

PRACTICING OLD SCHOOL JOURNALISM IN A MODERN WORLD

R.M. JOHNSON NOW AVAILABLE TO ASSIST YOU IN YOUR QUEST FOR EXCELLENCE

FROM HOT LEAD TO SATELLITE TRANSMISSION

MASTER COMMUNICATOR

SUCCESSFUL OWNER OF START-UP PAPER

R. Michael Johnson is a multi-faceted professional communicator and executive manager with expertise encompassing: profit and loss accountability; staff management and mentoring; cross-platform computer programs, including NewsEdit, QuarkXpress, Macromedia Dream Weaver, the Microsoft Office suite of products, Adobe's slate of design programs, and various accounting and accountability software.

The former owner of a start-up newspaper, he is a master communicator, certified professional facilitator and possibly one of the few newspaper managers who understands the unique interactive relationship between news, advertising and circulation.

CELEBRATING THREE DECADES IN THE NEWS BUSINESS

PAST EXPERIENCE, EYES ON FUTURE

While paying tribute to our past as news professionals in a traditional manner, one has to also look to the future.

For more on R. Michael Johnson, take a look at www.rmjohnsonnet.com

EDITOR, PUBLISHER SHOWS PROVEN ABILITY TO LEAD

A few highlights from three decades in the news, publishing and marketing industries:

- **Founded** a weekly newspaper and companion website in a small, south-central Indiana town in which the town's daily newspaper had been purchased and closed by a competitor.

- **Result:** Within 18 months, paid circulation was at nearly 2,000 for the print edition. The companion website averaged more than seven million hits per month.

- **Researched,** developed and implemented several new products to enhance revenue at the industry's largest provider of self-publishing services.

- **Result:** Launched cooperative advertising campaigns with USAToday which culminated in more than \$250,000 in gross revenue with a 40% net profit margin (including discounts and commissions); Created a customized Media Valet program for authors which saw a net profit margin of 62% per \$3,000 contract. Within

LEADERSHIP IS ABOUT BEING ABLE TO MANAGE, MENTOR AND MOTIVATE

CONCRETE RESULTS ACCOMPLISHMENTS ABOUND

the first five months, more than 400 contracts were purchased by authors.

- **Managed, mentored and motivated** a staff of 34 at a failing central Ohio daily newspaper.

- **Result:** Grew operating profits by 141.6% year-over-year, and grew the operating profit margin from 7.4% to 16.7% during the same period. Gross revenues for the period were \$2.6 million.

- **Brought management** of Marketing, Advertising and Media Relations programs at the world's leading custom luxury houseboat manufacturer back in-house, alleviating the need for an outside agency.

- **Result:** Annualized savings of more than \$275,000 in fees and production costs.

- **Facilitated** a change

in the editorial, circulation and customer service policies and procedures of a south-central Kentucky daily newspaper.

- **Result:** Within six months, the paper attained its highest net-paid circulation in its 114-year history.

- **Served** as group editor for a number of newspaper properties in southeastern Kentucky.

- **Result:** Employee turn-over rate in newsrooms decreased by 45 percent in first year; number of officially threatened or settled libel lawsuits dwindled from a group average of four per year to zero.

- **Oversaw** the pilot program of electronic page transmission from a seven-day Ohio newspaper to a remote print site 42 miles away.

- **Result:** Seven central Ohio daily newspapers were able to streamline their labor pools, while producing a far superior publication. This program led to the implementation of computer-to-plate technology at all seven newspapers.

PREDICTIVE INDEX TEST RESULTS SHED SOME LIGHT

Most larger companies today use a psychological testing procedure known as Predictive Indexing.

While no "test" can assure someone's success or failure, a Predictive Index Test can give potential employers a good look at what makes a potential employee tick.

According to a Predictive Index Test completed by R. Michael Johnson, he possesses a number of qualities

which are not only necessary, but mandatory in most news and publishing operations.

Some highlights of the test include:

- "(He) is an engaging, stimulating communicator, poised and capable of projecting enthusiasm and warmth, and of motivating other people."

- "In general terms, (he) is an ambitious and driving person who is motivated by opportunity for

advancement to levels of responsibility where he can use his skills as a team builder, motivator and mover."

- "Strongly focused on cohesion, communication, morale and team accomplishment; he achieves his goals through them and with them."

The complete test results may be viewed at www.rmjohnsonnet.com/rmjPItest.pdf

NEWSPAPER MUST BE A BEST FRIEND TO THE COMMUNITY IT SERVES

HONESTY, ACCURACY AND INTEGRITY

COMMUNITY CONSCIOUSNESS

IN POSITION OF PUBLIC TRUST

By R. Michael Johnson
A community's newspaper should be its best friend.

It should be there to help.

It should be there to laugh with you in the good times, and commiserate with you in the bad and tragic times.

It should cheer when something is right.

And, like all best friends, it should point out when something is wrong.

But, most of all, it should be honest and fair.

That, in a nutshell is my theory of how a community-based newspaper should operate.

It should be here to laugh with you, cry with you, and always have an open door, ear and mind.

From time to time, readers are sure to disagree with a stand the paper takes or statements it makes.

That's OK. In fact, that's one of the reasons our forefathers decided to break out on their own - for the freedom of expression and ideas.

But, with this freedom of expression and ideas, also comes a great responsibility.

After all, the community's newspaper doesn't belong to the "journalists" - it belongs to each and every one of the readers.