

NewsTrain/Milwaukee, Aug. 25-26

NewsTrain is a new national training program that focuses on the development of management and editing coaching skills in frontline editors. APME invites editors in the region to attend the workshop at the Milwaukee Journal Sentinel, 333 West State St., Milwaukee, WI.

**Day 1, Wednesday, Aug. 25:**

11 a.m.

**Registration, welcome and lunch**

Location: Lobby and the meeting room, 2d floor

12:15 p.m.  
to 1:30 p.m.

**Time-management techniques for busy editors**

Why: To keep the day from getting away from you  
Learn effective techniques that will help you run your day, instead of letting events run you. Learn how to set priorities and keep them. Accomplish more in less time. Save your energy for what really matters. Help your reporters learn to manage their time better, too.

Location: The meeting room, 2d floor

Presenter: Edward Miller

1:45 p.m.  
to 3 p.m.

**Storytelling: The art of brainstorming words and visuals**

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. Smarter photo requests and captions.

Location: The training center, 2d floor

Presenters: Angela Peterson, Bill Olmstead

Or

**New Media convergence**

Why: Because it’s the future of the news business  
Digital news brings a new set of challenges -- and opportunities -- to newspaper editors. In this session, we will discuss the ways your online news operation can support your newsroom and your community in providing engaging and informative content, and how you, as a frontline editor, can help. You’ll also see some prize-winning projects that combined new and traditional technologies for more impact.

Location: The deckview, 4<sup>th</sup> floor

Presenter: Nora Paul

3-3:15 p.m.

**Coffee Break**

3:15 p.m.  
to 4:30 p.m.

**Coaching Writers: Birthing stories, building writers  
(Green Team only)**

Why: It's the best way to edit

The editor as story coach, from conception to delivery. A five-step dance (with ample room for variations) to find and focus the best story ideas, and to encourage and nurture good writers. Includes concrete tips for directing stories, keeping reporters on track and on time, communicating with other departments and using line edits as a teaching tool.

Location: The deckview, 4<sup>th</sup> floor

Presenter: Jacqui Banaszynski

**Giving Effective Feedback  
(Blue Team only)**

Why: It helps you teach, guide and refocus those you lead

Learn how to give the kind of feedback that is most likely to produce the results you want. Learn how to listen for clues about whether you are getting through.

Location: The training center, 2d floor

Presenter: Edward Miller

4:30 p.m.  
to 5:45 p.m.

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Presenter: Jacqui Banaszynski

5:45 p.m.  
to 7 p.m.

**“Turning Your Newspaper Upside Down”**

Why: Because it leads nicely to the reception  
A panel discussion with editors who have led major changes at their newspapers, from creating new sections to directing whole new makeovers. With time for Q and A. We’ll talk about ideas, insights and lessons learned.  
Location: The meeting room, 2d floor  
Presenters: Scott Angus, moderator, and panelists Ellen Foley, Theresa Badovich, Randolph Brandt and Diane Bacha

7 p.m.

**The reception: Kick back and enjoy**

Why: Because you deserve it  
Hors d’oeuvres provided. Cash bar.  
The Velvet Room nightclub  
Location: 730 Old World Third Street, within walking distance of the newspaper

**Day 2, Thursday, Aug. 26:**

8:30 a.m.

**Continental breakfast available**

Location: The meeting room, 2d floor

9 a.m.  
to 11 a.m.

**Creative editing  
(Blue team only)**

Why: To sharpen your editing skills  
Part I: “Editing down to the bones”  
A diagnostic technique to identify individual writers' pattern strengths and weaknesses, and help them become their own best line editors.  
Part II: “Journalism and the art of possibility”  
An editor's guide to disciplined creativity. Explores ways to think of any idea, event or assignment as the seed of several, creative enterprise stories. Offers tips on identifying a reporter's primary skills, then helping them (safely) to take (reasoned) risks with their writing.  
Location: The deckview, 4<sup>th</sup> floor  
Presenter: Jacqui Banaszynski

*Running at the same time as the editing lab:*

9 a.m. to  
11 a.m.

**Using FOIA requests to dig for secrets**

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 training center, 2d floor

Presenter: Brant Houston

11:15 a.m.  
to noon

**Get on board with training**

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 website that lists 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 meeting room, 2d floor

Presenters: Michele McClellan, Brant Houston, Lil Swanson

Noon  
to 1:15 p.m.

**Lunch & an exploration of bias and objectivity**

Why: Because readers say we are not objective

An interactive discussion about the notion of bias and the lost meaning of objectivity that may help clear up confusion among editors and readers about the goals and responsibilities of journalists and their news organizations. Based on real-life examples.

Location: The meeting room, 2d floor

Presenter: Wally Dean

1:15 p.m.  
to 3:15 p.m.

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**NewsTrain caboose**

Taking what you learned back home.

Location: The meeting room, 2d floor