



# American Press Institute

11690 Sunrise Valley Drive

Reston, Virginia 22091

703/620-3611

## What is the American Press Institute?

API is a non-profit organization dedicated to the continuing education and career development of newspaper men and women in the United States and Canada. The Institute holds Seminars covering all phases of newspaper operations. The Seminars are attended by experienced members of newspaper staffs.

## What is the history of API?

API was founded by American and Canadian newspapers in 1946. For 28 years it was housed at Columbia University in New York City. In 1974, it moved to its own building in Reston, Virginia, 18 miles west of Washington, D.C. Through June 1987, API had held 697 Seminars, attended by 20,425 members. They came from 1,200 daily and 381 weekly newspapers in 50 states, the District of Columbia, nine Provinces of Canada, Puerto Rico, Guam and abroad.

## What are Seminar admission requirements?

Nominations must be made by a principal executive of the newspaper. There are no academic requirements for acceptance.

## How are Seminar members selected?

Chief factors are early application, experience, ability to contribute to the Seminar and special needs (as that of a nominee who is soon to take on new responsibilities). Members are notified of selection approximately eight weeks before a Seminar begins.

## What are the costs?

Tuition for calendar 1988 is \$715 for a nine-day Seminar, \$625 for six days and \$575 for five days. (The new Executive Development Program, offered four times on the 1988 schedule, will have a tuition of \$1,500.)

Tuition does not include room or meals at the Sheraton Reston Inn, where members live and eat. Under API's contract, Seminar members will have a special room rate of \$41 per day double occupancy, and \$60 per day single occupancy, tax included. Three meals per day will be furnished for \$34, tax and gratuity included. The Sheraton is a short walk from API.

After a Seminar, API bills the member's newspaper for room and meal charges.

## Is advance preparation required?

Yes. Preparation begins about eight weeks before a Seminar, when a member receives the first in a series of memos from the API moderator. These memos guide the member in gathering material, preparing questions and mailing newspapers for pre-Seminar analysis.

## What kinds of sessions are held during a Seminar?

There are three basic types. Each depends upon member participation for best results.

One kind is with discussion leaders. These are outstanding newspaper men and women, or specialists in education, training and management. The speakers present material and invite discussion.

A different kind of meeting occurs without a discussion leader. The moderator guides members through exchanges of successful newspaper practices.

In another format, members gather in clinic groups. They constructively critique one another's newspapers, based on pre-Seminar study. Members are also assigned case studies or workshop problems.

Sessions are held at the API building, usually from 9 a.m. until noon and 2 to 5 p.m. Programs also include several evening sessions.

There is a constant interchange of ideas at meals, after meals, everywhere members gather. The API experience is total immersion into management and operating problems.

Two Seminars can be held concurrently. The API building contains two large conference rooms with audiovisual equipment, eight smaller rooms for clinic groups, a small amphitheater for critiquing newspapers, a library, two writing rooms (each member has a desk and typewriter), two lounges, offices for the API staff and other work facilities.

## How may I obtain full information about API?

By writing: Director, American Press Institute, 11690 Sunrise Valley Drive, Reston, Virginia 22091; or by calling (703) 620-3611. The schedule of Seminars for 1988 is listed on the back of this sheet.



# American Press Institute Seminars — 1988

## City and Metro Editors

(for newspapers over 75,000 circulation)

Sunday, January 10, through Wednesday, January 20

For city or metropolitan editors and their assistants.

## Editing the Weekly Newspaper

Sunday, January 10, through Friday, January 15

For editors, managing editors and publishers of community or suburban weekly newspapers.

## Newspaper Design and Graphics

Sunday, January 17, through Friday, January 22

For those involved in the design, layout and typography of daily or weekly newspapers, including editors, managing editors, graphics and art directors, section editors, picture editors, news editors and their assistants.

## Circulation Managers

Sunday, January 24, through Wednesday, February 3

For circulation directors or managers, their assistants and other executives qualified by experience and responsibilities.

## Classified Advertising Managers

Sunday, January 24, through Saturday, January 30

For classified advertising managers and their assistants.

## Developing Management Skills

Sunday, February 7, through Friday, February 12

For those from dailies or weeklies with newspaper management responsibilities, regardless of title, ranging from publisher or general manager to editor, circulation director and other department heads and their assistants.

## Executive Editors and Managing Editors

(for newspapers under 75,000 circulation)

Sunday, February 14, through Wednesday, February 24

For editors, executive editors, managing editors and their assistants.

## Executive Development Program

(for newspapers over 75,000 circulation)

Sunday, February 28, through Friday, March 4

For senior executives of daily newspapers and groups, and for those who are candidates for key publishing or upper-management responsibilities.

## Marketing the Daily Newspaper

Sunday, March 6, through Friday, March 11

For marketing and planning directors, publishers and other executives — regardless of title — concerned with the marketing of a daily newspaper.

## News Editors and Copy Desk Chiefs

Sunday, March 13, through Wednesday, March 23

For news editors and chief copy editors and their assistants; also for wire editors and others in charge of copy processing.

