

# news clips

<http://members.ocna.org>

VOL. 21, NO. 2

## Schermann Family celebrate 30 years of publishing The Echo

By Bunny (BJ) Schermann  
The Manitowadge Echo

**T**hirty years has certainly gone by quickly with the help of the weekly paper. There is always something going on, and over the past 30 years we have tried to cover events, sports, stories, school and municipal activities and also stories from other parts of the world. My first recollection is in the rec room of Joe and Rita Melchers home...letter-setting large bold letters making titles and flyer headings like Kraft Dinner, Sweaters, and then cutting out pictures from books to fancy up the paper with decorations. The paper itself was typed on two-inch pieces of paper. Ask Linda Williams, as she was one of the first typists down by the waterfront at our first location.

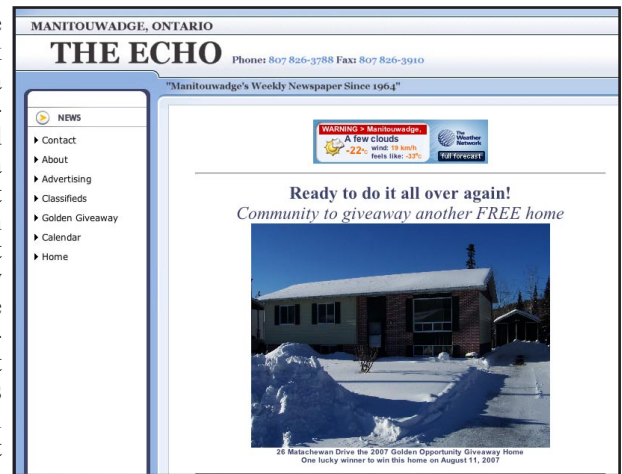
I myself typed as a volunteer in the early '60s at the Radford home - this was even before Joe Melchers put the Echo into

production on an offset press. The very first papers were run off on a gestetner. Now that is going back ....but some of you will remember that machine - but things did improve - we got a machine we called 'Nellie'. She was like a ticker tape stock

broker type of yellow paper with holes coming out of the keyboard, and then you took the roll to the feeder where a reader read the holes and printed a copy of what you had imagined your design on a wet/dry processor. We couldn't see the size, the space between lines or where it was just told it right - left centre, etc. so many of the ticker tapes had to be retyped. No such thing as saving it - and if you stepped on it on the way to the reader - it was gone - it had to be retyped until it came out properly. After that

we cut and pasted it on sheets of paper. We then had to go into the dark room and shoot a negative, make a plate and develop the plate and this would be put on the offset press with water and ink. Ask Faye Martin-

*Continued on page 4*



## OCNA's Spring Convention - Making news in Niagara

**I**t's time to register for the event of the year - the 2007 Ontario Community Newspapers Association Spring Convention. The first thing you will notice is that we are hosting the convention in Niagara Falls, Ontario - outside the Metropolitan Toronto area for the first time in many, many years. This major tourist location was chosen for its convention facilities, affordable rates, and many attractions such as indoor water parks, butterfly conservatory, casino, shows, and, of course, the beauty of the Falls themselves. The convention schedule is busy but we



have left time for you to enjoy the area on Friday night and all day Sunday, so you may want to bring along your friends and family to make the experience a truly memorable one.

We have a fabulous line-up of educational sessions and our awards presentations.

The Convention is March 30-31 at the Sheraton on the Falls Hotel in Niagara Falls. For more information or to register please visit <http://members.ocna.org/AFS/SpringConvention/OCNAConventionBrochure2007.pdf>.

## a word from OCNA...

# Renew your OCNA and CCNA memberships

By Anne Lannan  
OCNA Member Services  
Manager

**I**t's membership renewal time. Annual renewals will be sent to members next week.

Remember, you get two memberships for one fee. As a member of OCNA, you are automatically a member of our national association, the Canadian Community Newspapers Association. OCNA essentially passes your fees along to CCNA so they can lobby the federal government and Canada Post on your behalf, administer national projects, the national Better Newspapers Competition, Verified Circulation program, organize the national convention, and provide you with national industry news through The Publisher and its Web site [www.communitynews.ca](http://www.communitynews.ca). What most members don't realize is that all of the membership fees OCNA collects are forwarded to our national association. OCNA is able to provide programs and services to members mainly through contribu-

tions from AdReach sales, Network Classified sales, and newsprint sales.

Of OCNA's 302 members, 185 are participants in the Network Classified Advertising program. We are pleased to announce that more than \$391,000 will be distributed to those papers with your membership renewal. This basically more than covers the membership fee for those papers. This amount is up from \$354,482 last year.

OCNA was also able to send \$8,706,568 to our member newspapers last year through AdReach's efforts to sell national advertising on our members' behalf.

