

Upcoming  
Programming  
Highlights

Use your Three-meter  
AP Satellite Dish to  
Receive the Newspaper  
Satellite Network  
NOW!



**SPECIAL OFFER**

**AP**

Associated  
Press



**NSN**  
NEWSPAPER  
SATELLITE NETWORK

**N**

Newspaper  
Association  
of America

# WHY BECOME AN NSN AFFILIATE?



## Subscriber Comments

"The investment of having NSN here on our premises is fantastically reasonable. I am extremely impressed and pleased with what we are getting."

**JACK PALMER**  
*The Citizen (Auburn, NY)*

"We're very excited and pleased to be working with NSN. We all know communication is so important and the satellite training is a very positive tool."

**CATHIE BLACK**  
*Newspaper Association of America*

"We were delighted to be the first charter affiliate to the network. It is a timely, cost efficient vehicle for staying on top of our business. It provides opportunities newspapers will want to take advantage of."

**JEREMY HALBREICH**  
*Dallas Morning News*

"The satellite training allows employees to get a quick hit of information without requiring a large investment of their time, and often they get an idea they can use immediately."

**FRANK GAZIANO**  
*Chicago Tribune*

## Here's the Deal!

- The first 50 papers to sign up under this special offer will pay **no affiliation fee for a savings of \$3000.**
- Papers with circulations of 30,000 or more pay just **\$1000.**
- Papers with circulations of less than 30,000 pay just **\$500.**

Call NSN direct for a quote on the small monthly subscription fee based on your circulation.  
(800) 288-0868

"It allows us to train more cost efficiently and improves the quality of our staff."

**AL COREY**  
*St. Petersburg Times*

The Newspaper Satellite Network gives your staff access to a variety of stimulating training and educational programs as well as a wide array of new skills and ideas which are unavailable anywhere else at this price. Essential industry news, quality curriculum-based educational training programs offering CEU credits, interactive advertising retailer exchanges and motivational programming geared towards every division within a newspaper is brought to your organization direct via satellite.

### **AP** Associated Press

Louis D. Boccardi  
President and Chief Executive Officer

Dear AP Members:

We're pleased to be allied with the Newspaper Satellite Network so as to make it possible for our newspaper members to receive training programs by satellite.

The AP's superb satellite communications system was built with the support of our members and we're delighted to be able to put it to use this way for them.

In return, NSN won't have the expense of installing its own dish and can reduce the affiliation fees it charges participating newspapers.

For all of us, at the AP and at the newspapers, training has become such an important part of successful business strategies. Training in technology, newsroom training, customer service...the list has no end. In fact, we'll even be using the network to do some Associated Press training.

We're happy to be part of the program.

Best Regards,

Lou Boccardi  
President

50 Rockefeller Plaza, New York, NY 10020 212 621-1666

# Something for Everyone in '93!

## Building Advertising Partnerships

Announcing powerful programming developed by the Newspaper Association of America in cooperation with member newspapers and marketing managers concerned with moving their staffs into more consultative relationships with advertisers. Beginning in April, this 12-part curriculum-based series will air monthly for a full year. In addition to written lesson plans for salespeople and support materials for trainers, the series will take an in-depth look at creativity, powerful sales presentations, selling against competition and building, media consultancy relationships as well as using all your newspaper's strengths.

## Exploring Editorial Excellence

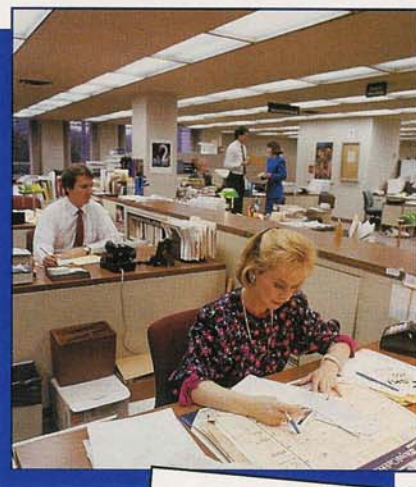
This American Press Institutes series examines the necessities of great coverage from cop shops to prep sports to education. Learn to conquer the challenges of criticism and the difference between common versus compelling graphics and photos in this pragmatic monthly series beginning in July.

## Managing Circulation's Evolution

The face of circulation is changing and no organization knows that better than the Newspaper Association of America. Joining the data base management revolution, assessing future personnel needs, controlling CHURN, understanding the complexities of alternate delivery, avoiding the new legal jungle and building your market with promotions and special events are just a sample of the subjects covered by this revealing series airing monthly beginning in May.

