



DIRECTING TRAFFIC: THE INTERSECTION OF TOOLS, WORKFLOWS AND CULTURE

Ren LaForme / Poynter

THE STATE OF THE (EVERY?) INDUSTRY

THE THREE BIG QUESTIONS

**PICKING THE RIGHT TOOLS (AND WHERE
TO FIND MORE)**

A SUITE OF TOOLS

9 TIPS TO CREATE A CULTURE FOR CHANGE



Newsletter

News section on Poynter.org

Free online training

In-person training

Livestreamed tutorials (coming soon)



TED^x PoynterInstitute
I am discovering the
future of
@TEDxPoynter

TED^x PoynterInstitute
#TEDxPoynter

**What Will They Think of Next?
Useful Social Media Tools.**

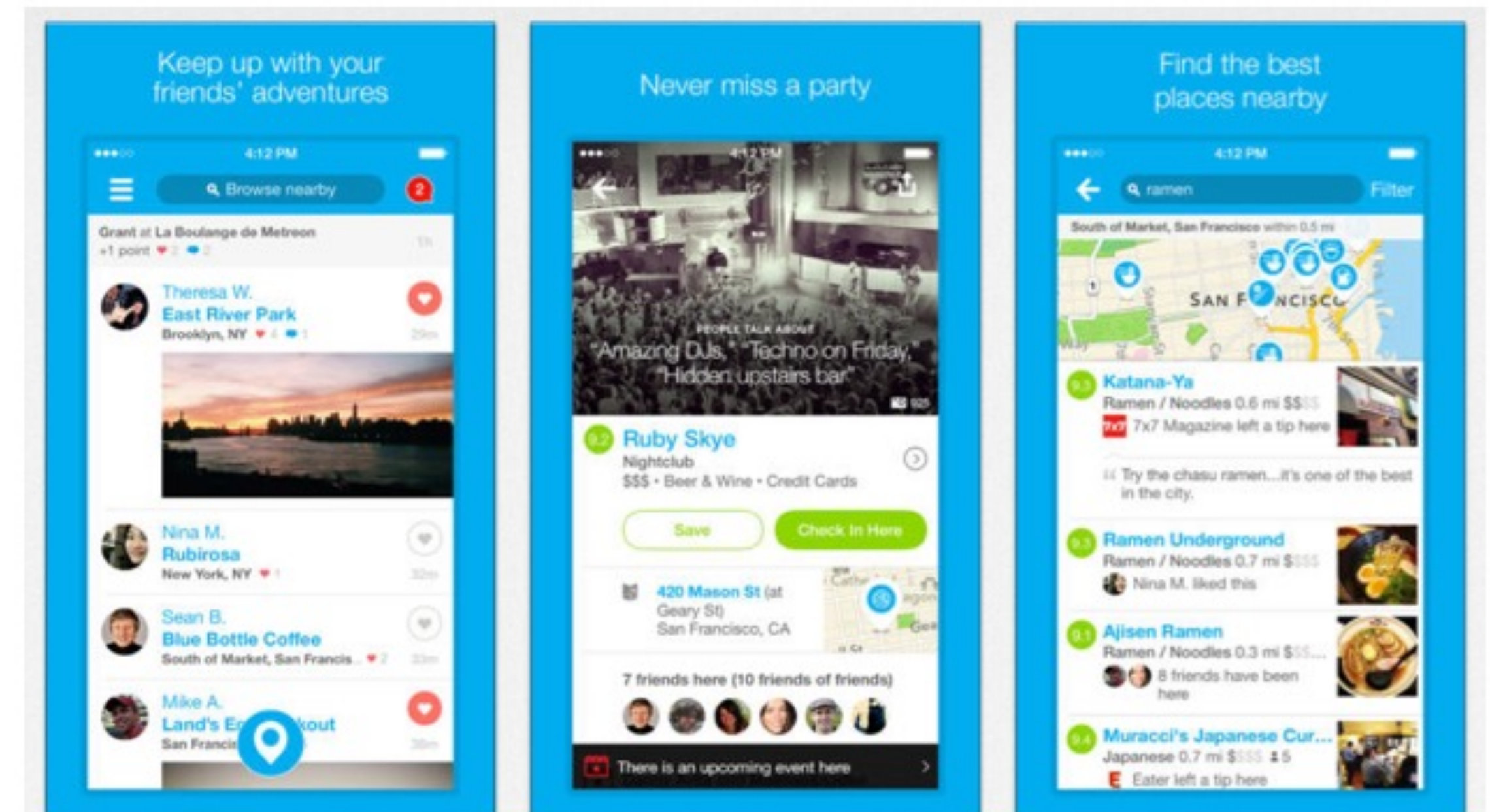
Ellyn Angelotti & Ren LaForme

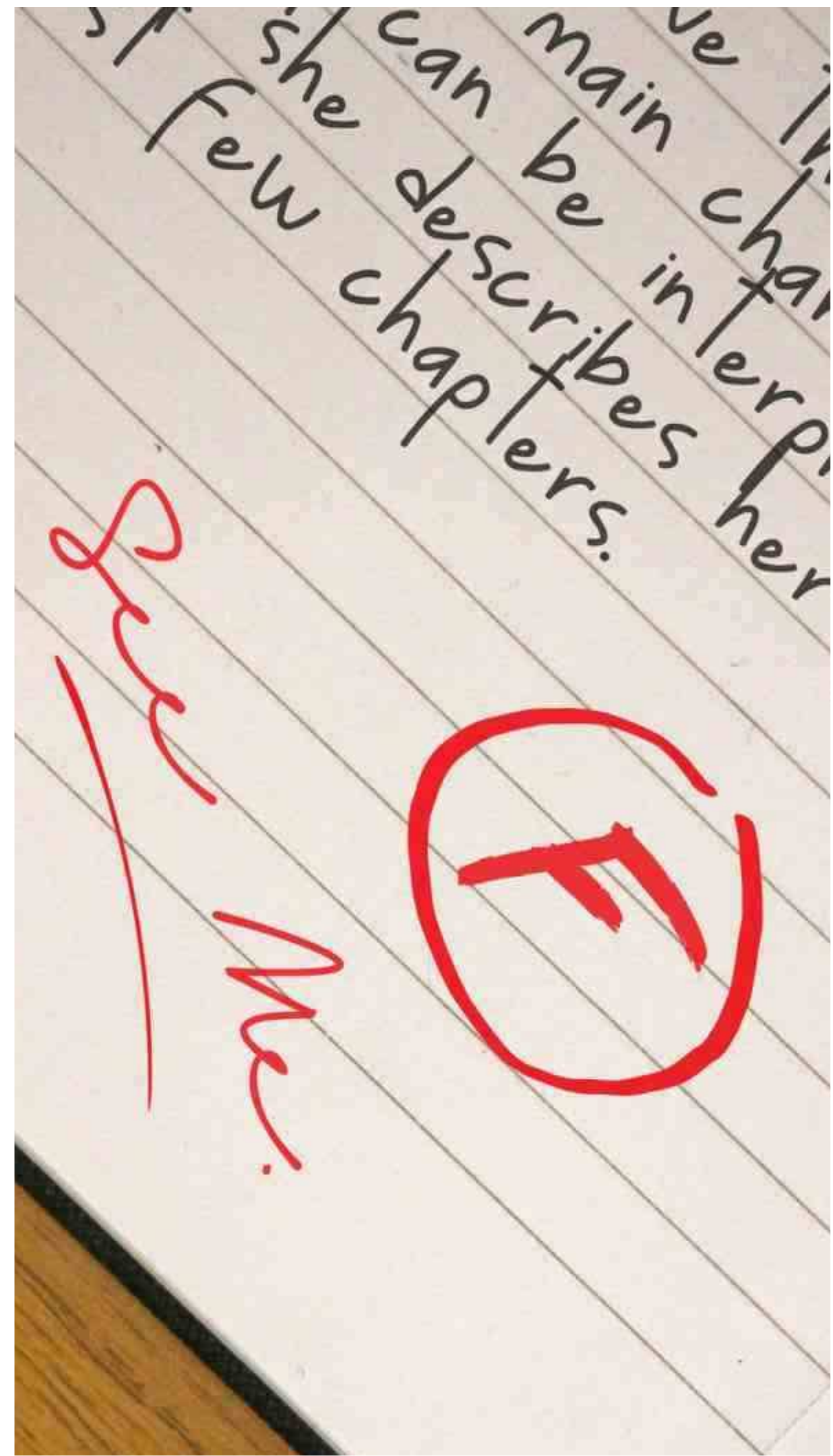
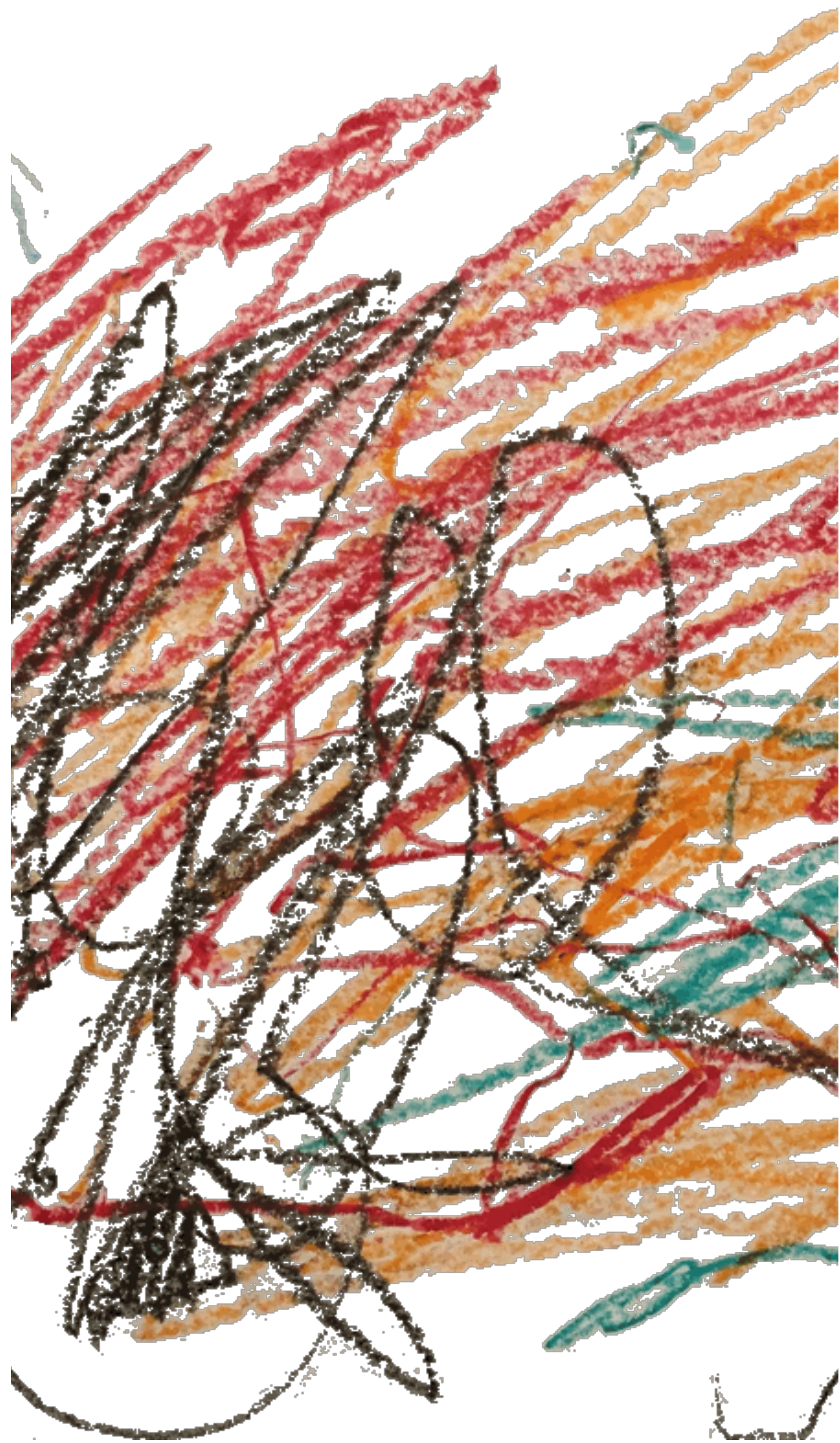
chock full of classics like:


Foursquare

- **What it is:** A network based on location where users check in and leave tips for other users.
- **Example:** How to [find possible sources](#) via Foursquare during breaking news (from Robert Hernandez AKA [@webjournalist](#)).
- **Cost:** Free
- **Platform:** iOS, Android, Windows Phone, and just about everything else.

Foursquare





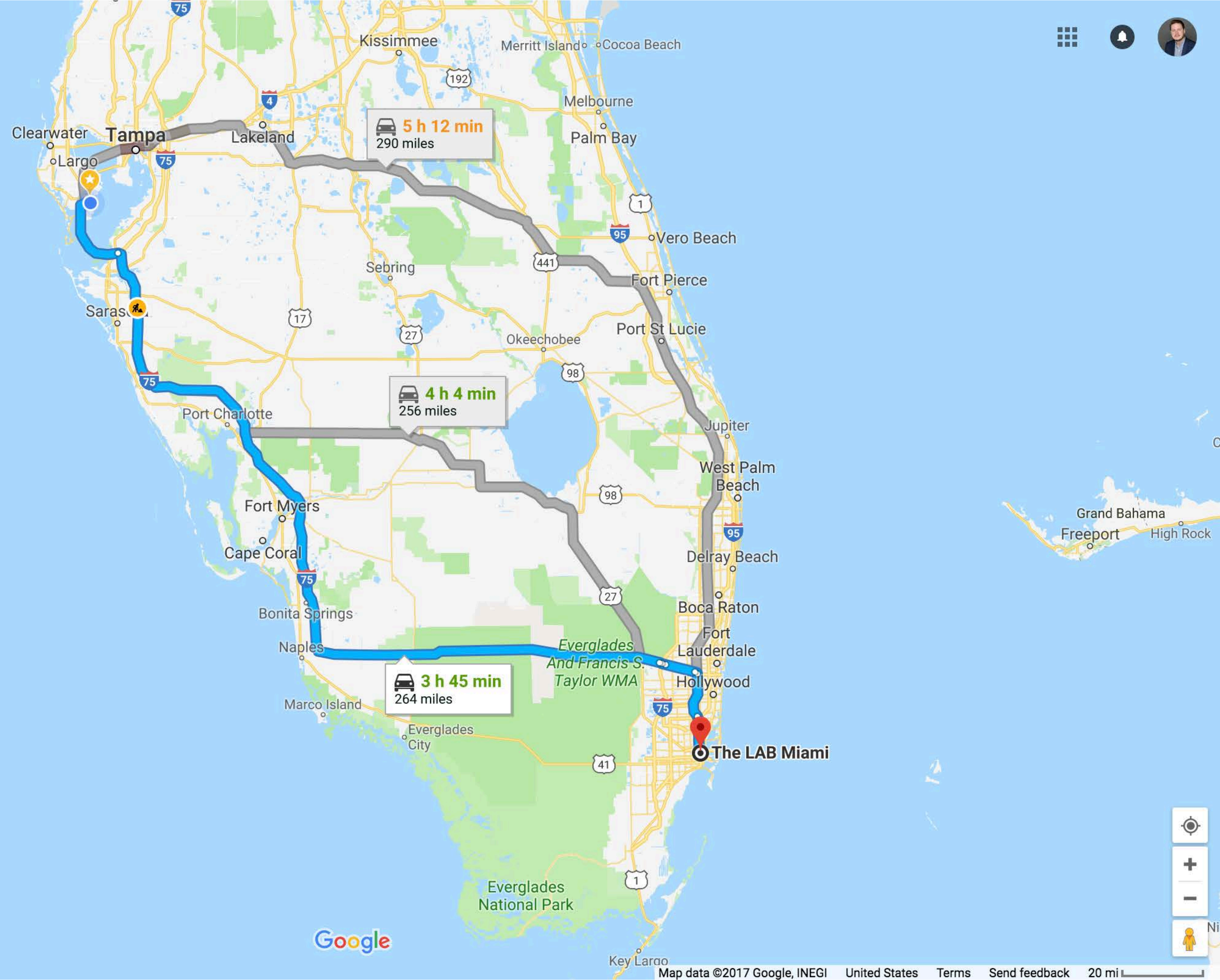


MORE!

TOOLS!

60 tools in 60 minutes

By Ren LaForme

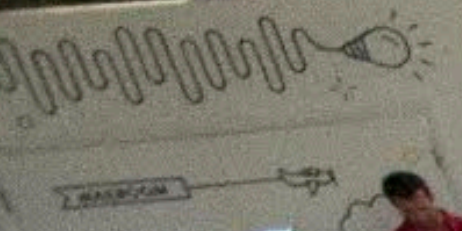




WELCOME TO



KF Knight Foundation





**“We don’t
have time for
this shit.”**

We don't have the **TIME** to learn these things

We don't have the **ENERGY** to experiment with these things

We don't have the **MONEY** to buy these things

If we don't **KEEP PUBLISHING** we'll lose readers and have to close



~~"Hey, let's play with
these shiny new tools."~~

"We are helping journalism
adapt to the 21st century."