We hope to see you all at the Spring Convention and Trade Show, being held March 30-31 at the Sheraton on the Falls, Niagara Falls. Even though we've organized great educational sessions thanks to the expertise of our members, and various awards programs and networking opportunities, there is still time to enjoy the many tourist attractions in the area. Aside from the beauty of the falls, there are wine tours, the casino, indoor water parks, butterfly conservatory, local attractions, and entertainment.

Our Trade Show is a wonderful opportunity to meet with companies who do business with community newspapers. If there is a company you would be interested in having attend this year, please let us know and we would be happy to make contact. If you are interested in having certain types of

businesses there, let us know that as well. We want to the event to meet your needs.

Our OCNA Annual General Meeting will also be held on Friday, March 30 at the Convention. The Nominating Committee is seeking interested members who are willing to serve on the Board of Directors for a three-year term. Committee Chair is Out-going Past President Dave Armstrong who can be reached at 705-647-6791 ext 223 or [tpc@nt.net](mailto:tpc@nt.net).

OCNA is also searching for the ideal candidate to serve as Executive Director. The Board has struck a Hiring Committee which is accepting submissions until February 21 at [recruit@ocna.org](mailto:recruit@ocna.org). More information can be found in the classifieds on page 11. We hope to have an announcement by the convention.

Also on the staffing front

at OCNA, we are pleased to announce that three women are all expecting their first babies within one month of each other this summer. Congratulations to Lucia Shepherd in accounting, and Karen Shardlow and Shaba Qureshi in Member Services.

## Keep Us Posted

With more than 300 members, it can be difficult to keep track of the comings and goings at your newspaper. Please e-mail [k.shardlow@ocna.org](mailto:k.shardlow@ocna.org) with staff changes and e-mail addresses so we stay in the loop.

## A new weekly column



with



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# Free for use editorial on Bill 142

**By Gordon Cameron**  
OCNA Government Relations  
Associate

**A**s part of OCNA's work to improve the state of open government meetings in Ontario, particularly at the local level, OCNA has produced a free for use editorial on Bill 142, The Transparency in Public Matters Act. It discusses the recent changes to open meetings legislation in the Municipal Act and where it falls short (only dealing with municipalities and no real consequence for lawbreakers); a bit about what Bill 142 proposes and the consequences for inaction on opening up these meetings. The editorial can be published, distributed or disseminated in whole or in part by any OCNA member as an editorial, column, letter to the editor or as the germ of a story, editorial or column. Feel free to add local examples or otherwise rework it to fit your needs. This piece is offered free of charge and there is no requirement for any OCNA member to publish it. The text is available below or on OCNA's member's Intranet site at: [http://members.ocna.org/AFS/OCNA\\_Documents\\_Reports/](http://members.ocna.org/AFS/OCNA_Documents_Reports/)

Government\_Advocacy/Bill142Editorial.pdf.

If you have any questions please feel free to contact Gordon Cameron at [g.cameron@ocna.org](mailto:g.cameron@ocna.org) or at (905) 639-8720 ext. 239.

Thank you for your consideration in helping your Association bring greater open government to the people and the Community Newspapers of Ontario.

## Lend your voice to ensure true democracy

Recently the Ontario Legislature passed Bill 130 which made sweeping changes to the way municipalities operate by giving them new powers and responsibilities. It also gave the citizens of Ontario a power they've never had before; a method to challenge the legality of a closed-door council meeting.

While this is an excellent first step, it does have some major shortcomings. For one it only deals with municipal councils and their committees. No hospital boards, school boards, boards of health, police services boards, library boards, college or university governing bodies, Local Health Integration Networks, Ontario Municipal Board, Ontario Lottery and Gaming

Commission, electric utilities or parks commissions. These public institutions, which have a huge impact on the lives of people in this community, either operate under rules which allow them to exclude anyone they want from meetings for any reason, or offer the public no way to challenge the decisions of these groups to shut the public out of what otherwise would be an open meeting.

Although Bill 130 allows us to challenge a decision, it offers no consequences for a council that breaks the law other than a public report that confirms it.

To address these concerns Niagara Falls MPP (and former alderman) Kim Craitor has introduced a Private Member's Bill, the Transparency in Public Matters Act, that would force meetings of these bodies (as well as municipalities) to be open to the public and would allow citizens to stand up for their right to access how decisions are made. Like Bill 130 it gives the public the right to challenge the closure of a public meeting; but unlike Bill 130 it allows the Information and Privacy Commissioner to disallow any decisions taken during an improperly held secret meeting. It also standardizes the list of rea-

*Continued on page 7*

## Get A Jump on the Competition

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# Echo celebrating 30 years

*Continued from page 1*

dale about the 'ticker tape' Nellie and the 'bright red, smelly solution that developed the plate and that she spilled on a dress one day, or maybe it was the opaquing paint?

