

# news clips

## Convention... OCNA Convention

**S**hine up your Aston Martin, check your Walther PPK at the door and prepare for an OCNA convention that is Shaken, not Stirred.

A full line-up of educational and topical sessions has been planned for the April 8-9 convention for community newspaper professionals including a comprehensive look at the Future of Newspapers panel session on Friday afternoon. It's a Must Attend for everyone who works at community newspapers and it doesn't require a license to kill to get through the doors.

We've got a number of great exhibitors waiting for you at the Trade Show; an amazing group of Junior Citizens from across the province; and the best of the industry showcased on Saturday night with the awarding of the Better Newspaper Competition prizes. Eat your heart out Mr. Bond.

Students interested in spying a career



### The future of our industry?

**Tony Poland of Metroland's Etobicoke Guardian took some time to discuss the community newspaper industry and answer questions with Sheridan College's second year journalism students as they prepare to go on their internships. OCNA's Director of Member Services Anne Lannan and Communications Coordinator Gordon Cameron also talked students, most of whom said they would be interested in working at a community newspaper.**

in our industry will be coming out to meet you at the first Community Newspaper Career Fair on Saturday afternoon to gather intelligence on employment opportunities.

Those registering for the full conven-

tion package will have the opportunity to do some investigative work of your own...each of you will receive a Mystery to solve and the first of the clues to help you in your quest. Over the course of

*Continued on page 4*

## The Illusionary Lure of the News Hole

**By Don Lamont**  
Executive Director

**I**t's tempting in the short term to squeeze that news hole to cut back on printing and other costs, and run with a tighter newspaper. But you wonder at the edges of your consciousness about the long term, and how this approach might erode the equity in your product if you keep doing it.

Newspapers aren't totally unique. Other enterprises can modulate their costs to realize short term gain even though they have competitors who might be nipping at their heels. Sometimes it seems like it's more obvious for newspapers. Every edition is different. It's not a consistent product with ongoing constraints that can't be modulated from week to week. Let's face it, decisions

can be made with every edition to cut back on content or give more. It's up to the publisher to set the standard, week in - week out.

Yes, it's tempting. Newspaper publishers work hard. You have needs. Business today is driven by short-term needs - be it delivering dividends to shareholders or making enough money to simply buy a new dining room set. That's just the way it is. Who is to say what's right. Sometimes the economic model we are trying to sustain for our business is a delicate balance. It's close and we want to make it work in our favour.

But the reality is the market won't accept going too long with a newspaper that's too tight too often. Frequently producing small, out of balance newspapers can take its toll in the long run.

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# Slimp's favourite software picks for 2005

By Kevin Slimp  
Institute of Technology

Last month, we took a look at hardware available to newspaper professionals. This month, I'll place my reputation on the line again as I share my list of favourite software applications.



## Pagination Software

Over the past three or four years, Adobe and Quark have been duking it out in a battle for supremacy in the page layout wars. Most experts declared Adobe's InDesign the winner after the release of InDesign CS, but Quark responded with a significant upgrade in QuarkXPress 6.5 a few months ago. Quark made a strong showing, highlighted by the ability to edit photos within the application. Though the race has tightened, InDesign still holds an edge over Xpress. It will be interesting to see how this showdown develops over the next few months.  
My pick: Adobe InDesign CS - [www.adobe.com](http://www.adobe.com)



## Ad Design

The question comes to me at least once a week. Newspaper designers want to know if they can use InDesign for both pagination and ad layout. Yes, they can. InDesign is an excellent ad layout application. If you ask my opinion on the best application for newspaper ad design, however, my money is still on MultiAd Creator 7. The latest update, 7.01, includes the ability to interface directly with AdBuilder.com, allowing the user to search for images from within Creator. I saw this in action during its development and was blown away by the possibilities.  
My pick: MultiAd Creator 7 - [www.multi-ad.com](http://www.multi-ad.com)



## Website Design

Dreamweaver, by Macromedia, still leads the pack when it comes to website design. Adobe's inclusion of GoLive in its Creative Suite Premium package has offered some serious competition over the past year. Overall, my preference remains with the industry standard, Dreamweaver.  
My pick: Macromedia Dreamweaver - [www.macromedia.com](http://www.macromedia.com)