## Exciting Special Events

Select coverage of premier events including Publisher's Quarterly News Show, Sanyo-Fisher Manufacturers Videoconference, NAA's Food Broker Promotion, Preparing for the NIE Week, NAA's Youth Marketing: Developing Tomorrow's Readers Today, NAA's Taking a Slice Out of Pizza Hut, Dynamic Sale Presentations, RAC Highlights, Management Coaching, Richmond ROP Project and much more.



**MAKE A NOTE:**  
The NSN Program Guide which lists dates, times and descriptions of programming and special events began appearing in "Presstime" magazine's March '93 issue.

**N  
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W**

## VIDEO- CONFERENCING

Newspaper groups are discovering the opportunities and benefits they can enjoy by using NSN's satellite technology to link their offices via videoconferencing. Join the industry leaders and revolutionize your way of doing business with this economical and highly effective format for moving information around your organization.

"NSN saves us time and money. It costs about a third of what a live meeting would cost. We are very satisfied with the service."

## VIDEO LIBRARY

The Newspaper Satellite Network has compiled a video library of over 150 previously-aired shows and series which are available for a nominal fee to our new affiliates.

Library titles include:

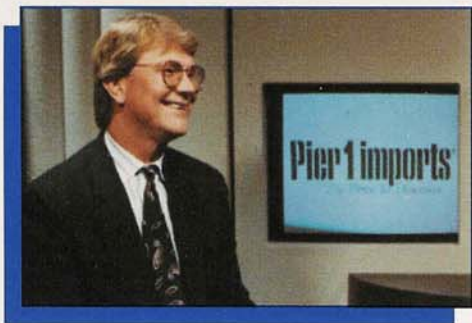
*World Class Selling*  
*Roles and Responsibilities of the Press*  
*Circulation Strategies for the 90's*  
*Selling Against Competitive Media*  
*Time Management*  
*Talking with Retailers...*

JUST CALL US FOR A COMPLETE LISTING OF TRAINING  
TAPES AVAILABLE IN OUR VIDEO LIBRARY:

**(800) 288-0868**



**CARLETON ROSENBURGH**  
Gannett Company, Inc.



## Plug In to Top Advertisers Around the Country

Your staff can tune in to the needs and desires of top regional and national advertisers direct from the source! Make sure your people know where the advertisers are by turning to the limitless resources available to you through the Newspaper Satellite Network.

"NSN broadcasts interviews with major retailers not based in our market. The exposure for our ad people is great!"

