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# IRE 2013

June 20 - 23 in San Antonio

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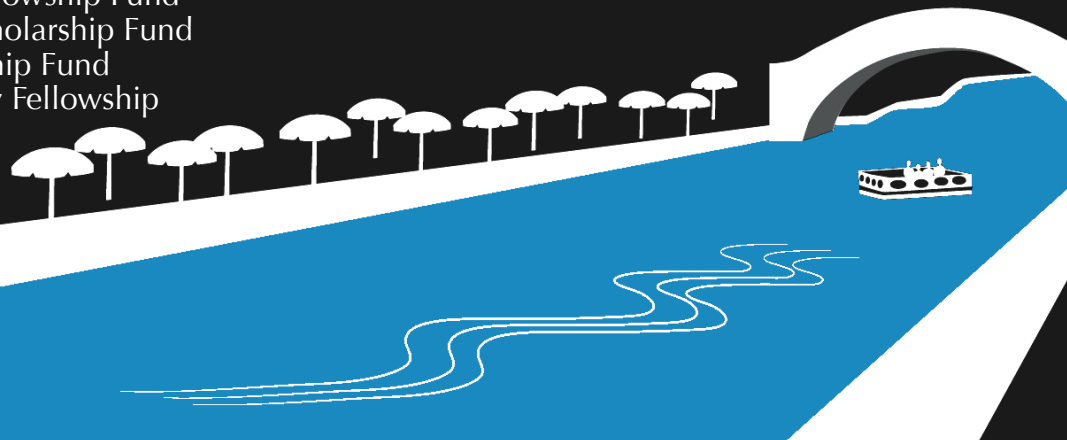
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- CUNY Graduate School of Journalism
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- Esri
- Federal Reserve Bank of St. Louis
- Investigative Mechanics, Inc.
- The Mayborn Literary Nonfiction Conference
- Watchdog.org

## RECRUITERS

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- Gannett Company, Inc.
- The E.W. Scripps Company



# WEDNESDAY

2 - 5 P.M. (REGISTRATION AT 1:30 P.M.)

SALON D

## Breaking local stories with economic data

*Sponsored by Donald W. Reynolds National Center for Business Journalism*

Jeannine Aversa (U.S. Bureau of Economic Analysis), Paul Overberg (USA TODAY)

# THURSDAY MORNING

9 - 10 A.M.

PANELS

SALON A

## Shooting your own video for your investigation

Steve Elfers (USA TODAY)

SALON C

## Easy to use visualization tools

Cheryl Phillips (The Seattle Times), Chloe Whiteaker (Bloomberg News), Joe Yerardi (San Antonio Express-News)

SALON D

## Best mobile apps for reporting

David Ho (The Wall Street Journal), Stephen Stock (KNTV-San Francisco)

SALON I

## Every day data: DBs every newsroom should already have on file or be familiar with

Dan Keating (The Washington Post), Yang Wang (Houston Chronicle)

SALON J

SALON K

## INN Training: The latest on philanthropy for nonprofit news and media organizations (9 - 10:30 a.m.)

Joe Beyer (Sundance Institute), Marie Gilot (John S. and James L. Knight Foundation), Mark Hallett (McCormick Foundation), Sue Hale (Ethics and Excellence in Journalism Foundation), Moderator: Charles Lewis (Investigative Reporting Workshop)

CR 1 - 4

## Juking the stats? Delve into your police department's FBI crime data to find flaws

Ben Poston (Los Angeles Times), Steve Thompson (The Dallas Morning News)

HANDS ON

CR - 10

## Tableau Public for beginners (9 a.m. - 12:30 p.m.)

*Hosted by Tableau Public*

Jewell Loree (Tableau Software) **\*\*pre-registered attendees only\*\***

CR - 11

## Rapid data publishing for Caspio (9 - 10:50 a.m.)

*Hosted by Caspio*

Edward Garcia (Caspio) **\*\*pre-registered attendees only\*\***

DEMO

CR - 12

*The Demo room is sponsored by the John S. and James L. Knight Foundation*

PANELS

SALON A

## Using technology in your investigation

Megan Chuchmach (ABC News), Alison Young (USA TODAY)

SALON D

## Overview of the year in CAR

Mark Horvit, Megan Luther (IRE)

SALON I

## Investigating health care with data

David Donald (The Center for Public Integrity), Jeff Donn (The Associated Press)

SALON J

## Business investigations *Sponsored by Bloomberg*

Rob Barry (The Wall Street Journal), David Heath (The Center for Public Integrity), Todd Wallack (The Boston Globe)

SALON K

## INN Training : Best-practice lightning round presentations (10:45 a.m. - 12:30 p.m.)

CR 1 - 4

### Compared to what?

#### Using data to provide context on any beat

Coulter Jones (The Center for Investigative Reporting), Jessica Savage (Corpus Christi Caller-Times)

DEMO

CR - 12

*The Demo room is sponsored by the John S. and James L. Knight Foundation*

### Sensor journalism

Matt Waite (University of Nebraska)

11:20 A.M. - 12:20 P.M.

PANELS

SALON A

## Free or cheap tools for wrangling data

Tyler Dukes (Reporters' Lab), T. Christian Miller (ProPublica)

SALON C

## Squeaky wheels: Quick-hit and in-depth investigations from complaint data

Emily DeMarco (PublicSource), Jill Riepenhoff (The Columbus Dispatch)

SALON D

## Finding the needles in a million haystacks: How to build a thorough data-based investigation with inaccessible, incomprehensible, and indeterminate data

Robert Benincasa (NPR), Glenn Howatt (Star Tribune), Amanda Zamora (ProPublica)

SALON I

## Demystifying mobile for investigations

David Ho (The Wall Street Journal), Miranda Mulligan (Knight Lab), Jeff Taylor (The Indianapolis Star)

SALON J

## Inspect this

Tom Frank (USA TODAY), Megan Luther (IRE), Russ Ptacek (WUSA-Washington, D.C.)

CR 1 - 4

## Mapping for investigations

Andrew Long (Arizona Center for Investigative Reporting), Ben Poston (Los Angeles Times)

HANDS ON

CR - 11

## Sneak peek of Caspio 8.0 Beta *Hosted by Caspio*

Edward Garcia (Caspio) **\*\*pre-registered attendees only\*\***

DEMO

CR - 12

*The Demo room is sponsored by the John S. and James L. Knight Foundation*

## DocumentCloud as an investigative tool

Holly Hacker (The Dallas Morning News), Ted Han (DocumentCloud/IRE)

12:30 - 2:30 P.M.

## Lunch on your own

SALON K

## INN Training: A conversation with Google's Dave Gehring (1-2 p.m.)

Dave Gehring (Google)

# THURSDAY AFTERNOON

2:30 - 3:30 P.M.

PANELS

SALON A

## Financing and accounting for journalists

Roddy Boyd (Southern Investigative Reporting Foundation), David Cay Johnston (Author)

SALON C

SALON D

## From big to small: How to integrate data projects into the newsroom

Becca Aaronson, Ryan Murphy (The Texas Tribune), Reese Dunklin, Matt Jacob (The Dallas Morning News), Moderator: Shawn McIntosh (The Atlanta Journal-Constitution)

SALON I

## Going beyond the obvious: Creative uses for data

Ryann Grochowski (inewssource), Margot Williams (NPR)

SALON J

## Performance enhancing drugs

Jeff Donn (The Associated Press), Mike Fish, T. J. Quinn (ESPN)

SALON K

## INN: Breakout sessions (2:15 - 4:15 p.m.)

CR 1 - 4

## The doctor is in: Diagnosing dirty data

Jaimi Dowdell (IRE), Jennifer LaFleur (ProPublica)

HANDS ON

CR - 10

## Tableau Public for pros (1:30 - 5:30 p.m.)

Hosted by Tableau Public

Mike Klaczynski (Tableau Software) **\*\*pre-registered attendees only\*\***

CR - 11

## Demo: New Caspio Map Mashup Wizard

Hosted by Caspio Edward Garcia (Caspio) **\*\*pre-registered attendees only\*\***

DEMO

CR - 12

The Demo room is sponsored by the John S. and James L. Knight Foundation

## Spycraft

Steve Doig (ASU Walter Cronkite School of Journalism)

3:40 - 4:40 P.M.

PANELS

SALON A

## Why you (and your shop) need data

Jaimi Dowdell (IRE), Chris Schnaars (USA TODAY), Stephen Stock (KNTV-San Francisco)

SALON C

## Criminal justice: Guns

Sponsored by Criminal Justice Journalists Gerardo Reyes (Univision), Raquel Rutledge (Milwaukee Journal Sentinel), Moderator: Ted Gest (Criminal Justice Journalists)

SALON D

## Investigative storytelling in radio

Sandra Bartlett (Independent journalist), John Ryan (KUOW Radio)

SALON I

## The top 10 ways of ranking things

Daniel Lathrop (The Dallas Morning News), Doug Smith (Los Angeles Times)

SALON J

## Data negotiations: Getting around obstacles

Corbin Carson (News21), David Herzog (IRE), Joseph R. Larsen (Sedgwick LLP)

SALON K

## INN & public media: The new and growing alliance (4:30 - 6 p.m.)

Brant Houston (University of Illinois)

CR 1 - 4

## The power of social media: Geolocation for news

Glenn Anderson (BBC), Mark Luckie (Twitter), Jennifer Peck (Banjo), Moderator: Doug Haddix (Ohio State University)

HANDS ON

CR - 11

## Mapping and user-generated data

Hosted by Caspio Edward Garcia (Caspio) **\*\*pre-registered attendees only\*\***

DEMO

CR - 12

The Demo room is sponsored by the John S. and James L. Knight Foundation

CR - 7

## Introducing Tabula: A PDF data extractor

Mike Tigas (Knight-Mozilla OpenNews)

4 P.M.

## IRE Board of Directors Meeting

The IRE Board of Directors will meet in CR7, located on the 3rd floor of the San Antonio Rivercenter.

The meeting is open to all IRE members.

4:50 - 5:50 P.M.

PANELS

SALON A

## You've got the data, where's the story? How to find interesting patterns and do analysis

Dan Keating (The Washington Post),

Tasneem Raja (Mother Jones)

SALON C

## Criminal justice: Prisons

Sponsored by Criminal Justice Journalists

Scott Henson (Grits for Breakfast Blog), Kirk Mitchell

(The Denver Post), Jessica Pupovac (NPR), Mike Ward

(Austin American-Statesman),

Moderator: Ted Gest (Criminal Justice Journalists)

SALON D

## In God's name: Investigating religion

Sponsored by the Religion Newswriters Association

William Lobdell (Independent journalist), Bob Smietana (The Ten-

nessean), Moderator: Abe Levy (San Antonio Express-News)

SALON I

SALON J

## Broadcast: Surveillance - Learning from the pros

Anji Tribyl Fussell (She Spies Private Eye), Tony Kovaleski

(KNTV-San Francisco), Kelly Riddle (Kelmar Global Investigations)

SALON K

CR 1 - 4

## How to use ProPublica's data in your reporting

Jennifer LaFleur, Al Shaw and other ProPublica reporters

DEMO

CR - 12

The Demo room is sponsored by the John S. and James L. Knight Foundation

## Embedding data and maps into the minds of readers: An Esri Community Analyst and Mapping platform experience

Ingrid Lobet, Yang Wang (Houston Chronicle),

Brian Peterson (Esri)

6 P.M.

SALON E

## Welcome reception

Sponsored by Esri

Meet up with friends you have not seen since last year and welcome new attendees. Enjoy the music of the Texas State University Mariachis.

Each attendee will receive one drink ticket for beer, wine, soda or bottled water.

# FRIDAY MORNING

8 - 8:30 A.M.

## Mentoring program networking breakfast

Sponsored by The Scripps Howard Foundation \*\* Invitation-only event \*\*

8:30 - 9:30 A.M.

## Investigating after a disaster

Matthew Doig (Newsday) \*\* additional speakers TBA \*\*

## The year in investigative reporting

Mark Horvit, Megan Luther (IRE)

## Bad medicine: Healthcare investigations

Sponsored by The Amarillo Independent

Christina Jewett (The Center for Investigative Reporting), Rhianon Meyers (Corpus Christi Caller-Times), Joe Neff (The News & Observer), Moderator: Alison Young (USA TODAY)

## Completing the puzzle: Integrating video, data analysis, visuals and more in a collaboration

Pam Dempsey (Midwest Center for Investigative Reporting), Fernando Diaz (Hoy), Joanne Faryon, Brad Racino (inewsourc), Moderator: Mc Nelly Torres (Florida Center for Investigative Journalism)

## Broadcast: Ask the lawyers

Amanda Leith (NBC), Andrew Siegel (CBS), Lee Williams (CNN), Moderator: Kathleen Johnston (CNN)

## Investigating incentives

David Cay Johnston (Author), Greg LeRoy (Good Jobs First)

## Soldiers stories: Military investigations

Aaron Glantz (The Center for Investigative Reporting), Tony Plohetski (Austin-American Statesman), Carl Prine (Pittsburgh Post-Gazette), Moderator: Sig Christenson (San Antonio Express-News)

## Excel 1

Jill Riepenhoff (The Columbus Dispatch)

## Mapping 1: Displaying data geographically with ArcGIS

David Herzog (IRE)

## Use FOIA Machine to prepare, send and track your public records requests

Coulter Jones, Djordje Padejski (The Center for Investigative Reporting)

9:40 - 10:40 A.M.

