

AMERICAN SOCIETY OF NEWSPAPER EDITORS



Newsroom Leadership

Q&A conversation with top editors about leadership challenges of the 21st Century

Freedom of Information Training

FOI Interactive

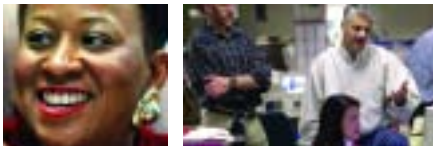
Training for JOURNALISTS
GOVERNMENT OFFICIALS, STUDENTS
and the PUBLIC



An ASNE Education



The **Passionate** Editor



Sixteen essays from people who love being an editor and an appeal for journalists of color to join them



A PROJECT FROM THE AMERICAN SOCIETY OF NEWSPAPER EDITORS DIVERSITY COMMITTEE

Implementing the Impact Study:

What small newspapers are doing

AN EDITORS' AGENDA FOR JOURNALISM EDUCATION

THE 2004 REPORT OF THE ASNE EDUCATION FOR JOURNALISM COMMITTEE



AMERICAN SOCIETY OF NEWSPAPER EDITORS

2004 Publications Brochure

NEW INITIATIVES — TRADITIONAL VALUES

AN EDITORS' AGENDA FOR JOURNALISM EDUCATION

The 2004 Report of the ASNE Education for Journalism Committee

(12 pages. \$5. Handling fee waived for single copies.)



"The Education for Journalism Committee surveyed ASNE members about what it is that we want out of journalism schools. The committee received almost 200 replies, and the answer was clear: Editors want practical, skills-based learning. There was little talk (though there WAS some) about convergence and other newer issues. The overwhelming majority view was summed up by the editor who wrote: 'Learn the language. Know the basics of grammar. Stay away from "journalese" and other gobbledygook. Clear writing and solid reporting are essential for the future of our business.' Along that line, most editors think graduates' knowledge of the language is weaker than that of grads from five years ago. But most editors also think that current grads understand ethics and diversity better than those who came before them."

— Jerry Ceppos
Knight Ridder

Chair, 2003-04 Education for Journalism Committee

FOI INTERACTIVE

Training for journalists, government officials, students and the public (52 pages, includes DVD. \$15.)

FOI Interactive is a training program that uses fictional and real scenarios to show the importance of freedom of information access, stimulate discussion on recent changes in federal and state FOI laws and instruct on how to obtain government records.



"It is designed to help journalists, citizens and public servants develop an appreciation for openness by asking them to deal with lifelike problems and to struggle with the answers."

... "[The] goal is to give editors tools flexible enough for use in the newsroom, at a homeowners association meeting or at city hall, and powerful enough to awaken the most jaded participant. I think they achieved it."

— Doug Clifton

The Plain Dealer, Cleveland
Chair, 2003-04 Freedom of Information Committee

IMPLEMENTING THE IMPACT STUDY

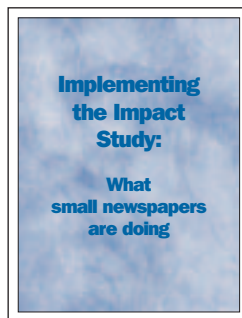
What small newspapers are doing (32 pages. \$8.)

"... We found that half of the newspapers assessed are doing little to implement basic practices that are proven to work with readers. Another 30-40 percent are doing some, while about 10 percent consistently demonstrate many approaches and techniques that connect with readers."

"If they can do it, so can the rest of us."

— David B. Offer

Central Maine Newspapers
Chair, 2003-04 Small Newspapers Committee



THE PASSIONATE EDITOR

Sixteen essays from people who love being an editor and an appeal for journalists of color to join them (36 pages. \$8.)

"These very personal stories will help you feel the passion and exhilaration that comes to editors because they can make such a difference to their communities."

"It's a candid, gloves-off look at what's tough about becoming an editor, what the payback is and how it affects real people."

... "[The] goal is to give editors tools flexible enough for use in the newsroom, at a homeowners association meeting or at city hall, and powerful enough to awaken the most jaded participant. I think they achieved it."

— David Yarnold

San Jose (Calif.) Mercury News
Chair, 2003-04 Diversity Committee

NEWSROOM LEADERSHIP

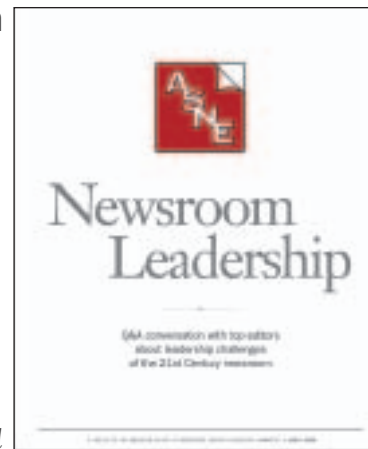
Q&A conversation with top editors about leadership challenges of the 21st century newsroom (20 page tabloid. \$5.)

