

# news clips

## Metroland goes daily

By Gordon Cameron  
News Clips Editor

**I**n a bold move into a new market Metroland Printing, Publishing and Distributing is about to launch Ontario's first free daily newspapers targeted at an area without a major mass transit system. The first publication which debuts on June 25th, will serve the Niagara area and be called the Free Daily Press, running Monday to Saturday with a press run of 10,000 copies. Hitting the streets only two days later will be the Northumberland News Daily, which will target Port Hope and Coburg Monday to Friday with a circulation of 5,000.

The full colour publications will feature a design concept unlike any of Metroland's community papers and consist mostly of stories gleaned from Reuters including world news and pro sports scores.

"It will be distinctly different from our community newspapers like Niagara this Week," said Mike Williscraft, General Manager of Niagara this Week and the Grimsby Lincoln News. "If you want to read about your local news, wait for your Wednesday or Friday paper. If you want to find out what the score was in last night's NBA final game, you can get it in the Free Daily Press. It'll have a distinct readership with a different readership demographic."

The new papers will be available at convenience stores, Tim Hortons, Metroland's existing network of sidewalk boxes and other locations, like doctors' offices, where people are accustomed to picking up reading material.

To accommodate the workload new sales and composing staff have been hired for the new publications.

While Metroland is owned by Torstar



### Honouring Rosaleen Dickson

**Rosaleen Dickson** of Embassy; Diplomacy This Week was honoured recently for her 50 years in the community newspaper industry by receiving a Gold Quill Award presented by Michael Wollock, publisher of the Ottawa News Publishing. Dickson got her first taste of community newspapers as founder, publisher and editor of the Mann Avenue Gazette a paper that covered a veterans housing project. In 1952 she and her husband David purchased the Shawville Equity which she edited for over 30 years, one of a great number of papers she has been associated with in the last half century. Most recently she has been working for her son Ross on his two papers, the Hill Times and Embassy; Diplomacy This Week and has no plans to retire any time soon.

which also owns several daily newspapers

**It will be distinctly different from our community newspapers. If you want to read about your local news wait for your Wednesday or Friday paper.**

*Mike Williscraft  
General Manager  
Niagara this Week*

including the Toronto Star and a share of the free daily Metro, the new daily will be run by those more familiar with the community newspaper side of the business.

"We're learning as we go," said

Williscraft. "We're making educated guesses but since we have a lot of very experienced people it really isn't by trial and error. So we're plugging into their experience. Right now everything is clicking."

Metroland is seeking to emulate the Black Press model from B.C. where for the first time free dailies were produced by community newspaper publishers. Black Press has expanded several times and now runs 17 such papers and has stated that they have made money from day one.

Starting a free daily from scratch has required a lot of work by Williscraft and those on his team, but in the end he feels all the hours will be worth it.

"We're really looking forward to the project," he said. "I'm excited as anytime you get to do something for the first time it's exciting."

inside ocna

# O.P.S. releases can enrich your stories

**D**o you ever find yourself short of copy? Have you ever needed a story idea that you could develop with a local angle? If yes, then OCNA can help through its Ontario Press Service (O.P.S.) news release service.

Every Wednesday OCNA distributes paid press releases to our members, (and to French and English papers across the country at the request of the client) on a variety of topics from financial tips, to coming events, to political issues and seasonal stories that reflect items of interest going on at that time of year. The releases are initially sent out as in-line text of an e-mail message which allows members to cut and paste the stories into any holes they have. However, just like the Network Classifieds, camera ready versions are available on our member's Intranet site at [http://members.ocna.org/AFS/Ontario\\_Press\\_Service/](http://members.ocna.org/AFS/Ontario_Press_Service/) where they are archived for three months. Here you will also find any photographs or other graphics that go with the articles and can be used to jazz up the piece. All copy and photographs are free to use.

"The one thing we do request if you are planning to use a Press Service release is to leave (O.P.S.) at the beginning or add it to the end," said OCNA Communications Coordinator Gordon Cameron who is in charge of the technical and design aspects of the program. "That code helps our clippings service decide if a story is a result of one of our releases."