## Font Management

Fonts seem to give every design department headaches. My favourite font manager is Extensis Suitcase X1. For managing fonts over a network, Extensis Suitcase Server gets my nod. The inclusion of FontBook with OS X is helpful, but users often need a more powerful font management tool. My choice, for both Mac and PC users, is Suitcase.  
My pick: Extensis Suitcase - [www.extensis.com](http://www.extensis.com)



## Word Processor

There are a lot of good word processors out there. I've reviewed several that are compatible with Microsoft Word files, without the pinch on the bank account. Overall, however, my favourite word processor, especially for InDesign users, is Adobe InCopy. By linking with InDesign pages, the InCopy user can see how their text is flowing on the final document. A big plus.  
My pick: Adobe InCopy - [www.adobe.com](http://www.adobe.com)



## Internet Security

There are a lot of antivirus utilities out there. For the past several years, Symantec has offered the best. Symantec's Norton Internet Security 2005 provides essential protection from viruses, hackers, and privacy threats. PC Users will appreciate Norton AntiSpam, included with this suite of utilities (not available in Mac version).

My pick: Norton Internet Security - [www.symantec.com](http://www.symantec.com)



## Spam Utility (Mac)

SpamSieve actually gets better over time as you train it with more messages. SpamSieve doesn't delete any messages-it only marks them in your e-mail client-so you'll never lose any mail. SpamSieve works with any number of mail accounts, of whatever types are supported by your e-mail software.

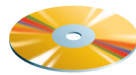
My pick: SpamSieve - [www.c-command.com](http://www.c-command.com)



## Photo (Asset) Management

I've had the opportunity to test several asset management applications over the years. My favourite continues to be Extensis Portfolio, now in version 7. If your goal is to keep track of the graphic files you've collected over time, Portfolio is an excellent solution at an affordable price. For a network based solution, Portfolio Server is an excellent option.

My pick: Extensis Portfolio - [www.extensis.com](http://www.extensis.com)



## CD/DVD Utility

Most Macs and PCs now come with the ability to burn CDs built in. However, there are times the user is looking for more functionality when burning a disk. I've found that Roxio makes the best programs on both platforms for creating CDs and DVDs. On the Mac side, Roxio Toast leads the pack. For PC users, Roxio Easy Media Creator is much easier to use and provides more satisfying results than the other Windows-based utilities I've tried.

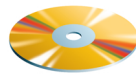
My picks: Roxio Toast & Roxio Easy Media Creator - [www.roxio.com](http://www.roxio.com)



## Mac Disk Utilities

When you install OS X, you already have a wonderful disk utility, Disk First Aid. When I need a disk utility, that's the first place I turn. The second place is DiskWarrior, by Alsoft. All disk utilities do different things. I've found DiskWarrior to be an excellent tool when Disk First Aid won't do the trick. Frankly, you can't have too many disk utilities. I'd also keep Micromat's TechTool Pro available.

My pick: DiskWarrior - [www.alfsoft.com](http://www.alfsoft.com)



## Plug-Ins & XTensions

A Lowly Apprentice Production has gotten so good at creating plug-ins and XTensions for pagination applications that we're starting to see some of their products included in other vendors' software. Whether it's InEffects, for creating special effects in InDesign, or Imposer Pro, for page imposition in QuarkXPress, ALAP makes the work of the professional designer a lot easier.

My pick: A Lowly Apprentice Production - [www.alap.com](http://www.alap.com)

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# Responding better to member needs by reconfiguring OCNA

By Don Lamont  
Executive Director

**W**hat's been happening at OCNA? Well among many other things, we have been reorganizing to meet the challenges ahead and the priorities set by the OCNA Board. They say the structure of an organization in many ways determines its strategy. Conditions are very fluid these days and if you always maintain the same staffing configuration your strategy is stagnant. To succeed organizations must continually renew and reinvent themselves, and OCNA is no exception. OCNA is also a small organization and it's imperative for most staff to handle various duties and to back each other up.

