

**APME NewsTrain/ San Jose
Oct. 28, 29, 2005**

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 Fairmont Hotel, 170 S. Market St., San Jose

Special thanks to our local sponsors: San Jose Mercury News; Gannett Co.; The Associated Press; the Western Knight Center for Specialized Reporting, and the California Society of Newspaper Editors.

Program note: On the first day, we randomly divide the group into two teams, Green and Blue, to reduce class size. Most editing and management segments are offered twice so it's possible to attend each of these segments. On the second day, editors can choose freely from a wide range of courses.



Friday, Oct. 28

9 a.m. -- 9:30 a.m. **Registration**

9:30 a.m. – 10 a.m. **Welcome & Introductions**
Location: Gold Room

10 – 11:30 a.m. **Coaching Writers (Green Team)**
Why: It's an effective way to edit
How to coach rather than fix stories. 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/
staff development, The Arizona Republic
Location: Gold Room

-OR-

**Evaluations and the Art of the Difficult Conversation
(Blue Team)**
Why: Because telling people where they stand is essential to being an effective editor
Why is it that journalists, who are trained to pose tough questions and to present unpleasant truths, find it so difficult to provide

candid feedback to people they supervise? Strategies and tips on evaluating staff performance and communicating expectations.

Presenter: Jo-Ann Armao, a John S. Knight Fellow at Stanford University and for nine years was the The Washington Post's assistant managing editor/metro news.

Location: Valley Room

11:30-11:45

Coffee Break

11:45 – 12:15

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 staffs. 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, APME NewsTrain project director

Location: Gold Room

12:15 – 1:30 p.m.

Lunch

Location: Imperial Ballroom

1:30 p.m. – 3 p.m.

Coaching Writers (Blue Team)

Why: It's an effective way to edit

How to coach rather than fix stories. 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

Location: Gold Room

-OR-

Evaluations and the Art of the Difficult Conversation

(Green Team)

Why: Because telling people where they stand is essential to being an effective editor

Why is it that journalists, who are trained to pose tough questions and to present unpleasant truths, find it so difficult to provide candid feedback to people they supervise? Strategies and tips on evaluating staff performance and communicating expectations.

Presenter: Jo-Ann Armao

Location: Valley Room

3 -3:15

Coffee Break

3:15 -4:30

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 segment will cover three, with examples and a chance for editors to apply the forms to their own story ideas.

Presenter: Michael Roberts

Location: Gold Room

-OR-

Managing a diverse newsroom

Why: Because one size does not fit all

Assigning, editing, coaching and other parts of an editor's job need to be customized these days so that age, ethnicity, gender and other differences are kept in mind. Treating all people exactly the same is a lofty goal, but often does not work on a person-to-person level. Tips and strategies for managing our increasingly diverse newsroom workforce. With examples of what works and what doesn't.

Presenter: Pamela Moreland, assistant managing editors/features, San Jose Mercury News

Location: Valley Room

4:30- 5:30 p.m.

Managing Up (*and down and sideways*)

Why: Because that's how you get things done

Nobody ever told you that being an editor is akin to playing a game of Twister. You're required to stretch to concurrently manage up, down and sideways, on this side of the wall and across it. And to have a chance at winning, you need to be limber enough to be alternately self-aware, empathetic, omniscient and self-deprecating. Here are some ways to avoid sprains, missteps or losing your balance while managing your boss, your subordinates and your colleagues on the business side. But be warned, there's no guaranteed way to win. Luck counts.

Presenter: John Geddes, managing editor, The New York Times

Location: Gold Room

5:30 p.m.

A wine-tasting reception

Why: Because you deserve it

A chance to keep the conversation going and mix with other editors.