*The Washington Post*

## You're in the Best of Company with NSN:

Aberdeen (WA) Daily World ■ Agana (GU) Pacific Daily News ■ Alamogordo (NM) Daily News ■ Albany (GA) Herald ■ Albany (OR) Democrat Herald ■ Anderson (SC) Independent Mail ■ Asheboro (NC) Courier Tribune ■ Athens (TX) Daily Review ■ Auburn (NY) Citizen ■ Bangor (ME) Daily News ■ Banning (CA) Record Gazette ■ Bartlesville (OK) Examiner - Enterprise ■ Baton Rouge (LA) State Times & Morning Advocate ■ Battle Creek (MI) Enquirer ■ Bellingham (WA) Herald ■ Bellville (IL) News Democrat ■ Bloomington (IL) Pantagraph ■ Bloomington (IN) Herald Times ■ Bloomsburg (PA) Press Enterprise, Inc. ■ Boise (ID) Idaho Statesman ■ Borger (TX) News Herald ■ Bremerton (WA) Sun ■ Bridgewater (NJ) Courier - News ■ Brownsville (TX) Herald ■ Buffalo (NY) News ■ Burlington (VT) Free Press ■ Cape Girardeau (MO) Southeast Missourian ■ Carson City (NV) Nevada Appeal ■ Casper (WY) Star Tribune ■ Cedar Rapids (IA) Gazette ■ Chambersburg (PA) Public Opinion ■ Chattanooga (TN) News Free Press ■ Cherry Hill (NJ) Courier Post ■ Cheyenne (WY) Newspapers, Inc. ■ Chicago (IL) Southtown Economist ■ Chicago (IL) Tribune ■ Chicago Heights (IL) Star Newspapers ■ Chico (CA) Enterprise - Record ■ Chillicothe (OH) Gazette ■ Cincinnati (OH) Enquirer ■ Claremore (OK) Daily Progress ■ Cleburne (TX) Times - Review ■ Cleveland (OH) Plain Dealer ■ Clinton (IA) Herald ■ Coeur D'Alene (ID) Press ■ Columbia (TN) Daily Herald ■ Columbus (OH) Dispatch ■ Columbus (OH) Lantern ■ Coos Bay (OR) The World ■ Dallas (TX) Morning News ■ Danville (IL) Commercial News ■ Danville (VA) Register & Bee ■ DeKalb (IL) Daily Chronicle ■ Denison (TX) Herald ■ Denver (CO) Rocky Mountain News ■ Des Moines (IA) Register ■ Detroit (MI) Newspaper Agency ■ Doylestown (PA) Intelligencer Record ■ Duluth (MN) News Tribune ■ Durham (NC) Sun ■ Eau Claire (WI) Leader Telegram ■ El Centro (CA) Imperial Valley Press ■ El Paso (TX) Times ■ Elmira (NY) Star Gazette ■ Erie (PA) Times ■ Evansville (IN) Courier ■ Flagstaff (AZ) Arizona Daily Sun ■ Flat River (MO) Daily Journal ■ Florence (AL) Times Daily ■ Fond Du Lac (WI) Reporter ■ Fort Collins (CO) Coloradoan ■ Fort Myers (FL) News Press ■ Fort Smith (AR) Southwest Times Record ■ Fort Wayne (IN) Newspapers ■ Fredricksburg (VA) Free Lance - Star ■ Fremont (OH) News - Messenger ■ Fresno (CA) Bee ■ Gadsden (AL) Times ■ Gainesville (FL) Sun ■ Gainesville (GA) Times ■ Gastonia (NC) Gaston Gazette ■ Glasgow (KY) Daily Times ■ Great Falls (MT) Tribune ■ Green Bay (WI) Press Gazette ■ Greenville (NC) Daily Reflector ■ Hackensack (NJ) Bergen Record ■ Hagerstown (MD) Herald Mail ■ Hamilton (MT) Ravalli Republic ■ Hanford (CA) Sentinel ■ Hartford (CT) Courant ■ Hattiesburg (MS) American ■ Haverhill (MA) Gazette ■ Hazard (KY) Herald Voice ■ Hemet (CA) News ■ Holland (MI) Sentinel ■ Honolulu (HI) Star Bulletin ■ Honolulu (HI) Waikiki Beach Press ■ Hopkinsville (KY) Kentucky New Era ■ Houston (TX) Post ■ Huntington (WV) Herald - Dispatch ■ Huntsville (AL) Times ■ Iowa City (IA) Press Citizen ■ Ithaca (NY) Journal ■ Jackson (MS) Clarion Ledger ■ Jackson (TN) Sun ■ Janesville (WI) Gazette ■ Johnstown (PA) Tribune ■ Knoxville (TN) News ■ Lafayette (IN) Journal & Courier ■ Lakeland (FL) Ledger ■ Lancaster (PA) Newspapers, Inc. ■ Lansdale (PA) Reporter ■ Lansing (MI) State Journal ■ Las Vegas (NV) Review Journal ■ Lawrence (KS) Daily Journal World ■ Leesburg (FL) Daily Commercial ■ Levittown (PA) Bucks County Courier Times ■ Lewiston (ID) Morning Tribune ■ Lihue, Kauai (HI) The Garden Island ■ Lompoc (CA) Record ■ Longview (WA) Daily News ■ Louisville (KY) Courier - Journal ■ Macon (GA) News & Telegraph ■ Madison (WI) Newspapers, Inc. ■ Marietta (OH) Times ■ Marion (IN) Chronicle - Tribune ■ Melbourne (FL) Florida Today ■ Memphis (TN) Commercial Appeal ■ Miami (FL) Herald ■ Middletown (NY) Times Herald Record ■ Midland (TX) Reporter - Telegram ■ Milwaukee (WI) Journal - Sentinel ■ Moberly (MO) Monitor - Index ■ Modesto (CA) Bee ■ Monroe (LA) News - Star ■ Monterey (CA) Herald ■ Morristown (TN) Citizen Tribune ■ Muskogee (OK) Daily Phoenix ■ Myrtle Beach (SC) Sun News ■ Napa (CA) Valley Register ■ Naples (FL) Daily News ■ Nashville (TN) Tennessean ■ New Brunswick (NY) Home News ■ New Castle (DE) News Journal ■ New York (NY) Noticias Del Mundo ■ New York Times Regional Group ■ Newport (VT) Daily Express ■ Niagara Falls (NY) Gazette ■ Norman (OK) Transcript ■ North Andover (MA) Eagle Tribune ■ Norwich (CT) Bulletin ■ Novato (CA) Advance ■ Novato (CA) Marin Independent Journal ■ Ocala (FL) Star - Banner ■ Odessa (TX) American ■ Oklahoma City (OK) Daily Oklahoman ■ Olympia (WA) Olympian ■ Ontario (CA) Inland Valley Daily Bulletin ■ Oroville (CA) Mercury Register ■ Palm Springs (CA) Desert Sun ■ Pendleton (OR) East Oregonian Publishing Company ■ Pensacola (FL) News Journal ■ Peoria (IL) Journal Star, Inc. ■ Petaluma (CA) Argus - Courier ■ Phoenix (AZ) Arizona Republic ■ Pine Bluff (AR) Commercial ■ Pittsburgh (PA) Post Gazette ■ Plattsburgh (NY) Press - Republican ■ Pleasantville (NJ) Press of Atlantic City ■ Pontiac (MI) Oakland Press ■ Port Huron (MI) Times Herald ■ Portland (OR) Oregonian Publishing Company ■ Pottsville (PA) Republican ■ Poughkeepsie (NY) Journal ■ Provo (UT) Daily Herald ■ Quincy (IL) Whig Herald ■ Raleigh (NC) News & Observer ■ Reading (PA) Eagle Times ■ Red Bluff (CA) Daily News ■ Redding (CA) Record Searchlight ■ Redlands (CA) Daily Facts ■ Reno (NV) Gazette - Journal ■ Reno (NV) KOLO - TV ■ Rhinelander (WI) Daily News ■ Richmond (IN) Palladium - Item ■ Richmond (VA) Newspapers ■ Rochester (MN) Post Bulletin ■ Rochester (NY) Gannett Rochester Newspapers ■ Rockford (IL) Register Star ■ Rogers (AR) Northwest Arkansas Morning News ■ Rutland (VT) Herald ■ Sacramento (CA) Bee ■ Salem (OR) Statesman Journal ■ Salinas (CA) Californian ■ Salisbury (MD) Daily Times ■ Salt Lake City (UT) Tribune/Deseret News ■ San Bernardino (CA) County Sun ■ San Diego (CA) Union & Tribune ■ Santa Barbara (CA) News - Press ■ Santa Cruz (CA) Sentinel ■ Santa Fe (NM) New Mexican ■ Santa Maria (CA) Times ■ Sarasota (FL) Herald - Tribune ■ Saratoga Springs (NY) Saratogian ■ Scranton (PA) Times ■ Sherman (TX) Democrat ■ Shreveport (LA) Times ■ Sioux City (IA) Journal ■ Sioux Falls (SD) Argus Leader ■ South Bend (IN) Tribune ■ Spartanburg (SC) Herald - Journal ■ Spokane (WA) Spokesman Review ■ Springdale (AR) News ■ Springfield (MO) News Leader ■ St. Catharines (ON) The Standard ■ St. Cloud (MN) Times ■ St. Petersburg (FL) Times ■ St. Thomas (VI) Daily Times ■ Stamford (CT) Southern Connecticut Newspapers ■ State College (PA) Centre Daily Times ■ Stockton (CA) Record ■ Stuart (FL) News ■ Taft (CA) Daily Temple (TX) Daily Telegram ■ The Dalles (OR) Chronicle ■ Partners ■ Troy (OH) Daily News ■ Tulsa (OK) World Publishing (NY) Observer - Dispatch ■ Vallejo (CA) Times Herald ■ Vestal (NY) Press & Sun Bulletin ■ Victoria (TX) Advocate ■ Visalia (CA) Time - Delta ■ Walnut Creek (CA) Contra Costa ■ Washington (DC) Post ■ Washington (IN) Times - Herald ■ Waterbury ■ Wausau (WI) Daily Herald ■ White Plains (NY) Gannett Subur- ■ Wilmington (NC) Star - News ■ Woodland (CA) Midway Driller ■ Tarentum (PA) Valley News Dispatch ■ Thousand Oaks (CA) News - Chronicle ■ Tuscon (AZ) TNI ■ Tuscaloosa (AL) News ■ Ukiah (CA) Daily Journal ■ Utica ■ Vancouver (WA) Columbian ■ Ventura (CA) Star Free Press ■ Victorville (CA) Daily Press ■ Vineland (NJ) Daily Journal ■ Times ■ Warrendale (PA) North Hills News Record ■ Washing- (CT) Republican ■ Watsonville (CA) Register - Pajaronian ■ ban Newspapers ■ Wichita (KS) Eagle ■ Wilkes - Barre (PA) Daily Democrat



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