## The great divide: Investigating income inequality

David Cay Johnston (Author), Paul Overberg (USA TODAY)

## Breaking silence within communities

Sponsored by New America Media

Ngoc Nguyen (New America Media), Johanes Rosello (Mundo Hispanico), Rong Xiaoqing (Sing Tao), Moderator: Sandy Close (New America Media)

## Reporting amid danger: When journalists are targeted and newsrooms are infiltrated

Tim Johnson (McClatchy Newspapers), Gaston Monge Estrada (El Universal), Rana Sabbagh (Arab Reporters for Investigative Journalism), Moderator: Andrew Donohue (Knight Fellow)

## Cracking corporate corruption at Wal-Mart

Sponsored by Donald W. Reynolds National Center for Business Journalism

David Barstow (The New York Times), Alejandra Xanic von Bertrab (Independent journalist), Moderator: Leonard Downie Jr. (ASU Walter Cronkite School of Journalism)

## The best of broadcast: Stories from behind the camera

Tisha Thompson (WRC-Washington D.C.)

SALON K

## From your notebook to Barnes & Noble: Turning your reporting into a book

Trevor Aaronson (Florida Center for Investigative Reporting), Jim Hornfischer (Hornfischer Literary Management), David Patterson (Foundry Literary + Media), Moderator: Steve Weinberg (University of Missouri)

CR 1 -4

## Transparency: Getting past "No" when government pushes back

Sponsored by Rockefeller Brothers Fund

Angela Galloway (Davis Wright Tremaine LLP), Jack Gillum (The Associated Press), David Jackson (Chicago Tribune), Moderator: Jennifer LaFleur (ProPublica)

HANDS ON

CR - 10

## Excel 2

Anupama Narayanswamy (Sunlight Foundation)

CR - 11

## Mapping 2: Importing and selecting data by attribute with ArcGIS

Kevin Crowe (Milwaukee Journal Sentinel)

DEMO

CR - 12

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## Polling primer: Vetting and writing about public opinion polls

Scott Clement (Capital Insight)

10:50 - 11:50 A.M.

## In the name of charity: Investigating nonprofits

Ziva Branstetter (Tulsa World), Kris Hundley (Tampa Bay Times), Kendall Taggart (The Center for Investigative Reporting), Moderator: Rob Cribb (Toronto Star)

SALON C

## Why does college cost so much and where does the money go?

Holly Hacker (The Dallas Morning News), Scott Thurm (The Wall Street Journal), Janet Lorin, Phil Kuntz (Bloomberg News)

SALON D

## Managers: Editing and storytelling for all platforms

David Boardman (The Seattle Times), Stephen Engelberg (ProPublica), Matt Stiles (NPR)

SALON HI

## Enterprise on the education beat

Kevin Crowe (Milwaukee Journal Sentinel), Will Evans (The Center for Investigative Reporting), Michael LaForgia (Tampa Bay Times), Moderator: Mc Nelly Torres (Florida Center for Investigative Reporting)

SALON J

## Broadcast: Quick-hit investigations

Jeremy Rogalski (KHOU-Houston), Jim Strickland (WSB-Atlanta), Nanci Wilson (Independent journalist)

SALON K

## Pitch your work: Meetings with agents

Jim Hornfischer (Hornfischer Literary Management), David Patterson (Foundry Literary + Media)

CR 1 -4

## Policing the police: Investigating law enforcement

Nate Carlisle (The Salt Lake Tribune), Sally Kestin (Sun Sentinel), Lawrence Mower (The Palm Beach Post), Moderator: Shawn McIntosh (The Atlanta Journal-Constitution)

DEMO

CR - 12

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## Banjo: Real time, location based content discovery across social networks

Jennifer Peck (Banjo)

11:50 A.M. - 1:15 P.M.

## Lunch on your own

## Media lawyers brown bag (noon - 1 p.m.)

Steve Chung (NBC Universal), Steve Fogle (Jackson Walker L.L.P.), Angela Galloway (Davis Wright Tremaine LLP), Joseph R. Larsen (Sedgwick LLP)

SALON GM

## International luncheon (noon - 1 p.m.)

Sponsored by the Investigative Reporting Workshop at American University and IRE \*\* Invitation-only event \*\*

SALON GM

PANELS

SALON A

SALON C

SALON D

SALON HI

SALON J

SALON K

CR 1 - 4

HANDS ON

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DEMO

CR - 12

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PANELS

SALON A

SALON C

SALON D

SALON HI

SALON J

# FRIDAY AFTERNOON

1:15 - 2:15 P.M.

PANELS  
SALON A

## Paying the bills: The financial argument for investigative reporting

Jim Moroney (The Dallas Morning News), Evan Smith (The Texas Tribune), Moderator: Robert Rosenthal (The Center for Investigative Reporting)

SALON C

## Shooting your own video for your investigation (Repeat)

Steve Elfers (USA TODAY)

SALON D

## The data-driven story (Part 1): Conceiving and launching

David Donald (The Center for Public Integrity), Jennifer LaFleur (ProPublica), Moderator: Brant Houston (University of Illinois)

SALON HI

## Investigating the rich

Bill Dedman (NBC News), Mimi Swartz (Texas Monthly), Moderator: Lise Olsen (Houston Chronicle)

SALON J

## Investigating human rights violations

Brian Ross, Rhonda Schwartz (ABC News), John D. Sutter, Edythe McNamee (CNN), Moderator: Josh Meyer (Medill National Security Journalism Initiative)

SALON K

## The global financial trail: Following the money

*Sponsored by Bloomberg*

Michael Hudson (The International Consortium of Investigative Journalists), Leo Sisti (L'Espresso), Inga Springe (The Baltic Center for Investigative Journalism), Moderator: David Kaplan (Global Investigative Journalism Network)

CR 1 - 4

## Environmental investigations

Ingrid Lobet (Houston Chronicle), Jim Morris (The Center for Public Integrity), Lisa Song (InsideClimate News), Moderator: Dave Sheppard (San Antonio Express-News)

HANDS ON

CR - 10

## Excel 3

Ryann Grochowski (inewssource)

CR - 11

## Access 1 with the query grid

Tisha Thompson (WRC-Washington, D.C.)

DEMO

CR - 12  
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## Tor Project

Karen Reilly (Tor Project)

2:25 - 3:25 P.M.

PANELS

SALON A

## Investigating political shenanigans

Bill Allison (Sunlight Foundation), Manny Garcia (El Nuevo Herald), Jay Root (The Texas Tribune)

SALON C

## Managers: Coordinating an investigative team

Greg Borowski (Milwaukee Journal Sentinel), Richard Esposito (NBC News), Michael Leary (San Antonio Express-News), Moderator: Sharon Rosenhouse (Florida Center for Investigative Reporting)

SALON D

## The data-driven story (Part 2): Putting the package together

Maud Beelman (The Dallas Morning News), Brant Houston (University of Illinois)

SALON HI

## Whistleblowers and leaks -- Protecting sources

David Corn (Mother Jones), Pia Malbran (CBS News), Angie Moreschi (James Hoyer Law Firm)

SALON J

## Broadcast: Does it work? Is it broken?

### Testing products/testing systems

Amy Davis (KPRC-Houston), Chris Hansen (NBC News), Michael Rey (60 Minutes)

SALON K

## Shell companies and fraud: An investigative primer

Kelly Carr (Donald W. Reynolds National Center for Business Journalism)

CR 1 - 4

## Getting records in the U.S., Mexico and beyond, by any means necessary

*Sponsored by Rockefeller Brothers Fund*

Maria Idalia Gomez (Inter American Press Association), Lise Olsen (Houston Chronicle), Alejandra Xanic Von Bertrab (Independent journalist)

HANDS ON

CR - 10

## Getting data into Excel

Jessica Pupovac (NPR)

CR - 11

## Access 2 with the query grid

David Donald (The Center for Public Integrity)

DEMO

CR - 12

*The Demo room is sponsored by the John S. and James L. Knight Foundation*

## PACER - Best practices for electronic access to federal cases

Eydie Flores, Anna Marie Garcia (PACER Service Center)

3:35 - 4:35 P.M.

PANELS

SALON A

## Criminal justice: Immigration

*Sponsored by Criminal Justice Journalists*

Alicia Caldwell (The Associated Press), Susan Carroll (Houston Chronicle), Jeremy Roebuck (San Antonio Express-News), John Sandweg (U.S. Dept of Homeland Security), Moderator: Ted Gest (Criminal Justice Journalists)

SALON C

## Search rodeo: Strategies, engines and databases for investigative reporting

Barbara Gray (City University of New York), Margot Williams (NPR)

SALON D

## The data-driven story (Part 3): Bulletproofing and presentation

David Donald (The Center for Public Integrity), Mark Greenblatt (Scripps News), Jennifer LaFleur (ProPublica), Cheryl Phillips (The Seattle Times), Moderator: Brant Houston (University of Illinois)

SALON HI

## Writing the investigative memoir

Cecilia Balli (Independent journalist), Alfredo Corchado (The Dallas Morning News), Sandra Rodriguez Nieto (SinEmbargo.mx)

SALON J

## Broadcast: Hidden cameras

Cindy Galli (ABC News), Joel Grover (KNBC-Los Angeles), Robert Powell (NBC News)

SALON K

## Surveillance, privacy and hackers

James Bamford (Author), Dune Lawrence (Bloomberg News), Jennifer Valentino-DeVries (The Wall Street Journal), Moderator: Josh Meyer (Medill National Security Journalism Initiative)

CR 1 - 4

## Getting skeptical sources to talk

Michael Isikoff (NBC News), Serge Kovalski (The New York Times)

HANDS ON

CR - 10

## Excel magic - Advanced functions in Excel

Chris Schnaars (USA TODAY)

CR - 11

## Access 3 with the query grid

Aaron Kessler (100 Reporters)

DEMO

CR - 12

*The Demo room is sponsored by the John S. and James L. Knight Foundation*

## Exploring the Investigative Dashboard

Miranda Patrucic (OCCRP)

4:45 - 6:15 P.M.

PANELS

SALON D

## You've got it; Should you post it?

Steve Doig (ASU Walter Cronkite School of Journalism), Matt Waite (University of Nebraska), Paul Watler (Jackson Walker L.L.P.), Moderator: Sarah Cohen (The New York Times)

SALON HI

## SHOWCASE PANEL: The government's war on leaks

James Bamford (Author), Lucy Dalglish (University of Maryland), Mike Oreskes (The Associated Press), Moderator: Leonard Downie Jr. (ASU Walter Cronkite School of Journalism)  
**\*\* additional speakers TBA \*\***

SALON J

## Broadcast: From pile of paper to compelling TV

Brett Shipp (WFAA-Dallas/Fort Worth), Phil Williams (WTVF-Nashville), Lee Zurik (WVUE-New Orleans)

CR 1 - 4

## Prosecutorial misconduct

Pamela Colloff (Texas Monthly), Christopher Scott (House of Renewed Hope), Russell Wilson (Dallas County District Attorney's Office), Moderator: Steve Weinberg (University of Missouri)

DEMO

CR - 12

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## Mining large document sets with Overview

Jonas Karlsson (Overview Project)

# SATURDAY MORNING

## PANELS

SALON C

8:30 - 9:30 A.M.

### Immigration: Stories away from the border

Daniel Connolly (The Commercial Appeal), Fernando Diaz, (Hoy), Lewis Kamb (The News Tribune)

SALON D

### Out of order: Investigating the judicial system

Brandi Grissom (The Texas Tribune), Brad Heath (USA TODAY), Christine Willmsen (The Seattle Times)

SALON J

SALON K

### Developing your own bulletproof methodology

Ellen Gabler (Milwaukee Journal Sentinel), Jim Heaney (Investigative Post), Amy Pyle (The Center for Investigative Reporting)

SALON L

### Covering drug trafficking from Mexico to your community

Jason Buch (San Antonio Express-News), Angela Kocherga (Belo Television), Jorge Luis Sierra (Knight International Journalism Fellow)

SALON M

### Producing killer profiles in the instant news cycle

Serge Kovaleski (The New York Times), Richard Pieniacz (The Associated Press), Margot Williams (NPR)

CR 1 -4

### Investigating breaking news

Arwa Damon (CNN), Chris Davis (Tampa Bay Times), Scott Friedman (KXAS-Dallas), Moderator: Dave Harmon (Austin American-Statesman)

## HANDS ON

CR - 10

### SQL 1 using Access

Jennifer LaFleur (ProPublica)

CR - 11

### Intro to stats with Excel

Steve Doig (ASU Walter Cronkite School of Journalism)

## DEMO

CR - 12  
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### My friend FRED: Using fed data tools to add context to stories

Keith Taylor (Federal Reserve Bank of St. Louis)

9:40 - 10:40 A.M.

