



## Creative Circle MEDIA SOLUTIONS

Newspaper, magazine  
& web design  
or redesigns

News, web & advertising  
training programs

Reader-oriented  
culture change

Management &  
strategic consulting

Classified readership  
& revenue growth

Outsourcing help

Niche, new revenue &  
new product development

QuickAds: A new, flexible  
type of self-service  
advertising for media sites

PressReleaseQ: To collect,  
organize & monetize  
local business news

marketplaceQ: To showcase  
your print advertising online

mediasiteQ: Flexible news  
CMS & hosting solutions

communityQ:  
Social networking &  
citizen reporting software

schoolQ: To capture  
youth audiences

adQ: Intelligent classifieds  
web entry software

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www.adqic.com



# Our custom training delivers for readers!

## It starts with truly changing newsroom culture.

With smaller staffs, we have to make sure our people are working smart. And we've got to get our newsrooms to truly adjust to new staffing and content realities.

We'll help your staff become more reader-focused. We'll help you produce more engaging and actionable content. And we'll help improve communication, morale and productivity. That will lead to results that readers recognize and that will also deliver for your bottom line.

Creative Circle coaches have been leading some of the industry's best training for more than 28 years. And we've worked with hundreds of publications in 23 countries.

We deliver tightly customized, effective, dynamic, on-site or web-based programs. Your staff will love learning with us!

Each of our newsroom training clients is now an enthusiastic reference. We wouldn't have it any other way.

## Let's get started!

Call (401) 455-1555 or e-mail Bill@creativecirclemedia.com to find out more.

'The best thing that ever happened to the McAlester News-Capital... happened during the two days we spent at Creative Circle Media. We knew our paper needed work, and we had an idea of where we wanted to go, but what we didn't know was that the designers at Creative Circle Media could take us so far in such a short time.'

Matt Lane, Editor,  
McAlester News-Capital

## 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.

**Individualized.** We also provide individual coaching or "marriage counseling" to help departments that aren't working as a team.

**Cost-effective.** Bringing us to your staff provides the most cost-effective training available. We provide flat-rate pricing that can include all our expenses.

**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.** We can grow print and web readership along with newsstand sales.

**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 Durango (Colo.) Herald  
The News-Journal, Daytona Beach, Fla.  
Richmond (Va.) Times-Dispatch  
The Standard-Times, New Bedford, Mass.  
The Telegraph, Nashua, N.H.  
Times Herald-Record, Middletown, N.Y.  
Santa Cruz County (Calif.) Sentinel  
Accuweather, Inc., College Station, Pa.  
The Sun Herald, Biloxi, Miss.  
The Vancouver (B.C.) Sun  
The Bermuda Sun  
The Province, Vancouver, B.C.  
Ottaway Newspapers  
La Nacion, Buenos Aires, Argentina\*  
Politiken, Copenhagen, Denmark  
Chesapeake Publishing Co., Easton, Md.  
O Globo, Rio de Janeiro, Brazil \*  
Asbury Park (N.J.) Press  
Jyllands-Posten, Aarhus, 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.  
Stam Tijdschriften, Rijswijk, Holland  
The Chronicle-Herald, Halifax, N.S.  
The Portland Oregonian  
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, APME, New England Newspaper Association, Inter-American Press Association, NPPA, Catholic Press Association, Danish Union of Journalists, The Freedom Forum, SND, IFRA, World Association of Newspapers, SNPA, Inland Press Foundation, 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:

- Newsroom planning and meetings that work.
- Integrating words and pictures for maximum impact.
- Writing visually.
- Getting photos that will bring your pages to life.
- Applying the latest readership research: Delivering what readers want.
- Faster, better deadline layout and design.
- Writing for the web.
- Page one content and design that drives newsstand sales.
- Headlines and caption writing for readers.
- Improving your video report: Getting the right sound, imagery and content.
- Stop being dull! Creating actionable content.