Next came 'Oscar' - What an improvement. This computational machine saved - and could be corrected. It also showed us a screen so we could see the point size, the spacing of the outlay, but we still had to process it and cut and paste an original, make a negative, put in a masking sheet, make a plate to run on the press. Francine Levesque was an excellent girl Friday and also a full time mechanic to keep those fonts running.

When we ran our own paper, up until March 1994 - adults and students were hired to collate the pages every Tuesday evening - usually the press room was about waist deep in scrap paper - until the wee hours in the morning. The worst paper I remember is the one we ran on the press for 39 continuous hours to get it out on time - three press operators - Conrad, John and Bunny. John Schermann was around 14 years of age at the time and Scott at age two was sleeping under the table on a pile of boxes of paper while we fought with the press, the humidity, the water, the ink, and the dark room photos. Ask Mike Voutour, OPP at the time - he visited us many times at 2 or 4 a.m. and couldn't understand how we could be so determined to get "the paper out on time". A few times we did fail and

when it was a holiday weekend we came out on Thursdays. From sleeping under the table, and playing with dinky cars on the equipment Scott also ended up as a press operator. Conrad passed away in November of 1993 and the family continued with the business. The blizzard of January 1996 is when I remember Scott rolling over the snowbanks to get flyers done when everyone else in town was closed in. In March of 1994 - the press had quite a few mechanical problems and the elastics and paperclips just wore out. It took almost six weeks to have someone come from Winnipeg to reset all the cylinders and timing mechanism. By this time it was a treat to have the originals go out with Cecille Kerster to Marathon to a printer via Greyhound; and back by bus to Marathon; Al Zawadksi from Marathon to Manitowadge on Tuesday; and then to collate and deliver. We tried having paper boys and girls at one time too, but that didn't work very well.

Then came the magic age of computers. This was heaven, no originals, no dark room, all digital photos and computer programs with graphics. This is when Scott really changed the style of The Echo. A new generation, new energy, new ideas and he made the stress so much easier to handle. Yes, there are still many times, with computers, that will stress you out, but the printing part is on someone else's shoulders. The production is now printed in Thunder Bay at the Chronicle Journal.

The Echo arrives every Wednesday (usually) with our Chronicle Journal daily paper. We e-mail the original, or I should say Scott e-mails all the material by Monday night / Tuesday morning by 3 a.m. which is our deadline. A few times, he has been called back to work at 1 a.m. or so because of a corrupt file, or other problems ...this is where my generation loses the concept of computers and the space world. So many former employees are still in town, and others who have moved away have remained close friends as well as employees. Without their help and support, The Echo would not be here today. I could list so many people but would not want to miss anyone because they were all special to me and my family over the last 30 years.

John graduated from Western with his Masters in Computer Science and is now working for Open Text, starting in Kitchener, then London, England and now in Munich, Germany. Scott decided to stay in Manitowadge to help and get involved full force which certainly made my life smooth and my flexible time is appreciated in my Golden years.

Now with Scott's genera-

tion, we have a Web site, online advertising, photos, e-mail, and all the newest technological possibilities. My generation takes a little longer to adapt.

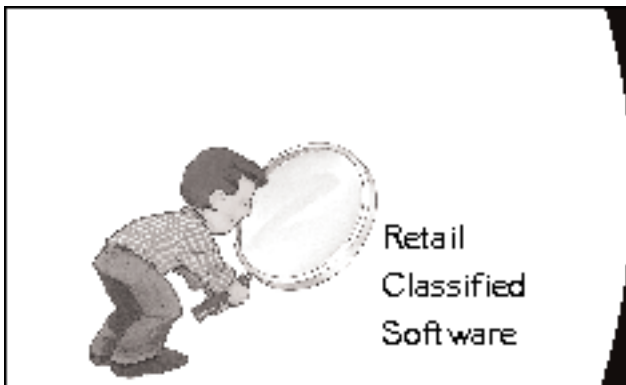
I know I kept ledgers for approximately three to four months because I didn't trust the computer and the accounting package to keep everything balanced. A doubting Thomas I was but certainly trying to accept the new challenges with an open mind nowadays -- and not say "why?" or "are you sure?" when I am told to hit a button. For the years Conrad was publisher 1977-1993, and then myself, John and Scott - we wish to thank the community of Manitowadge for its support for the past 30 years and we hope to continue our little 'family business' for many years to come.

The Schermann family is proud to have been publishing The Echo newspaper in Manitowadge, ON for 30 years this February.

Bunny (BJ) Schermann along with her son Scott Schermann wish to thank the community of Manitowadge for its support and OCNA and they hope to continue their little 'family business' for many years to come.

## New Network Classified Advertising rates for 2007

Please note that new rates for 2007 have been posted for the Network Classified Advertising program. Go to <http://members.ocna.org>, go to the Programs and Services to download the information.



