editors and developers can share in the newsroom? What about open-source, easily adaptable tools that work with your CMS and can help your workflow?

Session 1 (3-4 p.m.): Social Media and News Publication Apps and Tools

An array of apps and tools allow you to better research, source and publish news without a steep learning curve. They also don't need a lot of IT/development time to set up and can be used by the reporters/producers as soon as they are downloaded or signed in. Here's your guide.

Presenters:

- Amber McDonald Burgess, social media director, Tampa Bay Times
- Meredith Broussard, assistant journalism professor, Temple University

Session 2 (4-5:30 p.m.): A Gallery of Digital Tools

We've invited some of the leading tool makers to show you what they do and how you can put the tools to work for you.

Presenters:

- Andrew Cheung, data analyst, Tableau
- Matt Singer, co-founder, Videolicious
- Knight Digital Lab tools (*timeline.js*, *Soundcite*)

Sunday, Dec. 7

9-9:30 a.m.

Breakfast and networking

9:30-10:45 a.m.

Lessons Learned: Digital First Workflow in Your Newsroom

In October, the South Florida Sun Sentinel changed its workflow to emphasize digital-first newsgathering and publishing. Hear what they've done and what they've learned.

Presenter:

- Howard Saltz, editor, Sun Sentinel

11 a.m.-noon

Ethical Decisions in Digital Times

Focusing on digital first presents a new range of ethical challenges. How do you address and adjust to the changing expectations brought about by the evolution of technology and audience consumption habits?

Presenter:

- Al Tompkins, senior faculty/broadcast and online, The Poynter Institute

Noon: Adjourn