

NewsTrain/Ft. Lauderdale Dec. 1, 2

NewsTrain is a 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.

APME invites assigning, photo and online editors from the region to attend. The local partners for NewsTrain/Ft. Lauderdale are The South Florida Sun-Sentinel; the Associated Press; The Miami Herald; The Orlando Sentinel; The Florida Times-Union; The Palm Beach Post, and The Florida Society of Newspaper Editors.

Workshop location: The South Florida Sun-Sentinel, 200 East Las Olas Blvd., Fort Lauderdale.

Wednesday, Dec. 1:

- 11 a.m. **Registration**
Location: NRC Auditorium, first floor
- 11:30 a.m. **Welcome to NewsTrain & Introductions**
Location: NRC Auditorium, first floor
- Noon **Time-management techniques for busy editors**
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: NRC Auditorium, first floor
Presenter: Edward Miller, managing director, the Newsroom Leadership Group
- 1:15 p.m. **Lunch**
Location: NRC Auditorium, first floor
- 2:15 p.m. **The difference between your title and authority (Blue Team)**
Why: Because titles are granted, authority is learned
Editors derive their authority as managers from several different sources. How do you identify and tap into them? What if you work part-time as a reporter and part-time as an editor? How do you build your credibility with those you supervise?
Location: NRC Auditorium, first floor

Presenter: Edward Miller

-Or-

Looking for patterns in writing (Green Team)

Why: To sharpen your editing skills

Editing down to the bones. A diagnostic technique to identify individual writers' pattern strengths and weaknesses, and help them become their own best line editors.

Location: Marketing & Finance Conference Room, 10th floor

Presenter: Jacqui Banaszynski, associate editor and writing coach, The Seattle Times

3:15 p.m.

Coffee Break

3:30 p.m.

The difference between your title and authority (Green Team)

Why: Because titles are granted, authority is learned

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Location: Marketing & Finance Conference Room, 10th floor

Presenter: Jacqui Banaszynski

4:30 p.m.

Coffee break

4:45 p.m.

The five-minute editor

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 reinforce a story's focus, boost productivity and quality, from story assignment to rewrite.

Location: NRC Auditorium, first floor

Presenter: Jacqui Banaszynski

6 p.m.

End of day 1

Thursday, Dec. 2

8:30 a.m. **Continental breakfast available**
Location: NRC Auditorium, first floor

9 a.m. **Editing Lab (Green Team)**
“Journalism and the art of possibility”
An editor's guide to disciplined creativity. Explores ways to think of any idea, event or assignment as the seed of several creative enterprise stories. Offers tips on identifying a reporter’s primary skills, then helping them take reasonable risks with their writing.
Location: NRC Auditorium, first floor
Presenter: Jacqui Banaszynski

-Or-

9 a.m. **Power Reporting Through Public Records (Blue Team)**
Public records are key components of research for any reporter. But how many of your reporters actually know what's out there? Learn more about the range of resources available, the easy-to-use tools that are available online and off, and key record-searching techniques that all reporters need for success. Assignment editors will learn how to inspire reporters to investigate and master untapped resources – regardless of the beat and regardless of computer sophistication – that will take their reporting to the next level.
Location: Marketing & Finance Conference Room, 10th floor
Presenter: Joe Adams

10 a.m. **Ethics & Credibility (Blue Team)**
Recently, several newspapers announced that stories they published were false or inaccurate. 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: Marketing & Finance Conference Room, 10th floor
Presenter: Rosalie Stemer

11:15 a.m. **Training: Get on Board**
Imagine a newsroom where you got substantial training before you were given new responsibility. Or one where more training was seen as a way to

help an employee improve weak performance. We'll talk about why professional development programs are important; what stands in their way, and where you can tap into Web sites and other resources that will help you get more training for yourself and those you lead.

Location: NRC Auditorium, first floor

Presenters: Eric Newton, Howard Finberg, Lillian Swanson

Noon

Lunch

Location: NRC Auditorium, first floor

12:45 p.m.

New Media Convergence

A discussion of how online is changing the news industry. The challenges of 24/7 news coverage for online and print operations, including the development of Continuous News Desks. Using blogs, chat rooms and forums to find out more about issues that readers think are important in your community. Examples of projects every newspaper can do – combining print and electronic media -- to expand the reach and impact of important stories.

Location: NRC Conference Room, first floor

Presenter: Tom Regan

-Or-

Storytelling: The art of brainstorming words and visuals

Photographers are good storytellers, too. They see and hear things that can enhance the reporting. A look at the secrets of brainstorming for higher-impact story packages. See what happens when photographers and photo editors are involved early in the story process. Suggestions for helping photo and assigning desks work more smoothly together.

Location: Marketing & Finance Conference Room, 10th floor

Presenter: Tim Rasmussen

1:45 p.m.

Editing Lab (Blue Team)

“Journalism and the art of possibility”

An editor's guide to disciplined creativity. Explores ways to think of any idea, event or assignment as the seed of several creative enterprise stories. Offers tips on identifying a reporter's primary skills, then helping them (safely) to take reasonable risks with their writing.

Location: NRC Auditorium, first floor

Presenter: Jacqui Banaszynski

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1:45 p.m.

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Public records are key components of research for any reporter.

But how many of your reporters actually know what's out there? Learn more about the range of resources available, the easy-to-use tools that are available online and off, and key record-searching techniques that all reporters need for success. Assignment editors will learn how to inspire reporters to investigate and master untapped resources – regardless of the beat and regardless of computer sophistication – that will take their reporting to the next level.

Location: Marketing & Finance Conference Room, 10th floor

Presenter: Joe Adams

2:45 p.m. **Ethics & Credibility (Green Team)**

Recently, several newspapers announced that stories they published were false or inaccurate. 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: Marketing & Finance Conference Room, 10th floor

Presenter: Rosalie Stemer

4 p.m. **NewsTrain Caboose**

Taking lessons home

Location: NRC Conference Room, first floor

Presenter: Lillian Swanson

4:15 p.m. **End of Day 2**