



in conjunction with



present

# BUILD A BETTER JOURNALIST CONFERENCE

*George S. Turnbull Center, University of Oregon-Portland*

*Saturday, Jan. 23, 2016*

## AGENDA

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### FRIDAY

- 5-6:30 p.m. Community Roundtable: Campaign Coverage and Information Needs (By invitation only).** An informal community conversation with residents and local journalists: How do you form your opinion on campaign and political issues, and what information do you seek from Oregon media? Refreshments will be served. *If interested in participating, please email [clorell@asne.org](mailto:clorell@asne.org).*

### SATURDAY

- 8:30 a.m. Continental breakfast/coffee**
- 9 a.m. Welcome, introductions, plan for the day**  
**Speaker:** Lori Shontz, School of Journalism and Communication, University of Oregon
- 9:15 a.m. Campaign ads, CSI**  
Dissect and investigate campaign ads like a pro. We'll look at types of deception, red flags for falsehoods, categories of campaign advertising and some history behind that industry.  
**Speaker:** Dr. Regina Lawrence, executive director, George S. Turnbull Portland Center and Agora Journalism Center

**10 a.m.**

**Tips for managing and verifying social media**

"It's Not Information Overload. It's Filter Failure," says NYU's Clay Shirky. But in an increasingly noisy digital world, how do journalists effectively navigate social media? And with an American Press Institute study showing that misinformation on Twitter outpaces attempt to correct it by 3-to-1, how can you determine fact from faux? This session will explore some of the ways that journalists can better get to grips with more effectively monitoring - and verifying - valuable content on social media.

**Speaker:** Damian Radcliffe, School of Journalism and Communication  
University of Oregon

**11 a.m.**

**Break:** Check email, get coffee, chat.

**11:15 a.m.**

**Follow that money! And more.**

Where do the country's top fact-checkers go to find facts? We'll give you a quick top 10. Then we'll take an in-depth, hands-on tour of an essential site for political and government reporting: FollowtheMoney.org.

**Speakers:** Edwin Bender, executive director, National Institute on Money in State Politics; Jane Elizabeth, senior research manager, American Press Institute

**12:15 p.m.**

**Lunch**

**1:30 p.m.**

**SPJ one-on-one student critiques**

**ONA session on virtual reality and new technology**

**Speakers:** Donna Davis, University of Oregon; Leslye Davis, New York Times; Thomas Hayden, 360 Labs; Andrew DeVigal, University of Oregon (moderator)

**2:30-4 p.m.**

**Covering Roseburg: Panel Discussion**

Journalists who were on the ground after the community college mass shooting in November talk about what went well, what went wrong, and how to ethically cover tragedy in a small town.

**Speakers:** Ian Campbell, Mike Henneke, News-Review, Roseburg; Tim Steele, KOIN.com; Dick VanderHart, Portland Mercury; Les Zaitz, The Oregonian; Jeff Wohler (moderator), formerly of The Oregonian and the Oregon Journal