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 (309) 269-7834 or e-mail Sean@creativecirclemedia.com to find out more.
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.

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 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 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 Nación, Buenos Aires, Argentina*
Politiken, Copenhagen, Denmark
Chesapeake Publishing Co., Easton, Md.
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*
The Virginian-Pilot, Norfolk, Va.
The Union Leader, Manchester, N.H.
The Daily Gazette, Schenectady, N.Y.


* In conjunction with Innovation, Pamplona, Spain.

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