

## NewsTrain/Seattle

April 20, 21

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.

The local partners for NewsTrain/Seattle are: The Seattle Times; The Seattle Post-Intelligencer; The Associated Press/Washington; The Tacoma News Tribune, and The Spokane Spokesman-Review.

Workshop location:  
Seattle REI Conference Rooms, 2d floor  
222 Yale Avenue N  
Seattle, WA  
(Three blocks east of the Seattle Times)

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Wednesday, April 20

10:30 a.m. **Registration**

Location: Outside the Conference Rooms, REI 2d floor

11 a.m. **Welcome to NewsTrain and introductions**

Location: Conference Rooms

11:30 a.m. **Leading in Changing Times/ Giving Effective Feedback (Blue Team)**

Why: It helps you teach, guide or refocus those you lead  
In times of change, you can use five key questions to give feedback that is likely to produce the results you seek. Learn how to listen to clues about whether you are getting through. How are praise and feedback different?

Presenter: Edward Miller, managing director, Newsroom Leadership Group

Location: North Conference Room

-OR-

**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 and writing coach, The Arizona Republic  
Location: South Conference Room

12:45 p.m. **Lunch**

Location: Conference Rooms

1:45 p.m.

**Time-management techniques for busy editors (Blue Team)**

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: Edward Miller

Location: North Conference Room

-OR-

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

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: South Conference Room

2:45 p.m. **Coffee break**

Location: Outside the Conference Rooms

3 p.m.  
**Team)**

**Leading in changing times/ Giving Effective Feedback (Green Team)**

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Presenter: Michael Roberts, deputy managing editor and writing coach, The Arizona Republic

Location: South Conference Room

4:15 p.m. **Coffee break**

Location: Outside the Conference Rooms

4:30 p.m. **Time-management techniques for busy editors (Green Team)**

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Presenter: Michael Roberts

Location: South Conference Room

5:30 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: Paddy Coyne's Irish Pub

1190 Thomas St.

Seattle

## Thursday, April 21

8:30 a.m. **Continental Breakfast available**

9 a.m. **Editing Lab: Non-Traditional story forms**  
Why: Because readers like them  
A discussion of the many options editors have to convey information in forms other than a traditional story. Includes many examples, and the reporting and writing approaches needed to create them.  
Presenter: Michael Roberts  
Location: Conference Rooms

10:30 a.m. **Coffee Break**  
Location: Outside the Conference Rooms

10:45 a.m. **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: Conference Rooms

11:30 p.m. **Management strategies: A follow-up conversation**  
Why: Because there is much you can learn from each other  
We'll divide into small groups and talk some more about the management strategies you learned in Edward Miller's segments. What will work in your newsroom? What else can you do to solve ongoing management problems?  
Location: Conference Rooms

12:15 p.m. **Lunch Frontline editors**  
Location: Conference Rooms

**Online editors**  
At lunch, begin a two-hour brainstorming session.  
Moderators: Ken Sands, online publisher, [spokesmanreview.com](http://spokesmanreview.com), and Mark Briggs, editor, [thenewstribune.com](http://thenewstribune.com)  
Location: Conference Rooms

- 1:15 p.m.                   **Frontline editors**  
**Mining the FOIA 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.  
Presenter: Mike Berens, Seattle Times  
Location: North Conference Room
- 2:15 p.m.                   **New Media Convergence**  
Why: Because it's the future of the news business  
Frontline and Online editors meet to discuss what's new in news media websites, and how print and online can work toward a more collaborative process. Presented in cooperation with the Online News Association.  
Moderators: Ken Sands, Mark Briggs,  
Lucy Mohl, senior news producer, seattletimes.com  
Gina Hills, managing producer, SeattlePI.com  
Location: Conference Rooms
- 4:30 p.m.                   **NewsTrain caboose**  
Taking the lessons home.  
Presenter: Lillian Swanson  
Location: Conference Rooms
- 4:45 p.m.                   **End of Workshop**