THE THREE BIG QUESTIONS

*How do you fit (necessary)
new tools into existing
workflows and work cultures?*

How do you streamline workflows when everything is in a state of constant change?

*How do you create a culture
that allows you do to both of
those things and more?*

PICK THE RIGHT TOOL

(I'M FOCUSING ON TOOLS BUT THESE TIPS WORK FOR A LOT OF THINGS)

THE BEST TOOLS ARE:

PURPOSEFUL

Does it further your work?

Does it save time?

Does it save you money?

PRACTICAL

Is it expensive?

Is the learning curve shallow?

It is easy to put in place?

Is it sustainable?

NECESSARY

Does it offer something you don't have or do?

Does it give you some type of edge over others?

Do your readers/viewers/listeners already use it?

CONNECTIVE

Does it integrate with other tools?

WHAT ELSE?

**HOW DO YOU FIND
NEW TOOLS?**





CONFERENCES

OTHER NEWSROOMS



Social Journalism

- Closed Group
- About
- Discussion**
- Members
- Events
- Videos
- Photos
- Files

Search this group

Shortcuts

- Dan and Nati's Weddin...
- Board Games
- CoinFlip 6
- Tampa Bay Media & ... 1
- Alumni of The Crow's N...
- Poynter 20+
- The Official TBBF Fa La...
- Robobrew Users G... 20+
- Tampa Bay Waterke... 3
- Pinellas Communit... 20+
- What's Your Plan B? 20+
- See more



Joined Notifications Share More

Write Post Add Photo/Video Live Video More

Write something...

Photo/Video Poll Feeling/Activ... More

PINNED POST

Craig Kanalley Admin · August 3, 2015

Welcome to new members of the group!

We have only one rule: This group is off the record. Nothing posted here should be published elsewhere or quoted. We do this to promote the free flow of information and ideas within a community of trust in this group.

Thanks for being part of Social Journalism and hope you find it a helpful

ADD MEMBERS

Enter name or email address...

MEMBERS 2,282 Members

SUGGESTED MEMBERS Hide

Friends

- Lori LaForme Add Member
- Jared Burdick Add Member
- Andrew Palumbo Add Member

See More

DESCRIPTION OFF THE RECORD

FACEBOOK GROUPS

FRIENDS WHO AREN'T JOURNALISTS



PITCHES

(PLEASE MAKE THEM STOP)





try!
this
TOOLS FOR JOURNALISM



Newsletter

News section on Poynter.org

Free online training

In-person training

Livestreamed tutorials (coming soon)

WHERE ELSE?



A SUITE OF TOOLS

RESEARCH



KLAXON

Something Changed

Poynter Staff Page changed. It has changed **23** times since Klaxon started monitoring it on **Wednesday, May 17, 2017**.

[View this Snapshot](#)

[View Source Page](#)

Interactive Learning Producer

Digital Tools Reporter

HUNTER.IO



Search

Finder

Verifier

Bulk

Leads

API

Upgrade my account

Help



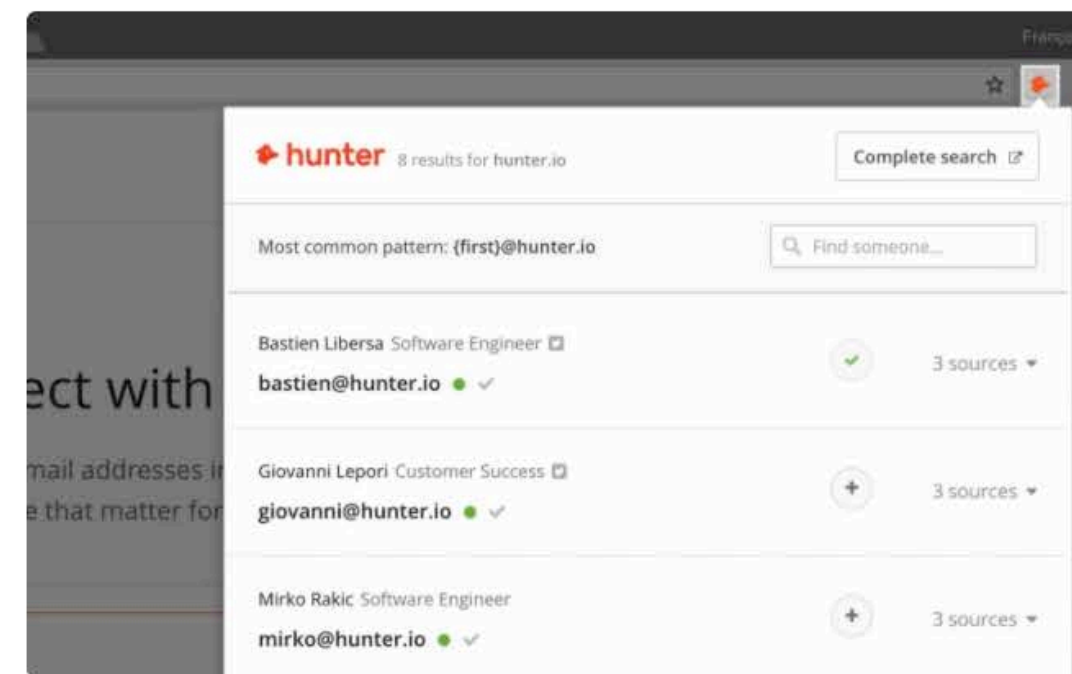
Ren LaForme
Free plan

Signed in successfully. ✕

Domain Search ?

All
 Personal
 Generic

Previous searches [hunter.io](#) [stripe.com](#) [salesforce.com](#)



Close

Chrome extension

- ✓ Find email addresses from any website
- ✓ Save your leads in seconds

Add to Chrome

How likely are you to recommend **Hunter** to your friends and colleagues?



Not at all likely

Extremely likely



EXPERTISE FINDER

Is Your Business Listed? - List your business across the Internet. Enter business address to start now Ad ...

PREMIUM digital consulting/training for nonprofits & executives



Sree Sreenivasan
Digital & social strategist.

Sree Sreenivasan
Digital & social strategist, consultant, teacher [sree sree-KNEE-vah-sun]
2mo · Edited

QUESTION: When you see a resume with a Hotmail address, what do you do? Treat 'em same as others? Reject 'em right away? Some other response? • Let me know in the comments, please. Thanks!

*** UPDATE*** [Scott Kleinberg](#) and others had thoughtful comments, so I've

Promoted

A Board Position for You
These companies need board members. Click here to be matched with them.

Social Media Journalism
Earn Your Master's and Learn to Use Social Media to Engage Your

Is Your Business Listed?
List your business across the Internet.
Enter business address to start now

209 Likes · 594 Comments



Add a comment...

James Torykian Business Development 2mo ...

I would never hire you as a digital and social strategist, consultant or teacher because I don't like the face you put forward, nor the thinking behind the face.....says this Yahooooooo!!!

Like Reply | 14 Likes · 6 Replies

Load previous replies

James Torykian Business Development 2mo ...

[Parry Aftab](#) it wasn't meant as a personal insult. Not drilling down to have a meaningful conversation with a candidate because of an email address is akin to not having a meaningful

Search Engine for Journalists to Find Academics

Search by name or expertise



Who's Searching Our Network of 30,000+ Vetted Experts















employment law



Journalists

Universities

Filter Results: By State/Province All

36 Experts In "employment law":



Stephanie Bornstein

University of Florida

Expert In:
[Employment law](#)
[Employment Discrimination](#)

[View Profile](#)



Emanuel Psarakis

Quinnipiac University

Expert In:
[Employment law](#)
[Labor law](#)

[View Profile](#)



Stewart J. Schwab

Cornell University

Expert In:
[Employment law](#)
[Economic analysis of law](#)

[View Profile](#)



Michael C. Harper

Boston University

Expert In:
[Employment discrimination law](#)
[Employment law](#)
[Entertainment law](#)
[Labor law](#)

[View Profile](#)

Not so Hotmail: What your vintage email address says to potential employers

BY REN LAFORME · FEBRUARY 14, 2018



You hear the same advice about email addresses echoed across job search websites, high school counselors' offices and employment fair booths across the country.

Keep it professional. Don't reference your age, your religion or your politics. Especially don't mention your drug habits. And if you just have to snag that SawxFan4lyfe username that you've had since high school, maybe create a secondary account for more professional purposes.


It's sound advice, but what if it's focused on the wrong side of the @ symbol?

Sree Sreenivasan, a strategist with an accomplished digital resume, ignited a fierce debate on LinkedIn in January when he [suggested](#) that an email address that ends in @hotmail.com might be grounds for tossing out a job application.

“When you see a resume with a Hotmail address, what do you do?” he wrote. “Treat



HELP-A- REPORTER

Password (optional) 

QUERY DETAILS

Media Outlet

Outlet URL

Keep me anonymous

Summary

Query

Requirements

SUGGESTED POST DATE (OPTIONAL)


[Request Specific Date and Slot](#)

TARGETING POTENTIAL SOURCES

Primary Category

Secondary Category

DEADLINE TO RECEIVE PITCHES


Due Date 

Time

Urgent

SUBMIT QUERY

to let us know what you think of HARO. We truly did create this service to “help” you, so...if that isn’t what you’re experiencing, or you have suggestions that will help us improve your experience; we’re all ears. We need to hear from you so we can make HARO better, and hopefully, have you love us more than you already do. Thanks for taking the time to do this. Promise it’ll pay off.

 **Share a Success Story »**

Share the love! If HARO has been a help to you, let us know.

REPORTING

A solid blue vertical bar is located on the far left side of the image, extending from the top to the bottom.

TRINT

Find & replace

Undo Redo Highlight Strike

Export Email

- Ren LaForme > ^{r00:00:05} Welcome to my super informal recording for my transcription comparison review. Thank you for joining me. I think I'm talking in a way that is making it more obvious what I'm saying. So I apologize for that.
- Ren LaForme > ^{r00:00:19} Can everybody who's here introduce themselves and then sort of tell me about you I guess.
- Dulce Ramos > ^{r00:00:26} No I am the most problematic for that international fact checking network and I am from Mexico City. If you were wondering where my accent come from. Great.
- Ren LaForme > ^{r00:00:36} How would you describe your accent.
- Dulce Ramos > ^{r00:00:40} I would say that I have known that. But that's what every girl would say to her.
- Dulce Ramos > ^{r00:00:47} I was wondering if I do have a heavy tonight.
- > ^{r00:00:52} Oh yeah. So this is great.
- Kristen Hare > ^{r00:00:58} I agree. I am not my sister.
- Last saved 18 seconds ago Alexis > ^{r00:01:03} My sister taught in the United Kingdom and came back with like a pretty

5 Secs 00:00:00 Highlights

Playback speed: x1







HAPPY SCRIBE

Test Transcription

Click to add a description...

00:00:00

All right.

00:00:26

Hi I'm Katie. And I'm Ren. We were here at the Poynter Institute in sunny St. Petersburg, Florida. At Poynter, we train journalists from around the world, giving them the skills they need to succeed as editors, reporters, writers, broadcasters and leaders. We've been doing this for decades now and we've gotten pretty good at it.

00:00:43

We've also gotten pretty good at listening to journalists and learning about what they're facing in their work lives. Not surprisingly there's a lot of stress and anxiety in newsrooms today. Meeting all these talented but stressed out journalists led us to create a project.

00:00:58

Meeting all these talented but

00:01:07

Meeting us

00:01:13

00:00:09 - 00:04:27

⏸ ⏪ ⏩ ⏮ 5s ⏭

x0.5 x1 x1.5

↶ Undo ↷ Redo 🔍 Replace 📄 Heatmap 📌 Highlight

📄 Export 📄 Share

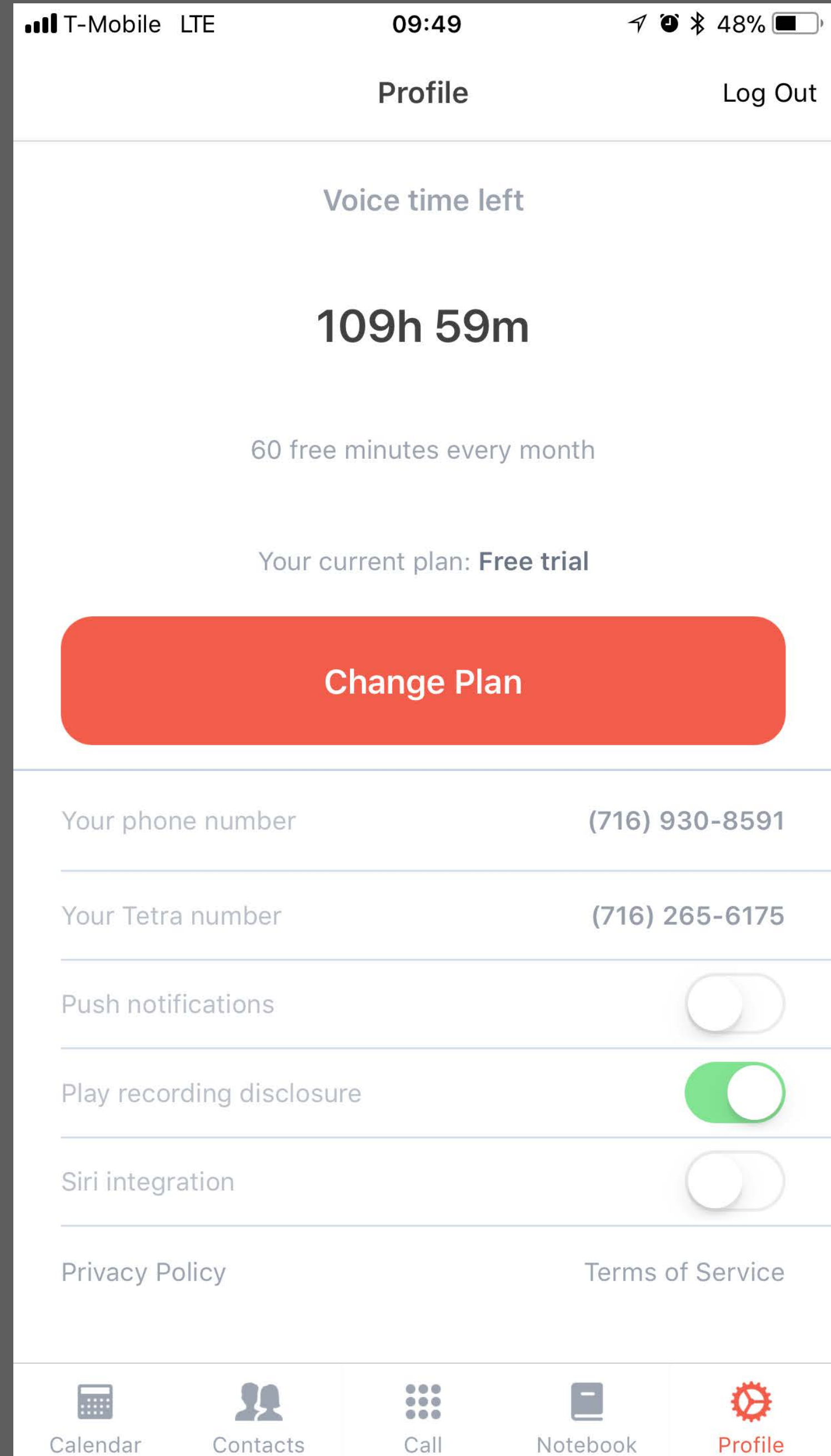
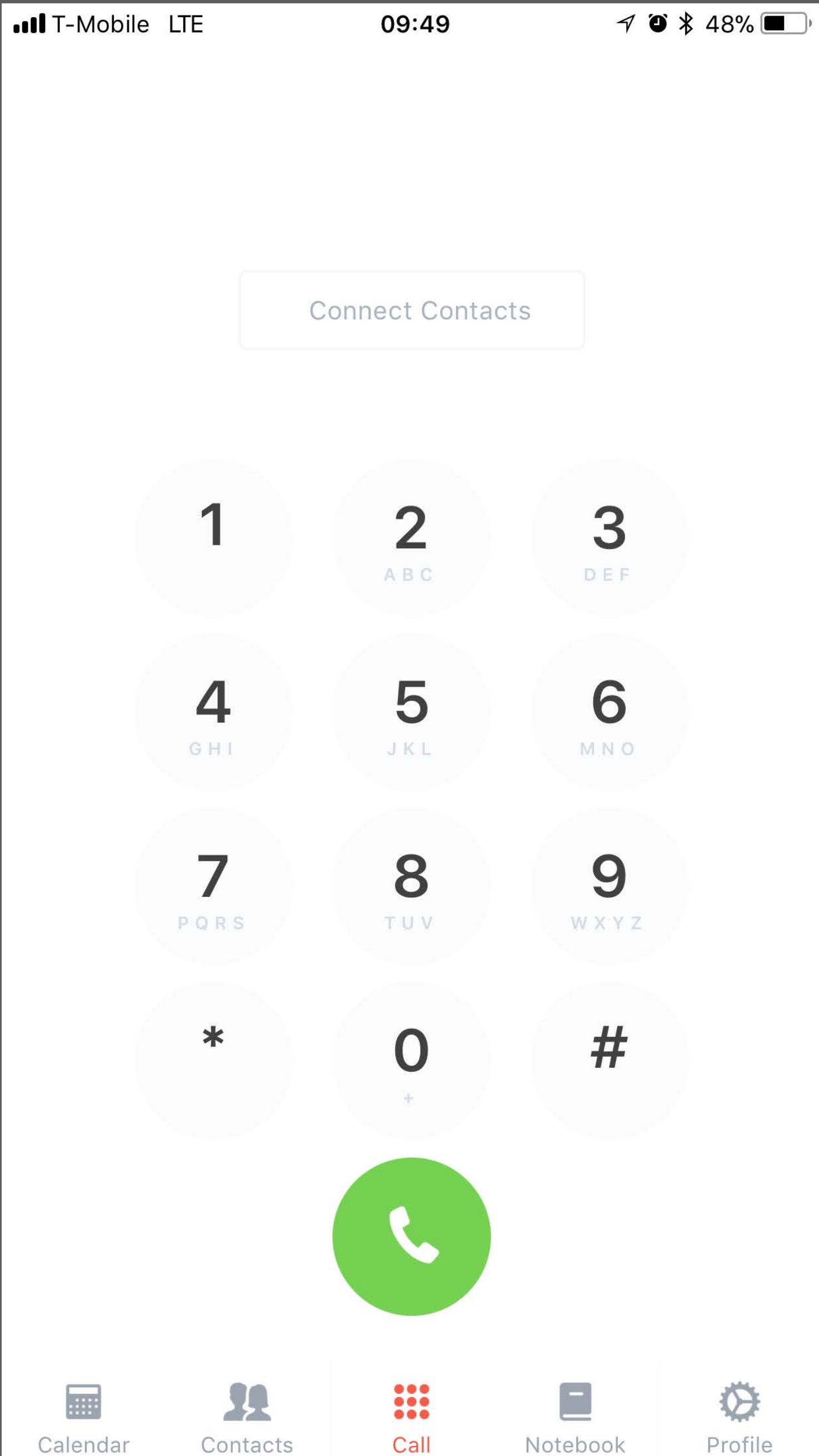
● Timestamp