## Weekly Advertising Executives

Sunday, March 13, through Friday, March 18

For advertising directors and managers, their assistants, and publishers and general managers of suburban and community weekly newspapers.

## Management and Costs

(for newspapers over 75,000 circulation)

Sunday, March 20, through Wednesday, March 30

For publishers, general managers, business managers, news executives, controllers and their assistants, or department heads moving into broader general management positions.

## Newspaper Production and

## New Technology

Sunday, April 10, through Friday, April 15

For those who work with newspaper production and printing processes, including publishers, general managers, operations directors, production directors and their assistants and supervisors.

## Circulation Sales and Marketing Strategies

Sunday, April 10, through Friday, April 15

For those seeking the latest trends in effective newspaper distribution and sales approaches, including circulation directors and managers, publishers, general managers and marketing executives.

## Sports Editors

Sunday, April 17, through Wednesday, April 27

For sports editors and their assistants.

## Executive Editors and Managing Editors

(for newspapers over 75,000 circulation)

Sunday, April 24, through Wednesday, May 4

For executive editors, managing editors, and their assistants.

## Feature and Lifestyle Editors

Sunday, May 1, through Saturday, May 7

For feature section editors, lifestyle, leisure, or family section editors and their assistants.

## Advertising Executives

(for newspapers over 75,000 circulation)

Sunday, May 8, through Friday, May 13

For advertising directors and their assistants, retail or local advertising managers and other executives qualified by experience or responsibilities.

## Executive Development Program

(for newspapers under 75,000 circulation)

Sunday, May 22, through Friday, May 27

For senior executives of daily newspapers and groups, and for those who are candidates for key publishing or upper-management responsibilities.

## Management of the Weekly Newspaper

Sunday, June 5, through Friday, June 10

For publishers, general managers and business managers, regardless of title, from community or suburban weekly newspapers.

## Management and Costs

(for newspapers under 75,000 circulation)

Sunday, June 12, through Wednesday, June 22

For publishers, general managers, business managers, news executives, controllers, and their assistants, or department heads moving into broader general management positions.

## Developing Management Skills

Sunday, June 19, through Friday, June 24

For those from dailies or weeklies with newspaper management responsibilities, regardless of title, ranging from publisher or general manager to editor, circulation director and other department heads and their assistants. (This Seminar will be held in Toronto.)

## News-Editorial Management for Non-News Executives

Sunday, June 19, through Friday, June 24

A cross-training program to provide a working knowledge of newsroom operations and content decision-making for those in advertising, circulation, marketing or general management who have never worked in news. (This Seminar will be held at Stanford University in California.)

## City and Metro Editors

(for newspapers under 75,000 circulation)

Sunday, September 18, through Wednesday, September 28

For city or metropolitan editors and their assistants.

## Executive Development Program

(for newspapers over 75,000 circulation)

Sunday, September 25, through Friday, September 30

For senior executives of daily newspapers and groups, and for those who are candidates for key publishing or upper-management responsibilities.

## Advertising Executives

(for newspapers under 75,000 circulation)

Sunday, October 2, through Wednesday, October 12

For advertising directors and managers, their assistants, and for retail and local advertising managers and other executives qualified by experience and responsibilities.

## Journalism Educators

Sunday, October 2, through Friday, October 7

For college or university journalism deans, directors, chairmen and faculty members.

## Executive Development Program

(for newspapers under 75,000 circulation)

Sunday, October 9, through Friday, October 14

For senior executives of daily newspapers and groups, and for those who are candidates for key publishing or upper-management responsibilities.

## News Editors and Copy Desk Chiefs

Sunday, October 16, through Wednesday, October 26

For news editors and chief copy editors and their assistants; also for wire editors and others in charge of copy processing.

## Human Resources Management

Sunday, October 30, through Friday, November 4

For human resources executives and assistants, including personnel directors, employee relations managers, publishers, general managers, and others involved in companywide personnel management.

## Promoting the Daily Newspaper

Sunday, November 13, through Friday, November 18

For promotion or community service managers, marketing specialists, publishers, editors and other executives concerned with promotion and the newspaper's role in the community.

## Circulation Managers

Sunday, November 27, through Wednesday, December 7

For circulation directors or managers, their assistants and other executives qualified by experience and responsibilities.

## Business and Economic News Coverage

Sunday, December 4, through Friday, December 9

For business and financial editors, assistants, and other newsroom editors and writers responsible for business and economic news.

## Suburban and Community News Coverage

Sunday, December 4, through Friday, December 9

For metro and city editors and their assistants; for those in charge of neighborhood or zoned community news coverage, and for managing editors and their assistants responsible for local and suburban news operations. (This Seminar will be held at Kellogg West in Pomona, California.)

## Effective Writing and Editing

Sunday, December 11, through Friday, December 16

For those from daily or weekly newspapers concerned with the quality of writing and editing, including editors, managing editors, city editors, section editors, copy desk chiefs, and their assistants and senior staff reporters.

## Editorial Page Editors and Writers

Sunday, December 11, through Friday, December 16

For editorial page editors, associate editors, their assistants and editorial writers.