

Mid-America Press Institute & the Illinois Press  
Foundation present

**THE JOURNALISM  
MANAGEMENT SUMMIT**

# Innovation and managing change in the newsroom

You CAN lead the new media  
landscape

Feb. 13-14  
Millennium Hotel, St. Louis

## The summit's program:

### Friday, Feb. 12:

8 p.m.: Reception for early arrivals, sponsored by MPI Board of Directors. Let's discuss what's happening at your newspapers over drinks and snacks.

### Saturday, Feb. 13:

## THE SUMMIT'S FIRST MORNING: BE INSPIRED!

8 a.m.: Registration outside Field Room, two floors below the hotel's main lobby. Coffee, rolls and newspapers courtesy of the St. Louis Post Dispatch.

## WHAT'S NEW:

9 a.m: **Welcome and Why we're here.**  
9:05 a.m. **From Gatekeepers to Info Valets – The New Opportunity for Newspapers.** *Longtime journalist Bill Densmore, Reynolds Journalism Institute.*

Collectively, American newspapers probably still have more longtime paying-account relationships with information-hungry consumers than anyone -- with the possible exception of the cable industry. That's a huge opportunity. Densmore will explain why -- and how.

9:45 a.m.: Densmore will lead you in a discussion on those opportunities.

10:15 a.m.: Break.

## SATURDAY:

10:30 p.m. **The Sage and the Prophecy of Doom: Journalism Is FAR from Dead!** *John Foreman, publisher of The News-Gazette, Champaign, Ill.*

Psst ... have you read his column? Those who are reporting about the demise of newspapers actually have a lot to gain by fulfilling the prophecy. Learn why John Foreman thinks that newspapers will survive long past the predictions of doom and survive *successfully*.

11:15 to noon: John and *Meg Thilmony, social media director, The News-Gazette*, will lead a discussion on what you've found that will help in the counter-attack against the prophecy of doom.

Noon: Lunch.

## THE AFTERNOON SUMMIT: RAPID-FIRE LEARNING!

1 p.m. **Video Innovation Even With Your Tight Budget.** *Dave Morris, video director, The Oklahoman/NewsOK.com (winner of the APME Innovator of the Year).*

The key to the future may be in finding ways to innovate with video on your Web sites. But how can it be done on a tight budget? Dave Morris, the face and voice of NewsOK.com, will show you ways to do it successfully.

2 p.m. **Are Tweets Flying By You? Social Networking for the Manager in You.** *Steve Buttry, C3 Coach of Gazette Communications.*

If Steve Buttry is not the king of journalistic social networking, he certainly is the royal prince. Learn from a longtime journalism trainer and news manager how social networking changed his life and can change your entire newsroom, too.

2 p.m.: Break.

3:15 p.m. **My Newsroom's Not the Same Any More: Change Management 2010 and Beyond.** *Mizell Stewart III, editor, Evansville (Ind.) Courier-Press*

In newsrooms where younger journalists may know more about technology than you do, what can you do as a manager to balance their needs versus the needs of your longtime staff members. Mizell will provide tips and then lead you on a discussion of the changing atmosphere of management.

4:15 p.m. **Ready, FIRE, Aim! WHAT?**  
*Bill Densmore* will lead on the path from moving ideas (ready) to

implementation (fire) and then watching the results and adjusting (aim). SURVIVE by taking what you've learned today, experimenting rapidly, firing and then analyzing your results.

5 p.m. End of summit's first day.

## **SUMMIT FINALE: YOUR TURN!**

8 a.m.: Coffee, rolls and newspapers courtesy of the St. Louis Post Dispatch.

SUNDAY:

### **9 a.m. Innovations That Will Propel Us Into the New Decade.**

Tracy Schmidt, editorial director of the Chicago Tribune's ChicagoNow, will lead a student panel on innovations that we as managers should be thinking about in the future to appeal to a younger generation of readers. You will be asked to become an active part of the discussion.

### **10 a.m. Let's Innovate! Featuring you.**

Workshop chairs Joe Hight, Steve Buttry and Mizell Stewart III will lead a spirited discussion with you on innovations that you think might benefit all of our futures.

### **11 a.m. Now WHAT? Even the Boss Must Have Standards in the Multimedia Age.** *Margaret Holt, standards editor, Chicago Tribune.*

OK, you're pumped! You're ready to fire ideas to your newsroom! You know you can lead your newsroom into a revolution that will change the future of journalism. Let's talk with our

MPI chair about how we can spread the enthusiasm to our newsrooms and take them to the next level! (And maintain standards, too!)

