

A stylized illustration of a saguaro cactus with two arms, set against a background of a city skyline and mountains. The cactus is green with vertical ridges. The city skyline is in the foreground, and the mountains are in the background. The text is overlaid on the cactus and city.

2010 CAR  
CONFERENCE  
Phoenix

March 11-14

# Welcome to Phoenix

Thanks for joining us for the 2010 Computer-Assisted Reporting Conference here at Arizona State University.

Many of you spent much of the past month battling snow drifts and uncharacteristically frigid temperatures. We're hoping you won't mind spending a few days in the land of Spring Training and endless summer.

Of course, the real heat will be generated right here. During the next several days, you can choose from dozens of panels and hands-on classes designed to help you learn new approaches and skills.

Those looking for classes on the cutting edge won't be disappointed. We've got sessions on text mining, machine learning, data visualization and more.

And this year we've increased the focus on free, open-source software in both our panels and hands-on sessions.

If you're a relative newcomer, any session labeled with an "E" on our schedule (pp. 5-10) is meant for everyone, regardless of experience level.

For a more informal way to learn the latest on new software, Web sites and more, make sure to check out the Demo Room schedule.

And we're very pleased this year to offer a half-day workshop focusing on Census 2010, being held Thursday afternoon at the nearby *Arizona Republic* offices (see p. 5 for details).

Once again, we will celebrate some of the best work of the past year when we present the Philip Meyer Journalism Award winners on Friday. (See p. 4 for details).

As you'll notice from the schedule, this year's conference will be a little different from past years. We'll start things off with sessions at the Sheraton on Thursday, then move to the Cronkite School on Friday, Saturday and Sunday. Thanks to Dean Christopher Callahan and the entire staff at the school for generously offering their spectacular new facility and for working closely with us during the past few months.

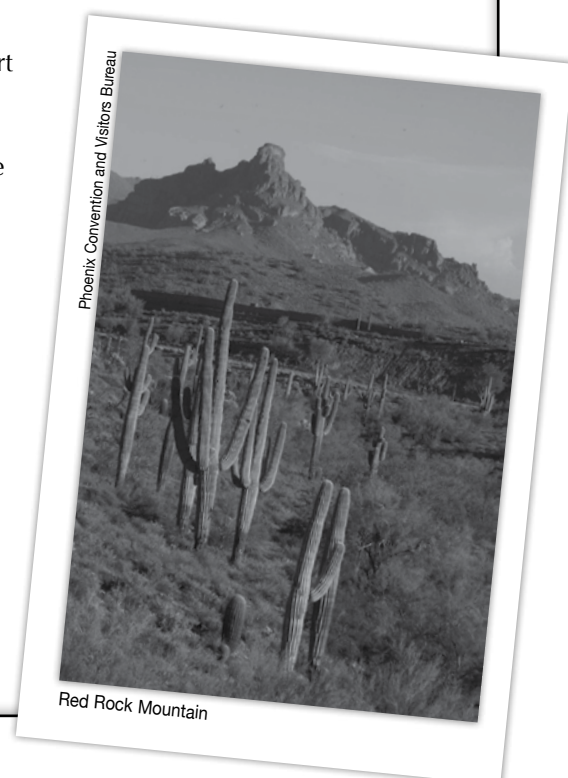
I also would like to thank all of our sponsors, whose commitment and support make events like this possible.

Thanks also to all of the volunteers who devote their time to preparing for the panel and hands-on sessions they'll be leading during the next several days.

And finally, thanks to each of you who have devoted the time and effort to attend this year's conference. As our profession evolves at a blinding pace, you have committed yourselves to learning the skills necessary to take a leading role in that transformation.



Mark Horvit  
Executive Director, Investigative Reporters and Editors



THANK YOU!

2010 CAR  
CONFERENCE  
Phoenix



Investigative Reporters and Editors and the National Institute for Computer-Assisted Reporting would like to recognize these organizations for their contributions and support for this conference:

**WALTER  
Cronkite**  
SCHOOL OF JOURNALISM  
AND MASS COMMUNICATION  
ARIZONA STATE UNIVERSITY

**THE ARIZONA REPUBLIC**



**LUMINA**  
FOUNDATION FOR EDUCATION

**Host:**

Walter Cronkite School of Journalism  
and Mass Communication at Arizona State University

**Primary Sponsors:**

*The Arizona Republic*  
Gannett Foundation  
Lumina Foundation for Education

**Sponsors:**

Philip L. Graham Fund  
Donald W. Reynolds National Center  
for Business Journalism at Arizona State University  
Perkins Coie Brown & Bain P.A.

**Thanks to the Missouri School of Journalism,  
which provides space and resources to IRE  
and NICAR, which is a joint program of IRE  
and the school.**

**Philip L. Graham Diversity Fellow**

This minority fellowship program for professional journalists was established by the Philip L. Graham Fund and IRE. Congratulations to our 2010 Graham Fellow.

•Denise Zapata, The Watchdog Institute

**General Conference Committee**

Mc Nelly Torres – EdMoney.org  
Lawan Williams – E.W. Scripps  
Duff Wilson – *The New York Times*

**Local Committee Members**

Patti Epler – *East Valley Tribune*  
Ryan Gabrielson – University of California – Berkeley  
Matt Wynn – *The Arizona Republic*  
Amy Silverman – *Phoenix New Times*  
Enric Volante  
Steve Doig – Arizona State University

# CONFERENCE ESSENTIALS

	Registration	Sales	Fundraising	Exhibitors/Recruiters	Cyber Café
	Sheraton – Outside Ahwatukee on 2nd floor				
Thursday	7:30 a.m.-5 p.m.	Closed	Closed	Closed	Closed
	ASU – The First Amendment Forum	ASU – The First Amendment Forum	ASU – The First Amendment Forum	ASU – The First Amendment Forum	ASU – Library & Student Resource Center
Friday	8 a.m.-5 p.m.	8 a.m.-5 p.m.	8 a.m.-5 p.m.	9 a.m.-6 p.m.	8:30 a.m.-5 p.m.
Saturday	8:30 a.m.-5 p.m.	8:30 a.m.-5 p.m.	8:30 a.m.-5 p.m.	9 a.m.-6 p.m.	8:30 a.m.-5 p.m.
Sunday	Closed	8:30-10 a.m.	Closed	9-11 a.m.	8:30-11 a.m.

## Reprints and Tipsheets

Stop by the 2nd floor at ASU to pick up copies of some of the top investigative work in the country using computer-assisted techniques, along with extra tipsheets and panel handouts. If you have copies of stories to share, then please contact an IRE staffer in the reprint area. Don't forget that all tipsheets will be available from IRE's Web site and the Resource Center a short time after the conference.

## Demo Room (ASU – Room 314)

Drop by to check out informal discussions about the latest applications for CAR. Today's topics may be essential tools in the not-too-distant future. NICAR Database Library staff will be available throughout the conference to answer questions and demonstrate the many datasets IRE and NICAR make available to journalists.

## Cyber Cafe (Library & Student Resource Center)

Computers are available to check your e-mail on Friday, Saturday and Sunday morning.

## Wireless Internet

The Sheraton offers wireless internet in the lobby and in the Link Café. At ASU wireless access is available by connecting to ASU-guest.

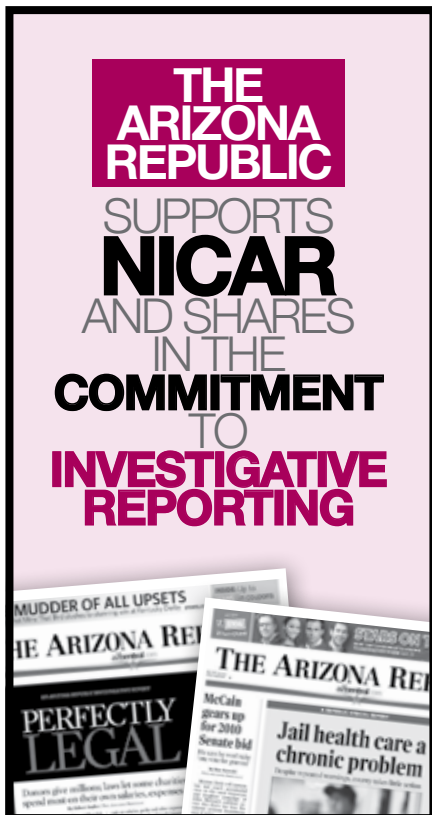
Follow the conference on Twitter: #nicar2010

## Reminders

**Please wear your name tag to all IRE events.** Before you leave the conference, please drop off your name tag holder at the registration desk to be recycled.

**Please set cell phones, pagers and PDAs to silent or vibrate while in sessions.** The speakers and fellow attendees will appreciate it.

**Please fill out an evaluation.** Your feedback helps us plan future events that meet members' needs. After the conference you will receive an e-mail with a link to complete an online evaluation of the conference. By completing this evaluation, you are entered into a drawing for free registration for the 2011 CAR Conference.



## EXHIBITORS

Learn about products and services of interest to journalists. (ASU – The First Amendment Forum)

- Bureau of Justice Statistics
- DocumentCloud
- Donald W. Reynolds National Center for Business Journalism at Arizona State University



## Philip Meyer Journalism Award Presentation

5:15-6:30 p.m. Friday, Sheraton – Oculus Patio

Join fellow CAR attendees for the presentation of the Philip Meyer Journalism Awards. Reception with light hors d'oeuvres and cash bar will be held at the Sheraton Phoenix Downtown on the Oculus patio. For more on 2009 winners, see p. 4.



## A Night at the Dueling Piano Bar

Join fellow colleagues for a night out at Tempe's Big Bang Dueling Piano Bar at 7:30 p.m. on Friday, March 12. It's a great opportunity to laugh and catch up with fellow journalists. Big Bang is located at 5th and Mill which is a Tempe hot spot within walking distance of many restaurants and shopping. (The Big Bang Piano Bar, 501 S. Mill Ave. St. B-101, Tempe, 480-557-5595, www.thebigbangbar.com) For those who missed the advance tickets, any remaining tickets will be sold at the conference sales desk for \$20. Price includes free admission to the show in a private IRE reserved section and buys your first two drinks (wine, beer, soda or water).

## Brown Bag with Media Lawyers

Sponsored by Perkins Coie Brown & Bain P.A. and Smallman Law PLLC

12-1:50 p.m. Friday, ASU – Cronkite 252

Here's your chance for informal Q&A about legal issues with Dan Barr, David Bodney, and David Smallman. Bring your "hypotheticals" and your own lunch. Beverages and desserts will be provided.

## IRE Hands-on Classes

Classes are available on a first-come, first-served basis. There is no pre-registration required for hands-on classes, except for CAR Mini-Boot Camp and Web Frameworks Boot Camp classes. (See session descriptions on pp. 10-16.)

## CAR Mini-Boot Camp

The popular CAR Mini-Boot Camp offers an introduction to computer-assisted reporting, based on IRE and NICAR's popular six-day CAR Boot Camps. The CAR Mini-Boot Camp provides 8 hours of hands-on instruction in Internet, Microsoft Excel spreadsheets, Access database manager, and insights on how to apply CAR in news stories and beats. This option is limited to pre-registered attendees.

If you signed up for the CAR Mini-Boot Camp, then you will be assigned to a red or green team. (The red or green dot on your nametag is a reminder). The Red Team will attend hands-on classes in computer lab 316; the Green Team meets in computer lab 352. See items marked "CAR Mini-Boot Camp" in the schedule.

## Web Frameworks Advanced Boot Camp

An intensive series of hands-on classes designed to take you from the basics to a fully functioning data-driven application in Django, the Web framework that drives award-winning projects like EveryBlock, PolitiFact and *The Washington Post's* congressional votes database. All hands-on classes for Web Frameworks Advanced Boot Camp will be held in computer lab 356. Instructors for this workshop are Brian Boyer, Chase Davis, Daniel Lathrop, Ryan Mark, Ben Welsh and Derek Willis. This workshop is limited to pre-registered attendees. See items marked "Web Frameworks Boot Camp" in the schedule.

## Education Track

### Sponsored by Lumina Foundation for Education

Campus Accountability: Tracking everything from sexual assaults to academic quality (E) – Thursday, Sheraton 4-4:50 p.m. Ahwatukee B

Covering Campus: From the stadium to the boardroom (E) – Saturday 10-10:50 a.m., ASU-azcentral.com Classroom, 256

## Hands-On Caspio Training

Saturday, March 13th

Join Caspio for in-depth training on the latest techniques for rapid database publishing and web application building.

### Existing and Prospective Users Welcome

ASU-Computer Lab 351 – Saturday, March 13  
Presented by Ed Garcia, Caspio

- **Tips and Tricks for User-Generated Data and Apps**  
10:00 am – 10:50 am
- **Make Every Record Count with New SEO Deployment**  
11:00 am – 11:50 am  
2:00 pm – 2:50 pm
- **Map Integration and Geo-Coding Services**  
3:00 pm – 3:50 pm

Proud Supporter of the 2010 CAR Conference

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# PHILIP MEYER JOURNALISM AWARD

The Meyer Award is in honor of Philip Meyer, professor emeritus and former Knight Chair in Journalism at the University of North Carolina at Chapel Hill. He wrote "Precision Journalism," the seminal 1973 book and subsequent editions that encouraged journalists to incorporate social science methods in journalism.

The Meyer Award recognizes the best uses of social science methods in journalism. The awards will be presented on Friday at 5:15 p.m. at the Sheraton Phoenix Downtown on the Oculus patio. The first-place winner will receive \$500; second and third will receive \$300 and \$200, respectively.

The award is administered by the National Institute for Computer-Assisted Reporting (a joint program of Investigative Reporters and Editors and the Missouri School of Journalism) and the Knight Chair in Journalism at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University.

Investigations by *USA Today*, *The Seattle Times*, the *Chicago Tribune* and the *Arizona Republic* have been named winners of the 2009 Philip Meyer Journalism Award.