The last year certainly was a period of change for OCNA. Because of changes in technology and ownership patterns which spawned decreased demand, OCNA closed its microfiche service in the first part of 2004. The microfiche service enabled OCNA to maintain telephone reception and when the service closed new ways had to be found to keep the human touch when members called. Various OCNA staff members including Laraine Hall, Jessica Rushton and Nancy Burman stepped up to help out with the phones.

The launch of ComBase required OCNA to devote more time to the analysis and packaging of the data and new duties were assigned to Carolyn Press who came to OCNA a few years ago with these skills. This meant Lynn Fenton had to adjust her duties to enable Carolyn to focus on readership research, and she did so enthusiastically.

A higher focus on marketing and promoting the community newspaper industry is a top priority for OCNA. We've done much in recent years to position the

industry to succeed; now we have to leverage these investments by pushing and promoting our assets with the right audiences. We'd planned to do so by adding staff but financial constraints brought about by the downturn in the newsprint market required OCNA to make the switch working within existing resources. Duties were reassigned, Minna Schmidt was hired to serve as Ad\*Reach's sales specialist while Sean Lind was brought in to head up our effort to market the community newspaper brand. Our industry's success in the national advertising market is not only a matter of pure sales, it has to do with a greater awareness of the product and removing the underlying myths and misunderstandings if we are to generate more sales all around.

Network classified advertising has grown at an astonishing rate due to the very talented telemarketing skills of Carol Lebert and Kim Magill. We've had to become more proficient at simply processing these ads.

In the same vein, OCNA has had to become more adept at communicating internally with members and distributing useful information electronically as technology and members' needs change. These two disparate but interrelated tasks, processing classified ads and publishing bulletins, were distributed among different OCNA personnel but when we looked at how business actually flowed it made sense to reassign duties and to create a new position dedicated to external communications. Hence we recently hired Gordon Cameron to handle e-clips, news clips, Best Practices and other duties (including backing up Ian Youseman for digital ad distribution for Ad\*Reach who has held down the fort wonderfully this past year). But to do so, Accounting Clerk Jessica Rushton had to pick up new duties surrounding the processing of net-

work classified ads and Nancy Burman had to help out with the coordination of the Junior Citizen program, in addition to selling newsprint.

While we conducted the search for Gordon many staff had to fill in different spots to tie us over, but throughout Anne Lannan held it all together. In the same vein Shelley Ford-Kohler has taken on new challenges particularly in regards to Stewardship Ontario and ensuring members receive fair treatment when it comes to covering our responsibilities to contribute to recycling newsprint. She is ably assisted in administering in-kind advertising by Lucia Shepherd who also picked up more in the accounting area in light of other changes.

There has been a lot of change. Throughout it all we've maintained operations and developed new features, like updating our web sites. We have an extremely talented and flexible staff here at OCNA; willing to turn on a dime to serve OCNA members. When you look at the changes made in the last year individually it doesn't seem like much but when you look at it collectively you have to be proud of the people who serve you. With the new configuration, we are now ready to take things to the next level.

### Shaken Not Stirred Photo Contest

Send in your photos that show off some aspect of your community newspaper as well as reflecting the 2005 convention theme 'Shaken Not Stirred'.

Entries must be received by March 11 and judging will take place during the convention

For more information see <http://members.ocna.org/photoRules.html>

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# OCNA convention Shaken, not Stirred

## Educational sessions

### Friday Afternoon

#### *The Future of the Newspaper Industry*

If you are curious about what the community newspaper industry will look like in the future, you won't want to miss our kick-off session: The Future of the Newspaper Industry. What will our products look like? Who will our readers be? What companies will be advertising and will it be ROP or flyers? What must we do now to satisfy our customers tomorrow? We'll load you up with information on new technology, changing demographics, workplace issues, smaller sized newspapers, news holes, more vertical publications, combined use of print and digital products, and so much more. Some of the professionals on the panel include Earl J. Wilkinson, Executive Director of the International Newspaper Marketing Association; Aggy Apostolopoulos, Senior Consultant with Kubas Consulting; Jeanne Fox-Alston, NAA's Vice-President of Diversity.

