

Welcome to NewsTrain/Sioux Falls, Sept. 13-14

NewsTrain is a new national training program that focuses on the development of management and editing coaching skills in frontline editors. APME invites editors in the region to attend the workshop at the Holiday Inn, City Centre, 100 West Eighth St., Sioux Falls, S.D.

Day 1, Monday, Sept. 13:

11 a.m. **Registration, welcome and lunch**

Location: Holiday Inn main level

12:15 p.m. **Coaching Your Writers (Green Team)**

to 1:30 p.m.

Why: It's a very effective way to edit

Coaching is based on a simple idea: the power to recognize a story's problems, as well as the means to fix them, lie within the person reporting and writing the piece. This session explores practical ways editors can help reporters tap into that power.

Location: International West, main level

Presenter: Chip Scanlan, senior faculty at the Poynter Institute

Or

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.

Location: Embassy Room, main level

Presenter: Stephen Rice, president of PerforMAX, a training and development company

1:30 p.m.

to 1:45

Break

1:45 p.m.

to 2:45 p.m

Understanding Who You Work With (Blue Team)

Why: Because it will help you manage better

A review of effective techniques in conflict resolution and giving feedback, with a discussion of what motivates people and what stops them cold.

Location: Embassy Room, main level

Presenter: Stephen Rice

Or

The five-minute editor (Green Team)

Why: Because it's often all the time you have
When time is tight, editors can save time
by knowing which questions keep reporters and
their stories on track. This session covers ways
to boost productivity and quality, from story assignment to rewrite.

Location: International West, main level

Presenter: Chip Scanlan

2:45 p.m.
to 3 p.m.

Break

3 p.m.
to 4:15 p.m.

Time-management techniques for busy editors (Green Team)

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and keep them. Accomplish more in less time. Save your energy
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Coaching Your Writers (Blue Team)

Why: It's a very effective way to edit.
Coaching is based on a simple idea: the power
to recognize a story's problems, as well as the means to fix them, lie
within the person reporting and writing the piece. This session explores
practical ways editors can help reporters tap into that power.

Location: International West, main level

Presenter: Chip Scanlan

4:15 p.m.

Break

4:30 p.m.

Understanding who you work with (Green Team)

Why: It will help you become a better manager
A review of effective techniques in conflict resolution and effective
feedback, with a discussion of what motivates people and what stops them
cold.

Location: Embassy Room, main level
Presenter: Stephen Rice

Or

The five-minute editor (Blue Team)

Why: Because it's often as much time as you have
When time is tight, editors can save time
by knowing which questions keep reporters and
their stories on track. This session covers ways
to boost productivity and quality, from story assignment to rewrite.
Location: International West, main level
Presenter: Chip Scanlan

5:30 p.m.
to 6:30 p.m.

Storytelling: The art of brainstorming words and visuals

Why: Because photographers are good storytellers, too
Secrets of brainstorming for higher-impact story packages. See what
happens when photographers are involved early in the story process. Tips
on teaching "word" people to
think visually. Smarter photo requests and captions. Presented with
AP Photo Managers.
Location: Embassy Room, main level
Presenter: Bill Olmstead

6:30 p.m.

Reception

Why: Because you deserve it
Location: Holiday Inn, Burgundy Room, 10th floor

Tuesday, Sept. 14:

8:30 a.m.

Continental breakfast available

Location: Holiday Inn, main level

9 a.m.
to 11

Your Editing Toolbox: A workshop (Green Team)

You've done the coaching, had the front-end conversations
with the reporter, but the story on your screen still isn't there yet. This
session focuses on ways to diagnose story problems, identify opportunities
for improvement and perhaps most important, provide editors and
reporters with strategies, techniques and tips that produce better stories.
Location: Embassy Room, main level
Presenter: Chip Scanlan

Running at the same time as the editing lab:

- 9 a.m. to
11 a.m.
- Using FOIA requests to dig for high-impact stories**
Why: It's key to watchdog journalism
Investigative Reporters & Editors offers an overview of best practices 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
Location: International West, main level
Presenter: Jennifer LaFleur
- 11 a.m.
- Training: Get on Board**
There is a whole world of training out there that is available to journalists of all experience levels. Explore a new website that sorts helpful courses by date, region and topic. Learn about the Knight journalism training initiatives that can help make professional development a priority in your newsroom. We'll talk about training needs, and how to get more training going in your newsroom.
Location: International West, main level
Presenters: Deanna Sands, Ron Walters, Lil Swanson
- 11:45 a.m.
to 1 p.m.
- Lunch & a discussion of Credibility and Ethics**
Why: Credibility is what newspaper readers buy and advertisers rent
An interactive discussion about the factors that make you and your news organization credible. Includes a discussion of bias and the lost meaning of objectivity that may help clear up confusion about the goals and responsibilities of journalists as well as steps news organizations can take to build their credibility with readers.
Location: International West, main level
Presenter: Wally Dean
- 1 p.m.
to 3 p.m.
- Your Editing Toolbox: A workshop (Blue Team)**
You've done the coaching, had the front-end conversations with the reporter, but the story on your screen still isn't there yet. This session focuses on ways to diagnose story problems, identify opportunities for improvement and perhaps most important, provide editors and reporters with strategies, techniques and tips that produce better stories.

Location: Embassy Room, main level
Presenter: Chip Scanlan

Running at the same time as the editing lab:

1 p.m.
to 3 p.m.

Using FOIA requests to dig for high-impact stories

Why: It's key to watchdog journalism

Investigative Reporters & Editors offers an overview of best practices 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.

Location: International West, main level

Presenter: Jennifer LaFleur

3 p.m.
to 3:15

NewsTrain caboose

Taking NewsTrain home

Location: International West, main level