While Cameron offers his experiences as a former community newspaper editor to clients who are having trouble creating usable releases, anyone who regularly checks the O.P.S. release database knows that not all articles are what editors are looking for.

"Some customers don't get it," he said. "They just send out advertorials and not surprisingly they aren't picked up. Newspapers aren't that keen to give out free ads to businesses. We're working with our clients to try to teach them what newspapers are looking for so they will provide

don't have the resources to send a reporter out to collect factual info beyond the local community. O.P.S. broadens our reach."

It's with the needs of newspapers in mind that O.P.S. Sales Coordinator Carol Lebert looks for new clients.

"I brainstorm possible topics and then try to find clients who would like to do a release on them," said Lebert. "I also look at awareness months for things like breast cancer, diabetes or drunk driving and try to get groups involved with those issues, like MADD, to use the Press Service."

One of the most successful Press Service clients is the Institute of Chartered Accountants of Ontario. Through their articles program they send out a dozen or more releases every year offering useful tips and advice on a variety of financial matters and have one of the highest pickup rates of any regular Press Service client.

"We use the Press Service to get our articles distributed to as many community newspapers as possible," said Jennifer Anders, the Institute's communications coordinator. "We look at the type of supplements that papers like to run at certain times of year and then we use our freelance writers to write and research articles on topics related to those supplements. We've received some good feedback on it and we're very pleased with the results."

A new O.P.S. product being explored involves working with member newspapers to find out what annual supplements they produce and then going out and contacting advertisers who might be interested in producing copy related to that topic. The releases will be assembled and sent out as a group to allow publishers to fill out their local reportage with related articles.

*Continued on page 6*

### Ontario cherries are top

**New crop lives up to 2005 with a burst of flavours and recipes offering a first taste of summer**  
(12/21) Let's savor the Ontario cherry season. The 2005 Ontario cherry crop is off to a bang with a bumper crop of sweet, juicy cherries. The cherry season is expected to last through the end of the year but the Ontario cherry crop is expected to be one of the best in the province. The Ontario cherry crop is expected to be one of the best in the province. The Ontario cherry crop is expected to be one of the best in the province.

### Cherry and Cherry Varieties

For an area that was once known as the golden-baked fruit, Ontario cherries are now a major crop. The cherry season is expected to last through the end of the year but the Ontario cherry crop is expected to be one of the best in the province.

- 1 cup (149 g) pitted, rolled into fine 1/2-cup (125 ml) squares
- 1/2 cup (125 ml) cherry preserves
- 1/2 cup (125 ml) cherry preserves
- 1/2 cup (125 ml) cherry preserves

Cut each piece of pastry into sixteen 2-inch (5 cm) squares. Fit into tartlet or mini-muffin tins. Bake for 15 minutes at 350°F (175°C) until golden brown. Let cool slightly.

Serve warm.

### Chicken and Artichoke Salad with Feta Cheese Dressing

This salad perfectly captures the cool nights of early summer. The artichoke hearts, chicken, grape tomatoes, feta cheese, and olive oil dressing are a perfect combination. The whole salad is a refreshing, low-calorie treat. Bring this to the table by serving in a large bowl.

- 1 cup (240 ml) olive oil
- 1/2 cup (125 ml) grape tomatoes
- 1/2 cup (125 ml) chicken
- 1/2 cup (125 ml) artichoke hearts
- 1/2 cup (125 ml) feta cheese
- 1/2 cup (125 ml) olive oil
- 1/2 cup (125 ml) grape tomatoes
- 1/2 cup (125 ml) chicken
- 1/2 cup (125 ml) artichoke hearts
- 1/2 cup (125 ml) feta cheese

Using a mortar and pestle, mash together garlic and salt to make a paste.

Transfer paste to a bowl. Whisk in olive oil, vinegar, shallots and chicken. Add all in a clean, heavy-bottomed bowl. Whisk until well combined.

Divide artichoke, chicken and grape tomatoes over four salad plates. Drizzle with dressing.

Makes 4 servings.

Tip: Instead of an artichoke dressing, you can use a lightening oil. Many refrigerated oils are 1 day and should be used by the date on the label.

### French Chocolate Cherry Tart

If it's your intention to make a French chocolate tart, you'll want to use the best ingredients. The tart is a perfect treat for any occasion. The tart is a perfect treat for any occasion. The tart is a perfect treat for any occasion.