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# Beaver Cartoonist best in North America

## By the Oakville Beaver

**O**akville Beaver Art Director Steve Nease has won top honours for editorial cartooning in the 2006 Suburban Newspaper of America (SNA) Contest.

Nease won first place in the non-daily top circulation class for his cartoon 'Don't forget the sun-block', which appeared in the Wed., July 6, Oakville Beaver.

SNA's membership comprises approximately 2,000 suburban newspapers published in Canada and the United States.

Although Nease has come close in past SNA contests with second and third place awards for his editorial cartoons, this is the first time he has won the top prize in the annual contest.

Nease has won several first place awards for his editorial cartoons in the Ontario Community Newspapers Association (OCNA) and

Canadian Community Newspapers Association (CCNA) Better Newspapers competitions.

In addition to Nease's award, the Oakville Beaver earned recognition with two other awards. Reg Vertolli, Director of Photographer for the Halton Division of Metroland Media Group, won third place for Best Feature Photo in the top non-daily circulation class with his Stuck on Chef Boyardee photo. News4Kids, an associated publication of The Oakville Beaver won third place for Best Kid's Publication — Niche Product.

Nease is also OCNA's feature cartoonist as he provides the caricatures for all Outgoing OCNA Presidents at the Spring



Convention, a tradition that was started by Merle Tingle formerly of the London Free Press many, many years ago.

## Last call for nominations for the Quill Awards

**Q**uill Awards are presented by the Canadian Community Newspapers Association to community newspaper owners and editors for long time service to the industry. Bronze Quills are given by the newspaper publisher to editors for their years of service.

Silver Quills are presented by OCNA or CCNA to newspaper owners or managers for 25 years of service to the industry. Silver Quills are often presented at the OCNA Spring Convention.

Gold Quills are presented by OCNA or CCNA to newspaper owners or managers for 50 years of service to the industry. Gold

## Osprey providing live news alerts

**O**sprey is now offering free live news alerts from any Osprey newspaper directly to your e-mail account. Users will receive headlines of the most current front page articles posted on the newspaper's Web site. Subscribers can opt to receive news alerts only, top stories only, or both in their messages. You can sign up at your community newspaper Web site.

Quills are often presented at the OCNA Spring Convention or CCNA May Convention.

Nomination forms can be obtained at <http://ccna.ca/quills/>.

### Are you...

Unfamiliar with the In-Kind recycling advertising program?

Receiving an allocation letter and don't know what it means?

A new Publisher of Ad Manager who hasn't dealt with the In-Kind program before?

OCNA will be holding a conference call on February 20th at 2 p.m. to give you a rundown on the program, your obligations and to answer any questions you might have.

To sign up please contact Gordon Cameron at (905) 639-8720 ext. 239 or at [g.cameron@ocna.org](mailto:g.cameron@ocna.org).

If you are unable to be on the February 20th call but would like more information please let us know as we may be organizing another call for early March.

# 2006 Ontario Junior Citizens announced

**T**he final recipients of the 2006 Ontario Junior Citizen of the Year Awards represent the diverse and talented offerings of the province's youth who are contributing to make their communities better places to live. It is their leadership and abilities, and their willingness to go far and beyond their own needs and wants that sets them apart.

The Ontario Junior Citizens program is run through the 302 members of the Ontario Community Newspapers Association (OCNA) with the support of major sponsors Tembec Enterprises Inc. and TD Canada Trust. Nominations of eligible young people are received each fall through member community papers committed to recognizing outstanding young people who help define and strengthen their communities. A panel of volunteer judges, including OCNA member publishers and representatives of the sponsor companies, must unanimously decide on the final recipients.

This year, 138 nominees were recognized with certificates of nomination by their local community newspapers across the province for contributions. The final 12 individuals and one group come from small towns and urban centres, offering a myriad of exemplary qualities and proving themselves as great inspirations to people of all ages.

The young people will be honoured during a special awards ceremony Saturday, March 31, 2007 during the OCNA Annual Spring Convention. Ontario's Lieutenant Governor, the Honourable James Bartleman, will officiate at the presentations for the Junior Citizens and their families at the Sheraton on the Falls Hotel in Niagara Falls.

Please find below a synopsis for each recipient. More information may be obtained by contacting them directly, or by calling the contact person listed at the end of this release. Please note, all are equal recipients presented in alphabetical order:

**Maddison Babineau, 15, Hamilton:** Bravery and compassion aren't strong enough words to describe the contributions Maddison has made to both those close to her and those she's never met. She brought joy into the life of her father, who was dying of ALS (Lou Gehrig's Disease) by always making him laugh and helping her friends to understand what he was going through. When she was diagnosed with a rare form of bone cancer (Ewing's Sarcoma) and offered a wish from the Children's Wish Foundation, she asked for the money to be used to build a school in

Kenya. She continues to raise funds for a well at the school through selling jewellery from her hospital room in spite of a relapse of her cancer.

