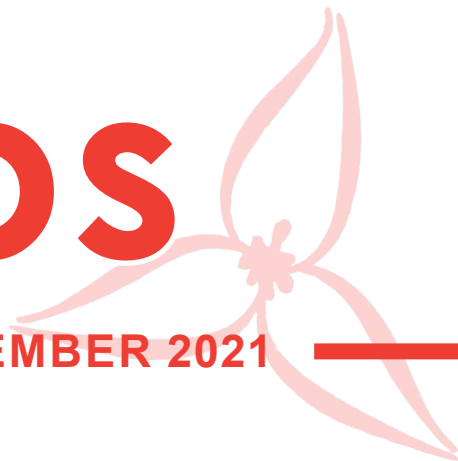


newsclips

SEPTEMBER 2021



Welcome again to NewsClips!

It has been about a year since our last issue, but we are now back and ready to publish quarterly.

Any contributions or ideas are appreciated, and should be emailed to our new Editor, Erica Leyzac at newsclips@ocna.org.

In the meantime, here are the latest updates from OCNA. Ad*Reach print sales have met targets again this year, generating \$2.9 million in revenues for members. In the first third of 2021, our largest client continued to be the Ontario government communicating about COVID. As that business declined, we were thrilled to bring back Newfoundland Tourism and Destinations Ontario, two campaigns that we were working on in Spring 2020.

Automotive continues to be a concern, with minimal spending as a result of supply issues in the marketplace, but we remain optimistic that our largest Automotive customer, GM, will return in the new year. Ad*Reach sales efforts are focused on building new business and renewing pre-COVID clients in travel, healthcare, senior living, finance, utilities and other categories of interest to our readers.

Our digital ad network generated \$600,000 in revenues in 2020, but fell back down to \$50,000 this year, in large part because we have difficulty keeping every member fully engaged and plugged in. The OCNA Board voted last week to hire a digital network expert on a short term contract to advise on how best to operate the network and maximize revenues for members. We hope to have that direction provided by January.

The Blue Box transition has begun in earnest, and OCNA is working with News Media Canada to secure our position

with a PRO (Producer Responsibility Organization, the new name for the groups who will manage the recycling in the new regime). We will partner with one PRO before October 1, 2021, in order to participate in the rules creation process. Members with more than \$2 million in revenues in Ontario also need to register with RPPA (Resource Productivity and Recovery Authority) before October 1, 2021 at <https://registry.rpra.ca/s/login/>. Also, here is a link to the calendar of transition dates by municipality: <https://rpra.ca/wp-content/uploads/Attachment-Blue-Box-Transition-Schedule.pdf>

On the lighter side of business, our Independent Publishers' Retreat is scheduled for November 5/6 at Hockley Valley Resort. With COVID restrictions in place, we are limited to 40 people and all attendees will be asked to show proof of vaccination. If you can join us, it will be a fun and informative time. Registration to begin October 1.

Last but not least, our annual Better Newspapers Competition call for entries begins on October 1. Deadline for entries is November 1. Check the website and watch your inbox on Friday October 1 for all the details and instructions on how to enter. We are very excited to again showcase the great work of our member newspapers!

Thank you for supporting the OCNA.

Caroline Medwell
Executive Director
c.medwell@ocna.org

**WHAT'S
INSIDE:**

OCNA HALL OF FAME AWARD

Nominate someone today!

[See Page 3](#)

NATIONAL NEWSPAPER WEEK

Spark Conversation Oct 3 - 9, 2021

[See Page 4](#)

FREE OFFERS CAN GENERATE BIG RESULTS

"Free" is a powerful word

[See Page 8](#)

MARK YOUR CALENDARS

Association Events

October 2021

BNC Awards Open for Entries

October 1, 2021 - Submissions Open

November 1, 2021 - Submissions Close

October 1, 2020 - September 30, 2021 - Entries must have been published in this timeframe

February 14, 2022 - The OCNA will post the top three finalists in alphabetical order on www.ocna.org

2022 Spring Convention & Awards Gala (date TBD) - 1st, 2nd & 3rd place winners revealed

November 5 & 6, 2021

Independent Publishers' Retreat

Independent Publishers are invited to join the OCNA for the 2021 Retreat on Friday November 5 and Saturday November 6 at Hockley Valley Resort in Orangeville. Network with peers during this two-day event, designed with the specific business needs of community newspapers and independent publishers in mind. Also included - lots of social time!!

Registration information will be available soon!

For more information, please contact Karen Shardlow at k.shardlow@ocna.org.

