

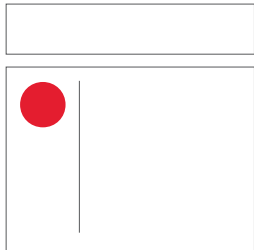
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MEDIA SOLUTIONS

Making the most of print & digital information delivery.

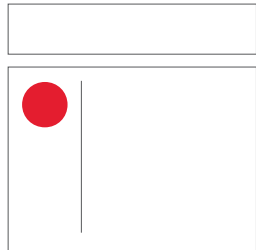
Bill Ostendorf, President & CEO

A mission to bring 100 small-town digital news deserts online



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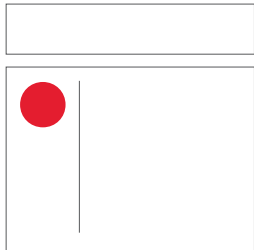
This mission began when I spoke
at the annual convention
for the Oklahoma Press Association
and had a conversation
with Allen Beermann, executive director
of the Nebraska Press Association.



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The Nebraska Press Association identified 20 of its newspaper members who have never had a web site.

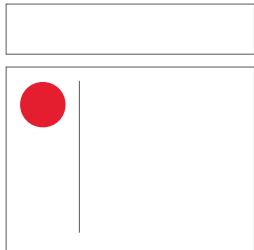
"I'm concerned about the future of these small newspapers," said Beermann. "because these owners just don't know how to grow and gain any revenue from having a web site. A web site is critical to their survival."



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Our research indicates there are roughly 200 newspapers in the United States that have never had a web site.

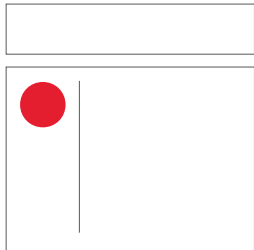
Most of these are very small, family owned newspapers in rural communities that have been in existence for many years publishing in print only. Most are mom and pop operations with weekly circulations of less than 1,000.



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Taking these papers online will let all of us gain access to and better understand small town America.

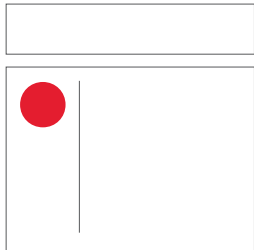
We hope it will also help keep these papers viable. Even generating a few dollars a month could be the difference. It also gives them the option to go digital only if they can't continue to afford print.



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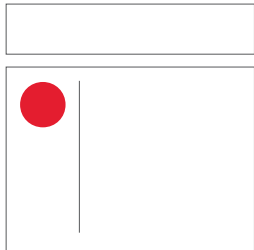
And we don't want to see these papers disappear with their mostly older owners.

We're also hoping that having a web site might make these papers more attractive to potential buyers, especially younger journalists who might see running a small newspaper as a positive lifestyle choice.



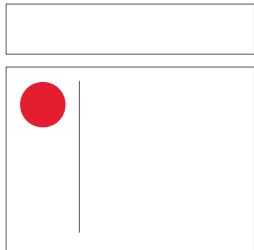
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Not all of these papers will want a web site – even free one – but our goal is to launch web sites for 100 of them to help preserve and improve some of the smallest papers in America.



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Our game plan

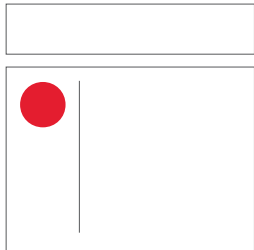


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We're partnering with press associations to identify these papers and recruit them for this effort.

We'd require that participating papers join a state or regional press association.

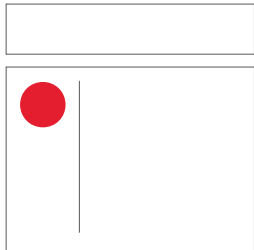
We want to support the nation's press associations, too, and we want to keep these small publishers from feeling alone and isolated.