**Fiona Burgess, 17, Oakville:** Fiona leads by example. When she realized that people in Africa were in need she took the initiative and created Oakville Teenagers in Action (OTIA), which raised enough money to build a school in a village in Sierra Leone. She also went to Ghana and facilitated a Leadership Workshop for about 20 people, giving the people the skills they need to be able to create change within their own communities.

**Devin Castilloux, 14, Oakville:** At the young age of 11 Devin initiated his Boy With a Flag project where he began collecting veterans' signatures on a large Canadian flag to be flown on the Peace Tower at Parliament Hill, so Canadian veterans will be forever remembered. As this was considered defacing the flag, it was not able to be flown. He then collected signatures on a large white flag that would have the Canadian flag sewn to its corner, which resulted in more than a 1,000 signatures hanging in the Senate at the launch of Veterans' Week.

**Jordan Coleman, 15, Monkland:** Jordan was diagnosed with cancer when he was only a year old, but after plenty of surgery and radiation he has all but overcome the disease and has been involved in numerous community cancer related organizations over the years. Jordan was involved in the creation of the Maxville Relay for Life in 2000 and has been involved actively every year since. He has been helping with Cops for Cancer since he was eight and he raised \$1,000 at Jail-N-Bail among many other cancer related fundraising initiatives.

**Sarah Craik, 17, London:** Sarah has been a leader in the Boys and Girls Club of London since before she was in high school serving as an event organizer, volunteer and swim coach. She created and secured the funding for the Girl Zone program that focuses on activities for young women, has started a resumé writing workshop, and serves on the Boys and Girls Club Board of Executives. An active member of her school community she has managed the soccer team for two years and, in spite of continuing problems with her knees and leg, swam and won events for her school's team.

**Rachel Hacking, 13, Stratford:** When Rachel heard about the cygnets (baby

swans) in Stratford dying because of all the bread people were feeding them, she began raising money for the local Humane Society by selling cookies and lemonade. She soon added healthy swan food such as romaine lettuce for the baby swans and dried corn for the adult swans. Four years later she has erected posters, given presentations and brought greater awareness to the area and has been successful in not losing any more cygnets.

**Scott Hancock, 17, Nepean:** The physical limitations of Duchennes Muscular Dystrophy haven't stopped Scott thanks to the limitless scope of his ambition. He is an active member of his school community as a key member of the recreational leadership class, referee and score keeper for several intramurals and tournaments all while being an honours student. He is also an organizer for the local Muscular Dystrophy Barbecue and Christmas Party.

**Elyse Labelle, 14, Little Current:** Elyse is a super volunteer teaching religious education to Kindergarten students, tutoring in reading and math, assisting at ballet and skating lessons while being an honours student and working extensively at her school. Her spirit and determination is evident through everything she does and her constant willingness to help wherever she is needed.

**Jenna Lambert, 15, Harrowsmith:** To raise money for a new pool for the Kingston Y Penguins swim team, Jenna decided to jump in and swim 32 kms across Lake Ontario in her Kid 4 Kids marathon. The swim took more than 32 hours, a full eight hours longer than expected as a result of strong winds. With her Cerebral Palsy, Jenna relied almost entirely on her upper body strength to swim the lake. Her fundraiser has raised more than \$170,000 to date.

**Zachary Langlois, 16, Caledon:** Zachary has taken his passion for music and sports into his community by giving back to those who want to participate in those activities but have difficulty. He has been a Saturday morning volunteer with the Brampton Special Needs hockey program as a manager and running practices for three years working with kids who otherwise might not be able to play hockey with their peers. A gifted musician he offered free violin lessons to an eight year old girl who was unable to afford lessons any other way. He is also an active member of the Mayor's Youth Council in Caledon.

*Continued on page 11*



# Free for use article for members

*Continued from page 3*

sons the public could legitimately be kept from the process, which is important given the hodgepodge of regulations that currently apply or, as with some public bodies, the whims of their members.

Across Ontario there is a fatigue with governments at all levels. People, who are interested in being involved in the decisions that shape their communities, get frustrated when they are stonewalled by the very organizations created to work on

their behalf. In order to fight this spread of this cancer on democracy and protect people's right to attend meetings and learn about what is being done in their name, Ontario needs strong, enforceable laws that make it not only easy, but in many cases possible, for citizens to participate in the process. The Transparency in Public Matters Act goes a long way towards making that a reality. But without the support of concerned and involved citizens, the Private Member's Bill may die.

Its death would continue the disenchantment with our political process which will only lead to greater public sector secrecy and further alienate people from those who supposedly work on our behalf.