#### Here are details on the winners:

- **First Place:** *USA Today* for "The Smokestack Effect: Toxic Air and America's Schools," Blake Morrison, Brad Heath

In "The Smokestack Effect", *USA Today* reporters Blake Morrison and Brad Heath used techniques from social and physical sciences to examine the levels of air pollution at schools across the country. They gathered tens of millions of air quality and industrial pollution records and the locations of nearly 128,000 schools, then used the Environmental Protection Agency's own pollution model to identify thousands of schools where the air was far more toxic than in nearby neighborhoods. *USA Today* teams also spent weeks gathering air samples at 95 schools in 30 states, proving high pollution levels at two-thirds of them. The stories prompted immediate action from the EPA, including creation of a \$2.25 million program to monitor air quality at schools.

- **Second Place:** *The Seattle Times* for "MRSA: Culture of Resistance," Michael J. Berens, Ken Armstrong

Using an ingenious data analysis approach, *The Seattle Times* exposed a shocking increase in Washington hospitals of the cases of the drug resistant germ MRSA (methicillin-resistant *Staphylococcus aureus*) – and the state inspection system that allowed it to happen. The reporters used state death records and patient-discharge data (which contained no specific code for MRSA) to stitch together a way to identify and track the incidents of MRSA at individual hospitals. They also analyzed state inspection records and did a survey of hospitals to illuminate problems and cases.

- **Third Place:** *Chicago Tribune* for "Compromised Care," David Jackson, Gary Marx, Sam Roe, Brian Boyer, Joe Germuska, Ryan Mark

This project began with curiosity and concern about a news brief reporting that a 69-year old woman in an Illinois nursing home had been raped by another resident: a 21-year-old psychiatric patient with a history of violence. The subsequent investigation revealed dangerous systemic failures to protect elderly patients in Illinois nursing homes that have been used increasingly to house mentally ill younger residents, including murderers, sex offenders, and armed robbers. Trends were detected by making connections between records and datasets from a wide variety of sources. An interactive Web site allows users to explore the records of individual nursing homes. The project has prompted ongoing state and federal action to curb abuses.

- **Honorable Mention:** *Arizona Republic* for "Perfectly Legal," Robert Anglen, Ryan Konig, Andrew Long, David Fritze

This four-day series exposed a system in which 22 charities and dozens of affiliates moved \$130 million among themselves while often performing little charitable work. The newspaper's team combined traditional investigative reporting with social network analysis of thousands of documents to track the money from the U.S. through Canada, England, the Philippines and South America.

The Meyer Award included work published or broadcast between Oct. 1, 2008 and Sept. 30, 2009. Entries represented work that utilized a variety of social science methods and data analysis. All entries will be archived in the IRE Resource Center.

The contest judges included journalism professors who have extensive experience with computer-assisted reporting techniques and social scientists who are experienced in working with reporters.

The judges were:

- Ira Chinoy, professor at the University of Maryland's Philip Merrill College of Journalism and former director of computer-assisted reporting for *The Washington Post*.
- Sarah Cohen, Knight Chair in Computational Journalism at Duke University and a former database editor of *The Washington Post*.
- Steve Doig, the Knight Chair in Computer-Assisted Reporting at Arizona State University's Cronkite School of Journalism and formerly associate editor for research at *The Miami Herald*.
- Brant Houston, the Knight Chair for Investigative and Enterprise Reporting at the University of Illinois at Urbana-Champaign and formerly the executive director of Investigative Reporters and Editors.

The Philip Meyer Journalism Award follows the rules of the IRE Awards in its efforts to avoid conflicts of interest. Work that included any significant role by a member of the IRE Board of Directors or Meyer Award contest judge may not be entered in the contest.

# THURSDAY PANELS

at the Sheraton Phoenix Downtown Hotel. Read panel and class descriptions on pp. 10-16.

Guide to sessions: A = Advanced E = Everyone I = Intermediate

	MARYVALE A	AHWATUKEE A	AHWATUKEE B	THE ARIZONA REPUBLIC IN THE PULLIAM ROOM
8:30-8:50 a.m.		<b>Best use of the conference and introduction to CAR (E)</b> • IRE Staff		<p>Get ready for the 2010 Census with a special half-day workshop. Session leaders and Census experts Paul Overberg of <i>USA Today</i> and Steve Doig of Arizona State University get you up to speed on everything you'll need to know, from covering the Census gathering process to working with the data when it's released. Learn how the American Community Survey is coming to play a crucial role in understanding the demographics of your town, and get enough story ideas to last the next 10 years. The sessions start at 1 p.m. at <i>The Arizona Republic</i>.</p>
9-9:50 a.m.		<b>Overview of the year in CAR (E)</b> • Doug Haddix, IRE/NICAR • Mark Horvit, IRE/NICAR	<b>Mining the Web for data and stories (I)</b> • Jaimi Dowdell, IRE/NICAR • Ted Mellnik, <i>The Charlotte (N.C.) Observer</i>	
10-10:50 a.m.	<b>The latest in mapping (A)</b> • Clem Henriksen, ESRI • David Herzog, IRE/NICAR	<b>Data state of mind (E)</b> • MaryJo Webster, <i>St. Paul Pioneer Press</i> • Brant Houston, University of Illinois		
11-11:50 a.m.	<b>Big Data: Analyzing legislation with machine learning (A)</b> • Chase Davis, California Watch • Brant Houston, University of Illinois	<b>Essential data for every newsroom (E)</b> • Ryan McNeill, <i>The Dallas Morning News</i> • Matt Wynn, <i>The Arizona Republic</i>	<b>Programming basics (I)</b> • Helena Bengtsson, Sveriges Television • Daniel Lathrop, InvestigateWest	
12-1:50 p.m.	Lunch on your own.			
1-1:50 p.m.				<b>Covering the Taking of the Census (E)</b> • Steve Doig, Arizona State University • Paul Overberg, <i>USA Today</i>
2-2:50 p.m.	<b>Open-source GIS (A)</b> • Michael Corey, <i>The Des Moines (Iowa) Register</i> • Tim Henderson, <i>The Journal News (White Plains, N.Y.)</i> • Daniel Lathrop, InvestigateWest	<b>Teaching CAR whether in the newsroom or the classroom (E)</b> • Darnell Little, Northwestern University • Danielle Cervantes, <i>The San Diego Union Tribune</i>	<b>Social media tools for journalists (E)</b> • Doug Haddix, IRE/NICAR • Nils Mulvad, Kaas & Mulvad • Paula Lavigne, ESPN	<b>Understanding 2010 Census data (E)</b> • Steve Doig, Arizona State University • Paul Overberg, <i>USA Today</i>
3-3:50 p.m.	<b>Juice up your stories with advanced methods (A)</b> • Sarah Cohen, Duke University • David Donald, Center for Public Integrity	<b>Watchdogging government spending (E)</b> • Rob O'Dell, <i>Arizona Daily Star</i> • Matt Stiles, The Texas Tribune	<b>Web development at newsroom speed (I)</b> • Niran Babalola, The Texas Tribune • Daniel Lathrop, InvestigateWest	<b>The Rise of the American Community Survey (E)</b> • Steve Doig, Arizona State University • Paul Overberg, <i>USA Today</i>
4-4:50 p.m.	<b>Lightning talks (A)</b> • Derek Willis, <i>The New York Times</i> (moderator)	<b>Local and online data (E)</b> • Cheryl Phillips, <i>The Seattle Times</i> • Matt Wynn, <i>The Arizona Republic</i>	<b>Campus Accountability: Tracking everything from sexual assaults to academic quality (E)</b> (Sponsored by the Lumina Foundation for Education) • David Donald, Center for Public Integrity, • Doug Lederman, Inside Higher Ed	<b>Writing up the 2010 Census (E)</b> • Steve Doig, Arizona State University • Paul Overberg, <i>USA Today</i>

# FRIDAY PANELS

at ASU – Walter Cronkite School of Journalism and Mass Communication.  
Read panel and class descriptions on pp. 10-16.

Guide to sessions: A = Advanced E = Everyone I = Intermediate

	THE CRONKITE THEATER, 202	CRONKITE 252	azcentral.com CLASSROOM, 256	CRONKITE 314 DEMO ROOM
9-9:50 a.m.	<b>Data on deadline (E)</b> <ul style="list-style-type: none"> <li>Robert Benincasa, National Public Radio</li> <li>Stephen Stock, WFOR-South Florida</li> </ul>	<b>Web scraping (A)</b> <ul style="list-style-type: none"> <li>Jacob Fenton, Investigative Reporting Workshop</li> <li>James Wilkerson, <i>The Des Moines (Iowa) Register</i></li> </ul>	<b>What it means to connect the dots: Social network analysis as a reporting tool (I)</b> <ul style="list-style-type: none"> <li>Robert Anglen, <i>The Arizona Republic</i></li> <li>David Donald, Center for Public Integrity</li> </ul>	<b>The command line for reporters (I)</b> <ul style="list-style-type: none"> <li>John Perry, <i>The Atlanta Journal-Constitution</i></li> </ul>
10-10:50 a.m.	<b>Transparency in a digital age (E)</b> <ul style="list-style-type: none"> <li>Wendell Cochran, American University</li> <li>Jennifer LaFleur, ProPublica</li> <li>David Smallman, Smallman Law PLLC</li> </ul>	<b>Semantic tagging and DocumentCloud (A)</b> <ul style="list-style-type: none"> <li>Jeremy Ashkenas, DocumentCloud</li> <li>Scott Klein, ProPublica</li> </ul>	<b>Spycraft (I)</b> <ul style="list-style-type: none"> <li>Steve Doig, Arizona State University</li> <li>Rich Robertson, R3 Investigations</li> </ul>	<b>Stupid Web tricks (E)</b> <ul style="list-style-type: none"> <li>Ben Welsh, <i>Los Angeles Times</i></li> </ul>
11-11:50 a.m.	<b>Uncovering health and food safety issues (E)</b> <ul style="list-style-type: none"> <li>Anthony DeBarros, <i>USA Today</i></li> <li>Alex Richards, <i>Las Vegas Sun</i></li> </ul>	<b>New frontiers in reporting tools (A)</b> <ul style="list-style-type: none"> <li>Sarah Cohen, Duke University</li> <li>Brant Houston, University of Illinois</li> <li>Steve Doig, Arizona State University, (moderator)</li> </ul>	<b>Bulletproofing (E)</b> <ul style="list-style-type: none"> <li>Rick Brooks, <i>The Wall Street Journal</i></li> <li>Mark Horvit, IRE/NICAR</li> </ul>	<b>No-cost Demographic Data Program from ESRI (E)</b> <ul style="list-style-type: none"> <li>Jim Herries, ESRI</li> <li>Clem Henriksen, ESRI</li> </ul>
12-1:50 p.m.	Lunch on your own. or	<b>Media Lawyers Brown Bag</b> <ul style="list-style-type: none"> <li>David Smallman, Smallman Law PLLC</li> <li>Dan Barr, Perkins Coie Brown &amp; Bain P.A.</li> <li>David Bodney, Steptoe &amp; Johnson LLP</li> </ul>		
2-2:50 p.m.	<b>Census stories you should be doing (E)</b> <ul style="list-style-type: none"> <li>Steve Doig, Arizona State University</li> <li>Paul Overberg, <i>USA Today</i></li> </ul>	<b>Latest developments in front-end mapping (A)</b> <ul style="list-style-type: none"> <li>Michael Corey, <i>The Des Moines (Iowa) Register</i></li> <li>Andrew Long, <i>The Arizona Republic</i></li> </ul>	<b>Open-source alternatives (I)</b> <ul style="list-style-type: none"> <li>James Wilkerson, <i>The Des Moines (Iowa) Register</i></li> <li>Matt Wynn, <i>The Arizona Republic</i></li> </ul>	<b>New Tools from the Sunlight Foundation: Tracking Government Data &amp; Disclosures (E)</b> <ul style="list-style-type: none"> <li>Bill Allison, Sunlight Foundation</li> <li>Anu Narayanswamy, Sunlight Foundation</li> <li>Kerry Mitchell, Sunlight Foundation</li> </ul>
3-3:50 p.m.	<b>Cracking the justice system: Court data and crime reports (E)</b> <ul style="list-style-type: none"> <li>Doug Smith, <i>Los Angeles Times</i></li> <li>Dylan Purcell, <i>The Philadelphia Inquirer</i></li> </ul>	<b>Forensic accounting for reporters (I)</b> <ul style="list-style-type: none"> <li>Joe Epps, Arizona State University</li> </ul>	<b>Covering the environment from climate to contamination (E)</b> <ul style="list-style-type: none"> <li>Griff Palmer, <i>The New York Times</i></li> <li>Michael Pell, Center for Public Integrity</li> </ul>	<b>DocumentCloud (E)</b> <ul style="list-style-type: none"> <li>Jeremy Ashkenas, DocumentCloud</li> <li>Scott Klein, ProPublica</li> </ul>
4-4:50 p.m.	<b>CAR for broadcast (E)</b> <ul style="list-style-type: none"> <li>Mark Greenblatt, KHOU-Houston</li> <li>Maggie Mulvihill, New England Center for Investigative Reporting</li> </ul>	<b>Mashups and Web mapping on the fly (I)</b> <ul style="list-style-type: none"> <li>Niran Babalola, <i>The Texas Tribune</i></li> <li>Ted Mellnik, <i>The Charlotte (N.C.) Observer</i></li> </ul>	<b>Juggling and managing CAR work (E)</b> <ul style="list-style-type: none"> <li>David Heath, Huffington Post Investigative Fund</li> <li>MaryJo Webster, <i>St. Paul Pioneer Press</i></li> </ul>	<b>Finding and using data about banks</b> <ul style="list-style-type: none"> <li>Wendell Cochran, American University</li> </ul>
5:15-6:30 p.m.	Philip Meyer Award Reception is taking place at the Sheraton Downtown Phoenix on the Oculus Patio.			
7:30 p.m.	Big Bang Piano Bar off-site event			



# FRIDAY CLASSES

at ASU – Walter Cronkite School of Journalism and Mass Communication.  
Read panel and class descriptions on pp. 10-16.