Save ✓ ⌨ Shortcuts ⚙ Preferences

***Only 10 cents per
minute***



TETRA





Call with (727) 553-4392

March 2nd 2018 • 11:41 am • a minute

KEYWORDS

notes

appointer shirt

pretty

bit

Transcript

Notebook

Ren LaForme


Did

it

say

anything

. Like toucher is recording and taking notes on this. That's pretty cool.

 Copy Transcript

+17275534392

|

.



0:00 / 0:48

TAPE-A-CALL



Record

TapeACall lets you record calls you're currently on, or calls you're about to make. If you get a call, just open TapeACall and hit record.



Download

Quickly transfer all your recorded calls from your iPhone to your computer in seconds. We've made it extremely easy and very fast.



Share

Need to share a recording with someone? With 1 click you can share individual recordings via email, SMS, Facebook, or Twitter!



Localized

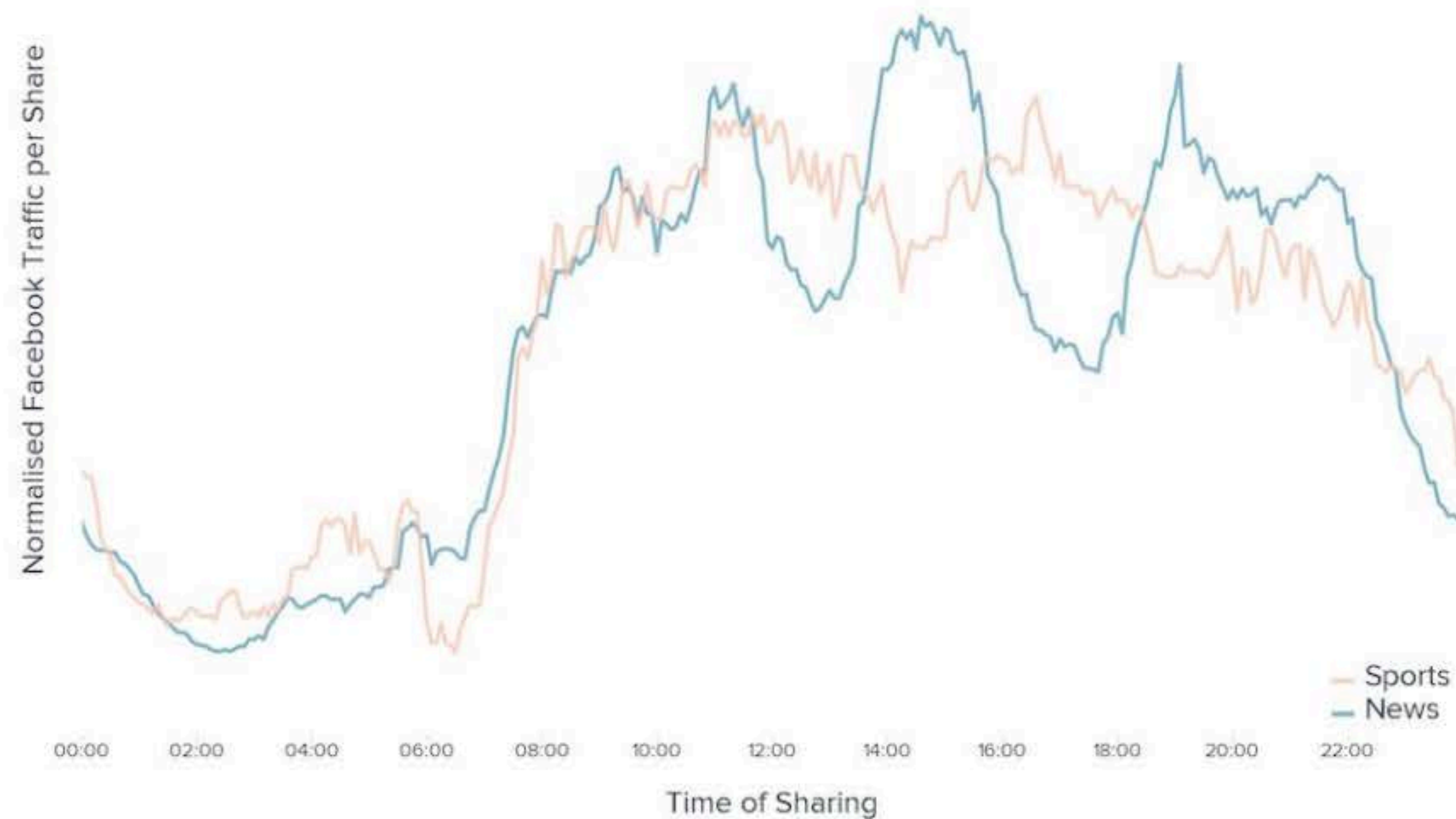
Available in 45 countries and in 28 languages. From Brazil to the UK to Japan, we've got you covered. And we're working on more!



ECHOBOX

What to share, when?

Echobox uses a **neural network**, a type of **machine learning algorithm** that is trained by analysing millions of traffic and engagement outcomes found in **your private data**. It then continuously calculates optimisation parameters for **every story** you have available. Over time, its predictions get even more accurate as Echobox retrains on the **latest data** sets.

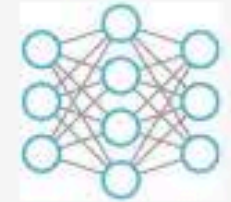


The "Audience Graph" detects which types of content will do best at different times of the day to build the best social schedule.

Your RSS feeds deliver live content into your Echobox



Echobox analyses real time data to predict your content's Social performance



Echobox identifies the "temperature" of the story with Natural Language Processing



Echobox puts together an optimal sharing schedule by calculating the outcomes of millions of sharing permutations



Echobox shares, records the outcomes, then retrains with the latest data



Crafting the best possible post

Echobox can run **organic Facebook AB testing** that allows you to try out different share messages, headlines, images and test hypotheses:

- It takes **15-30 minutes to test and share** A/B variations
- Echobox will automatically reshare the variation with the **strongest CTR**
- You have **access to results** in the Analyze page

f Engagement Details

Likes: **746**

Reshares: **553**

Comments: **28**

Reach: **294,288**

f AB Test Results (tested on 1,287 people)

1.24% CTR

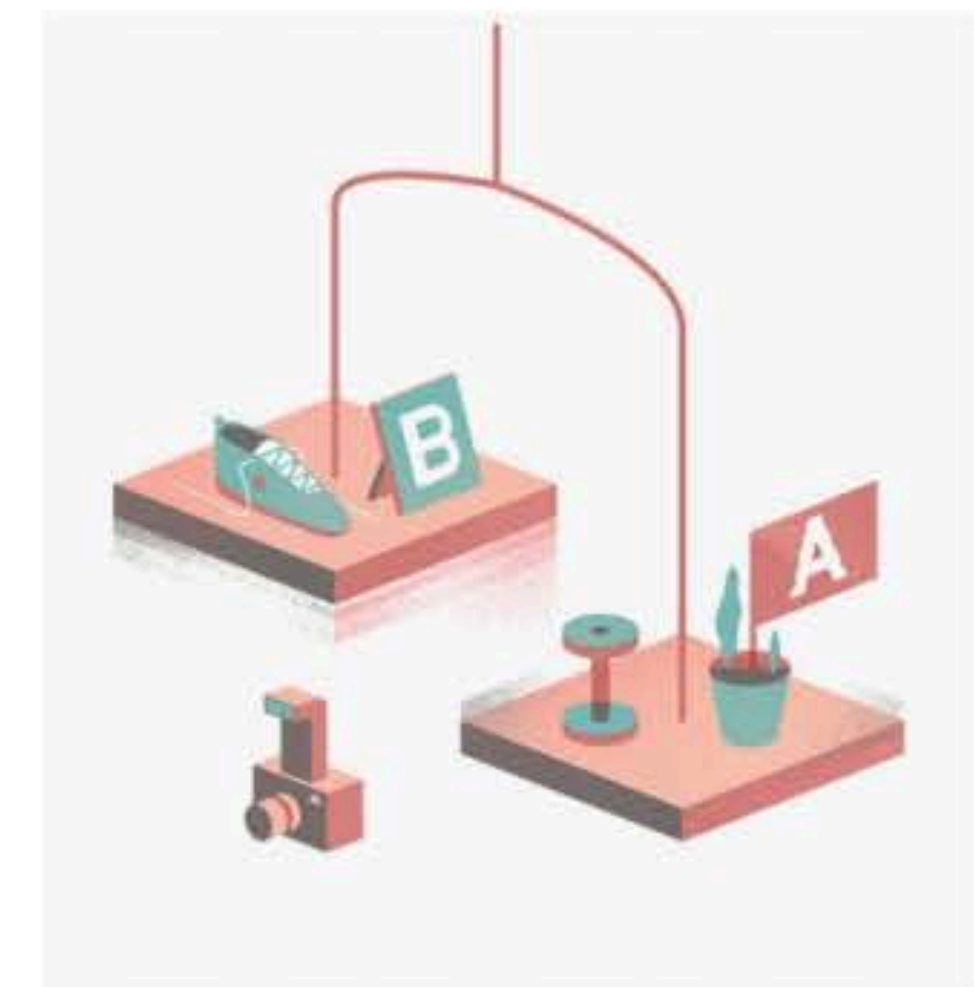
There are right foods and wrong foods for optimal brain health.

0.31% CTR

In the trial, 32% of depressed patients achieved remission, compared with 8% in the control group, explains **Drew Ramsey, MD**

Use AB testing to **turn instinct into hard data** and home in on the **optimal Social tone**.

Echobox users see Click Through Rates **increase by an average of 20%** on AB tests.





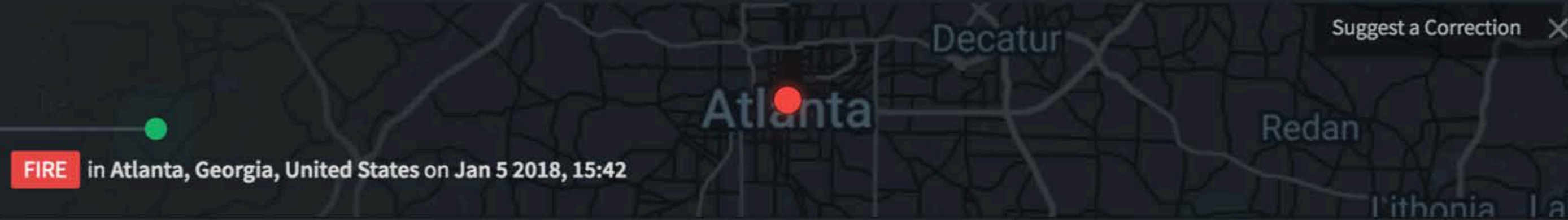
SAMDESK

LOCATION

Location extraction and triangulation.


EVENT FEED

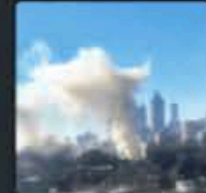
Grouped social media reports.





FIRE in Atlanta, Georgia, United States on Jan 5 2018, 15:42


FIRST MENTION EVENT TRIGGER


 **Brandon Griggs** @GriggsBrandon 12d
Huge fire in Midtown #Atlanta near 10th and Piedmont




 **David Noren** @dcnoren 12d
Something is clearly on fire in midtown Atlanta.



 **Jonathan Strickland** @JonStrickland 12d
At our office, we can see the smoke from an apartment fire several blocks away. According to a tweet from @wsbtv, firefighters say the building appeared to be unoccupied at the time, thank goodness. Stay safe out there.




 **Rickey Bevington** @rickeybevington 12d
Massive House Fire Piedmont Ave. between 8th & 10th Midtown Atlanta
[psc.tv/w/bR5...](https://www.pscv.com/news/atlanta/2018/01/05/massive-house-fire-piedmont-ave-between-8th-10th-midtown-atlanta/)

 **Wladimir F Chacon** @WFChacon 12d

PHOTOS & VIDEO 11



LATEST HEADLINES 9

-  **Fire closes Piedmont Avenue**
[http://www.nbcnews.com/news/breaking/...](http://www.nbcnews.com/news/breaking/)
-  **Large residential fire in an unoccupied apartment, Midtown Atlanta**
[https://www.nytimes.com/large-residential...](https://www.nytimes.com/large-residential-...)
-  **Atlanta residence destroyed by fire. FD claims a total loss**
[https://www.cbsnews.com/local/atlanta/...](https://www.cbsnews.com/local/atlanta/)

Track Event

VISUALS

Eye-witness and media visuals.

HEADLINES

Corroborating news reports.

Corporate Security

Supercharge your operations center by improving analyst accuracy and emergency response times.

News

Stay one step ahead of competitors by breaking news faster with trustworthy social sources.

Travel

Track worldwide events with instant information and reporting, to ensure safety and minimize the impact of disruption.

First Responders

React faster and more effectively by staying informed of events transpiring on a city-by-city level.

NGO

Monitor underreported areas and assess deteriorating situations in order to provide the most effective aid response.

Transport & Logistics

Quickly restore critical business function and execute contingency plans when infrastructure failures threaten operations.

Hospitality

Offer the best possible protection to your staff and patrons with immediate situational awareness during unexpected events.

Finance

Receive the first indications of market-moving events, allowing you to act first on the opportunity.

EDITING



DESCRIPT

Welcome to Descript

0:00:02:93

Editing Audio

Descript is the world's first audio word processor.

voice audio.wav

00:00 00:01 00:02 00:03

Descript is the world's first audio word processor.

part 1.wav

+0.0 dB

Test Transcription — Edited

0:00:27⁸⁹

Add Credit Card

COMPOSITIONS HIDE

Test Transcription

MEDIA LIBRARY HIDE

test.WAV

Editing Audio

Composition in demo mode (intermittent noise). Get Descript Standard for unlimited editing. Upgrade

Test Transcription

00:01 Is that 17s

00:20 all right? 3s

00:24 Yep. 2s Hi, I'm Katie and I'm Ren. We work here at the Poynter Institute in st. Petersburg Florida at pointer. We trained journalists from around the world giving them the skills. They need to succeed as editors reporters writers broadcasters and leaders. We've been doing this for decades now and we've gotten pretty good at it.

00:43 We've also gotten pretty good at listening to journalists and learning about what they're facing in the work lives. Not surprisingly. There's a lot of stress and anxiety in newsrooms today meeting all these talented but stressed out journalist. Let us to create a project 3s

00:28 00:29 00:30 00:31 00:32 00:33

and I'm We work here at th Poynter Institute in st. Petersburg Florida at pointer. We trained journalists from around t world

test.WAV

+0.0 dB

Export anywhere

The journey of your voice audio begins with Descript, and probably ends somewhere else. A slew of text, audio, subtitle, and non-destructive export options make Descript ready for any workflow.



Need captions?

Descript can also export SRT and VTT files.

Just need text?

It can export a .doc or .rtf with timestamps at whatever interval you want.



