

NewsTrain/Philly, June 15-17

NewsTrain is a new national training program that focuses on the development of management and editing coaching skills in frontline editors. APME is inviting editors and reporters from regional papers to attend NewsTrain/Philly. It will be held at The Inquirer and Daily News Building, 400 N. Broad St., Philadelphia.

To register, go to www.newstrain.org and follow the link to the Philadelphia program. Cost is \$35, which includes two lunches.

To book a relatively inexpensive hotel room, look under Philadelphia program At-A-Glance.

Day 1, Tuesday, June 15:

- 9: 30 a.m. **Welcome, registration and continental breakfast.**
- 10:15 a.m. **Welcome to News Train**
- 10:30 a.m. **Creative editing techniques**
Why: To nurture better story ideas
Learn techniques that editors can use to shape story ideas and build a newsroom culture that encourages more creative ideas. See how a more trusting relationship between editors and reporters can lead to more interesting stories.
Presenter: Bill Blundell
- 12:30 p.m. **Lunch & Get on Board with Training**
Why: Effective training helps journalists build more expertise
A discussion of innovative training ideas that newsrooms have adopted.
available
initiatives,
to keep the
NewsTrain leaves.
You will get a look at a new website that shows you all the training by region, by topic or by date. An overview of the Knight including Newsroom University on the Poynter website, and how conversation about training going after
Presenters: Beth Parke, John Sweeney, Lil Swanson
- 1:30 p.m. **Making better Freedom of Information requests**
Why: A key to watchdog journalism

using Investigative Reporters & Editors offers tips for more effectively
examples of the FOI Act for daily stories and long-term projects. You'll see
and open records laws. award-winning projects using FOI requests

routinely, Checklists on the types of documents and databases
to seek. Learn how to create a calendar of requests to make
and how to keep track of the responses.
Presenter: David Donald

2:30 p.m. Coffee break

2:45 p.m. **Giving effective feedback**

Why: It helps you teach, guide or refocus those you lead
Learn important steps in giving feedback and how to listen
for clues about whether you are getting through.
Presenter: Edward Miller

2:45 p.m.

Editing story forms

Why: To help you discuss story organization with your reporters
Beyond the inverted pyramid, there are common story forms
that editors working with reporters can use
to describe story organization. These include the wineglass, block form and the
narrative. Editors will have a chance to
apply the forms to their own story ideas.
Presenter: Bill Blundell

4 p.m.

Managing change

Why: Because change is constant in the news industry
Learn useful techniques for leading your team, while
meeting the demands from above and helping reporters
grow professionally. The difference between
being a leader and being a boss.
Presenter: Edward Miller

4 p.m.

Writing and editing shorter stories

Why: Because they can have bigger impact
Flabby quotes, repeated information and poor story organization
all lead to stories that lose their power and impact.
Learn how to quickly spot these problems and coach writers to
avoid them.
Presenter: Bill Blundell

5 p.m. End of day one.

Day 2, Wednesday, June 16:

9 a.m. **Continental breakfast available**

9:30 a.m. **Giving effective feedback**

Why: It helps you teach, guide or refocus those you lead
Learn important steps in giving feedback and how to listen
for clues about whether you are getting through.
Presenter: Edward Miller

9:30 a.m. **Editing story forms**

Why: To help you discuss story organization with your reporters
Beyond the inverted pyramid, there are common story forms
that editors working with reporters can use to describe story
organization. These include the wineglass, block form and the
narrative. Editors will have a chance to apply the forms to
their own story ideas.
Presenter: Bill Blundell

10:45 a.m. Coffee break

11 a.m. **Managing change**

Why: Because change is constant in the news industry
Learn useful techniques for leading your team, while
meeting the demands from above and helping your reporters grow
professionally. The difference between being a leader and being a
boss.
Presenter: Edward Miller

11 a.m. **Writing and editing shorter stories**

Why: Because they can have bigger impact
Flabby quotes, repeated information and poor story organization
all lead to stories that lose their power and impact.
Learn how to quickly spot these problems and coach writers to
avoid them.
Presenter: Bill Blundell

12:15 p.m. **Lunch & An exploration of bias and objectivity**

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.

Based on real-life examples.

Presenter: Wally Dean

1:30 p.m.

Conflict resolution

Why: Because conflict is inevitable in a newsroom

Learn methods to defuse emotional behavior; get troublesome employees back on track and build more constructive relationships with your staffers.

Presenter: Edward Miller

1:30 p.m.

Editing 1 on 1 with Bill Blundell

2:45 p.m.

Situational Leadership

Why: Because one size does not fit all

Learn to “read” a situation and apply an effective style of management to increase your chances of success. See what will make things better, and worse. Learn to treat other people the way *they* would like to be treated, and step out of your own comfort zone.

Presenter: Edward Miller

2:45 p.m.

Editing 1 on 1 with Bill Blundell

4 p.m.

Storytelling: The Art of Brainstorming for Words and Visuals

Why: Because photographers are great storytellers, too

Getting photographers involved early in the story process is vital to creating high-impact packages. Learn how to brainstorm

for

better visuals for daily and longer-term projects. Look for the common threads in storytelling between words and photos.

Presenters: Naomi Halperin, Clem Murray, Mark Pynes

4 p.m.

New media and convergence

Why: Because it’s the future of the business

The new world of news is made up of print, online, video and wireless. When they all work together, they can extend the reach of news coverage. Learn how the cultures of print and online desks are different, and see how some news organizations have reduced the tensions over deadlines and resources.

Discover how information that originates on your website can be used to get a better feel for the pulse of your community.

Presenter: Fred Mann