

NewsTrain/Washington

March 16, 17

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/Washington are USA Today; The Associated Press; Virginia Press Association; The Washington Post, and the Maryland-Delaware-DC Press Association.

Workshop location:

USA Today, 7950 Jones Branch Dr., McLean, Va.

Special thanks to Adell Crowe and Jackie Wilson of USA Today; Denise Bridges of the Virginia Press Association; Peter Perl of The Washington Post; John Solomon of the Associated Press, and George White of the Maryland-Delaware DC Press Association.

Wednesday, March 16:

10:30 a.m.

Registration

Location: Main lobby, USA Today

11 a.m.

Welcome to NewsTrain and Introductions

Location: Frank E. Gannett Auditorium

11:30 a.m.

Motivating your staff

Why: Because it's essential to leadership

Learn what the research says will move people to do their best work and what turns them off. We'll check your own work satisfaction profile and use it to learn how you can get a better handle on motivating others. We'll examine your approach to giving feedback that really works.

Location: Frank E. Gannett Auditorium

Presenter: Jill Geisler, Poynter's Leadership Group

12:30 p.m.

Lunch

Location: First Amendment Dining Room

1:30 p.m.

Coaching Your Writers (Green 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: First Amendment Dining Room
Presenter: Chip Scanlan, senior faculty at the Poynter Institute

--Or--

Situational Leadership (Blue Team)

Why: Because one size does not fit all

Think leaders are born, not made? Or that there are certain magic traits for all leaders? Think again. The best leaders understand how to use a variety of styles and responses for different situations and different people. This session looks at multiple management approaches, what benefits and what risks each carries. We'll connect all this to real-life newsroom adventures.

Location: Frank E. Gannett Auditorium

Presenter: Jill Geisler

2:45 p.m.

Coffee Break

Location: Main lobby

3 p.m.

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Presenter: Jill Geisler

4:15 p.m.

Coffee Break

Location: Main lobby

4:30 p.m.

Building credibility and trust

It's no secret. The public is deeply suspicious of why journalists do what they do, how they go about it and whether the outcome is good or bad. The trust gap seems to be undermining everything

from support for FOI to readership. Learn key touchstones for building reader trust. Ask questions about the public, the press, and journalism standards in a Q&A with USA Today editor Ken Paulson. Presented in cooperation with the National Credibility Roundtables Project.

Presenters: Carol Nunnolley, National Credibility Roundtables director, and Ken Paulson, editor, USA Today.

Location: Frank E. Gannett Auditorium

5:45 p.m.

Reception

Why: Because you deserve it

Location: Breaking News Café at USA Today

Dinner on your own

Thursday, March 17

8 a.m.

Continental Breakfast

Newspapers will be available, courtesy of USA Today

Location: Main lobby

8:30 a.m.
to 11

Your Editing Toolbox: A workshop (Blue Team)

Part I: 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.

Part II: Practical advice for time-starved editors. What are key questions to ask when you've only got five minutes with a reporter?

Location: First Amendment Dining Room

Presenter: Chip Scanlan

Running at the same time as the editing lab:

8:30 a.m.

Skeptical Editing (Green Team)

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.

Location: Frank E. Gannett Auditorium

Presenter: Rosalie Stemer

9:45 a.m.

An exploration of bias and credibility (Green Team)

Why: Because readers say we are not objective
An interactive discussion about the notion of bias and the lost meaning of objectivity that may help clear up confusion among editors and readers about the goals and responsibilities of individual journalists and their news organizations.

Location: Frank E. Gannett Auditorium

Presenter: Wally Dean

10:45 a.m.

Coffee Break

Location: Outside the Frank E. Gannett Auditorium

11 a.m.

Training: Get on Board

There is a whole world of training out there that is available to reporters and editors of all experience levels.

Explore a new website that sorts helpful courses by date, region and topic. Learn about News University and other 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: Frank E. Gannett Auditorium

Presenters: Adell Crowe, Ted Gest, Lillian Swanson

11:30 p.m.

What is News? Who Gets to Decide?

How the increasing diversity of America is changing the definitions of "news," the shape of newsrooms, and the mission of the newspaper.

Location: Frank E. Gannett Auditorium

Presenter: Milton Coleman, deputy managing editor, The Washington Post

12:30 p.m.

Lunch

Location: First Amendment Dining Room

1:30 p.m.

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Presenter: Wally Dean.

4 p.m.

NewsTrain Caboose/ Taking the Lessons Home

Location: Frank E. Gannett Auditorium

Presenter: Lillian Swanson

4:15 p.m.

End of workshop