### Black Cherry Gelato

When the moment calls for a cool and gelatinous treat, this recipe is the perfect choice. The gelato is a perfect choice for any occasion. The gelato is a perfect choice for any occasion.

- 1 cup (240 ml) egg yolks
- 1 cup (240 ml) granulated sugar
- 1 cup (240 ml) heavy cream
- 1 cup (240 ml) black cherry preserves
- 1 cup (240 ml) heavy cream
- 1 cup (240 ml) black cherry preserves

In a medium saucepan over medium heat, bring milk to a boil, stirring often. Whisk about 1/2 cup (125 ml) of milk and egg yolks and then whisk back to the mixture. Cook over low heat and whisk constantly with a wooden spoon until mixture is thick enough to coat the back of the spoon. Reduce to a simmer. Strain into a clean bowl. Let cool.

Point 2 cups (500 ml) of the mixture and then place in a food processor or blender and process until smooth. Strain into a clean bowl. Let cool.

Transfer to an ice cream maker and freeze according to manufacturer's instructions. Remove from freezer and let stand for 5 minutes. Serve with fresh fruit.

Makes about 4 cups (1 L).

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# Editor retiring from Listowel after 40 years

By Gordon Cameron  
News Clips Editor

**L**ater this year when Listowel Banner editor Marion Duke retires after 41 years people might be a bit surprised what she'll miss most about the paper where she has spent her entire adult life.

"I won't miss a damn thing," she said. "I've never kept a scrapbook. As far as I'm concerned when you're ready to go you leave things behind and then you move on."

That's not to say that Duke hasn't enjoyed her time in newspapers or isn't proud of what she has accomplished but that she's looking forward rather than backwards.

"There are people who I admire who I'll miss seeing their faces," said Duke. "There have been some exciting stories over the years and I've enjoyed keeping up with what's happening. I feel that I'm leaving the town with a good, comprehensive history of the last 40 years, but it's time to move on."

Duke was born in Joly Township about 50 miles south of North Bay. Later, her family moved south and she attended high school in Palmerston. In 1964 she graduated from the University of Western Ontario with a degree in journalism and started as a reporter for the Banner. Four years later she was named editor, a position she has held ever since.

"When I first started they were still using hot lead to make



**Listowel Banner Editor Marion Duke** proudly displays the first edition she worked on at the paper 41 years ago. After 37 years as the paper's editor she plans to retire later this year.

up the papers in the back of the office," said Duke. "Then we moved to very primitive offset printing and now the paper is fully done on the computer."

However, she has not received all changes in the industry warmly, and feels in some ways that things aren't up to the standards of the past.

"My main criticism is that too much emphasis is being placed on how pretty a page looks," she said. "Pictures and space may be nice but maybe there's not enough importance placed on the words that are being written. And although everybody seems to hate them, simple photographs like grip and grins often show people who would never otherwise be in the paper. The paper belongs to the people and I think that's what we're getting away from."

And it's with the local readers in mind that she's run the editor-

ial side of the Banner for the last 37 years.

"For me, telling the stories that effect ordinary people and being able to cover local government and justice issues and writing them in a way that people understand how it relates to them and how important they are to their community is what this job is all about," she said. "That's why writing local editorials has always been very important to me. They are the heart of the local newspaper. You'd better do your research and know what you're talking about."

While she has had many proud and interesting moments over her career, including CCNA sponsored trips to the Middle East, and NATO in Europe, winning several awards for her work, being nominated by her staff for Metroland's President's Award and being named Listowel's Citizen of the Year in 1981 what

she rates as her proudest moment involves working on a story where David took on Goliath and came out on top.

"It was in the '70s when Ontario Hydro wanted to put in a huge new power corridor through prime farmland of Perth and Huron Counties and into Wellington," said Duke. "A group of farmers got together and formed the Concerned Farmers of the United Townships. It was the first time anyone had ever challenged Ontario Hydro, but these guys did their homework and always came prepared. I remember being at raucous meetings until 3 or 4 a.m. and after a four year battle they won. Our paper was the prime media outlet supporting the farmers."