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Creative Circle will provide a full suite of web site tools including a pay wall, classified platform, e-edition, Shop Local marketplace and CMS.

We'll also provide coaching and training throughout the process.

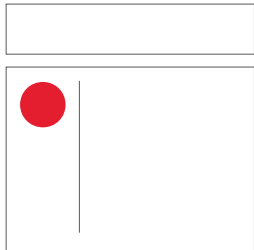


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Creative Circle is uniquely equipped to provide these services to papers like these.

Our software was engineered to be easy to learn and use. That's one of the reasons we got into the software business.

Training on our CMS typically takes only about an hour and we provide unlimited, live training on all our platforms.

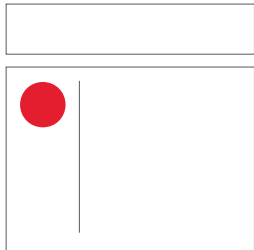


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We're also a leading consulting and training provider and include those services in all our web deployments. We've led thousands of training sessions for hundreds of media companies on three continents.

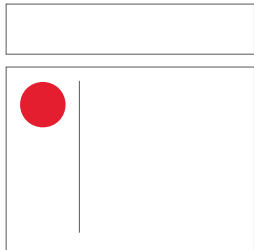
We also understand print, having led the redesign of nearly 700 print publications – from large metros to tiny weeklies and monthly publications.

We believe we are uniquely positioned help them with their first transition to digital.



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Our training program will include everything from photojournalism to writing to better headlines and how to sell, design and price print and web advertising – training and consulting that will help the papers' print and digital editions for years to come.



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Make headlines
about my life,
not someone else's.

Assume most people
are reading only
the first THREE WORDS.

Things to avoid in headline writing:

- Use of acronyms and abbreviations.
- Bureaucratic or administrative words.
- Odd headline words like eyes, fetes, etc.
- Leading with attribution.
- Subject is a government entity or thing, like a bill.
- Backing into the headline; don't put key words at the end!
- Vague or boring headlines.
- Weak label words as main head.





WAVES AND WISHES. Children on their way to the first day of classes at Lincoln Elementary School in Lincoln bid goodbye Friday at their roadside bus stop to parents recording the event with cameras and video equipment. Below, Melissa Jarrett, a student teacher, consoles a teary-eyed Elizabeth Puggery while encouraging her to begin her first day of kindergarten class.



Photographs
by
JOHN FRIDMAN

Region's schools reopen smoothly

As of today, all the public schools in the Blackstone Valley have reopened their doors after a long, hot and humid summer.

What's more, the region has managed to avoid strikes, closures and warfare affairs — problems that have hampered school openings in some other communities.

According to a report from the state Department of Elementary and Secondary Education released last month, the majority of students enrolled in public schools in the area began school as follows:

■ **Central Falls:** 2,841, or 98 percent of

the city's total school population. (The remainder are enrolled in private or parochial schools.)

■ **Cumberland:** 4,501, or 92 percent of the town school population.

■ **Lincoln:** 2,840, or 94 percent of the town school population.

■ **North Scitound:** 1,705, or 91 percent of the town school population.

■ **Pawtucket:** 5,000, or 75 percent of the town school population.

■ **Woonsocket:** 5,400, or 91 percent of the town school population.

When taking photos:

- Get closer. Intimacy.
- Go to different places. Breakfast. Homes. Buses.
- Go early; stay late.
- Go when people are BUSY, not when nothing is happening.
- Don't overuse wide angle lenses/views.
- Look for action but also turn away from the action.
- Devote a little more time to photos.
- Use quotes and the BEST content from the story in captions. Captions get read more than stories.







Headline & photo
are the 1st and 2nd
graphs of the story.

Caption & summary graph
are 3rd & 4th graphs

The "lead" is the
5th graph of this
story!

'Natural food' markets cultivate local producers



David Zalubowski / The Associated Press

An unidentified grower looks over a display of Colorado-grown items available at Whole Foods on Feb. 1 during a conference near Denver for food producers.