GRAMMARLY



Source

show up for court.

Opioids and jail

Another Poynter workshop teacher, Dr. Lipi Roy, including Rikers Island, said "the largest substance use problem in the U.S." Dr. Lipi said by some estimates, a fourth

opioid

- ADD TO DICTIONARY
- IGNORE
- SEE MORE IN GRAMMARLY

of the population in New York City jails, facilities are jails and prisons in the U.S. Opioids.

The medical journal [JAMA Psychiatry](#) found that opioid overdose deaths, dropped by nearly two-thirds among recently incarcerated people in the first year of a Rhode Island's new program that screens and provides addiction medicines to all state inmates.

"Rhode Island ... provides all three FDA-approved addiction medications, methadone, buprenorphine and a long-acting, injectable form of naltrexone known as Vivitrol, to all inmates. According to the study by Brown University researchers, the program not only reduces overdose deaths after the inmates are released, but also increases the likelihood they will stay in treatment and avoid getting arrested again," [Stateline reports](#).

Dr. Roy said it is critical that jails provide treatment for addictions. And some are trying. [USA Today this week](#) reported on a handful of experiments, in Hamilton County, Ohio, where the jail is launching a "buprenorphine-aided withdrawal program."

USA Today pointed to other jails that have launched addiction programs:

- **Snohomish County** Jail in Everett, Washington, started a pilot program in January using suboxone, [KING-TV, Seattle](#) reported.
- **Jefferson County** Jail in Golden, Colorado, began in April to use naltrexone, a drug that works in the brain to keep opiates from working and helps stop cravings, for its addicted inmates, [KUSA-TV, Denver](#) reported.

Dr. Roy said jails routinely provide medical care for all sorts of illnesses, and said addiction "is a chronic medical



body p

Text format Full HTML

[About text formats](#) ?

Browser plugin plus:

- [Grammarly Add-in for Microsoft® Office](#) adds the world's most accurate spelling and grammar checker to Microsoft® Word and Outlook on Windows.
- [Grammarly's native app](#) for macOS & Windows allows you to access Grammarly directly from your desktop with one click.
- [The Grammarly Keyboard for iOS](#) and [Android](#) ensures everything you write on mobile is mistake-free.
- [Grammarly® Handbook](#), an online guide explaining English grammar and style.

Side-by-Side Comparison of Free & Premium Accounts

FEATURES

Critical grammar and spelling checks

FREE



PREMIUM



Advanced checks for punctuation, grammar, context, and sentence structure



Vocabulary enhancement suggestions



Genre-specific writing style checks



Plagiarism detector that checks more than 8 billion web pages



OTHER FEATURES:

- ✓ Check your writing across the web
- ✓ Access your documents on multiple devices
- ✓ Use native desktop apps (Windows and OSX)
- ✓ Catch contextual spelling and grammar mistakes
- ✓ See explanations of grammar rules

- ✓ Access your personal editor via Grammarly.com
- ✓ Integrate with Microsoft® Office (Windows only)
- ✓ See definitions and synonyms via double clicks
- ✓ Add words to your personal dictionary
- ✓ Get performance stats via email

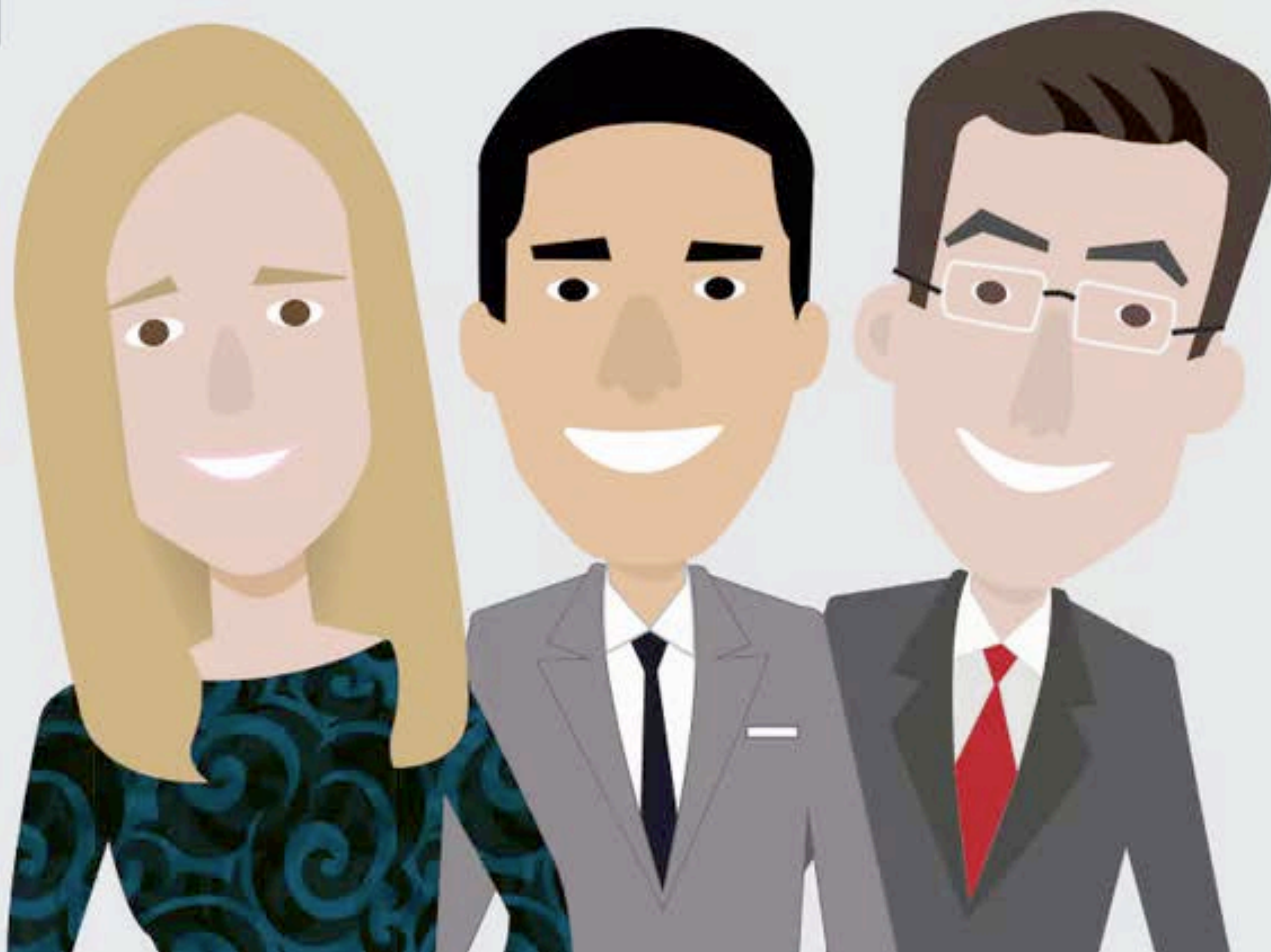


SNAPSTREAM

**FULL
FRONTAL**
WITH SAMANTHA BEE

**THE
DAILYSHOW**
WITH TREVOR NOAH

LATE
SHOW
WITH
STEPHEN
COLBERT





CROMA

Trending Topics: North Korea

1 Pluto, Dunes

New Horizons data reveals the giant dunes on Pluto are made of methane

2 North Korea

Russian foreign minister meets with Kim Jong Un as Pompeo meets with North Korean official

3 Niqab, Denmark

Denmark passes burqa ban outlawing full-face veils across country

4 Samantha Bee, Ivanka Trump

Samantha Bee, TBS apologize after profane insult aimed at Ivanka Trump

5 Romania, Lithuania

Lithuania, Romania breached human rights of al-Qaeda suspects by aiding CIA torture, EU court rules



TOPIC TOP ARTICLES:

Pompeo opens talks with North Korean officials

USA Today - 5/31/2018, 12:00:00 AM

Keywords: north korean, north korean officials, opened talks, officials opened, salvaged, deciding, leader kim jong, korean leader kim, state mike pompeo, north korean leader, opens, aimed, summit, 31, president donald trump

Relevance: 1.00

[Pompeo Opens Talks with North Korean Officials](#)

KEYWORDS:

North Korean North Korea Kim Jong

North Korean Leader State Mike Pompeo

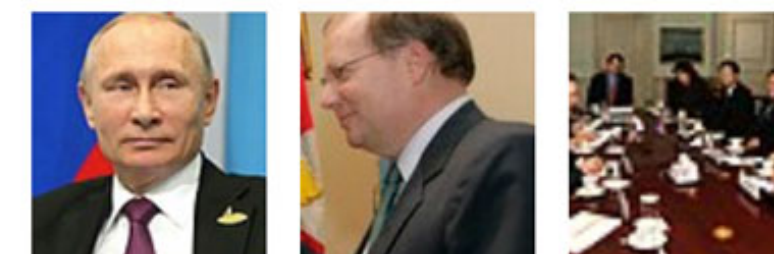
Leader Kim Jong Pyongyang Opened Talks

Search

PEOPLE IN TOPIC:



Kim Jong-un (10) Donald Trump (8) Sergey Lavrov (5) Sung Kim (3)



Vladimir Putin (3) Joe Hagin (3) Jo Myong-rok (2)

- [+ - Affordable Care Act](#) 4

- [+ - Health Care](#) 3

- [+ - Farm Bureau](#) 2

- [+ - Health Insurance](#) 2

- [+ - Insurers](#) 2

- [+ - Obamacare](#) 2

- [+ - Pre-Existing Conditions](#) 2

- [+ - Qualify](#) 2

- [+ - Repeal](#) 2

- [+ - Tax Cuts](#) 2

- [+ - Enact](#) 2

- [+ - Exchange](#) 2

- [+ - 000](#) 1

- [+ - 2010 Called](#) 1

- [+ - 2012 Presidential Ele...](#) 1

- [+ - 459 Points](#) 1

- [+ - 55-Year-Old](#) 1

Summary

Articles (5)

People (30)

Places (12)

Organizations (13)

Keywords

Photos

RELATED PEOPLE



+ -

Barack Obama

5 occurrences

44th President of the United States of America



+ -

Donald Trump

3 occurrences

45th President of the United States of America

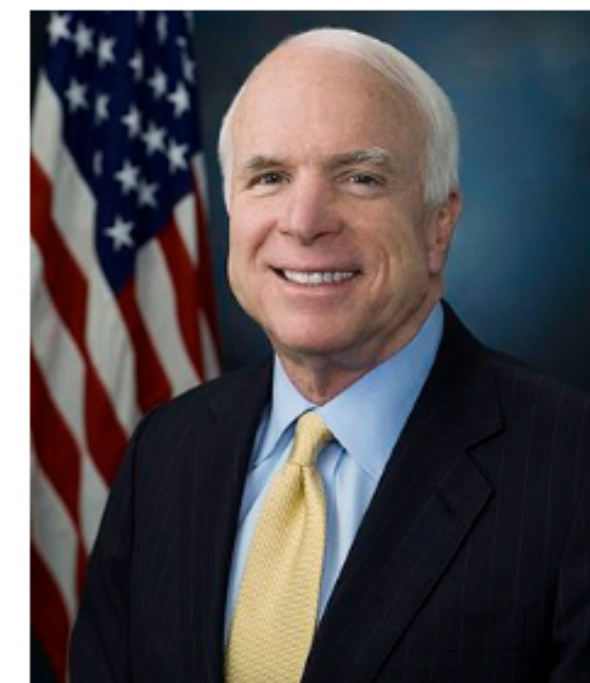


+ -

Kim Reynolds

2 occurrences

American politician



+ -

John McCain

1 occurrences

Politician from the United States



+ -

Paul Ryan

1 occurrences

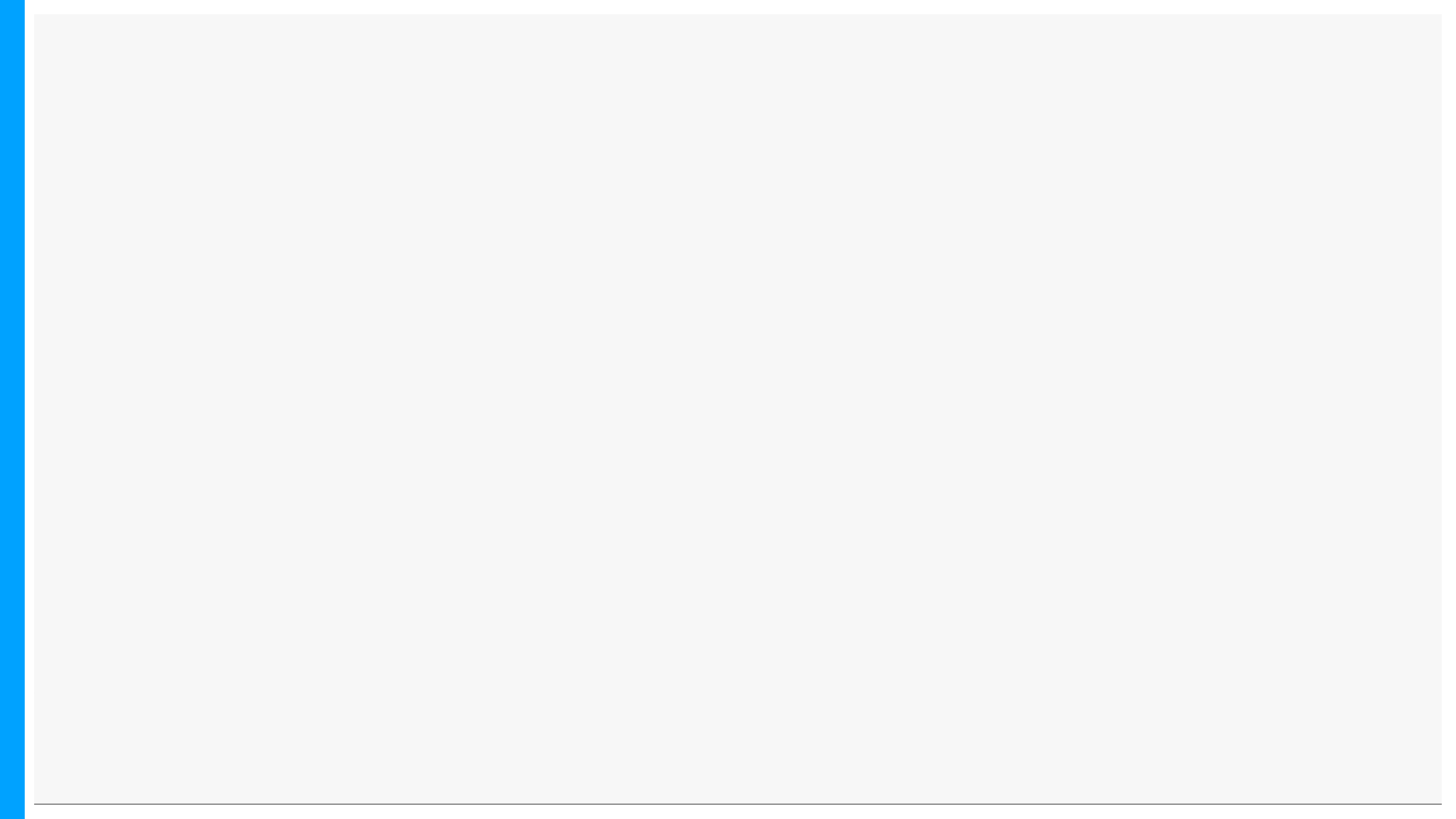
American politician



COLLABORATION & PROCESSES

A solid blue vertical bar is located on the far left side of the image, extending from the top to the bottom.

CALENDLY



Billed Monthly Billed Annually

Basic
\$0^{USD}
totally free

Premium
\$8^{USD}
per user / month

Pro
\$12^{USD}
per user / month

Features

Calendar integrations with Google Calendar, Office 365, Outlook and iCloud



Schedule unlimited events



Event types [?](#)

1 event type

Unlimited event types

Unlimited event types

Personalized Calendly link (e.g. calendly.com/janedoe)



Removable Calendly branding



Pooled availability options for teams (round robin, collective scheduling, multiple team members on one page)



Group events (for tours, webinars, classes, etc.)



Automated event notifications [?](#)



A solid blue vertical bar is located on the far left edge of the image, extending from the top to the bottom.

LASTPASS

LastPass - Sign In

LogMeIn, Inc [US] <https://lastpass.com/?&ac=1&lpnorefresh=1&fromwebsite=1&newvault=1&nk=1>

You

LastPass

How It Works Go Premium For Business

Get LastPass Free Log In

Log In to Access LastPass

Email








Password

[Forgot Password?](#)

Remember Me

New to LastPass? [Create an account now.](#)

[Log in using a One Time Password](#)

My LastPass Vault

LogMeIn, Inc [US] <https://lastpass.com/?&ac=1&lpnorefresh=1&fromwebsite=1&newvault=1&nk=1>

LastPass... search my vault

renlaforme@gmail.c... Premium User

Sites 1 selected Actions

Business (10)

bluehost.com
rlaforme@poynter.org

Launch

bluehost.com

envato.com
itsren

gbclient.hostgator.com
renlaforme@gmail.com

geico.com
itsren

godaddy.com
renlaforme@gmail.com

intuit.com
keeley487

my.bluehost.com
keeleyandren.com

usps.com
itsren


+

My LastPass Vault


LogMeIn, Inc [US] <https://lastpass.com/?&ac=1&lpnorefresh=1&fromwebsite=1&newvault=1&nk=1>


LastPass... | search my vault


renlaforme@gmail.c...
Premium User



Store every note
Add WiFi passwords, membership IDs, or any other info you want to keep safe.

