

## **NewsTrain/Phoenix, June 28-29**

NewsTrain is a new national training program that focuses on the development of management and editing coaching skills in frontline editors. APME has invited editors from papers in the region to attend NewsTrain/Phoenix at the Arizona Republic, 200 East Van Buren St., Phoenix, AZ.

### **Day 1, Monday, June 28:**

11 a.m.

#### **Registration, welcome and lunch**

Location: Front lobby and 10<sup>th</sup> floor conference center

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

#### **Coaching writers (Green team only)**

Why: Better coaching leads to better stories

A five-step coaching model that frontline editors can use when working with reporters to produce more sharply focused stories and avoid lengthy, last-minute rewrites. Teaches coaching skills along each step of the process.

Location: Delta Chi room, 10<sup>th</sup> floor

Presenters: Jack Hart and Michael Roberts

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

#### **Time management techniques for busy editors (Blue team only)**

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: Sigma Room, 10<sup>th</sup> floor

Presenter: Edward Miller

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

#### **Motivating your staff (Blue team only)**

Why: Because it underlies all action

Learn what research says will motivate people to do their best work and what chills creativity. Learn how to keep yourself motivated, and how to help others find ways to keep striving, too.

Location: Sigma Room, 10<sup>th</sup> floor

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1:45 p.m.  
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**Coaching story structure  
(Green team only)**

Why: So you can discuss structure more easily  
Learn how to use several different story structures when coaching writers -- to sharpen the idea, plan the reporting, and frame and write the story.  
Location: Delta Chi room, 10<sup>th</sup> floor  
Presenters: Jack Hart and Michael Roberts

3 -3:15 p.m.

**Coffee break**

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

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4:15 p.m.  
to 5:15 p.m.

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5: 15 p.m.  
to 6:30 p.m.

**A panel discussion on what your bosses want from you**

Why: Because it leads nicely to the reception

All too often line editors say they are baffled by their boss, and their boss's boss. The bosses are vague, inscrutable and prone to jumping in on their projects at the last minute to make unnecessary changes. The panelists will offer advice on what bosses really do want, and what frontline editors can do to better communicate with their bosses. Q and A.

Location: Delta Chi room, 10<sup>th</sup> floor

Presenters: Kristin Gilger, moderator, and panelists

Joe Garcia, Jim Ripley, Jeff Dozbaba, and Suki Dardarian

6:30 p.m.

**Reception sponsored by the Arizona Republic  
Beer, wine and hors d'oeuvres**

Why: Because you deserve it

Location: Pulliam Room, 10<sup>th</sup> floor

**Day 2, Tuesday, June 29:**

8:30 a.m.

**Continental breakfast available**

Location: Delta Chi room, 10<sup>th</sup> floor

9 a.m.  
to 11 a.m.

**Editing Lab  
(Blue team only)**

Why: To sharpen your editing skills

Part I focuses on coaching reporters to diagnose the sources of problems in stories and help them see solutions. Part II examines line-editing techniques to improve clarity and impact in stories.

Location: Delta Chi room, 10<sup>th</sup> floor

Presenters: Jack Hart and 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**

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: Sigma room, 10<sup>th</sup> floor

Presenter: David Donald

OR

9 a.m.  
to 10 a.m.

**Helping reporters develop their beats**

Why: Because great stories often come from great beat reporting

When a reporter is taking over a new beat, editors need to make sure the bases are covered and expectations are clearly defined. It's a time to think through all the possibilities on coverage. Veteran editors and reporters give advice about about what helps when reporters are structuring a beat, and what doesn't.

Location: OC Conference room, 10<sup>th</sup> floor

Presenters: Dennis Joyce, moderator, and panelists Norma Coile, Joe Burchell, Craig Harris, Catherine Reager Burrough

10 15 a.m.  
to 11:30 a.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: Sigma room, 10<sup>th</sup> floor

Presenters: Teri Hayt, moderator, and panelists Janet Reeves, Mike Meister, and Rick Wiley

11:30 a.m.  
to 12:45 p.m.

**Lunch & Get on board with training**

Why: Because training builds expertise in your staff

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.  
A discussion of the Knight journalism training initiatives and where NewsTrain fits in. How to keep training going after NewsTrain leaves.  
Location: Delta Chi room, 10<sup>th</sup> floor  
Presenters: Abe Kwok, Michael Roberts, Lil Swanson

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

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**Writing a compelling political profile**

Why: Because readers love them  
There are a variety of styles for profiles. A look at how to choose the right style to fit the circumstances.  
Telling detail that won't make the news story, but will make a difference in a profile.  
Location: OC Conference room, 10<sup>th</sup> floor  
Presenter: Bob Baker

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

**Building credibility and trust**

Why: Because credibility is the franchise  
It's no secret. The public is deeply suspicious of why journalists do what they do and how they go about it. The trust gap seems to undermine everything from support for FOI to readership. Learn key touchstones for building reader trust and practical approaches to improving accuracy, addressing bias.  
Location: Sigma room, 10<sup>th</sup> floor  
Presenters: Bobbie Jo Buel, Carol Nunnolley

2:45 p.m.

**NewsTrain wrapup**

Take home lessons and feedback forms  
Location: Delta Chi room, 10<sup>th</sup> floor