"The ASNE Leadership Committee is proud to share with you the thoughts of editors who have sustained excellence over a span of years at their newspapers. The roster is by no means exhaustive; it highlights a sampling of editors whom the committee chose to exemplify the patience and stamina necessary to practice high quality journalism over time."

"Leadership in our craft is often associated with heroic acts in the face of great adversity. Our committee believes that leadership is also patient and systematic, focused on building the organizational and cultural practices that survive inevitable business transitions and setbacks."

— Gil Thelen

The Tampa (Fla.) Tribune
Chair, 2003-04 Leadership Committee



THE AMERICAN EDITOR

ASNE's magazine explores the issues facing newsrooms today. From coverage to credibility to FOI to diversity to newsroom management, the content is guided by ASNE member editors and contains no ads.

Six issues per year:

	<u>1 year</u>	<u>2 years</u>	<u>3 years</u>
United States	\$29	\$50	\$72
Canada	\$34.50	\$61	\$88.50
Foreign surface mail	\$44	\$80	\$117
Foreign airmail	\$64	\$120	\$177



Don't miss these other ASNE publications ...

Annual convention proceedings. Speeches and Q&A from national and international heads of state, as well as leaders in industry, science and entertainment. Includes newspaper industry research, ASNE membership list and American Editor index. (Contact ASNE for available years.) Hardcover. \$25.

Reports

Bringing the World Home. How to connect readers to world news. (1999) 84 pages. \$9.

A Call To Leadership. Practical advice from editors, publishers and leadership experts, and what journalists are looking for in their newsroom leaders. (2001) 66 pages. \$15.

The Challenges Facing Today's Small-Newspaper Editors. Editors at smaller papers work less on quality than they would like and find recruiting and retention difficult. (1998) 24 pages. \$5.

Covering the Community: Newspaper Content Audits. Conducting and analyzing content audits and tips on writing sensitively about minority groups. (1993) 58 pages. \$5.

Extending the Brand. Convergence and how to extend newspapers' brands onto the Web, into TV partnerships, even into book publishing. (2000) 46 pages. \$15.

Fighting Smarter. How newspapers can get readers back and retain current ones. (1998) 24 pages. \$5.

FOI Handbook: ASNE's strategy for expanding and protecting Freedom of Information in the digital era. Strategies for responding to privacy concerns, security worries, commercial information ventures and government stances that are eroding freedom of information. (2002) 35 pages. \$8.

Freedom of Information in the Digital Age. This survey is the first part of a two-year project by the ASNE Freedom of Information Committee and The First Amendment Center. (2001) 33 pages. \$10.

Leading by Example: How leaders make a difference in their newsrooms and communities. Stories from across the country about the challenges and the opportunities for leading newspapers today. Chapters on leading in a crisis, leading people and leading the journalism. (2002) 114 pages. \$15.

The Learning Newsroom. The latest research on what is a learning organization and how to apply it to the newsroom. (2003) 206 pages. 3-ring binder. \$20.

Local News Tool Kit. A how-to for broadening, deepening, sharpening and enriching your newspaper's local report. (2001) 164 pages. \$15.

Making Change. Case studies of three newspapers reaching readers with new ideas. (1999) 26 pages. \$6.50.

The Newspaper Credibility Handbook. Brings issues related to our credibility with readers into focus and gives newsrooms practical tools to confront those issues, including best practices and case studies. (2001) 193 pages. \$15.

The Newspaper Journalists of the '90s. Newsroom attitudes and demographics. (1997) 62 pages. \$9.

Respecting All Cultures: A practical ethics handbook for journalists. Practical ethical guidelines in covering news across cultures and suggestions for dealing with anonymous sources, gifts and readback requests. (2002) 27 pages. \$6.

Rethinking the Web: The media has an ever-changing relationship with the Internet. Online tools to strengthen your newspaper's franchise — from measuring the multimedia audience to how to write for the Web to leased access cable. (2002) 20-page tabloid. \$5.

A Return to Quality Editing. Solutions to the "Mount Everest" of copy desk discontent. (1997) 32 pages. \$5.

Technology & Pagination: Integrating the New into Your Newsroom. A step-by-step look at pagination. (1999) 112 loose-leaf pages, shrink-wrapped and 3-hole punched. \$15.

To Whom It May Concern, Retaining minority journalists — before it's too late. Helps managers address the culture issue, focusing on two major challenges to retention and providing tools to form better relationships with journalists of color. Training sessions can be built around various chapters. (2003) 40 pages. \$8.

What's Important to Generation X. This report examines 16- to 30-year-olds with particular attention to media usage. (1996) 60 pages. \$8.

"Why Choose Journalism?" A guide to determining whether a career in newspapers is right for you. Journalists tell their stories in this valuable recruiting tool aimed toward college and high school students. (2003) 40 pages. \$8.