## PANELS

SALON C

### Watchdogging government officials

Eric Litke (Gannett Wisconsin Media), Maggie Mulvihill (New England Center for Investigative Reporting), George Pawlaczyk (Belleville News-Democrat), Moderator: Andy Hall (Wisconsin Center for Investigative Journalism)

SALON D

### Busting the immigration myths

Carlos Dada (El Faro), Claudia Nunez (Human Rights Watch), G.W. Schulz (The Center for Investigative Reporting), Moderator: Ricardo Sandoval Palos (Human Rights Watch)

SALON J

### Broadcast: "The Get" – Asking the right person the right questions

Craig Cheatham (KMOV-St. Louis), Mark Greenblatt (Scripps News), Tisha Thompson (WRC-Washington D.C.)

SALON K

### Digging in with Google

Dan Russell (Google)

SALON L

### Building difficult narratives

*Sponsored by the Dart Center for Journalism & Trauma*  
Bruce Shapiro (DART Center), Sarah Stillman (The New Yorker)

SALON M

### Building sources on the beat that lead to investigations

Matt Apuzzo (The Associated Press), Rick Yarborough (WRC-Washington, D.C.), Scott Zamost (CNN)

CR 1 -4

### Managers: Changing the game, brining an investigative focus to your newsroom

Nancy Barnes (Star Tribune), Jonathan Mitchell (KNTV-San Francisco), Howard Saltz (Sun Sentinel), Moderator: Mark Katches (The Center for Investigative Reporting)

## HANDS ON

CR - 10

### SQL 2 using Access

Mark Horvit (IRE)

CR - 11

### Open Refine

David Herzog (IRE)

## DEMO

CR - 12  
*The Demo room is sponsored by the John S. and James L. Knight Foundation*

### Telling stories with Twitter data

Mark Luckie (Twitter)

10:50 - 11:50 A.M.

## PANELS

SALON C

### Collaborating across borders

Rob Cribb (Toronto Star), Juan Tamayo (El Nuevo Herald), Marina Walker Guevara (International Consortium of Investigative Journalists), Moderator: Sarah Cohen (The New York Times)

SALON D

### Investigating in a small town

*Sponsored by the Texas Center for Community Journalism*

Jonathan Austin (Yancey County News), Kathy Cruz (Hood County News), Marshall Helmberger (Timberjay Newspapers), Samantha Swindler (Forest Grove Leader), Moderator: Tommy Thomason (Texas Center for Community Journalism)

SALON J

### Broadcast: Building the investigative newsroom

Mark Ginther (KING-Seattle), Andrea Parquet-Taylor (WNCN-Raleigh), Liz Roldan (WFOR-Miami), Moderator: Matt Golderberg (KNTV-San Francisco)

SALON K

### Exclusive: Investigative reporting market survey results

Leonard Downie, Jr., (ASU Walter Cronkite School of Journalism), Rory Ellender, Hollis Grizzard, Jr., Jerry Gumbert, Earle Jones, (AR&D), Kate Marymont (Gannett)

SALON L

### Hard-hitting investigations: Concussions and sports

Phillip Bennett (FRONTLINE), Mark Fainaru-Wada, Steve Fainaru (ESPN)

SALON M

### The drones are coming

Steve Fogle (Jackson Walker, L.L.P.), Matt Waite (University of Nebraska)

CR 1 -4

### Managers: Preparing for and managing investigative blowback

Susanne Reber (The Center for Investigative Reporting), George Rodrigue (The Dallas Morning News), Ellen Weiss (Scripps News), Moderator: Maud Beelman (The Dallas Morning News)

## HANDS ON

CR - 10

### SQL 3 using Access

Jaimi Dowdell (IRE)

CR - 11

### Intro to mapping with Fusion Tables

Kate Martin (Skagit Valley Herald)

## DEMO

CR - 12  
*The Demo room is sponsored by the John S. and James L. Knight Foundation*

### Background Machine

Andrew Long, Brandon Quester (Arizona Center for Investigative Reporting)

12 - 2 P.M.

SALON GHI

### IRE Awards Luncheon

We will present the 2012 IRE Awards and salute some of the best investigative work of the past year.

Admission to the luncheon is included with your conference registration. Guest tickets are available for \$55 at the IRE sales desk.

Thank you to KSTP-Minneapolis/St. Paul for its work on creating the IRE Awards video shown at the luncheon.

# SATURDAY AFTERNOON

2:30 - 3:30 P.M.

PANELS

SALON C

## Transparency: The nuts and bolts of open records battles

*Sponsored by Rockefeller Brothers Fund*

Daniel Gilbert (The Wall Street Journal), John Tedesco (San Antonio Express-News), Tom Williams (Haynes and Boone LLP), Moderator: Wendell Cochran, (Investigative Reporting Workshop)

SALON D

## Investigating history

James Neff (The Seattle Times), Doug Swanson (The Dallas Morning News), James Swanson (Author), Moderator: George Getschow (Mayborn Literary Nonfiction Conference)

SALON J

## Broadcast: What I learned from getting sued

Steve Chung (NBC Universal), Brian Collister (KTRK-Houston), Stuart Watson (WCNC-Charlotte), Moderator: Lea Thompson (LT Productions)

SALON K

## The dark side of the oil & gas boom: Death, pollution, land grabs and other impact

Mark Collette (Corpus Christi Caller-Times), Jennifer Hiller (San Antonio Express-News), Blake Morrison (Reuters)

SALON L

## Tracking government contracting *Sponsored by Bloomberg*

Danielle Ivory (Bloomberg News), Ron Nixon (The New York Times), Daniel Ohman, Bo-Goran Bodin (Swedish Radio)

SALON M

## Tracking political influence

Kim Barker (ProPublica), James Grimaldi (The Wall Street Journal), Sheila Krumholz (Center for Responsive Politics)

CR 1 - 4

## Protecting the vulnerable

Beth Hundsdorfer (Belleville News-Democrat), Brad Schrade (Star Tribune), Alexandra Zayas (Tampa Bay Times), Moderator: Ellen Gabler (Milwaukee Journal Sentinel)

HANDS ON

CR - 10

## Excel 1 (Repeat)

Tony Schick (IRE)

CR - 11

## Fusion tables - beyond mapping

Daniel Lathrop (The Dallas Morning News)

DEMO

CR - 12  
*The Demo room is sponsored by the John S. and James L. Knight Foundation*

## Ten nerd secrets an investigative reporter can't live without

Paul Monies (The Oklahoman), Alex Richards (Chicago Tribune)

3:40 - 4:40 P.M.

PANELS

SALON C

## AgriBusiness investigations

Cindy Galli (ABC News), Mike McGraw (The Kansas City Star), Ron Nixon (The New York Times), Moderator: Brant Houston (University of Illinois)

SALON D

## Unnatural deaths: Investigating medical examiners

*Sponsored by the Dart Center for Journalism & Trauma*

Gina Barton (Milwaukee Journal Sentinel), Yamil Berard (Fort Worth Star-Telegram), Ryan Gabrielson (The Center for Investigative Reporting), Moderator: Miles Mofeit (The Dallas Morning News)

SALON E

SALON F

SALON G

SALON H

SALON I

SALON J

SALON K

CR 1 - 4

CR - 10

CR - 11

CR - 12

DEMO

HANDS ON

SALON J

## Broadcast: Boom. Go! Go! Go!

Mike Beaudet (WFXT-Boston), Joe Ellis (KXAN-Austin), Marshall Zelinger (KMGH-Denver)

SALON K

## Social media for investigations

Doug Haddix (Ohio State University), Daniel Rosas (El Manana)

SALON L

## Managers: Keeping the collaborative project on track

Robin Fields (ProPublica), Susanne Reber (The Center for Investigative Reporting), Gordon Witkin (The Center for Public Integrity), Moderator: Andrew Donohue (Knight Fellow)

SALON M

## Writing the investigative story

Jennifer Forsyth (The Wall Street Journal), Steve Proctor (Houston Chronicle), Julian Sher (Toronto Star)

CR 1 - 4

## The global financial trail: Tracking assets *Sponsored by Bloomberg*

Maria Idalia Gomez (InterAmerican Press Association), David Kaplan (Global Investigative Journalism Network), Miranda Patrucic (OCCRP)

HANDS ON

CR - 10

## Excel 2 (Repeat)

Denise Malan (INN/IRE)

CR - 11

## The doctor is in - diagnosing dirty data

Jennifer LaFleur (ProPublica), Jaimi Dowdell, Liz Lucas (IRE)

DEMO

CR - 12  
*The Demo room is sponsored by the John S. and James L. Knight Foundation*

## The latest from Sunlight Labs

Bill Allison, Jacob Fenton, Anupama Narayanswamy (Sunlight Foundation)

PANELS

SALON D

4:50 - 5:50 P.M.

## Beyond the written word: Visual data in journalism

Ben Jones (Tableau Software), Ryan Murphy (The Texas Tribune), Steve Thompson (The Dallas Morning News), Moderator: Matt Waite (University of Nebraska)

SALON L

## The environment: Regulating the regulators

Randy Loftis (The Dallas Morning News), Robert McClure (InvestigateWest), Lois Norder (The Atlanta Journal-Constitution)

CR 1 - 4

## A conversation with Lawrence Wright

Lawrence Wright (The New Yorker), Moderator: John Burnett (NPR)

HANDS ON

CR - 10

## Excel 3 (Repeat)

Megan Luther (IRE)

CR - 11

## The doctor is in - open lab (bring your dirty data)

Jennifer LaFleur (ProPublica), Jaimi Dowdell, Liz Lucas (IRE)

SALON G

6 P.M.

## Membership meeting and IRE Board of Directors Elections

SALON I

7:30 P.M.

## Closing reception

Enjoy one last evening of catching up with friends, speakers and colleagues while enjoying music by the WhoDo Band.

# SUNDAY MORNING

9 A.M. - 10 A.M.

SALON D

## Storyboarding

Megan Luther (IRE)

SALON J

## Web for investigations

Mark Horvit (IRE)

SALON K

## Reporting amid chronic threat (till 11:10 a.m.)

*Sponsored by DART Center for Journalism & Trauma*

Bruce Shapiro (DART Center)

SALON C

## Practicing safer Internet: Learning to think about digital security (till 11:50 a.m.)

Quinn Norton (Independent journalist)

SALON D

10:10 A.M. - 11:10 A.M.