*This editorial is provided free for the use of OCNA member newspapers and can be published, distributed or disseminated at the discretion of OCNA member publishers.*

## New provisions on gifts received by federal election candidates

The Chief Electoral Officer of Canada, Jean-Pierre Kingsley, announced last month that he is prepared to implement the new provisions on gifts received by federal election candidates when they come into force on June 12, 2007. These provisions are part of recent amendments to the Canada Elections Act as a result of the passing of Bill C-2, the Federal Accountability Act.

Under these provisions, candidates may not accept any "gift or other advantage" from the day on which they become candidates for the purposes of these provisions to the day they withdraw or become members of Parliament, or election day, in any other case.

The gifts or advantages to which these provisions apply are those "that might reason-

ably be seen to have been given to influence [the candidate] in the performance of his or her duties and functions as a member, were the candidate to be elected."

**Exception:** A candidate may accept a gift or other advantage that is given by a relative or as a normal expression of courtesy or protocol.

**Reporting requirements:** Within four months after election day, candidates must send the Chief Electoral Officer a statement with the name and address of every person or organization from which they received gifts (see exception) or other advantages worth more than \$500 during the candidacy period as defined in the Act. They must also report the nature of each gift, its commercial value and cost, if any, to the candidate, and the circum-

stances under which it was given. This statement is confidential, but may be examined by the authorities who prosecute offences under the Canada Elections Act.

**Definitions:** Certain definitions have been included in the Act for the purposes of these new provisions.

1. *Gift or other advantage means:*

- a) an amount of money if there is no obligation to repay it
  - b) a service or property, or the use of property or money, that is provided without charge or at less than its commercial value
- Contributions by an eligible individual within the limits set out in the Canada Elections Act or transfers as defined in section 404.2 of the Act are not considered gifts or other advantages for the purposes of these provisions.

2. *Candidate:*

For the purpose of these provisions, a person becomes a candidate on the earlier of:

- a) the day on which he or she is selected at a nomination contest, or
- b) the day on which the writ is issued for the election

3. *Relative:*

In the context of these provisions, a relative is defined as a person related to the candidate by marriage, common-law partnership, birth, adoption or affinity.

4. *Common-law partnership:*

If two persons have cohabited in a conjugal relationship for at least one year, the relationship is defined as a common-law partnership.

*Source: Elections Canada*

### **Help support the Ontario Community Newspaper Foundation**

Help support the Ontario Community Newspaper Foundation (OCNF) by gathering exceptional raffle prizes for the Better Newspapers Competition Awards Dinner from your local businesses.

Not only would this garner fun and exciting raffle prizes for our members, but it would help your community businesses advertise amongst the entire OCNA membership.

For your local business' contribution of \$200 or more, they would receive a complimentary Ontario-wide network classified ad at a value of \$424.

*For more information please contact Carol Lebert at 905-639-8720 ext. 229 or email her at c.lebert@ocna.org.*

technology

# Newspapers investing heavily in technology



**By Kevin Slimp**  
Institute of  
Newspaper  
Technology

**M**y e-mail has been filled lately with requests from large newspapers to train their staffs in the InDesign/InCopy (LiveEdit) workflow. After a little digging, I learned that at least two of the largest newspaper chains in the U.S. are making wholesale conversions to workflow systems utilizing InDesign and InCopy.

That explains all the requests. While smaller newspapers have been moving to InDesign in large numbers, it now looks like many of our larger brethren are following suit. It will be interesting to see how Quark responds to this movement in our industry.

## GIMP offers no cost alternative to Photoshop

Quite often, when I'm speaking about new technology at a newspaper conference, someone will ask how I feel about some of the open source software available in OS X. I decided to take a look at one of the most popular open source applications, GIMP.

GIMP is the GNU Image Manipulation Program for Mac OS X. Freely distributed, GIMP is also available for Windows-based machines. First released by two Berkeley students in 1996, GIMP has since grown into a powerful image editor since that time.

While not as feature-filled as Adobe Photoshop, GIMP includes many of the

tools newspapers and photographers use in their daily work. GIMP offers the ability to adjust levels, hue & saturation, colour mode, size and many other features used to edit photos for newspapers.

I've spent some time editing photos in GIMP, and the process is very similar to the method I use in Photoshop. I did run into a couple of issues. One, while attempting to save a file as EPS with a preview, I continually received an error message and no file was created. I was able to create EPS files without previews, however. I was also unable to open Camera Raw images. GIMP saves files in most formats including eps, tiff, jpeg and even PSD (Photoshop format).

Because GIMP is an open source application, it is designed to be reinforced with plug-ins and scripts to increase its capabilities. Some of its built-in features include: editable text layers, alpha channel support, layers and channels, text layers, several transformation tools, a full suite of painting tools and more.

While not a replacement for Photoshop, GIMP is worthwhile for designers who wouldn't normally have Photoshop available on their computers.