Guide to sessions: A = Advanced E = Everyone I = Intermediate

COMPUTER LAB 316	COMPUTER LAB 318	COMPUTER LAB 352	COMPUTER LAB 354	COMPUTER LAB 356
<b>Excel 1 (E)</b> <ul style="list-style-type: none"> <li>Brad Branan, <i>The Fresno (Calif.) Bee</i></li> </ul>	<b>Census lookups and quick facts (E)</b> <ul style="list-style-type: none"> <li>Alex Richards, <i>Las Vegas Sun</i></li> </ul>	<b>Fundamentals of Programming (A)</b> <ul style="list-style-type: none"> <li>Jeremy Ashkenas, DocumentCloud</li> </ul>	<b>Free mapping software (I)</b> <ul style="list-style-type: none"> <li>Michael Corey, <i>The Des Moines (Iowa) Register</i></li> <li>Tim Henderson, <i>The Journal News (White Plains, N.Y.)</i></li> <li>Daniel Lathrop, InvestigateWest</li> </ul>	<b>SPSS 1 (A)</b> <ul style="list-style-type: none"> <li>Jack Gillum, <i>USA Today</i></li> </ul>
<b>Excel 2 (E)</b> <ul style="list-style-type: none"> <li>Brooke Williams, Watchdog Institute</li> </ul>	<b>Downloading and analyzing Census data (I)</b> <ul style="list-style-type: none"> <li>Paul Overberg, <i>USA Today</i></li> </ul>	<b>MySQL introduction (A)</b> <ul style="list-style-type: none"> <li>Matt Wynn, <i>The Arizona Republic</i></li> <li>Agustin Armendariz, California Watch</li> </ul>	<b>Free mapping software (continued) (I)</b> <ul style="list-style-type: none"> <li>Michael Corey, <i>The Des Moines (Iowa) Register</i></li> <li>Tim Henderson, <i>The Journal News (White Plains, N.Y.)</i></li> <li>Daniel Lathrop, InvestigateWest</li> </ul>	<b>SPSS 2 (A)</b> <ul style="list-style-type: none"> <li>Ryan McNeill, <i>The Dallas Morning News</i></li> </ul>
<b>Excel 3 (E)</b> <ul style="list-style-type: none"> <li>Paula Lavigne, ESPN</li> </ul>	<b>Twitter 101 (E)</b> <ul style="list-style-type: none"> <li>Doug Haddix, IRE/NICAR</li> </ul>	<b>MySQL introduction (continued) (A)</b> <ul style="list-style-type: none"> <li>Matt Wynn, <i>The Arizona Republic</i></li> <li>Agustin Armendariz, California Watch</li> </ul>	<b>CrimeStat (A)</b> <ul style="list-style-type: none"> <li>Ted Mellnik, <i>The Charlotte (N.C.) Observer</i></li> </ul>	<b>SPSS 3 (A)</b> <ul style="list-style-type: none"> <li>David Donald, Center for Public Integrity</li> </ul>

<b>Excel 1 (CAR Mini-Boot Camp)</b> <ul style="list-style-type: none"> <li>Mark Greenblatt, KHOU-TV, Houston</li> </ul>	<b>Access 1 (E)</b> <ul style="list-style-type: none"> <li>Danielle Cervantes, <i>The San Diego Union-Tribune</i></li> </ul>	<b>Excel 1 (CAR Mini-Boot Camp)</b> <ul style="list-style-type: none"> <li>Ben Poston, <i>Milwaukee Journal Sentinel</i></li> </ul>	<b>R to the rescue: free stats software (A)</b> <ul style="list-style-type: none"> <li>Bill Alpert, Barron's</li> </ul>	<b>Web Frameworks Boot Camp</b> (pre-registered participants only)
<b>Excel 2 (CAR Mini-Boot Camp)</b> <ul style="list-style-type: none"> <li>Gavin Off, <i>Tulsa (Okla.) World</i></li> </ul>	<b>Access 2 (E)</b> <ul style="list-style-type: none"> <li>Aaron Kessler, <i>Sarasota Herald-Tribune</i></li> </ul>	<b>Excel 2 (CAR Mini-Boot Camp)</b> <ul style="list-style-type: none"> <li>Agustin Armendariz, California Watch</li> </ul>	<b>R to the rescue: free stats software (continued) (A)</b> <ul style="list-style-type: none"> <li>Bill Alpert, Barron's</li> </ul>	<b>Web Frameworks Boot Camp</b> (pre-registered participants only)
<b>Importing data into Excel (CAR Mini-Boot Camp)</b> <ul style="list-style-type: none"> <li>Neil Reisner, Florida International University</li> </ul>	<b>Access 3 (E)</b> <ul style="list-style-type: none"> <li>Ryan McNeill, <i>The Dallas Morning News</i></li> </ul>	<b>Importing data into Excel (CAR Mini-Boot Camp)</b> <ul style="list-style-type: none"> <li>Kevin Crowe, Watchdog Institute</li> </ul>	<b>Simile / Timeline free visualization tool (I)</b> <ul style="list-style-type: none"> <li>Sarah Cohen, Duke University</li> </ul>	<b>Web Frameworks Boot Camp</b> (pre-registered participants only)

# SATURDAY PANELS

at ASU – Walter Cronkite School of Journalism and Mass Communication.  
Read panel and class descriptions on pp. 10-16.

Guide to sessions: A = Advanced E = Everyone I = Intermediate

	THE CRONKIE THEATER, 202	CRONKITE 252	azcentral.com CLASSROOM, 256	CRONKITE 314 DEMO ROOM
9-9:50 a.m.	<b>Basic CAR stories for every newsroom (E)</b> <ul style="list-style-type: none"> <li>• David Herzog, IRE/NICAR</li> <li>• Gavin Off, <i>Tulsa (Okla.) World</i></li> </ul>	<b>Mining text for stories (A)</b> <ul style="list-style-type: none"> <li>• Chase Davis, California Watch</li> <li>• John Bones, Verdens Gang</li> </ul>	<b>Writing the CAR story (E)</b> <ul style="list-style-type: none"> <li>• Chris Adams, McClatchy</li> <li>• Blake Morrison, <i>USA Today</i></li> <li>• Olga Pierce, ProPublica</li> </ul>	<b>The latest from followthemoney.org (E)</b> <ul style="list-style-type: none"> <li>• Ed Bender, National Institute on Money in State Politics</li> </ul>
10-10:50 a.m.	<b>Winning open records battles (E)</b> <ul style="list-style-type: none"> <li>• Dan Barr, Perkins Coie Brown &amp; Bain P.A.</li> <li>• David Cuillier, University of Arizona</li> <li>• Terri Langford, <i>Houston Chronicle</i></li> </ul>	<b>GeoDjango &amp; OpenLayers (A)</b> <ul style="list-style-type: none"> <li>• Ben Welsh, <i>Los Angeles Times</i></li> <li>• Derek Willis, <i>The New York Times</i></li> </ul>	<b>Covering Campus: From the stadium to the boardroom (E)</b> (Sponsored by the Lumina Foundation for Education) <ul style="list-style-type: none"> <li>• Jeffrey Brainard, Chronicle of Higher Education</li> <li>• Jack Gillum, <i>USA Today</i></li> </ul>	<b>(Almost) Automatic Data Entry (I)</b> <ul style="list-style-type: none"> <li>• Matt Wynn, <i>The Arizona Republic</i></li> </ul>
11-11:50 a.m.	<b>Necessary numbers (E)</b> <ul style="list-style-type: none"> <li>• Jaimi Dowdell, IRE/NICAR</li> <li>• Jennifer LaFleur, ProPublica</li> </ul>	<b>Advanced data visualization (A)</b> <ul style="list-style-type: none"> <li>• Andrew Long, <i>The Arizona Republic</i></li> <li>• Charlie Szymanski, <i>The Nation</i></li> </ul>	<b>CAR-based investigations we're missing (E)</b> <ul style="list-style-type: none"> <li>• Anthony DeBarros, <i>USA Today</i></li> <li>• Laura Frank, Rocky Mountain Investigative News Network</li> <li>• Brant Houston, University of Illinois</li> <li>• Nora Paul, University of Minnesota</li> <li>• Mark Horvit, IRE/NICAR (moderator)</li> </ul>	<b>Taming news feeds: How to import and manage feeds in Facebook and Twitter (I)</b> <ul style="list-style-type: none"> <li>• Nils Mulvad, Kaas &amp; Mulvad</li> </ul>
12-1:50 p.m.	Lunch on your own.			
2-2:50 p.m.	<b>Probing banks and mortgage lenders (E)</b> <ul style="list-style-type: none"> <li>• David Donald, Center for Public Integrity</li> <li>• Maurice Tamman, <i>The Wall Street Journal</i></li> </ul>	<b>Dissecting a Web site (I)</b> <ul style="list-style-type: none"> <li>• Jack Gillum, <i>USA Today</i></li> <li>• John Perry, <i>The Atlanta Journal-Constitution</i></li> </ul>	<b>Online freebies and cool software tools (E)</b> <ul style="list-style-type: none"> <li>• Neil Reisner, Florida International University</li> </ul>	<b>Not a programmer? Not a worry. (I)</b> <ul style="list-style-type: none"> <li>• Scott Klein, ProPublica</li> <li>• Jeff Larson, ProPublica</li> </ul>
3-3:50 p.m.	<b>Internet tips and tricks</b> <ul style="list-style-type: none"> <li>• Jaimi Dowdell, IRE/NICAR</li> <li>• Nora Paul, University of Minnesota</li> </ul>	<b>Development techniques (A)</b> <ul style="list-style-type: none"> <li>• Brian Boyer, Chicago Tribune Media Group</li> <li>• Jacob Fenton, Investigative Reporting Workshop</li> </ul>	<b>Covering the sluggish recovery (E)</b> <ul style="list-style-type: none"> <li>• Michael Grabell, ProPublica</li> <li>• Ben Poston, <i>Milwaukee Journal Sentinel</i></li> </ul>	<b>Twitter for journalists (E)</b> <ul style="list-style-type: none"> <li>• Doug Haddix, IRE/NICAR</li> </ul>
4-4:50 p.m.	<b>Gearing up for midterm elections (E)</b> <ul style="list-style-type: none"> <li>• Bill Allison, Sunlight Foundation</li> <li>• Ed Bender, National Institute on Money in State Politics</li> </ul>		<b>CAR speed dating – get help on your stories, ask the experts (E)</b> <ul style="list-style-type: none"> <li>• Jennifer LaFleur, ProPublica, (moderator)</li> </ul>	<b>Freereporter mobile (E)</b> <ul style="list-style-type: none"> <li>• Stephano Valentino, International Visiting and Fulbright Scholar at the UC Berkeley School of Journalism</li> </ul>

# SATURDAY CLASSES

at ASU – Walter Cronkite School of Journalism and Mass Communication.  
Read panel and class descriptions on pp. 10-16.

Guide to sessions: A = Advanced E = Everyone I = Intermediate

COMPUTER LAB 316	COMPUTER LAB 318	COMPUTER LAB 352	COMPUTER LAB 354	COMPUTER LAB 356
<b>SPSS 4 (A)</b> <ul style="list-style-type: none"> <li>Jennifer LaFleur, ProPublica</li> </ul>	<b>Mapping 1 (I)</b> <ul style="list-style-type: none"> <li>Doug Haddix, IRE/NICAR</li> </ul>	<b>Cleaning data (I)</b> <ul style="list-style-type: none"> <li>Derek Willis, <i>The New York Times</i></li> </ul>	<b>Google maps with Flex (A)</b> <ul style="list-style-type: none"> <li>Jacob Fenton, Investigative Reporting Workshop</li> </ul>	<b>Web scraping (I)</b> <ul style="list-style-type: none"> <li>Daniel Lathrop, InvestigateWest</li> <li>John Perry, <i>The Atlanta Journal-Constitution</i></li> </ul>
<b>Excel as a statistics package (I)</b> <ul style="list-style-type: none"> <li>Steve Doig, Arizona State University</li> </ul>	<b>Mapping 2 (I)</b> <ul style="list-style-type: none"> <li>Ben Poston, <i>Milwaukee Journal Sentinel</i></li> </ul>	<b>Downloading and analyzing Census data (I)</b> <ul style="list-style-type: none"> <li>Paul Overberg, <i>USA Today</i></li> </ul>	<b>SQLite free database software (A)</b> <ul style="list-style-type: none"> <li>James Wilkerson, <i>The Des Moines (Iowa) Register</i></li> </ul>	<b>Web scraping (continued) (I)</b> <ul style="list-style-type: none"> <li>Daniel Lathrop, InvestigateWest</li> <li>John Perry, <i>The Atlanta Journal-Constitution</i></li> </ul>
<b>Access – string functions (I)</b> <ul style="list-style-type: none"> <li>Maurice Tamman, <i>The Wall Street Journal</i></li> </ul>	<b>Mapping 3 (I)</b> <ul style="list-style-type: none"> <li>Robert Benincasa, National Public Radio</li> </ul>	<b>Excel – advanced functions (I)</b> <ul style="list-style-type: none"> <li>MaryJo Webster, <i>St. Paul Pioneer Press</i></li> </ul>	<b>SQLite free database software (continued) (A)</b> <ul style="list-style-type: none"> <li>James Wilkerson, <i>The Des Moines (Iowa) Register</i></li> </ul>	<b>Social network analysis (A)</b> <ul style="list-style-type: none"> <li>Aaron Kessler, <i>Sarasota Herald-Tribune</i></li> </ul>
<b>Access 1 (CAR Mini-Boot Camp)</b> <ul style="list-style-type: none"> <li>Darnell Little, Northwestern University</li> </ul>	<b>Mapping 4 (A)</b> <ul style="list-style-type: none"> <li>David Herzog, IRE/NICAR</li> </ul>	<b>Access 1 (CAR Mini-Boot Camp)</b> <ul style="list-style-type: none"> <li>Danielle Cervantes, <i>The San Diego Union-Tribune</i></li> </ul>	<b>Google maps (I)</b> <ul style="list-style-type: none"> <li>Michael Corey, <i>The Des Moines (Iowa) Register</i></li> <li>Tommy Kaas, Kaas &amp; Mulvad</li> </ul>	<b>Web Frameworks Boot Camp</b> (pre-registered participants only)
<b>Access 2 (CAR Mini-Boot Camp)</b> <ul style="list-style-type: none"> <li>Anthony DeBarros, <i>USA Today</i></li> </ul>	<b>Mapping 5 (A)</b> <ul style="list-style-type: none"> <li>Jennifer LaFleur, ProPublica</li> </ul>	<b>Access 2 (CAR Mini-Boot Camp)</b> <ul style="list-style-type: none"> <li>Jack Gillum, <i>USA Today</i></li> </ul>	<b>Google maps (continued) (I)</b> <ul style="list-style-type: none"> <li>Michael Corey, <i>The Des Moines (Iowa) Register</i></li> <li>Tommy Kaas, Kaas &amp; Mulvad</li> </ul>	<b>Web Frameworks Boot Camp</b> (pre-registered participants only)
<b>Access 3 (CAR Mini-Boot Camp)</b> <ul style="list-style-type: none"> <li>Griff Palmer, <i>The New York Times</i></li> </ul>	<b>PDF to Excel (E)</b> <ul style="list-style-type: none"> <li>Neil Reisner, Florida International University</li> </ul>	<b>Access 3 (CAR Mini-Boot Camp)</b> <ul style="list-style-type: none"> <li>David Heath, Huffington Post Investigative Fund</li> </ul>	<b>Free tools to put maps online (I)</b> <ul style="list-style-type: none"> <li>Doug Smith, <i>Los Angeles Times</i></li> <li>Ben Welsh, <i>Los Angeles Times</i></li> </ul>	<b>Web Frameworks Boot Camp</b> (pre-registered participants only)

# SUNDAY PANELS & CLASSES

at ASU – Walter Cronkite School of Journalism and Mass Communication.  
Read panel and class descriptions on pp. 10-16.

