



EDITORIAL WORKSHOP

FALL 2025

MONDAY, OCTOBER 27

8-11AM

Board of Directors Breakfast and Meeting

11:45AM

Registration Opens

12-12:45PM

Group Lunch

12:45-1:30PM

AI Literacy and Ethics

Generative AI is rapidly reshaping the news industry. It's changing how we report, edit and produce stories and how we engage with and earn the trust of our audiences. But with that transformation comes uncertainty: How do our readers really feel about our newsroom using AI? How should journalists talk about AI use with our audience? How can our industry innovate and avoid being left behind without compromising on our ethics? Poynter's new AI training and consulting program is built to answer these questions and more. Whether your newsroom has already integrated AI tools or just beginning to explore them, we'll help you move forward with clarity, confidence and trust. This isn't about learning to write SEO headlines with ChatGPT — this training will transform your newsroom's approach to AI and bring your audience along for the ride. **Speaker:** Alex Mahadevan, Poynter Institute

1:30-2:15PM

Becoming a Standout Newsroom Leader

A talk on leading in the newsroom and the publication, including transitioning from reporter to editor, leading at any level or title, planning for the big picture, cultivating your coaching and communication styles, troubleshooting and more. **Speakers:** Vicky Janowski, *Greater Wilmington Business Journal*, Ben Swanger, *D CEO*, Brad Kane, *Worcester Business Journal*

2:15-2:30PM

Break

2:30-4PM

Digital Transformation from 10,000 Feet

AABP members, you have built your brands around filling the void between national business publications and local press. This 90-minute, interactive workshop will help participants leverage that positioning to begin building sustainable digital audiences and revenue streams. Poynter faculty will guide you through the fundamental shifts in how readers consume business content and how to think strategically about the entire audience journey from discovery to conversion, using members' unique understanding of their local business community to win with digital audiences. Participants will leave with a clear understanding of their digital readiness and a framework for making strategic decisions about platform priorities, content

4-4:15 PM

4:15-5 PM

6-8:30 PM

development and resource allocation. By the end of this session, participants will be able to identify which metrics matter for growth, discover proven tactics for converting interested business readers into engaged digital subscribers, and understand the potential for diversifying revenue.. **Speaker:** Kate Cox, Poynter Institute

Break

Editors & Publishers: Creating a Mutual Relationship of Trust and Respect

Case Studies sharing 2-3 ideas on how they collaborated together on a strong editorial product that had business success. Other discussion topics: incentivizing editors who come up with revenue generating ideas, ethical guardrails, collaborating and how to manage and resolve conflict. **Speakers:** Ben Swanger, *D CEO*, Alexandra Olsen and John Lohman, *Corridor Business Journal*, Chris Conetzkey and Sarah Diehn, *Des Moines Business Record*

Group Dinner at Rosebud Steakhouse

TUESDAY, OCTOBER 28

8-8:45 AM

8:45-9:30 AM

9:30-10:15 AM

10:15-10:30 AM

10:30-11:15 AM

11:15 AM-12 PM

12-12:45 PM

12:45-1:45 PM

1:45-2:30 PM

Group Breakfast

Auditing Your Stories

As a follow-up to Jim Kirk's wildly popular Auditing Your Beats presentation in Ottawa, this would be a follow-up focused more on individual stories, about covering the right topics and writing the right way in a way that maximizes audience interest. **Speaker:** Jim Kirk and Ann Dwyer, *Crain Communications*

Creating Stories That Pop - Online

Drilldown on specific tools newsroom can use to help their stories standout in a crowded online media landscape: Google MyMaps, Pinpoint, Propensity, Trulia, the Google Suite, data visualization tools. **Panelists:** Jason McGregor and Stephanie Swearngin, *Crain's Chicago*, Hamilton Hedrick, *D CEO*

Break

Creating Stories That Pop - Print

Design tools, alternative storytelling tools, etc. that can help stories standout in print. **Panelists:** Tom Linden and Stephanie Swearngin, *Crain Communications*, Gary Bernloehr, *Florida Trend* and Hamilton Hedrick, *D CEO*

Content and Revenue on Steroids

How editorial teams can be a secret weapon in the sales process by arming account teams with a bevy of audience engagement data to achieve stellar success. **Speakers:** Elizabeth Couch and Jim Kirk, *Crain Communications*