Whole Foods gives nearby farmers a market and gains a competitive edge on big grocery chains

BY CATHERINE TSAI
THE ASSOCIATED PRESS

LAKEWOOD, Colo. — The 113-year-old Morning Fresh Dairy Farm didn't even use barcodes on its bottles when a Whole Foods Market in Fort Collins, Colo. asked about offering the dairy's all-natural milk.

Dairy general manager Matt Lucas began bringing the glass bottles himself from the Morning Fresh farm in Bellevue, Colo., 60 miles north of Den-

ver. Until then, Morning Fresh had long made its name in home deliveries.

Since his Whole Foods deliveries began in 2004, Lucas estimated, his dairy's sales have increased 20 percent. Morning Fresh now sells at least 1,000 gallons a week to supply a Whole Foods distribution center serving 10 stores.

"It's a breath of fresh air to get involved with a group like that. They were so excited to get our product in their stores,"

Lucas said.

By strengthening — or, as some farmers say, returning to — their commitment to local products, Austin, Texas-based Whole Foods and Boulder-based Wild Oats Markets Inc. are fending off big chains like Wal-Mart Stores Inc., Kroger Co. and Safeway Inc., which have expanded their own organic offerings and put pressure on the smaller "natural" grocers.

Whole Foods plans to open its first Idaho store at the southwest corner of Avenue B and Myrtle Street in Downtown Boise. The 55,000-square-foot

store has yet to be built. It would be part of a 17-story hotel, condo and retail complex. Whole Foods has signed a lease and hopes to open the store by February 2009.

"With Wal-Mart barging into the lower-end organic sales, this is a way these other retailers can differentiate from what Wal-Mart is doing," said Dan Hobbs, a cooperative de-

SEE FOODS ON BUSINESS 6

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WHOLE FOODS
IdahoStatesman.com

Alternative story forms

The Q&A

Top 5 reasons why you won't get a flu shot

And why those excuses just don't hold water

BY JOHN DYKSTRA

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815-937-3330

It's that time of year when you've been admonished with the seasonal greeting: Get a flu shot.

While there's plenty of stats supporting the claim, many of you won't. But before we get to the Top 5 common excuses, first the numbers.

During the 2003-4 flu season, the flu contributed to 48,614 deaths in the U.S.

Flu hospitalizations peaked in 2009, with an estimated 43 million to 89 million people landing in the hospital.

A study published by The New England Journal of Medicine indicates that a flu shot lowers your risk of death by 48 percent if you are 65 or older.

If you're still not convinced, you'll probably find your reasons in our list. So, we spoke to four medical professionals to get their input.



Daily Journal/Mike Voss

Rosemary Faber doesn't like needles. But after Kristen Dozier administered her flu shot, Rosemary said she didn't feel a thing. She and her husband, George, have been getting flu shots for seven years. Flu shots will be available at the Kankakee County Health Department on Oct. 22 from 9 a.m. to 6 p.m. and Oct. 29. from 9 a.m. to 4 p.m.

1 THEY'RE GOING MAKE ME SICK

"The flu shot is not going to get you sick," said Louwonna Snodgrass, the director of quality and accreditation at Iroquois Memorial Hospital. "It's a dead virus. They can't make you ill." Some people may experience slight fevers, soreness, body aches or fatigue for a few days after getting a shot.

That's a sign of your body building immunity, according to Sandra Nielsen, Carle Hospital's flu clinic coordinator at Urbana.

2 THEY DON'T WORK

Last year was an outlier for flu shots. Many people throughout the U.S. got the flu despite getting a shot. That's because the flu virus mutated during the months it took to create a vaccine. "It is somewhat of a guessing game, but that doesn't mean the flu shot is worthless," Snodgrass said. "That flu virus may circulate again, and you'll already have those antibodies ready."