Guide to sessions: A = Advanced E = Everyone I = Intermediate

	THE CRONKITE THEATER, 202	azcentral.com CLASSROOM, 256	COMPUTER LAB 316	COMPUTER LAB 356
9-9:50 a.m.	<b>Storyboarding your ideas (E)</b> • Doug Haddix, IRE/NICAR	<b>Effective use of the Web (E)</b> • Jaimi Dowdell, IRE/NICAR	<b>Building your own database (CAR Mini-Boot Camp)</b> • David Herzog, IRE/NICAR	<b>Web Frameworks Boot Camp</b> (pre-registered participants only)
10-10:50 a.m.	<b>Storyboarding your ideas (continued) (E)</b> • Doug Haddix, IRE/NICAR	<b>Backgrounding people and businesses online (E)</b> • Jaimi Dowdell, IRE/NICAR	<b>Final Q&amp;A (CAR Mini-Boot Camp)</b> • David Herzog, IRE/NICAR	<b>Web Frameworks Boot Camp</b> (pre-registered participants only)

## PANEL & CLASS DESCRIPTIONS

Please note: Descriptions are not included for mini-boot camp or Web frameworks sessions as pre-registration was required to attend these classes. An \* denotes a hands-on class.

### THURSDAY

8:30 to 8:50 a.m.

**Best use of the conference and introduction to CAR** – This session is a must for those new to computer-assisted reporting or the CAR conference. IRE staff will explain the key components of CAR and help you determine how you can get the most out of your conference experience. (E)

9-9:50 a.m.

**Overview of the year in CAR** – What were the big stories of the year? What were the most creative uses of data analysis? See what your colleagues have been up to and pick up some story ideas at the same time. (E)

**Mining the Web for data and stories** – The Web is one of the first places we go to for information, but so much of it is hidden deep beyond search engines' eyes. This session will highlight strategies for finding data that can't be found with a simple Google search and will point you to the best sites for tracking down electronic information including GIS data. (E)

10-10:50 a.m.

**Data state of mind** – Developing story ideas with data. This panel will look at how to not only think about story ideas in a new way, but also how to figure out the obvious and not-so-obvious databases that might be out there to give your story context and depth. (E)

**The latest in mapping** – Get a handle on the latest developments in GIS, spatial analysis and geographic data. See how journalists are using cutting-edge tools for their stories and information graphics. (A)

11-11:50 a.m.

**Essential data for every newsroom** – When news breaks, you need to know as much as possible as quickly as you can. This panel will talk about resources to have on hand for these situations, as well as unsung documents that can help find stories on their own. (E)

**Programming basics** – Ever had a text file that just won't cooperate with your spreadsheet or database manager's Text Import Wizard? Ever wonder the easiest ways to get your data on the Web so your audience can better understand your story? Going beyond the technical details, this panel shows how programming skills can be a valuable tool for serious CAR experts. (I)

**Big data: Analyzing legislation with machine learning** – Corporations from Wal-Mart to Netflix have made millions using machine learning to find patterns in their massive storehouses of data. Panelists will discuss applications of similar technology to investigative reporting, including examples of how techniques can be applied to analysis of state legislation. (A)

1-1:50 p.m.

**Covering the taking of the Census** – To understand the data you'll be getting, it's best to understand how it's gathered and edited. But it's also a watchdog's job. How to keep daily track of response rates for each neighborhood (and how they are different from participation rates and mail return rates). How to audit the Census Bureau's media plan in your area and its plan for each neighborhood to boost response. (E)

2-2:50 p.m.

**Teaching CAR whether in the newsroom or the classroom** – Veteran educators share their techniques for teaching a successful CAR course and building a program in the newsroom. You'll get tips on how to develop a program with editors, resources for curriculum, getting your program branded, doing outreach in the newsroom, and then keeping the program alive, especially as staff sizes shrink. Issues concerning teaching CAR to undergraduates and graduates both in standalone classes and in integrating CAR into existing investigative, and enterprise and beat reporting classes will also be discussed. (E)

**Social media tools for journalists** – With hundreds of millions of people around the world using Facebook, Twitter, LinkedIn, MySpace and other social media sites, journalists ignore them at their own peril. We'll examine the rapidly changing landscape and how it affects reporters, editors and bloggers. Panelists will share tips on using social media to spot story ideas, find sources and track them. You'll also learn how to save time by connecting blogs, Facebook and Twitter. Newsroom success stories with social media will be shared. (E)

**Open-source GIS** – Desktop mapping has been out of the reach of many CAR operations, or limited to a few key people, because of the expense of commercial desktop GIS packages. Now a new generation of open-source mapping products is changing the game, putting sophisticated geographic analysis tools in the hands of anyone ready to learn them. Among the free programs striving for attention are QGIS, gvSIG, GRASS alone or in combination that can be used for complex analysis or a quick interactive Web map. (A)

**Understanding 2010 Census data** – Learn everything that goes into the numbers: the form layout and question list, the data editing routines, geographical hierarchy, file formats, table structures, product plan and schedule – and how they shape stories. How to start your coverage plan and build what you need to get it done. (E)

3-3:50 p.m.

**Watchdogging government spending** – From retirement boards to government travel, waste is everywhere. Learn how you can find the data and dig deeper to follow the money at any level of government. (E)

**Web development at newsroom speed** – Changes in the Web happen so fast, it's hard to know how to stay on the cutting edge. Explore what your newsroom needs and how to efficiently build and adapt. (I)

**Juice up your stories with advanced methods** – You've mastered the spreadsheet and are comfortable with databases. Now see where you can build your skills, from using statistics and precision journalism techniques to the latest from other fields like digital humanities, political science and homeland security. (A)

**The rise of the American Community Survey** – Explore the crucial and still-changing role of the ACS now that the long census form is gone. How it's better – and worse – than the long form. How to use census and ACS data for what they do best – and not confuse readers. How to use new tools, from IPUMS to ESRI's Business Analyst Online, to drill deeper into local demographics. (E)

4-4:50 p.m.

**Campus accountability – Tracking everything from sexual assaults to academic quality**  
Learn about the resources available for tracking several key topics on campus, and discover the limitations of the data. (E)  
(Sponsored by the Lumina Foundation for Education)

**Local and online data** – Don't just tell your readers about the government waste you know about – let them find it for themselves. Don't tell them the air outside schools is bad – let them see how their school stacks up. From the simplest interactive graphics to detailed online databases, this session will help you find ways to connect with readers and how to build a newsroom culture that fosters such connections. (E)

**Lightning talks** – Sometimes you don't need 45 minutes to explain a useful technique or interesting resource. Join your colleagues for a session of short (5-minute) talks about doing CAR, Web development or another related topic. Anyone can suggest an idea, and the most popular talks will be given at this session. We'll provide a computer with Internet access and a projector, and the rest is up to you. (A)

**Writing up the 2010 Census** – What stories can and should be explored: reapportionment and redistricting, segregation and diversity, growth and sprawl, cohesion and displacement. (E)

## FRIDAY

9-9:50 a.m.

**Data on deadline** – Time is rarely an abundant resource in a newsroom, but don't let that get in your way of doing great work. This session will offer tips, tricks and strategies for doing quality journalism that incorporates CAR quickly and can help you get noticed in the newsroom. You'll leave with story ideas for any size newsroom and for all sized markets. (E)

**What it means to connect the dots: Social network analysis as a reporting tool** – From terrorists to fraudsters, from lobbyists to property flippers, social network analysis can help your investigation by allowing you to see connections between individuals and organizations. Uncover relationships you didn't know existed and show your audience graphic representations of links you've documented. This session will serve as an introduction to social network analysis and get users up to speed on the best ways to start using the method in their newsrooms. It will give you practical approaches for applying this technology to stories you are currently working. (I)

**Web scraping** – Scraping data from Web sites is a quick and often easy way to get at important data, especially data that's updated often. We'll discuss several different methods, from simple do-it-for-you tools to more advanced techniques using programming languages like Perl and Python. (A)

**The command line for reporters (Demo Room)** – How to search and sort and merge and compare text files, pull text from PDFs, browse the Web, track logs, and find your way – using unix/linux command line tools. (I)

**Excel 1\*** – Performing simple calculations and sorting. (E)

**Census lookups and quick facts\*** – Navigating the Census Web site to get local information quickly. (E)

**Fundamentals of programming\*** – Learn how to write scripts to deal with recurring data problems and Web issues. (A)

**Free mapping software\*** – Exploring QGIS, Grass and other open-source mapping options. (I)

**SPSS 1\*** – Navigate SPSS, using descriptive statistics and frequencies. Create basic counts and percentages to help you understand your data. (A)

10-10:50 a.m.

**Transparency in a digital age** – The Obama Administration has pushed federal agencies to put more information online in accessible formats. Other initiatives are underway to make federal judicial data more accessible and less costly to end-users. We'll explore the current status of those efforts and provide tips to journalists using these datasets. We'll also discuss whether state and local governments are keeping up with federal initiatives and provide practical suggestions for enhancing access for particular projects. (E)

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

**Semantic tagging and DocumentCloud** – Learn all about semantic tagging – what is it and why should you care. Get an idea of how it works by exploring the DocumentCloud project, which is using semantic tagging to make unstructured text into something closer to structured data. (A)

**Stupid Web tricks (Demo Room)** – Live your best life on deadline. Attend this straightforward workshop and learn three quick ways to dress up your blog post with a map, chart or word cloud. No programmers allowed. We will perform these amazing feats with only a Web browser. (E)

**Excel 2\*** – Calculating ratios and rates. (E)

**Downloading and analyzing Census data\*** – Mining the census for local trends. (I)



## PANEL & CLASS DESCRIPTIONS

**MySQL introduction\*** – Using free open-source software as a database server. (A)

**Free mapping software continued\*** – This is a continuation of the 9-9:50 session. (I)

**SPSS 2\*** – Doing crosstabs to show the data in different ways, and statistical tests. (A)

11-11:50 a.m.

**Uncovering health and food safety issues**

– This session will show you where to find health datasets on mortality, drug consumption, hospitals, Medicare/Medicaid reimbursements, among others, and how to use them in your reporting. As one example, it will explain how USA TODAY negotiated for, and used, federal data for a project on the National School Lunch Program. (E)

**No-cost Demographic Data Program from ESRI (Demo Room)** – This session will provide details on using ESRI's Demographic Data program, which is now available to IRE members at no cost. Get a hands-on demonstration of using Business Analyst Online (BAO) as a research tool for demographic data. (E)

**Bulletproofing** — You've gotten the data, done the analysis and written the story. Now comes that gnawing pit in your stomach, the 3 a.m. "did I check that number" warning that rips you from sleep. Avoid all that by doing everything you can to make sure the story and analysis are accurate and above reproach. We've got some tips to help. (E)

**New frontiers in reporting tools** – Spreadsheets. Database analysis. Even GIS. These tools have become commonplace in the CAR world. But what's next? This session explores unconventional tools and techniques that will expand our capabilities as CAR reporters. (A)

**Excel 3\*** – Learn pivot tables, filtering and more. (E)

**Twitter 101\*** – Getting started with Twitter and learning how to plug into the social network for sources and ideas. (E)

**MySQL introduction continued\*** – This is a continuation of the 10-10:50 a.m. session. (A)

**CrimeStat\*** – Analyzing crime incident locations with a free spatial statistics program. (A)

**SPSS 3\*** – Basic linear regression techniques and diagnostics. (A)

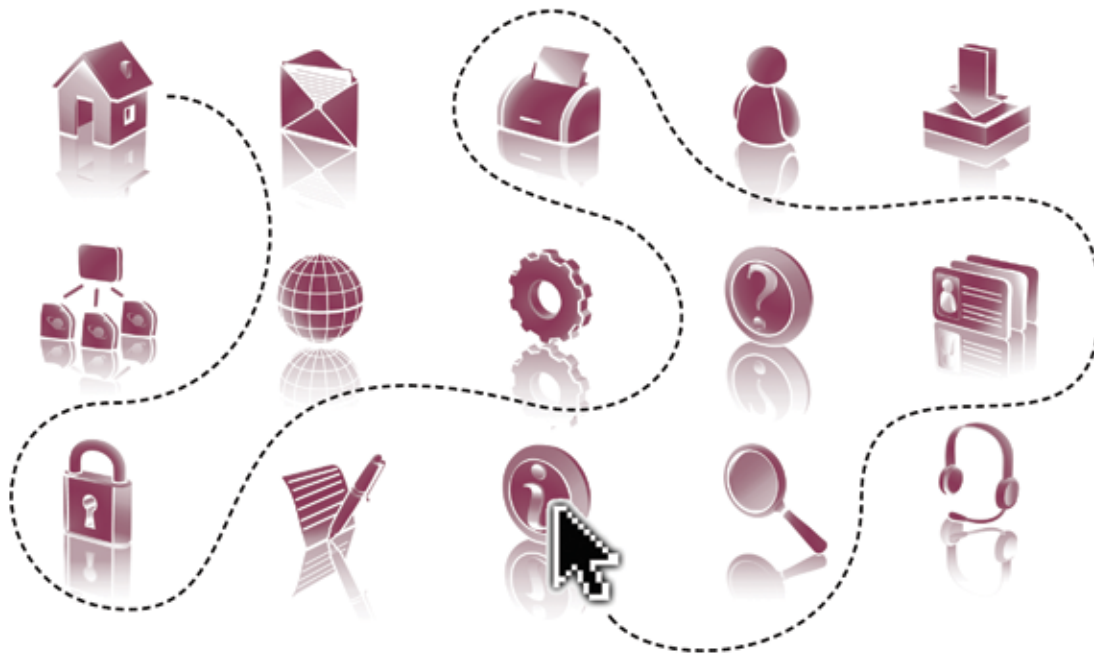
12-12:50 p.m.