Add New Folder 

Share Item 

Add Secure Note 



Welcome to the Security Challenge!

Ready to put your passwords to the test? The LastPass Security Challenge analyzes your security and takes you step-by-step through improving your passwords.

Show My Score



“All of your data is sealed with AES-256 bit encryption, salted hashing, and PBKDF2 SHA-256.”

DASHBOARD

USERS 28

GROUPS 4

SHARED FOLDERS 6

REPORTS

SETUP >

SSO >

SETTINGS >

S Samantha Smith
Acme Corporation >

Groups















ADD GROUP















<input type="checkbox"/>	Name ^	Security Score	Number of users
<input type="checkbox"/>	Development	Very Weak	12
<input type="checkbox"/>	Marketing	Weak	14
<input type="checkbox"/>	Quality Assurance	Very Weak	19
<input type="checkbox"/>	Sales Team	Average	13
<input type="checkbox"/>	Support Team	Strong	18

IFTTT

Popular

 Get an email if it will rain tomorrow by Weather Underground ✓ 47k works with ✉	 Sync your Amazon Alexa to-dos with your reminders by IFTTT ✓ 94k works with 🗓	 Get a notification when the International Space Station passes over your house by IFTTT ✓ 200k works with 🔔
 Google Home Find My Phone by sss90 120k works with 📱 🗨	 Get a notification for birthday events in your calendar by Google ✓ 48k works with 🔔	 Execute order 66 by augustwasilowski 32k works with 📱
 Hey Alexa, call my device by IFTTT ✓ 74k works with 🗓	 Automatically create a Discover Weekly archive by Spotify ✓ 76k	 Add songs from videos you like to a Spotify playlist by Google ✓ 110k works with 🎵
 Ok Google, call my device by IFTTT ✓ 59k works with 🗨	 Get the weather forecast every day at 7:00 AM by Weather Underground ✓ 170k works with 🔔	 Sync your new Instagrams to a Pinterest board by Instagram ✓ 64k works with 📌

Applets

 Tweet your Instagrams as native photos on Twitter by Instagram ✓ 690k works with 🐦	 Tweet your Instagrams as native photos on Twitter by Instagram ✓ 690k works with 🐦	 Back up photos you're tagged in on Facebook to an iOS Photos album by Facebook ✓ 180k works with 📱
 Sync your new Instagrams to a Pinterest board by Instagram ✓ 64k works with 📌	 Track your Foursquare checkins on Google Calendar by dens 37k works with 🗓	 If new tweet by specific user. Then tweet the text automatically to your Twitter account by momshandsrd 11k
 Automatically post your new videos to your Facebook profile by Google ✓ 3.9k works with 📘	 Automatically post on Twitter when you start streaming on Twitch by Twitch ✓ 3.8k works with 🐦	 Foursquare Swarm "Check-in" saved to Day One by Day One ✓ 300 works with 📌
 Tweet it and add the link to your bio when you post a new video on Twitch by Twitter ✓	 Automatically post tweets with a specific hashtag in a sphere by Whaller ✓	 if tube then by rryhan9696



DEXTER



L.A. Times Food
46K people like this
News & Media Website



L.A. Times Food
Messenger



Options



Search in Conversation

Manage Messages

Leave Feedback



Notifications

Facebook Page

<https://facebook.com/latimesfood/>

Get Started

All Topics

+ New Topic

⚠ default

default

+ Insert ? Help

```
USER + (whats happening tonight|whats happening|what's happening tonight)
BOT - Oktoberfest Tampa 🍷: Tampa's Curtis Hixon Park goes 🇩🇪 with
      traditional keg tappings and more. ^link("http://www.tampabay.com
      /things-to-do/events/top-things-to-do-in-tampa-bay-for-the-week-of
      -oct-9-15/2340350", "$10")

USER + (i love poynter|poynter is great|i love you|i ❤️ poynter)
BOT - We love you too <3

USER + (whats poynter|whats the poynter institute|where is the poynter
      institute|wheres the poynter institute|wheres poynter)
BOT - The Poynter Institute for Media Studies is a non-profit school for
      journalism located in St. Petersburg, Florida. The school is the
      owner of The Tampa Bay Times newspaper.

USER + who works at poynter
BOT - Our Poynter leadership team consists of: Neil Brown, Kelly McBride
      , and Jessi Navarro ^link("https://www.poynter.org/about-us/our
      -team", "More Info")

USER + who is ren
BOT - he made me add this

USER + (whos kelly|who is kelly|whos kelly mcbride|who is kelly mcbride)
BOT - Kelly McBride is the Vice President of the Poynter Institute! Read
      her work here: ^link("https://www.poynter.org/person
      /kellymcbride", "Kelly McBride")
```

Publish Current Topic ▼

Status: Unpublished ⚠

Last Modified: Oct 11 2017 @ 3:15pm

Publish Topic

Test All Topics ▼

Current Topic: default

Reset

Oktoberfest Tampa 🍷:
Tampa's Curtis Hixon
Park goes 🇩🇪 with
traditional keg tappings
and more. [\$10]
(http://www.tampabay.com/things-
to-do/events/top-things-
to-do-in-tampa-bay-for-
the-week-of-oct-9-
15/2340350)

📘 Links render
differently cross-
platform. [Learn more.](#)

who is ren?

he made me add this

↗ Talk To Us



MONDAY



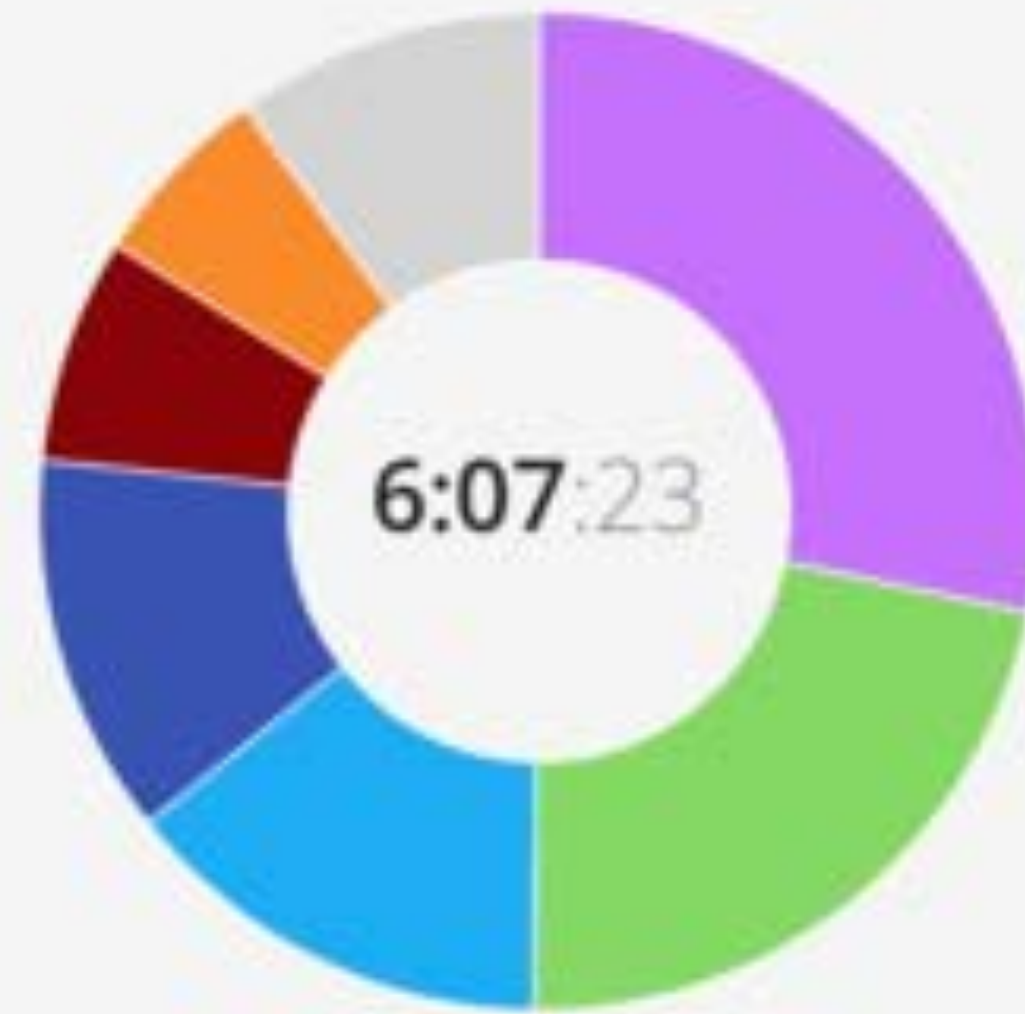
PERSONAL



TOGGGL

Grouped by Project / Time Entry Sorted by Title (Asc.)

Administrative	0:09:04
Adobe Illustrator Basics	1:04:24
Blog	3:56:21
Coaching	1:41:12
Design	3:26:57
Ellechat	7:52:58
Email	6:07:23
Freelance Academy	0:34:08
Library	0:12:00



Email



BOOMERANG

Meeting next week

Roger Jones

Meeting next week

I'm following up from our meeting on Wednesday. I'd li| to explore opportunities to strengthen our engagement. Let me know if we can discuss.

Send



Send Later

Boomerang this

Tomorrow afternoon

if no reply



Boomerang Responsible

Boomerang Responsible

Likely

to receive a response

Subject Length ?

3

Word Count ?

24

Question Count ?

0

Reading Level ?

6.7

ADVANCED FEATURES

Positivity ?


0

Politeness ?

57

Subjectivity ?

10



INBOX PAUSE

Inbox Pause by Boomerang ?

Turn on Auto-Responder

Subject:

Thanks for emailing! I paused my Inbox, so I won't see your email for a while. If this is urgent, please contact me another way!

--
Want to pause your Inbox too?
Learn more at inboxpause.com

Delivery exceptions

While paused, continue delivering messages

from addresses:

from domains:

with these words:

Hide label ?

Bring messages into Inbox on a schedule

Weekdays only

Unpause automatically




INMOAT

Email for reporters. Made simple.

InMoat is an email management tool **built for journalists**. We help you deflect irrelevant PR pitches and press releases; ultimately saving you time from sifting through emails, and helping you focus on more important tasks like writing great stories that matter!





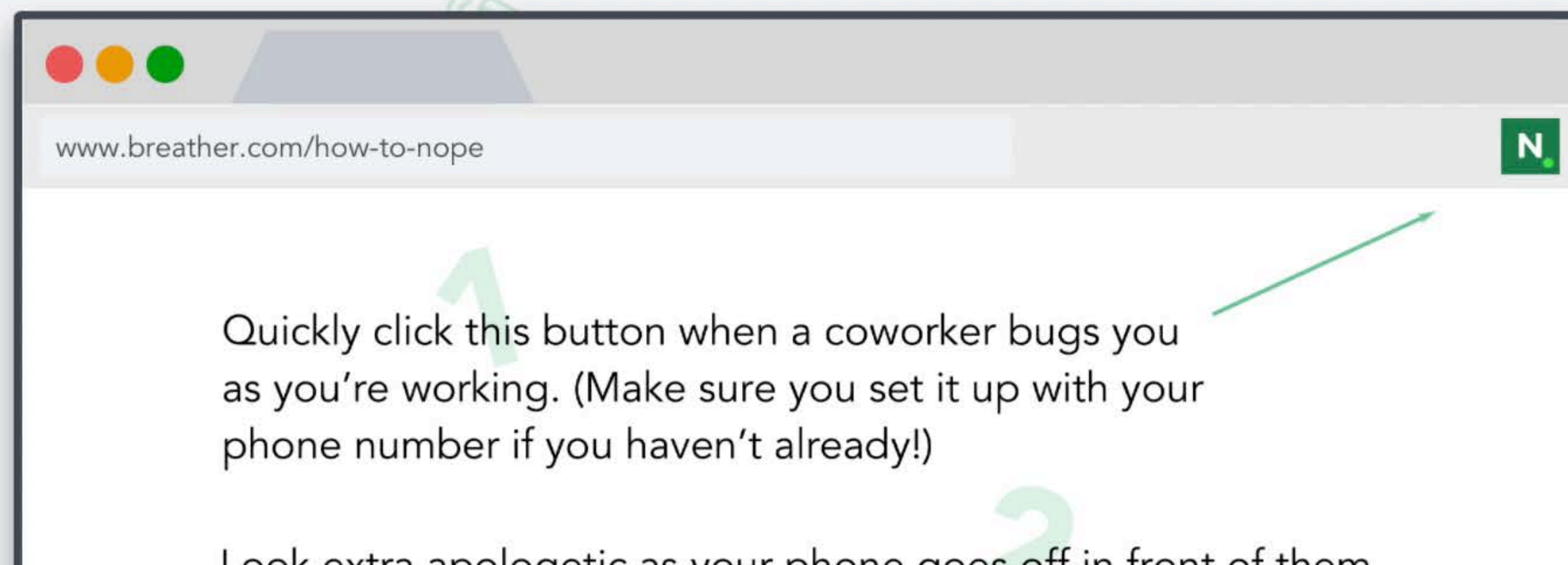
NOPE BUTTON

Hey, can I have a minute?

Save yourself from **distracting coworkers**.

Press a button to send a call to your phone. Apologize sincerely as you pick it up. Then watch them walk away.

 [add **NOPE** to chrome](#)





FINANCIAL TIMES IKEA- INSPIRED TOOLKIT

1. **What projects are already in progress?**—An online calendar showing current projects
2. **How do I get started?**—A form with questions to help hone project pitches
3. **Who do I talk to about...?**—A concise contact list of key project personnel
4. **What do I do if I'm put in charge of a project?**—A detailed production checklist for editors
5. **How did my project do?**—An analytics template that serves as a starting point for discussion between editors and data analysts
6. **Review meetings**—Instructions for how to conduct them

A solid blue vertical bar is located on the far left edge of the image.

SLACK

Poynter ▾

Ren LaForme 🇺🇸

⌘1

⌘2

⌘3

⌘4

⌘5

⌘6

+

All Unreads

All Threads

Starred

editorial

o Alexios 🌱

o Ashley McBride 🌱

o Daniel Funke 📺

o David Beard

o Kristen 🏠

o Taylor Blatchford

Channels +

audience_alerts

coffee-club

general

happy-hour

headline_improv

icymi

ineedhelp

is-there-food

🔒 live_webinar_chat

marketing

monday-meeting

morning-newsletter

🔒 mypoynterfriends

news-twitter

newsu-twitter

one_poynter

online_learning

#audience_alerts

☆ | 👤 17 | 📌 0 | What's trending on our sites and worldwide, courtesy of Chartbeat and Crow

📞 ⓘ ⚙️ 🔍 Search @ ☆ ⋮



Yesterday

😊 🗨️ ➡️ ☆ ⋮

ct CrowdTangle (General News Alert) APP 3:07 PM

The Atlantic

The Republican Party Moves From Family Values to White Nationalism

"The migrant crisis signals an official end to one chapter of conservatism and the beginning of a terrifying new one," argues Alex Wagner. "After all, a party cannot applaud the wailing screams of innocents as a matter of course and hope to ever reclaim the moral high ground."

Score 50.59x | Reactions 4,224 (+4,152) | Comments 178 (+167) | Shares 2,681 (+2,657)

Posted on Friday, June 22 at 11:48 AM EDT (Facebook)



new messages

ct CrowdTangle (General News Alert) APP 8:41 PM

Bloomberg

Kentucky Bourbon Warehouse Collapses, Spilling 9,000 Barrels of Whiskey

Thousands of bourbon barrels were piled in a massive heap.

Score 51.09x | Reactions 1,953 (+1,916) | Comments 278 (+272) | Shares 1,141 (+1,129)

Posted on Friday, June 22 at 6:00 PM EDT (Facebook)



ct CrowdTangle (Tweet Alert) APP 11:04 PM

Mediaite

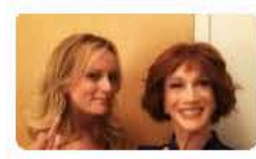
Mediaite

Stormy Daniels and Kathy Griffin Team Up to Flip Off Trump

<http://mediaite.com/a/givvr> <https://t.co/NuWJcGlwlf>

Score 26.89x | Retweets 65 (+58) | Likes 419 (+408)

Posted on Friday, June 22 at 9:55 PM EDT (Twitter)



+ Message #audience_alerts @ 😊

Poynter ▾

- Ren LaForme 🇺🇸
- All Unreads
- All Threads
- Starred
- # editorial
- Alexios 🌱
- Ashley McBride 🌱
- Daniel Funke 📺
- David Beard
- Kristen 🏠
- Taylor Blatchford
- Channels
- # audience_alerts
- # coffee-club
- # general
- # happy-hour
- # headline_improv
- # icymi
- # ineedhelp
- # is-there-food
- live_webinar_chat
- # marketing
- # monday-meeting
- # morning-newsletter
- mypoynterfriends
- # news-twitter
- # newsu-twitter
- # one_poynter
- # online learning

#audience_alerts

☆ | 👤 17 | 📌 0 | What's trending on our sites and worldwide, courtesy of Chartbeat and Crow

📞 ⓘ ⚙️ 🔍 Search @ ☆ ⋮

Friday, June 15th

Axios

Trump on Kim Jong-un: "He speaks and his people sit up at attention. I want my people to do the same."

