

FREE FEB. 27 WORKSHOP IN LOUISVILLE

BREAKING LOCAL STORIES WITH ECONOMIC DATA

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■ **What is it?** Free, half-day workshop on how to distinguish your coverage with trend stories about what's happening in your local economy.

■ **Whom is it for?** This workshop is for any journalist who wants to provide enterprising local economic coverage. A knowledge of Excel by you or someone in your newsroom will be needed to bring many of these stories to fruition.

■ **When?** 2-5 p.m. Feb. 27, 2013



Overberg



Aversa



Dail

■ **Where?** Regency North room, Hyatt Regency, 320 W. Jefferson St., Louisville

■ **Why attend?** This free workshop will provide you with a road map to finding and delivering at least 15 local enterprise stories from federal economic data. It precedes IRE's

CAR Conference, but you do not have to register for the conference to attend.

■ **Who are your instructors?** **Paul Overberg** of USA Today is one of the foremost experts among

journalists on the U.S. Census. Longtime AP economics reporter **Jeannine Aversa** is now with the U.S. Bureau of Economic Analysis, as is **Tom Dail**.

■ **How to sign up?** Go to <http://bit.ly/bizjtraining>

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