SPJ-Google News Lab Workshop on Effective Storytelling

AEJMC Toronto (1:15 p.m. to 4:30 p.m., Aug. 9, 2019 (Fri.))
Venue: Sheraton Centre Toronto, 123 Queen Street West, Toronto, Ontario M5H 2M9, Canada.

Workshop Session: SPJ-Google News Lab Workshop on Effective Storytelling

Workshop leaders:
Dr. Deb Wenger, School of Journalism and New Media, The University of Mississippi
Dr. Lara Salahi, School of Communication, Endicott College
Dr. Deb Aikat, UNC School of Media and Journalism, The University of North Carolina at Chapel Hill

AEJMC is collaborating with the Society of Professional Journalists (SPJ) to host the SPJ/Google News Lab workshop for media researchers and educators like you. Led by renowned experts from the SPJ and the Google News Initiative, this three-hour workshop will explore effective storytelling using Google News Lab tools. Participants will acquire storytelling strategies for teaching, research and beyond.

We have meticulously designed this workshop to train media researchers and educators with Google News Lab tools for trust and verification, immersive storytelling, data journalism and data visualization. The first half of the workshop will cover best practices in data storytelling. In the second half, workshop participants will learn to discover relevant data, analyze the information and visualize results.
All workshop participants will receive access to Google News Initiative University Network curriculum and training materials/lesson plans to use in their teaching and research projects.

In our commitment to serving AEJMC conference attendees, we have waived workshop fees. If you plan to attend, email Deb Aikat, University of North Carolina at Chapel Hill (da@unc.edu) with “2019 SPJ-Google workshop” in the subject line. We will include you in our growing list of pre-registered participants and email you a prep list for this workshop. The workshop is free, but we encourage you to sign up to attend. Limited seats.