See **FLU SHOT**, page **A3**

INSIDE

Ditch your smartphone's small screen and upgrade to a PC **A6**
Where to go for the best views of fall **B1**

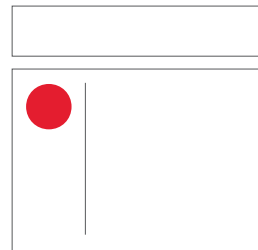
Rauner wants quick sale of Chicago's Thompson Center **B3**

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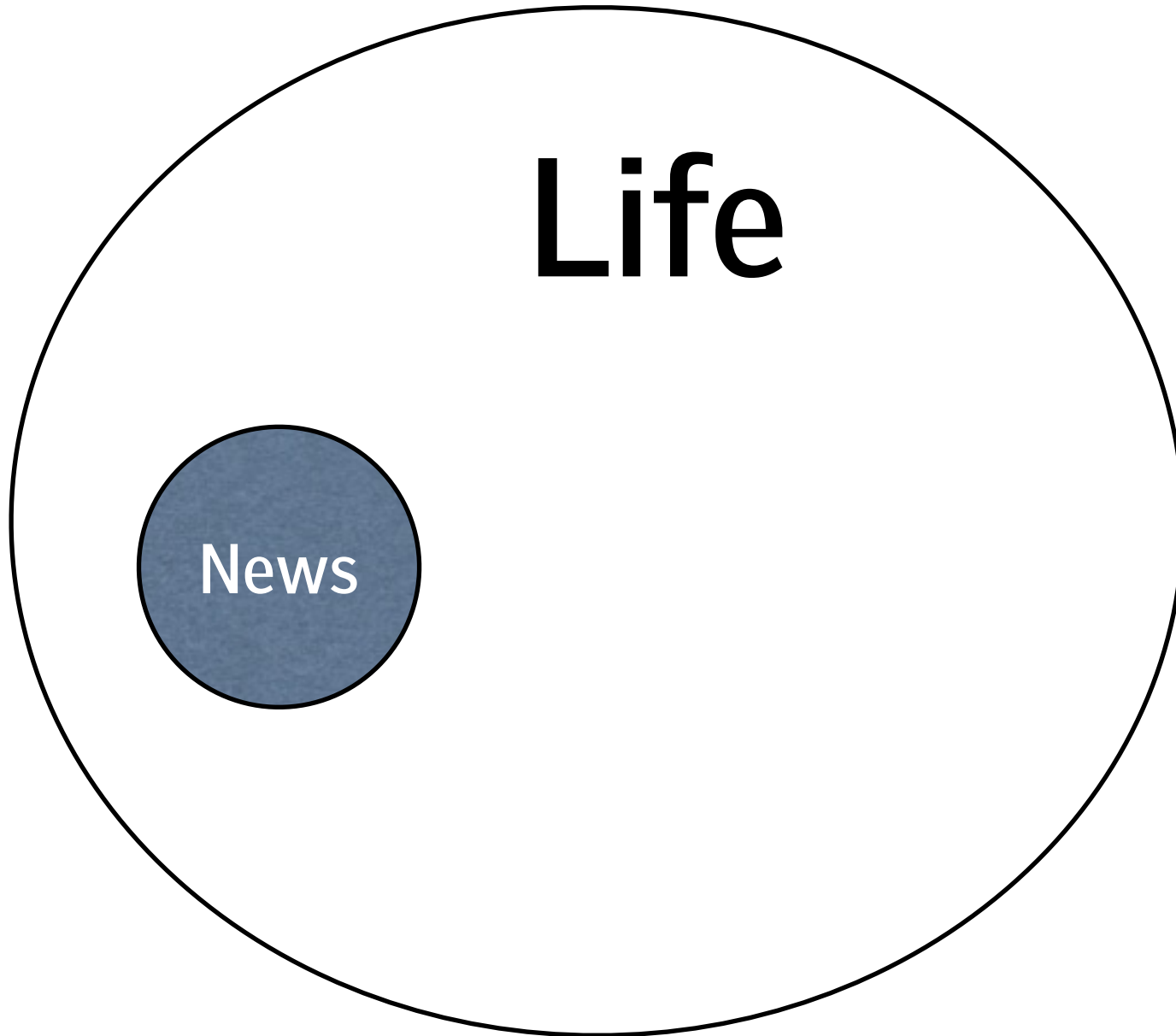
Please join us in celebrating our OPEN HOUSE
SATURDAY OCT 17th 10am-2pm
Free goodies for pets and people
Tours of our brand new clinic
Pet costume contests

