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Photo by Darby Campbell

Don Henry (left) and Jonell Mosser sing a song at Freedom Sings, a performance at Thursday's APME session.



Editor's Note

As a journalist whose graduation date is approaching faster than she can stomach, this conference has given me a great deal of hope.

Hearing some of the best editors and reporters in the industry advocate for hiring recent graduates made me want to stand up in my chair and cheer—loudly. In J-school, my nightmares are filled with forgetting to apply, losing all my clips and becoming mute in interviews with hiring editors.

The direction journalism is going is not a comfortable one for most people,

myself included. However, change is essential to progress, and I have never had the privilege of being around so many people at once who are so well equipped to meet it head on.

Mostly, I want to take this chance to thank APME for providing my staff and I with the opportunity to show everyone what we can do. We are so honored to be here and to be reporting on the conference for all of you.

Thank you for your advice, your dedication to your craft, and your trust with the APME Gazette.

You all are an inspiration to us.

-Becca Andrews

Conference's first day starts with all-star panel of Pulitzer Prize winners

Creativity key
in reporting,
support of editors
essential to success

By Becca Andrews

In the first session of APME 2012, Pulitzer Prize winners told attendees to get creative in their reporting and in their newsrooms, and that the support of good editors is essential.

Michael Berens of *The Seattle Times*, Sue Snyder of the *Philadelphia Inquirer*, Katherine Lee of the *Tuscaloosa News*, Sara Ganim of the Harrisburg *Patriot-News* and Eileen Sullivan of The Associated Press spoke about their reporting processes in their recent Pulitzer Prize-winning stories, the frustrations they faced and the ever-changing pace of the industry.

These four journalists are hailed as leaders in their field, and said this has been a good year for journalism despite the uncertainty surrounding it.

"My friends and I would say this has been a great year," Berens said. "There are maybe fewer people dedicated to it, but more papers dedicated to watchdog than ever before."

Berens added that newspapers are looking for unique content, and watchdog journalism is a good way to ensure they get it.

The necessity of multimedia content also found its way into the conversation.

"[The tornado story] had to be told in video," Lee said.

Snyder and her editor referred to security videos for the school violence trend story as "the holy grail," and the video brought the *Inquirer's* website national attention.



Katherine Lee (left), Sara Ganim, Eileen Sullivan, and Bob Heisse at Wednesday's panel.

Ganim advised that multimedia for the sake of multimedia is not a good thing.

"It's great, but you have to know when to use it," Ganim said, after she emphasized the importance of convergence and multimedia.

The group made it clear that a lot of time and energy were spent on their projects, their work cannot be measured by a time card.

In Lee's newsroom at the *Tuscaloosa News*, she and her staff were literally living out of the newsroom to cover the devastation caused by the tornadoes. Photographers and videographers risked their lives during the tornado to capture it on film.

"Newspapers are looking for unique content, and watchdog journalism is a good way to ensure they get it."

Michael Berens

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Questions and Answers with Sara Ganim

By Becca Andrews

How did you know you wanted to go into journalism?

Actually, I got into journalism as a 15 year old in high school. My newspaper in my hometown of Ft. Lauderdale, Fla., had a teen program. My first story that was not on the teen section page was about a girl who had cancer, and was possibly going to lose her leg, so I interviewed her before she had her surgery and saw the effect that a story that was really about something really bad, I saw the good effect that it had. When that story ran, people were holding fundraisers, complete strangers were giving her money, giving her support so that when she did lose her leg, she had a system built up that was nonexistent before the story ran. And it just really brought attention and awareness and I saw all the effects of that. That combined with being in a newsroom and that feeling— you get the bug, you either have it or you don't. And I totally caught the bug and couldn't wait to make that a part of my life.



Sara Ganim received the APME President's Award on Thursday.

Do you think your age has been a disadvantage?

I don't really know how to answer that. You know, I've always been really careful about where I work and who I work for. And my first job, there were six reporters, I was one of them. We were doing everything, but I learned so much from that. If my first job had been at *The Philadelphia Inquirer*, I

would have been doing obits, or the calendar even. Even if I had gotten a tip like this, I would have never been given that story at such a big paper. Working at a small paper that no one knows the name of, making no money, it was an advantage in that respect. I was able to move up in four years working for Bob (Heisse). I had those resources, but I also had the experience, so people respected me more.

Do you ever get discouraged, hitting brick wall after brick wall in reporting, trying to get sources to go on the record?

Yeah, absolutely. I think it's normal to feel that sense of discouragement, but you have to find that motivation in there, because you might hit 20 bricks walls, but number 21 might be the one. If you don't knock on the door, you're never gonna get that story. And so, I still get the knot in my stomach before I knock on people's doors. You know, you don't want to do it, but you have to do it. I always walk away feeling better about it.

APME conference starts with all-star Pulitzer panel

Continued from page 3

Ganim said she used to sleep with a police scanner next to her bed, and was "obsessed" with her beat, particularly when she began at the Centre Daily Times just out of college.

Sullivan's work had her "drawing circles" in an attempt to find sources who would go on the record about the New York Police Department's counterterrorism program.

Snyder was a beat reporter thrown onto an investigative team because of her expertise in her area.

Possibly the most tangible reward for their work is the positive reader response, the panel said.

Lee said one morning she received a phone call from a woman who told her, "My house isn't here, but my paper is."

The work done via Twitter by The Tuscaloosa News was also followed closely by locals trying to pick up the pieces, and their Google Doc they put together as a community bulletin board helped readers find loved ones. The National Guard also used staff tweets during the state of emergency.

Berens saw social change come about from his work when the state of Washington reversed its position of the drug Methadone from a first-choice painkiller to a last resort. He also heard how the piece affected the lives of the victims' families— particularly the mother

of victim Angeline Burrell— who came and spoke at The Seattle Times' Pulitzer celebration.