### Saturday

#### Editorial

Renowned writing coach Jim Stasiowski brings his warm, witty and brilliant style to Canada as he offers a full day of strategies for better writing, storytelling, crafting leads, and interviewing. There will be plenty of Jim's common sense approach to journalism, and, oh yes, his sense of humour is pretty good too. Before lunch, MPP Caroline

Di Cocco will drop by to talk about her Private Members Bill 123, The Open Meetings Act that will help journalists deal with governments and in-camera meetings.

#### Advertising

*Morning:* Ad sales reps will love this hands-on session



related to the effective and attractive layout of ads. Participants are encouraged to bring problem ads to try to solve their dilemmas. We will also cover creative sales presentation techniques that will surely increase your results. Session leader is Ian Fisher, Coordinator of Sheridan College's Advertising program.

*Afternoon:* Brenda O'Hanley, Strategic Training Solutions, is an accomplished newspaper sales trainer. This session

describes the three components of a sales call, but focuses on opening and concluding. Also, explore best practices and build customized planning worksheets in each of the following areas: planning the prospecting call, using buying motivators to open opportunities, making customer contact,

opening/advancing/closing the phone call, and penetrating an account and getting referrals.

#### Publishers

*Morning 9-10am:* How to use readership research to sell your newspaper on Main Street. This will be one of the topics covered by ComBase President Elena Dunn as she highlights the fabulous results in this Community Newspaper Readership Study. She can help you make sense of graphs of numbers and statistics and show you what is important

for your advertisers.

*Morning 10-12:* Brenda O'Hanley, Strategic Training Solutions, will cover two main topics: behavioural interviewing and retaining quality employees. She will teach you interviewing techniques that help employers predict how a candidate will perform on the job and fit into the organization. She will also show the clear link between coaching, motivation, performance and employee retention. Coaching salespeople in their sales call activities is an effective way for managers to develop salespeople and have a direct effect on their performance.

#### Technology

*Morning:* Everything you ever needed to know about creating and working with Adobe pdf files will be covered by Adobe Canada's Sebastian Distefano. He will cover everything from troubleshooting to preferences to fonts. He will also talk about the features and benefits of Adobe's InDesign program and how it can help you in your production process.

#### Saturday Lunch

Be introduced to the newly elected OCNA Board of Directors at the President's Premier Luncheon. Enjoy a wonderful meal before being entertained and motivated by Michael Lewis, Founder and President of Michael Lewis Training, Motivation And Development. He will present his unique take on our conference theme Shaken Not Stirred - the Science of Motivation.

## Great prizes for those who solve the mystery

### Continued from page 1

the convention, you will have the opportunity to uncover more clues. The delegate who solves the puzzle first or finds the most clues will win four VIA Rail tickets which may be used anywhere from Windsor to Quebec City. Sponsored by VIA Rail Canada Inc. The prize will be presented at Saturday night's Awards Gala. Full details will be in your delegate package.

For those who have always wanted to be a secret agent

you'll get your chance on Saturday night. Come as your favourite secret agent. Is it the debonair James Bond or do you find the comical Inspector Clouseau (of Pink Panther fame) more interesting? Play the part in costume on Saturday night and you qualify to win an excursion package for two on the Polar Bear Express, sponsored by Ontario Northland Polar Express (retail value \$1600).

So be sure to register early. See you at the newly renovated Toronto Airport Renaissance on April 8 and 9!

# Find your new employees at the career fair

**P**romote Your Newspaper and Your Community to our next generation of employees. Your association has invited Journalism, Advertising, Graphic Arts and Photography students from colleges and universities across the province to attend the first OCNA Community Newspaper Career Fair. The event is being held on the Saturday afternoon during the OCNA Spring Convention.

This is a wonderful opportunity for you

to introduce and inspire our next generation of employees to become involved in our industry. These students are young, intelligent and eager to jump into their new careers. They are looking for challenging and exciting opportunities and Ontario's community newspapers can certainly deliver.