## Career roundtable

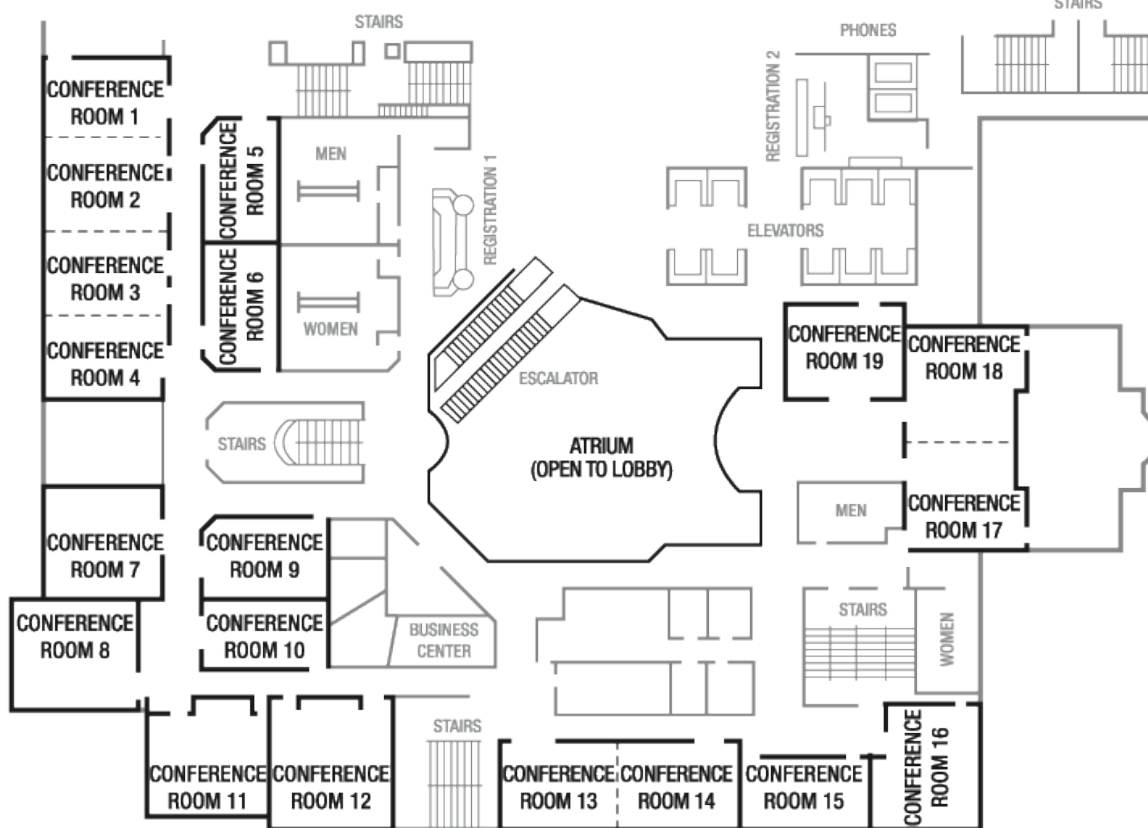
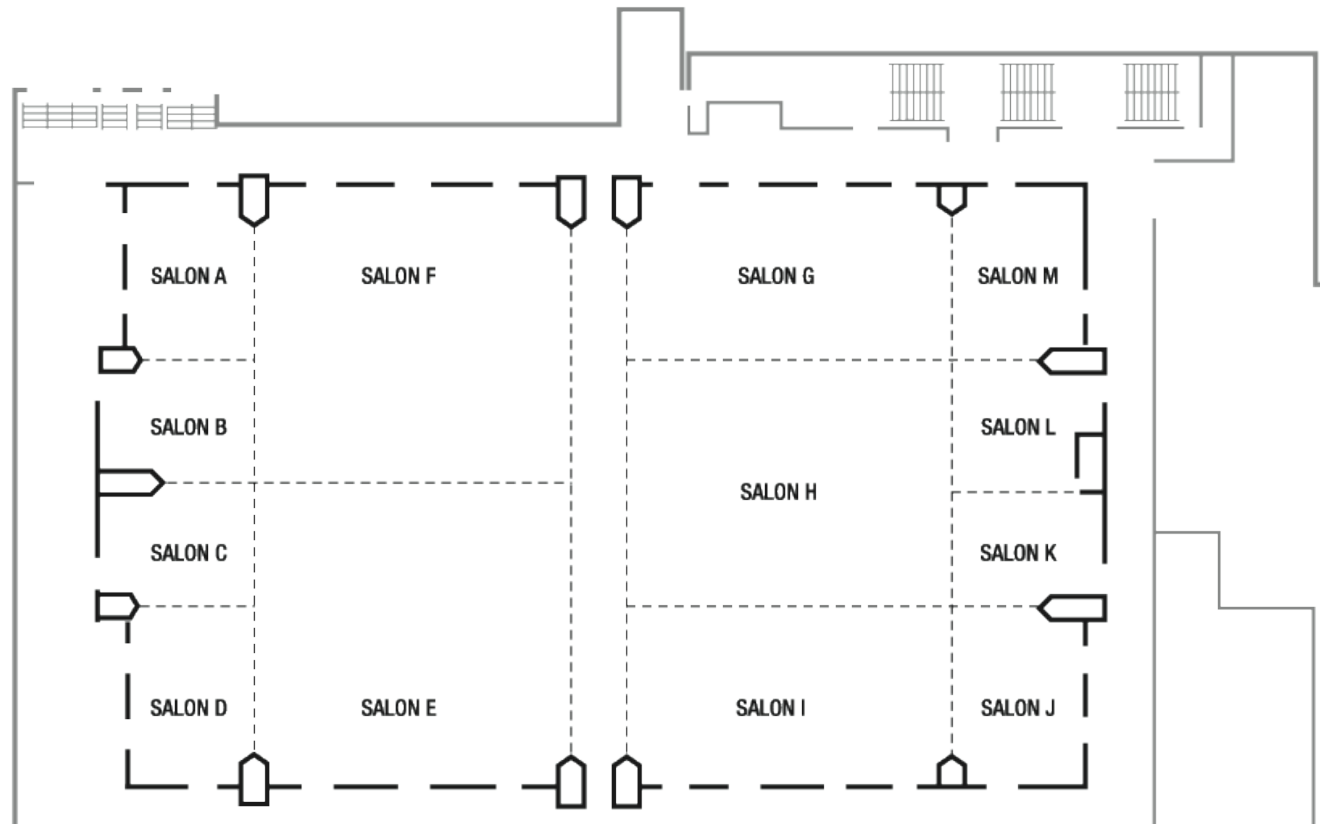
David Cay Johnston (Author), Ellen Gabler (Milwaukee Journal Sentinel), Josh Meyer (Medill National Security Journalism Initiative), Moderator: Mark Horvit (IRE)

SALON J

## Finding data online

Jaimi Dowdell (IRE)

# EVENT MAP





## WEDNESDAY

**2-5 p.m.**

### **Breaking local stories with economic data**

*(Sponsored by Donald W. Reynolds National Center for Business Journalism)*

Government data offer unparalleled opportunities to distinguish your reporting with trend stories about what's happening in your local economy. Especially this year, with the release of the every-five-year Economic Census, journalists will have a unique opportunity to track changes in their local community from 2007 – before the recession – to 2012. Instructors Paul Overberg of USA TODAY and Jeannine Aversa, late of The AP, now with the U.S. Bureau of Economic Analysis, will provide you with a road map to finding and delivering at least 15 local enterprise stories from government economic data. Examples will be specific to the San Antonio region, but applicable anywhere.

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## THURSDAY

**9-10 a.m.**

### **Shooting your own video for your investigation**

This one-hour session will be packed with video goodness and offers something for everyone, from the novice to those with a bit more experience. We'll cover video storytelling basics, shooting editable sequences, great sound on your mobile device, iPhone video apps, making boring documents look cool and more.

### **Easy to use visualization tools**

Data visualizations can be extremely useful as a tool for both the reporter and the reader. We'll introduce tools that are easy to use and available at little to no cost, from Google charts and Google Fusion maps to Tableau visualizations. No coding necessary, but we'll also demonstrate some other map and Javascript tools for those looking to expand the possible in their work.

### **Best mobile apps for reporting**

Mobile is reshaping the media landscape, but how can the technology help you as a journalist? Bring your toolbox into the smart phone and tablet age with this session highlighting key mobile apps and some tips and tricks to supercharge your reporting. We'll provide a demonstration of cool apps you can use to gather daily news, showing you everything from file sharing apps to one that can track airplanes flying by in the sky.

### **Every day data: DBs every newsroom should already have on file or be familiar with**

Whether you're setting up shop for your news organization or for yourself, there are a handful of tried-and-true local and online data sources that you want to have at your fingertips. We'll show you suggestions and some examples of how they've paid off.

### **Juking the stats? Delve into your police department's FBI crime data to find flaws**

If your police department has announced big crime drops, it may be time to take a closer look. Are they converting burglaries to vandalism, downgrading assaults, making it more difficult to report certain crimes, or creating whole new categories that don't make it into the stats that they report to the FBI? Ben and Steve will give you ideas on where to start your investigation.

### **CensusReporter update**

*(Sponsored by John S. and James L. Knight Foundation)*

CensusReporter is a Knight News Challenge-funded project to make it easy for journalists to write stories using US Census data. Expanding upon the volunteer-built Census.ire.org, CensusReporter will simplify finding and using data from the decennial census and the American Community Survey. In this session you'll learn more about the project and how it, and census data, can help you in your reporting.

## THURSDAY

9-10:30 a.m.

**INN Training: The latest on philanthropy for nonprofit news and media organizations**

A roundtable discussion featuring experts in the national, community and topic-focused foundations and in the crowdfunding space. Mark Hallett of the McCormick Foundation, Sue Hale of the Ethics & Excellence in Journalism Foundation and Marie Gilot of the Knight Foundation will discuss the realities and strategies employed by successful nonprofit newsrooms and media organizations serving the public interest. Charles Lewis will moderate the discussion.

9-10:50 a.m.

**Rapid data publishing with Caspio**

*(Hosted by Caspio)*

This session provides a hands-on introduction to the Caspio framework for rapid database publishing. Learn how to import a public data set (Census, crime, health inspections, etc.) and quickly build an interactive, searchable and embeddable web app for your website. Topics covered will include prepping and importing data, creating a searchable database, report interfaces and layouts, deployment on your website and more. Pre-registration is encouraged, as space is limited. No programming skills or previous Caspio experience is necessary. Laptops will be provided.

9 a.m.-12:30 p.m.

**Tableau Public for Beginners**

*(Hosted by Tableau Software)*

Learn how to create beautiful, interactive data visualizations on short deadlines. No programming required. You'll learn everything you need to build data visualizations and publish them to your website just like a video. We'll teach you how to connect to Excel files and other data; create maps and charts; format them beautifully and make them interactive. Tableau Public is a free tool for journalists. No previous experience with Tableau is necessary to take this class. This session is full; however a few seats will be available the morning of the training on a first-come, first-served basis. Laptops will be provided.

10:10-11:10 a.m.

**Using technology in your investigation**

Technology created for other industries and other uses can provide crucial help to journalists working on projects, from the tracking feature in an iPad to high-tech scientific instruments that can allow you to do your own environmental sampling of soil. Hear about how panelists Alison Young and Megan Chuchmach have put technology to work in the name of journalism and get tips for staying out of trouble when reporters generate their own data.

**Overview of the year in CAR**

Be inspired and see what your colleagues have been up to with new data and creative analysis.

**Investigating health care with data**

It's heavenly when public or commercial medical data are well standardized and comprehensive. However, with ever-more data at hand, many databases are messy or incomplete and working with such data can be hellish. But the right tools and approaches can save hours of time and frustration and help ensure accurate findings. In this session we'll discuss all of this and show you some techniques and approaches that can help uncover the gems buried in muddy data. You'll also see how some of these suggestions were put into practice for analyzing Medicare claims data used in "Cracking the Codes," the 2012 Philip Meyer Award winner.

**Business investigations**

*(Sponsored by Bloomberg)*

Businesses raise and spend trillions of dollars, build and tear down property, file for patents and copyrights, set up complex partnerships, sue and get sued, and otherwise file reams of documents every year. With all that activity, they leave plenty of marks for investigative journalists to follow. Take your stories beyond the usual sources and learn how to dig through bankruptcy documents, regulatory filings, lawsuits, and other helpful records.

**Compared to what? Using data to provide context on any beat**

Stop reporting isolated incidents and dig deeper into the broader trends encompassing your beat. Data is readily available that can improve reporting, from the hyper local in your community to the national or world stage. This panel will cover how beat reporters should approach incorporating data and where they can find it. We'll also show you what's available online and what questions you should ask to start requesting data from the agencies you deal with on a daily basis.

## THURSDAY

**Sensor journalism**

*(Sponsored by John S. and James L. Knight Foundation)*

The next great tool for data journalists? DIY sensor networks. From gathering environmental data to detecting a billion cicadas, journalists are just starting to explore using open hardware for journalism.

**10:45 a.m.-12:30 p.m.**

**INN Training: Best-practice lightning round presentations**

Six INN members will quickly present on the following topics:

- Trevor Aaronson, FCIR – Turning data journalism into earned income
  - Joe Bergantino, NECIR – Training as an income source (an update on last year's lightning round)
  - Lorie Hearn, Investigative Newsource – On how inewsource and San Diego's public media station are developing a formula for telling investigative stories through radio, television, online, social media and beyond
  - David Kaplan, GCIJ – Why you should be thinking globally
  - Pam Dempsey, Investigate Midwest – AgriBusiness as a topic for regional collaborations
  - Adam Schweigert, INN – An update on the Largo CMS
- Following the presentations, there will be a 30-minute Q&A.

**11:20 a.m.-12:20 p.m.**

**Free or cheap tools for wrangling data**

On a budget? Who isn't these days? But you don't have to spend a penny (or much) to own powerful and easy-to-use tools for gathering, analyzing and presenting data. We'll tell you about some of the most popular stuff available, from tools for handling and analyzing data to basics such as free spreadsheets, text editors and photo editing software.

**Squeaky wheels: Quick-hit and in-depth investigations from complaint data**

Let's face it, people complain and as journalists, we love when they leave a public paper trail. Potholes. Bad manicures. Chain letters. Exploding toasters. Error-riddled credit reports. People complain about virtually everything. We'll discuss stories we've done with complaint data and how to avoid potential landmines. We'll show some cool data visualizations, tell you how we used complaints to investigate common nuisances and shadowy corporations, and hopefully inspire you to dig into the whiners and complainers in your neck of the woods.

**Finding the needles in a million haystacks**

What happens when the information you're after is nowhere to be found and there is no established framework for how to present it? The journalists on this panel have built previously nonexistent databases that went on to serve as resources for other news organizations. Come hear them speak about how they built exhaustive data investigations from the ground up by scouring and fighting for facts, setting their own parameters of the investigation, and presenting the data in a way that gave their reporting longevity and credibility.

**Demystifying mobile for investigations**

If you want your stories to have impact on a smart phone or tablet, but you're not sure how the work will translate, you're not alone. This session will break down how mobile and responsive web design are changing the way stories are told. What key things should you be thinking of and incorporating to help your investigation get the best play possible? We'll talk about storytelling for mobile, workflow, best practices and user-interface patterns that set you up for success.

**Inspect this**

Uncover the gold mine of inspection data, get ideas and techniques on how to track inspectors at each level of government and walk away with story ideas to impress your boss at home.