"That's the meaning of what we do," he said.

Ganim's coverage of the Jerry Sandusky case at Penn State saw healing in the lives of victims of sexual assault, even from those not directly connected with the story.

The newsrooms recognized by the Pulitzer Prize generally experienced a raise in spirits that had been exhausted by the long hours, little pay and cuts that have come with the recent state of the economy.

"We really needed the lift," Snyder said. "There's still a lot of challenges, but I'm still hopeful."



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- **MT10** student-run television station
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Dennison predicts 2013 will be another accomplished year for media association

Gatehouse Media executive plans to celebrate 80th anniversary of APME next year

By Jane Horne

After more than two decades in the industry, Brad Dennison is prepared to take over as the incoming Associated Press Media Editors president for 2013.

Dennison was elected to the APME board of directors in 2008, and has since been actively involved in the association, but it is not just his familiarity to this organization that has prepared him for this position.

As vice president of publishing in the large daily division at GateHouse Media Inc., Dennison oversees all of the company's largest operations. GateHouse Media's markets reach more than 10 million people on a weekly basis, and a good portion of that is through the Internet. This division is one that Dennison used to personally run after he was brought in to create it and later took over the web development of the company.

Dennison has also served as the vice president of news for Birmingham, Ala.-based Community Newspaper Holdings Inc., and held editing positions at the *Chicago Sun-Times*, the *Daily Southtown* on Chicago's South Side, *The Augusta (Ga.) Chronicle* and various others.

Dennison's work ethic is what really makes him the right choice for the job of APME president. His advice to young journalists to work hard, work for free and stay persistent shows his dedication in his own career.

Dennison's attitude about his presidency and his faith in his fellow board members is another factor



Brad Dennison speaks to employees at the Rockford Registrar Star newspaper.

“We’re only as good as our board and only as active as our directors and our members.”

into how APME can expect the organization to grow under his leadership.

“It would be easy to feel like the accomplishment is being the president, and I’m there, and it’s not an accomplishment,” Dennison said. “It’s an honor, but not an accomplishment. And I’m honored that my peers thought enough of me to put me in this position. The accomplishment will be what we do in the next year.”

If this year is any indication, 2013 will prove to be another accomplished year. The 2012 APME Conference is sold out, and their committees have been recently redesigned to emphasize marketing and branding.

Also in 2013, APME will mark its 80th anniversary of the annual convention and the 10th anniversary of NewsTrain, bringing a year full of celebrations for the organization.

To Dennison, the membership of APME is what makes these celebrations happen.

“APME wouldn’t exist if it weren’t for the membership,” Dennison said. “For the most part, we’re just a bunch of rag-tag volunteers who donate their not-so-spare time to programs and missions and APME. We’re only as good as our board and only as active as our directors and our members.”



Wednesday's Aurora Panel featured Chris Clark (left), Jim Anderson, Kevin Vaughan, Bruce Shapiro, and Carole Tarrant

Aurora panelists provide look at mental health

By Alex Hubbard

For every disaster, there is a journalist who must cover it, and dealing with those after effects was the subject of a Wednesday panel.

Moderated by Carole Tarrant of the *Roanoke Times*, the panel featured *Associated Press* editors from Denver and Kansas City, a *Denver Post* editor and the former executive director of the Dart Center for Journalism and Trauma.

"We heard early today from a very inspiring Pulitzer panel about how to do journalism," Tarrant said. "This is the flip side of that is how to take care of those people who do that."

Entitled "Lessons from Aurora," the three editors all helped manage coverage of the Aurora, Colo. theater shooting.

Though each editor viewed the event from a different vantage point, they were left with a common problem: how to manage their reporters in order to ensure quality work and maximum personal health.

Chris Clark, an AP editor from Kansas City, inherited one of the toughest tasks when he flew in to Denver to relieve Jim Anderson, the news editor in Denver, who had worked for an uninterrupted month as much of the West experienced wildfires.

Clark had commanded a newsroom in a time of disaster before, when a tornado struck Joplin, Mo.,

but this was something completely different.

"I was this interloper that had to do things, and so I did kind of the same thing," Clark said. "I said, 'Look, let me take 90 seconds of your time. I'm not Jim, but I am the news editor.'"

Clark asked the staff to remain flexible, but also to know when to take breaks while dealing with a long-term story.

It was a good tactic, said Bruce Shapiro of the Dart Center.

"Good management actually really matters," Shapiro said. "Peer support really matters. Your journalists who are most at risk will be those who become isolated from one another, who are not talking to one another or to managers."

Shapiro and Anderson advocated creating a plan not just to deal with the disaster itself, but also to deal with how to handle those who cover the disaster.

The Australian Broadcasting Corporation developed a peer-support plan to help journalists create a strong network among coworkers, Shapiro said.

Despite a focus on reporters, photographers are not exempt from emotional backlash.

"Several studies show that photographers appear to be at somewhat greater risk for PTSD while covering

the same assignment," Shapiro said. "Now we don't know why that is."

He recommended allowing photographers to put together photo and multimedia presentations in order to sequence the photos to invoke the psychological coping mechanism though sorting them out into a logical set of events.

However, covering tragic events can sometimes blend into journalists' personal lives, as Kevin Vaughan, senior news editor of *The Denver Post*, experienced this summer during the Aurora shootings.

"My friend Tom Sullivan lost his child that day," Vaughan said. "Sitting in the newsroom that night, realizing the picture of my friends was going to be our art just as they were realizing what was going on, I didn't know what I thought about it. I was so emotionally drained from my personal experience that I couldn't really think like a journalist."

