

**APME NewsTrain/ New York City
Nov. 16 & 17**

APME's NewsTrain is a two-day national training program that emphasizes the development of editing and management skills in frontline editors. Sponsored by the Associated Press Managing Editors, the program receives major funding from the John S. and James L. Knight Foundation.

Workshop location: The Associated Press headquarters
Training Conference Center, 15th Floor
450 W. 33d St.
New York, New York

Special thanks to our local host, The Associated Press, and these conference planners: The Record (Bergen County, NJ); The Times Union (Albany, NY); The Poughkeepsie Journal, and the New Jersey Press Association.

Program note: We randomly divide the group into two teams, Green and Blue, to reduce class size. Each editing and management segment is offered twice so it's possible to attend each of these segments.

**Day One:
Wednesday, Nov. 16**

10 – 10:30 a.m.

Registration

Location: Lobby, AP headquarters, 450 W. 33 St.

10:30 a.m.

Welcome and Introductions

Location: Training Conference Room 1502

11 a.m.

Coaching Your Writers (Green Team)

Why: The best editing occurs before a single word is written.

Editors need to get involved early, talk about ideas, discuss the likely paths the story could take, the diverse sources that could be contacted. Learn how to ask the right questions; how to have difficult conversations about stories; and how to get writers to be better editors of their own work. Includes a discussion of how editors can make every word count.

Presenter: Jacqui Banaszynski, Knight Chair, Missouri School of Journalism

Location: Training Conference Room 1503

Giving Effective Feedback (Blue Team)

Why: To help you teach, guide or refocus those you lead. Strategies for giving feedback that will help improve performance and reach important goals. The difference between praise and feedback. Keys to motivating your staff.

Presenter: Kristin Gilger, director of Student Media, Arizona State University, former deputy managing editor, The Arizona Republic

Location: Training Conference Room 1501

12:15 p.m.

Lunch & a conversation with Lou Ferrara

Lou Ferrara, AP online editor, will take us on a quick tour of some of the newest and most innovative projects on AP's web site.

Location: Training Conference Room 1502

1:15 p.m.

Editing Story Structures (Green Team)

Why: To help you discuss story organization with your writers

There are several story forms that editors working with reporters can use to shape and focus stories. This program will cover three, with examples and a chance for participants to apply the forms to their own story ideas.

Presenter: Jacqui Banaszynski

Location: Training Conference Room 1503

Key Leadership Skills (Blue Team)

Why: Because leaders who inspire go the distance. Frontline (assigning) editors are often the key leaders in a newsroom. They make dozens of decisions a day that determine the breadth and depth of news coverage. They also are intricately involved in the career growth of those they supervise. You'll learn essentials of leadership that will help you run an effective team; become a better advocate for your stories, and set and reinforce expectations for your staff.

Presenter: Kristin Gilger

Location: Training Conference Room 1501

2:15 p.m.

Coffee Break

2:30 p.m.

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3:45 p.m.

Coffee Break

4 p.m.

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5 p.m.

Covering the New America

Why: Because the demographics have changed dramatically

We are in the midst of one of the great stories of our lives – a profound change in who makes up our cities; our suburbs; our state, and our country. Once again, the world has come to America. This great wave of immigrants will have long-term implications for our labor force; schools; the types of industries that will spring up; the kinds of stores that will open; how much we will pay in taxes, and who will pay for our Social Security. A session with plenty of facts, figures and story ideas.

Presenter: “Bobbi” Bowman, diversity director, American Society of Newspaper Editors

Location: Training Conference Room 1501

--OR--

Skeptical Editing

As stories move through a newsroom, they develop a life of their own. What they need are clear-eyed skeptics who zero in on weaknesses. This session will cover how to edit skeptically, how to challenge the numbers as well as the words and how to activate your baloney detector.

Presenter: Rosalie Stemer, independent newsroom coach

Location: Training Conference Room 1503

6:15 p.m.

End of the first day

**Day Two:
Thursday, Nov. 17**

8 a.m.

Continental Breakfast available

Location: Outside the Training Conference Center

8:30 a.m.

Welcome back and announcements

Location: Training Conference Room 1502

8:45 a.m.

Managing Up, Down and Across (Blue Team)

Why: Because you need to learn how to maneuver.

A vivid look at the connection between power and leadership in a newsroom. What are the universal concepts of power that will help you become a better leader? Insights about where power comes from, and how to use it more effectively.

Presenter: Dr. Ronald Brown, a psychologist who specializes in leadership development and organizational change.

Location: Training Conference Room 1501

Writing & Editing With Authority (Green Team)

Why: To produce more compelling work.

We drill down to specifics. Tips and techniques you can use as an editor to help reporters write in their own voice and with authority. Learn how to choose quotes wisely and use them sparingly.

Presenter: Barbara King Lord, former training director, The Associated Press

Location: Training Conference Room 1503

10:45 a.m.

Coffee Break

11 a.m.

What drives readers to your Web site?

A discussion of what is driving readership at online news sites and a look at what's ahead in digital media.

Presenter: Lincoln Millstein, senior vice president of Hearst Newspapers and director of digital media

Location: Training Conference Room 1502

12:15 p.m.

Lunch

Location: Training Conference Room 1502

1 p.m.

Training: Get on Board

Why: Because news organizations are a business, too
A discussion of why some news organizations are putting more emphasis on professional development of their staffs. Resources you can use to get valuable training for yourself and push for more training for those you lead. Take a virtual tour of a new e-learning site, News University at Poynter.

Presenter: Lillian Swanson, APME NewsTrain project director

Location: Training Conference Room 1502

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.

Presenter: Kristin Gilger

Location: Training Conference Room 1501

-OR-

Mining FOIA for high-impact stories

Why: Because it's key to watchdog reporting
Investigative Reporters & Editors offers tips and strategies for effectively using the FOI Act for daily and long-term projects. You'll see examples of how news organizations 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. Presented in cooperation with Investigative Reporters & Editors.

Presenter: Ron Nixon, projects editor, Computer-Assisted Reporting, The New York Times

Location: Training Conference Room 1503

2:30 p.m.

Break

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4:45 p.m.

NewsTrain Caboose

Taking the lessons home

Presenter: Lillian Swanson

Location: Training Conference Room 1502

5 p.m.

End of workshop