

**NewsTrain/Salt Lake City  
Sept. 14-15, 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: Salt Lake Tribune  
90 South 400 West, Suite 700  
Salt Lake City, UT 84101

Special thanks to conference planners Nancy Conway and Tom Baden, Salt Lake Tribune; George Garties of the Associated Press; Randy Wright of the Daily Herald; Rick Hall of the Deseret Morning News; Chris Hunt of the Idaho State Journal; David Staats of the Idaho Statesman; Dean Miller of the Post-Register; Todd Seifert of The Spectrum; Steve Smith of the Spokesman-Review; Andy Howell of the Standard-Examiner; and Michael J. Fox of the Utah 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 programs.

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**Wednesday, Sept. 14**

10:30 a.m.     **Registration**  
Location: 6<sup>th</sup> floor reception area

11-11:30     **Welcome and Introductions**  
Nancy Conway, Editor, Salt Lake Tribune  
Elaine Kramer, NewsTrain project coordinator  
Location: Conference Room, 6<sup>th</sup> floor

11:30 a.m.     **Manage Yourself and Lead Others (Blue Team)**  
- 12:45 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: Jill Geisler, Leadership and Management Group Leader, Poynter Institute  
Location: Conference Room, Side A

-OR-

**Coaching Your Writers – How to Coach Rather Than Fix Stories  
(Green Team)**

Why: More talk leads to an easier edit.

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.

Presenter: Michael Roberts, Deputy Managing Editor/Writing Coach,  
The Arizona Republic

Location: Conference Room, Side B

12:45-1:45     **Lunch**

Location: Conference Room

1:45-3         **Motivation (Blue Team)**

Why: Because it underlies all action

Learn how to move people to do their best work and how to avoid behavior that will chill creativity. See how to stay motivated yourself in a newsroom environment, and help others to keep striving, too.

Presenter: Jill Geisler

Location: Conference Room, Side A

-OR-

**Coaching Story Forms (Green Team)**

Why: Creating a plan for a story takes just a few minutes and saves work later in the process.

As with an architect creating a building, a fundamental step in writing is drawing up a plan. Editors can help reporters create better stories - and make everyone's work easier – by coaching writers on story structure and organization.

Presenter: Michael Roberts

Location: Conference Room, Side B

3-3:15         **Coffee Break**

Location: 6<sup>th</sup> floor reception area

3:15-4:30     **Manage Yourself and Lead Others (Green Team)**

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Location: Conference Room, Side B

4:30-4:45 **Fresh Air and Stretch Break / Coffee**

Location: Patio, 7<sup>th</sup> floor

4:45-6 **Motivation (Green Team)**

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Location: Conference Room, Side B

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

**Thursday, Sept. 15**

8:30 a.m.      **Continental breakfast available, newspapers courtesy of  
The Salt Lake Tribune**

Location: 6<sup>th</sup> floor reception area, Conference Room

9-11            **Editing Lab: Coaching Creative Story Ideas (Blue Team)**

Why: Readers want and appreciate different approaches to stories.

This seminar teaches you to coach story ideas that take different approaches in focus, tone, structure and format. Includes use of the “ladder of abstraction,” a critical thinking tool that helps refocus routine ideas; a variety of story forms beyond the inverted pyramid; storytelling techniques, and alternative forms that use graphic presentation to convey information instead of a story.

Concludes with a discussion of the back-out process needed to guide such stories to publication.

Presenter: Michael Roberts

Location: Conference Room, Side A

-OR-

**Editing and Writing for the Future (Green Team)**

Why: “New Media” aren’t new anymore, so let’s figure out how to work together.

There are friction points between print and online operations. It’s in everyone’s best interest to smooth them out. But how? Plus, what the future holds for journalism and journalists.

Presenter: Ken Sands, on-line publisher, The Spokesman-Review

Location: Conference Room, Side B

11-11:15      **Coffee Break**

Location: 6<sup>th</sup> floor reception area

11:15-11:45   **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.

Presenter: Elaine Kramer

Location: Conference Room

11:45 a.m.      **Building Credibility and Trust / Skeptical Editing**

- 1 p.m.        Why: An editor's most heart-stopping responsibility is deciding what should and shouldn't get into the paper.

This session will look at ways to build skepticism and critical thinking into the writing and editing process from the start. The discussion will cover key questions for reporters and editors to ask of every story, as well as ways to challenge conclusions drawn from information. Learn how to activate your baloney detector. The workshop will include “The Five-Minute Mathematician,” a segment on how to spot numbers that should raise alarm bells and how to tell when graphs and polls exaggerate numbers.

Presenter: Rosalie Stemer, Newsroom coach

Location: Conference Room

1-2:15

**Lunch**

Location: Conference Room

2:15-4:15

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Location: Conference Room, Side B

4:15-4:30

**NewsTrain Caboose**

Taking the lessons home.

Presenter: Elaine Kramer

Location: Conference Room

4:30

**End of workshop**