**Mapping for investigations**

From geocoding crime data to tracking Hurricane Sandy storm surges, mapping software is used by investigative journalists every day. This panel will showcase some stellar mapping projects and provide techniques to help you execute your next GIS-driven investigation and share your findings on the Web.

**Sneak peek of Caspio 8.0 Beta**

*(Hosted by Caspio)*

See a preview of the latest features and redesigned user interface coming up in Caspio 8.0. With a modern new look, improved productivity, and exciting new features, this is our most monumental product release to date. **Attendees receive a beta account for advanced access.** Pre-registration is encouraged, as space is limited. No previous Caspio experience is necessary. Laptops will be provided.

**DocumentCloud as an investigative tool**

*(Sponsored by John S. and James L. Knight Foundation)*

With DocumentCloud, reporters can quickly organize and search hundreds (heck, thousands) of those pesky PDFs. It can also detect plagiarism. Learn how DocumentCloud helped one reporter find applications to open charter schools that contained identical passages.

## THURSDAY

**1-2 p.m.****INN Training: A Conversation with Google's Dave Gehring**

According to Google's Dave Gehring, the person now responsible at Google for engaging the news media and having them leverage the full-suite of Google products, "the economics for news is increasingly looking stronger." INN's Kevin Davis will have a one-on-one conversation with Dave and explore why and what Google is doing to help. Q&A to follow.

**1:30-5:30 p.m.****Tableau Public for Pros**

*(Hosted by Tableau Software)*

Take your data visualization skills to the next level. In this class we'll push Tableau's capabilities further to create more complex visualizations. You'll learn how to clean and format dirty data; use multiple data sources in the same visualization; build more advanced visualizations and employ advanced interactive elements. Tableau Public is a free tool for journalists. Class participants should have some experience with Tableau or have taken the morning beginner course. Limited seating is available. Laptops will be provided.

**2 p.m.****IRE Board Meeting**

The IRE Board of Directors will meet in CR7, located on the third floor of the San Antonio Marriott Rivercenter. The meeting is open to all IRE members.

**2:15-4:15 p.m.****INN Training: Evaluation in a box**

Breakout sessions will include the following topics and presenters: branding and membership, Mary Walter Brown and Summer Polacek of Voice of San Diego; quantifying the impact of your journalism, Lauren Fuhrmann of Wisconsin Watch and Jason Alcorn of InvestigateWest; and data as a source of collaboration, speakers to be announced.

**2:30-3:30 p.m.****Financing and accounting for journalists**

Cash is king. Enterprise reporters should know how (some) companies play games and use misleading language to present an image of economic strength and flexibility. However, just because the cash line in the balance sheet appears impressive doesn't mean the business is healthy or that its apparently rosy assurances to investors and the press are likely to come true.

**From big to small: How to integrate data projects into the newsroom**

Data can add context to stories, drive investigative projects and result in standalone interactive applications. In this session we'll discuss ways data and data-based projects can be incorporated into work throughout the newsroom. We'll look at case studies involving reporters and data journalists from The Dallas Morning News and Texas Tribune.

**Going beyond the obvious: Creative uses for data**

Data is not just for analyzing, sorting and filtering. We'll share the best databases for finding sources, uncovering contact information, investigating relationships – and how to get them. Great for beginners or anyone who wants to see spreadsheets in a new light.

**Performance enhancing drugs**

Performance-enhancing drugs are, again, dominating the headlines in sports. Learn how to dig into stories that can be hard to break to build sources, mine documents and report on a topic that reaches from high school to the pros.

**The doctor is in: Diagnosing dirty data**

Dirty data lurk everywhere: in text files, spreadsheets, databases, and PDFs. Dirty data stand between you and a good story. Sometimes you can't import a text file into a database manager without errors, or you can't sort a spreadsheet like you want to. We'll talk about some of the most common types of dirty data, some things to look out for, and some good tricks for dealing with those problems. We'll follow this panel up with two hands-on sessions later in the conference.

## THURSDAY

**Demo: New Caspio Map Mashup Wizard***(Hosted by Caspio)*

Caspio's new Map Mashup Wizard (v7) automates Google map integration in a single wizard and now includes custom icons and interactive filtering. Topics covered will include: integrating a searchable database with Google Maps; adding custom icons and filters based on criteria; and combining data sources on a single map. Pre-registration is encouraged, as space is limited. No previous Caspio experience is necessary. Laptops will be provided.

**Spycraft***(Sponsored by John S. and James L. Knight Foundation)*

Keeping your sources and your secrets safe from prying eyes – This session will cover the use of cryptography, spoofing caller ID, anonymous email, throwaway phones, steganography (that's not a typo) and other covert techniques for communicating with sources without leaving a trail.

**3:40-4:40 p.m.****Why you (and your shop) need data**

Data may be a four-letter word, but it doesn't have to be scary. We'll demystify the hows and whys of data and show that by incorporating it into your work you can take stories to the next level whether you're in broadcast, print or online-only. You'll leave this session with a game plan and plenty of quick-turn ideas you can work on right away.

**Criminal justice: Guns***(Sponsored by Criminal Justice Journalists)*

The Newtown massacre and other mass shootings have prompted much more media interest in guns. What stories should journalists be doing on the key issues – background checks, gun trafficking, enforcement of current laws, and the use of guns in self-defense, to name several.

**Investigative storytelling in radio**

Producing investigative stories on radio can be difficult but the results can be powerful and compelling. Learn the practical elements that make good radio: How to interview for radio, how to get the sounds and scenes you need to take the listener to the location, different equipment for different situations and how to tell a compelling story when the story is complicated and you have very little tape. Join John Ryan of KUOW in Seattle and Sandra Bartlett formerly with NPR in Washington for this how-to session.

**The top 10 ways of ranking things**

From the profound to the banal readers love ratings and rankings. This session will go into the nitty gritty of how to use statistically valid, well reported rankings that actually say something important to our readers. Learn about the techniques The Dallas Morning News used in its just-completed, comprehensive ranking of neighborhood livability and the Los Angeles Times used in its Phil Meyer Award-winning rating of teacher performance.

**Data negotiations: Getting around obstacles**

Getting any record can be tough, but wrangling data can introduce even more challenges. We'll give you some tools and tips for getting data out of government agencies, no matter how difficult, and whether or not it's digitized. We'll dig in on the latest excuses for denial and barriers to access and lastly, we'll look at a case study of how News21 obtained data for a recent project on voter fraud.

**The power of social media: Geolocation for news**

A bomb explodes, and your newsroom kicks into breaking news mode to find witnesses quickly. Or, your investigation requires a source in another country and you've had no luck tracking anyone down. New tools are harnessing social media feeds and allowing you to tap into conversations around the world. In this panel, we'll discuss how to utilize geolocation tools to beef-up your coverage and find sources fast during breaking news

**Mapping and user-generated data***(Hosted by Caspio)*

This session is a continuation of the Map Mashup demo (at 2:30 p.m.) and showcases the power of hyper-local applications with user-generated data. Topics covered will include: user data submissions with photo resizing; capturing geo-location data from web and mobile devices; integrating user-generated data with mapping and content flagging and approval policies. Pre-registration is encouraged, as space is limited. No previous Caspio experience is necessary. Laptops will be provided.

**Introducing Tabula: A PDF data extractor***(Sponsored by John S. and James L. Knight Foundation)*

Tabula is a free, open source tool that allows you to easily take data out of pesky PDF files and into Excel, database programs, and web applications. An overview of the project (including progress on new features) will be followed by a walkthrough and tutorial.

## THURSDAY

4:30-6 p.m.

**INN Training: Maintaining independence: How the new nonprofit newsrooms can thrive in a time of partnerships, mergers and acquisitions**

How does an investigative nonprofit newsroom keep its independence in a time of limited resources, increasing partnerships and even mergers and acquisitions? How to navigate the challenges when you are working with universities, public broadcasting and other collaborators. This panel will explore the choices that several leading INN organizations have made, and break down the benefits and pitfalls of each approach. Brant Houston will moderate a roundtable of Margie Frievoegel, Laura Frank, Lorie Hearn, Joe Bergantino and Andy Hall with lots of audience participation.

4:50-5:50 p.m.

**You've got the data, where's the story? How to find interesting patterns and do analysis**

You can master spreadsheets and databases, scripting and frameworks, but that's not the same as doing analysis. Where is the story hiding in that new data? Here are some practical steps and mental approaches for sculpting that masterpiece out of the block of granite.

**Criminal Justice: Prisons**

*(Sponsored by Criminal Justice Journalists)*

Crime is falling and so is the prison population, but only in some places. How are states trying to save money on incarceration costs, and is it working, or endangering the public? How can journalists get access to prisons and get the information we need?

**In God's name: Investigating religion**

*(Sponsored by Religion Newswriters Association)*

Reporters face unique challenges in unpacking the complexities of religion, its people and institutions. Accessing records of these private communities doesn't fall under open records laws and getting a spectrum of insiders to talk – sometimes critically – about their faith requires deft navigation. Meanwhile, doctrines and religious histories are themselves perplexing but needed to accurately couch the context of faith stories. Veteran religion reporters will share insight on how they cover this beat with an emphasis on dishing out practical tools and tips.

**Broadcast: Surveillance – Learning from the pros**

What can private investigators teach investigative reporters about legal, ethical and effective surveillance techniques? What are the similarities and differences in surveillance by a private investigator and an investigative reporter? Bring your questions. Bring your scenario. Contribute to the conversation.

**How to use ProPublica's data in your reporting**

ProPublica publishes lots of data sets. From stimulus projects to nursing home inspection reports to pharma payments to doctors, the data is chock full of great local stories. At this panel, we'll demo a few of our recent news applications and walk reporters through how they can use them to find leads for stories.

**Embedding data and maps into the minds of readers: An Esri Community Analyst and Mapping platform experience**

*(Sponsored by John S. and James L. Knight Foundation)*

The Houston Chronicle's data team shares insights on mining data and visualizing it through maps to increase reader interaction and interest with important investigative stories.

6-7:30 p.m.

**Welcome reception**

*(Sponsored by Esri)*

Meet up with friends you have not seen since last year and welcome new attendees. Enjoy the music of the Texas State University Mariachis during the reception. Each attendee will receive one drink ticket for beer, wine, soda or bottled water.

## FRIDAY

**8-8:30 a.m.****Mentoring program networking breakfast***(Sponsored by the Scripps Howard Foundation)*

This invitation-only breakfast is a chance for mentors and mentees in the one-on-one mentoring program to share some coffee and ideas. Through this program, mentees will have private sessions with their mentors to seek advice on challenging projects or follow-up ideas and professional development. For more information on this program see [ire.org/events-and-training/mentoring/](http://ire.org/events-and-training/mentoring/). Special thanks to the Scripps Howard Foundation for its continuing support of this program. IRE also thanks Jennifer LaFleur and Nanci Wilson for coordinating the mentorship program this year.

**8:30-9:30 a.m.****Investigating after a disaster**

What can you do now to be ready for the next bridge collapse, explosion, tornado or devastating storm? Learn tips and tricks to offer the best coverage possible, as well as ideas for making your coverage stand out from the competition. We'll look at creative angles for new story ideas and discuss how panelists have tackled investigations of disasters in their own communities.

**The year in investigative reporting**

Pick up some story ideas and be inspired with the highlights of some of the year's best investigations.

**Bad medicine: Healthcare investigations***(Sponsored by The Amarillo Independent)*

We're taught to follow the money. But health care is so much more complicated than that. In this session you'll get a nuts and bolts explainer about health care finance including profitable non-profit hospitals; huge markups on drugs and services; and the use of collection agencies and lawsuits to hound patients. You'll learn how understanding incentives is a crucial step to power-packed health care investigations, and finally, you'll come away with tips on data, documents and how to approach the people at the heart of these stories.

**Completing the puzzle: Integrating video, data analysis, visuals and more in a collaboration**

Collaborations are all about compromise, innovation and making deadlines. Hear from IRE Award winners and finalists of the Multiplatform-small category as they discuss how they were able to weave many elements into impactful investigations told through various mediums.

**Broadcast: Ask the lawyers**

The legal minefield for investigative reporting is ever-changing. Bring your questions and scenarios to some of the best in the business who work full time on First Amendment, access and Freedom of Information issues every day. These attorneys do a lot more than play defense – parrying libel/defamation challenges and threats of legal action. They play offense – helping reporters ferret out the truth and get on the air.

**Investigating incentives**

With high unemployment making politicians anxious and deals that could create jobs still depressed, the subsidy-fueled economic war among the states is on steroids. This session will thumbnail a few recent exemplary investigations involving data on economic development incentives, campaign cash, and inter-state job flight (real and threatened).

**Soldiers stories: Military investigations**

It's notoriously difficult to get information out of military officials. But it's possible to get past them – you just need to know where to look. This panel will discuss how to obtain military records, develop sources and protect whistleblowers. Speakers will also share their techniques on obtaining classified and non-classified documents.

**Excel 1**

Introduction to data analysis with Excel, a simple but powerful spreadsheet application. In this session you'll learn some of the basic go-to calculations and you'll master sorting to help find stories and questions in data.

