

**NewsTrain/San Antonio**  
**August 24, 25**

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 Hyatt Conference Center  
(Across the street from the Hyatt Regency Hotel)  
110 Losoya Street  
San Antonio, Texas

Special thanks to our conference hosts, The San Antonio Express-News, and local sponsors: Hearst Corp.; the San Antonio chapters of the National Association of Black Journalists; the National Association of Hispanic Journalists, and the Association of Women Journalists; KMOL-TV; KSAT-TV; KENS -TV; the Austin American-Statesman and Southwest Business Wire.

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.



**Wednesday, Aug. 24**

**9 a.m.**                      **Registration**  
**Location: Conference center lobby**

**9:30 a.m.**                 **Welcome and introductions**  
**Location: Navarro Room, first floor**

**10 a.m.**                    **Coaching Writers**  
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, and associate managing editor, Seattle Times  
**Location: Navarro Room, first floor**

**11:15 a.m.**

**Coffee Break**

**Location: Outside Navarro Room**

**11:30 a.m.**

**Editing Common Story Forms (Green Team)**

**Why:** Because it will help you discuss story organization with your writers

Beyond the inverted pyramid, there are several story forms that editors working with reporters can use to shape and focus stories. This segment will cover three, with examples and a chance for editors to apply the forms to their own story ideas.

**Presenter:** Jacqui Banaszynski

**Location: Navarro Room**

--OR--

**Effective Leadership Styles (Blue Team)**

**Why:** Because leaders who inspire go the distance

Frontline 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; how to become a better advocate for your stories; how to do a better job of managing up, and how to set and reinforce expectations for your staff.

**Presenter:** Kristin Gilger, director of student media at Arizona State University, and former deputy managing editor of The Arizona Republic.

**Location: Seguin Room, first floor**

**12:45 p.m.**

**Lunch**

**Location: Aldaco's restaurant, Sunset station**

100 Hoefgen St., San Antonio

Transportation via a chartered bus or two trolleys

**2:15 p.m.**

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**Presenter:** Kristin Gilger

**Location:** Seguin Room

**3:30 p.m.**

**Coffee Break**

**Location:** Outside the Navarro Room

**3:45 p.m.**

**Texas Open Records/Open Meetings Update**

Why: Because you need to know how to navigate the barriers  
A discussion of practical and legal information on obtaining documents from state governmental entities. The session will include an update on the recent legislative changes and newest traps to avoid.

**Presenter:** Karen Monsen, Attorney, Jackson Walker L.L.P.

**Location:** Navarro Room

**4:45 p.m.**

**Using FOIA requests to dig for secrets**

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 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.

**Presenter:** David Donald, training editor, Investigative Reporters & Editors

**Location:** Navarro Room

--OR--

**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: Seguin Room**

**5:45 p.m.**

**End of Workshop Day 1**

**6 p.m.**

**Kick back and enjoy a reception**

Why: Because you deserve it!

A chance to keep the conversation going.

We'll provide light hors d'oeuvres. Cash bar

**Location: Aldaco's restaurant, Sunset station**

**Day Two:**

**Thursday, August 25**

**8:30 a.m.**

**Continental breakfast**

Newspapers courtesy of the Express-News

**Location: Outside the Navarro Room**

**9 a.m.**

**Having Difficult Conversations (Blue Team)**

Why: Because conflict is inevitable in a newsroom

Learn and practice key steps to addressing and resolving a conflict in the newsroom. Learn strategies for defusing an emotional situation and preserving the work relationship.

**Presenter: Kristin Gilger**

**Location: Navarro Room**

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--OR--

**Covering the New America (Green Team)**

Why: Because it is one of the best stories of our lives

The American metropolis is once again being reshaped by immigration. Except this time, it's not the cities, it's the suburbs that are being radically transformed. We are in the midst of a big story about money, power and our future. This is a story about the people who are key employees at major industries, but who live on the margins of our society. How do we find them? How do we cover them? Why does it matter?

**Presenter:** Labarbara “Bobbi” Bowman, Diversity Director,  
American Society of Newspaper Editors

**Location: Seguin Room**

--AND--

**Skeptical Editing (Green Team)**

Why: Because credibility is the franchise

Recently, several newspapers announced that stories they published were false or inaccurate. 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. And among those weaknesses are simple questions that readers might ask.

This session will focus on how to edit skeptically, how to challenge the numbers as well as the words, how to put yourself into the shoes of the reader -- and how to activate your baloney detector.

Presented in conjunction with the National Credibility Roundtables Project.

**Presenter:** Kenn Finkel, vice president of M&K Consulting Services, who has taught newspaper reporting and editing courses around the country.

**Location: Seguin Room**

**11:15 a.m.**

**Coffee Break**

**Location: Outside the Navarro Room**

**11: 30 a.m.**

**Newsroom 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. Take a virtual tour of a new e-learning site, News University at Poynter.

**Presenter:** Lillian Swanson, NewsTrain, project director

**Location: Navarro Room**

**Noon**

**Lunch**

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100 Hoefgen St., San Antonio

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**Location:** Navarro Room

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**NewsTrain Caboose**

How to take the lessons home.

**Presenter:** Lillian Swanson  
**Location:** Navarro Room

**4:15 p.m.**

**End of Workshop**