All you have to do is register for a fee of \$25 for member newspapers or \$45 for non-members, and spend two hours promoting your newspaper to this keen group

as they stop by your table. Each newspaper registering will be set up with a table to display your newspapers and community items.

OCNA has arranged for prizes for the students, and has invited them to attend seminars or the Better Newspaper Awards that evening.

To register call Anne Lannan at 905-639-8720 ext 228 or e-mail [anne.lannan@ocna.org](mailto:anne.lannan@ocna.org). Space is limited so register ASAP.



## Software picks 2005 Supporting the OCNA Foundation

*Continued from page 2*

### Most Necessary

Since there's really no competition for Adobe Acrobat Professional, I created a category for it. I haven't visited a newspaper in some time that didn't have at least one copy of Adobe Acrobat installed. With the advent of Acrobat Professional 6.0 last year, PDF technology took a giant step forward. With the recently released version 7.0, Adobe continues to supply cutting edge software to the design professional.

My pick: Adobe Acrobat Professional 7.0 - [www.adobe.com](http://www.adobe.com)

### So Much Software

So little space. There just isn't room in one column to compare specialty software like newspaper workflow systems, raster image processors, photo collections and other categories of software. Over the next few months, we'll take a look at a few of these overlooked classifications of software.

Do you... Have a summer cabin or vacation timeshare? Have a boat & know great fishing spots? Make the best fudge?

If you do then donate something original and fun to the OCNA Foundation Auction that is guaranteed to get great

bids! The Auction will be held during the Spring Convention.

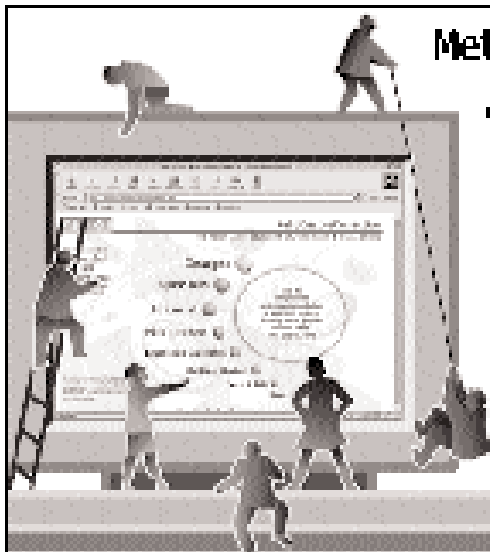
Notify OCNA of your donated items by March 29 by faxing the details (newspaper, item, value) to the OCNA office at (905) 639-6962.

**Our convention headquarters is the newly renovated Toronto Airport Renaissance 801 Dixon Road, Toronto, ON M9W 1J5**

**Convention rate of \$125/night single/double, parking included for overnight guests. This rate will be available until March 16, 2005 so make sure you register by then.**

**Reservations should be made directly with the hotel at 1-800-630-2594 or 416-675-6100. State you are with OCNA Annual Convention to receive the special rate.**

**High-speed Internet is available in all guestrooms. Wireless high-speed Internet access is complimentary in the hotel restaurant, lounge and lobby. Complimentary airport shuttle is available.**



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## Shrinking newshole

*Continued from page 1*

It's a signal that something just isn't working. The problem needs to be consciously brought to the surface, heeded and addressed - not let slip by week to week.

Otherwise, the publisher looks up one day and realizes the situation has changed and dramatic medicine is needed to turn things around to recapture readers and advertisers who have lost interest. Sometimes this realization comes too late.

Newspapers are not unique but sometimes it feels like the ability to modulate the news hole is a tempting, short-term solution that can back fire in the long term if relied upon too often. What do you think? Please send your comments to [newsclips@ocna.org](mailto:newsclips@ocna.org)



## member news

# Mary and Mervyn Fowler win Mary Knowles Award

**O**CNA's Foundation is pleased to announce the winner of the 2004 Mary Knowles Award for Community Service. For the first time, a husband and wife team, Mary and Mervyn Fowler of the Dundalk Herald and Flesherton Advance won the coveted award which will be presented at the Awards Gala during the Spring Convention April 9 at the Toronto Airport Renaissance.