To download GIMP or learn more about the various versions of the application, visit [www.gimp.org](http://www.gimp.org).

## Adobe offers Christmas present to Photoshop users

Adobe played Santa over the holidays by offering users of Photoshop CS2 a free copy of the beta version of Photoshop CS3. A beta is a version of software used by software companies before it actually makes its way to the marketplace.

This release is especially valuable to Mac users who have recently purchased Intel-based computers, only to watch Photoshop suffer, compared to applications created to run on Intel-based Macs. Many Mac users, myself included, have held off purchasing a Macbook (Mac laptop) until the new version of Photoshop

became available.

I'm guessing that Adobe took a nod from the very popular public release of its new Lightroom software beta in 2006.

I plan to write a detailed review of Photoshop CS3 when it makes its way to the shelves sometime in mid 2007. Until then, let me tell you what impressed me most about the beta. The first thing I noticed was how much faster Photoshop and the Bridge run, compared to the CS2 versions. Raw images, which used to crawl to the screen in earlier versions of the



Photoshop CS3 offers an interface with several changes from earlier versions.

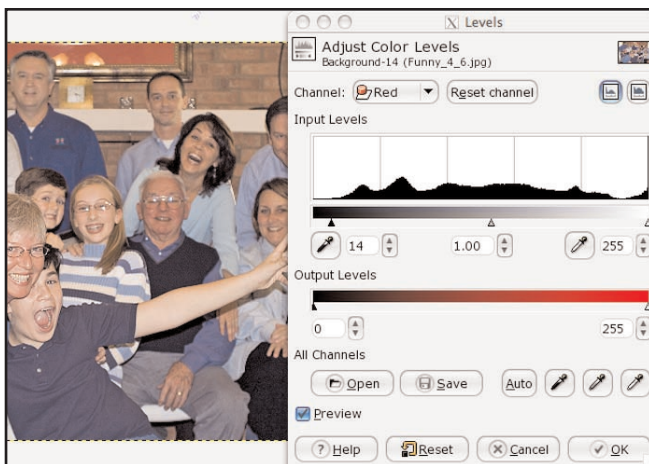
Bridge and Browser, now pop up quickly on my screen. This increase in speed makes it realistic to shoot most of my photos in RAW format rather than in JPEG. In addition, many functions happen much faster.

A new tool, the Quick Selection Brush, is very impressive. With it, I can make a very quick selection. For instance, I used the new tool to click and drag on an area of my son's face in a photo. Immediately, his entire face was selected. I dragged the brush over a red plate with food, and Photoshop created a perfect selection of the plate and the food. Users will love this one.

Adobe further improved the program by adding a couple of Lightroom features to Photoshop's RAW image editor. Combine this with several non-destructive filters and interface changes, and Photoshop users are sure to flock to the new version.

And for my Christmas present to myself, I purchased a 15" MacBook Pro. It works great with the Photoshop beta.

Anyone with a valid copy of Photoshop CS2 can download and install the new beta from <http://labs.adobe.com>.



Adjusting levels in GIMP feels very familiar to Photoshop users.



# Is yours a 'We publish' Web site or a 'You publish' site?

By Peter M. Zollman  
Classified Intelligence

Look at the hot, well-known Internet sites of the day. What do they have in common? With some notable exceptions - Google and Yahoo (although a case could be made for them, too) - most of the sites in the news these days are "you publish" Web sites.

'You publish' means the site is a facilitator for content, rather than a publisher of its own content.

MySpace? You publish.

Facebook? You publish.

YouTube? You publish. (And 'you published' so much that Google bought the company for more than \$1.6 billion! After it was around for less than two years.)

Craigslist? EBay? Bebo?

You get the idea.

Now, look at your newspaper's Web site. What percentage of the content is "you publish" vs. 'we publish'?

Only a handful of newspaper sites have truly mastered the art of 'you publish.'

To be successful, a newspaper Web site should be a unique combination of 'we publish,' providing the useful and valuable information the newspaper has gathered from, for and about its community, and 'you publish' - providing a platform for readers / users to publish their own ads, their reaction to the news, their meaningful commentary, their community and family photos, their memories of loved ones who have passed on, and much more.

A handful of newspapers do it well. BlufftonToday.com and the print edition Bluffton Today, the Morris Communications property in South Carolina, were launched with the premise that a well-designed Web site that encour-

ages interaction will lead to a conversation with engaged, informed, interested readers who are truly interested in their community.

Steve Yelvington of Morris, one of the smartest men in the newspaper business today, put it this way:

"Inviting the community into the tent doesn't undermine your credibility. It enhances your credibility. It gives your professional journalists an opportunity to listen, to understand the points of view, the perceptions, the daily concerns of the people-formerly-known-as-the-audience.

