



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 development and resource allocation. By the end of this session, participants will be able to

4-4:15 PM

4:15-5 PM

5:15-6:30 PM

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*

Opening Reception

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*