The pair has been instrumental at the district level of the Ontario Agricultural Society, and has been involved with the local Dundalk Fall Fair for at least 30 years. They recently renewed their involvement in the Dundalk Dance Competition, a popular part of the cultural life of the area,



**Mary and Mervyn Fowler**

which attracts dance contestants from across Southern Ontario. They were instrumental in advertising and coordinating activities sponsored by service clubs and other organizations. Mervyn serves as the event's photographer, as he does for so many other activities.

For the past three years the

Fowlers have served on the town's Beautification Committee, an effort to keep Dundalk attractive for residents and encourage pride in the village and what it has to offer. For 10 years Mary has served as chair of the Board for Evergreen Cemetery where the annual events are a chance for local history to be shared and stories told.

Mary has been on staff at the Herald and Advance for 13 years, serving as editor for the past four, handing all the copy, editorials, covering local council and events from musicals to more controversial matters. Her other community involvements include local sports, playing bagpipes in a pipe band and volunteer work for the Air Cadets when her son was involved. Mervyn has been taking pictures for the paper for 16

years, recently acquiring a digital camera while still keeping up his home dark-room where he recently provided instruction to a 4-H Photography Club.

We congratulate Mary and Mervyn Fowler who have made their marriage a partnership in every sense of the word. Their community has happily reaped the benefit for years.

The Ontario Community Newspaper Foundation, operated from the OCNA office in Burlington, sponsors the Mary Knowles Award for Community Service. This year's award will be presented to Mary and Mervyn Fowler at the Better Newspapers Awards Presentations on Saturday, April 9 at the Toronto Airport Renaissance during OCNA's spring convention.

## Metroland's Durham Region Media Group a significant partner in community tsunami relief effort

**By Tony Doyle**

Managing Editor Ajax and Pickering News Advertiser

**A**fter reading a story and editorial in the Ajax and Pickering News Advertiser about the impact the tsunamis and earthquakes were having on the people of Durham, we were invited to an initial meeting out of which was borne the Durham Tsunami Community Relief effort. About 20 people were at the first meeting in Pickering and by the end of three-and-a-half weeks, the community organizing group was well past 50 from all over Durham Region.

The group's goal was simple: get everyone in the region involved in the relief effort in some way. We encouraged fundraisers by community groups and schools, we asked businesses for donations to silent auctions and an online charity auction organized by the Durham Region Media Group (DRMG) through its site, durhamregion.com, and we asked that donations go to the Red Cross. The group set up a bank account, administered by the Pickering Rotary Club, for those who wanted the ease of donating, which could be done through any Bank of Montreal branch. The group figured if

every person in Durham gave 50 cents, we'd raise \$250,000 in the time leading up to January 29, our gala day of relief fundraising and cultural entertainment and cuisine.

The DRMG covered the fees associated with the establishment and administration of the online auction, and we went live Jan. 20 with 144 items. That expanded to 186 by the time bidding closed Jan. 29, with the site raising more than \$11,000. We also told some incredible community tales, through stories, photographs, editorials, and columns. We heard from children giving their Christmas and birthday money to the cause; we heard from a man who'd never done anything like it before, but he went to his neighbours and asked for money for the cause; we heard from our carriers who gave all their collection proceeds; we heard from just about every walk of life.

In addition, we donated online auction items; we committed graphics design staff to creating full-tabloid-page promos in our paper, which ran multiple times in our seven Durham publications, totaling almost 200,000 in circulation; we had editors on local television talk shows discussing the effort; and we had staff volunteers on site from 9 a.m. to 2 a.m. to help

with the gala preparation and work.

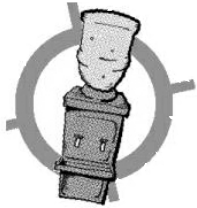
In total, our employees committed hundreds of hours over the three-plus weeks, much of it their own time, and our paper committed resources, dozens of pages in newspaper space, prizes and staff time.