November 30, 2021

Hall of Fame Award Nomination Deadline

The Hall of Fame Award recognizes and celebrates individuals who have made exemplary contributions to Ontario's community newspapers. Inductees are respected community news professionals who have remained passionate about the industry throughout challenges, opportunities, and changes. They are leaders who have helped community newspapers adapt and grow.

For more information and to download the nomination form, go to www.ocna.org/ocna-hall-of-fame-award or contact Karen Shardlow at k.shardlow@ocna.org.

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37 Front Street E, Ste 200

Toronto, ON M5E 1B3

P. 416-923-7724

w. www.ocna.org

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OCNA's Hall of Fame Award

Nominate someone today!!

The Ontario Community Newspapers Association (OCNA) is excited for another set of inductees into the OCNA Hall of Fame!! This Award recognizes and celebrates individuals who have made exemplary contributions to Ontario's community newspapers. Inductees are respected community news professionals who have remained passionate about the industry throughout challenges, opportunities and changes. They are leaders who have helped community newspapers adapt and grow.

Nominees are encouraged from all aspects of the industry, including but not limited to: editorial, advertising, publishing, production, circulation, finance, sales or design. The Award may also be given posthumously.

Nominees shall:

- have a proven record of outstanding achievements in the Ontario community newspaper industry
- have demonstrated leadership or innovation within the Ontario community newspaper industry
- have contributed to the overall health and success of community newspapers
- be well respected in the business and community
- be role models and inspirations for future generations of community newspaper leaders

The recipient(s) of the Hall of Fame Award will be honoured and celebrated at the BNC Awards Gala in Spring 2022.

For more information and to download the nomination form go to www.ocna.org/hall-of-fame-award or contact Karen Shardlow at k.shardlow@ocna.org.

MEMBER SERVICE SPOTLIGHT

AD*REACH

Ad*Reach is the sales and marketing division of the Ontario Community Newspapers Association (OCNA). Their role is to promote the community newspaper industry and to be the single conduit for advertisers to reach our members. With over 200 newspapers in the network, they represent corporate newspaper groups, like Metroland and Postmedia Network Inc., as well as independently-owned papers. Be it Run of Press ads, inserts, Special Sections, or post-its, we help you choose your markets and look after everything from planning to execution.

The OCNA offers a wide variety of services to its members, including events, awards, and training courses.

Visit www.adreach.ca for more information.

National Newspaper Week: Champion The Truth - Spark Conversation

Newspaper journalism—both local and national—is critically important, especially in the reality in which we live. From October 3 to 9, 2021, news media publishers across Canada will celebrate National Newspaper Week.

National Newspaper Week (NNW) is an annual opportunity to recognize the role that newspapers and their sites play in providing Canadians with credible, factual news and spotlight why news media continues to be a trusted source of information that is critical to our democracy.

Local newspapers deliver vital information to Canadians every day, connecting local communities across the country. In fact, **nine in 10 Canadians (87%) read newspapers each week** across Canada – either in print or digital format. **National Newspaper Week** is a chance to reflect on the essential service newspapers provide with diverse, local, original content that cannot be found anywhere else. The theme of the 2021 campaign is **“Champion the Truth: Spark Conversation”**.

To celebrate this year’s National Newspaper Week and provide Canadians with a way to show their support for the industry, News Media Canada has partnered with Canadian artist Ola Volo to create a limited-edition, signed print titled “Champions”. The signed 20”x20” print is launching as part of this year’s “Champion The Truth” collection, which also includes a lined journal.



“Champions” was inspired by conversations between Ola and industry stakeholders and celebrates the local news industry as champions of truth in Canada. Ola is known for the strong narrative she brings to life in her work and her ability to spark conversation, bring people together, empower action and shed light on important issues.

The Champion The Truth artwork features three stoic, trailblazing characters representing journalists and readers, as well as multiple landmarks from across the country to celebrate the diversity of people, places and perspectives in Canada.

Items from this exclusive collection will be available for purchase at the launch of National Newspaper Week, starting Sunday October 3, 2021. For more information and the publisher’s tool kit please go to <https://nmc-mic.ca/national-newspaper-week/>

Champion The Truth And Show Your Support

Follow News Media Canada on social media to see how publishers are celebrating across the country.

[Facebook](#) · [Twitter](#) · [Instagram](#) · [LinkedIn](#)

UPCOMING WEBINARS

The OCNA has teamed up with the Online Media Campus and Newspaper Academy to help the association fulfill its mission of providing affordable and relevant training to members.