Vaughan went home that night to visit his friend and his family. For the next couple days, Vaughan used his previous experience from other incidents, such as the Columbine shootings, to help coordinate with other editors and devise a coverage plan.

"It was a very weird thing, and I've never experience anything like it," Vaughan said.

Social media top priority for final day

By Alex Hubbard

Social media is the name of the game on Friday, the third and final day of the Associated Press Media Editors conference.

The day, which is devoted exclusively to social media topics, was deemed so important to organizers that a special \$35 one-day rate was offered for it.

Aside from a discussion panel on the 2012 election that will begin the day, social media is the only topic on the agenda.

Katie Rogers, the day's keynote speaker, serves as social media editor for *Guardian* (US), and previously worked with multimedia projects at *The Washington Post* and *The Chicago Tribune*.

"My main message to this group is that we're past the point of hiring people whose jobs are only to evangelize for social [media] and write Twitter headlines and stay sort of on the outside of the process," Rogers said. "If you're an editor and you've done your job right, you've hired people who can create unique projects on their own and help shape coverage. My presentation will be about what those journalists can do when they're given room to run."

Jack Lail and Elyn Angelotti will moderate concurrent sessions on the adaptations of business and media to the growth of social media.

Lail, who oversees website content for the *Knoxville News Sentinel*, will moderate a panel of business professionals, publishing officials and entertainment executives who may have previously worked in media, but are now working outside the newsroom.

The panel is titled, "You first saw this on Twitter or Facebook."

"I think it is going to mainly talk about how the news environment has changed and how the gatekeeper role of the news media has kind of been blown away by social media," Lail said.



"Now the news media finds out stuff on Twitter, not that people find stuff in the news media and then post it on Twitter. The thing is totally reversed."

The second panel called "Is there more to social media than being liked?" features a number of veterans of online journalism.

Frank Daniels helped start the first internet newspaper as part of the Raleigh *News and Observer* in 1993.

Steve Yelvington, now with Morris Publishing Group, put the Minneapolis *StarTribune* on the

web shortly after.

Jay Small, the president of Informed Interactive, and Martin Reynolds, now a community-engagement editor and the former editor of the *Oakland Tribune*, will also participate on the panel.

Angelotti is a part-time law student at Stetson University and focuses on media, technology and law at the Poynter Institute, according to her biography.

"Some of these people on the morning panel sort of inspired me," Lail said, citing the influence of Daniels in growing the *News and Observer's* website to one of the largest Internet news outlets in the late 90s. "I had gone to an investigative reporters and editors' conference in Raleigh that he gave a keynote speech at, and I was quite inspired by it."

Rogers grew up thinking of convergence as the essence of journalism.

"I launched an email newsletter when I was in eighth grade and have been blogging since about that time, so I kind of grew up thinking that storytelling, writing and journalism were all collaborative," Rogers said. "This weird sort of sorting according to skill didn't come until I entered a big newsroom and found that roles needed to be delegated according to what the operation needed— a social media producer, a digital producer, a community producer— and the result was that the experience was sort of limiting after a while for people being hired in to only do one part of the equation."

While Rogers advocates for complete inclusion for social media personnel, Matt DeRienzo, of the Journal Register Co., will wrap up the day with a discussion on how to measure the success of that social media strategy.

DeRienzo serves as Connecticut group editor for Journal Register.



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APME elects board members, officers

Arizona's Teri Hayt appointed to leadership ladder; will be president in 2016

By The Associated Press

The Associated Press Media Editors organization elected 11 members to its board of directors and installed new leadership Thursday.

Elected to at-large positions were:

-- Dennis Anderson, executive editor, Peoria (Ill.) Journal Star;

-- Mark Baldwin, executive editor, Rockford (Ill.) Register Star and The Journal-Standard in Freeport, Ill.;

-- Alan English, vice president of audience, The Augusta (Ga.) Chronicle;

-- Gary Graham, editor, The Spokesman Review in Spokane, Wash.;

-- Monica R. Richardson, managing editor, The Atlanta Journal-Constitution;

-- Laura Sellers, digital development director, East Oregonian Publishing Co.;

-- and Jim Simon, assistant managing editor, The Seattle Times.

Chris Cobler, editor of The Victoria (Texas) Advocate, was elected as the small newspaper representative and Angie Muhs, executive editor/interactive of the Portland (Maine) Press Herald as the online representative.

Broadcast positions on the board went to Eric Ludgood, news director at WGCL/CBS, Atlanta News, and Elbert Tucker, director of news at WBNS-10TV in Columbus, Ohio.

The new officers are:

-- President: Brad Dennison, GateHouse Media

vice president of publishing-large daily division;

-- Vice president: Debra Adams Simmons, editor, The Plain Dealer in Cleveland;

-- Secretary: Alan D. Miller, managing editor/news, The Columbus (Ohio) Dispatch;

-- Journalism studies chair, Teri Hayt, managing editor, Arizona Daily Star. Hayt's appointment to this post means that she is on the leadership ladder to become APME president in 2016.

Jan Touney, executive editor, Quad-City Times in Davenport, Iowa, continues as treasurer.

Andrew Oppmann, an adjunct journalism professor at Middle Tennessee State University, was named editor of APME News, a position appointed by Dennison.



New AP chief stresses news, business cooperation

By The Associated Press

Gary Pruitt, the new president and CEO of The Associated Press, pledged Thursday to continue close cooperation with member news organizations on news collection, open government efforts and generating online advertising revenues.

In remarks at the annual Associated Press Media Editors convention, Pruitt noted that the AP Mobile news app presents a key area where the cooperative and members can "be business partners today in a way we couldn't before."

