

# MPI Reporter

A newsletter for the Mid-America Press Institute

August 2010

mpinews.wordpress.com

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## NewsTrain, MPI stop next in Nashville

### AP's Curley, Tennessean's Seigenthaler headline workshop Sept. 23-24

The president of The Associated Press and a Tennessee journalism icon will both deliver keynote addresses Sept. 23-24 at the APME and Freedom Forum NewsTrain workshop in Nashville, Tenn.



Curley

In addition, Freedom Sings, the First Amendment Center's group that performs concerts of censored music, will perform its "Fight the Power" concert at the workshop.



Seigenthaler

Tom Curley, the president and CEO of The Associated Press, will deliver the first keynote address, kicking off the two-day workshop on Thursday. He will speak on the "Renewed Power of the Press.

John Seigenthaler, chairman emeritus of The Tennessean, will deliver the second-keynote address, kicking off the second day of the workshop. He will speak on "The First Amendment, a Cornerstone of Democracy."

A former president of the American Society of Newspaper Editors, Seigenthaler served for 43 years as an award-winning journalist at the Tennessean, retiring as editor, publisher and CEO of the morning newspaper.

He also was founding editorial director of USA Today and founder of the First Amend-



*Lisa Glowinski, of the Rockford Register Star, instructs Cynthia Val Chapman of Malcolm X College and Shirley Matthews of University of North Carolina, Wilmington, on how to produce a news video March 26 at the APME NewsTrain/MPI workshop at the Daily Herald. College educators will again be among the participants at the NewsTrain workshop Sept. 23-24 in Nashville.*

ment Center, where the NewsTrain workshop will be held. He is currently senior advisory trustee of the Freedom Forum.

The NewsTrain workshop will include two-tracks, one on the "Nimble Leader" and one on "The Evolving Journalist." Attendees can attend one or both days of the workshop. Registration is \$50. MPI members can pay MPI and send checks to Executive Director John Ryan, or they can make checks payable to APME NewsTrain and send them to Teresa Cooper, NewsTrain program assistant, 402 Cheltona Ave., Jenkintown, PA 19046.

Workshop participants have two choices for lodging. They can stay in dormitory-style rooms at a nightly rate of \$62 plus tax at the Scarritt-Bennett Conference Center, 1008 19th Ave. South, Nashville, Tenn., one block north of the First Amendment Center, 615-340-7500. Attendees also can stay in two-room suites for \$119 a night at the Embassy Suites/Vanderbilt, 1811 Broadway, Nashville, Tenn. 37203, 615-320-8899. Reservations should be made by Aug. 31.

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# Mid-America Press Institute workshop schedule 2010-11

MPI's 2010 workshops will be held in St. Louis at the Millennium Hotel, except for the March and November seminars. (Check at <[www.mpinews.wordpress.com](http://www.mpinews.wordpress.com)> for updates and online program information.)

**Oct. 8-10:** Covering politics/elections, Millennium/Four Points Sheraton

## Tentative 2011 schedule

Hotel, St Louis.

**February:** Management, Millennium/Four Points Sheraton Hotel, St Louis.

**April:** One-day workshop, Indiana.

**June:** Sports, Millennium/Four Points Sheraton Hotel, St Louis.

**September:** One-day workshop, Wisconsin.

**November:** One-day workshop, Kansas City, Mo.

## NewsTrain, MPI pull into Nashville Sept. 23-24 for two-day workshop

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The NewsTrain workshop will be one of two scheduled for MPI members this fall. A workshop on politics will be held Oct. 9-10 at the Millennium/ Four Points Sheraton Hotel in St. Louis. A separate MPI Reporter on that workshop will follow this one.

Elaine Kramer, APME NewsTrain project manager, will be running the September workshop. Participants can attend one of the tracks on one day or attend both tracks over the two days.

Journalism educators also will attend the seminar on grants from the McCormick Foundation. They also will take part on a third track, "Extra Jolt," which will include a session on "Coaching Narrative Storytelling" and "A Course for Educators: Journalism Class Exercises That Work."

The Scripps Howard Foundation is funding scholarships valued up to \$300 to help journalists from diverse backgrounds attend the workshop. Scholarships will pay registration and most lodging expenses. [http://bit.ly/Nashville\\_NewsTrain\\_Diversity](http://bit.ly/Nashville_NewsTrain_Diversity)

### \_Scholarships.

The two-day workshop is nearly identical to the NewsTrain workshop held March 26-27 at the Daily Herald, Arlington Heights, Ill.

Like the March workshop, the Nimble Editor track will include sessions on news ethics and values, creating a constructive culture, story planning for multiple media and multiple deadlines, among other topics. The Evolving Journalist track will include sessions on data strategy, alternative distribution, covering communities in new ways and knowing your audience.

Faculty will include Ronnie Agnew, executive editor of the Clarion-Ledger, Jackson, Miss.; Jacqui Banaszynski, Knight Chair in Editor at the University of Missouri School of Journalism; Patrick Beeson, content manager for Scripps Interactive Newspaper Group, Knoxville, Tenn.; Bobbi Bowman, publisher, editor and reporter of the McLean Ear, McLean, Va.; and Michael Roberts, deputy managing editor for staff development, The Arizona Republic.