**Brown Bag with Media Lawyers, Sponsored by Perkins Coie Brown & Bain P.A., Smallman Law PLLC, and IRE** – Here's your chance for informal Q&A about legal issues with David J. Bodney, Daniel C. Barr, and David B. Smallman. Bring your "hypotheticals" and your own lunch. Beverages and desserts will be provided. (E)

2-2:50 p.m.

**Census stories you should be doing** – Looking for watchdog stories during the census itself, and stories about your community when the data arrives: reapportionment and redistricting, segregation and diversity, growth and sprawl, cohesion and displacement. (E)

### Knowing how to successfully navigate online resources is vital for accurate, in-depth investigative journalism.



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**New tools from the Sunlight Foundation: tracking government data & disclosures**

(Demo Room) – Bill Allison, Anu Narayanswamy and Kerry Mitchell will show off the latest tools of the Sunlight Foundation that slice familiar data sets in new ways, bring together different data sets, and visualize data in new ways. (E)

**Open-source alternatives** – Open-source software is cheap, powerful and easier to use than you think. We'll discuss some of the most popular stuff out there, from basics like OpenOffice to more complex database and mapping software. (I)

**Latest developments in front-end mapping** – Online interactive maps that go way beyond the average Google mashup are sprouting up all over the digital world, and it's getting easier and easier to tap into high-quality mapping tools designed for a great user experience (and not just for GIS professionals). At the same time, the average user has powerful mapping tools built right into their mobile phones. Come and see the latest projects inside and outside journalism. (A)

**Access 1\*** – The purifying experience of filtering your data. Learn to select and sort data items you choose. (E)

**R to the rescue: free stats software\*** – The open-source software R is becoming the standard in statistics and data-intensive sciences. Happily, the price is right (free) and thousands of developers see to it that R grows in power by the second, like some comic book superhero. Bring your projects, your problems, your SPSS/SAS scripts, and we'll see what we can figure out. (A)

3-3:50 p.m.

**Cracking the justice system: Court data and crime reports** – This session will include a guide to mining criminal court data to reveal systemic problems such as low conviction rates, high rates of fugitives and endemic witness intimidation. We'll also discuss using computer analysis to spot illustrative cases. In addition, we'll look at building a crime site from a police department data feed. We'll discuss how to handle errors and omissions in crime data, checks you can run on the data to spot such errors and the dangers of republishing "official" crime feeds without adequate vetting. (E)

**Covering the environment from climate to contamination** – Look at environmental coverage from several angles, including analyzing water quality and the influence of big business and advocacy organizations on environmental legislation. This session will also offer an update on the availability of federal environmental data under the Obama administration and will look at interactive ways to make environmental data available to your audience. (E)

**Forensic accounting for reporters** – What is forensic accounting and how can it help you dig deeper in your investigative reporting? Through discussions of real-life cases, you'll walk away with a new understanding of methods and records you should be incorporating into your analysis. Bring your questions and curiosities about how forensic accounting methods can help you uncover even more about frauds, schemes or scams. (I)

**DocumentCloud** (Demo Room) – Learn about DocumentCloud, a project to create an index of primary source documents and a tool for annotating, organizing and publishing them to the Web. (E)

**Access 2\*** – Summarizing databases with counting and summing. (E)

**R to the rescue: free stats software continued\*** – This is a continuation of the 2-2:50 p.m. session. (A)

4-4:50 p.m.

**CAR for broadcast** – Learn how you can uncover powerful data-driven stories and produce them creatively for broadcast and online distribution. (E)

**Juggling and managing CAR work** – How to cover a beat and still produce investigative, CAR-based stories. How to manage your day. How reporters and managers can collaborate better to get it all done. (E)

**Mashups and Web mapping on the fly** – It doesn't have to be difficult or take a long time to create professional-looking, interactive maps that your audience will love. This session will provide you a nuts-and-bolts look at getting data into a map and online fast. (I)

**Finding and using data about banks** (Demo Room) – The federal government provides a wealth of data about bank operations. Learn how to use it to tell local stories from CAR veteran Wendell Cochran. (E)

**Access 3\*** – How to join tables, matching information from one file to another. (E)

**Simile/Timeline free visualization tool\*** – Make interactive online timelines with this open-source software. (I)

UPCOMING TRAINING

Read 'On the Road,' IRE's training blog ([www.ire.org/training](http://www.ire.org/training)) for the latest on our events nationwide. Learn what's coming to your area or check out tips, photos and multimedia clips from recent workshops.

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## PANEL & CLASS DESCRIPTIONS

### SATURDAY

9-9:50 a.m.

**Basic CAR stories for every newsroom** – Get a jump on CAR in your newsroom with stories that you can do almost anywhere using data from your local and state governments. (E)

**Writing the CAR story** – You love data-driven stories for their power and precision. But how can you tell them in a way that captivates? We'll share tips and step-by-step strategies for envisioning and executing CAR stories, guiding you through projects from conception to compelling completion. (E)

**Mining text for stories** – Data is more than just rows and columns. Panelists will discuss the basic principles of text-mining, from basics like word frequency analysis and entity identification to more advanced techniques like measuring document similarity and sentiment analysis, providing several real-world examples. (A)

**The latest from followthemoney.org** (Demo Room) – We'll feature our new "filter" and "jump" features, which are useful as reporters search large selections of data from our comprehensive and highly credentialed database of political donors to state-level candidates, party committees and ballot measure committees. I'll also demo how to look through the lobbyist data, and, my favorite, how to use our Legislative Committee Analysis Tool to show how industry donors target committee members with donations. (E)

**SPSS 4\*** – Using logistic regression. (A)

**Mapping 1\*** – Displaying data geographically with ArcView9.2. (I)

**Cleaning data\*** – An introduction to data cleaning with text editor UltraEdit and online tool Magic/Replace (I)

**Google maps with Flex\*** – Flex is a free flash framework that, along with the Google maps flash API, can be used to build much more complex Web maps than plain javascript would allow. We'll build and compile a few maps using actionscript, and talk about reducing bottlenecks that go along with bigger mapping projects. (A)

**Web scraping\*** – Programming techniques to mine the Web. (I)

10-10:50 a.m.

**Winning open records battles** – The facts: The data is available and it's just what you need. The problem: The government agency doesn't want to give it up. Learn how to finesse data from officials whether you need it once or plan on updating it regularly by finding the right people to talk to, figuring out what is currently and technically possible, understanding limitations and fashioning reasonable records requests that still apply pressure while maintaining good relationships with officials. We'll also discuss psychological strategies you can use to negotiate for data. (E)

**Covering campus: From the stadium to the boardroom** – Learn how to find data that will help you dig into everything from graduation rates to the football team at your local college or university. From parsing paper documents to downloading available government records, watch as your new data can be applied to quick-hit stories or long-term investigations. (E) (Sponsored by the Lumina Foundation for Education)

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ASU University College

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**GeoDjango & OpenLayers** – Open-source GIS applications offer new ways for newsroom developers to get shapefiles off the desktop and on the Web. Come see how *The Los Angeles Times* and *The New York Times* make use of GeoDjango, a GIS-enabled development framework, and OpenLayers, a library that can create interactive maps in a Web browser. Find out what these tools can do, and what it takes to get them working for you. (A)

**(Almost) Automatic data entry** (Demo Room) – Learn to quickly set up a customizable front-end for data input and editing, simplify routine tasks and get on with your life. (I)

**Excel as a statistics package\*** – Exploring advanced functions and features of spreadsheet software. (I)

**Mapping 2\*** – Importing and selecting data by attribute with ArcView9.2. (I)

**Downloading and analyzing Census data\*** – Mining the census for local trends. (I)

**SQLite free database software\*** – Using open-source software to run a relational database. (A)

**Web scraping continued\*** – This is a continuation of the 9-9:50 session. (I)

11-11:50 a.m.

**Necessary numbers** – Down for the count: Stats and numbers no reporter can live without. We'll give you some new tools for your CAR arsenal and help you make sure you get it right. (E)

**CAR-based investigations we're missing** – This roundtable discussion will not only look at what we may be missing, but also how we methodically discover those stories. (E)

**Advanced data visualization** – Beyond helping readers understand data, visualization tools help journalists spot patterns that can inform their reporting. Learn how to use common software tools to create quick-and-dirty graphics that help make sense of out large sets of data. We'll walk you through the steps of taking a basic spreadsheet and turning it into something interactive online. (A)

**Taming news feeds: How to import and manage feeds in Facebook and Twitter** (Demo Room) – This session is all about feeds and what to do with them. You'll learn how to manage feeds in Facebook pages with RSS Graffiti, how to integrate and filter feeds with Yahoo Pipes and how to manage Twitter feeds. Considerations on what to feed where will be discussed as well as practical challenges you may run into along the way. (I)

**Access string functions\*** – Standardizing and cleaning dirty data. (I)

**Mapping 3\*** – Geocoding to merge databases with street addresses into maps with ArcView 9.2. (I)

**Excel advanced functions\*** – String functions, IF statements and other powerful tools. (I)

**SQLite free database software continued\*** – This is a continuation of the 10-10:50 a.m. session. (A)

**Social network analysis\*** – Connecting the dots and analyzing personal connections with UCLnet. (A)

2-2:50 p.m.

**Probing banks and mortgage lenders** – Subprime mortgages, exotic financial instruments and hubris led to bailouts, a real estate collapse, foreclosures, shrinking balance sheets, and diminished credit. Banks and mortgage lenders helped bring the economy to its knees. Learn about the essential databases and online documents from the Federal Reserve, the Securities and Exchange Commission, and other sources for digging into these private institutions. (E)

**Online freebies and cool software tools** – The world is full of people whose mission in life is to build programs to make life easier. Some you have to install, some are on the Web. Most are free and many are forehead-slappers: "Why didn't Microsoft add that instead of making unnecessary changes that force me to upgrade?" We'll look at how they can make reporting, writing and pretty much everything else easier. (E)

**Dissecting a Web site** – Get at the nuts and bolts of a site by picking it apart piece by piece. The information you uncover can tell you who created the site and how it was constructed. This knowledge can help you better understand what the site contains and can give you some basic knowledge you need for scraping. (I)

**Not a programmer? Not a worry.** (Demo Room) – Tablesetter is software that takes data from a Google Spreadsheet and publishes it on your Web site. It's enormously flexible and configurable, and can handle pagination, sorting, and faceting. Once it's running, you'll be able to publish – and update – complex data to your site without help from IT. You just add or change data in your Google Spreadsheet, and your Web site reflects the change – no need to reimport. And it's completely open source. (I)

**Mapping 4\*** – How Spatial Analyst can pinpoint places and improve stories with ArcView9.2. (A)

**Google maps\*** – How to build dynamic maps. (I)

3-3:50 p.m.

**Internet tips and tricks** – If you're like most journalists, the Web has become one of your favorite places to go for backgrounding, digging and tip seeking. Imagine how much is out there that you haven't heard about. With a careful strategy and knowing where to look you can make your time online more effective and efficient. This session will help you do all these things and point you to the latest sites you never knew you couldn't live without. We'll discuss Google applications you might not know about or be using and we'll also explore specialized search engines and the latest search engines that have useful features for honing your search. (E)

**Covering the sluggish recovery** – This session will help you find out how stimulus money is being spent in your community, how to background check contractors and get data beyond what's available on Recovery.gov. Plenty of time for Q&A on specific stories that you can localize. (E)

**Development techniques** – Imagine a news organization with no editors. The writers would probably manage to crank out a handful of compelling stories, but without editing, they'd eventually mess up pretty badly. You don't adopt development processes because they're fun; you adopt them because they help you sleep at night. A small up-front investment (time, not money, this stuff is mostly free) will pay for itself in weeks. In this panel, we will give an overview of baseline software development best practices – version control, defect tracking, etc. – and a rundown of how we build and deploy software at the Investigative Reporting Workshop at American University and the News Applications team at the Chicago Tribune. (A)

**Twitter for journalists** (Demo Room) – Learn how to set up an account on Twitter and decipher the confusing lingo and acronyms (RT, DM, @, etc.) so that you can plug into sources and trending story ideas. Key Twitter apps for journalists also will be demonstrated. (E)

**Mapping 5\*** – Nailing down the details – dealing with projections. (A)

**Google maps continued\*** – This is a continuation of the 2-2:50 session. (I)

## PANEL & CLASS DESCRIPTIONS

4-4:50 p.m.