**Mapping 1: Displaying data geographically with ArcGIS**

In this introductory class attendees will learn how to display data geographically with ArcGIS.

**Use FOIA Machine to prepare, send and track your public records requests***(Sponsored by John S. and James L. Knight Foundation)*

FOIA Machine aids journalists and citizens in accessing important government documents around the world that are covered by freedom of information laws. Speakers will demonstrate how journalists can use the platform in regular work and make the FOIA process more successful and organized by helping users navigate laws, automate submissions, create requests in the proper format, make documents publicly available and rally support when governments are unresponsive.

## FRIDAY

9:40-10:40 a.m.

**The great divide: Investigating income inequality**

Income inequality zoomed into the headlines with the Occupy movement and the 2012 presidential campaign, but most coverage was more about heat than light. Talk of an “income gap” or “the 99%” obscures a complicated reality and ignores most of the story – trends in the middle class. Income inequality is growing in many places, shrinking in others. Its pace and texture vary. Some causes are global and national, some are local. Come learn better ways to cover a complex story, including how journalists did recent stories and data tools you can use to analyze local trends.

**Breaking silence within communities**

*(Sponsored by New American Media)*

Speaking truth to community – as many reporters working in ethnic and community media know – can be as dangerous as speaking truth to power. Yet these are also the journalists best positioned to challenge their own communities. This panel features investigative reporters whose stories have broken silence within their communities about taboo topics.

**Reporting amid danger: When journalists are targeted and newsrooms infiltrated**

From Mexico to the Middle East, journalists are risking their lives daily to cover some of the most important stories in the world. How do the threats they face alter the work they do, what steps can be taken to minimize the risk, and how do you operate when those in your own newsroom may secretly be working for the organizations you cover?

**Cracking corporate corruption at Wal-Mart**

*(Sponsored by Donald W. Reynolds National Center for Business Journalism)*

David Barstow and Alejandra Xanic von Bertrab’s investigation into corruption in the world’s biggest retailer won the 2013 Pulitzer Prize for Investigative Reporting and an IRE Award. Barstow’s initial story on how Wal-Mart covered up its use of bribery to fuel its Mexican expansion also won the 2012 Barlett & Steele Award for Investigative Business Journalism. They will discuss how they obtained hundreds of confidential company documents and how they also used Mexico’s Freedom of Information Act.

**The best of broadcast: Stories from behind the camera**

Watch and listen as more than a dozen photographers, editors and producers behind this year’s winning entries describe how they did it and what they were really thinking when things got hard.

**From your notebook to Barnes & Noble: Turning your reporting into a book**

Turning a piece of journalism into a superb book requires lots of knowledge and labor and is frequently extremely satisfying. Journalists who have become book authors and literary agents who have helped make that happen address your concerns and answer the questions they did not anticipate at the start of the session.

**Transparency: Getting past “No” when government pushes back**

*(Sponsored by Rockefeller Brothers Fund)*

Learn strategies for getting stubborn government officials to hand over public records and data you need to enlighten the public. The panelists will discuss how to overcome denials, delay tactics and deal with exorbitant fees. Learn strategies to convince officials to say “Yes!”

**Excel 2**

In this hands-on session you’ll learn how to calculate ratios and rates with a spreadsheet and simple but powerful formulas.

**Mapping 2: Importing and selecting data by attribute with ArcGIS**

Learn how to bring data into ArcGIS and select data by attributes.

**Polling primer: Vetting and writing about public opinion polls**

*(Sponsored by John S. and James L. Knight Foundation)*

Polls are published at an unprecedented tick, allowing journalists to understand public opinion in greater depth than ever. But the growing number and variety of surveys also requires reporters and editors to be sharper in judging which surveys are reliable and how to report results accurately. This seminar will explain how today’s polls work, what questions to ask when evaluating quality and how to paint an accurate and compelling portrait of public opinion.



## FRIDAY

**10 a.m.-5:50 p.m.****Broadcast Show and Tell (Friday)**

Show-and-Tell sessions offer new ways to share your investigations with colleagues from around the country. Sessions will be held in CR17-18 and have veteran broadcasters as moderators. Look for sign-up sheets on the 3rd floor near registration.

**10:50-11:50 a.m.****In the name of charity: Investigating nonprofits**

From victim compensation funds to breast cancer charities, billions of dollars a year are donated by the public to non-profit groups. We'll talk about tools for tracking the money, untapped documents beyond the basic 990 form and data to identify red flags for fraud. You'll leave with at least 10 solid tips and resources for taking on an investigation of your own. A timely bonus: We'll touch on ways to localize the national IRS controversy in your coverage area and discuss this evolving area of non-profit law so you are up to speed.

**Why does college cost so much and where does the money go?**

The costs for higher education have skyrocketed. Veteran reporters will explain what documents, data and stories you should be examining to dig deeper on your local universities. How significant are rising administrative costs? How can you monitor the bureaucracy at your local college? Learn about a federal database with financial data on colleges and universities and more.

**Managers: Editing and storytelling for all platforms**

To maximize the impact of an investigative project or exclusive reporting on breaking news, the results must be presented effectively on multiple platforms. What steps should a manager take to make sure that great journalism translates to great presentation in text, video, audio, interactives, on everything from a desktop to a tablet? And how can Twitter and other social media be used to your best advantage? Hear how some successful multiplatform projects have come together and how you can plan for such success.

**Enterprise on the education beat**

This session will discuss how to get beyond the fuzzy education anecdotes and investigate your local school districts. Topics will include a discussion of creative documents and story ideas; how to download and crunch school data; where to look for stories on waste and mismanagement – and even corruption – in school districts and more.

**Broadcast: Quick-hit investigations**

Where to find the investigative angle and dimension to daily or weekly topical news reports. Contributing to your news team's reporting on a regular basis. Bringing interviews, video and information other general assignment reporters don't have the time or training to produce.

**Pitch your work: Meetings with agents**

Literary agents are always looking for a story that the reader simply can't put down. You'll have the opportunity to meet one-on-one with an agent and pitch your idea. Slots are limited. To sign up, look for the sheet near the registration desk. First come, first served.

**Policing the police: Investigating law enforcement**

Police officers are supposed to uphold the law, but sometimes they break it – and get away with it. Learn how to uncover criminal conduct among law enforcement using data analysis, open records laws and shoe-leather reporting.

**Banjo: Real time, location based content discovery across social networks**

*(Sponsored by John S. and James L. Knight Foundation)*

Banjo is the largest real time, location based social graph that brings you anywhere in the world (a place, concert, sporting event, breaking news, etc.) and shows a real time feed of what's happening through the people who are actually there.

## FRIDAY

**12-1 p.m.****Media lawyers brown bag**

Does your investigation contain complex legal questions? Unsure of how to proceed? During the media lawyers brown bag, bring your lunch and your questions for a personal discussion with some prominent media law experts that will be presenting throughout the 2013 IRE Conference. We'll provide drinks and dessert.

**International luncheon**

*(Sponsored by the Investigative Reporting Workshop at American University and IRE)*

This invitation-only lunch brings together journalists from all over the world who attend the IRE Conference.

**1:15-2:15 p.m.****Paying the bills: The financial argument for investigative reporting**

Investigative reporting is expensive – we've heard it for years, and it's the reason many organizations say they don't do more of it. But a growing number of news organizations are proving that enterprise work pays off in multiple ways, including on the bottom line. Evan Smith, CEO of the Texas Tribune, has built a successful nonprofit based on enterprise journalism, and Jim Moroney, CEO of The Dallas Morning News, has maintained the commitment to investigative work through tough financial times. Join them and moderator Robert Rosenthal, who has guided the growing success of the Center for Investigative Reporting, for a discussion of why investigative reporting makes financial sense.

**Shooting your own video for your investigation (repeat session)**

This one-hour session will be packed with video goodness and offers something for everyone, from the novice to those with a bit more experience. We'll cover video storytelling basics, shooting editable sequences, great sound on your mobile device, iPhone video apps, making boring documents look cool and more.

**The data-driven story (Part 1): Conceiving and launching**

These three sessions will show how to take a data driven story from start to finish and includes longtime practitioners as speakers. Using a specific U.S. federal database, the team of journalists will cover how to check a database for its flaws and omissions, analyze it and find stories out of it, add reporting and precision editing for the stories, and work to visualize the information and data not only for presentation, but also to elicit more tips and ideas from the public.

**Investigating the rich**

How to unearth the stories and secrets of the nation's elite by mining luxurious parties, probate battles, fortune hunters, trust busters, high-priced lawyers, bankruptcy and white collar court records and obscure archives.

**Investigating human rights violations**

From the factories of Bangladesh to the modern day slave trade in West Africa, the panelists have explored some of the world's worst human rights atrocities. They'll discuss methods to explore rights violations and ways to bring the stories home to your audience.

**The global financial trail: Following the money**

*(Sponsored by Bloomberg)*

In a world where the bad guys move money, people and contraband at the push of a button, how do journalists follow the trail of dirty cash across borders? Here are journalists from three countries who have tracked front companies, offshore accounts, and the Vatican bank around the globe.

**Environmental investigations**

We'll discuss investigations on common practices that lead to harmful exposures, the country's first major spill of Canadian tar sands oil, worker safety, and little-known government scenarios for industrial accidents. Expect tips for finding the right scientists, organizing and surviving multimedia partner investigations and obtaining and analyzing data. We'll spotlight datasets reporters may not know about and explain how to build powerful stories from them.

**Excel 3**

In this hands-on class you'll learn how to find information quickly with filters and discover the magic of pivot tables as you summarize your data using spreadsheets.

**Access 1 with the query grid**

In this introduction to database managers you'll learn how to filter and select the items you choose in a database using Microsoft Access's simple point-and-click query grid.

**Defending against surveillance with the Tor Project**

*(Sponsored by John S. and James L. Knight Foundation)*

Governments, criminal networks, and private companies are using technology to track journalists and their sources. This session will cover what communication networks and third party services know about you, how to protect your communications from various adversaries, and how to safely store data.

**2:25-3:25 p.m.**

**Investigating political shenanigans**

With fewer journalists covering state houses and city halls, there's more room for elected officials to misbehave. Learn from veteran political reporters who have uncovered their share of corruption and Machiavellian machinations and lived to tell about it.

**Managers: Coordinating an investigative team**

Can any of the great reporters on this team tweet? Coordinating the team from idea to planning to staffing to execution to social media is more challenging than ever given competition for resources, new platforms and non-traditional content. How some of America's best newsrooms and universities are building and managing investigative teams. A panel of editors who have led teams in print, broadcast and online talk about what works and what doesn't.

**The data-driven story (Part 2): Putting the package together**

These three sessions will show how to take a data driven story from start to finish and includes longtime practitioners as speakers. Using a specific U.S. federal database, the team of journalists will cover how to check a database for its flaws and omissions, analyze it and find stories out of it, add reporting and precision editing for the stories, and work to visualize the information and data not only for presentation, but also to elicit more tips and ideas from the public.

**Whistleblowers and leaks – Protecting sources**

Well-placed sources who leak information – from emails to audio and video tape – have long been key to watchdog journalism. But a host of issues come with working with such sources: How do you confirm that the tape or the document is real? How can you cultivate sources and protect those who work with you at great personal risk? Learn about the steps you should take from panelists who have dealt with high profile cases, from corporate and government whistleblowers to the source of the Mitt Romney "47 percent" speech tape.

**Broadcast: Does it work? Is it broken? Testing products/testing systems**

How top reporters construct their own tests to prove systems or products are significantly less than what they claim.

**Shell companies and fraud: An investigative primer**

Unraveling financial schemes often involves tracing a myriad of corporations incorporated across the country and sometimes around the world. Corporate entities called shells – companies with no significant assets or operations – and the people involved with them are often at the center of plots ranging from bogus investment firms to money-laundering endeavors to pump-and-dump stock scams. This session will also help you understand the characteristics of shell companies, their legitimate and illegitimate purposes in the business sector, and methods for backgrounding and connecting intricate webs of firms and individuals scattered around the globe. You'll gain tools for tracking corporate investigations in your coverage area.

## FRIDAY

**2:25-3:25 p.m.**

**Getting records in the U.S., Mexico and beyond, by any means necessary**

*(Sponsored by Rockefeller Brothers Fund)*

How to use source development, negotiating skills and laws to obtain public records as well as documents from private individuals and from alternative types of archives in the United States, Mexico and beyond.

**Getting data into Excel**

In the real world, your key dataset probably isn't going to come in an easy-to-use package. This hands-on session will cover how to import data into Excel from a variety of formats.

**Access 2 with the query grid**

Learn how to summarize your data with summing and counting. This session will use Microsoft Access's point-and-click query grid.

**PACER – Best practices for electronic access to federal cases**

*(Sponsored by John S. and James L. Knight Foundation)*

Staff members from the PACER Service Center will perform a demo of the PACER service. The demonstration will provide information on the types of information available on-line from the Federal Courts and the best, most cost effective ways to use PACER. In addition, other public access services offered by the Federal Judiciary will be discussed.

