

NewsTrain/San Diego

Wednesday, May 12

9 a.m. Registration and continental breakfast available

Location: Lobby of The San Diego Union-Tribune and cafeteria meeting room, 5th floor

9:45 a.m. Welcome to NewsTrain/San Diego and The San Diego Union-Tribune

Location: Cafeteria meeting room, 5th floor

10 – 11 a.m.

Two workshops running at the same time

Effective Time Management Techniques

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 your priorities and keep them. Accomplish more in less time. Save your energy for things that really matter. Help your reporters manage their own time better.

Location: Large Advertising Conference room, 2d floor

Presenter: Stephen Rice

--Or--

Five stages of a story

Why: To be a more effective editor.

A model for coaching that allows editors to break the development of a story into five distinct stages so they can have more focused conversations with reporters and avoid excessive changes once a story is written. Each of the five stages – The Idea, Reporting, Organizing, First Draft, Revision – comes with a specific task. The program covers each of the five stages and provides critical thinking approaches to apply in the early stages. Participants will work on story ideas together, using the five-stage model.

Location: Cafeteria meeting room, 5th floor

Presenter: Michael Roberts

11:15 a.m. -- 12:15 p.m.

Two workshops running at the same time

Key Leadership Skills

Why: Leaders who inspire go the distance.

Frontline editors often are caught in the middle. Learn how to manage up and across more effectively.

Learn the difference between being a leader – and a boss – of those you supervise. Explore techniques for having difficult conversations. Learn how to juggle delivering bad news and sustain the enthusiasm of your team.

Location: Large Advertising Conference room, 2d floor

Presenter: Stephen Rice

--Or--

Editing common story forms

Why: It will 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 covers three, with examples and a chance to apply the forms to their own story ideas.

Location: Cafeteria meeting room, 5th floor

Presenter: Michael Roberts

Working Lunch

12:15 – 1:15 p.m. Training/ Get on Board

Why: Effective training helps journalists grow and keeps them from leaving.

This will include a discussion of innovative training ideas that newsrooms have adopted. You will get a look at the variety of professional development programs available in the region and nationally, plus an overview of the other Knight initiatives, including Newsroom University on the Poynter website. We'll talk about how to keep the conversation going after NewsTrain leaves.

Location: Cafeteria meeting room, 5th floor

Presenters: Carol Nunnelley, Carol Goodhue, Lil Swanson

1:30 -2:30 p.m.

Two workshops running at the same time:

Freedom of Information:

Why: Using key tools makes you better at watchdog journalism

Investigative Reporters & Editors offers an overview of best practices for effectively using the Freedom of Information Act and state open records laws for daily and beat stories and long-term projects. You'll see examples of how newsrooms elsewhere have used open records laws to get great stories and learn the nuts and bolts of how they got the information. You'll get checklists of the kinds of documents and databases to seek. You'll find out how to ask for documents and data. You'll learn how to create a schedule of FOI requests to make routinely, and how to keep track of those requests and responses.

Location: Cafeteria meeting room, 5th floor

Presenter: Brant Houston

--Or--

New Media and Convergence:

Why: It's the future of the news business.

The new world of news is made up of print, online, wireless and video, and when they all work together, they extend the reach of news coverage. The 24/7 news world is creating a lot of exciting opportunities. See some projects that have worked well. Learn strategies that help address built-in conflicts over deadlines and resources between print and online. Discover how to use information that originates on your website to get a better feel for your community.

Location: Large advertising conference room, 2d floor

Presenter: Elizabeth Osder

2:30-2:45 Coffee break

2:45-3:45 p.m.

Two workshops running at the same time

Five stages of a story

Why: To be a more effective editor.

This introduces a model for coaching that allows editors to break the development of a story into five distinct stages so they can have more focused conversations with reporters and avoid excessive changes once a story is written. Each of the stages – The Idea, Reporting, Organizing, First Draft, Revision – comes

with a specific task. The program covers each of the five stages and provides critical thinking approaches to apply in the early stages. Participants will work on story ideas together, using the five-stage model.

Location: Cafeteria meeting room, 5th floor

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Effective Time Management Techniques

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Learn effective techniques that will help you run your day, instead of letting events run you. Learn how to set your priorities and keep them. Accomplish more in less time. Save your energy for things that really matter. Help your reporters manage their own time better.

Location: Large Advertising Conference room, 2d floor

Presenter: Stephen Rice

4:00 – 5 p.m.

Two workshops running at the same time

Editing common story forms

Why: 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 program will cover three, with examples and a chance for participants to apply the forms to their own story ideas.

