



Creative Circle **MEDIA CONSULTING**

News & advertising
training programs

Newspaper, magazine
& Web redesigns

Management & strategic
media consulting

Niche & new product
development

Outsourcing help

Convergence consulting

Focus group & survey
research

Interior architectural
design for news &
advertising departments

Classified readership
& revenue growth

Classified Web entry
solutions

Classified content

New revenue ideas

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www.
creativecirclemedia.com



Our custom workshops deliver for your readers!

It starts with inspiring your staff.

And that will lead to results your readers will recognize!

Creative Circle coaches have been leading some of the industry's top seminars for more than 25 years. We can put together a team of some of the best trainers available to build a variety of effective, dynamic, on-site programs. Your staff will love learning with us. Each of our hundreds of newsroom and advertising training clients is now an enthusiastic reference. We wouldn't have it any other way.

Our lead trainer is Bill Ostendorf, who has worked in a variety of newsroom jobs – from reporter to copy desk chief to managing editor for visuals and new product development. He has led nearly 400 successful industry workshops in 20 countries.

Let's get started!

Call (401) 277-4817 or e-mail Bill@creativecirclemedia.com to find out more.

Why hire us?

Dynamic. These aren't boring lectures. We'll engage your staffers and get them excited.

Targeted. Our workshops are very customized and cover the needs of your paper and your staff.

Practical. We provide solutions that work. Everyone will leave our sessions with good concepts they can apply to tomorrow's paper.

Varied. We can put together anything from a one-shot workshop on a specific topic to a long-term training or coaching program.

Cost effective. Bringing us to your staff provides the most cost-effective training available. And our pricing includes all expenses, assuring worry-free budgeting.

Seasoned. We've led hundreds of workshops for thousands of journalists around the world.

Passionate. We're committed to high standards and helping your staffers be the best they can be.

Successful. Our clients regularly rate our programs among the best they have ever had.

Fun. We love what we do and we'll try to make it fun for you, too.

A few of the folks we've helped with our training

The Arizona Daily Star, Tucson, Ariz.
The Florida Times-Union, Jacksonville
Corpus Christi (Texas) Caller-Times
Wick Communications, Sierra Vista, Ariz.
The Record, Bergen County, N.J.
The Toronto Star
The Advocate, Baton Rouge, La.
The Gazette, Montreal, Quebec
The News-Journal, Daytona Beach, Fla.
Herald News, West Paterson, N.J.
The Standard-Times, New Bedford, Mass.
The Telegraph, Nashua, N.H.
The News-Times, Danbury, Conn.
Santa Cruz County (Calif.) Sentinel
ABC, Madrid, Spain*
Expresso, Lisbon, Portugal *
The Sun Herald, Biloxi, Miss.
The Vancouver (B.C.) Sun
The Province, Vancouver, B.C.
Ottaway Newspapers
La Nacion, Buenos Aires, Argentina*
Politiken, Copenhagen, Denmark
O Globo, Rio de Janeiro, Brazil *
Asbury Park (N.J.) Press
Jyllands-Posten, Arhus, Denmark
El Correo, Bilbao, Spain*
El Universal, Caracas, Venezuela
Bergens Tidende, Bergen, Norway
Sundsvall (Sweden) Tidning
Ultima Hora, Asuncion, Paraguay*
Observer-Reporter, Washington, Pa.
The Virginian-Pilot, Norfolk, Va.
Stavanger (Norway) Aftenpost
The Valley News, Lebanon, N.H.
Gruener + Jahr, Hamburg, Germany *
Stam Tijdschriften, Rijswijk, Holland
Journal de Brasil, Rio de Janeiro, Brazil *
The Chronicle-Herald, Halifax, N.S.
The Portland Oregonian
Inland Press Association
Allentown (Pa.) Morning Call
The Union Leader, Manchester, N.H.
The Daily Gazette, Schenectady, N.Y.

Plus workshops for associations including: The American Press Institute, Inter-American Press Association, NPPA, Catholic Press Association, Danish Union of Journalists, The Freedom Forum, SND, IFRA, World Association of Newspapers, SNDS (Spain) and SND/Scandinavia.

* In conjunction with Innovation, Pamplona, Spain.

Our new Master's Series program

Sure, we can do just one workshop, but imagine a series of integrated workshops for your whole newsroom.

Each month a new topic customized to your needs, staffing and market. It's like leading your entire staff through a Master's program on better newspaper editing and design – together.

What would that do for staff morale and productivity? A lot. And we can deliver it for you.

Here's a sampling of potential topics:

- Integrating words and pictures for maximum impact.
- Writing visually.
- Reporting and editing for effective graphics.
- Applying the latest readership research: How readers see the paper.
- Faster, better deadline layout.
- Design for younger and minority readers.
- Page one content that grows newsstand sales.
- Improving headlines and captions.
- Common newsroom problems and how to fix them.
- Photo editing as a team.
- Better use of display typography to draw readers in.
- Newsroom planning and meetings that work.