

**NewsTrain/Oklahoma City
Sept. 28-29, 2005**

APME NewsTrain presents a national training program emphasizing the development of editing and management skills in frontline editors. Sponsored by the Associated Press Managing Editors, the program receives substantial funding from the John S. and James L. Knight Foundation.

Workshop location: The Oklahoman
9000 N. Broadway Extension
Oklahoma City, OK 73134

Special thanks to conference planners Joe Hight and Patti Shubert of The Oklahoman (Oklahoma City); Lindel Hutson and Cara Robertson of the Associated Press; Mark Thomas and Lisa Potts of the Oklahoma Press Association; Bryan Dean of the Oklahoma SPJ and The Oklahoman; Carroll Wilson of the Times Record News (Wichita Falls, Texas); Susan Ellerbach and Rusty Lang of the Tulsa World; and Kevin McGrath of the Wichita Eagle (Wichita, Kan.).

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 programs.

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Wednesday, Sept. 28

- 10:30 a.m. **Registration**
Location: Ground floor, between auditorium and reception hall,
The Oklahoman.
- 11 a.m. **Welcome and Introductions**
Ed Kelley, Editor, The Oklahoman
Elaine Kramer, NewsTrain project coordinator
Location: Auditorium.
- 11:25 **Aha! Moment**
Anecdote of leadership moment / tip you find particularly effective
Presenter: Susan Ellerbach, editor, Tulsa World
- 11:30 a.m. **Key Leadership Skills**
to 12:30 p.m. Why: Editors must build self-awareness and manage themselves to lead reporters successfully.
Frontline editors are often the key leaders in a newsroom. But the best editors are those who know themselves well, and understand how they work most effectively with each person on their staff. You'll learn how to

run a diverse and effective team, how to set and reinforce expectations, how to become a better advocate for your stories, and how to become more effective in managing up.

Presenter: Kristin Gilger, director of student media,
Arizona State University
Location: Auditorium.

12:30-1:30

Lunch

Location: Reception Hall.

Lunchtime Food for Thought Aha! Moment

Presenter: Kevin McGrath, Wichita Eagle

1:30-3:30

Coaching the Writing Process

Why: The editor's primary job is not to edit copy but to work with the people who produce it.

This session describes how editors can work effectively with writers throughout the creative process, helping them focus, report, write and revise stories.

Presenter: Jack Hart, managing editor and writing coach, The Oregonian
Location: Auditorium.

3:30-3:45

Coffee Break

Location: Patio Room.

3:45-4:45

Giving Effective Feedback (Blue Team)

Why: It's essential to helping staffers grow

Learn a process that helps you get your message across effectively. Know words and phrases that will get through to the listener, how to structure the conversation, what not to say or do. Learn how to listen effectively, respond to feedback, and look for clues that you are connecting with the other person.

Presenter: Kristin Gilger
Location: Reception Hall.

— OR —

Conducting Local Investigations / Better Watchdogs (Green Team)

Why: A newspaper's responsibility includes serving the public's right know about the intersection of government, institutions and private life. How to conduct investigations in your own community, in a short period of time, with few staff members.

Presenter: Jennifer LaFleur, CAR editor, Dallas Morning News
Location: Auditorium.

4:45-5

Coffee Break

Location: Patio Room.

5-6 p.m. **Giving Effective Feedback (Green Team)**
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Presenter: Kristin Gilger
Location: Reception Hall.

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Location: Auditorium.

6 p.m. **End of first day**

6:30 p.m. **RECEPTION – the conversation continues**
Why: Because you deserve it!
Location: The pavilion of The Oklahoman

Thursday, Sept. 29

8:00 a.m. **Continental Breakfast available,
Newspapers courtesy of The Oklahoman**
Location: Patio Room.

8:25 a.m. **Breakfast Food for Thought AHA Moment!**
Presenter: Joe Hight, managing editor, The Oklahoman
Location: Auditorium.

- 8:30-9:30 **Coaching Story Organization**
Why: Creating a plan for a story takes just a few minutes and saves work later in the process. Like an architect creating a building, a fundamental step in writing is drawing up a plan. Editors can work most effectively with reporters by coaching writers up-front on story structure and organization.
Presenter: Jack Hart
Location: Auditorium.
- 9:30-9:45 **Coffee Break**
Location: Patio Room
- 9:45-11:15 **Editing Lab: Polishing Copy (Blue Team)**
Why: Good line editing is the final touch that can make a good story great. The best line editing follows a collaborative model that brings editors and writers together to make stories accurate, clear, vigorous, colorful and rhythmic.
Presenter: Jack Hart
Location: Auditorium
- OR-
- Building Credibility and Trust / Accuracy (Green Team)**
Why: The public is deeply suspicious of why journalists do what they do, how they go about it and whether the outcome is good or bad. Learn key touchstones for building reader trust and practical approaches to improving accuracy.
Presenters: Carol Nunnelley, director of APME special projects, and Margaret Holt, senior editor for standards and staff development, Chicago Tribune
Location: Reception Hall.
- 11:15-11:20 **Aha! Moment**
Lindel Hutson, AP
Location: Auditorium.
- 11:20-11:45 **Training: Get on Board**
Why: Because newspapers are a business, too
A discussion of why some news organizations are putting more emphasis on professional development of their staffers. Resources you can use to get valuable training for yourself and push for more training for those you lead. / Share local anecdotes of programs
Presenter: Elaine Kramer
Location: Auditorium.

- 11:45-12:45 **Lunch**
Location: Reception Hall.
Aha! Moment
Presenter: Carroll Wilson, editor, Wichita Falls Times Record News.
- 12:45-2 **New Ways to Engage Readers: A Conversation with John Temple**
Why: Newspapers must reach out to readers to keep them engaged. The rise of blogging and the new activism of citizen-journalists are evidence that readers want to be part of the news-gathering process. Learn ways to engage readers in this presentation by and conversation with John Temple, president, publisher and editor of the Rocky Mountain News.
Moderator: Joe Hight, managing editor, The Oklahoman
Location: Auditorium.
- 2-2:15 **Coffee Break**
Location: Patio Room.
- 2:15-3:45 **Editing Lab: Polishing Copy (Green Team)**
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Presenter: Jack Hart
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Location: Reception Hall.
- 3:45-4 p.m. **NewsTrain Caboose**
Taking the lessons home.
Presenter: Elaine Kramer
Location: Auditorium.
- 4 p.m. **End of workshop**