

## **APME NewsTrain/Louisville**

May 18, 19

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/Louisville are the Louisville Courier-Journal; The Associated Press/Kentucky; Indiana University Southeast; The Kentucky Press Association, and The News-Enterprise of Elizabethtown, Ky.

### **Workshop Location:**

Indiana University Southeast (I.U.S.)  
The Paul W. Ogle Cultural & Community Center  
New Albany, Indiana  
(Minutes away from downtown Louisville)

Program note: We randomly divide the group into two teams, Green and Blue. Every editing and management session is offered twice so editors can take each of these segments.

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### **Wednesday, May 18:**

10:30 a.m.     **Registration**

Location: Outside Ogle Center Recital Hall

11 a.m.         **Welcome and Introductions**

Location: Ogle Center Recital Hall

11:30 a.m.     **Time-management for busy editors (Blue Team)**

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.

Presenter: Edward Miller, managing director, the Newsroom Leadership  
Group

Location: Ogle Center Recital Hall

-OR-

**Coaching Writers and Giving Feedback (Green Team)**

Why: Because it is an effective way to edit

How to coach stories rather than fix them. A five-step approach to coaching writers that involves reporters and editors working together throughout the entire story process, discussing ideas, focus, reporting, organization, structure and prose.

Presenter: Bruce DeSilva, national writing coach, The Associated Press

Location: Knobview Hall, Room 006

12:30 p. m.

**Lunch**

Location: Lobby, Ogle Center

1:30 p.m.

**Conflict Resolution and Collaboration (Blue Team)**

Why: Because conflict is inevitable in a newsroom

Learn the key steps for resolving a conflict, whether it is over the direction of a story or a vacation request denied. See the benefits of collaboration over perpetual turf wars, and help others see them, too.

Presenter: Edward Miller

Location: Ogle Center Recital Hall

-OR-

**Making Every Word Count (Green Team)**

Why: Because newshole is tight, and extra words diminish a story's power

Learn how to tighten and strengthen stories by weeding out extra words.

Get examples of common words and phrases that should be deleted. You will be encouraged to get rid of those throat-clearing opening sentences, needless weather reports and the tendency to say the same thing twice.

Some rules on when to paraphrase and when to quote directly.

Presenter: Bruce DeSilva

Location: Knobview Hall, Room 006

2:45 p.m.

**Coffee Break**

Location: Outside Ogle Center

3 p.m.

**Time-management for busy editors (Green Team)**

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Presenter: Edward Miller

Location: Ogle Center, Recital Hall

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Presenter: Bruce DeSilva

Location: Knobview Hall, Room 006

4 p.m.

**Coffee Break**

Location: Outside Ogle Center Recital Hall

4:15 p.m.

**Conflict Resolution and Collaboration (Green Team)**

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Presenter: Edward Miller

Location: Ogle Center, Recital Hall

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Presenter: Bruce DeSilva

Location: Knobview Hall, Room 006

5:30 p.m.

**End of the first day**

Thursday, May 19

8:30 a.m.

**Continental breakfast available**

Location: Hoosier Room

9 a.m.

**Nontraditional story forms (Blue Team)** A two-hour segment

Why: Because readers like them

A discussion of narrative techniques that editors at papers large and small can use, even in everyday coverage, to tell more compelling stories.

Includes many examples and reporting/writing approaches to produce them.

Presenter: Bruce DeSilva  
Location: Knobview Hall, Room 006

-OR-

**Using FOIA requests to dig for secrets (Green Team)** One hour

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. You'll see examples of how newsrooms elsewhere have used open records laws to report high-impact stories. Checklists on the types of documents and databases to seek. Learn to create a calendar of requests that should be made routinely, and keep track of the responses.  
Presenter: Ron Nixon, computer-assisted reporting editor, Minneapolis Star Tribune  
Location: Hoosier Room

10 a.m.

**New Media Convergence (Green Team)** One-hour segment

Why: Because it's the future of the business  
How online is changing the news industry. A heads-up on what's on the horizon for online media, as well as ways to enhance your Web site if your resources are limited. How to manage breaking news stories, and ways every newspaper can expand the impact of important stories online. Tips on integrating online and print at your newspaper.  
Presenter: Jack Lail, managing editor/ multimedia, Knoxville News Sentinel  
Location: Hoosier Room

-OR-

**The art of brainstorming words and visuals (Green Team)** One hour

Why: Because photographers are good storytellers, too  
A panel discussion. Secrets of brainstorming for higher-impact story packages. See what happens when photographers are involved early in the story process. Tips on teaching "word" people to think visually.  
Presented in cooperation with the AP Photo Managers  
Presenter: James Wallace, photo editor, The Louisville Courier-Journal  
Location: Knobview Hall, Room 230/236

11 a.m.

**Newsroom Training: How to 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: Lillian Swanson, NewsTrain, project director  
Location: Hoosier Room

11:30 a.m.     **Exploring Bias and Credibility in Coverage**  
Why: Because credibility is the franchise  
Credibility is what newspaper readers buy and advertisers rent.  
An interactive discussion about the factors that make you and your news organization credible. Includes a discussion of bias and the lost meaning of objectivity that may help clear up confusion about the goals and responsibilities of journalists as well as steps news organizations can take to build their credibility with readers.  
Presented in cooperation with the National Credibility Roundtables Project  
Presenters: Wally Dean, senior associate, the Project for Excellence in Journalism, Lillian Swanson  
Location: Hoosier Room

12:30 p.m.     **Lunch**  
Location: Hoosier Room

1:30 p.m.     **Nontraditional story forms (Green Team)** Two-hour segment  
Why: Because readers like them  
A discussion of narrative techniques that editors at papers large and small can use, even in everyday coverage, to tell more compelling stories. Includes many examples and reporting/writing approaches to produce them.  
Presenter: Bruce DeSilva  
Location: Knobview Hall, Room 006

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Presenter: Ron Nixon  
Location: Hoosier Room

2:30 p.m.     **New Media Convergence (Blue Team)** One-hour segment  
Why: Because it's the future of the business  
How online is changing the news industry. A heads-up on what's on the horizon for online media, as well as ways to enhance your Web site if your resources are limited. How to manage breaking news stories, and

ways every newspaper can expand the impact of important stories online.  
Tips on integrating online and print at your newspaper.

Presenter: Jack Lail

Location: Hoosier Room

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early in the story process. Tips on teaching “word” people to think visually. Presented in cooperation with AP Photo Managers

Presenter: James Wallace

Location: Knobview Hall, Room 230/236

3:30 p.m.

**NewsTrain Caboose**

Taking the lessons home

Presenter: Lillian Swanson

Location: Hoosier Room

3:45 p.m.

**End of workshop**