**Gearing up for midterm elections** – Learn where to get data on the 2010 elections, whether you're covering state races, congressional contests, or tracking corporate influence in the wake of the Citizens United Supreme Court decision. We'll focus on tools and tips for following the money in the midterms. (E)

**CAR speed dating: Get help on your stories, ask the experts** – Need some quality one-on-one time with a CAR expert? Come to CAR speed dating. Topics range from public records to visualizing data to statistics. This session also will include some special performances by fellow NICARians. Dave Cuillier; Sarah Cohen; David Donald; Paul Overberg; David Herzog; Steve Doig; Maurice Tamman; Mark Greenblatt; Cheryl Phillips; Brant Houston; Jaimi Dowdell and others (E)

**PDF to Excel\*** – Stripping tables from a text document and importing them into a spreadsheet. (E)

**Free tools to put maps online\*** – Explore open-source software to make interactive online maps. (I)

**Freereporter mobile** – Learn about a proposed business model to enable nonprofit online news organizations to produce local investigative stories through boosting citizens' funding and participation via text messaging. (E)

### SUNDAY

9-9:50 a.m.

**Storyboarding your ideas** – Don't leave the CAR conference without a battle plan for putting your new knowledge and skills to work back home. In this free-wheeling 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. (E)

**Effective use of the Web** – Go beyond Google searches and learn to get the most from the Web. This session will cover what reporters, editors and students need to know. From better search techniques to delving into the deep, invisible Web, how to find documents on deadline, track historic content and where to find reliable sites for enterprise stories. The craft of better searching and not wasting time. (E)

10-10:50 a.m.

**Storyboarding your ideas continued** – This is a continuation of the 9-9:50 a.m. session. (E)

**Backgrounding people and businesses online** – Learn the skills, resources and Web sites available to quickly gather personal, business, political, family and other material about a person or company. The best thing: All the sites we'll show you are free. (E)

An \* indicates a hands-on class. Class size is limited to the number of computers in a classroom. If a session is full, then please check the schedule to see if it is offered at another time. At the instructor's discretion, a limited number of standing-room attendees may be allowed.

Please arrive on time as the sessions cover a lot of information, and the instructor may not be able to help late-comers catch up.

## CHECK OUT THE NEW & IMPROVED

### FREE WORKSHOPS & WEBINARS

#### 3.18: PHOENIX

"Produce a Business News Video in a Day" with ASU instructor Brian Snyder. Pre-SABEW event.

#### 3.19: PHOENIX

"How to Look Natural On Air" with ASU professor Sue Green. Pre-SABEW event.

#### 3.20: PHOENIX

"Produce a Business News Podcast" with Mark Moran, news director for NPR's KJZZ station. SABEW event.

#### 3.21: PHOENIX

"Take Compelling Business News Photos" with Arizona Republic deputy photo editor Carlos Chavez. Post-SABEW.

#### 4.19-4.20: ONLINE

"Using Social Media to Cover Business Better" with Robin J. Phillips, Web managing editor of BusinessJournalism.org.



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#### 5.7: PORTLAND, ORE.

"Investigative Business Journalism on a Beat" with former Washington Post reporter Alec Klein and Pulitzer winner Gary Cohn.

#### 5.10-5.14: ONLINE

"Show Them the Money — Finding Personal Finance Angles on Any Beat" with BusinessJournalism.org blogger Melissa Preddy.

#### 6.9: LAS VEGAS

"Investigative Business Journalism on a Beat" with former Washington Post reporter Alec Klein. Pre-IRE event.

#### 6.28-6.30: PHOENIX

"Covering the Green Economy." An all-expenses-paid seminar worth \$2,000, funded by McCormick Foundation.  
**Deadline:** April 26, 2010.

#### 7.19-7.23: ONLINE

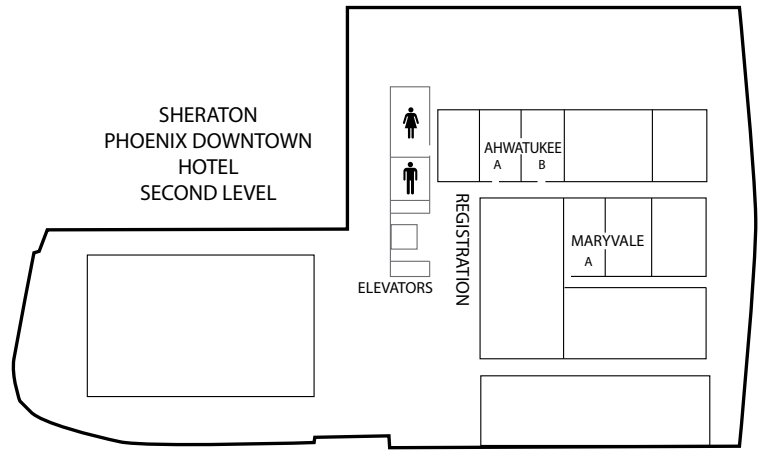
"Unlocking Financial Statements" with University of Kansas journalism professor Jimmy Gentry.

#### 8.9-8.13: ONLINE

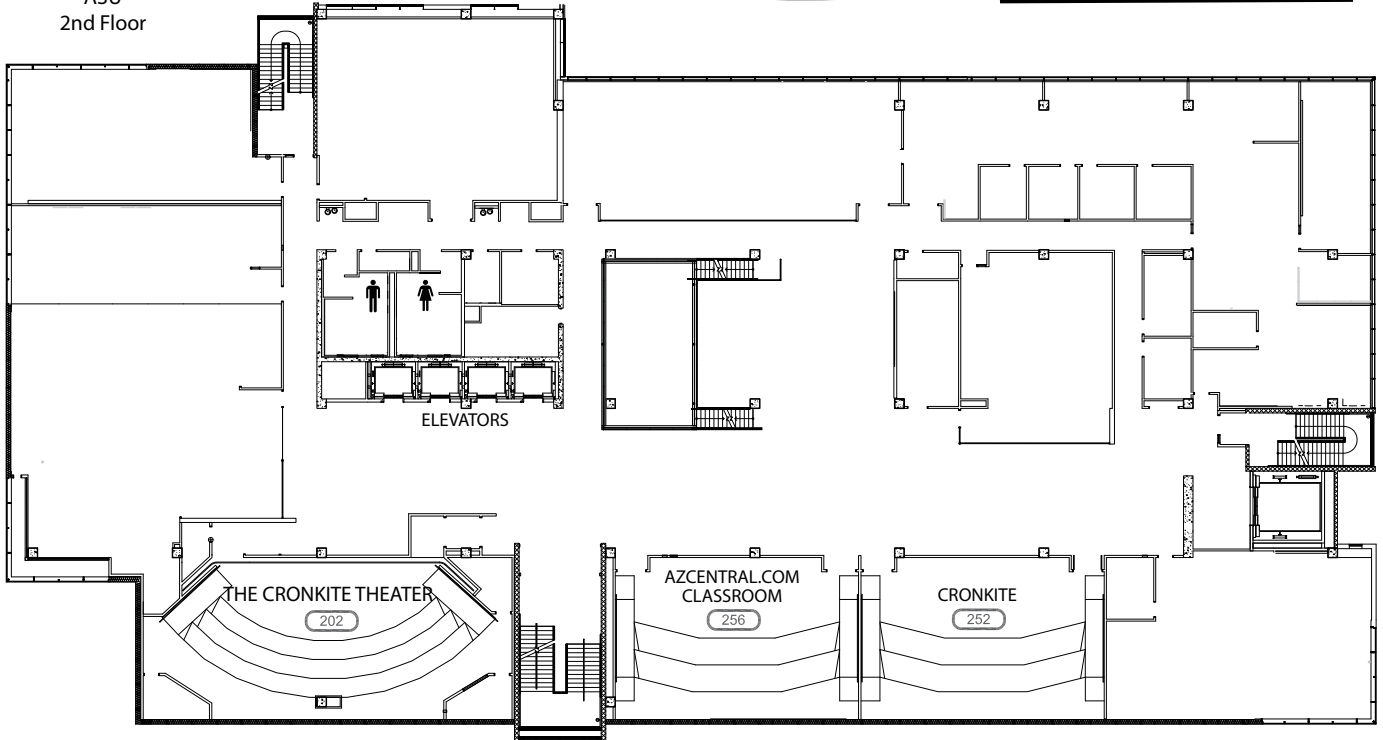
"How to be an Entrepreneur as a Business Journalist" with freelancer Maya Smart and "Ask the Recruiter" blogger Joe Grimm.



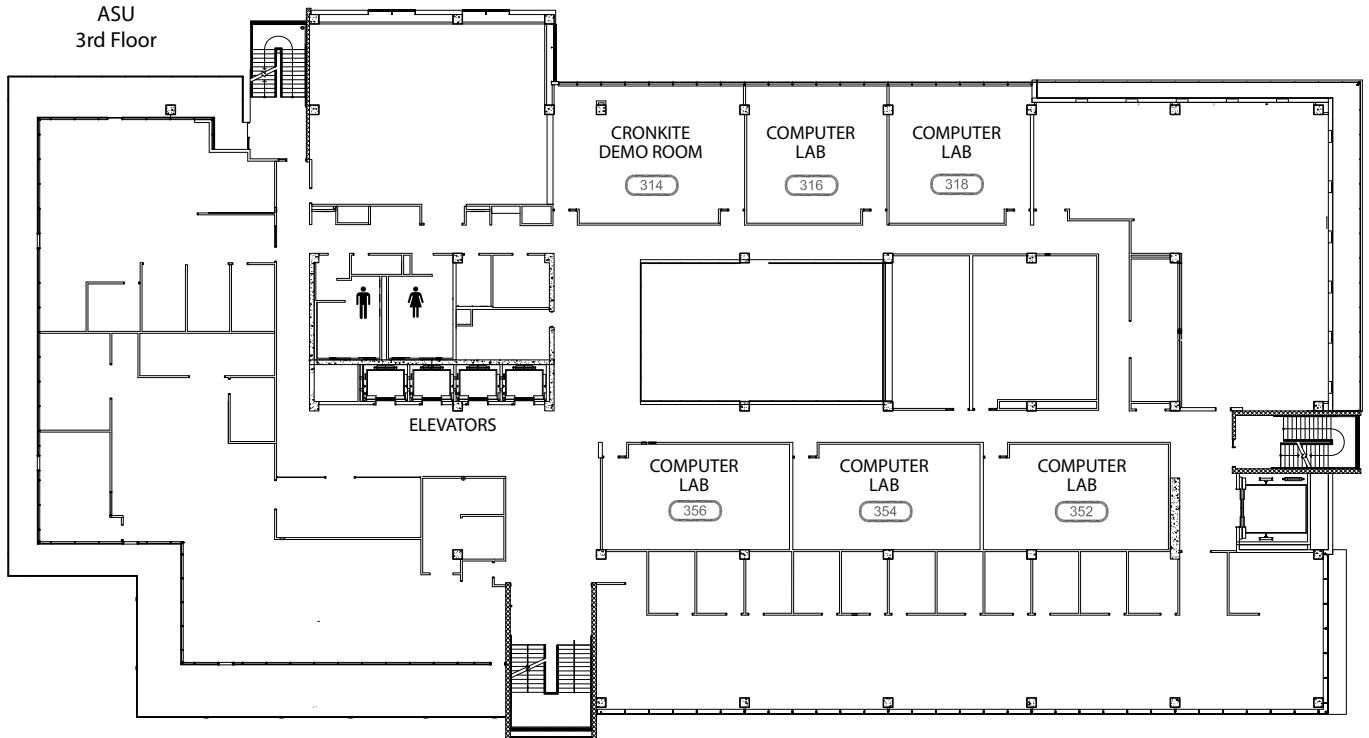
# 2010 CAR CONFERENCE Phoenix



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## Computer-Assisted Reporting Boot Camps

Looking for more hands-on training? Check out the 2010 Boot Camp schedule. Details and registration information online at [www.ire.org/training/bootcamps](http://www.ire.org/training/bootcamps)

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Columbia, MO

August 8-13  
**CAR Boot Camp**  
Columbia, MO

August 13-15  
**Mapping Boot Camp**  
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April 17-18  
Philadelphia, PA

May 1-2  
San Francisco, CA

## Invest in the future of IRE and investigative journalism

As newsrooms shrink and journalists are asked to do more with less, support for IRE will help our organization continue to provide critical training and investigative resources to thousands of journalists in the U.S. and abroad. In the past year IRE members have uncovered cheating, waste and fraud in their communities, dangers to public health and the environment, and miscarriages of justice. By supporting IRE, you are helping reporters and editors do more of this kind of work.

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**Questions? Please contact IRE's development officer Jennifer Erickson at [jennifer@ire.org](mailto:jennifer@ire.org) or (573) 884-2222.**

## CONFERENCE SPEAKERS

**CHRIS ADAMS** is an investigative reporter for the McClatchy Washington Bureau, and previously worked for *The Wall Street Journal* and *The (New Orleans) Times-Picayune*. He has won several awards, including the Polk, RFK, Worth Bingham, Loeb, IRE and Livingston. He is a two-time Pulitzer finalist, and in 2000 was part of a six-person *Journal* team that won the Pulitzer for national reporting. He also teaches journalism at American University.

**BILL ALLISON** is the editorial director of the Sunlight Foundation's Reporting Group (reporting.sunlightfoundation.com). He worked for the Center for Public Integrity for nine years, where he co-authored "The Cheating of America" and was co-editor of *The New York Times* best-seller "The Buying of the President 2004." He edited projects on topics including the role of arms smugglers and private military companies in failing states around the world and the rise of Section 527 organizations in American politics.

**BILL ALPERT** is a senior editor at *Barron's*. He does much of *Barron's* investigative journalism and computer-aided analysis. His 2007 statistical analysis of Jim Cramer's recommendations on "Mad Money" prompted CNBC to ban *Barron's* writers from the network. His 1996 report on doctors and drug companies overcharging Medicare led federal prosecutors to recover billions of dollars from the healthcare industry. Stock promoters have retaliated against Alpert's work with lawsuits on three continents.