Location: Club Regent

Saturday, Oct. 29

8 a.m. **Continental breakfast and newspapers available**

8:30 a.m. **Welcome & announcements**
Location: Regency Ballroom 1

8:45 a.m. **What every editor needs to know about online**
Why: Because the future is here
Learning how to exploit the unique attributes of the Web no longer is optional, and no longer is relegated to the “online staff.” The electronic-only editions of the New Orleans Times-Picayune following Hurricane Katrina perhaps give us a glimpse of the future. We'll talk about how print editors can get involved in convergence, and also talk about how to preserve newspapers by identifying and exploiting print's unique attributes.
Presenter: Ken Sands, online publisher, spokesmanreview.com
Location: Regency Ballroom 1

--OR-

Skeptical Editing
Why: Because credibility is the franchise
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. This session will cover how to edit skeptically, how to challenge the numbers as well as the words and how to activate your baloney detector.
Presenter: Rosalie Stemer, independent editing coach
Location: Gold Room

-OR-

The art of brainstorming words and visuals
Why: Because visual journalists are excellent storytellers, too. A panel discussion. Secrets of brainstorming for higher-impact story packages. See what happens when photographers are involved early in the story-planning process. Tips on teaching “word” people to think visually.
Moderator: Teri Hayt, managing editor, Arizona Daily Star

Panelists: Deanne Fitzmaurice, staff photographer for the San Francisco Chronicle, winner of 2005 Pulitzer Prize for Feature photography, and the editor on the project, Kathleen Hennessy.
Location: Valley Room

9:45 a.m.

Coffee break

10 a.m.

Effective communication with your staff

Why: Your staff wants clear direction and feedback
Specific techniques editors can use in the newsroom for clear and consistent communication, including how good listening further improves communication.

Presenter: Michael Roberts

Location: Regency Ballroom 1

--OR--

Covering the New America (75 minutes)

Why: Because the demographics have changed dramatically
We are in the midst of one of the great stories of our lives – a profound change in who makes up our cities; our suburbs; our state, and our country. Once again, the world has come to America. This great wave of immigrants will have long-term implications for our labor force; schools; the types of industries that will spring up; the kinds of stores that will open; how much we will pay in taxes, and who will pay for our Social Security. A session with plenty of facts, figures and story ideas.

Presenter: “Bobbi” Bowman, diversity director, American Society of Newspaper Editors

Location: Gold Room

Noon

Lunch

Getting to the heart of a big story

Keynote speaker: Robert Rosenthal, managing editor, San Francisco Chronicle

Location: Regency Ballroom 1

1:15 p.m.

Mining Secrets from the FOI Act

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 and keep track of the responses.

Presenter: David Donald, training director, IRE

Location: Regency Ballroom 1

-- OR--

Connecting with the public: What does the public know and you want to find out?

Why: Because credibility is the franchise

Editors and their readers (and non-readers) can work together to improve news coverage and the public's trust in it. That may mean finding the stories of minority communities, learning about errors, or smoothing everyday access to the newsroom. Credibility Roundtables veterans share their approaches. Presented in cooperation with the National Credibility Roundtables Project.

Presenters: Bobbie Jo Buell, Arizona Daily Star; Karen Magnuson, Rochester Democrat and Chronicle; Carol Nunnolley, director, National Credibility Roundtables Project

Location: Gold Room

--OR--

Blogging for Journalists: Same Principles, New Platform

Part I: Reporters say blogging sharpens their reporting by compelling them to write more often; creates more sources because it broadens their readership and deepens their knowledge of their beat because they can write with more sophistication to the narrower audience of a blog. They also say it's fun.

Should your paper be doing it? Is it right for everybody?

Part II: This session will explore the pros and cons of blogging for reporters, ranging from scooping the newspaper to whether blogs should be edited. It will include the first-hand experiences of a reporter and lessons learned from papers around the country.

Presenters: Tim Porter, who writes the blog "First Draft" about newspapering, readership and relevance, and Daniel Rubin, who writes a blog on blogs for The Philadelphia Inquirer

Location: Valley Room

2:15-2:30

Coffee break

2:30 p.m.

Managing investigative and enterprise projects

Learn how to break down the story process into three segments – conception, gestation and delivery – and strategies for managing and editing at each step along the way. Includes advice for managing important stories at papers large and small.

Presenter: David Boardman, managing editor, The Seattle Times

Location: Regency Ballroom 1

4 p.m.

NewsTrain caboose

Taking the training home.

Presenter: Lillian Swanson

Location: Regency Ballroom 1

4:15 p.m.

End of workshop