

APME's NewsTrain/Detroit Sept. 28, 29

NewsTrain is a national training program that emphasizes the development of management and editing coaching skills in frontline editors. It is sponsored by The Associated Press Managing Editors and receives substantial funding from the John S. and James L. Knight Foundation. Local sponsors are the Detroit Free Press, The Detroit News, The Associated Press and the Michigan AP Editorial Association. The workshop will be held at The Detroit News and Free Press Building, 600 W. Fort, Detroit.

Editors are divided randomly into two teams, Green or Blue, to reduce class size. Because the classes are repeated, each editor will have access to all the editing and management segments.

Tuesday, Sept. 28:

11 a.m. **Registration**
Location: The Academy Room

11:45 a.m. **Lunch & Introductions**
Location: The Academy Room

12:15 p.m **Situational Leadership (Blue Team)**
Why: Because one size does not fit all
Learn to “read” a situation and apply an effective style of management to increase your chances of success. See what will make things better, and worse. Learn to treat other people the way *they* would like to be treated, and step out of your own comfort zone.
Location: The Operations Conference Room
Presenter: Edward Miller, managing director, the Newsroom Leadership Group

Or

Coaching Writers (Green Team)
Why: It's an effective way to edit
How to coach rather than fix stories. A five-step approach to coaching writers that involves reporters and editors working together throughout the entire story process, discussing ideas, focus, reporting, organization, structure and prose.
Location: The Academy Room
Presenter: Michael Roberts, deputy managing editor and writing coach, The Arizona Republic

1:30 p. m. Coffee Break

1:45 p.m.
to 2:45 p.m.

Giving Effective Feedback (Blue Team)

Why: It helps you teach, guide or refocus those you lead
Learn five key questions to ask in giving feedback that is likely to produce the results you seek. Learn how to listen to clues about whether you are getting through. How are praise and feedback different?

Location: The Operations Conference Room

Presenter: Edward Miller

Or

The five-minute editor (Green Team)

Why: It's often all the time you have
What happens when you want to be a coaching editor but you only have five minutes to help shape and focus a story before the reporter starts writing? Critical steps to take in the third of the five stages -- Organize -- using important listening and communication skills to make the most of so little time.

Location: The Academy Room

Presenter: Michael Roberts

2:45 p.m.
to 3 p.m.

Coffee break

3 p.m.
to 4:15

Situational Leadership (Green Team)

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Location: The Academy Room
Presenter: Michael Roberts

4:15 p.m.
to 4:25 p.m.

Break

4:25 p.m.
to 5:25 p.m.

Giving Effective Feedback (Green Team)

Why: It helps you teach, guide or refocus those you lead
Learn five key questions to ask in giving feedback that is likely to produce good results. Learn how to listen to clues about whether you are getting through. How are praise and feedback different?

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Presenter: Edward Miller

Or

The five-minute editor (Blue Team)

Why: It's often all the time you have
What happens when you want to be a coaching editor but you only have five minutes to help shape and focus a story before the reporter starts writing? Critical steps to take in the third of the five stages -- Organize -- using important listening and communication skills to make the most of time.

Location: The Academy Room
Presenter: Michael Roberts

5:30 p.m.
to 6:45 p.m.

Online: Ten Lessons Learned

Why: Because it's the future
Transplants from newspaper and magazine newsrooms to the online world look back on what they learned after years of building news Web sites. We talked to editors and executives at CNN.com; Time.com; boston.com; NYTimes.com, and wsj.com to learn from their early experiences on the Web. The result is this presentation, 10 lessons learned about editors and readers; newspaper cultures and Web design that offer guidance for news sites big and small.

Location: The Academy Room
Presenter: Leonard Apcar, editor in chief, The New York Times on The Web

After 7 p.m.

Drinks & dinner

If you like, you can keep the conversation going at Fishbone's, a restaurant at 400 Monroe Street, at the corner of Monroe and Brush, in Detroit's Greektown section. You're welcome to stop by for a drink or dinner or both. Cost is on you.

Wednesday, Sept. 29:

8:30 a.m.

Continental breakfast available

Location: The Academy Room

9 a.m.
to 11 a.m.

Editing Lab: Four elements of a story (Blue Team)

How an editor can use the four elements of a story -- news, context, impact, human dimension -- to focus, plan, and edit stories and keep them reader-centered. Participants will plan stories and revise stories using the approach. Please bring story ideas and two published stories from your own newspaper for this program. Consider stories that were troublesome, fell short or exemplify a typical story that the newspaper would like to improve.

Location: The Academy Room

Presenter: Michael Roberts

Running at the same time as the editing lab:

9 a.m.
to 10 a.m.

Using FOIA requests to dig for secrets (Green Team)

Why: It's key to watchdog journalism

Investigative Reporters & Editors offers an overview of best practices for effectively using the FOI Act for daily and long-term projects. You'll see examples of how newsrooms elsewhere have used open records laws to report high-impact stories.

Checklists on the types of documents and databases to seek. Learn to create a calendar of requests that should be made routinely, and keep track of the responses.

Location: The Operations Conference Room

Presenter: David Donald, training director, IRE

10 a.m.
to 11 a.m.

The art of brainstorming words and visuals (Green Team)

Why: Because photographers are good storytellers, too

Secrets of brainstorming for higher-impact story packages. See what happens when photographers are involved early in the story process. Tips on teaching “word” people to think visually.

Location: The Operations Conference Room

Presenters: Nancy Andrews, director of photography, the Detroit Free Press and Nancy Hanus, director of photography, The Detroit News

11 a.m.

Training/Get on Board

Why: Because training builds expertise and helps retention

There is a whole world of training out there that is available to journalists of all experience levels.

Explore a new Web site that sorts helpful courses and workshops by date, region and topic. Learn about the Knight journalism training initiatives that can help you and your newsroom make professional development a priority. A contest with prizes, too.

Location: The Academy Room

Presenters: John X. Miller, public editor, the Detroit Free Press, Lillian Swanson, project manager, NewsTrain

11:45 p.m.
to 12: 45 p.m.

Lunch & a discussion of Credibility and Ethics

Why: Because credibility is the franchise

Credibility is what newspaper readers buy and advertisers rent. An interactive discussion about the factors that make you and your news organization credible. Includes a discussion of bias and the lost meaning of objectivity that may help clear up confusion about the goals and responsibilities of journalists as well as steps news organizations can take to build their credibility with readers.

Location: Academy Room

Presenter: Wally Dean, senior associate, the Project for Excellence in Journalism

12:45 p.m.
to 2:45 p.m.

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Location: The Academy Room

Presenter: Michael Roberts

Running at the same time as the editing lab:

12:45 p.m.
to 1:45 p.m

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Presenter: David Donald

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Coffee break

2 p.m.
to 3 p.m.

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3 p.m.
to 3:30 p.m.

NewsTrain caboose

Take-home lessons

Location: The Academy Room