**ROBERT ANGLE** is an investigative reporter with *The Arizona Republic*. He has been nominated multiple times for the Pulitzer, once for exposing Social Security scams among California's death row inmates. His recent series looking at how non-profits exploit the world's largest charity drive won honorable mention in IRE's Philip Meyer Award contest. In 2004, he was named Arizona's journalist of the year for an investigation of Taser stun guns.

**AGUSTIN ARMENDARIZ** is a data analyst for California Watch. He previously worked at *The San Diego Union-Tribune*, where he was a database specialist on the watchdog reporting team. Prior to that, he worked at the Center for Public Integrity in Washington, D.C.

**NIRAN BABALOLA** develops data applications and the content management system at *The Texas Tribune*. His recent projects include databases of red light cameras and lobbyist-funded travel, as well as live election maps for the 2010 primaries.

**DAN BARR** is a partner with Perkins Coie Brown & Bain in Phoenix and has 25 years of experience in the areas of media and constitutional law, employment litigation and political law. He is the counsel for the First Amendment Coalition of Arizona and represents state and national news organizations in matters involving libel, privacy and access to information. Mr. Barr is the author of "Arizona Reporter's Handbook on Media Law" and "Open Government Guide".

**EDWIN BENDER** is the executive director of the National Institute on Money in State Politics. He co-founded the organization in 1999 and served as its first research director. The Institute was the first to combine campaign-donor data from 50 states into an online, searchable database, FollowTheMoney.org. Edwin is a 1982 graduate of the University of Montana School of Journalism. He worked at newspapers in Montana, Alaska and Washington.

**HELENA BENGTTSSON** is database editor for the News and Current Affairs Department at Sveriges Television, the national broadcasting company in Sweden. Since 1994, she has served as a researcher, assistant producer and projects editor with the company. During 2006-07, she was a database editor at the Center for Public Integrity in Washington, D.C.

**ROBERT BENINCASA** is the producer for computer-assisted reporting at National Public Radio in Washington, D.C. In this position he produces data-oriented coverage for NPR's broadcasts and website. He also works with npr.org's design team to create maps and interactive graphics. In addition, he is a lecturer for Georgetown University's Master of Professional Studies program in journalism. Prior to joining NPR in 2008, Benincasa was database editor at Gannett News Service.

**DAVID J. BODNEY** is a partner in the Phoenix office of Steptoe & Johnson LLP, where he practices media and constitutional law. He also serves as adjunct faculty at ASU's Sandra Day O'Connor College of Law and the Walter Cronkite School of Journalism and Mass Communication, where he teaches media law. He is a graduate of Yale College and the University of Virginia.

**JOHN BONES** is a senior staff reporter at *VG, Verdens Gang*, Norway's largest daily print newspaper and Norway's largest online newspaper. Bones has for several years been the computer assisted reporting specialist at the newspaper. Previously, he was news desk editor and political editor.

**BRIAN BOYER** leads the news applications team at the *Chicago Tribune*. Prior to studying journalism at Northwestern University, he advised startups on development methodologies and ran software teams in Chicago.

**JEFFREY BRAINARD** is manager of editorial data research at *The Chronicle of Higher Education* in Washington, D.C. He has reported on compensation for college presidents; federal lobbying by colleges and their pursuit of Congressional earmarks; and the funding and regulation of academic research. He has worked at the *St. Petersburg Times*, *Times Herald-Record* (Middletown, N.Y.), *Times-Union* (Albany, N.Y.), and *Daily Hampshire Gazette* (Northampton, Mass.) He received a master's degree in science journalism from Boston University.

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## CONFERENCE SPEAKERS

**BRAD BRANAN** is a staff writer at *The Fresno (Calif.) Bee*, where he specializes in watchdog and computer-assisted reporting. He has been reporting for about 20 years and held jobs at the *Tucson (Ariz.) Citizen* (R.I.P.), the *Arkansas Democrat-Gazette* and the *Sun Herald* of Biloxi, Miss. He has won numerous state and regional awards, including prizes for best projects reporting in Arizona three years in a row.

**RICK BROOKS** is a deputy editor in the Money & Investing section of *The Wall Street Journal*. He supervises coverage of banks and securities firms. Computer-assisted reporting projects have included predicting pay levels at Wall Street firms, an analysis of lending by recipients of taxpayer-funded aid and one of the earliest examinations of the spread of subprime mortgages during the housing bubble.

**DANIELLE CERVANTES** is data specialist for *The San Diego Union-Tribune*, where she has worked since 1996. Lately, her assignments have included demographics, transportation, campaign finance, disaster recovery and local stimulus recipients. She has served as adjunct journalism faculty at Point Loma Nazarene University since 2007 and she created a CAR and watchdog journalism training program for the *Union-Tribune* newsroom in 2008.

**WENDELL COCHRAN** teaches journalism at American University in Washington and is the senior editor of the Investigative Reporting Workshop. Before joining American in 1994, Cochran spent more than 25 years at daily newspapers. He has won the John Hancock Award for Excellence in Business and Economic Journalism, the Amos Tuck Award for Economic Understanding and the National Headliners Award. He is co-author of "Inside the Beltway: A Guide to Washington Reporting," 2003.

**SARAH COHEN** joined the faculty at Duke University in July after a decade as a database editor at *The Washington Post*. She has shared in the Pulitzer Prize for Investigative Reporting, the IRE Medal and the Goldsmith Prize for Investigative Reporting. Her current work focuses on methods and tools to improve investigative and accountability reporting, particularly using cutting edge technologies borrowed from other disciplines. Cohen was previously the IRE training director and a reporter in Florida.

**MICHAEL COREY** is the digital projects editor and online public service editor at *DesMoinesRegister.com*, where he works on both hard news and purely entertaining journalistic applications. He specializes in interactive mapping, user interfaces, and user-generated content. Michael's work has received several national awards, and he was a leading player on a team that won a regional Emmy award in 2009 for a site commemorating the 50th anniversary of the Buddy Holly plane crash.

**KEVIN CROWE** is an investigative reporter and computer-assisted reporting specialist for The Watchdog Institute at San Diego State University. Previously, he worked for the *St. Louis Post-Dispatch*, reporting on campaign finance, phantom real estate buyers and local government spending. Before that, Kevin helped expose enormous differences in how states – and counties – investigate mysterious infant deaths for the award-winning series "Saving Babies" while at Scripps Howard News Service in Washington, D.C.

**DAVID CUILIER**, Ph.D., is chairman of the Society of Professional Journalists' Freedom of Information Committee and is an assistant professor at the University of Arizona School of Journalism. He collected and analyzed data for a dozen years as a journalist at small dailies in the Pacific Northwest. He teaches computer-assisted reporting and access to public records, and is co-author with Charles Davis of "The Art of Access: Strategies for Acquiring Public Records."

**CHASE DAVIS** is a reporter focusing on money and politics for California Watch, a nonprofit investigative journalism organization that produces in-depth stories for media outlets around California. He is also a partner in the media-technology firm Hot Type Consulting. Chase previously worked at *The Des Moines Register* and the *Houston Chronicle* and is a graduate of the Missouri School of Journalism.

**ANTHONY DeBARROS** is senior database editor at *USA Today*, where he leads a team that mines data for stories on topics ranging from sports finance to the Census. Most recently, he analyzed federal data for a series on school lunch safety. He worked at the *Poughkeepsie (N.Y.) Journal* before joining *USA Today* in 1997. In 2007, he won a Missouri Lifestyle Journalism Award for his stories with Robert Davis on college student deaths.

**STEPHEN K. DOIG** holds the Knight Chair in Journalism, specializing in computer-assisted reporting, at the Cronkite School of Journalism of Arizona State University. Before joining ASU in 1996, he was Associate Editor/Research of *The Miami Herald*. He worked on *Herald* projects that won the Pulitzer Prize for Public Service, the IRE Award, the Goldsmith Prize for Investigative Reporting, among others.

**JAIMI DOWDELL** joined IRE as training director in October 2008. Before that she was computer-assisted reporting editor at the *St. Louis Post-Dispatch* for more than three years. Her duties included obtaining and analyzing data; training staff on CAR and investigative techniques; and maintaining the newspaper's online data center. In addition to her work at the *Post-Dispatch*, she taught a CAR course for Washington University in St. Louis.

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# CONFERENCE SPEAKERS

**JOE EPPS** is a CPA and CFE with over 30 years of experience in forensic accounting. His litigation support experience includes contract disputes, anti-trust, economic damages, fraud investigations, business valuation and intellectual property litigation. Joe is currently President of Epps CPA Consulting and teaches a graduate course on Forensic Accounting at Arizona State University.

**JACOB FENTON** is Director of Computer-Assisted Reporting at The Investigative Reporting Workshop, at American University. Previously, he was database editor at *The Morning Call* (Allentown, Pa.). He's also worked as a reporter at *The Intelligencer* (Doylestown, Pa.) and at *The Reporter* (Lansdale, Pa.) and as a software developer in Palo Alto, Calif.

**LAURA FRANK** is director of I-News, the Rocky Mountain Investigative News Network, a nonprofit investigative news service and a founding member of the national Investigative News Network. Frank has nearly two decades experience at daily newspapers, radio and public television, most recently at the shuttered *Rocky Mountain News*. Her stories have won top awards in both print and broadcast, and helped release innocent people from prison, protect abused children, and win aid for sick nuclear weapons workers.

**JACK GILLUM** is a database editor at *USA Today*, where he has worked on stories from tax dollars spent on college athletics to poorly performing nursing homes. He likes scraping the Web for data and delving into any CAR-driven project, but ultimately loves telling the human stories often missed in the numbers. Before coming to Washington, D.C., he was a reporter for the *Arizona Daily Star*.

**MICHAEL GRABELL** is an investigative reporter for ProPublica and has been covering the stimulus for more than a year. A former reporter for *The Dallas Morning News*, his investigative work has included stories on the federal air marshal service, penny stocks, the Lance Armstrong doping allegations, chemicals stored near schools and neighborhoods, and a bus fire that killed 23 nursing home patients fleeing Hurricane Rita.

**MARK GREENBLATT** is an investigative reporter at KHOU-Houston. During the last year, he won a duPont-Columbia Award and a National Emmy for investigative reporting. He has previously earned five Edward R. Murrow Awards (including a National Murrow for investigative reporting), a National Headliner, multiple regional Emmys and an IRE Award.

**DOUG HADDIX** joined IRE as training director in September 2008. He worked as projects editor at *The Columbus Dispatch* for 10 years, overseeing an investigation of Ohio's flawed DNA-testing system for inmates claiming innocence and a project that uncovered gaping holes in the safety net for disciplining teachers statewide. Previously, he worked as an editor in Scranton, Pa., and Danville, Ill. He has a master's degree in journalism from Indiana University.

**DAVID HEATH** is senior investigative reporter at the nonprofit Huffington Post Investigative Fund based in Washington, D.C., where he writes about the financial crisis. He spent the past decade at *The Seattle Times*, where he wrote about Congressional earmarks, medical research conflicts, business scandals and terrorism. He's won numerous national awards, including the Goldsmith, Polk and Loeb awards. Heath graduated from Grinnell College and was a 2006 Nieman Fellow at Harvard, where he also taught journalism.

**TIM HENDERSON** is a data analyst for *The Journal News* in White Plains, N.Y. specializing in demographics and online data presentation. Previously he was database manager for *The Miami Herald* and a neighborhoods reporter for *The Cincinnati Enquirer*.

**CLEM HENRIKSEN** has worked in the GIS industry through several computing eras. He is interested in how geospatial, mobile, internet technologies converge to create new ways to report the news.

**JIM HERRIES** is product manager with primary interest in online delivery of business solutions that involve geographic information systems (GIS) technology and spatial data. He has extensive project management experience in a variety of business applications in marketing, real estate and site selection. Most recently, he's focused on demographic data, thematic mapping and web services.

**DAVID HERZOG** is an associate professor at the Missouri School of Journalism, where he teaches computer-assisted reporting. He also serves as the academic adviser to NICAR and is managing editor of *Uplink*, the institute's electronic CAR newsletter. He is the author of "Mapping the News: Case Studies in GIS and Journalism." He has been an investigative reporter for *The Providence (R.I.) Journal* and the editor for CAR at *The (Allentown, Pa.) Morning Call*.

**BRANT HOUSTON** is the Knight Chair in Investigative Reporting at the University of Illinois. He heads the steering committee of the Investigative News Network and is co-founder of the Global Investigative Journalism Network. He also served for 10 years as IRE's executive director and taught at the Missouri School of Journalism. Before that, Houston was an award-winning investigative reporter. He is co-author of "The Investigative Reporter's Handbook" and author of "Computer-Assisted Reporting: A Practical Guide."

**TOMMY KAAS** is partner in Kaas & Mulvad, a commercial company focused on data analysis. With a background in print journalism, he became a co-founder of DICAR, the Danish International Center for Analytical Reporting. He has trained journalists in Denmark and abroad and has worked with several Danish and foreign media organizations on CAR-based stories.

**AARON KESSLER** covers the real estate meltdown for the *Sarasota (Fla.) Herald-Tribune*. His investigation of contaminated Chinese drywall prompted Congressional action and a deluge of lawsuits over the defective building product. He previously covered state government for *The (Charlottesville, Va.) Daily Progress* and *The Joplin (Mo.) Globe* and has worked on freelance investigative projects for *The Kansas City Star* and the *Richmond (Va.) Times-Dispatch*. He also served as deputy director of the Virginia Public Access Project.



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**SCOTT KLEIN** is the Editor of News Applications at ProPublica, the nonprofit investigative newsroom based in New York City, where he directs editorial software projects and web production. He also moonlights as one of three founders of the DocumentCloud project, a 2009 Knight News Challenge winner. Previously, he worked at *The Nation*, and *The New York Times*.

**JENNIFER LaFLEUR** is director of computer-assisted reporting for ProPublica, a public-interest investigative newsroom in New York. She formerly was the CAR editor for *The Dallas Morning News*, where she worked on the News' investigative team. She has held similar positions at the *San Jose (Calif.) Mercury News* and the *St. Louis Post-Dispatch*. She was IRE training director back in the olden days and co-authored an IRE Beat Book on mapping.