Online Media Campus

Tools for Trust: A Guide to Connecting with your Audience

Friday October 8, 2021

2-3pm (EDT)

\$35 USD

Presented by Talia Stroud of Center for Media Engagement

News distrust is a pressing problem - but there are steps your newsroom can take to better connect with readers and gain their confidence. The Center for Media Engagement has collaborated with newsrooms across the country to identify concrete actions news organizations can take to address trust issues.

[Click here to register](#)

To view more information and archived webinars hosted by OnlineMediaCampus go to: www.onlinemediacampus.com

Newspaper Academy

Mastering Photoshop Tools You Never Had Time to Learn

Thursday October 7, 2021

2:00 pm - 3:30 pm (EDT)

\$89 \$69 US

90 Minutes! Bring two pens!

No wonder they call Kevin Slimp "Guru." He's been training designers to use applications and tools since the mid 90s and Photoshop is the software he's been teaching for more years than any other. You'll leave this webinar with skills you probably didn't even know were possible.

Here are just a few of the topics Kevin will cover in this session:

- The various selection tools (including the newest ones) & how to make precise selections
- Transform tools that come in really handy: warp, perspective, distort
- Healing and Patch tools
- Various Content Aware Tools
- Clone Stamp & Pattern Stamp Tools
- History Brush Tool
- Pen Tools
- Custom Shape Tool
- Ruler Tool (for aligning images) and Color Sampler Tool
- Color Adjustment Tools
- Type Tools (and converting type to other formats for special effects)
- Layer Styles & Effects
- AND MUCH MORE!

Bring two pens. You'll need them!

[Register HERE to save \\$20.](#)

Other upcoming Newspaper Academy webinars:

[Page & Ad Layout in Affinity Publisher \(The Basics\) - Friday October 22, 2021](#)

[Introduction to Adobe Illustrator for Newspapers & Magazines - Friday November 12, 2021](#)

[Learning to Create and Export Tags in InDesign - Thursday January 6, 2022](#)

[From Zero to Hero! Become a Photoshop Guru - February 4, 2022](#)

To view more live and archived webinars hosted by Newspaper Academy, go to: newspaperacademy.com

MANAGE THE EMPLOYMENT RELATIONSHIP WITH EMPLOYEES POST COVID-19

By: Ron Guest, Senior Partner www.twogreysuits.com

WHAT ARE PROGRESSIVE/SMART EMPLOYERS DOING NOW TO BE READY TO MANAGE THE EMPLOYMENT RELATIONSHIP WITH EMPLOYEES POST COVID-19?

Unquestionably this global pandemic has forced employers into designing work arrangements never done before or in many cases, never even thought of before. One big question post COVID-19 is going to be employees asking WHY they cannot continue to work from home in many cases. This will be especially hard for employers to defend if the employee has been doing their job fully and properly. *(new pandemic work from home studies are confirming that worker productivity is actually up!!)*

Many employees who now look at commuting time and expense as a necessary evil – may change their tune and favour those competitor companies who do not require a commute, perhaps placing a higher value on employee's personal time. The expense alone of commuting will have many looking for answers of how to minimize this or possibly not do it anymore.

Work from home is not at all a new concept, but the management thinking around this will need to be new. Here's what you need to consider –

- Once this pandemic is past us, what onus will be on employers to allow employees to remain working from home if they wish?
- How will employers decide which jobs can be done fully remotely or not?
- What about employees now wanting to work remotely but from a different country?
- What will be the legitimate business reason for requiring employees to attend a worksite on a regular basis?
- How should employers deal with employees that simply refuse to work back in the office?
- What about employees who signed up to be able to come and work in the office, and now there is not a sufficient size office to have space for all employees?
- How demanding will employees be in their request to work from home?
- What are the legal employment ramifications in all of this?

I think you can see that there will be a lot of different views on the employer-employee work relationship. I don't think anyone will disagree with that. This leads us to the question of what should employers be doing now to be out in front of these issues and more importantly to have answers for them when they do arise. The 'do nothing' option here is simply not in play. Employers who do not have answers for these important employee questions will potentially lose very good employees to those more progressive companies who have thought through the employment relationship post Covid-19 and can answer these same employee questions. This fact alone can have a significant impact on employee retention post COVID-19. Potential red flag here for employers.

At minimum employers should have a work from home policy which many already had but will likely need to be revised. Business will have to think hard about the reason for all-employee in person gatherings in future. Yes, team work in person communication and employee socialization is important, and how will companies do this with possibly most of their staff choosing to continue to work from home?

