

**APME NewsTrain/ Baltimore**  
**Nov. 30, Dec. 1**

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 Baltimore Sun  
501 N. Calvert St.  
Baltimore, MD.

Special thanks to our local host, The Baltimore Sun, and our planning partners, The Associated Press/ Maryland; The Wilmington News Journal; Chesapeake Publishing; Maryland-Delaware-DC Press Association, and the Philip Merrill College of Journalism at the University of Maryland.

Program note: We randomly divide the group into two teams, Green and Blue, to reduce class size. Each editing and management segment is offered twice so it's possible to attend each of these segments.

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Day One:  
Wednesday, Nov. 30

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| 10 – 10:30 a.m. | <b>Registration</b><br>Location: Lobby, 1 <sup>st</sup> floor   |
| 10:30 a.m.      | <b>Welcome and Introductions</b><br>Location: Community Room, 1 <sup>st</sup> floor   |
| 11 a.m.         | <b>Coaching Writers &amp; Giving Feedback (Green Team)</b><br>Why: It's a very effective way to edit<br>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.<br>Presenter: Chip Scanlan, senior faculty at the Poynter Institute<br>Location: Community Room, 1 <sup>st</sup> floor |

### **Managing a Creative Enterprise (Blue Team)**

Why: Because you aren't making widgets

To manage effectively, editors need to understand that their power derives almost entirely from their willingness to serve those who work for them. How? By creating an environment that "enlarges the ambitions" of their staff – challenging them to do work that exceeds their previous expectations. This session will explore how managers can adopt behaviors that create a culture focused on great stories, continuous staff development, openness to change and everyone's participation in the newsroom's overall success.

Presenter: Butch Ward, distinguished fellow at the Poynter Institute

Location: H.L. Mencken Conf. Room, 2d Floor Newsroom

12:15 p.m.

### **Lunch and a Conversation with Editor Gene Roberts**

Gene Roberts is a professor at the Philip Merrill College of Journalism, University of Maryland, and former executive editor of The Philadelphia Inquirer and managing editor of New York Times

Location: Community Room, 1<sup>st</sup> floor

1:45 p.m.

### **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.

Presenter: Chip Scanlan

Location: Community Room, 1<sup>st</sup> floor

### **Key Leadership Skills (Blue Team)**

Why: Leaders who inspire go the distance.

Frontline editors are often the key leaders in a newsroom. They make dozens of decisions a day that determine the breadth and depth of the news coverage. They are intricately involved in the career growth of the journalists on their teams. You'll learn how to run a diverse and effective team; how to set and reinforce expectations for

your staff; how to become a better advocate for your stories, and how to become more effective in managing up.  
Presenter: Butch Ward  
Location: H.L. Mencken Conf. Room, 2d Floor, Newsroom

2:45 p.m.

**Coffee break**

3 p.m.

**Coaching Writers & Giving Feedback (Blue Team)**

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Presenter: Butch Ward

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4:15 p.m.

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Presenter: Butch Ward  
Location: H.L. Mencken Conf. Room, 2d Floor Newsroom

5:30 p.m.

**End of first day of the workshop**

5:45 p.m.

**Reception**

Why: Because you deserve it!  
Here's a chance to keep the conversation going.  
Location: Lobby and Community Room, 1<sup>st</sup> Floor

**Day Two:  
Thursday, Dec. 1**

8 a.m.

**Continental Breakfast available**  
Location: Community Room, 1<sup>st</sup> Floor

8:30 a.m.

**Welcome back and announcements**  
Location: Community Room, 1<sup>st</sup> Floor

**Blue Team**

8:45 a.m.

**Making Things Happen (Blue Team)**

*Five steps to help yourself and others get things done*  
Like good writing, productivity is a process, too. So, whether you're a disorganized procrastinator or you work with some, this session will introduce you to a powerful planning approach that can turn things around. Learn how

other leaders have used this five-step routine to develop new features, transform mediocre stories to Page One centerpieces, and tackle tasks such as evaluations that so many editors keep putting off. Leave the workshop with tools that focus on the essential questions that guarantee you'll move from wish list to success.

Presenter: Chip Scanlan

Location: Community Room, 1<sup>st</sup> Floor

--AND--

10:15 a.m.

### **Staying Motivated (Blue Team)**

It ain't easy. Some thoughts on how to stay focused during what is a tumultuous time in the newspaper business.

Presenter: Jim Stasioski, independent editing coach

Location: Community Room, 1<sup>st</sup> Floor

### **Green Team**

8:45 a.m.

### **Your Cultural Toolbox (Green Team)**

Why: To take diversity beyond staff recruitment and use it as a tool to build readership and credibility.

Learn new strategies for communicating with diverse groups. Techniques for covering the controversial racial issues many newsrooms are reluctant to discuss.

Developing a climate that promotes thoughtful leaders and cultural growth. Tools to help you explain racial and political divisions in a manner that promotes a civil dialogue.

Presenter: Linda Wallace, author of *The Cultural Coach*

Location: H.L. Mencken Conf. Room, 2d Floor Newsroom

--AND--

9:45 a.m.

### **Butch Cassidy's Writing Secret (Green Team)**

You can write it, but will they read it? Readers can be slippery. What's best way to get them to read your stories?

Some of the best writing advice around came from Paul Newman in "Butch Cassidy and the Sundance Kid."

Follow Butch's lead and learn how to turn fickle readers into dedicated fans.

Presenter: John Sweeney, editorial page editor of the *Wilmington News Journal* and writing coach

Location: H.L. Mencken Conf. Room, 2d Floor Newsroom

10:45 a.m.

### **Coffee Break**

11 a.m.

**Digging for secrets**

It's not the most secretive government we've had, but there are still plenty of reasons to be worried about public records in the electronic age. This session also will give you tips and techniques for 30 projects in 30 minutes. Using public records to write high-impact stories that any newspaper can do.

Presenters: Andy Alexander, chief of the Washington bureau for Cox Newspapers; and Ira Chinoy, lecturer at the Philip Merrill College of Journalism, University of Maryland

Location: Community Room, 1<sup>st</sup> Floor

12:30 p.m.

**Lunch**

Location: Community Room, 1<sup>st</sup> Floor

1:30 p.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 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 director

Location: Community Room, 1<sup>st</sup> Floor

**Green Team**

2 p. m.

**Making Things Happen (Green Team)**

*Five steps to help yourself and others get things done*

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4 p.m.

**NewsTrain Caboose**

Taking the lessons home.

Presenter: Lillian Swanson

Location: Community Room, 1<sup>st</sup> Floor

4:15 p.m.

**End of workshop**

