

NewsTrain/St. Louis

Feb. 4, 5, 6

The Mid-America Press Institute and APME NewsTrain present this national training program that emphasizes the development of management and editing 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/St. Louis are the St. Louis Post-Dispatch, Scripps Howard Foundation, Illinois Press Foundation and the Associated Press.

Workshop location:

Millennium/ Four Points Sheraton Hotel, 220 S. Fourth St., St. Louis, Mo.

We will be using conference rooms on the meeting floor, two levels below the hotel lobby. Look for signs in the hotel lobby.

Special thanks to conference planners John David Reed, executive secretary of the Mid-America Press Institute; Cynthia Todd, St. Louis Post-Dispatch; Margaret Holt, Chicago Tribune; Steve Buttry, Omaha World-Herald, and Paul McAuliffe, Evansville Courier & Press

Friday, Feb. 4:

8 p.m. – Welcome, Ellen Soeteber, editor of the St. Louis Post-Dispatch

Location: Meramec Room

Keynote address “**Engaging Our Readers, Building Our Credibility**”

Ernest Sotomayor, immediate past president of UNITY, a coalition of the four largest organizations of journalists of color. He is Long Island editor for Newsday.com

Location: Meramec Room

Hospitality reception, sponsored by the St. Louis Post-Dispatch

Location: Chouteau Room

Saturday, Feb. 5:

8 a.m. – Coffee and rolls available. Newspapers courtesy of the St. Louis Post-Dispatch

Location: Meramec Room

8:45 a.m. – **Introductions and Welcome** to NewsTrain

Location: Meramec Room

9:30 a.m. – **Five Stages of a Story** (Green Team)

Why: To become 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 on deadline.

Location: Lewis & Clark Room

Presenter: Michael Roberts, deputy managing editor, The Arizona Republic

9:30 a.m. – **Having a Difficult Conversation** (Blue Team)

Why: Because conflict is inevitable in a newsroom

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

Location: Field Room

Presenter: Kristin Gilger, director of Student Media, Arizona State University

11 a.m. – Break

11:15 a.m. – **Editing Common Story Forms** (Green Team)

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

Location: Lewis & Clark Room

Presenter: Michael Roberts

11: 15 a.m. -- **Giving Effective Feedback** (Blue Team)

Why: To help you teach, guide or refocus those you lead

Strategies for giving feedback that will help improve performance and reach important goals. The difference between praise and feedback. Keys to motivating your staff.

Location: Field Room

Presenter: Kristin Gilger

12: 15 p.m. – Lunch

Location: Meramac Room

1:15 p.m. – **Why training matters**

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 in your newsroom.

Location: Meramec Room

Presenters: Lillian Swanson, project manager, NewsTrain

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3:15 p.m. – Break

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Location: Field Room

Presenter: Kristin Gilger

4:30 p.m. -- End of Day 1

Dinner on your own.

Sunday, Feb. 6:

8 a.m. – Coffee and rolls available. Newspapers courtesy of St. Louis Post-Dispatch

Location: Lewis & Clark Room

8:45 a.m. – **Enterprise Reporting Off a Beat**

Why: Because some of our best stories come out of beat reporting

Learn how to set goals, manage time and define various kinds of enterprise so the opportunities are easier to spot off a beat.

Location: Lewis & Clark Room

Presenter: Michael Roberts

10:45 a.m. – Break

11 a.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.

Location: Lewis & Clark Room

Presenter: Brant Houston, executive director, Investigative Reporters & Editors

11 a.m. -- **New Media Convergence**

Why: Because it's the future of the business

Using online postings to help your reporting and get a better feel for the pulse of your community. How online is changing the news industry. Examples of breaking news stories as well as projects every newspaper can do to expand the impact of important stories. Tips on integrating online and print at your newspaper.

Location: Field Room

Presenter: Kurt Greenbaum, Online News Director, St. Louis Post-Dispatch

12:15 p.m. – **NewsTrain Caboose.**

Taking the lessons home.

Location: Lewis & Clark Room

Presenter: Lillian Swanson

12:30 p.m. End of workshop