**TERRI LANGFORD** has been a reporter for the *Houston Chronicle* since 2004. She now works for the enterprise desk where she has focused on problems facing Texas Child Protective Services, possible discrimination at the Houston Fire Department and safety issues within the Texas-Mexico charter bus industry. In 2008, she covered CPS' seizure of 439 children from a West Texas polygamist group and the aftermath of the Sherman, Texas bus crash.

**DANIEL LATHROP** is editor of "Open Government," a new book from O'Reilly Media. He was recently named News Applications Editor at *The Dallas Morning News*, a position he will start later this spring. He is a co-founder of InvestigateWest, a nonprofit investigative reporting startup based in Seattle. He is a winner of awards from the White House Correspondents Association, the Society of Professional Journalists and others.

**JEFF LARSON** is a News Applications Developer at ProPublica where he has developed various news applications including the Unemployment Insurance Tracker, the Transparency Tracker and most recently the Stimulus Speed Chart. He maintains ProPublica's open source projects, among other projects. Before joining ProPublica he was online director at *The Nation*.

**PAULA LAVIGNE** is a reporter and data analyst for ESPN's Emmy Award-winning investigative unit. Her work appears in TV and online versions of "Outside the Lines." She previously reported for *The Dallas Morning News*, *The Des Moines Register*, and *The (Tacoma) News Tribune*. She has a bachelor's degree from the University of Nebraska and MBA from Creighton University.

**DARNELL LITTLE** is an associate professor of database journalism at Northwestern University's Medill School of Journalism. Previously, he was a computer-assisted reporter for the *Chicago Tribune*, primarily focused on urban affairs issues like demographics, education and criminal justice. Prior to working at the *Tribune*, Little was a technology correspondent for *BusinessWeek* covering e-commerce across the Midwest. Before entering journalism, he was a software developer for AT&T Bell Labs.

**ANDREW LONG** is a senior news artist for *The Arizona Republic* where he specializes in cartography and data visualization. He also teaches advanced online journalism at Arizona State University. Andrew believes everything tastes better wrapped in a tortilla.

**RYAN McNEILL** is computer-assisted reporting editor at *The Dallas Morning News*. He has written about health care costs and testified twice before the Texas Legislature on efforts to exempt public employee dates of birth from the state's sunshine law. Before joining *The News*, he was a database specialist at the *South Florida Sun-Sentinel* in Fort Lauderdale, Fla. He also spent five years at *The Oklahoman*. He is a graduate of Oklahoma State University.

**TED MELLNIK** is database editor at *The Charlotte Observer*. He worked as a reporter for several years before turning to computer-assisted reporting in the late 1980s. His interests include creating interactive maps, finding patterns and stories in hyper-local data and small boat sailing.

**KERRY MITCHELL** is the Creative Director for the Sunlight Foundation. He has been with the organization since 2006 and has been responsible for a wide variety of Sunlight's efforts on the web as well as their ongoing experiments with data visualization and information graphics.

**BLAKE MORRISON** is the Deputy Enterprise Editor at *USA Today*. One of his most recent projects, an investigation of industrial pollution on school children, prompted the EPA to launch a \$2.25 million project to examine the air outside schools. The project earned Morrison and colleague Brad Heath the Grantham Prize, the Oakes Award, the Philip Meyer Journalism Award, a Casey Medal for Meritorious Journalism and a Society of Environmental Journalists award, among others.

**MAGGIE MULVIHILL** is the associate director and senior investigative producer of New England Center for Investigative Reporting at Boston University. A former media lawyer, Mulvihill has worked at WHDH-TV, WBZ-TV, the *Boston Herald*, the Associated Press and as a legal affairs writer for a variety of law-related publications. She has worked at the Reporter's Committee for Freedom of the Press in Washington, D.C., and was a 2004-05 Nieman fellow. Mulvihill is a clinical professor of Journalism at Boston University.

**NILS MULVAD** is partner in Kaas & Mulvad and an associate professor at The Danish School of Media and Journalism. Previously, he was executive director of the Danish International Center for Analytical Reporting. He is co-author of two Danish textbooks on Computer-Assisted Reporting: "The New House of the Watchdog" and "Watchdog in the Knowledge Society."

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**ANUPAMA NARAYANSWAMY** is the investigative reporter for the Sunlight Foundation Reporting Group. Before joining the Sunlight Foundation, she was a researcher with the Center for Public Integrity and has also worked with Investigative Reporters and Editors as a graduate student.

**ROB O'DELL** has covered Tucson City Hall for the *Arizona Daily Star* since 2005 and specializes in public records investigations. O'Dell was a 2009 finalist for the Gerald Loeb Award for his investigation into the waste of \$200 million by Tucson's downtown redevelopment district, which led to the reforms of the district by the state. He was named 2009 Arizona Journalist of the Year by the Arizona Newspaper Association and the Arizona Associated Press.

**GAVIN OFF** joined the *Tulsa (Okla.) World* in July 2008 after working as a database reporter for Scripps Howard News Service's Washington, D.C. bureau and graduating with a master's degree in journalism from the University of Missouri. He served as a data analyst for the National Institute for Computer-Assisted Reporting, covered the Missouri General Assembly and worked for four years as a reporter and editor in Florida.

**PAUL OVERBERG** is a database editor at *USA Today*. He helps to coordinate its demographic coverage and analyzes data on a variety of subjects. He helps editors, reporters and visual journalists with data training, analysis and custom applications. He had earlier been a science and environmental reporter and editor at Gannett News Service in Washington. He started his professional career at *The Courier-News* in Bridgewater, N.J.

**GRIFF PALMER** has worked for *The New York Times* in its computer-assisted reporting group since 2006. Previously, he worked as database editor for the *San Jose Mercury News* from 2000 to 2006. Before that, he held a variety of reporting and editing positions at *The Oklahoman*. In 1993, he became *The Oklahoman's* first database editor, helping the newspaper win a number of state and regional reporting prizes.

**NORA PAUL** directs the Institute for New Media Studies at the University of Minnesota. Nora ran news library management, computer-assisted research, and new media leadership programs at the Poynter Institute from 1991 to 2000 and was information services editor at *The Miami Herald* from 1979-1991. Nora co-authored "Computer-Assisted Research," an IRE handbook. She teaches about information strategies and her work at the Institute focuses on evolving digital storytelling forms, eye-tracking research and news game development.

**MIKE PELL** joined the Center for Public Integrity's staff in December 2007. From 2002 to 2006, as a reporter for the *Watertown (N.Y.) Daily Times* in upstate New York, Pell covered local politics, the Canadian border and environmental issues related to the Great Lakes and the St. Lawrence River. He then went to the Missouri School of Journalism to study computer-assisted reporting; in 2007 he was a Pulliam Fellow at *The Arizona Republic*.

**JOHN PERRY** recently moved to *The Atlanta Journal-Constitution* as a computer-assisted reporting specialist on the investigative team. He was a senior fellow at the Center for Public Integrity, where he worked on projects including "City Adrift: New Orleans Before and After Katrina," "Political Consultants: The Price of Democracy," and "Windfalls of War II: Baghdad Bonanza." Before that, he worked 16 years at *The Oklahoman* in Oklahoma City, most recently as database editor.

**CHERYL PHILLIPS**, chairman of IRE's Board of Directors, is the data enterprise editor at *The Seattle Times* where she supervises a small team that works across departments to produce interactive stories and databases. Previously, she served as deputy investigations editor and an investigative reporter. She has twice been a member of teams that were finalists for the Pulitzer Prize. Previously, she worked at *USA Today* and *The Detroit News*.

**OLGA PIERCE** is Senior Fellow at ProPublica, where she has covered health care reform, unemployment insurance and the federal mortgage modification program. Her stories have appeared in *The New York Times*, *USA Today*, *Chicago Tribune*, *Hindustan Times* (India) and *Lincoln (Neb.) Journal Star*. She is a graduate of the Stabile Investigative Journalism Seminar at Columbia University, where she won a Horton Prize for health reporting.

**ARON PILHOFFER** is editor of Interactive News Technologies at *The New York Times*, overseeing a team of journalist/developers who build dynamic, data-driven applications to enhance online reporting. He is co-founder of DocumentCloud, a Knight Foundation-funded website and web service designed to make primary source documents easier to publish, find and share. Previously, he was database editor at the Center for Public Integrity in Washington, D.C.

**BEN POSTON** is a database reporter at the *Milwaukee Journal Sentinel*. He joined the newspaper in June 2007 and has written about the federal stimulus package, gaps in Wisconsin's DNA databank and backlogs at the U.S. Patent and Trademark Office.

**DYLAN PURCELL** heads up computer-assisted reporting at *The Philadelphia Inquirer*. His investigative work has examined such issues as racially-skewed arrests, inequitable real estate assessments in Philadelphia and trends in arson death. Purcell has won numerous awards, including recognition from the National Association of Black Journalists and the National Institute of Computer-Assisted Reporting. He joined *The Inquirer* in 1998 and has a bachelor's degree in journalism from Temple University in Philadelphia.

**NEIL REISNER** is a professor of journalism at Florida International University in Miami. He has been a reporter, editor or both at *The Miami Herald*, *The Record* in Bergen County, N.J., and the *Miami Daily Business Review*. He previously served as training director for IRE and NICAR and taught at Columbia and Rutgers universities. His freelance writing and reporting has appeared in *The New York Times*, *Nieman Watchdog*, *American Journalism Review* and elsewhere.

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**ALEX RICHARDS** has been the *Las Vegas Sun's* database reporter since 2007. In addition to his investigative work, he also puts together infographics for the print version of the *Sun*. He was part of the team that created "Quenching Las Vegas' Thirst," a multimedia interactive that garnered accolades from APME, *Editor & Publisher* and ONA. Alex worked as a data analyst for IRE and NICAR while a student at the Missouri School of Journalism.

**RICH ROBERTSON** was a print and broadcast investigative reporter and editor in Arizona for 28 years before becoming a private investigator in 2000. His firm, R3 Investigations, employs six full-time investigators who are hired by attorneys to assist in criminal defense, civil litigation, and corporate and business affairs. He is past-president of the Arizona Association of Licensed Private Investigators and was editor of *The Legal Investigator* magazine for the National Association of Legal Investigators.

**DAVID B. SMALLMAN** manages Smallman Law PLLC, a Manhattan-based firm that specializes in media, communications and entertainment law, intellectual property, and global insurance coverage/risk management advice. He is outside general counsel to Investigative Reporters and Editors, Inc. and contributing legal editor of *The IRE Journal*. Smallman Law PLLC is a member of the Media Law Resource Center.

**DOUG SMITH** is database editor at the *Los Angeles Times*. In 40 years at the *Times*, he has covered sports, police, courts, schools, politics, local government, disasters and war in Iraq. He wrote the main story for the *Times'* Pulitzer-winning coverage of the North Hollywood shootout. He first used census data in the early 1990s to profile areas within the city of Los Angeles.

**MATT STILES** writes about government and politics and develops database applications for *The Texas Tribune*, a nonpartisan, nonprofit online news organization. Previously, he was a local and state government reporter at the *Houston Chronicle*. While there, he won the newspaper's Jesse Award for service journalism and beat reporting and was its reporter of the year in 2007. Before joining the *Chronicle's* staff, Stiles covered federal courts and law enforcement at *The Dallas Morning News*.

**STEPHEN STOCK** has worked as an investigative reporter for Miami's CBS4 I-Team for the last three years. His investigations have uncovered everything from Medicare fraud to tax fraud. He's won a Peabody, a duPont, 2 Edward R. Murrow awards, 3 Green Eyeshades, including Best of TV, and 10 regional Emmys. Prior to CBS4, Stephen was lead investigative reporter for WESH-TV.

**CHARLIE SZYMANSKI** is a web developer for the National Journal Group in Washington, D.C. He specializes in data visualizations and front-end development.

**MAURICETAMMAN** is a database editor and reporter with *The Wall Street Journal*. Before that he was online editor and investigative reporter with the *Sarasota (Fla.) Herald Tribune*. Recent works include data work on home lending and the financial crisis. Previously, he was database reporter on the *Atlanta Journal-Constitution's* special projects team, and he worked for *FLORIDA Today* and the *Courier-Post* in Cherry Hill, N.J.

**MARY JO WEBSTER** has been the computer-assisted reporting editor at the *St. Paul Pioneer Press* for five years. Her job includes a combination of reporting, training and managing an intranet and databases for the paper's public data portal, Data Planet. She teaches database reporting at the University of Minnesota journalism school. Previously, she worked at *USA Today*, the Center for Public Integrity, IRE and various newspapers in Minnesota and Wisconsin.

**BEN WELSH** is a database producer at the *Los Angeles Times*. There he develops news applications as part of an interactive team with members drawn across departments. He used to work on investigative projects at the Center for Public Integrity and is a graduate of the Missouri School of Journalism.

**JAMES WILKERSON** is data editor at *The Des Moines Register*. Previously, he worked at *The New York Times*, *The Morning Call* in Allentown, Pa. and other newspapers across Pennsylvania. He graduated from the University of Texas.

**BROOKE WILLIAMS** joined the Watchdog Institute in October 2009. Previously, she worked at the *San Diego Union-Tribune*, where she was a Livingston Award finalist. In addition, she worked at the Center for Public Integrity, where she wrote a chapter in *The New York Times* bestseller, "The Buying of the President 2004," and wrote for "Windfalls of War," which won a George Polk Award.

**DEREK WILLIS** helps build data-driven interactive Web applications and APIs for *The New York Times*, with a focus on governmental and political information. Along with his colleague, Andrei Scheinkman, he shared a 2009 Knight-Batten Award for innovation for the *Times'* Represent application. Willis previously worked at *washingtonpost.com*, *The Washington Post*, the Center for Public Integrity, *Congressional Quarterly* and *The Palm Beach (Fla.) Post*.

**MATT WYNN** is a data reporter at *The Arizona Republic*, where he partners with reporters on data-driven stories and builds interactive web experiences. He also teaches Precision Journalism at Arizona State University. If you want to see him get geeky, ask him about baseball, public records laws or his kids.

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