Score 58.65x | Reactions 2,859 (+2,728) | Comments 1,061 (+1,009) | Shares 7,928 (+7,898) | Post Views 0 (-3,960) | Total Views 109,857

Posted on Friday, June 15 at 9:18 AM EDT (Facebook)



Chartbeat APP 12:32 PM

Spike Alert - poynter.org

Pittsburgh paper fires longtime editorial cartoonist after dispute over Trump work | Poynter

Concurrents	Spike Source
50	links

😊 💬 ➦ ☆ ⋮

ct CrowdTangle (Tweet Alert) APP 11:11 PM

Brian Stelter
[brianstelter](https://twitter.com/brianstelter)

When Trump claimed that Dems are making him separate families at the border, a reporter responded, "That's your own policy. Why do you keep lying about it, sir?" Later, another reporter said "that's not true, sir. That's not true..."

<https://mailchi.mp/cnn/rs-june-15-2018>

Score 25.66x | Retweets 368 (+349) | Likes 1,454 (+1,402)

Posted on Friday, June 15 at 10:42 PM EDT (Twitter)


Saturday, June 16th

ct CrowdTangle (General News Alert) APP 12:42 PM

NPR

DHS: Nearly 2,000 Children Separated From Adults At Border In 6 Weeks

A DHS spokesman said the separations occurred between April 19 and the end of May under the administration's relatively new "zero



+ Message #audience_alerts @ 😊

Poynter ⌵ 🔔

Ren LaForme 🇺🇸

⌘1 ☰ All Unreads

⌘2 🗉 All Threads

Starred

⌘3 # editorial

⌘4 ○ Alexios 👤

⌘5 ○ Ashley McBride 👤

○ Daniel Funke 📺

○ David Beard

○ Kristen 🏠

○ Taylor Blatchford

Channels +

NN # audience_alerts

⌘6 # coffee-club

general

happy-hour

headline_improv

icymi

ineedhelp

is-there-food

🔒 live_webinar_chat

marketing

monday-meeting

morning-newsletter

🔒 mypoynterfriends

news-twitter

newsu-twitter

one_poynter

online learning

#audience_alerts

☆ | 👤 17 | 📌 0 | What's trending on our sites and worldwide, courtesy of Chartbeat and Crow

📞 ⓘ ⚙️ 🔍 Search @ ☆ ⋮

Tuesday, June 19th

ct **CrowdTangle (General News Alert)** APP 2:19 PM


📌 The Atlantic

Trump Says Democrats Want Immigrants to 'Infest' the U.S.

"'Infest' is the essential, and new word here. ... It drives full-throttle toward dehumanization of immigrants, setting aside legality in favor of a division between a human us and a less-human them."

Score 53.06x | Reactions 3,244 (+3,187) | Comments 426 (+420) | Shares 1,530 (+1,511)

Posted on Tuesday, June 19 at 12:22 PM EDT (Facebook)




ct **CrowdTangle (Reddit Referral Alert)** APP 2:30 PM

Journalism

Florida Times-Union is the third GateHouse paper in Florida to move toward unionization

Upvotes 3 (+1) | Comments 0 (-1)

Posted on Tuesday, June 19 at 2:05 PM EDT (Reddit)



😊 🗉 ➡️ ☆ ⋮


ct **CrowdTangle (Reddit referral alert)** APP 2:30 PM

Journalism

Florida Times-Union is the third GateHouse paper in Florida to move toward unionization

Upvotes 3 (+1) | Comments 0 (-1)

Posted on Tuesday, June 19 at 2:05 PM EDT (Reddit)



ct **CrowdTangle (Tweet Alert)** APP 3:28 PM

👤 Jack Shafer

jackshafer

Mike Huckabee Praised Qatar Without Revealing He Was Paid \$50,000 by Qatar

<http://bit.ly/2ta6IJf>

Score 26.50x | Retweets 90 (+86) | Likes 175 (+169)

Posted on Tuesday, June 19 at 1:19 PM EDT (Twitter)

ct **CrowdTangle (General News Alert)** APP 4:03 PM

👤 NDP

+ Message #audience_alerts @ 😊

Poynter ▼ 🔔

Ren LaForme 🇺🇸

☰ **All Unreads**

🔍 All Threads

Starred

editorial

○ Alexios 👤

○ Ashley McBride 👤

● Daniel Funke 📺

○ David Beard

○ Kristen 🏠

○ Taylor Blatchford

Channels +

audience_alerts

coffee-club

general

happy-hour

headline_improv

icymi

ineedhelp

is-there-food

🔒 live_webinar_chat

marketing

monday-meeting

morning-newsletter

🔒 mypoynterfriends

news-twitter

newsu-twitter

one_poynter

online_learning

#icymi

☆ | 👤 36 | 🚩 0 | ✎ Add a topic

📞 ⓘ ⚙️ 🔍 Search @ ☆ ⋮

Yesterday

than men.
Yesterday at 12:40 PM (131 kB) ▾



✓ 1

😊 💬 ➦ ☆ ⋮

 **Rick Edmonds** 5:27 PM
https://www.washingtonpost.com/news/morning-mix/wp/2018/06/22/the-crying-honduran-girl-on-the-cover-of-time-was-not-separated-from-her-mother-father-says/?utm_term=.5212d8804ef9

Washington Post
The crying Honduran girl on the cover of Time was not separated from her mother
 The U.S. Customs and Border Patrol confirmed that the little girl was not separated from her mother. (92 kB) ▾



+ Message #icymi @ 😊

Poynter ▾

- Ren LaForme 🇺🇸
- All Threads
- Starred
- # editorial
 - Alexios 🌱
 - Ashley McBride 🗣️
 - Daniel Funke 📺
 - David Beard
 - Kristen 🏠
 - Taylor Blatchford
- Channels (+)
 - # audience_alerts
 - # coffee-club
 - # general
 - # happy-hour
 - # headline_improv
 - # icymi
 - # ineedhelp
 - # is-there-food
 - 🔒 live_webinar_chat
 - # marketing
 - # monday-meeting**
 - # morning-newsletter
 - 🔒 mypoynterfriends
 - # news-twitter
 - # newsu-twitter
 - # one_poynter
 - # online_learning
 - # overheardatpoynter


#monday-meeting

☆ | 👤 30 | 📌 2 | ✎ Add a topic

📞 ⓘ ⚙️ 🔍 Search @ ☆ ⋮

Monday, June 11th

1 new message since 10:06 AM on June 18th Mark as read x

 **Monday Morning Meeting Notes | 2018**
Last edited 1 day ago

lyne 18

THIS WEEK


- Neil is in Rome this week and Kelly is on vacation in South Carolina.
- Tong is on vacation for 2.5 weeks. We tried to make sure everything was covered

Ren LaForme 🇺🇸 10:05 AM


“ notes galore this morning! enjoy.

 **Lucia Geng** 3:03 PM
joined #monday-meeting.

Monday, June 18th

 **Ren LaForme** 🇺🇸 10:06 AM
shared this post ▾

😊 💬 ➡️ ☆ ⋮

 **Monday Morning Meeting Notes | 2018**
Last edited 1 day ago

lyne 18

THIS WEEK

- Neil is in Rome this week and Kelly is on vacation in South Carolina.
- Tong is on vacation for 2.5 weeks. We tried to make sure everything was covered

Ren LaForme 🇺🇸 10:06 AM

“ need-to-know notes!

Yesterday

new messages

+ | Message #monday-meeting @ 😊

Poynter 🔔

- Ren LaForme 🇺🇸
- # marketing
- # monday-meeting
- # morning-newsletter
- 🔒 mypoynterfriends
- # news-twitter
- # newsu-twitter
- # one_poynter
- # online_learning
- # overheardatpoynter
- # podcast_club
- # pride
- # random

Direct Messages +

- ♥ slackbot
- Ren LaForme (you) 🇺🇸
- Allison Graves
- 👤 David Beard, Kristen
- 👤 indira, Kristen
- 👤 indira, Kristen, Daniel F...
- Josie Hollingsworth
- 👤 Kristen, Alexios, Daniel...
- 👤 Kristen, Daniel Funke
- Mel Grau
- 👤 Rick Edmonds, Kristen
- Vidisha Priyanka

Apps +

- Google Drive

+ Add Apps

☆ **Google Drive**

Messages About



🔍 Search



Thursday, June 21st



Google Drive APP 12:27 PM

Tina Dyakon tdyakon@poynter.org shared an item with you



2018 Newsletter Subscribers & Open Rates

"Hey!

I track subs and opens for our newsletter suite, and I noticed today that we seemed to have experienced drops in all of the editorial products for the most recent sends.

Any ideas about how/why this may have happened? Wasn't sure if you were cleaning up lists or anything like that.

"



Google Drive APP 2:30 PM

Kristen Hare khare@poynter.org commented on



Story budget

In reply to Ren LaForme:

"nope!"



Google Drive APP 3:00 PM

tblatchford@poynter.org shared an item with you



Maryland/USAToday story

Yesterday



Google Drive APP 11:33 AM

Meena Thiruvengadam therealmeenamedia@gmail.com shared an item with you



Poynter: How the Globe and Mail blew its news meetings wide open

"I've had no luck getting others from The Globe and Mail to chime in on the record. I can definitely keep trying though! Looking forward to hearing your thoughts on this. I've got a photo of their meeting space but there's no one in the office. Let me know if you'd like me to send! "



Message @Google Drive



Poynter ▾

- Ren LaForme 🇺🇸
- Ashley McBride
- Daniel Funke 🇺🇸
- David Beard
- Kristen 🏠
- Taylor Blatchford

Channels +

- # audience_alerts
- # coffee-club
- # general
- # happy-hour
- # headline_improv
- # icymi
- # ineedhelp
- # is-there-food
- 🔒 live_webinar_chat
- # marketing
- # monday-meeting
- # morning-newsletter
- 🔒 mypoynterfriends
- # news-twitter
- # newsu-twitter
- # one_poynter
- # online_learning
- # overheardatpoynter
- # podcast_club
- # pride
- # random

Direct Messages +

#online_learning

☆ | 👤 11 | 🚫 0 | ✎ Add a topic

📞 ⓘ ⚙️ 🔍 Search @ ☆ ⋮

Tuesday, June 19th

Webinar 2 of them: Investigative Reporting: From Numbers to Narratives - Tyler Dukes
 Jun 21 from 11:30 AM to 3:30 PM at [Studio H @ Poynter, \(Broadcast Studio\)-Studio H](#)

Wednesday, June 20th

Google Calendar APP 2:00 PM
 Event starting in 2 days:
Live Class OGS Clarity and Org
 Yesterday from 2:00 PM to 3:00 PM at [Studio H/Remote, \(Broadcast Studio\)-Studio H](#)

😊 💬 ➦ ☆ ⋮

Google Calendar APP 3:30 PM
 New calendar event created
Poynter Producer Project
 March 26th, 2019
 Recurring every week on Tuesday until April 30th, 2019

Google Calendar APP 3:53 PM
 New calendar event created
TV Power Reporting Live Sessions
 Sep 10, 2019 from 12:00 PM to 1:00 PM
 Recurring every week on Tuesday until October 15th, 2019 at [\(Broadcast Studio\)-Studio H](#)
 Calendar event updated
Poynter Producer Project Live Class
 Mar 26, 2019 from 12:00 PM to 1:00 PM
 Recurring every week on Tuesday until April 30th, 2019 at [\(Broadcast Studio\)-Studio H](#)

+ Message #online_learning @ 😊

Poynter ▾

- Ren LaForme 🇺🇸
- Kristen 🏠
- Taylor Blatchford

Channels (+)

- # audience_alerts
- # coffee-club
- # general
- # happy-hour
- # headline_improv
- # icymi
- # ineedhelp
- # is-there-food**
- live_webinar_chat
- # marketing
- # monday-meeting
- # morning-newsletter
- mypoynterfriends
- # news-twitter
- # newsu-twitter
- # one_poynter
- # online_learning
- # overheardatpoynter
- # podcast_club
- # pride
- # random



Direct Messages (+)

- slackbot
- Ren LaForme (you) 🇺🇸
- Allison Graves
- David Beard, Kristen

#is-there-food

☆ | 👤 46 | 🚫 0 | ✎ Add a topic



Tuesday, June 19th

 **Allison Graves** 2:16 PM
 i brought cookies. they are by the IFCN office (edited)
 🍪 3 🥒 1
 1 reply 4 days ago

😊 💬 ➡️ ☆ ⋮

 **Ren LaForme** 🇺🇸 2:19 PM
cookie monster
 Posted using /giphy | GIF by Sesame Street (795 kB) ▾


↑ me

 **Taylor Blatchford** 2:20 PM
cookie
 Posted using /giphy (978 kB) ▾


+ | Message #is-there-food @ 😊



**WHAT TOOLS ARE
YOU USING?**

**YOU CAN'T (AND
SHOULDN'T) DO IT ON
YOUR OWN**

*How do you make your
culture more open to
change?*



YOU HAVE TO BE
DELIBERATE.

**IF YOU DON'T WORK TO
MAKE THE CULTURE MORE
COLLABORATIVE, MORE
OPEN AND MORE WILLING
TO CHANGE, WHO WILL?**

**ASK YOURSELF
RIGHT NOW:**

***DO EMPLOYEES EXPERIMENT
IN YOUR WORKPLACE?***

NO? MAYBE? SOMETIMES?

**YOU CAN
SOLVE THAT.**



Explain. Explain.
EXPLAIN.

ADVERTISEMENT

THREAD at Yale
Storytelling in Modern Media

Print · Audio · Hybrid Forms

What is your storytelling medium?
Redefine the boundaries at **THREAD.**

June 11-14, 2017
Yale University

Join Us >

☰ MENU

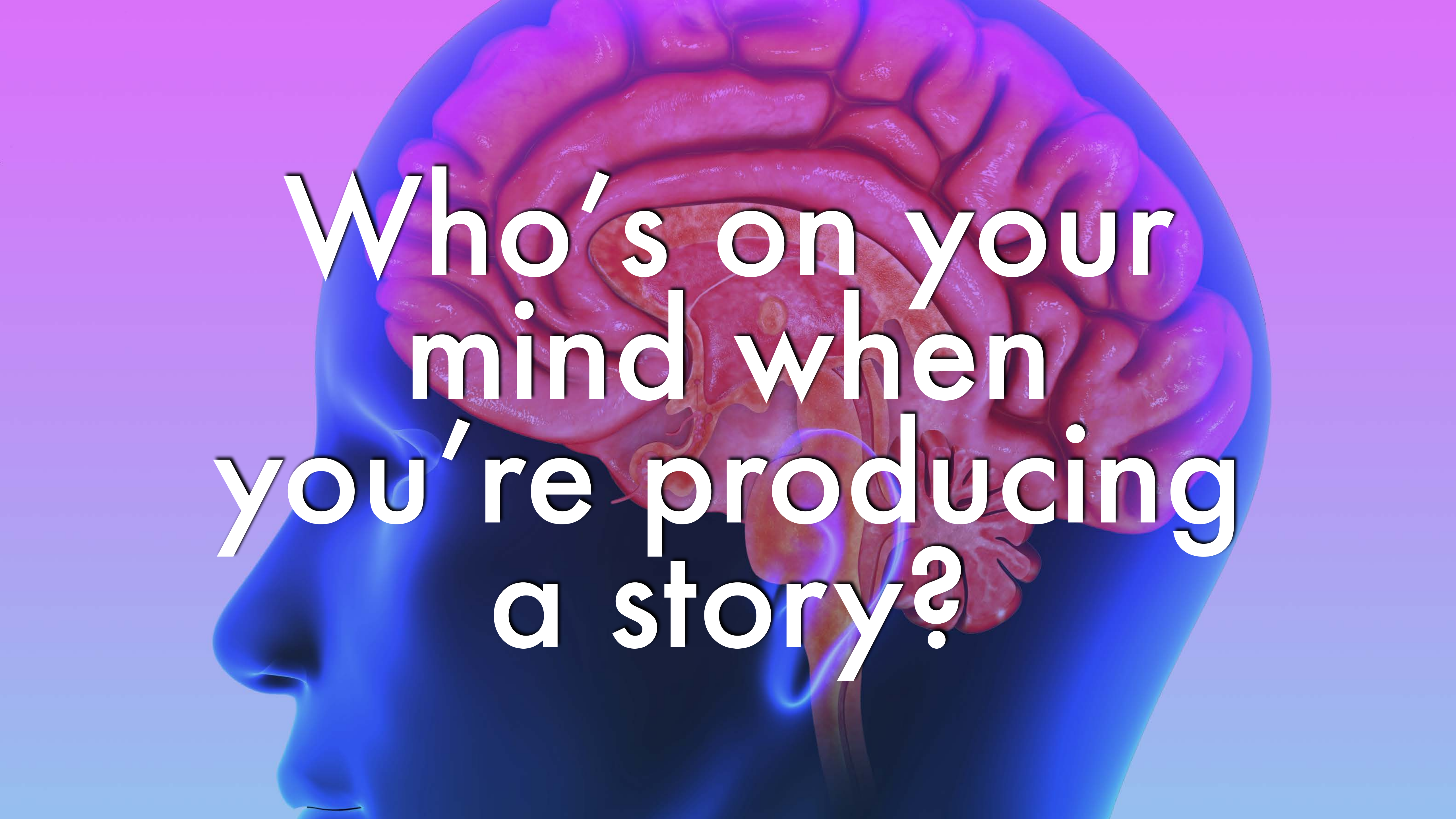
Poynter.
A global leader in journalism



CULTURE

Photo by bradleyjohnson / Flickr

THREAD at Yale
Storytelling in Modern Media



Who's on your
mind when
you're producing
a story?