**3:35-4:35 p.m.**

**Criminal Justice: Immigration**

*(Sponsored by Criminal Justice Journalists)*

As Congress debates a potential overhaul of the nation's immigration laws, how does the criminal justice system now deal with those alleged to be in the U.S. illegally? How does the Secure Communities program work, what is the status of deportations, how are federal, state, and local authorities either cooperating or not cooperating in enforcing the law?

**Search rodeo: Strategies, engines and databases for investigative reporting**

Google's not the only search game in town. Learn about search sites that provide different pools of information and unique features. Hear about resources to help with people finding, fact-checking and social search in the surface and the deep Web. Veteran researchers Barbara Gray and Margot Williams will share tips about finding and evaluating new search tools.

**The data-driven story (Part 3): Bulletproofing and presentation**

These three sessions will show how to take a data driven story from start to finish and includes longtime practitioners as speakers. Using a specific U.S. federal database, the team of journalists will cover how to check a database for its flaws and omissions, analyze it and find stories out of it, add reporting and precision editing for the stories, and work to visualize the information and data not only for presentation, but also to elicit more tips and ideas from the public.

**Writing the investigative memoir**

Sometimes the best way to tell an investigative story is through the eye of a single character – or from your own point of view. Three master reporters who specialize in the border and in Mexico reveal what it's like – and when it's best – to turn an investigative eye inward or try to view life from the point of view of a dead teenager murderer.

**Broadcast: Hidden cameras**

In the age of the iPhone and the Go-Pro, what constitutes a hidden camera and how is it used to produce great investigations?

**Surveillance, privacy and hackers**

A very timely panel that will delve into the explosive new disclosures of widespread surveillance by the National Security Agency, the FBI and other U.S. authorities, as well as hacking into government – and media – computers by China and other state and non-state actors. These aren't just issues for reporters in Washington; you can cover them wherever you are. The panel will also discuss important issues of privacy, civil liberties and computer security, both for the public and for journalists, including how to cover all of these important issues, with tips from some of the best reporters in the business on these beats.

## FRIDAY

**Getting skeptical sources to talk**

It's one of the toughest challenges any journalist faces: getting sources who don't want to talk to you, who sometimes, probably shouldn't talk to you, to open up. Two of the best in the business – Serge Kovalski of The New York Times and Michael Isikoff of NBC – talk about how they've gotten reluctant sources to speak, and how you can too.

**Excel magic – Advanced functions in Excel**

Dirty, disorganized databases getting you down? Electronic records rarely come the way you want them – especially when dealing with government agencies. But Excel has some very powerful, easy-to-use tools to give you back control over how you want your spreadsheet to look. Never spend hours cutting and pasting again, or haggling with a PIO. In this hands-on class we'll show you some great tricks that will forever change the way you deal with data.

**Access 3 with the query grid**

One of the most powerful features of a database manager is the ability to join tables. In this hands-on class you'll learn how to join tables using Microsoft Access's point-and-click query grid.

**Exploring the Investigative Dashboard**

*(Sponsored by John S. and James L. Knight Foundation)*

Learn how you can find all sorts of international data using the Investigative Dashboard, or ID. It's a space for investigators to find resources, share information, and learn new 'tricks of the trade'.

**4:45-6:15 p.m.**

**You've got it; should you post it?**

Mug shots, gun licenses, public employee salaries – the thorny question of whether, and how, to publish individual data acquired through public records reared its head again this year. We'll tackle questions including: if it's public, why not make it really public? How much context is enough? And what should you consider before you press the "publish" button?

**SHOWCASE PANEL: The government's war on leaks**

The Obama Administration's efforts to track down, punish and stop information leaks to the news media raises serious questions about access to information needed to report on the federal government and hold its officials and activities accountable to citizens. We examine the records of this and past administrations and discuss how reporters can continue their watchdog work.

**Broadcast: From pile of paper to compelling TV**

Some of the best document hounds around show documents can in fact be sexy TV. For anyone who ever heard "that's a great newspaper story" and refused to believe it couldn't also be great TV.

**Prosecutorial misconduct**

Local prosecutors exercise nearly untrammelled power, power that is frequently examined superficially, if at all, by local journalists. The result in hundreds of U.S. jurisdictions--frequent miscarriages of justice and even some wrongful convictions. How can reporters and editors identify the miscarriages of justice in the early stages? Hear journalists, prosecutors and the wrongfully convicted explain.

**Mining large document sets with Overview**

*(Sponsored by John S. and James L. Knight Foundation)*

You succeeded in getting those 50,000 emails. Your FOIA request came back with a three foot stack of paper. Your editor just told you to summarize every tweet about gun control in the last month. Now what? Overview is an open-source document handling tool designed to organize, visualize and explore large sets of text documents. It uses natural language processing to automatically read the full text of all documents, then sort them into topic-based folders. More than just a search engine, Overview can help you find stories you didn't even know you were missing.

## SATURDAY

8:30-9:30 a.m.

**Immigration: Stories away from the border**

Some of the best immigration stories come from examining ethnic communities, businesses, organizations and individuals wherever you live in America. How to find tips, sources, documents and follow these great international stories without ever leaving home. For the reporter who's never covered immigration before, we'll offer general tips for getting started. And for those who already have experience in this area, we'll share stories on how we handled advanced projects, including investigating an immigration detention facility and writing about children of Mexican immigrants.

**Out of order: Investigating the judicial system**

Do your courts deliver on the promise of justice? We'll show you the data, documents, and sources you can use to check up on how judges, prosecutors, and others are doing their jobs. We'll walk through some of the sources and techniques that helped us expose shortcomings at the local and national levels. And we'll show you how you can make sense of that impenetrable (and sometimes incomprehensible) world for your audience.

**Developing your own bulletproof methodology**

Make sure your investigations can withstand intense scrutiny and unexpected blowback. We'll discuss how to plan reporting and editing to build an airtight methodology that even people being written about will agree is solid. Panelists will explain how to use scientific studies, government policies, sources and data to do authoritative investigations. Hear tips on how to stay organized while fact checking and editing throughout the process so there are no last-minute surprises.

**Covering drug trafficking from Mexico to your community**

How does drug trafficking play out in Main Street America – or main street in Mexico? Ways to find local stories by following leads provided by federal court documents, government officials (and ex-officials), attorneys and other experts, public records in the U.S. and abroad, local sources and on the ground reporting.

**Producing killer profiles in the instant news cycle**

When a big story breaks and you've got to background a key player, what do you do? Who are they? What's their story? And how do you filter through all the online noise to find accurate information?

**Investigating breaking news**

Tips and strategies for bringing an investigative edge to big breaking-news stories, including how to develop a story in real time while using documents, databases, readers, and innovative tools to own the story on air, in print and online.

**SQL 1 using Access**

This class is good for those who want an introduction to database managers or want to get into the world of Structured Query Language (SQL). SQL allows you to interview your data with some simple statements called queries. SQL also gives you more control over your queries and allows you to work in other software beyond Microsoft Access using the language. In this introductory class you'll use Select, From and Where statements to select items from the data and filter on certain criteria.

**Intro to stats with Excel**

You don't need a fancy pants program to compute several different sorts of statistics. In this session, you'll learn how to compute basic descriptive statistics in Excel. You'll also learn how to run correlations and regressions in Excel.

**My friend FRED: Using fed data tools to add context to stories**

*(Sponsored by John S. and James L. Knight Foundation)*

An introduction to Federal Reserve Economic Data (FRED), the Federal Reserve Bank of St. Louis' signature economics database, with easy directions for journalists to tap into it to add context to their stories related to the economy. FRED contains more than 60,000 frequently updated sets of data, ranging from consumer price indexes to regional (metropolitan statistical area) housing charts and unemployment rates. It allows users to automatically compare the data over varying periods of time in customizable charts, and then easily incorporate those charts into print or Web publications.

## SATURDAY

9:40-10:40 a.m.

**Watchdogging government officials**

Learn practical tips on how to overcome obstacles, mine public records, and work with limited resources to effectively uncover corruption and waste at public agencies.

**Busting the immigration myths**

Experts who've probed deeply into immigration's numbers, scandals and human stories detail the data work, sourcing and interviewing skills needed to find the truth and enlighten audiences about one of the hemisphere's most vexing issues.

**Broadcast: "The Get" – Asking the right person the right questions**

How to pose the right questions to the right (responsible) person in the right setting. Do you have to chase them down the street? Or can you get them in the interview chair? What preparation do you do to ask the right questions in the right order? Interviewing for impact.

**Digging in with Google**

Most Google users only scratch the surface of the power of the popular search tool. This session will demonstrate many different methods and techniques for finding things you didn't think could be found, as well as discussing some of the strategies you can use for online investigations.

**High-stakes narrative**

*(Sponsored by the Dart Center for Journalism & Trauma)*

When investigative reporting involves victims of violence and tragedy, getting the storytelling right is as important as just getting the story. This panel goes under the hood of award-winning in-depth reporting on human rights violations, showing how narrative and investigative technique go hand in hand.

**Building sources on the beat that lead to investigations**

Never again will you have to tell your editor, "Nobody is saying anything." We'll show you the tips to develop sources on even the most challenging of beats. Learn how to find the information the powers that be want to keep a secret. We'll cover everything from identifying potential sources to the first meeting to the moment of truth. These practical tips can be used to cover the zoning board, City Hall or the White House.

**Managers: Changing the game – Bringing an investigative focus to your newsroom**

We all hear newsroom leaders talk about the need to do watchdog reporting. But how do you move beyond lip service? A panel of print, online and broadcast news leaders will walk you through the important steps needed to rethink a newsroom's mission and recast the organization – with the right people and mindset – to put a bigger emphasis on watchdog reporting.

**SQL 2 using Access**

In this hands-on class you'll learn how to build queries using SQL that will summarize your data with addition and counting. You'll learn how to take thousands of records and quickly find totals by county, state, city, campaign contributor and more. Building on the previous session, we'll add the ever-powerful Group By statement to your SQL toolbox. Attendees should have a basic understanding of the SQL Select, From and Where statements or have attended the SQL 1 using Access class.

**Open Refine**

Learn to take filthy, horrible, no-good, stinking, messy data from an unaccommodating government agency and transform it into something useful with the help of Open Refine (formerly Google Refine).

**Telling stories with Twitter data**

*(Sponsored by John S. and James L. Knight Foundation)*

With the millions of tweets being sent on Twitter every day, the platform can help tell stories on a grander scale. Learn the ways news organizations are using Twitter data to find and share news stories and how you can get started right now.

10 a.m.-5:50 p.m.

**Broadcast Show and Tell (Saturday)**

Show-and-Tell sessions offer new ways to share your investigations with colleagues from around the country. Sessions will be held in CR17-18 and have veteran broadcasters as moderators. Look for sign-up sheets on the 3rd floor near registration.

## SATURDAY

10:50-11:50 a.m.

**Collaborating across borders**

As more topics cross international borders, it's becoming more important to find collaborators in other countries. Successful collaborations are taking many shapes, from partnerships forged by reporters and editors with mutual interests to massive undertakings tying together journalists from across the globe. We look at the pluses, and the pitfalls, of banding together to follow stories wherever they lead.

**Investigating in a small town**

*(Sponsored by Texas Center for Community Journalism)*

How do you conduct investigations when you have limited funds and an already-overworked small staff of reporters? This panel will show that it can be done – and how. Some of America's best-known community journalists – one has been featured on 60 Minutes and all have won national investigative reporting awards – will share their stories and the price they have had to pay for pursuing important investigations.

**Broadcast: Building the investigative newsroom**

How good managers who “get” investigative reporting cultivate and nurture an investigative team. What do news managers, managing editors, executive producers and news directors need to know about what it takes to produce consistently solid investigative reporting? Bring your questions/comments and let's have a conversation.

**Exclusive: Investigative reporting market survey results**

What's hot, what's not – The results of a national survey research project conducted by AR&D and IRE will be revealed. What types of investigative stories are the most compelling? Why investigative reporting may save your newsroom? Is the “crowd” ready to help you investigate? Can investigative content bring back readers, listeners, and viewers? This will be the latest national research study purely dedicated to investigative journalism.

**Hard-hitting investigations: Concussions and sports**

What did the NFL know and when did it know it? And how can you begin looking into issues surrounding athletes and concussions? ESPN reporters Mark Fainaru-Wada and his charismatic, better-looking older brother Steve Fainaru discuss their ongoing investigation into the NFL's concussion crisis for ESPN and their upcoming book on the topic for Crown Archetype, to be published in the fall. They'll be joined by Phil Bennett of FRONTLINE, who is working on a documentary with ESPN.

**The drones are coming**

As early as 2015, drones will be legal in US airspace, but debate about them is already raging. Researchers at several universities are exploring how drones might be used for investigative reporting while state legislatures are looking to restrict their use, including banning media from using them. From the state of the art to the state of the law, drones are big right now.