In her retirement Duke plans to go home to the area where she was born and where she and a few of her brothers have built a house in the bush.

"I'm a lover of the outdoors and I'm looking forward to getting this old body back into shape," she said.

Staying in one community for her entire career and working in community newspapers Duke certainly didn't get rich, but she feels that it made her a better journalist.

"A lot of people have said to me over the years that I was wasting my time in a town this size," she said. "It's the easiest thing in the world to keep moving on. But if you stay in one place you become a sitting target and that forces you to do a better job."

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## Letters to the Editor

Letters to the Editor fall into three basic categories. There are the nice people who want to acknowledge a service rendered by a group or individual. What better way to say thanks than by telling the community through an open letter to the paper.

The second group consists of those who feel so strongly about an issue that they must speak out publicly. Whether they are for or against an issue is not the point. Their views are almost always balanced and logical and consequently have a ring of truth.

Almost everyone else falls into the third category. Here we find the malcontents who are unhappy about most things and their complaint this week is just the latest in a string of whines. Here we also find those fixated on one issue and the anger they feel blinds them to alternative viewpoints. These voices deserve to be heard, not every week but at least once in a while, if only to remind the rest of us, the comfortable majority, that we are not 100% right on every issue.

Into this category also fall the mean-spirited, those whose views have been so frustrated by the indifference of the masses that they now feel the need to inflict pain on others, if only to prompt a reaction.

Now I normally don't change a word of the letters we publish, partly because I don't want to run the risk of changing any nuance of the writer's argument and also because a letter should stand or fall on its own merits. With some letters the writer's venom spills over into the spelling and grammar of the letter itself. If we should have learned anything in grade school it would be that to win an argument we must be coherent and express ourselves well (at least well enough to get a C+). The sad truth is that no matter how strong your position is you can't win a battle of wits if you show yourself to be less than literate.

Sometimes I'm forced to step in. I will cut out all or part of any letter that crosses the line and becomes seditious, racially offensive or just really nasty.

I do get a number of repeat customers who think it's their god-given right to lecture the rest of us on a weekly basis. I button-holed one particular culprit who had taken to writing to me at least once a day and explained to him that if he wanted to get his views across so regularly then he should do the democratic thing and buy a newspaper because he sure as hell wasn't going to hijack mine.

**Stephen Baker**  
**Publisher and Editor**  
**Halton Compass**



**Let us out!** South Grey Bruce, The Post Publisher and OCNA Secretary/Treasurer Marie David and Ad Manager Aaron Cooney frantically work the phones trying to raise enough money to bail themselves out of jail in a fund-raiser for the Kidney Foundation of Canada.

## From the Lending Library



“Open Local Government 2” by M. Rick O’Connor describes how crucial legislative changes impact the way municipalities do business in Canada. Updated and revised, this book reflects significant changes to municipal operations as a result of the enactment of the Ontario Municipal Act, 2001. It examines open versus closed meetings; procedure by-laws; libel; slander and defamation; sale of surplus land; bias; negligent misrepresentation; freedom of information; protection of privacy and more. An important resource for any journalist covering municipal councils.

It examines open versus closed meetings; procedure by-laws; libel; slander and defamation; sale of surplus land; bias; negligent misrepresentation; freedom of information; protection of privacy and more. An important resource for any journalist covering municipal councils.

**Contact Laraine Hall at 905-639-8720 ext 230 or l.hall@ocna.org**

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# Printery exhibit focuses on WWII material

By Gordon Cameron  
News Clips Editor

The Mackenzie Printery and Newspaper Museum in Queenston has opened for another season of sharing the history and art of printing in Ontario. The focus of this year's exhibit, in celebration of the 60th anniversary of the end of the Second World War, is the printed materials, including posters and newspapers, that announced its great campaigns, be they recruiting, selling war bonds or on the battlefields.