"You can be our local partner," said Pruitt, the 13th person to head the news cooperative since its founding in 1846. "AP can supply the

national news, the international news — you can supply the local news. And we'll share ad revenues."

Pruitt also announced to the gathering of top editors and news executives that the AP will contribute \$25,000 to the APME's touring journalism workshops called NewsTrain as the program enters its 10th year. As newsrooms face substantial budget cutbacks, he said, training "is a very tough issue these days."

"It's not an easy year for AP to make a \$25,000 contribution, but it reflects our confidence and our judgment about what a valuable program NewsTrain training is," he said.

Pruitt, who took over the AP job in July, noted

what he described as a changing business relationship between the AP and the newspapers that own it. U.S. newspapers currently account for just 22 percent of revenues, while broadcasters represent an even smaller portion, he said. Meanwhile, 35 percent of revenues are generated abroad.

"That doesn't mean you're less important to AP. That doesn't lessen our commitment to you," he said. "Rather, it allows us to serve you completely and affordably by having that diverse business space and growing platform of customs."

"It's only in that way that AP can provide you the most up-to-date, the most accurate, the most complete and the just-plain best news report in the world every day."

Berens provides investigative insight

Seattle Times reporter gives tips, checklist for watchdog work

By Mark Mize

Pulitzer Prize-winning Seattle Times investigative reporter Michael Berens's session focused on how using the right process and repositories of information can be the key to successful watchdog journalism.

"The most powerful way to make stories is to find these repositories and find a way to quantify them," Berens said.

Berens said that most of his skills were honed in his first four or five years at *The Columbus Dispatch* on the police beat.

He said that when deciding on which watchdog stories to pursue, journalists must look at which ones will yield the best results.

"There are lots of examples of really well-done stories, but they're boring, or they're not relevant, or you see it wasn't their story," Berens said.

Creating checklists may seem like a basic task. However, Berens says they can help journalists understand the elements that make for great stories if there is the tangible element of quantification.

"When you look at the award-winning stories out there, for want of a better description, and compare it to stories that don't quite meet that bar; one of the things you'll notice is the quantification," Berens said.

He went on to list tools and repositories that will help quantify information for enterprise stories.

The Fatality Analysis Reporting database is available free from the federal government, and

Photo by Matt Masters



Pulitzer prize winner Michael Berens spoke to a full room at APME on Thursday.

keeps records on every fatal car crash in America, such as the weight of the car, nature of the crash, and information about those injured in the crash.

"If you develop this tool in the newsroom, and a lot of newsrooms keep this updated annually, so they can use it on a flash, you can start doing watchdog stories right from a breaking news event," Berens said.

Payroll data can be also be useful to jump start stories.

Berens said payroll databases can not only create interesting stories by searching criteria, such as which city employees are the highest paid, but may also be a good way to find valuable sources.

"When I'm doing a story on any kind of city or state agency, I get the payroll database, and I look for everyone who has retired during the last six months and give them a call. They've just left and now they're free to talk, and boy, they will talk," said Berens.

Berens said in-patient hospital discharge database is the most valuable database that he has ever come across.

"It's a roster of every patient who's admitted to every hospital in your state. It's a list of whether they were on Medicaid or insurance, did they come through the emergency room, did they come in through the prison, did they come in through the nursing home, what was their diagnosis code," said Berens.

It also includes other information, including some patient demographics, what they were treated for and how much it costs, which can lead to various kinds of medical-related stories.

"It's about the people. What we do isn't about numbers; it isn't about databases. It's about telling the stories of the people," said Berens.



Editors and news directors fill the room at the Frist Center for the APME 2012 opening night reception and APME Foundation auction.



MTSU journalism professor Sonny Rawls (left) reacts with surprise in seeing Hollis Towns, executive editor of the Asbury Park Press, for the first time in years. Towns was hired by Rawls for his first full-time job in newspapering.



Alan Miller (left), managing editor/news of the Columbus Dispatch, chats with Kurt Franck, executive editor of the Toledo Blade and Jim Simon, assistant managing editor of the Seattle Times, at Wednesday's opening reception.

Editors applaud during a presentation at Wednesday's opening reception.

Frist Center curator Katie Delmez introduces a preview of the work of Carrie Mae Weems to APME members at Wednesday's reception.



John Seigenthaler (left), founder of the Freedom Forum's First Amendment Center, laughs with Sidney A. McPhee, president of Middle Tennessee State University, at Wednesday's opening reception.





Photo by Andy Heidt

MTSU Center runs on ‘lifeblood’ of students

By Richel Albright

Since its grand opening in April, the Center for Innovation in Media at Middle Tennessee State University has come to life, thanks to the media organizations housed there in spirit of convergence.

The Center’s efforts to be a real-life experience for students and a place of convergence in media recently garnered recognition by the Associated Press Media Editors in its Innovator of the Year competition for College Students.

Situated in the John Bragg Mass Communication building, enclosed behind glass doors with the words “Center for Innovation in Media” etched across its surface, it is clear the student media outlets have made the Center their home.

Sidelines, MT10, WMTS and, NPR-affiliate WMOT have worked together to embrace the convergence that the Center promotes.

“I think the CIM is a great place to work because you get to converge with so many different people that you normally wouldn’t just be working at a TV station or newspaper,” said Michelle Potts, MT10 news director. “Everybody has so many different ideas it’s nice to bounce ideas off someone who isn’t in MT10.”

Director Stephan Foust came to MTSU to work with the university on making the Center into a reality.

“We’re obviously still in our infancy here, we’re building and creating an entirely new culture,” Foust said. “Frankly, the easiest part of this is the students that have come to be a part of this because they walked in the door understanding it from the get-go.”

However, the Center and the College of Mass Communication are not without their own challenges.