**Managers: Preparing for and managing investigative blowback**

The days of silently standing by your story are over. Crisis PR managers in government, corporate, even private life orchestrate campaigns to discredit the journalism and the journalist, often before the story runs. This panel will offer practical tips pre- and post-publication for managing blowback.

**SQL 3 using Access**

One of the most powerful features of a database manager is its ability to join tables. In this hands-on class we'll show you how to take two tables and join them together using SQL queries. Attendees should have an understanding of the Select, From, Where and Group By SQL query statements or have taken the earlier SQL 1 and 2 classes.

**Intro to mapping with Fusion Tables**

Welcome to Google Fusion Tables. In this hands-on introduction to the free online tool you'll learn how to import data and easily turn it into an online map. We'll add in some simple customization as well. Experience with spreadsheets and a Google account are the only prerequisites for this class.

**Background Machine**

*(Sponsored by John S. and James L. Knight Foundation)*

Newspaper reporters have traditionally been responsible for checking the credentials of political candidates and officeholders in Arizona. With the contraction of media, this may no longer be the case. With an initial grant from Google Ideas and Investigative Reporters and Editors, AZCIR is building a crowd-funded public Web application to provide background checks of Arizona candidates.



**12-2 p.m.****IRE Awards Luncheon featuring keynote speaker Marcela Turati of the Mexican newsmagazine Proceso**

A highlight of the IRE conference, the IRE Awards Luncheon will be held in Salon GHI. We will present the 2012 IRE Awards and salute some of the best investigative work of the past year. Marcela Turati, a journalist who has long sought to give voice to those who lack political power and access to the media, will give the keynote presentation. Thank you to KSTP-Minneapolis/St. Paul for its work on creating the IRE Awards video shown at the luncheon.

**2:30-3:30 p.m.****Transparency: The nuts and bolts of open records battles**

*(Sponsored by Rockefeller Brothers Fund)*

Digging out documents is a key part of life as an investigative reporter. But it seems that governments at all levels are clamping down on access to records. Learn how to successfully navigate the ins and outs of state and federal FOIA laws and win access fights.

**Investigating History**

How do you transform old FBI documents and historic records into compelling narrative histories of gangsters and Mob bosses that transcend the true-crime genre? Doug Swanson, a projects editor for The Dallas Morning News, and James Neff, investigations editor for The Seattle Times, will explain how. The two journalist historians will join James Swanson, author of "Manhunt," a nonfiction narrative about President Lincoln's assassination that Newsweek called one of the best nonfiction crime books ever written. The three authors will detail unorthodox research methods that unearth the stuff of best-sellers.

**Broadcast: What I learned from getting sued**

You can make mistakes and never be sued. Or you can make no mistakes and still be sued – repeatedly. Veteran reporters give examples of what you can only learn by hard experience. Bring your own experiences. We won't get "into the weeds" and rehash the specifics of cases (or create more lawsuits) but we will be detailed enough to give you practical advice which will save you some pain and frustration. We are not attorneys and will NOT give legal advice.

**The dark side of the oil & gas boom: Death, pollution, land grabs and other impact**

Drilling for oil and gas is transforming communities and economies across the country. It's also creating big challenges for journalists, who must cover everything from the environmental impact of fracking to the toll taken as companies gobble up huge amounts of land for drilling. Hear from journalists who are on the front lines of the coverage and can help you tackle these stories in your own communities.

**Tracking government contracting**

*(Sponsored by Bloomberg)*

Tracking government spending and contracts can be tricky. In the U.S., there is rich data that can translate into stories on just about any government-related beat, but it can be confusing if you're not prepared. And following the money can lead to explosive stories in any country. This session will look at how journalists can follow the money both in the U.S. and internationally.

**Tracking political influence: Dark money, political intelligence, IRS oversight and more**

Following the money is even more of a maze than it used to be, thanks to the Supreme Court's Citizens United decision that opened the door to unlimited corporate and labor union spending in elections. This panel will give you tools to track outside groups – including super PACs and their shadowy dark-money sidekicks – and the people behind them. We'll explain the latest IRS political-targeting controversy and introduce you to the growing trend of businesses hiring firms to gather "political intelligence." Plus, we'll walk you through the basics of campaign finance records, personal financial disclosures, lobbying and other records and show you how to look for official corruption and ties between politicians and business, as well as how to expose regulatory failures and explain what really drives policymaking.

**Protecting the vulnerable**

These stories are among the most powerful and important stories you can tell as a journalist. Hear how reporters used public records, dogged determination and confidential sources to craft some of the best public service stories of last year. We'll discuss how to overcome roadblocks such as public records that are deemed "confidential" and what to do when records simply don't exist. The award-winning panelists (Pulitzer winner, Pulitzer finalist and IRE winner) will also talk about how they crafted well-written stories that got results.

## SATURDAY

2:30-3:30 p.m.

**Excel 1** (repeat session)

Introduction to data analysis with Excel, a simple but powerful spreadsheet application. In this session you'll learn some of the basic go-to calculations and you'll master sorting to help find stories and questions in data.

**Fusion Tables – beyond mapping**

Google Fusion Tables is known for its easy-to-use mapping interface, but it's also a powerful and free database manager for reporters who don't have access to software or haven't yet mastered SQL syntax. Learn to use Fusion Tables to aggregate and query your data – and explore new features that have recently extended the tool's capabilities.

**Ten nerd secrets an investigative reporter can't live without**

*(Sponsored by John S. and James L. Knight Foundation)*

This session is about solving problems – it aims to imbue you with some hard won knowledge from nerd-kind, covering a host of tips and tricks to slice through records and data issues that may arise during the course of an investigative story like a hot knife through butter, potentially saving you hours of time. Whether you're just starting out or have quite a bit of experience, this panel will have something for everybody.

3:40-4:40 p.m.

**AgriBusiness investigations**

Why investigate AgriBusiness? Corporate AgriBusiness is growing each year. AgriBusiness produces food, feed and fuel. Large firms employ tens of thousands of people and their sales net billions of dollars. The issues involved are many and diverse, including federal subsidies and crop insurance, farm worker conditions and immigration, antibiotics and food safety, pesticides and genetically-modified seed patents, to name a few. This panel will dig in on some of those issues and show you how you can start investigating AgriBusiness in your own community.

**Unnatural deaths: Investigating medical examiners**

*(Sponsored by the Dart Center for Journalism & Trauma)*

Deadly abuses of vulnerable people in the custody of public agencies can remain buried because of incompetent or sloppy medical examiner and coroner investigations. We look at cases where death investigations failed to uncover wrongdoing by police, mental health workers and others – and how reporters exposed the breakdowns themselves.

**Broadcast: Boom. Go! Go! Go!**

An explosion. An active shooter. An imminent public threat. Non-stop coverage. In the midst of adrenaline-filled chaos, how a good investigative reporter can sort fact from rumor and contribute calm context and clarity.

**Social Media for investigations**

You know the basics of Tweeting and posting Facebook status updates. Now it's time to take it to the next level as a social media sleuth – harnessing the power of Facebook, Twitter and LinkedIn, plus geolocation and analytic tools. Learn new ways to find sources, background people and companies, and break stories before the competition.

**Managers: Keeping the collaborative project on track**

Collaborations are becoming a more vital, complex and formal part of the investigative landscape. Come hear what it takes to make them work from leaders at organizations where partnerships are part of their DNA.

**Writing the investigative story**

Your reporting may be bulletproof and the facts explosive, but if you can't write it in a way that grabs and holds attention, no one may know. Get specific tips and advice on how to create suspense, use dialogue, shift perspective, and in general, to write a story, not an exposé.

**The global financial trail: Tracking assets**

*(Sponsored by Bloomberg)*

How do you track assets around the world? How can you follow mob money and corporate cash across borders, from Mexico to Montenegro? Come hear experts who can guide you through the global maze of assets and investment.

**Excel 2** (repeat session)

In this hands-on session you'll learn how to calculate ratios and rates with a spreadsheet and simple but powerful formulas.

## SATURDAY

**The doctor is in: Diagnosing dirty data**

Dirty data lurk everywhere: in text files, spreadsheets, databases, and PDFs. This hands-on class is a follow-up to “The Doctor is in: Diagnosing dirty data” panel discussion. We’ll walk you through some examples of the most common types of dirty data, point out telltale signs of data illness and explain how you can whip data into shape using some simple tools and methods.

**The latest from Sunlight Labs**

*(Sponsored by John S. and James L. Knight Foundation)*

Get a guided tour through the latest tools from the Sunlight Foundation, including resources for tracking federal and state legislation, regulatory dockets, campaign finance and much more. We’ll show Scout, Open States, Political Ad Sleuth and Ad Hawk, among other tools.

**4:50-5:50 p.m.**

**Beyond the written word: Visual data in journalism**

Telling a captivating story with data is daunting when limited to numbers and figures. If a picture is worth 1,000 words, a visualization is worth 1,000,000. Come hear from journalists about how they’re increasing readership and taking data journalism to the next level with compelling interactive visualizations.

**The environment: Regulating the regulators**

Hear how you can produce incisive stories that hold to account the environmental regulators in your city, region or state. Hear how the West, Texas, explosion provides fodder for investigations across the country – could this happen in your town? (Answer: It well might, given the gaps in regulation.) Also get the lowdown on how to critique the performance of government agents who are supposed to be protecting endangered species, preserving clean water and guarding against the privatization of parks.

**A conversation with Lawrence Wright**

Wright is a staff writer for the New Yorker and the Austin-Texas based author of *The Looming Tower: Al-Qaeda and the Road to 9/11*, which won the 2007 Pulitzer Prize for non-fiction and was named one of Time’s Top 100 Books of all time. His latest book, *Going Clear: Scientology, Hollywood & the Prison of Belief*, explores in rich detail the secretive world of the Church of Scientology – probing deeply into the lives and beliefs of figures like founder L. Ron Hubbard and actor Tom Cruise as well as other leaders and defectors involved in that controver-

sial movement. *Going Clear* was described in April 2013 as “an evenhanded, chilling ... investigation,” by the New York Review of Books. Wright promises to reveal some of the secrets of his craft in a conversation led by his longtime friend John Burnett, a veteran foreign correspondent and longtime, Texas-based NPR correspondent. Stick around and you’ll hear both play in their band Who Do at the closing reception.

**Excel 3 (repeat session)**

In this hands-on class you’ll learn how to find information quickly with filters and discover the magic of pivot tables as you summarize your data using spreadsheets.

**The doctor is in: Open lab (bring your dirty data and frustrations)**

Following up on the “Diagnosing Dirty Data” panel and hands-on session, we invite you to bring in your dirty data. We’ll take their temperature, check their blood pressure, and help you figure out how to turn them into healthy data, ready for analysis.

**6-7:30 p.m.**

**Membership meeting and IRE Board of Directors elections**

Plan to attend the annual membership meeting to cast a ballot in the Board of Directors elections. Six seats on the 13-member board are up for election this year. At the membership meeting, candidates must be nominated and seconded by the floor by two other IRE members. There will be no nominating speeches, but candidates will have two minutes to address their peers. Immediately following the board elections, there will be a separate election for two IRE Awards contest judges. Those candidates will be nominated and seconded from the floor. Please see [ire.org/about/board-directors/elections/](http://ire.org/about/board-directors/elections/) for more election information including deadlines and procedures.

**7:30-8:30 p.m.**

**Closing reception**

Enjoy one last evening of catching up with old and new friends, speakers and colleagues. Hors d’oeuvres and a cash bar will be available. Entertainment will be provided by Who Do. Conference name tags are required for entry.

**SUNDAY****9-10 a.m.****Storyboarding**

Don't leave the IRE conference without a battle plan for putting your new knowledge and skills to work back home. In this freewheeling group session, we'll discuss your story ideas, flesh them out, and develop strategies for doing them amid the daily demands of every newsroom. We'll talk about navigating office politics and help you develop a personal action plan.

**Web for investigations**

From better search techniques to the invisible Web, how to find documents and databases on deadline and where to find reliable websites for enterprise stories.

**9-11:10 a.m.****Reporting amid chronic threat**

*(Sponsored by Dart Center for Journalism & Trauma)*

Investigative reporting amid chronic threat and violence – whether along the U.S.-Mexico border or elsewhere in the world – brings special challenges. This interactive workshop will illuminate ways of staying safe and staying sane.

**9-11:50 a.m.****Practicing safer Internet: Learning to think about digital security**

This is an interactive workshop in digital security focused on what's called "Threat Modeling" in the computer security world – understanding how the networks you use see you, and how to realistically defend against the most likely attacks. We'll cover some security tools and techniques, but we're focused on understanding the networked environment well enough to let you seek out tools and techniques suited to your situation.

**10:10-11:10 a.m.****Career Roundtable**

Looking for advice on how to take the next step in your career? Get practical tips from panelists who will talk about their own experiences and discuss what employers are looking for.

**Finding data online**

There are plenty of clues on the Web that data exist, even though so much information is buried deep beyond search engine eyes. This session will highlight advanced searches and strategies for finding data that can't be found with a traditional search engine. We'll also point you to some sites for tracking down local, national and international data. All you need is a browser and some curiosity.