Noon: Take the rest of Sunday off on us.

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## **The Faculty:**

### **YOU: Your bio here.**

**Bill Densmore** is a consultant to the Reynolds Journalism Institute, the director of The Media Giraffe Project at the University of Massachusetts and a co-founder of two Internet technology companies, including CircLabs Inc., a spinout of his Information Valet Project at RJI-Mizzou, in which Mizzou has a significant interest. His earlier career included stints with The Associated Press in Boston, Chicago, San Francisco and Springfield, Ill., publishing weeklies in rural Massachusetts, and advertising director for a small daily. He is also a principal of the Journalism That Matters collaborative.

**John Foreman** is the editor, publisher and president of The News-Gazette in Champaign, Ill.

**David Morris** is video director of NewsOK.com. The Oklahoman/NewsOK.com won the APME Innovator of the Year award in 2009 for its total approach to video.

**Steve Buttry** is the C3 Innovation Coach at Gazette Communications in Cedar Rapids, Iowa, but has a long career as a journalist at newspapers such as the Des Moines Register, Kansas City Star, Omaha World-Herald and other newspapers. He has also trained

journalists since the 1990s and formerly worked at the American Press Institute.

**Mizell Stewart III** is editor of the *Evansville Courier & Press* and [courierpress.com](http://courierpress.com). He also hosts two public affairs programs on WNIN-TV in Evansville, "Newsmakers" and "Lawmakers." Mizell has been an editor, managing editor, local news assigning editor and award-winning reporter at several newspapers. He helped lead the team at *The Sun Herald* in Biloxi, Miss. that won the 2006 Pulitzer Gold Medal for Public Service for coverage of Hurricane Katrina. Mizell is a board member of the American Society of News Editors, the Mid-America Press Institute, the Evansville African American Museum, WNIN public broadcasting and the Board of Visitors at the University of Evansville.

**Margaret Holt**, standards editor for the Chicago Tribune, manages the Tribune's accuracy program, which is a leader in the news industry. She often represents the Tribune at training sessions, community groups and industry programs on the topic of accuracy, credibility and ethics. Also chair of the board of directors of Mid-America Press Institute, she works with that board's 27 editor-directors on developing hands-on programming for MPI.

**Meg Thilmony** is the social media director of The News-Gazette.

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Registration form for  
**Innovation and  
managing change  
in the newsroom**

an MPI Seminar

**Feb. 13-14, 2010**  
at the Millennium Hotel, St. Louis

REGISTRATION FEE:

MPI members — \$50/\$40  
(1st/additional)  
Non-MPI members: \$75/\$65

Newspaper \_\_\_\_\_

Participants \_\_\_\_\_  
\_\_\_\_\_  
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Address \_\_\_\_\_  
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E-mail(s) \_\_\_\_\_  
\_\_\_\_\_

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**SEMINAR REGISTRATION:**

**Call it in:** 217-581-2812  
**Email the information:** [jmryan@eiu.edu](mailto:jmryan@eiu.edu)  
**Mail the form:**  
John M. Ryan  
Executive Director  
Student Publications  
Eastern Illinois University  
600 Lincoln Ave.  
Charleston, IL 61920

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**MPI Events Coming in 2010**

**March 26-27**  
**Nimble leaders/Evolving Journalist,  
an APME NewsTrain seminar**  
The Daily Herald, Arlington Heights  
Seminar will concentrate on management of the  
evolving journalist and newsroom.

**June 28-29**  
**Critical sports coverage**  
(w/Cardinals v. Diamondbacks game)  
Millennium Hotel, St. Louis  
Workshop will center on new ideas for coverage  
that will draw in more readers.

**Sept. 25-26**  
**Covering the 2010 census**  
Millennium Hotel, St. Louis  
This seminar will center on how to cover the  
census, crunch the data and find the local stories.

**October/November (tentative program)**  
**Newsroom management issues, an APME  
NewsTrain seminar**  
Location TBA, Nashville, Tenn.  
Leadership and multimedia development.

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MPI has created  
this low-cost, two-day summit to help  
you become the leader of the multimedia  
age – or at least manage it in your  
newsroom.

**Other sponsors:**  
Scripps Howard Foundation  
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