

M 207 NEW MEDIA 9:30AM-12:30PM

Writing for Interactive Media

Delve into interactive media's special tools for informing, entertaining and persuading your audience.

- The electronic reading environment • Writing and editing interactive stories • Guidelines for authors, editors and art directors • Why interactive media is hostile to narrative control and how the reader drives the story • How form and content are more tightly linked than ever before

JACK POWERS, Director, Graphic Research Laboratory Inc., a media technology research and engineering firm. Jack is also publisher of *Electric Pages*, a monthly newsletter on the future of print in the Information Age. He consults on publishing and new media technologies with corporate, government and commercial publishers in the U.S., Europe, Asia and South America.

D 208 DESIGN 9:30AM-12:30PM

Basics of Brilliant Design

In three information-packed hours you'll learn how to add impact and appeal to every page with vital design concepts and layouts that convey the image you want.

- How and when to use the 8 communication tools • A model for layout design: a checklist as you design and an invaluable tool for critiquing • The rules of readability and when to break them • The power of type to create an image and get attention • 10 creative shortcuts to design effective pieces quickly

JANE CLELAND, Consultant. Jane is the author of "How to Create High Impact Design" and "How to Create High Impact Newsletters." Her clients include American Express, Dun & Bradstreet, *Florida Trend Magazine* and the U.S. Chambers of Commerce. Based in NYC, she's worked with dozens of magazines to help them produce designs that get results.

P 209 PREPRESS 9:30AM-12:30PM

The Basics of Magazine Prepress Production & Printing, Part 1

Ideal for newcomers to magazine production, this nuts and bolts two-part session will tell you everything you need to know to produce and print your magazine.

- The language and flow of production • Impact of new technologies • Economic consequences of prepress decisions and their effect on quality • Ways new technologies are changing traditional roles • How magazines are printed • Different press configurations—financial benefits and effect on color availability • Color proofs as a communication tool • Differences between match prints, color keys and progressive proofs

DAN SEGAL, General Manager, Cambridge Prepress Services, a leading provider of design-through-film magazine production. Dan has held editorial management positions with such diverse magazines as *High Technology*, *National Gardening* and *The Yacht*.

P 210 PREPRESS/PRINTING 9:30AM-12:30PM

Technical Fundamentals for Print Quality Assurance

Explore everything from color reproduction through paper stock selection, and discover new technologies and techniques for communication of quality standards.

- How color is reproduced • The limitations low-cost scanning equipment impose • When to conduct a press check, and what to look for • New technologies that improve quality, schedule, or cost • Paper characteristics that affect print quality • Communicate quality expectations technically

ALEX BROWN, President, Printmark. Alex started Printmark 13 years ago to offer publishers consulting expertise in print purchasing, contract negotiation, manufacturing technology, production and editorial workflow, and magazine launches. Her clients include *Alaska*, *Eating Well*, *Harvard Business Review*, *Macworld*, *Night*, *The Nation*, *Rolling Stone*, *Sesame Street*, *Smithsonian* and *Yankee* magazine.

F 211 FINANCIAL 9:30AM-12:30PM

Basics of Accounting for Magazine Publishers

Review the basic tools to better understand and communicate operating and financial results for magazine publishing companies.

- Review of the accounting principles and key concepts that apply specifically to the magazine business • Review and explanation of an industry chart of accounts • Overview of departmentalized financial statement formats • Operational overview of balance sheet and income statement accounts

HAL JAFFE, CPA, Partner, Bay Sherman & Craig and Senior Consultant, Magazine Consulting Group. Hal has held senior management positions with Knapp Communications Corporation and *California* magazine, including accounting and business manager, controller, vice president/senior administrative officer and CFO. His magazine and overall management experience reflects a diverse background in financial, administrative/personnel and acquisition areas.

Will Your New Magazine Concept Fly?

You have a great idea for a new magazine but you don't know whether it can make money or how much capital will be required. In this semi-



nar you'll learn what's involved in preparing a feasibility plan for your concept and how to do a business plan to raise money. In addition to reviewing the economics of a new magazine launch, the seminar will also cover some of the various ways to pre-test a new concept. Executives and entrepreneurs alike will find this seminar invaluable for launching large or small consumer, trade, newsletters, or any service involving paid circulation.

JOHN KLINGEL, President of John D. Klingel & Associates, a publishing consulting company and Director of Magazine Development, Time Inc., Ventures.

See session #103, page 10 for complete bio.

M 213 MANAGEMENT 9:30AM-12:30PM

The Law & Your Magazine: What's New?

Legal concerns and potential liabilities continue to have a major impact on the success (if not the survival) of magazines today. This continually-updated, practical, and non-legalistic presentation will alert you to and advise you on how to avoid and deal with a wide variety of "hot" legal issues.

- "Potholes in the information superhighway": online concerns such as ownership of electronic rights to articles by freelancers, with analysis of standard and innovative contractual language • Developments in libel law • Recent key "invasion of privacy" decisions • Significant new rulings in copyright and trademark law relevant to the magazine business

LAWRENCE EDWARD SAVELL, ESQ., Counsel in the New York office of the law firm Chadbourne & Parke LLP, advises and represents clients on matters including libel, privacy, First Amendment, trademark, copyright, contract, negligence, and products liability. He serves on the Communications and Media Law Committee of the Association of the Bar of the City of New York and on the New York State Bar Association Media Law committee.

M 214 SMALL MAGAZINES 9:30AM-12:30PM

Small & Successful: How to Make Your Small Magazine Work Today

Small publishers have to be smarter as the margin for error is thin, and success comes only to those who have experimented and found new ways to solve old problems.

- Inexpensive technology you need in order to succeed • New ideas in advertising or circulation • The staff which is necessary to make it work • 10 ways to improve your advertising income without adding to your costs • When to hire help • How to get advertisers to pay attention • The "too-many-hats-on-one-head" problem solved