“Majority of universities and colleges around the country that teach mass communication have been built on kind of the old silo system,” Foust added. “You have television, you have radio, you have print, and these were separate worlds and they all viewed each other as competitors.”

The goal of the Center is to produce graduates with a multitude of skills, something many programs across the country lack, according to Foust.

There are two radio stations— WMOT 89.5 FM and WMTS 88.3 FM— that can be seen and heard as students pass by the Center daily. The “egg,” as it is known, holds rows of iMacs for writing, designing and editing, and is also the home to *Sidelines*, the editorially-independent student newspaper.

Beyond the “egg” is MT10’s control room, and attached is a state-of-the-art robotics studio.

“Watching the students play with the new toys is always fun, you have the new equipment, you have

the new feeling, it has the ‘new car smell’ when you go into the room,” said Robert Jasso, faculty advisor for WMTS and MT10. “Taking someone who doesn’t know what they want to do and walking them into either WMTS’s brand new studio there or the robotics studio, you just watch faces light up and eyes widen as this potential fancy equipment hits them in the face full force.”

Foust has personal reasons for working to help better students’ careers.

“I carved out a successful professional career because I was lucky enough to have some really good mentors who directed me and helped me,” Foust said. “So this is my way of paying it forward, which is a concept very important to me.”

The dedication of those involved with the Center, alongside students working to create professional content, is paving a way for younger students after leaders graduate.

“The good thing about the CIM is we built it for the students— seniors and juniors know that,” Jasso said. “It’s really amazing when a freshman or sophomore who comes from high school who has an idea in their brain what they want to do and then sees this place for them to go and grow and become something, they become the lifeblood of the CIM.”

Former APME President Heisse reflects on progress, difference made by group

Illinois top editor values his experience with journalism editors association

By Becca Andrews

He lists his reasons for going into the industry as curiosity, the chance to meet people and to make a difference.

Bob Heisse's motivation behind the paths he chose for his journalistic career are noble.

As president of the Associated Press Media Editors, he met his goal of making a difference this year not just in his community as the executive editor of the *State Journal-Register* in Springfield, Ill., but among fellow editors across North America.

"I've always tried to help journalists, talk to classes, whatever I can do," Heisse said.

Heisse went to Penn State for journalism, and became involved with its publication, *The Daily Collegian*. He was the editor of his high school newspaper, and said he read and wrote a lot as a boy.

"I guess I always knew I was going to do it," he said. "It was a natural thing, and I figured I'd be doing it for the rest of my life."

He worked as city editor at *The Patriot-News* in Harrisburg, Pa. for 18 years, and at the *Centre Daily Times* for 10 years. He recently took the position of executive editor at the *State Journal-Register*, jumping at the chance to work for a large paper with more resources and a greater demographic.

The state capital environment has been a pleasant one for Heisse, and he said he enjoys the challenge that comes with providing news that is relevant statewide.

With the all-too-familiar reality of financial cuts happening in newsrooms everywhere, Heisse and the



Photo by Name to go here

Bob Heisse speaks with student newspaper editors, their advisers, and families at an event in May.

"I've always tried to help journalists, talk to classes, whatever I can do."

APME team recognize that training programs were among the first to disappear from the priority list.

"Newspaper companies and newspapers don't spend as much on training anymore," Heisse said. "Organizations like APME can fill in the gaps with webinars and training and all sorts of things."

Making contacts and working alongside each other as journalists seeking the same thing is an important part of the success of the industry as a whole.

Heisse's involvement as a leader with APME has been steadily increasing since the mid-90s, when he was elected to the Pennsylvania board. He became vice president in September 2010, and has presided over the nonprofit since last September. His term expires

at the end of the conference, when he will become the president of the foundation—"the money arm of APME."

Heisse and the APME board meet the changes that are the constant source of debate in journalistic circles with enthusiasm. He has hope for this industry, and for those seeking a job in it.

"Come out of college with every skill you can get," he advised for those on the cusp of entering the job market. "The jobs that are out there are not traditional."

Journalists find community and genuine feedback within APME—an aspect of the organization Heisse is passionate about.

"That's why we're so important to journalists right now," Heisse said. "I'll take myself as an editor of a small paper in Pennsylvania [for example], at which I didn't have partners, I worked with a corporation that didn't have editorial meetings. I had APME. We can call anyone in APME and bounce off ideas."

APME awards honor excellence in journalism

The Milwaukee Journal Sentinel's multimedia effort for its "Empty Cradles" series about the death of children before their first birthday was selected Thursday as the winner of the Associated Press Media Editors association's sixth annual Innovator of the Year Award.

The Journal Sentinel's effort was selected by the attendees of the 2012 APME Conference in Nashville among a field of three finalists. The two other finalists were the Arizona Republic and KPNX-12, Phoenix, for the convergence of print, broadcast and online in its website, AZCentral; and The Oklahoman, Oklahoma City, for innovations throughout its website.

Also honored at the conference was The Seattle Times, whose investigation of the state of Washington's practice of steering people to methadone to reduce its Medicaid costs won a Public Service award from APME.

APME President Bob Heisse honored two Pulitzer-prize winners with President's Awards for outstanding achievement: J. Lowe Davis, editor, Virgin Islands Daily News; and Sara Ganim, reporter, The Patriot-News in Harrisburg, Pa.

Other awards presented Thursday include:

In the 40,000- to 150,000-circulation category, The Patriot-News was honored for its coverage by Ganim of the Penn State sex-abuse scandal involving former football coach Jerry Sandusky.

The Virgin Islands Daily News won the small-circulation category for "License to Steal," a two-month investigation that exposed a con man who set up a credit union to steal from unsuspecting customers – and the lax oversight of such institutions by the Virgin Islands government.