Displayed on the walls of a home formerly occupied by newspaper publisher



Former linotype operator Syd Chantry demonstrates his craft.

and revolutionary William Lyon Mackenzie are bold images of square-jawed, heroic looking men and women cast either as the home front supporter of the men overseas or as part of the war effort in their own right. The multi-coloured posters still as vivid and eye-catching as they were 60 years ago. The collection on display, drawn from several museums, archives and



This summer's exhibit at the Mackenzie Printery and Newspaper Museum in Queenston focuses on printed material of the Second World War, including recruiting posters and newspaper covers from VE and VJ days.

private collections, focuses largely on the Air Force but does include smaller posters that exhort the public to plant victory gardens, soldiers not to talk too loosely and reminding the public to have their gas masks handy at all times as "Hitler will send no warning."

In another room are displayed front covers of several Canadian newspapers announcing that both the war in Europe and the war in Asia were over. Not only are these pages items of great historical significance for what they say, they are also of interest for how they were assembled and how newspaper design has changed due to changes in both technology and taste.

In addition to this year's special exhibit, all the museum's old favourites are still on display and offer visitors a chance to see how newspapers and other material were printed in the past. Of greatest historical significance is the Louis Roy Press, owned by the first King's Printer of Upper Canada and on which was printed government notices and publications including the Upper Canada Gazette. Unfortunately, due to its age the press doesn't operate. The museum does regularly operate two presses

including a platen press and letterpress. On special occasions the museum operates its working linotype machine. For those who have never seen one in action it combines an ingenious design with a strong Rube Goldberg flavour. By today's technological standards the linotype seems needlessly complex, and yet all the mechanisms work so well together that it adds up to actual simplicity. In the same room are examples of what took place after the lead slugs left the linotype and went off into the composing room. The basement contains examples of lithography and features a comprehensive video on how the process works.

The museum is open daily from 11 a.m. to 5 p.m. until September 5th and from Wednesdays to Sundays from 11 a.m. to 4 p.m. until September 25th. Admission is \$3.50 with children under five admitted free. On August 1st the printery will be holding a special event to honour of John Graves Simcoe Ontario's first lieutenant-governor and the contributions that he made to printing in the province.

For more information please call 905-262-5676 or visit the printery Web site at: <http://www.mackenzieprintery.ca>.



# Shooting photos in Raw format offers great results



By Kevin Slimp  
Institute of  
Newspaper  
Technology

**O**ne of the most powerful

tools a newspaper designer has to work with these days - and one of the most ignored - is the Camera Raw plug-in available in Photoshop. Released as a \$99 add-on to Photoshop 7, Camera Raw has been included in the two most recent versions, Photoshop CS and CS2. Camera Raw allows users to open

Raw images (available in many cameras used in our industry) directly into Photoshop. This means that photos aren't first converted to JPEG, which is the standard method for digital photos. The Camera Raw format allows much more detail and editing capabilities than a standard digital photo file.

Here's how Camera Raw works. First, you must have a camera that stores images in RAW format. These include most higher quality Canon, Fuji, Kodak, Minolta, Nikon, Olympus and Sony cameras in recent years. This doesn't mean you have to have a \$3,000 camera to work in Camera Raw. In my office, we have an Olympus 5050 (released in 2002) that

takes great photos in RAW format. A lot of newspapers use Nikon D70s and Canon Digital Rebels, which both work in Raw format. Several cameras selling for less than \$500 include the ability to store photos this way.

When you open a Raw image in Photoshop, it opens in the Camera Raw interface, which appears different from the standard Photoshop desktop. You will immediately notice several buttons and sliders that you haven't seen previously. Below the preview window, users will find settings that determine the resolution, bit depth, colour space and size that your photo will include when imported into

*Continued on page 8*

## Press Service provides additional supplement copy

*Continued from page 2*

For instance, for a section on minor hockey the local paper would produce all the features on the local teams, coaches, players and leagues. O.P.S. customers might provide articles on choosing a safe helmet, finding skates that fit or tips on how to improve your skills as a player or coach.

"This would allow you to create bigger supplements without having to tie up your editorial staff," said Cameron. "It would be a win-win situation. The papers would get excellent copy and the client gets their message out."

Another option for papers to

make money from O.P.S. releases is to use them as the focus of a mini-supplement where the article dominates the page and the paper sells small ads around it.