# From 'Covering Sports in a 24/7 World' seminar



*Reid Laymance*

## **Laymance: Journalists must learn from the past, future**

**By Alex McNamee**

Journalists are entering a new age of instantaneous news, user-generated content, and other social media. Before journalists can move forward, they must learn from the past and then learn from the future, according to Reid Laymance, sports editor of the St. Louis Post-Dispatch.

Laymance made the keynote address to begin the MPI workshop, "Covering Sports in a 24/7 World." He told the audience of collegiate and professional journalists about how he has learned from the past to understand the future.

In his early career, Laymance said he encountered user-generated content, a key feature to the new age of media, while typing up little league scores for a small newspaper.

"These scores were sent in by parents," Laymance said.



*Chris Korman*

## **Panel: Online only content big plus for readers**

**By Sara Patterson**

As reporters utilize social media tools to supplement print reportage, questions of online personality and journalistic objectivity abound.

The young sports staff from the Herald-Times in Bloomington, Indiana, shared a fresh perspective with veteran reporters attending the Mid-America Press Institute sports seminar June 28.

The panel of 20-somethings, led by newly minted sports editor Chris Korman, talked about generating online-only content to connect with readers and engage the web community.

From live blogging during games to tweeting breaking news and posting quirky post-game videos, the trio strive to keep print standards high while tacking on additional roles for reporters with new applications.



*Erik Smelser*

## **Smelser: Fail faster to find out what readers want**

**By Matt Wilhalme**

In an era where newspaper collapse has become common place, the director of the St. Louis Sports Agency wants journalists to fail – faster.

The only way to find out what works, Erik Smelser said, is to fail quickly in order to buy some time to figure out what will.

"We are in the business of news with an emphasis on business," said Smelser, who never went to journalism school and had never really reported on anything until recently.

In the spring of 2009, Smelser proposed a plan to develop audience and generate revenue.

Using sophisticated computer programs, the agency, which previously collected statistics as a gate used in the St. Louis Post-Dispatch and Suburban Journal; now crafts short articles for [www.stlouishighschool-sports.com](http://www.stlouishighschool-sports.com).



*James Ruppert*

## **Morris, Ruppert: Think local; readers want area sports**

**By Alex Iniguez**

Think local. That's the message that Kevin Winters Morris, sports editor of the Southeast Missourian in Cape Girardeau, Mo., and Jim Ruppert, sports editor of The State Journal-Register in Springfield, Ill. instilled in the minds of attendees of the MPI "Covering Sports in a 24/7 World" workshop in St. Louis.

With the current state of the journalism industry, the distance some newspapers can send reporters has shrunk, leaving papers focusing on local sports news.

"Local is the only way we can go," Ruppert said.

Ruppert and Morris said that, besides the obvious fact that their newspaper readers are more interested in something that happens within a range of 20 miles, their readers also reach out and give



*Rick Hummel*

## **Hummel: New tools enhance writing, so learn new technology**

**By Caitlin Dolan**

In a world where new technology is created everyday it's important to go with the flow of the time and learn how to utilize those new tools to enhance your writing.

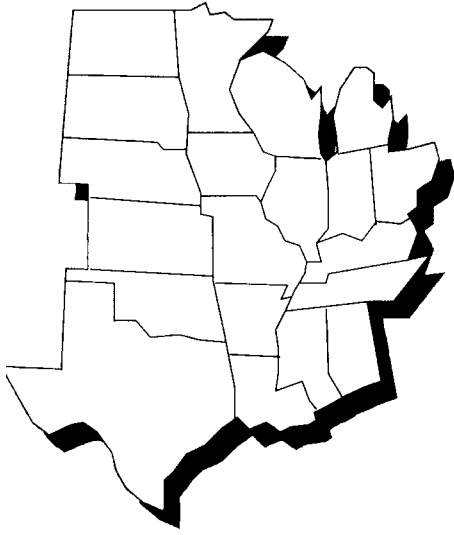
That was the message from Rick Hummel, longtime baseball writer during the Mid-America Press Institute workshop on "Covering Sports in a 24/7 World".

Hummel, elected to the Baseball Hall of Fame, shared his experiences in becoming a beat writer for the St. Louis Cardinals and provided some tips on how to succeed in a competitive world.

Beat writing can be a difficult task, constantly having to keep the same topic relevant and fresh.

Hummel explained that in baseball, line-ups and pitchers are changing constantly.

**For more information on these stories, please see [MPInews.wordpress.com](http://MPInews.wordpress.com)**



# MPI

Sept. 23-24 Nimble Leader/  
The Evolving Journalists  
\$50 Registration for members

Newspaper: \_\_\_\_\_

Participants: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail(s): \_\_\_\_\_

**Registration covers two days of conference sessions, lunch and continental breakfasts.**

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