The Milwaukee Journal Sentinel and the Sarasota (Fla.) Herald-Tribune were the winners of the Gannett Foundation Award for Digital Innovation in Watchdog Journalism, administered by APME.

The Journal Sentinel was honored for "Both Sides of the Law," an investigation into the system that allows Milwaukee police officers to stay on the job despite violating laws and ordinances they were sworn to uphold.

The Herald-Tribune won for its "Unfit for Duty" reports on Florida's law enforcement officers, their personal and professional conduct, and the system that was not up to the task of monitoring them.

Cox Media Group in Ohio was honored in the new category of Innovator of the Year for Radio and Television for its convergence of print, online and broadcast operations in Dayton.

The Wisconsin Center for Investigative Journalism and its collaboration with the School of Journalism and Mass

Communication at the University of Wisconsin-Madison won the Innovator of the Year for College Students, the second new category announced this year.

The association also chose the winners for the following awards (in order of circulation category, over 150,000, 40,000-150,000 and under 40,000):

FIRST AMENDMENT:

-- The Milwaukee Journal Sentinel for its investigation, "Both Sides of the Law," of the Milwaukee Police Department. The judges said it uncovered a level of abuse, corruption and out-right criminal activity in the Police Department that was breathtaking in its scope.

-- The Knoxville News Sentinel for reporting on an out-of-control judge in the Baumgartner case, which prompted immediate and sweeping government reform.

-- The Burlington (Vt.) Free Press for its investigation of the sloppy handling of warrants by the Vermont judiciary, which revealed negligence at every level of the legal system.

INTERNATIONAL PERSPECTIVE:

-- Over 150,000: The Wall Street Journal for "China's Succession Scandal," which the judges said offered a rare glimpse of the secretive inner workings of the Chinese Communist Party elite. The series of stories led to the ouster of an up-and-coming party leader and cracked open the door for the Chinese as well as the rest of the world.

-- Under 149,000: The Commercial Appeal, Memphis, Tenn., for "A Healing Trip," about Memphis-area soldiers who stormed France's Utah Beach on D-day on a return visit. The judges said it was a well-woven story that found new life in an otherwise traditional angle.

DIGITAL STORYTELLING AND REPORTING

-- USA Today for its 14-month investigation, "Ghost Factories: Poison in the Ground," which revealed the locations of more than 230 long-forgotten factories and the amount of toxic lead left behind.

-- The Roanoke (Va.) Times for "Picking Up the Pieces," a look at how the town of Martinsville is recovering after manufacturing jobs went to China.

-- The Burlington (Vt.) Free Press for breaking news coverage during the Occupy Burlington encampment.

HONORABLE MENTIONS

The judges listed honorable mentions in several categories:

PUBLIC SERVICE

Over 150,000:

-- The New York Times for its investigation of abuse of

disabled people in state care.

-- The Atlanta Journal Constitution for its investigation into schools that were cheating on standardized tests.

40,000 to 150,000:

-- Sarasota Herald-Tribune for "Unfit for Duty" about Florida's rogue law enforcement officers.

-- Asbury Park Press for its report on a cluster of suicides by teens and young adults in the Manasquan, N.J., area.

Under 40,000:

-- Lawrence (Kan.) Journal-World for "Unraveling a Rape Case" about using DNA evidence to find a rape suspect.

-- Sioux Falls (S.D.) Argus Leader for "Fighting DUI" about the cost of cracking down on DUIs.

INNOVATOR OF THE YEAR FOR COLLEGE STUDENTS

-- The Center for Innovation in Media at Middle Tennessee State University in Murfreesboro, Tenn., for reforming and reshaping its student media.

-- The University of Oklahoma for its commitment for transparency.

INTERNATIONAL PERSPECTIVE:

Over 150,000:

-- The Chicago Tribune for "Fugitives from Justice," which exposed systemic communication failures between the state and the federal government in finding fugitives.

DIGITAL STORYTELLING AND REPORTING

Over 150,000:

-- The Wall Street Journal for its Sept. 11 anniversary coverage.

40,000 to 150,000:

-- The News-Press in Fort Myers, Fla., for its package, "Loving Ingrid," about a woman who suffered a traumatic brain injury.

Under 40,000:

-- Lawrence Journal-World for "Unraveling a Rape Case" about using DNA evidence to find a rape suspect.

FIRST AMENDMENT

Over 150,000:

-- The Seattle Times for "The Price of Protection," its investigation of the state of Washington's reimbursement for civil commitment cases for sex offenders.

40,000 to 150,000:

-- The Oklahoman for its investigation of the state's child welfare system.

Lecture on mobile lends applicable info

By Emily West

As thousands of apps continue to float on the market, reporters find themselves struggling to discover efficient methods of reaching their demographics on the web.

Speaker Val Hoepfner, education director of the Freedom Forum New Media Training and Diversity Institute, addressed these issues and showed listeners key apps to make reporting easier.

"If you're not using any kind of mobile device, you need to get out of the business now," Hoepfner said.

Hoepfner discussed and demonstrated how to use a majority of the apps, some of which are free for iPhone and Android users.

The apps featured in the lecture revolved around note-taking, audio, photos and video. Three of the more popular apps mentioned were Evernote, Dropbox and Genius Scan.

"The cloud is what makes the Internet cool," Hoepfner said. "I use Evernote to sync of all my data, and I can take notes, record interviews and write, and that syncs to my iPhone, my iPad and my Mac. It is really a slick app."

Another data storage app similar to Evernote is Dropbox, which allows users to see files anywhere and download for offline purposes. Reporters are able to use this app to upload files quickly back to the newsroom.