The payoff was incredible. When the counting was finished Jan. 29, Durham residents had contributed more than \$700,000 to tsunami relief through the various relief organizations in our region (or close to \$1.40 per person). In addition the community group's account flowed to \$200,000 in the three-and-a-half weeks.

A lead official with the Red Cross said in his 20 years of community service work in Durham, he's never witnessed such an outpouring of support for a cause.

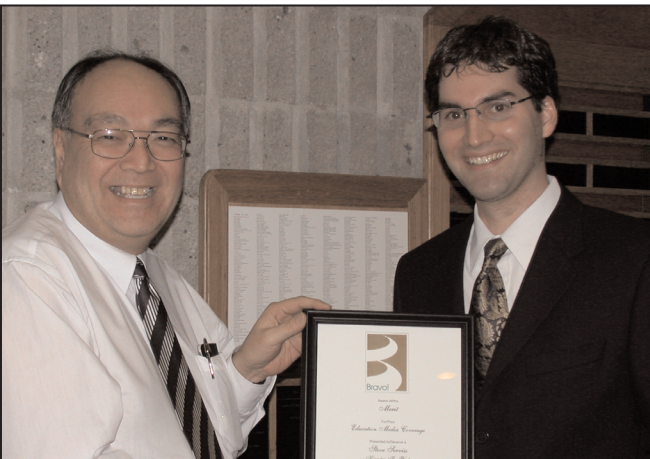
And the relief work may not be done either. The committee is looking at establishing a permanent cause that will annually raise money for south Asian projects in need.

From our publisher, to our editor-in-chief, and our advertising directors, information technology group, and all other members of staff, support for the community effort was wholeheartedly enthusiastic from Day 1. We were really pleased to be a part of such a fantastic grassroots community event.



# Water Cooler

• Managing editor Karen Smith returned to work after a nine-month maternity leave following the birth of her second child. Veteran **Kingston This Week** staffer Lynn Rees Lambert, who filled in as acting managing editor, returned to her role as reporter and columnist. Karen Smith wrapped up her work as spokeswoman and organizing committee member with Operation Red Nose of which Kingston This Week is an official partner. The holiday designated driver campaign had a banner year completing 621 rides and recruiting 350 volunteers. The free program raised more than \$11,000 for local youth projects. Lynn Rees Lambert talked about her role at Kingston This Week on Cogeco's cable show, Senior Scope. Lynn also co-hosted a portion of the Easter Seals Telethon on CKWS-TV for her ninth consecutive year. The annual telethon raised more than \$411,000 for 400 area children with physical disabilities. Photographer Rob Mooy helped judge the Catarauqui Region Conservation Authority's photo contest. Rob poured over hundreds of entries. Winners were published in Kingston This Week. Reporter Steven Serviss received a BRAVO Award from the Canadian Association of Communicators in Education for her exemplary coverage of education issues. He was one of 32 recipients across Canada.



Kingston This Week publisher Ken Koyama (at left) congratulates reporter Steven Serviss for his BRAVO! Award from the Canadian Association of Communicators in Education for exemplary education reporting at a Limestone District School Board meeting in January.

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

## Dates to Remember

- April 8-9 OCNA Spring Convention and Trade Show
- April 9 - Community Newspaper Career Fair
- April 9 - OCNA Better Newspaper Awards Gala
- June 1-4 - CCNA Convention, Banff Alberta

# Don't miss the 2005 trade show

**T**his is your opportunity to learn about products and services that will help you produce quality newspapers and be leaders in your community.

There will be a variety of new companies set-up at tabletop exhibits throughout

the Convention Foyer who are ready to serve you.

A number of companies you already do business with have also agreed to be there to further develop their relationships with you.

The Trade Show will be set up from 2pm on Friday until 6pm Saturday evening.

You don't want to miss it.

## CLASSIFIEDS

### Used Equipment

OCNA is offering a Used Equipment section in news clips to encourage members with redundant equipment to place free classified ads with us, c/o OCNA, 103-3050 Harvester Rd. Burlington ON L7N 3J1. Your 'trash' is someone else's 'treasure'.

