



# New Jersey NewsTrain

October 13-14, 2011

NewsTrain will feature two days of programs focused on digital media on Oct. 13-14, 2011, at Ramapo College of New Jersey, Mahwah, NJ. NewsTrain is sponsored by APME and this workshop is hosted by The Record of Hackensack, N.J., Ramapo College, Asbury Park Press, New Jersey Press Association, and Associated Press of New Jersey.

**Location & Times;** Trustees Pavilion, Ramapo College, 8:30 a.m.- 5:30 p.m. Thursday, Oct. 13; 8:30 a.m.- 3:30 p.m. Friday. Oct. 14

**Registration:** \$50. Includes the two-day workshop. continental breakfast and lunch both days. Registration and agenda: <http://www.apme.com/?page=NJNewsTrain>

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## WORKSHOP SESSIONS

**Planning & Coaching Content Across Platforms:** How to frame and manage clear standards and workflows for new digital media initiatives.

**Moblizing Your Mobile Strategy:** Three key questions to ask about your organization's mobile strategy, and some of the possible answers and tools needed to succeed.

**Social Media: Channeling the News Brand:** Techniques news organizations can use to build audience and create and reinforce a strong news brand via social media.

**Social Media: Creating Your Individual Brand:** How individual reporters, columnists, and editors can build audience and create and professional brand via social media.

**Social Media: Copyright & Terms of Use:** Rules, guidelines, and best practices related to the use of content obtained from social media sites.

**Social Media: Internal Policy:** How to create and apply a staff policy for social media use in your newsroom.

**Continuous Coverage:** How to manage news coverage from online to print, and write for both platforms.

**Quick Video Tactics:** How to spot, shoot, and process good 30-60 sec. news videos, and what kind of content makes for good short video.

**SEO for Writers & Editors:** Search Engine Optimization skills – and opportunities – for editors and writers, that will boost search rankings for your stories.

## FACULTY



**Josh Hatch** is Online Content Manager for the Sunlight Foundation, a non-profit, nonpartisan organization that uses the Internet to foster and promote greater government openness and transparency, and provides tools for media and citizens. He is also an adjunct instructor in graduate level multimedia journalism at American University and a board member for the Online News Association. Previously, Josh was Interactive Director at USA Today; a multimedia producer, USA Today; and a multimedia producer with Knight-Ridder.



**Mandy Jenkins** is the Washington D.C. Social News Editor for the Huffington Post. Previously, Mandy was Social Media Editor for the startup TBD.com; Digital Content Editor / Social Media & Projects at the Cincinnati Enquirer; Social Media Editor and Online Special Projects Editor, Cincinnati Enquirer; and an online news producer, Milwaukee Journal Sentinel. She also writes the Zombie Journalism blog on digital media.



**Michael Roberts** is a newsroom trainer and consultant and Project Director for NewsTrain. Previously, Michael was Deputy Managing Editor Staff Development at The Arizona Republic (2003-2010), responsible for all newsroom training, served as writing coach, and edited major projects. Outside his own newsrooms, Roberts helped create and launch NewsTrain, designed and taught the American Press Institute's first online seminar for copy editors, and has presented programs for the Poynter Institute, American Press Institute, the Maynard Institute, Freedom Forum, and various National Writers Workshops. Before the Republic, Roberts was Features Editor, AME/Features-Business, and then for 10 years the Training Editor/Writing Coach at The Cincinnati Enquirer. He also worked as a writer and editor at the Midland (MI) Daily News, the Detroit Free Press, and as a senior editor at two magazines. He taught feature writing at the University of Cincinnati and regularly presented programs at the Walter Cronkite School of Journalism, Arizona State University.



**Lil Swanson** has been managing editor of the Forward, the independent national Jewish weekly, since August 2008. Previously, she was managing editor of the Rockford (Ill.) Register Star; online editor of the Detroit News and project director for NewsTrain. For nearly two decades, she was an editor at The Philadelphia Inquirer, including a day city editor, bureau chief, features editor and assistant managing editor / ombudsman. She is a past president of the Pennsylvania Society of Newspaper Editors and a Poynter Institute Ethics Fellow. She was a 2011 Pulitzer Prize juror. She has a bachelor's degree and a master's degree from the Medill School of Journalism at Northwestern University.

**Questions? Contact Michael Roberts, NewsTrain project director, [mroberts8@gmail.com](mailto:mroberts8@gmail.com).**