

## **NewsTrain/Indianapolis Oct. 19-20, 2005**

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.

Workshop location: Scottish Rite Cathedral  
650 N Meridian St  
Indianapolis, IN 46204  
(317) 262-3100

Special thanks to conference planners Jim Herman and Terre Dawson, Indianapolis Star; Keith Robinson and Phyllis McQueen of the Associated Press; Scarlett Syce, the Franklin Daily Journal; Mark Johnson, the LaPorte Herald-Argus; Karen Braeckel of the Hoosier State Press Association; David Rutter, the Gary Post-Tribune; Bill Wilson, The Truth (Elkhart).

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 programs.

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### **Wednesday, Oct. 19**

- 10:30 a.m.     **Registration**  
Location: Hallway outside the Lodge Room
- 11 a.m.         **Welcome and Introductions**  
Jim Herman, recruitment and staff development editor, Indianapolis Star  
Elaine Kramer, NewsTrain project coordinator  
Location: The Lodge Room
- 11:30 a.m.     **Managing a Creative Enterprise**  
to  
12:45 p.m.     This workshop teaches skills for working with a variety of personality types as you coach reporters to refocus routine ideas and to try a variety of story forms and storytelling techniques.  
Presenter: Bob Baker, writing coach, freelance writer and proprietor of Newsthinking.com  
Location: The Lodge Room
- 12:45-1:45     **Lunch**  
Location: The Lodge Room
- 1:45-3:45     **Editing Lab: Coaching Non-Traditional Story Forms (Blue Team)**  
Why: Readers appreciate different and creative approaches

A discussion of the many options editors have to convey information in forms other than a traditional story. The seminar includes many examples, and reporting/writing approaches to produce them.

Presenter: Bob Baker

Location: The Lodge Room

-OR-

**Building Credibility and Trust / Broadening our Coverage (Green Team)**

Why: To attract readers and enable them to “see themselves” in our pages, our content and our sources must reflect our communities.

Learn to coach your staff members to include a wider range of people in the community in your stories, news graphics and photos. Understand why this is important, and learn how to take a leadership role.

Presenter: Lillian Dunlap, partner, Strategic Insights Inc., and former Poynter faculty member

Location: Truman Room

3:45-4

**Coffee Break**

Location: TBD

4-6

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Location: The Lodge Room

6 p.m.

**End of first day**

**Thursday, Oct. 20**

8:00 a.m.

**Continental breakfast courtesy of the Associated Press**

Location: TBD

8:30-10:30 **Key Leadership Skills**  
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: Steve Rice, President, PerforMAX  
Location: The Lodge Room

10:30-10:45 **Coffee Break**  
Location: TBD

10:45-11:45 **Giving Effective Feedback (Blue Team)**  
Why: It's essential to helping staffers grow  
This seminar analyzes a leader's ongoing responsibilities to an employee, particularly in performance management, which is the key to long-term improvement. Learn how to prepare an employee development plan write an employee development plan and to give feedback in a way that gets your message across effectively.  
Presenter: Steve Rice  
Location: The Lodge Room

-OR-

**Good Editing Techniques (Green Team)**  
Why: For best results, an editor needs to be involved before, during and after a story is written.  
Develop your skill at discussing the story premise, the story's promise and the story's length at the time of conceptualization, and during reporting. Learn editing techniques that will help you work in partnership with reporters to create better stories. Plus, tips on cutting the fat, injecting perspective, disciplining anecdotal leads and writing with authority.  
Presenter: Bob Baker  
Location: The Constitution Room

11:45 a.m. to 12:45 p.m. **Editing and Writing for the Future**  
Why: "New Media" aren't new anymore, so let's figure out how to work together. In our fast-changing information world, what does the future hold for print journalism and journalists? You may be astonished. Learn how you can help yourself and your staff members adapt. Learn ways to improve coverage for your online readers. Identify some of the friction points between print and online, and develop some steps you can take tomorrow to smooth them out.  
Presenter: Melisa Goh, producer, [chicagotribune.com](http://chicagotribune.com)  
Location: The Lodge Room

12:45-2      **Lunch**  
Location: The Lodge Room

2-2:30      **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 staffers. Resources you can use to get valuable training for yourself and push for more training for those you lead.  
Presenter: Elaine Kramer  
Location: The Lodge Room

2:30-3:30      **Giving Effective Feedback (Green Team)**  
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3:45 p.m.      **NewsTrain Caboose**  
Taking the lessons home.  
Presenter: Elaine Kramer  
Location: The Lodge Room

4 p.m.      **End of workshop**