

# Affordable training!

Sept. 7-8 at Younts Conference Center  
on the Furman University campus



- **What is it?** NewsTrain provides cutting-edge training in digital journalism. Attendees rate NewsTrain as 4.5, with 5 as highly useful and effective.
- **Who should attend?** Journalists from print, digital and broadcast newsrooms of all sizes, as well as journalism educators and students, and communications specialists.
- **Why attend?** For **just \$75**, early birds learn digital skills, such as mobile storytelling, social reporting, social branding and engagement, smartphone video, data-driven enterprise, from expert trainers.
- **Who are the trainers?** Your trainers will be experienced journalists and accomplished teachers, including Derrick Ho from McClatchy, Cal Lundmark from The State newspaper in Columbia, S.C. Ron Nixon from The New York Times and Taylor Shaw from the News and Observer/Herald-Sun in Raleigh/Durham, N.C., and Mark Stencel from Duke University.
- **Why else should I attend?** Competitive diversity scholarships will be offered.
- **Get details:** [bit.ly/GreenvilleNewsTrain](http://bit.ly/GreenvilleNewsTrain)

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Trainers include (from left): Derrick Ho from McClatchy, Cal Lundmark from The State in Columbia, S.C., Ron Nixon from The New York Times and Taylor Shaw from the News and Observer/Herald-Sun in Raleigh/Durham, N.C.



## Get highly rated and affordable digital training at Greenville, N.C., NewsTrain on Sept. 7-8

APME's NewsTrain is bringing affordable training in digital-journalism skills to Greenville, N.C., on Sept. 7-8.

**For just \$75**, get a day and a half of training in social, mobile, data, verification and time management and more.

Sessions at Younts Conference Center at Furman University include:

- Storytelling on mobile: making smart choices [Derrick Ho](#)
- Getting your story read: maximizing and measuring social media for branding and audience engagement [Cal Lundmark](#)
- Data-driven enterprise off your beat [Ron Nixon](#)
- Becoming a verification ninja [Mark Stencel](#)
- Mobile newsgathering: better reporting with your smartphone [Taylor C. Shaw](#)
- Using social media as powerful reporting tools [Cal Lundmark](#)
- Can you unplug? Making time to have a life [Taylor C. Shaw](#)

NewsTrain's highly rated training; attendees regularly judge sessions as 4.5, with 5 as highly useful and highly effective. "All of the sessions were very direct and relevant," said 2017 attendee Arianna Pickard of the Tulsa World. "I feel like I'm going to use a lot of what I learned to do a better job and enjoy it more."

Your registration includes two light meals. Plus, the first registrants receive a free AP Stylebook – a \$22.95 value.

#GreenvilleNewsTrain will be the 90th such workshop organized by the Associated Press Media Editors (APME) in collaboration with a host committee of local journalists, led in Greenville by The Greenville News/Independent Mail, Citizen Times in Asheville, Bob Jones University, in Anderson, North Greenville University, The Associated Press, WHNS-TV 21 and WSPA-TV 7. APME, a nonprofit group of newsroom leaders, has sponsored NewsTrain since 2003, training more than 7,500 journalists in cities across the United States and Canada.

**LEARN MORE AND REGISTER:** [bit.ly/GreenvilleNewsTrain](http://bit.ly/GreenvilleNewsTrain)