At the very least employers should right now be reviewing their current work from home policy and perhaps re-looking at employment contracts as a means of dealing with this. Really hard questions need to be asked about the legitimate requirement for employees to be at the workplace when all of their work can be done remotely. The idea that productivity suffers with remote work is in fact being found out NOT to be true. By forcing up to 40% of workers in to work form home roles, the worldwide pandemic may provide the greatest ever experiment in work from home data. In regards to remote work, a recent survey by OI Global Partners (Nashville, Tennessee) surveyed business and HR leaders at 585 companies of all sizes across 16 countries and found that 39% reported no change in worker productivity since Covid-19 started and 43% actually reported an improvement in worker productivity!!

If companies are not progressive enough we could see very significant employee movement to competitors who have figured this out. For certain, progressive companies who have developed a post COVID-19 work from home policy must post this on the employment section of their website as this will be a key employee attraction factor going forward. Making it seamless and easy for employees to apply to your company on-line will be even more critical. (One company who TwoGreySuits is very familiar with and has excellent experience in helping companies with this is [Annex Graphics](#)).

The bottom-line in all of this is that employees will in some sense initiate calling the shots on work from home, unless management has done the required thinking to address this going forward.

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TwoGreySuits is a leading-edge provider of on-line human resource management information, processes, tools and forms servicing the global market. We have integrated the HR practices associated with the key drivers of Employee Engagement within the well-organized information on the website.*

Our website is built on the premise that if you truly see the value and want to manage people professionally, using our tools and information, you will see increased employee engagement levels over time, a win for everyone!



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Free offers can generate big results

By John Foust
Raleigh, NC

Generally speaking, there are two types of advertising. Image advertising, which is often referred to as institutional advertising, is designed to create a positive overall impression. Response advertising's objective is to generate immediate results.

Let's take a few moments to examine a category of response advertising – the free offer. "Free" is one of the most powerful words in advertising. Here are some idea starters:

1. Free sample. This usually applies to a small portion of a particular product. Imagine an ice cream shop that offers customers a free taste of a seasonal flavor. Or a new bakery that runs a coupon for a complimentary doughnut.

2. Free trial. This is not a money-back guarantee. It's a way for consumers to take temporary ownership of a product, without an upfront cost. Premium cable television channels often use this tactic to introduce viewers to their shows.

3. Extra product free. Think of a restaurant that offers a free dessert with a meal. A variation of this tactic has become so popular that it has its own acronym: BOGO, as in "buy one, get one." The "get one" could be the same or similar product for no cost or half price.

4. Free gift. This offer goes beyond samples, trials and extra products. Some companies give away products that may be unrelated to what they sell; for example, "Buy a widget and get a \$25 gift card from XYZ coffee shop."

5. Free demonstration. Although most product demonstrations are available at no charge, many businesses don't like to make that offer. Maybe they think it's too much trouble.

On the other hand, there's the powerboat dealer in North Carolina that invites serious prospects to test drive their boats in the lake behind their showroom.

6. Free information. "Write for our free brochure" used to be a common line in ads, but it has been largely replaced by "visit our web site."

There are other ways to provide free information. Think of an investment firm that offers a free book on retirement or other relevant topics.

7. Free service (analysis, consultation, etc.). Real estate agents frequently offer free, no-obligation listing evaluations. Can one of your advertisers provide something similar?

8. Free training. When I was in the tenth grade, I saved up for a long time to buy a used guitar. The store won my business, because: (1) the guitar was a real beauty and (2) they offered three free lessons with the purchase.

9. Free installation. Free assembly or installation can be a big selling point. Several years ago, I was on the verge of buying a chair from an office supply store. But when I learned they had a \$25 assembly fee – even for the chair I wanted, which was already assembled – I went somewhere else.

10. Free delivery. Take a hint from online sellers who sometimes provide free shipping. They know the persuasiveness of no-cost delivery. A local brick-and-mortar advertiser can attract attention with a phrase like: "Can't pick it up? We'll deliver it to you for free."

(c) Copyright 2021 by John Foust. All rights reserved.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training.

E-mail for information: john@johnfoust.com

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MEMBER SERVICE SPOTLIGHT

Hall of Fame

The OCNA is proud to recognize and celebrate individuals who have made exemplary contributions to Ontario's community newspapers through our Hall of Fame. Inductees are respected community news professionals who have remained passionate about the industry throughout challenges, opportunities and changes. They are leaders who have helped community newspapers adapt and grow. Nominees are encouraged from all aspects of the industry, including editorial, advertising, publishing, production, circulation, finance, sales or design. The Award may also be given posthumously. Nomination forms must be received no later than Tuesday November 30th, 2021 to be considered for induction into the Hall of Fame for 2021.

The OCNA offers a wide variety of services to its members, including events, awards, and training courses.