Dr. Beth VanVoorst (815) 426-MEOW
3967 S 12000 Rd W, Herscher, IL **HERSCHERVET.COM**



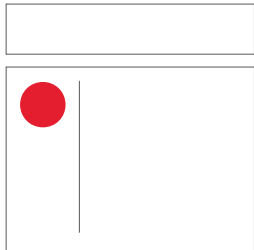
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Actually, news is a niche.



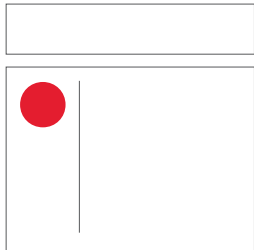
We are also dedicated to maintaining local and family ownership of newspapers.

While we once worked with all the large family-owned companies, we now work largely with smaller papers in our continuing efforts to help family publishers thrive.



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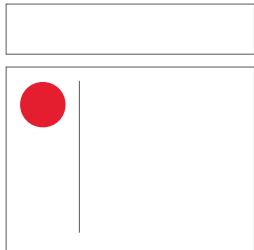
Our beta project



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The North Carolina Press Association has secured a \$15,000 grant from the Local News Lab Fund.

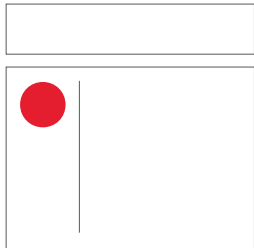
This will fund a beta project to identify and recruit five papers in the state that will be our first effort towards solving the problem of 100 digital news deserts.



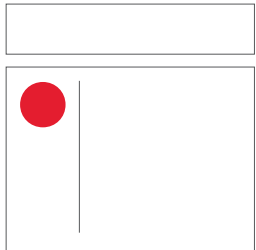
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Criteria for participating:

- Papers must not currently have a functional web site.
- They must be members of or join the N.C. Press Association.
- They must be privately held and cannot be part of a group owning more than six newspapers.
- They must commit to 12 hours of training, consulting and orientation.
- They will contribute \$500 , although this fee can be waived or reduced by the press association.



The full project



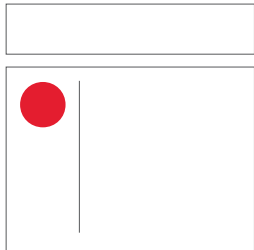
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We're seeking between \$350,000 to make our mission a reality.

All grant funds will be administered through participating state or regional press associations, which will retain a small fee for administration.

The funds will provide a free web site for one or two years along with a thorough training and consulting program.

We'll train the papers in small groups and link them together moving forward to help support each other.



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Thanks!

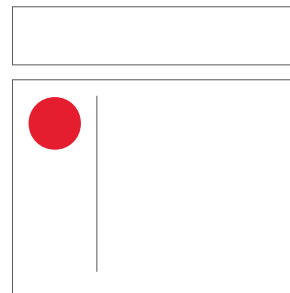
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Phil Lucey III

Executive director

North Carolina Press Association

phil@ncpress.com

919-516-8013



Thanks!

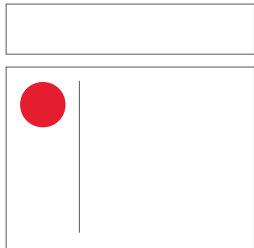
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