

APME NewsTrain / Norman, Okla. / Sept. 25-26, 2009

Keynote address / Bob Dotson, NBC / Friday, Sept. 25 at lunchtime A SURVIVAL KIT FOR PROFESSIONAL STORYTELLERS: HOW TO COMPETE WITH CELL PHONES AND WEB SITES

NBC News Correspondent, Bob Dotson, has an unusual beat. For 40 years he has looked behind the media mirror that reflects the powerful and popular to find tales of people who are practically invisible, the stories about us.

His Emmy award-winning Today Show series, "American Story with Bob Dotson," is filled with such people, the kind who don't send out press releases but who quietly change our lives. Bob will show you how to use all the tools of natural sound and video as well as quotes and copy that will make the story memorable.

Want a preview? Here's a link to Bob Dotson's "American Story" webpage. It's filled with dozens of examples of his work: <http://today.msnbc.msn.com/id/19333758/>

Hands-on Training – Making Better Web Video *

Presenter: Robb Montgomery

Why: As an editor, you need to know how to plan, edit and produce strong visual stories for the Web.

This condensed video primer will focus on the fundamentals of reporting video stories (Shooting, interviewing and basic edit techniques). ***NOTE: Participants in the "Hands-on Training - Making Better Web Video" workshop will work in pairs or threes.** Participants should bring any camera that shoots digital video and connecting cords. You may bring your own wireless enabled laptop loaded with editing software, or you may use a workstation in the computer lab. If you plan to use your own laptop, please download a free trial version of an editing software before the workshop if none is currently installed. People who want to attend this workshop but don't have a camera, should note this at registration in order to be paired with someone bringing equipment.

Hands-on Training – Making Better Use of Social Media **

Presenter: Robb Montgomery

Why: Social Media techniques can improve journalism and the connection to the communities journalists serve.

Live interactive demonstration of a few key social media tools and techniques. Learn the culture and best practices for creating digital media that works better with the real-time Web. Examples will include Twitter for journalists and Delicious for reporting. ****NOTE: Participants in the "Hands-on Training - Making Better Use of Social Media" should plan to use a workstation in the computer lab or bring a wireless-enabled laptop.**

The Big Picture / Staying Ahead in the Changing Media World

Presenter: Mark Briggs

Why: You want to stay informed about the state of the industry and get ahead of the digital transformation in newsrooms.

If print circulation is your only metric, you might think readers no longer care about the news. But our appetite for information is growing – we're just looking for it in different places. This digital transformation is not only changing newspapers' relationship with their communities; but it's giving us new and interesting methods of covering them. So let's look at content that works on the web, and the platforms, tools and networks that can help us connect with readers wherever they are.

Challenges of the Continuous News Desk

Presenter: Ken Fleming

Why: Journalists can learn from research the difficulties newsrooms face as they try to cover the news continuously.

The Reynolds Journalism Institute at University of Missouri recently completed a study of what reporters and editors think about the continuous news cycle and journalistic challenges it creates in newsrooms. This course provides the chance to seek solutions to some of the thorny problems.

Alternative Story Forms for Print

Presenter: David Arkin

Why: Newspaper readers like the non-linear presentations adopted by magazines and Web sites.

A mainstay of print news coverage is the routine story on civic issues or evergreen topics that are not, shall we say, terribly engaging. Fortunately, newsrooms can make routine coverage more interesting and digestible with alternative story forms. This seminar teaches editors to spot opportunities for these non-linear stories and helps them make the most of both the available newshole and staff time. Includes templates you can take home and put to use right away.

Defining What's "Good" in Digital Media

Presenter: Mark Briggs

Why: Working with continual deadlines and fewer journalists, editors need to know how to establish what is "good."

In times of change and new directions, quantifying and clearly communicating what constitutes "good" work in digital journalism is critical to lasting success. This program explains how to create standards and then use those standards to provide effective directions and feedback. Includes examples and practice setting standards.

Planning Content for Multiple Deadlines, Multiple Platforms

Presenter: Mark Briggs

Why: With so much coming at you 24/7, it's important to know how to plan.

Story planning currently involves developing stories simultaneously for print and digital. In this seminar you will learn how non-linear thinking helps you plan coverage on all platforms. You will practice techniques of planning coverage of breaking news and enterprise stories and learning to develop from the very beginning the components for publication in multiple media.

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Faculty Bios



David Arkin is executive director of the news and interactive division for GateHouse Media. He runs the company's newsroom and interactive incubator, development and training programs. He also operates GHNewsroom.com, the company readership site, and handles special projects. He serves frequently on industry panels and is involved with various newspaper associations. He was the top editor of four daily newspapers, leading them all to general excellence awards, and has won state and regional awards for writing and design, as well as community service awards for leading projects that improved the communities he's lived in. darkin@corp.gatehousemedia.com



Mark Briggs is an author and entrepreneur. His book "Journalism 2.0: How to survive and thrive in the digital age," was published by J-Lab and the Knight Citizen News Network in 2007. His new book, "Journalism Next," will be published by CQPress in the fall. As CEO and co-founder of Serra Media, a Seattle-based technology company, Mark connects local publishers with interactive applications and digital platforms that power online innovations. As a speaker, teacher and presenter, he works with students and professionals throughout the U.S. and Europe to do better journalism through technology. He blogs at www.journalism20.com. Previously, Briggs worked at The News Tribune in Tacoma, Wash., and at The Herald in Everett, Wash. He was named to Presstime magazine's "20 under 40" list for 2007. mark@journalism20.com



Bob Dotson is a correspondent with NBC News. His reports, "American Story with Bob Dotson," are seen on the TODAY show and other NBC news programs. He was the writer and host of "Bob Dotson's America" on the Travel Channel, and author of "Make it Memorable," a book for aspiring journalists. The winner of four national Emmys, Dotson emphasizes the value of compelling human stories in his journalism. Dotson began his broadcasting career at the NBC station in Oklahoma City, WKY-TV (now KFOR-TV,) where he was director of Special Projects.



Ken Fleming is director of the Center for Advanced Social Research at the Reynolds Journalism Institute, University of Missouri. He also has conducted extensive program evaluation studies in public health, health communication, associational membership and media effects. In his dual responsibility as director of research for RJI, he has recently played an important role in the studies of Online Journalism Credibility in cooperation with the Associated Press Managing Editors, The Opinion Pool with the National Conference of National Editors, and The Community Newspaper Survey with the National Newspaper Association. flemingk@missouri.edu



Elaine Kramer is a project manager for APME NewsTrain and the Online Journalism Credibility Project. She previously was managing editor of The Orlando Sentinel, and before that was managing editor and then editor of The Morning Call in Allentown, Pa. She held various editing positions at The Hartford Courant in Connecticut over 12 years, and previously worked at The Louisville Courier-Journal; the Belleville, Ill., News-Democrat; and as a Peace Corps volunteer in Sierra Leone. Elaine graduated from Northwestern University. apmenewstrain@gmail.com



Robb Montgomery is the principal of Robb Montgomery Consulting and has worked as a visual editor for the Chicago Sun-Times and the Chicago Tribune. He partners with editors in the Middle East, Asia, U.K., Europe and North America to improve their digital journalism, newspaper design and online multimedia. Ceo@visualeditors.com