Group Lunch

Investigative Reporting Skills Training

How to find time and report signature stories. **Speaker:** Flynn McRoberts, *Bloomberg* and Alejandra Cancino, *Injustice Watch*

Measuring and Acting on AI-Driven Discovery

For two decades, business publishers have navigated shifting cycles of search, social, newsletters, and direct traffic. Now, AI platforms such as Google Overviews, ChatGPT, and Claude are emerging as powerful new gateways to business journalism. This session will examine what "AI traffic" means for publishers, how to distinguish brand intent from discovery intent, and how to decide which stories deserve investment. We will also discuss a framework for measuring these shifts and turning signals into editorial action. **Speaker:** Michael Henry, *Marfeel*

SPEAKER BIOS



Alejandra Cancino is a senior reporter at Injustice Watch, a Chicago-based nonprofit newsroom investigating the Cook County court system. Her award-winning work focuses on the intersection of government and business and combines data with personal stories to expose systemic failures.

Most recently, she co-authored a five-part narrative series detailing how lower-income Chicago tenants are trapped in unsafe buildings, forced to pay rising rents even as many of their landlords are allowed to shirk their responsibilities.

She is a board member of the Investigative Reporters and Editors and a former president and board member of the Chicago Headline Club, the local chapter of the Society of Professional Journalists. In that role, she co-created a mentorship program aimed at training emerging journalists in FOIA and other investigative skills — part of her commitment to helping train the next generation of investigative reporters.



Kate Cox has consulted, trained and coached news organizations across the globe to cultivate strong practices of leadership, strengthen ethics and craft, and build digital-first newsroom and revenue strategies. Cox is a member of the Poynter faculty and, in addition to her work in the Digital Transformation Program for Public Media, directs the Leadership Academy for Women in Media.

Cox's previous roles include editor-in-chief of The Counter, a digital-first, nonprofit newsroom covering the money, power, and politics of food. Under her editorship, The Counter won numerous awards for general excellence in online news, feature, and investigative reporting. She developed the Counter code of ethics for food journalists and has worked on all sides of the newsroom, from reporting and editing to audience engagement and digital revenue strategy. Today, her primary professional focus is newsroom sustainability.



Michael Henry joined Marfeel as the company expands in North America, helping publishers answer critical questions about audience, content, and conversion. What topics are resonating right now? Which stories deserve top placement? How do Google Discover, social platforms, and AI referrals fit into subscription and audience strategies?

Previously, Michael led sales at SocialFlow, where he worked with publishers including Condé Nast, Bloomberg, and CBS to turn social content into new advertising revenue. He also co-founded webinar.net, a next-generation virtual events platform, and at ON24 helped B2B publishers build a new revenue stream from sponsored webinars.



Alex Mahadevan is the director of MediaWise, a digital media literacy initiative based at Poynter, where he's also on faculty leading generative AI initiatives. He's trained thousands of students, older adults and journalists around the world in online verification, digital and AI tools and media literacy. Alex co-wrote Poynter's AI ethics guide, led its two Summits on AI, Ethics and Journalism and developed its online AI certificate course. He co-leads the Empowering Diverse Digital Citizens Lab at Stanford University. Alex began his career as a reporter, editor, videographer and data journalist at Observer Media Group.



Flynn McRoberts is a managing editor for the investigations team at Bloomberg News. He edited Bloomberg's "America, Global Gun Pusher" series, which was a Pulitzer Prize finalist in 2024 for documenting how the federal government aids US gunmakers' sales to criminals across the world. It prompted the Biden administration to tighten export rules so they align with US national security interests. Before joining Bloomberg, McRoberts worked at the Chicago Tribune, where he helped edit "Hidden Hazards," a series on government failures to regulate dangerous children's products that won a 2008 Pulitzer. The series pushed Congress to reform consumer-product safety laws and forced massive recalls.

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SAVE THE DATE

UPCOMING 2026 MEETINGS

Winter Leadership Conference | February 5-7, 2026: Marriott hotel | *Puerto Vallarta, MX*

Summer Conference | May 16-19, 2026: Holiday Inn Lumina hotel on Wrightsville Beach | *Wilmington, NC*

Fall Workshop | October 25-27: Hilton Magnificent Mile | *Chicago, IL*