If you miss the initial e-mail or it gets accidentally deleted not to worry as camera ready versions of all the articles from the last three months are stored on OCNA's Intranet site. To make it easier to find the release you're looking for and to allow you to browse for stories on specific topics the Press Service archive is divided up into 13 folders. All releases are filed in the General folder as are all photographs and graphics. New releases are stored

from Wednesday to Wednesday in a folder called 01\_Releases from the Current Week. Three folders are content based on specific content like PSAs, Photographs and releases en Français. The remainder of the folders are topic based and include releases on the topics of: Business, Christmas, Environmental, Events, Financial, Food, Government and Health. Other files can be added from time to time and any future supplement starters will be given their own folder. Some editors if they see an article that might be of use to them in the future will download it and save

it for when it better suit their publishing plans.

"If I find a home improvement article I'd save it until the fall when I do my home improvement section, unless it's dated or season specific," said Brett.

Aside from offering its papers an opportunity to access royalty free copy, OCNA also earns money from running the Ontario Press Service with prices ranging from \$75 for a one time release targeting Ontario's French media to \$625 for total national coverage. For those who want to use the Press Service more regularly a volume discount rate of \$1,500 for seven releases is available.

### Dates to Remember

**June 29** Secrets of Selling, Lamplighter Inn, London

**September 16** Western Ontario Golf Tournament, Woodlands Links Golf & Country Club, Clinton

**September 16** Eastern Ontario Golf Tournament, Upper Canada Golf Course, Morrisburg, Ontario

**September 23** Northern Ontario Golf Tournament, Fort Frances, Ontario (includes ComBase training session).

**TBA** Central Ontario Golf Tournament, Mississauga Ontario

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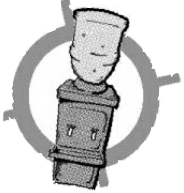
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## Water Cooler

- Retired **Goderich Signal-Star** group publisher and printer **John Buchanan** is recovering well at home. John underwent surgery for lung cancer and had part of his lung removed. He began in the business as a printer's devil at the Goderich location 50 years ago in 1955.
- **Mark Gentili** has been named Managing Editor of **The Northern Times and Le/The Weekender**. The Northern Times is a paid circulation Wednesday weekly and Le/The Weekender is a Friday TMC. Both serving the Kapuskasing-Hearst markets.
- **Andréanne Joly**, has been named News Editor of **L'Horizon**, a French language Wednesday paid circulation weekly serving the Kapuskasing-Hearst markets.
- **Mona Gagnon**, has been named Sales Manager of **The Northern Times, Le/The Weekender and L'Horizon**.
- Veteran reporter **Brenda Jefferies** has been named editor of the **Flamborough Review**. Jefferies is looking forward to her new role in the community. "I've been covering Flamborough stories for the Review for the past five years and during that time, I've built many relationships," she said. Jefferies was recently honoured by OCNA with an award for Best Sports and Recreation Story at the 2004 BNC gala.
- **Peter Hallinan** has been hired as an advertising sales rep for the **Manotick Review and The Ottawa South Weekender**. He brings over 12 years of sales experience to the papers including time with the Smiths Falls Record News EMC. He will be working with Jane Burton who will continue her sales responsibilities at the Kemptville Weekender.
- **Kingston This Week** has purchased the Best of Kingston & Area magazine from Straton Enterprises. The publication acts as a visitors' guide for the area and includes information on attractions, museums, festivals, shopping, dining and other recreational activities in and around Kingston, Quinte, Rideau and the 1000 Islands.
- **Dianne Nonkes** has joined the sales staff of the **Blyth/Brussels Citizen**. She succeeds Cappy Onn who has returned to the stage to perform at the Blyth Festival this summer. Dianne has retail sales experience and has been very active as a volunteer with her church and school. She joins Heather Armstrong on The Citizen's sales team.
- Career changes are in the works for former CCNA Communications Coordinator **Robert MacKenzie** who left CCNA to work in Communications at the Canadian Society of Association Executives (with former CCNA Executive Director Michael Anderson). After much consideration, he has accepted a position with the Toronto Police Service and will begin training as a constable in August. He can continue to be reached at [rdmackenzie@canada.com](mailto:rdmackenzie@canada.com).

send updates to [newsclips@ocna.org](mailto:newsclips@ocna.org)

## Marketing Magazine's Community Newspaper Supplement is coming October 3rd

This section will highlight the accomplishments and growth shown in Community Newspapers across the country as well as discussing the evolution and future of this medium.