For more information and to download the nomination form go to: www.ocna.org/ocna-hall-of-fame-award or contact Karen Shardlow at k.shardlow@ocna.org

Time-Saving Design Tools

Tools that save time while increasing the appeal of your designs

By Kevin Slimp

My experience as a professional designer goes back quite a while. I suspect many folks who read my columns were yet to be born when I picked up the box containing Version 1.0 of PageMaker from my desk in Lakeland, Florida, leaving me to wonder what was inside the box. My office adjoined the campus of Florida Southern College, and it seems the Computer Science Department wasn't sure what to do with this "program" and had it sent to me. I suppose I had a reputation for pushing the limits of those early desktop computers.

I didn't sleep that night. I carried the box home with me, staying up till morning to figure out how to lay out a page in PageMaker. It was a slow process. At the time, Aldus (the creator of PageMaker) released all its applications first on the PC platform, then Mac. Microsoft Windows wasn't commercially available at the time, so PageMaker ran on something called "Run-Time Windows," which was built into the application. To design a letter-size page took approximately eight hours in those early days due to the slowness of those desktop computers. After purchasing my first laser printer, an HP-Laserjet, I could print a page in approximately two hours.

Once I learned how to design pages in PageMaker, then learned enough about the Postscript programming language to create vector-based logos and illustrations, I was a hot commodity as a designer. I soon moved on to other applications like QuarkXpress, Illustrator, CorelDraw, Ventura Publisher, and Adobe PhotoStyler. Years later, after Adobe purchased Photoshop from Aldus, combining many of the tools from Photoshop with those from PhotoStyler, I learned, then began teaching, Photoshop to audiences that filled auditoriums.

Moving on, I opened an ad agency, which led to my work with Adobe and PDF files (I was looking for a less expensive way to get proofs to clients). Before long, I was receiving calls from newspapers internationally for help with design and technology.

Skip ahead a few decades to 2021, and quite surprisingly, I find myself doing more design work than ever. Between book covers, marketing materials, and even the occasional newspaper redesign, I generally sit in front of my screen 12 or more hours most days. So, when I find something that saves time in the design process, I'm quick to add it to my toolbox.

I'd like to share two websites that have become daily destinations

in my design work in this column. I use both to assist in the selection of colors used when designing book covers and marketing materials. Not only do these tools save time, but they've also made the quality of my work increase significantly.

The first is Design Wizard (designwizard.com). The actual URL you will want to visit for selecting color combinations is:

designwizard.com/blog/design-trends/colour-combination



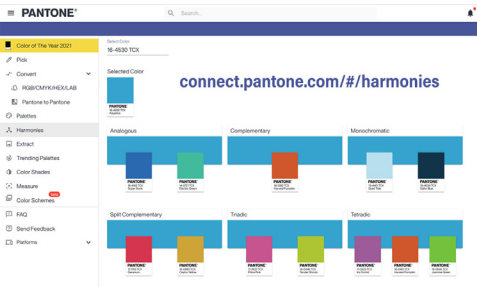
As you scroll down the page of Design Wizard, you'll find a section titled, "Color Compos That Use Two Colors." I've started using this material in most of my design work. Design Wizard features popular color combinations that work well together. For instance, I would have never thought to use Turquoise and Warm Sand together on a book cover. But with the help of Design Wizard, I did, and the result was a beautiful color combination.

Further down the Design Wizard page, you'll find a section titled "Color Matching with Three Colors." If you are like me, you'll find this information invaluable when designing ads and illustrations.

The second website I would recommend is Pantone Harmonies,

found at:

connect.pantone.com/#/harmonies



Be sure to enter the URL address precisely that way. Otherwise, it's tricky to find the right page.

Simply, Pantone Harmonies allows the user to enter a color, then suggests complementary colors.

I'm currently designing covers for 23 books in a series. Each has a similar design but uses its own unique color combination, different from the colors of the other book covers. You might imagine how difficult it was to find 23 different combinations that looked modern and appealing. Pantone Harmonies has been a lifesaver. I simply enter a color. If I enter something generic, like "green," the website will list all the various Pantone colors in the green family. After selecting the green I want to use, Pantone Harmonies lists color combinations, most of which I would have never imagined on my own.

If you don't deal with colors or design at your publication, send this column to someone who does. There's a good chance they will thank you for it later.

Kevin Slimp was working in InDesign before it even had a name. He taught a large group of designers to use the application the week it was first released.

Since developing what is now known as the PDF Remote Printing Method back in the early 90s, Kevin has been at the forefront of newspaper technology and is a popular speaker and trainer in the magazine and advertising worlds as well.

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