In conjunction with data sharing, Genius Scan allows for scanning documents and creates a PDF that can be emailed as a PDF or JPEG. While the app itself is free, Genius Scan charges \$2.99 to use Evernote and Dropbox for the files scanned.

Hoepfner also touched on an application that she said has heard journalists complain about not having the ability to do.

"How many times do you hear your reporters say, 'I wish I could record phone calls?'" Hoepfner said. "Well, now you can. There are lots of apps to that,

Photo by Darby Campbell



Val Hoepfner of Freedom Forum recommended several apps to help multimedia reporting.

but a lot cost. Google Voice does the same thing, and it is free."

While Google Voice is the potential fix that journalists are looking for, the app is only one way in that it can only record incoming calls.

Hoepfner also reviewed different photo and video apps that are can be used for social media purposes and speed.

Photography apps Instagram and Pano give reporters the ability to take and edit photos. Instagram is a photo-sharing service similar to Twitter, and is free for iPhone and Android users-30 million iPhone and

"Instagram is one my favorite apps. We have been able to see some amazing live images, and it's a great way to interact with users."

Val Hoepfner

5 million Android users currently use Instagram, according to Hoepfner.

"Instagram is one my favorite apps," Hoepfner said. "We have been able to see some amazing live images, and it's a great way to interact with users."

Similar to Instagram, Pano gives users the option to take panoramic photo in seconds, and allows users to connect to social media. However, Pano comes at a cost of \$1.99, and is available for iPhone, iPad, iPod and Android.

Reporters can find plenty of apps to create video from their smartphones.

The iTimelapse app makes movies and creates timelapse projects in a matter of minutes, and is available to all smartphone users and is priced at \$1.99.

In addition to iTimelapse, Splice puts together videos and photos, with the option to add music.

Splice allows users to trim audio and video for packages on their Apple products. This app lets reporters and journalists upload straight from shooting sites on to the web and social media.

"Essentially, mobile takes hard things that we used to do and made it very easy for reporters," Hoepfner said.

Ask the Editor: What was your biggest newsroom blunder?

“Right out of college I registered with a certain party and got called out at a political meeting and they went on about how liberal our paper was. After that meeting I went and registered Independent.”

Val Hoeppe
Director/Education for Freedom Forum

“I’m not by nature someone who goes out and talks to people. Early days as an editor I spent a lot of time hiding in my office.”

Thomas Koetting
Milwaukee Journal Sentinel

“I was working as a night shift reporter and a report came in for a missing child. I did all the normal things... at the end of my shift I went home. My manager...asked if I was aware that the family had had a vigil. The story wasn’t over when my shift was over.”

EJ Mitchell
Medicare News Group

“Patience and not being patience. I’m sort of gung-ho about everything. But I think the thing that I am learning is that it does require patience to make things happen.”

Monica R. Richardson
The Atlanta
Journal-Constitution

“Instead of going for a journalism degree, I went for a degree in communications.”

Phil Kaplan
Knoxville News Sentinel

“When I was a cub reporter working in northern California at a very small newspaper, I wrote a column condemning sports gambling in a very self-righteous, young person kind of way, and then I found out later that both the publisher and editors in the newsroom were very much into sports gambling.”

Michael Anastasi
Los Angeles News Group

“It was passing up the chance to do a Neiman fellowship (a one-year fellowship at Harvard for mid-career journalists).”

David Bailey
Arkansas Democrat-Gazette

“It would be quitting and doing PR.”

Kim Christ
Arkansas Democrat-Gazette

“Probably if I could go back 10 years in time, I would learn coding.”

Angie Muhs
Portland Press Herald

“(I) wrote a story about a water rate increase and I got it done and luckily made that proverbial one more call — they all talked about it as if it was a final vote but it was actually a second reading, it had to go through one more vote — and so we would have had a story saying it was a done deal and it wasn’t. I still laying awake at night thinking about how close I came. It saved me from a huge error.”

Gene Policinski
Senior Vice President/
Executive Director of the
First Amendment Center



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The AP logo is located in the top left corner of the page. It consists of the letters 'AP' in a bold, black, sans-serif font, set against a white background with a red horizontal bar below it. The entire page is overlaid with a photograph of a legislative chamber, likely the U.S. House of Representatives, showing members seated in a semi-circular arrangement, with an American flag and a blue state flag visible in the background.

AP

CELEBRATING THE SPIRIT OF COLLABORATION

AP is proud to continue its partnership with APME on groundbreaking series such as Broken Budgets and Aging in America—teams working together to uncover documents, run the numbers and tell compelling stories that are important to readers on a local level.

Talk to your bureau chief for more information.

MTSU names federal reporting project after journalism icon John Seigenthaler

Students to cover federal courts, work from newsroom at The Tennessean

By Emily West

Seven students from Middle Tennessee State University are turning the federal court system in Nashville into their classroom.

“We should be doing something to provide two things,” said Wendell “Sonny” Rawls, professor and Seigenthaler Chair of Excellence. “We should provide real-world training, and then use that training to provide service and content to mainstream media, so the public at large can benefit.”

Rawls presented the idea of students working as news service in May during a journalism educator’s conference.

“I think the collaboration between the federal court and community is a novel way to provide readers about the business of the federal courthouse,” said John Seigenthaler Sr., founder of the First Amendment Center and former editor of *The Tennessean*. “Basically, I am very proud to have my name associated with it.”

The idea of the project, dubbed the Seigenthaler News Service, stemmed from the federal judges in Nashville, who brought to the forefront the lack of coverage of the courts in *The Tennessean*.

“Coincidentally, John Seigenthaler and I talked about would I be interested in figuring out a way to get coverage of the federal courts,” Rawls said. “At the time, we were thinking of operating out of a rented space downtown. But after the federal judge talked with the editor and publisher of *The Tennessean*, they asked us to operate out of their paper.”