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Contact:

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For those wishing to advertise a product or service to the Community Newspaper and communications and marketing industries in the magazine's marketplace section can do so.

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## CLASSIFIEDS

### Used Equipment

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### Columns available online

Looking for regular or semi-regular columnists for your newspaper? Check out the OCNA web site. Columnists William Thomas, Eric Dowd, and now John Maclean upload their column for your use at a nominal charge. John Maclean is a veteran observer in the Parliamentary Press Gallery. Go to <http://members.ocna.org> and go to the Syndicated Works folder.

### Looking to improve your sales?

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by Catherine Cunningham is an award-winning humour column loved by readers of all ages is available for syndication at only \$7.00 per column. To receive a promotional package call 705-440-6771 or e-mail [spaghettilforbreakfast@rogers.com](mailto:spaghettilforbreakfast@rogers.com) Previously published columns can be viewed on-line at <http://www.simcoe.com/sc/alliston/column/v-scv2/> Laughter is now on the menu. Order your weekly serving of Spaghetti for Breakfast today!

**OCNA Members Intranet site**  
**<http://members.ocna.org>**

# Raw plug-in allows for better pics

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Photoshop. A nice feature of Camera Raw is that it allows the user to increase the size of a photo, while keeping image quality. As a test, when I'm leading seminars in Camera Raw, I'll often take a photo of someone in the room, then open the image in Camera Raw. Next, I select the maximum size to open the image in Photoshop. After the image opens in the standard Photoshop desktop, I'll crop the photo so that just the nose remains. Finally, I will place the nose on a page in InDesign or Quark before sending it to print at 8 x 10 inches on a colour printer. Students are always amazed at the clarity of the photo that has been enlarged.

In the right column of the Camera Raw interface, users make adjustments that are normally made in the camera. Camera Raw allows you to make these adjustments before the image is opened in Photoshop. For instance, if you leave the White Balance unchanged, it will remain as it was when the photo was shot. If you wish, you can make changes to the White Balance settings that compensate for lighting conditions. By adjusting the temperature and exposure you can convert a photo taken in a dark auditorium or gym with no flash into an

acceptable image for print. The Exposure slider allows users to increase exposure by up to four f-stops or decrease it by as much as two f-stops.

Other tools such as Brightness, Contrast, Shadows and Saturation offer similar options as Photoshop's standard tools, while allowing the user to work in greater detail. Under the Detail tab, you can adjust sharpness, luminance smoothing, and colour noise reduction. I've found Colour Noise Reduction to be an excellent tool for working with images that contain a lot of noise. Camera Raw includes additional settings such as Hue, Shadow Tint, and Calibrate. Users will quickly learn to use these tools to adjust images with incredible precision. Once all the settings have been entered, users have the option to save them as a preset to be used every time a photo is opened from this camera.

If you have Photoshop CS or CS2, along with a digital camera that shoots in Raw format, you have everything needed to work in Camera Raw. Simply change the settings in the camera's menu to shoot the images in Raw format. This will take more memory than shooting in JPEG, but the results are worth the extra space. For a list of cameras that work in Camera Raw, visit [www.adobe.com/products/photoshop/cameraraw.html](http://www.adobe.com/products/photoshop/cameraraw.html).



**Appropriate space.** The Centennial Museum in Atikokan has opened a special 'Progress Room' at its main space. Curator Kim Watson and assistant Marsha Rydberg used a plethora of old Progresses, glue and some finishing sealer to turn the washroom into a walk down memory lane. The result is attractive.... but may mean an occasional line-up!

"The whole thing was a bit of a hoot," said Atikokan Progress Editor Micheal McKinnon of the Centennial Museum's project to give his paper a place of its own. "The museum staff had some fun with us, telling us of the progress of the Progress Room they were setting up, without letting on exactly what they were doing."

Using the Progress in such a way has at least one historical precedent.

"Years ago, in one of our small town parades, the Progress float was very well received," he said. "It consisted of an outhouse, with doors that flapped open to reveal the user, seated behind a copy of the Progress. It wouldn't work anymore - we're a tab now!"



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