LEFT TWIX

RIGHT TWIX

LEFT TWIX

RIGHT TWIX

NiemanLab

ABOUT [f](#) [m](#) [Q](#) **SUBSCRIBE**

BUSINESS MODELS MOBILE & APPS AUDIENCE & SOCIAL AGGREGATION & DISCOVERY REPORTING & PRODUCTION **FUEGO**



The future of podcasting is strong, but the present needs to catch up

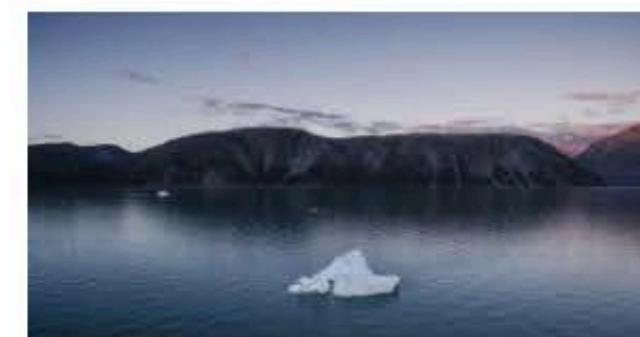
Plus: The huge success of Missing Richard Simmons, windowing expands as a strategy, and The New York Times' podcast-as-EP.

By **NICHOLAS QUAH**

To close out 2016, we asked some of the smartest people we know to predict what 2017 will bring for the future of journalism. Here's what they had to say.

Knight announces revamped Prototype Fund focused on misinformation and trust in media

Here are more than 100 ideas from around the world on how news organizations can get involved in news literacy initiatives for kids



Columbia Journalism Review.

WATCHDOG LOCAL NEWS **COVERING TRUMP** INNOVATIONS BUSINESS OF NEWS MORE -



TUESDAY, MAR 14TH, 2017

Q&A: Pamela Colloff on her new gig with *NYT Mag* and ProPublica

By Lyz Lenz

MONDAY, MAR 13TH, 2017

Is journalistic solidarity savvy or short-sighted?

By Gary Weiss

MONDAY, MAR 13TH, 2017

Q&A: How *The Guardian* is working to burst the media bubble

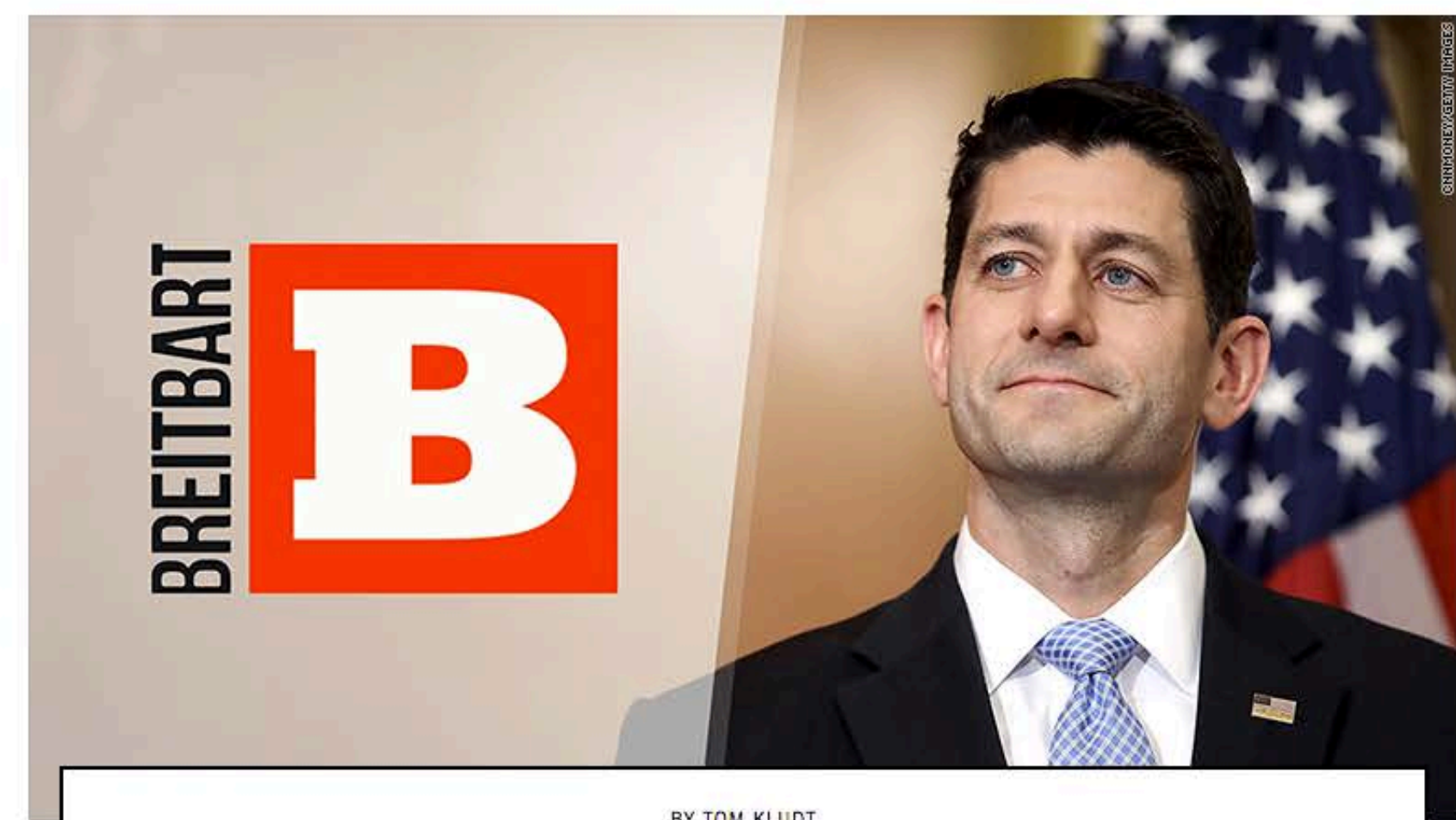
By Pete Vernon, **CJR**

FRIDAY, MAR 10TH, 2017

Denverite, Billy Penn get acquainted after Spirited Media merger

By Dan Eldridge

< To CNNMoney



BY TOM KLUDT
Breitbart vs. Paul Ryan: Website publishes audio of Speaker trashing Trump



BY CHRIS ISIDORE
John Oliver's new ad for Trump takes shot at health care bill



BY DYLAN BYERS
Reporters, White House debate whether Trump can be trusted

TOP STORIES

Oscars president: Best Picture mix up was a shocking, but beautiful, ending

SPOTLIGHT



The Washington Post

March 14, 2017

Democracy Dies in Darkness

Edition: U.S. & World | Regional

In the News: Blizzard, Giant tumor, Murder-suicide, Tampon tax, Steve King, Eurovision, 'The Bachelor', Somali pirates, Ezekiel Elliott, Baylor

Conservatives' reaction to CBO report casts doubt on GOP health plan's viability

Though the bill is projected to lower the federal budget deficit over the next decade and produce a 10 percent average decrease in premiums after that, skeptics on the right remain unconvinced it would go far enough in pulling back elements of former President Barack Obama's 2010 health-care law.

By Elise Viebeck, Amy Goldstein, Kelsey Snell and Mike DeBonis · 1 hour ago

• **The Daily 202: CBO bombshell is going to force changes to health-care bill**

Wonkblog Analysis

The CBO report is ugly for Republicans. But it may be what they need.

While the report could set back Republicans' efforts to sell their bill to the public, it did make it easier for them to move their measure through the Senate.

By Max Ehrenfreund · 2 hours ago



Fact Checker: Trump budget director's 4-Pinocchio claims about Obamacare review



Wonkblog: Losers in the GOP's health plan? Some of the most pro-Trump places in America



Glenn Beck hugs a friend on his set that is designed to resemble the Oval Office. (Rex C. Curry for The Post)

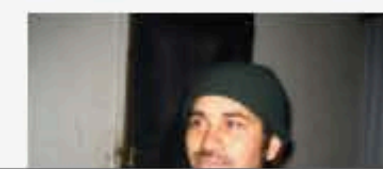
Glenn Beck wants to heal the America he divided — one hug at a time

Glenn Beck, godfather to the tea party, cable news rabble-rouser of the first order, a hawk of ornate and dire conspiracy theories, not only has spent the past year as a Never Trumper but also has spurned his past and is testifying to the power of love, understanding and empathy — for liberals.

By Marc Fisher · 1 hour ago

Deaf, mute and accused of murder, an undocumented immigrant has been in legal limbo for 12 years

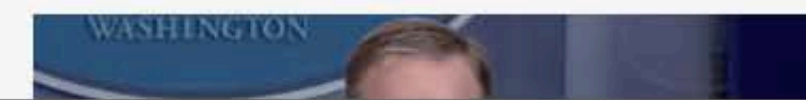
Efforts to try Oswaldo Martinez have been stymied by his almost complete inability to communicate. Unable to read, write or enunciate more than a few small



BUY ME BRUNCH

\$28	shitshow tee	polite hoody
menace tee	let's drink zip...	shitshow zip...
Revolver Socks	snuggle hoody	part wolf tee
beast rocks S...	poppin bottle...	hit me baby t...
america tee	hangry pullov...	brunch hoody

Morning Mix

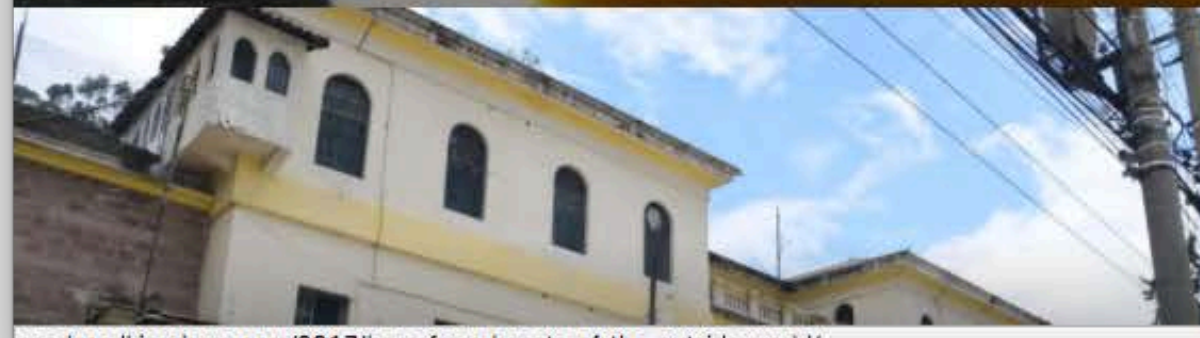




BORN FROM BEASTS OF THE OUTSIDE WORLD

Japan's homegrown foreign cuisine is finally getting its due.

"NOTHING BELONGS TO ANYONE ANYMORE"



- Ren LaForme
- News Feed
- Messenger
- SHORTCUTS
 - Dan and Nati's Weddi...
 - Board Games
 - CoinFlip
 - Tampa Bay Media & D...
 - Alumni of The Crow's...
 - Tampa Bay Beer Fort
 - Keeley & Ren Weddin...
 - Poynter
 - USFSP The Know It A...
 - Brewski Takes Over: ...
- EXPLORE
 - Events
 - Pages
 - Groups
 - Saved
 - Friend Lists
 - On This Day
 - Pokes
 - Insights
 - Photos
 - Manage Apps
- CREATE
 - Ad
 - Page
 - Group
 - Event
 - Fundraiser

Create a Post Photo/Video Album

What's on your mind?

Photo/Video Feeling/Activity

Alex Mnz 30 mins · Even had Fillon filled the square with an incredible seven people per square meter and then stacked another layer of people on top of them, the crowd would still have been only 130,000-strong.



This online tool makes checking crowd sizes easier
Donald Trump is neither the first nor the last politician to mislead the public about his crowd's size. Long before the 45th President of the United States was grossly overestimating attendan...
POYNTER.ORG

Like Comment Share Buffer

😊 Silvia Smr and 1 other

Write a comment...

Total Wine & More shared an offer. Sponsored

For a limited time, SAVE 10% off your total purchase when you buy qualifying wine, beer, spirits and/or accessories online with this promo code. Click here to redeem this code.



Brewski Takes Over... at 7 PM
Meghan McAtasney's birthday is today

Trending

- Congressional Budget Office**
C.B.O. Rates Republican Health Care Plan - nytimes.com
- Jessica Farrar**
Texas lawmaker proposes 'satirical' bill to fine men for masturbating - nbcnews.com
- Jeff Sessions**
Abrupt layoffs leave US attorneys scrambling - washingtonpost.com

Sponsored Create Ad



Limited Time Offer
americanexpress.com
Earn up to 35,000 bonus Starpoints®. Offer ends 4/5/17. Terms apply.



It's the perfect gift of discovery, with over 65 ge...
23andme.com
Give the gift of discovery, taken from your DNA!

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

YOUR PAGES SEE ALL

- Poynter 9+
- News University 9+
- Tampa Bay Med... 2

CONTACTS

- Keeley Sheehan LaFo... 1m
- Sara DiNatale
- Jared Burdick
- Travis Coates
- Julian Modugno
- Scott Pollenz
- Daniel Tomas
- Joy Mathis Mayer
- Tara McCarty 9m
- Corey LaForme 12h
- John Flanagan 52m
- Ben Mullin 1h
- Rory Hawkins 17m
- Andrew Palumbo 46m
- Stephanie Cascia Sh... 2m

GROUP CONVERSATIONS

- Loaf!
Andy, Keeley, Jamie, 12 others
- Master Ball Ménagerie
Keeley, Jamie, Katie, 5 others



Ren LaForme ✓
@itsren
TWEETS 11.1K FOLLOWING 1,656 FOLLOWERS 2,345

- Trends · Change
- #FunnyCauseltstru tv
Wanna troll @truTV for airing college basketball? Try being funnier. Promoted by truTV
 - #PiDay
@ruthannharnisch, @voxdotcom and 1 more are Tweeting about this
 - #StellaBlizzard
Northeast wakes up to Winter Storm Stella
 - #STCGlobal
 - #TourismWorks4FL
 - #TuesdayMotivation
24K Tweets
 - Wayne Tracker
9,908 Tweets
 - #TravelTuesday
7,302 Tweets
 - Are We Raising Racists
 - #womensphilanthropy
@ruthannharnisch is Tweeting about this

What's happening?