### Life 101

Guaranteed laughs means guaranteed readership. Give your readers ANOTHER great reason to open your paper. Life 101 by Mark Thrice. E-mail: [jhollingsworth@bowesnet.com](mailto:jhollingsworth@bowesnet.com).

### Buying & Selling A Business Column

Are you looking for punchy articles from an Ontario author who specializes in mergers and acquisitions? Doug Robbins is your solution. Doug writes columns to capture interest. Your circulation gleans valuable, useful tips regarding buying and selling a business. He is a member of the editorial board of a GTA news-

paper.

His fees are nominal. Call Joyce Hansen, Class Act Connections, 905-278-0952 today to book Doug for your column.

### Columns available online

Looking for regular or semi-regular columnists for your newspaper? Check out the OCNA website. 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.

### Newspaper for Sale

Independent weekly for sale in South-western Ontario, 2300 verified Circulation Paid, plus small commercial printing plant. Only third owner since 1870. Looking to retire. Interested parties e-mail in strict confidence to [chuter@porch-light.ca](mailto:chuter@porch-light.ca)

**Members : e-mail your free news clips classifieds to [newsclips@ocna.org](mailto:newsclips@ocna.org)**

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Powerful Products For Newspapers

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## technology

# Making money from your web site

By **Gordon Cameron**  
News Clips Editor

**M**any rural publishers see a presence on the Internet as an expense with no direct benefit to their bottom line. However, the KnowAbout Network out of Peterborough is offering newspapers a way to get themselves online and to make money largely by doing what they are already doing.

The network is a family of community listing sites with each local site owned and operated by someone within the area they serve. The sites make their money through yearly charges for ad space that can vary from a basic listing in the directory to a dedicated full page.

"We are always trying to look at the network from what would appeal to advertisers," said Rick Teather, who along with Michael Bell, a former Eastern Ontario magazine publisher, runs the network. "We come at it from the advertising and publishing end. Some other listing sites which are done by computer guys might look nice or have a slick design but that doesn't necessarily mean that somebody is going to buy advertising on it."

Teather said that by adding a KnowAbout Network site to the products that a newspaper can offer an advertiser could result in higher cash flow with little

extra work as the existing sales staff will be largely selling to existing clients.

"Some publishers seem to be under the impression that advertisers are not willing to give up another cent to them," he said. "It always comes down to the price and value box. If value box is large enough they'll take it."

To deliver that value to the customer, the suggested ad rates run from a low of \$99 per year for a single mention in the directory that includes a business' name, address, phone number and a map link to show people where it's located, to a high of \$499 per year which includes mention in five categories, a rotating banner ad on the main page and a dedicated full page that can act as the company's home page. Because everything is monitored KnowAbout sends out an e-mail each month to every advertiser to let them know how many times their ads were viewed.

"To me this is one of real strengths of Internet," said Teather. "It can confirm how many people see the advertiser's message. It doesn't matter whether it's 10 people or 1000 people, advertisers really appreciate getting this type of information."

According to Teather the network's other big strength is that it was designed to appear high up on lists of search engine results. The closer a listing is to the top the more likely an Internet user is to click

on it and generate traffic to the local KnowAbout Web site and to its advertisers. However, keeping listings high isn't always that easy.

"It's like hitting a moving target as parameters change on a regular basis," said Teather. "Right now Yahoo! really likes our software."

Beyond the potential to increase revenue to a newspaper, the KnowAbout Network sites offer a platform to display articles and photographs giving the paper its own presence on the web.

"We can brand the site KnowAbout whatever the name of the town is operated by the newspaper," said Teather. "We could also totally rebrand it for the newspaper but we see value in the KnowAbout brand as it offers connections to other sites across Ontario and the world."

Teather and Bell are offering KnowAbout sites as turnkey operations as they will supply all the manuals necessary to get the site off the ground. And with their virtual office it means that the site can be updated from anywhere.

"Really all you need is somebody in your office who can type to change the content on the site," said Teather with a laugh.

For more information on the KnowAbout Network you can visit them online at:  
<http://www.knowaboutnetwork.com/>.

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