(Left to right, first row) Alex Harris, Christopher Merchant, John Seigenthaler, Richel Albright. (Second row, left to right) Sonny Rawls, Amanda Haggard, Dolores Seigenthaler, Emily Kubis, Dwight Lewis, Kylie Kolz, Kate Prince.

The seven students, known as Seigenthaler scholars, will be working in the courts for eight hours a day and five days a week for 12 hours of school credit.

Each student will cover a specific beat, judge or courtroom. The project will be housed in *The Tennessean* newsroom, and students received state-of-the-art audio recorders and video equipment for multimedia.

“This is a great opportunity professionally, but it means a lot to me personally as well,” said Christopher Merchant, Seigenthaler scholar. “When I started working at *Sidelines* as a freshman, I covered police and crime. To be able to cover the judicial end of the story feels like coming full circle. You know you’re doing the right thing when you get excited on your drive home on Friday, not because you’re headed home for the weekend, but because you get to do your job again on Monday.”

Before any work is submitted, *The Tennessean* will let the news service know what they need.

“This is a great opportunity professionally, but it means a lot to me personally as well.”

Christopher Merchant

While there are seven students involved in the project for its first semester, Rawls said he intends for the project to continue for semesters to come.

“The ideal number of students for this project is six to eight students,” Rawls said. “We would not want go above 10. The plan is do this every year with select, high-quality students— not just anyone will be allowed. This project is quite a commitment with several obligations. It’s just like going to work at a newspaper everyday, not going to school.”

APME/MTSU Student Media Team



Richel Albright

Year: Senior

Major: Journalism

Hometown: Franklin, Tenn.

Career Aspiration:

A reporter covering politics, news, and courts, and the occasional entertainment or travel piece

Twitter: @rwalbright



Becca Andrews

Year: Senior

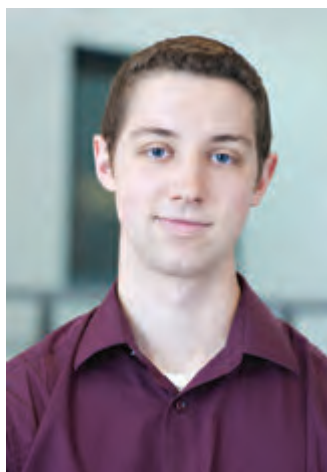
Major: Journalism

Hometown: Bells, Tenn.

Career Aspiration:

Editor-in-chief of a successful metropolitan publication

Twitter: @kbeccaandrews



Matt Binford

Year: Senior

Major: Electronic Media
Communication

Hometown: Nolensville, Tenn.

Twitter: @mattbinford



Topher Davison

Year: Sophomore

Major: Electronic Media
Production

Hometown:

Mount Juliet, Tenn.

Twitter: @topherdavison



Alex Harris

Year: Senior

Major: Journalism

Hometown: Greece, N.Y.

Career Aspiration:

To cover government, business and politics, and eventually start my own web-based news service.

Twitter: N/A



Jane Horne

Year: Senior

Major: Public relations

Hometown: Athens, Tenn.

Career Aspiration:

Work with the fashion industry as a writer or public relations specialist

Twitter: @lenora_jane and @sidelines_ae



Alex Hubbard

Year: Senior

Major: Journalism

Hometown:

Goodlettsville, Tenn.

Career Aspiration:

Sports writer or political reporter

Twitter: @alexhubbard7 and @Sidelines_News



Asher Hudson

Year: Senior

Major: Journalism

Hometown:

Cambridge, England, U.K.

Career Aspiration:

Social media strategist

Twitter: @redcoatasher and @mtsusidelines



Kelsey Klingemeyer

Year: Senior

Major: Digital communications

Hometown:

Murfreesboro, Tenn.

Career Aspiration:

Work with a sports team on advertising and graphic design

Twitter: N/A



Emily Kubis

Year: Senior

Major: Journalism

Hometown: Morristown, Tenn.

Career Aspiration:

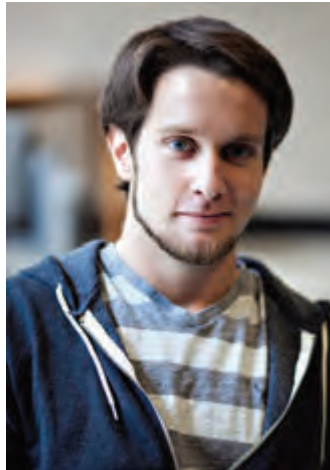
Reporter covering politics, education and social issues

Twitter: N/A

APME/MTSU Student Media Team



Matt Masters
Year: Junior
Major: Photography
Hometown: Birmingham, Ala.
Career Aspiration:
 Documentary photographer,
 oral storyteller, and comedian
Twitter: N/A



Mark Mize
Year: Senior
Major: Journalism
Hometown: Pulaski, Tenn.
Career Aspiration: Sports
 management and marketing
Twitter: @markmizewriter and
 @Sidelines_Sport



Katie Myers
Year: Sophomore
Major: Electronic Media
 Journalism
Hometown: Clarksville, Tenn.
Twitter: @k_myers



Michelle Potts
Year: Senior
Major: Electronic Media
 Journalism
Hometown: Franklin, Tenn.
Twitter: @michellecp



Daniel Webb
Year: Sophomore
Major: Electronic Media
 Journalism
Hometown:
 Mount Juliet, Tenn.
Twitter: N/A



Emily West
Year: Sophomore
Major(s):
 Journalism and English
Hometown: Manchester, Tenn.
Career Aspiration:
 Reporting covering the court
 system and in-depth issues
Twitter: @emwest22 and
 @Sidelines_News



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