Thomas C. Tobin @ThomasCTobin · 8s
Gradebook podcast: Can science and religious expression coexist in Florida public schools? tampabay.com/blogs/gradeboo... via @TB_Times



Gradebook podcast: Can science and religious expression coexist in FI
For more than a decade, Florida Citizens for Science has worked to ensure public education remains true to scientific teachings. The group has spent... tampabay.com

eCommission @eCommission · Mar 8
7 tax-deductible expenses for #realestate professionals - Are you taking advantage? bit.ly/2mk19Df #realtor



- Who to follow · Refresh · View all
- The Tampa Bay 100** @Tam...
Followed by Keeley LaForme and others
Follow
 - Matthew Yglesias** @ma...
Follow
 - Christopher Hayes** @ch...
Follow
- Find friends

Live video · Hide



The Starters Twitter Show
NBA
Watch

Browser tabs: NL Nieman Journalism Lab, Columbia Journalism R..., Media - CNNMoney, Washington Post: Break..., Roads & Kingdoms, (4) Facebook, Twitter, reddit: the front page of..., You

Address bar: Secure https://www.reddit.com

Navigation: MY SUBREDDITS, POPULAR, ALL, RANDOM, ASKREDDIT, FUNNY, TODAYILEARNED, GAMING, WORLDNEWS, PICS, AWW, VIDEOS, NEWS, MOVIES, GIFS, MILDLYINTERESTING, SHOWERTHOUGHTS, IAMA, LIFEPROTIPS, JOKES, TELEVISION, NOTTHEONION, OLDSCHOOLCOOL, TWOXCHROMOSOMES, EXPLAINLIKEIMFIVE, SPA, MORE

Reddit Header: reddit hot new rising controversial top gilded wiki promoted

Right Sidebar: search, itsren, remember me, reset password, login

Post 1: **Together, we go further. Join us for Twitch X Reddit IRL at SXSW - AMA schedule inside. Livestream kicks off Monday at 2PM CDT.** (twitch.tv) promoted by Snoo_IRL

Trending subreddits: r/AustralianPlantSwap, r/dontdeadopeninside, r/OTMemes, r/FlowerMemes, r/shubreddit 29 comments

Post 2: **Criminal situation** (i.redd.it) submitted 2 hours ago by Rezortodie to r/gifs 15.3k 196 comments share

Post 3: **These are the 17 House Representatives that introduced a bill to let telecoms sell your personal internet history** Politics (privateinternetaccess.com) submitted 3 hours ago by bitbybitbybitcoin to r/technology 10.2k 541 comments share

Post 4: **MRW anybody in the White House says anything** /r/all (i.redd.it) submitted 3 hours ago by CensorVictim to r/reactiongifs 11.4k 550 comments share

Post 5: **Macaws in sunlight look almost literally** (i.imgur.com) submitted 4 hours ago by YoSoyUnPayaso to r/NatureIsFuckingLit 14.7k 141 comments share

Post 6: **Wide open** Verified (i.imgur.com) submitted 3 hours ago by ButPooComesFromThere to r/funny 13.2k 246 comments share

Post 7: **Street Art** (i.imgur.com) submitted 4 hours ago by BraveReddit to r/pics 13.0k 128 comments share

Post 8: **Apollo 17 and its destination captured in one photo.** (i.imgur.com) submitted 4 hours ago by BraveReddit to r/space 10.8k 177 comments share

Post 9: **Rex Tillerson: Secretary of State used fake name 'Wayne Tracker' to discuss climate change while Exxon Mobil CEO: Court filing comes in legal dispute in which Exxon seeks to derail probes into whether the company misled investors for years about the possible impact of global warming on its business** (Independent.co.uk) submitted 5 hours ago by maxwellhill to r/worldnews 29.1k 1877 comments share

Post 10: **I will call you Melty Bird** /r/all (i.imgur.com) submitted 5 hours ago by i124nk8 to r/Eyebleach 10.7k 184 comments share

Post 11: **PsBattle: Hugh Jackman looking out of a car window** Photoshops Only M... (i.redd.it) submitted 5 hours ago by Navinox97 to r/photoshobbattles 12.2k 375 comments share

Post 12: **Indeed...** (i.redd.it) submitted 6 hours ago by Another4Miles to r/gaming 28.2k

Right Sidebar Ad: twitch x reddit STREAMING LIVE FROM SXSW

Right Sidebar Ad: Submit a new link, Submit a new text post

Right Sidebar Ad: daily reddit gold goal 36% help support reddit

Right Sidebar Ad: SXSW LIVE STREAM

- COMPOSE
- Inbox (30)
- Starred
- Important
- Sent Mail
- Drafts (20)
- Circles
- [imap]/Drafts
- [Mailbox] (4)
- Boomerang
- Boomerang-Outbox
- Boomerang-Returned
- cc'd

Unread		1-30 of 30
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Hodgman	This is JH telling you to stand down and stay warm tonight: TRIVIA has been postponed. - Tonight's Trivia Night for Cheaters event at the Bell House has been POSTPONED Until 4/1! 11:26 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Nextdoor Bartlett Park	DISCOUNT HAIR SERVICES!!! - Ashley Marury, Downtown St. Petersburg I will be offering 25% off of ALL color or cutting services for the next two weeks! I'm located at VLVT Salon on cen 11:14 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Personalized SpotCrime R.	03/14/2017 Local Crime Map and Crime Report powered by SpotCrime - Your Local Crime Alert VIEW AS A WEB PAGE 5.00 Miles around 1210 highland st s 33701 Crime Map You Mig 11:05 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Julia Carpenter	A Woman to Know: Wáng Zhènyì - There were times I had to put down my pen and sigh. But I love the subject. I do not give up. — Wang Zhenyi ("Women in a Qing Palace," image via Me 10:39 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Tim Franklin	Your Laptops - Dear colleagues, Good morning everyone. I know we've mentioned this before, but with a number of new employees onboard we thought it was time for a friendly reminder a 10:18 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Harvard Business Review	Be a leader others want to follow - Inspire others and chart your path to professional success. BOOKS COLLECTIONS TOOLS SIGN IN Achieve your leadership potential Whether you are 10:00 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Sami Main	Pep Talk: The time is now! - The present time has one advantage over every other - it is our own. - Charles Caleb Colton pep talk! by Sami Main Apartment With Exposed Brick Brooklyn, N 9:55 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Roy Peter Clark	Music slide show - Ren: I demand that you spend as little time as possible on this project. I have attached a file. You will see the list of 20 elements, with some suggested imagery, but not e 11:00 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Katie, Kelly (2)	Fwd: Facebook courses for Poynter review - Katie Hawkins-Gaar Digital Innovation Faculty Poynter @katiehawk 727-553-4354 Subscribe to The Cohort Forwarded message From: Kelly 11:00 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> NextDraft	Sign of the Times - Monday, March 13, 2017 1 SIGN OF THE TIMES "Have you seen the sign in the square? There's a Ku Klux Klan sign in the town square." A few weeks ago, someone h 11:00 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> me, merrill (2)	Two more Gannett reporting seminars? - Hi. April 17 I will be in (ahem) the Galapagos. Gone 13 to 24. If you can move people around, yes. Oct. 16 is fine. I'm actually supposed to be givi 11:00 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Sandy Johnakin	Updated Internal Roster attached EOM 11:00 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Brenden Schlesinger	ACES Certificate - Hi Ren, My name is Brenden, I'm Devin's friend. We met at your house warming party a few weeks ago. I am emailing you because you mentioned you would be able to g 11:00 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Daniel .. me, James (9)	Fiddilo and Poynter - Ren Middy looks very good for us on Friday. We will be in Tampa and can meet at your office. Have a great weekend, and we look forward to our meeting. Sincerely . 11:00 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Ann Friedman	Past maps and future selves - Surprise me View in browser March 10, 2017 Loganberry Books in Cleveland displayed books by men with their spines turned inward. This week I spent a fe 11:00 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Vidisha, me, Dan (5)	Re: Press Release - Hello. Here is the first draft of the slide deck for the webinar. Please let me know your thoughts, feedback, suggestions for changes, etc. Thanks! Dan From: Vidisha Priy 11:00 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Kate Woodsome	Question re interactive social/digi video - Hi Ren, it's Kate. I'm a Senior Producer of The Stream, a daily current affairs discussion show on Al Jazeera English (the global network, not the 11:00 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Vidisha Priyanka	Plans for converting flash courses to OpenEdx - Hiya, We have about 30 courses in flash. See list below. We have to come up with some sort of a plan to tackle this one by one. Here is r 11:00 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Vidisha Priyanka	Fwd: EDX DEMO COURSE - This course has a little more interactive elements than the other courses. Please take a look when you get some time. I am going to set aside a couple of hours 11:00 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Wendy .. Nicholas, Wendy (4)	Ideas for pilot of Google Tools training - Nick, Good points. I think Ren and Vidisha are the ones who'll respond to this -- they have the best sense of what online training topics are in mos 11:00 am
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Kelly .. me, Meredith (12)	Intros - Hi Ren: I hope you had a great weekend. The first week or two of April sounds good to us! Let us know how your schedule looks. Thanks, Meredith On Jan 19, 2017, at 11:16 AM, R 11:00 am



echo \$179⁹⁹



Hi, Ren | Your Orders: 0 recent orders | Try This: "Alexa, add eggs to my list." | Prime Benefits: Free in Prime Music | Get The Most From Amazon: Benefits & Offers for you | Customer Since 2006

Related to items you've viewed [See more](#)



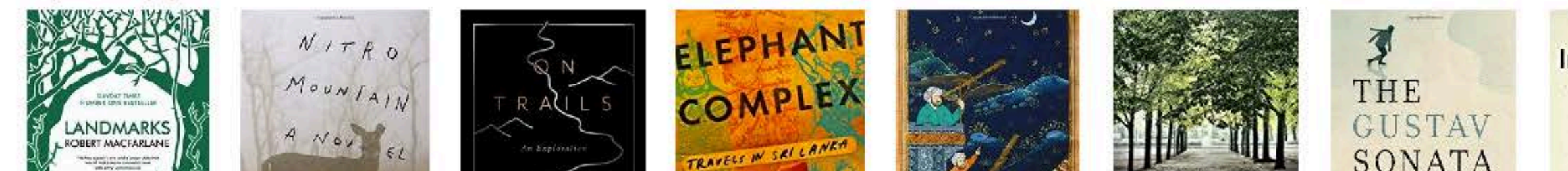
amazon warehousedeals

Bargain Bin
Everything 50% off or more

[Shop now](#)

[Ad feedback](#)


Inspired by your Wish List [See more](#)



Your Dash Buttons

[Manage buttons](#) | [Learn more](#)

TAP HERE for info | TAP HERE to buy







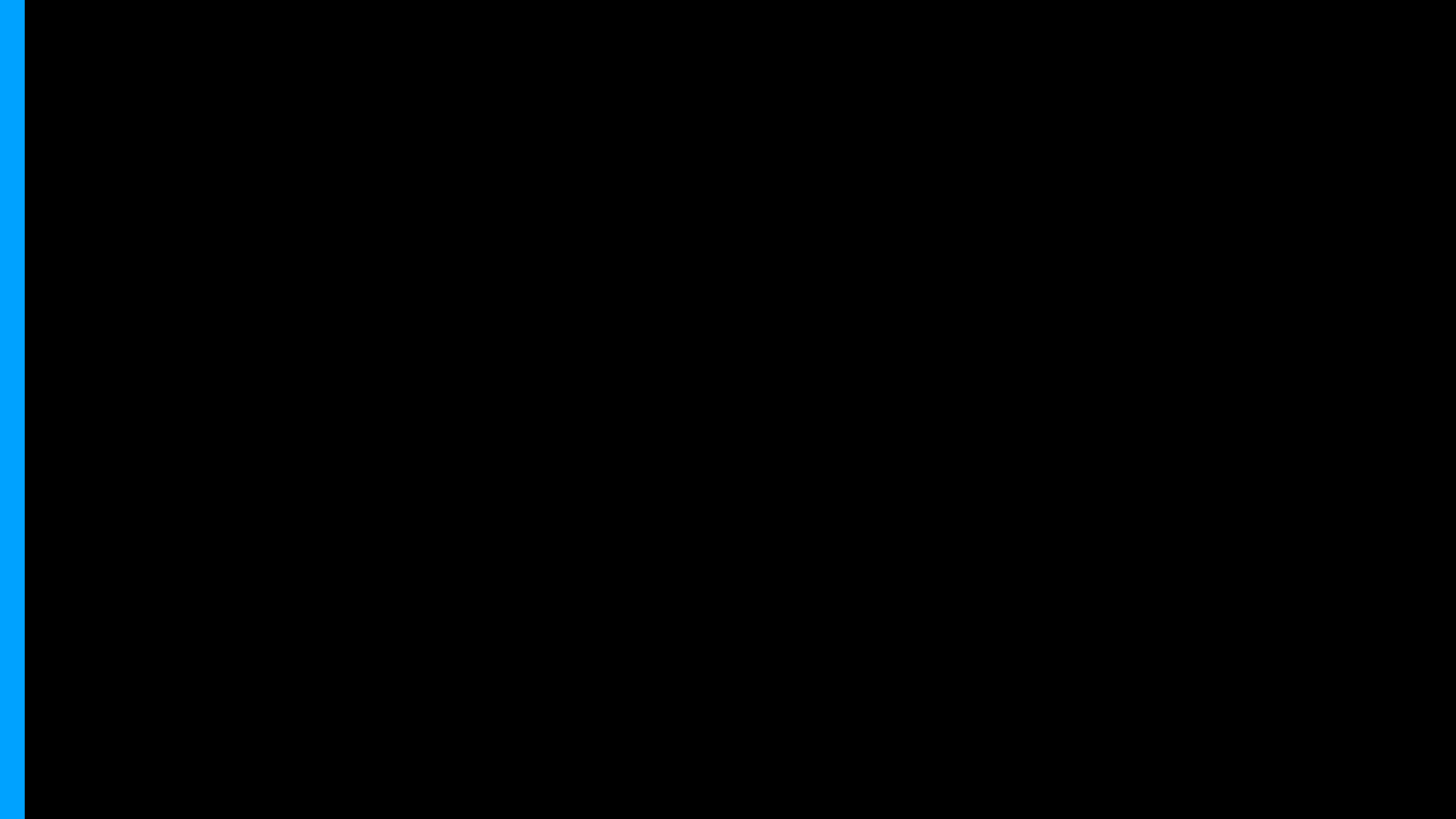
Is there
a better way
to tell this story?

**Is there
a better way
to tell this story?**

... to make it clearer, more informative or more interesting?

Is there
a better way
to tell this story?

... to make it clearer, more informative or **more interesting?**



**When you're
telling stories
online...**

**You're at war
for attention
with the rest
of the Internet**

ADVERTISEMENT

THREAD at Yale
Storytelling in Modern Media

Print · Audio · Hybrid Forms

What is your storytelling medium?
Redefine the boundaries at **THREAD.**

June 11-14, 2017
Yale University

Join Us >

☰ MENU

Poynter.
A global leader in journalism



CULTURE

Photo by bradleyjohnson / Flickr

THREAD at Yale
Storytelling in Modern Media



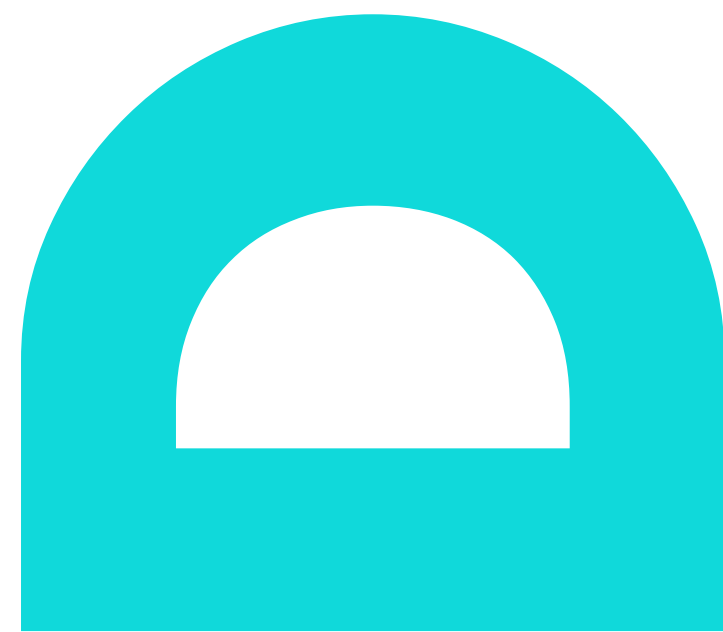
Encourage
**HANDS-ON
EXPERIENCE.**



Get buy-in with a
TRIAL RUN.



Involvement with
BRAINSTORMS.



- Defer judgement
- Encourage wild ideas
- Build on the ideas of others
- Stay focused on the topic
- One conversation at a time
- Be visual
- Go for quantity



MAKE TIME.

LET SOME
OPPORTUNITIES —

EVEN GOOD ONES —

PASS BY.

YOU JERK

[make
time]

POOR PEOPLE
ON ME &
need to go
e

05:08 PM

Try out Google's

20%

model



**BUT BE
REALISTIC.**

***“What can I drop to
make this happen?”***

***Is it a technological,
procedural or human issue?***

*Who is involved? Think in terms of who needs to change **and** who it'll affect.*

How long will it take to fix? Can you afford to try to change for a trial period?

***Delaying changing something for
money and/or time-based
reasons? Think again.***



**MAKE IT OK TO
FAIL.**



**RECOGNIZE THAT
CHANGE IS THE
JOB.**



WHAT ELSE?



**DON'T DO
ANYTHING WITHOUT
MEASURING IMPACT**

**AND WITHOUT
MAKING SURE IT'S
WORKING**

**Test everything on
social and mobile**



[Redacted]

November 16 at 2:38pm · 🌐

Heating aid application process starts today.

Heating aid application process starts today

New York state residents can begin applying for home heating assistance today, according to Gov. Andrew Cuomo's office.

[Redacted]



👍 Like

💬 Comment

➦ Share

Kelley Foster likes this.



Write a comment...



Pay attention to the
metrics with your goals
in mind

METRICS TO WATCH

Engaged time is best

Pageviews are ok

Uniques are ok, too

Try comparing those last two

**Always debrief when
you try something new**

DEBRIEFING

What worked well?

What could have been better?

If it didn't work well: What can we do to be successful in the future?



40BETTERHOURS.COM

**WHAT ARE YOUR
PAIN POINTS?**



THANK YOU!

@itsren

ren@poynter.org