



Editorial development and training

The role of the editor

Programme

Today

9.30	Introductions; aims and objectives
9.45	The role of the editor
10.45	Break
11.00	Managing the editorial department
11.30	The editor as a manager
12.00	Content strategies – print and online
12.30	Lunch
1.15	News vision exercise
2.00	Developing, implementing and monitoring an editorial strategy
3.30	Break
3.45	Trends that affect strategy
4.00	Positioning your platforms in your marketplace
4.30	Overnight exercise: The editor's in tray – legal, ethical issues

Tomorrow

9.30	Day one review
9.45	Creating key quality content
10.00	In-tray exercise discussions – part 1
11.00	Break
11.15	Editor's role in the community
12.30	Lunch
1.15	In-tray exercise discussions – part 2
2.15	Branding
3.00	Other issues; personal objectives
3.15	Workshop ends

The role of the editor – programme
Johnston Press editorial development



Editorial workshop exercise

The role of the editor

The role of the editor is extremely challenging and involves a wide spread of duties. But what are the key elements of the job? Discuss with other members of your group the most important duties an editor is expected to perform and list them. Once you have completed this task using a flip chart – prioritise the tasks into the key elements and be prepared to present the most important.

The role of the editor – key tasks exercise
Johnston Press editorial development