Location: Cafeteria meeting room, 5th floor

Presenter: Michael Roberts

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Key Leadership Skills

Why: Leaders who inspire go the distance.

Frontline editors often are caught in the middle. Learn how to manage up and across more effectively.

Learn the difference between being a leader – and a boss – of those you supervise. Consider techniques for having difficult conversations. Discuss how to juggle delivering bad news and sustaining the enthusiasm of your team.

Location: Large Advertising Conference room, 2d floor

Presenter: Stephen Rice

5:15 p.m. – 6:15 p.m.

Two sessions running at the same time

Credibility at risk, Part I:

Why: Because credibility is the franchise.

News flash: The public doesn't trust us much anymore. But there are lots of things we can do to regain the faith of our readers. Learn why frontline editors should care, and what they can do to engage the public and improve news coverage. This session offers concrete examples, story ideas and systems that can be put in place to improve the credibility of your newspaper without stretching time or dollars.

Location: Cafeteria meeting room, 5th floor

Presenter: Jody Calendar

--Or--

Diversity and the F-word (Faith)

Why: Because our coverage needs to reflect our readers.

Journalists ask all sorts of questions. They ask people about their politics, what they do for a living, even about their sexual orientation. So why are they so afraid of asking people about their faith? Here are two reasons why we should include questions about faith in our reporting: It often makes for a more complete story and it can be a window of opportunity for getting more diversity into your publication.

Location: Large advertising conference room, 2d floor

Presenter: Sandi Dolbee

6:15 p.m.

Wine and cheese reception

Why: Because you deserve it.

Sponsored by The San Diego Union-Tribune, on the patio outside the publisher's board room

Thursday, May 13

8:30 a.m. Continental breakfast available in the cafeteria, 5th floor

9 a.m. - 10 a.m.

Credibility at risk, Part II

Why: Because it's one of the biggest problems facing the industry.

Reports of plagiarism and fabrication of stories have rocked the industry. This session will look at practical ways to improve the overall accuracy of a newspaper's report. What responsibility do frontline editors have to test a story's validity? How can you ask good questions and not damage the trust that must exist between a reporter and an editor. (You do not need to attend Credibility Part I to attend Part II.)

Location: Publisher's board room, 5th floor

Presenters: Carol Nunnelley, moderator; Margaret Holt and David House, panelists

Two sessions running at the same time

10:15 a.m. – 11:15 a.m.

Photo as partners

Lean on Me/Building Readership Through Strong Visuals

Why: Because photographers are great storytellers, too.

Connecting to readers through visuals. Teaching writers to think visually. Developing a common language between photographers and assigning editors.

Location: Publisher's board room, 5th floor

Presenters: Teri Hayt, moderator; Robert York, Chuck Bennett and Marcia Prouse, panelists

-- Or--

10- noon

Editing Lab I: For editors at larger papers, the AP

Four Elements of a Story

Why: To get hands-on experience using these editing techniques.

Learn how editors working with reporters can use the concepts of News, Context, Relevance, Impact and Human Dimension to frame ideas and guide reporting, writing and editing to produce stories that speak to readers' needs and interests. This process can be applied to breaking news and enterprise stories. In this two-hour lab program, participants will use the four concepts to analyze and revise a variety of stories.

Location: Cafeteria meeting room, 5th floor

Presenter: Michael Roberts

11:15 a.m. – noon

Freedom of Information:

Why: Using key tools makes you better at watchdog journalism

Investigative Reporters & Editors offers an overview of best practices for effectively using the Freedom of Information Act and state open records laws for daily and beat stories and long-term projects. You'll see examples of how newsrooms elsewhere have used open records laws to get great stories and learn the nuts and bolts of how they got the information. You'll get checklists of the kinds of documents and databases to seek. You'll find out how to ask for documents and data. You'll learn how to create a schedule of FOI requests to make routinely, and how to keep track of those requests and responses.

Location: Publisher's board room, 5th floor

Presenter: Brant Houston

Noon- 1p.m.

Lunch and discussion with Dean Nelson:

Why: To talk about what we've learned.

Cafeteria meeting room, 5th floor

1-3 p.m.

Editing lab II: For editors at smaller papers, weeklies

Four Elements of a Story

Why: To get hands-on experience using these editing techniques.

Learn how editors working with reporters can use the concepts of News, Context, Relevance, Impact and Human Dimension to frame ideas and guide reporting, writing and editing to produce stories that speak to readers' needs and interests. The concepts can be applied to breaking news and enterprise stories. In this two-hour lab program, participants will analyze and revise a variety of stories using the four concepts.

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