

**2007 Kaiser Media Fellowships program:**  
**Poynter Institute program on computer-assisted health reporting**  
**Sunday, November 11-Wednesday, November 14, 2007**

The Poynter Institute for Media Studies, 801 Third Street South, St. Petersburg, Florida 33701

Hotel accommodations: Hampton Inn & Suites, 80 Beach Drive NE, St. Petersburg, FL 33701

**Program Faculty**

Debbie Wolfe, Technology Training Editor, *St. Petersburg Times*:

**Spreadsheet reporting, podcasting and digital audio**

Debbie is the technology training editor for 450+ journalists at the *St. Petersburg Times* and teaches various courses at the University of South Florida, from "Media Convergence" to "Web Publishing" and "Research Methods." At the *Times*, she helps supervise beat projects related to the use of technology and the analysis of public records on deadline. Her background is as a reporter, managing editor, photojournalist, college-level journalism educator/administrator and news researcher. Debbie's journalism-related passions are teaching technology/new media, photography, interviewing, analysis and research techniques.

Chris Adams, National Correspondent/Investigative Team, Washington D.C. bureau, *McClatchy* (1995/96 Kaiser Media Fellow)

Chris is a reporter in the McClatchy Washington Bureau, working on national investigations for the company's 31 papers. He previously worked for *The Wall Street Journal* and the New Orleans *Times-Picayune* and was a Kaiser Media Fellow in 1995. His reporting has won numerous national awards, including the George Polk, RFK, Worth Bingham, Gerald Loeb, IRE, Livingston, Mollenhoff, Headliner, SPJ, Scripps Howard, National Press Club, and Heywood Broun. He was a finalist for the Pulitzer Prize in 1996 and 1999, and in 2000 was part of a six-person *Journal* team that won the Pulitzer for national reporting.

--**Case studies:** using a major health care database--what to look for, how to handle the data, how to use it in reporting. Including reporting for the award-winning 1995/96 *Times-Picayune* series on health care fraud and nursing home scams in Louisiana, reporting for the *Wall Street Journal* on the FDA, and for Knight Ridder/McClatchy on the Veterans' Administration

Dave Morrison, Freelance Reporter:

**Internet reporting, blogging and video**

Dave has been a professional photographer for more than 30 years. While attending the University of South Florida in Tampa, he joined the *St. Petersburg Times* as a photojournalist in 1976. In 1995, he left photojournalism to run the *Times'* Commercial Photography Dept. He also became the in-house videographer for the *Times* and received his Apple Certification training in Final Cut Pro. Beginning in 2005, he became the Producer of two popular podcasts for the *Times* Web Dept. recording and editing more than 150 episodes.

Since leaving the *Times* in 2007, Dave continues to produce audio, video and still photography for a variety of multimedia and advertising clients throughout the Southeast.

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**PROGRAM**

Breakfast will be available in the hotel restaurant from 6:00am onwards. The Poynter Institute is approximately 20 minutes walk from the hotel. There will be an informal buffet lunch each day at the Poynter Institute. Dress is casual. We will meet each day in the Newsroom at Poynter with Debbie Wolfe, Chris Adams, and Dave Morrison. **Please bring your laptop!**

**Sunday, November 11**

6:40pm: Meet in hotel lobby, walk to restaurant  
7:00pm: Introduction to program/Dinner  
Moon Under Water, 332 Beach Drive NE

**Monday, November 12**

8:30am: Meet in hotel lobby for shuttle/walk to Poynter  
9:00am: Meet in lobby of Poynter, tour of building with David Shedden  
9:15am: The Poynter Institute, Newsroom, with Debbie Wolfe, Chris Adams, and Dave Morrison  
9:30am-12:00pm: **Blogging**—an overview of the ethical issues, linking, headlines, and focus of your blog; why is a blog different from a newspaper story?  
Introduction to using **Audio**  
12:00pm: Lunch  
1.30pm-5:00pm: Introduction #1 to using **spreadsheets** in reporting. How to: get around in Excel; sort and filter data; see simple trends in data; and, build/edit your own spreadsheet  
5:00pm: Wrap-up and walk back to hotel  
6:40pm: Walk from hotel  
7:00pm: Dinner, Café Alma, 260 First Avenue @ 2<sup>nd</sup> Street South

**Tuesday, November 13**

8:30am: Meet in hotel lobby for shuttle/walk to Poynter  
9:00am: The Poynter Institute, Newsroom, with Debbie Wolfe, Chris Adams, and Dave Morrison  
9:00am-12:00pm: **Audio**—podcasting (narration, bumpers, intros/exits), Skype, SoundSlides (post-production editing), audio editing with Audacity  
12:00pm: Lunch  
1.30pm-5:00pm: Introduction #2 to using **spreadsheets** in reporting. How to: do multiple sorts and custom filters, see complex trends in data, “interview the data” – problem-solving exercises  
5:00pm: Wrap-up and walk back to hotel  
6:30pm: Walk from hotel  
7:00pm: Dinner, Columbia Restaurant, 800 2<sup>nd</sup> Avenue NE

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**Wednesday, November 14**

8:30am:	Meet in hotel lobby for shuttle/walk to Poynter
9:00am:	The Poynter Institute, Newsroom with Debbie Wolfe, Chris Adams, and Dave Morrison
9:00am-12:00pm:	Option #1: How to edit Video Option #2: Advanced spread sheet reporting
12:00pm:	Lunch
	Wrap up/visit to the Salvador Dali Museum
2:00pm:	Fellows depart for airport

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**Participants**

**2007 Kaiser Media Fellows**

John Donnelly, reporter, Washington bureau, *The Boston Globe*  
Sheri Fink, M.D., freelance reporter, New York City  
Deborah Franklin, acting deputy science/health editor, NPR, Washington, D.C.  
Felice J. Freyer, medical writer, *The Providence Journal*, Rhode Island  
Tom Jennings, documentary producer, New York City  
Joshua Norman, health reporter, *The Sun Herald*, Biloxi, Mississippi  
Czerne M. Reid, health and science reporter, *The State*, Columbia, South Carolina  
T.R. Reid, Rocky Mountain bureau chief, *The Washington Post*

**Invited health journalists**

Adam Beam, reporter, *The State*, Columbia, South Carolina  
Judy Graham, senior medical reporter, *The Chicago Tribune*  
Kalpana Jain, Kaiser International Health Journalism Fellow, former health editor,  
*Times of India*, New Delhi  
Kate Moran, health reporter, *The Times-Picayune*  
Megha Satyanarayana, health reporter, *The Sun Herald*, Biloxi, MS  
2007 Nieman Global Health Fellows—Ran An, medical reporter, *China Newsweek*;  
Christine Gorman, science writer and contributor, *Time* magazine; Andrew Quinn,  
senior Southern Africa correspondent, *Reuters*

**Program Faculty**

Chris Adams, National Correspondent/Investigative Team, Washington D.C. bureau,  
*McClatchy* (1995/96 Kaiser Media Fellow)  
Dave Morrison, Freelance Reporter, St. Petersburg, FL  
Debbie Wolfe, Technology Training Editor, *St. Petersburg Times*

**Kaiser Foundation staff**

Penny Duckham, executive director, Kaiser Media Fellowships Program