"It gives you an opportunity, if you take it, to make your journalism better, to make your newspaper better, to make what you do more connected with the community and more relevant to the community. It helps you avoid mistakes, especially mistakes of omission, and helps you discover and correct your mistakes of commission.

"You're not 'allowing' comment. Comment is going to happen no matter whether you participate or facilitate. When you don't, you open the door to competition that understands how to interact. The questions are: Will you benefit from that comment, or will you continue to drift away from your community? Will you take an active role in making that community conversation better, or will you allow it to fester into negativity? Will you accept that kind of responsibility?"

Interactivity is essential at large papers, too. The Washington Post is an expert at holding online conversations with its audience. It now encourages comment on every news story online. It offers frequent chats with users, on topics ranging from travel to technology, politics to real estate. And it allows users to 'Digg' an article, link to it in del.icio.us, or submit it to Reddit, among other sites. That's interac-

tivity and viral marketing.

If your site is a 'we publish' site, perhaps the easiest place to start encouraging interaction is to provide a 'post your own photos' application. Sure, someone somewhere will post something unsavoury, but the vast majority of pictures will be those you couldn't get to yourself. School photos, fire pictures, news events, sports-sports-sports, weather photos, and more. And when a major news story breaks in your community, you'll be in a position to capture the picture or video, rather than seeing it on another site and linking to it. (And when someone posts something naughty, you just take it down.)

After pictures, create a place for users / readers to comment on articles. Develop some local blogs, by local residents and government officials as well as by staff members. Offer 'memorial pages' and comment sections with obituaries. Let users create their own communities, whether they are geographic ('my neighbourhood') or interest-based (the local auto rally club or sewing circle). Provide a section where ministers can post their sermons, if they want.

And when you've done all of those, find more ways to evolve from a 'we publish' site into a 'you publish - and we do too!' site. It'll make you better.

*Peter M. Zollman is founding principal of Classified Intelligence and the AIM Group, consulting groups that work with publishers print and online to develop profitable interactive media services. For more on their services, visit their Web sites, ClassifiedIntelligence.com and AIMGroup.com. Reach Zollman at pzollman@classifiedintelligence.com, (407) 788-2780.*



## General Excellence Awards

Committed staff members of the Fort Frances Times know the value they get from judging newspapers in OCNA's General Excellence competition.

In the picture are clockwise from bottom left, Heather Ogilvie, John Pierce, Duane Hicks, Melanie Bechard, Alex Cruickshank and Mike Behan.

# Profiling your competition

by **Chuck Nau**  
Murray & Nau, Inc.

**A**s a publisher, senior manager, sales manager, or advertising account manager, have you considered what your 'competitive selling strategy' for your newspaper will be?

First and foremost, of course, it goes without question that the well prepared newspaper salesperson will be able to describe the benefits of her newspaper. Those include, but are not limited to, local news and local advertising, readership, advertising results, and upscale demographics. Continuing, she will be able to demonstrate why newspapers reach (and sell!!) the desired customers for her clients. She will come well versed and ready with information about her community, her newspaper readership/audience (... ComBase!), and testimonials (both reader and advertiser) to reinforce the message that her newspaper is an excellent choice for her client.

What is equally important is how your 'competitive selling strategy' presents your newspaper, you and your competition to your potential advertising clients, your readers, and your community overall.

What is a 'competitive selling strategy'? Simply put, it is an awareness and understanding of your advertising marketplace competition and how your newspaper stands in relation to the competition along with how you present this relationship.

Two key elements need to be present to assure your 'competitive selling strategy' is successful. First, and the element that we will discuss in this column, is the creation, development, and maintenance of a competitive media book. Secondly, and the element that we will discuss in a subsequent column, is the actual presentation (or selling style) of our competitive information as it relates to meeting the needs of our clients.

Developing a thorough understanding of the strengths, weaknesses, opportunities, and threats of your competition will help you (and your clients!!) clearly recognize the advantages that both that newspaper and your newspaper have over the competition.

How is a competitive media book created? It takes some conscious planning, organizing, resourcefulness, and ongoing review.

Based on my experience both in meeting the needs of clients and as a newspaper key manager, the following will serve you well in developing your 'competitive selling strategy' media book.

Identify and create a master list of all the available methods of advertising in your primary market including direct mail, electronic, interactive, and print. If your market is highly mobile due to employment or shopping patterns, a secondary wider reaching list, in terms of geography or market area, may be called for.

Your master competitive media list should include, but is

not limited to, these key informational components - names/address/phone/key personnel of each medium, type of medium, audience or circulation area definition and method of auditing or measuring distribution, current advertising rates and contract requirements, peripheral products, and a brief overview of the market strengths and weaknesses of each medium.

Collect in a regular and concerted manner information on all available methods of advertising (mediums) in your market. Ask business friends and associates plus your best (in terms of relationship) advertisers to save for you sales presentations, media kits, and supporting information given to them by the local media. Develop strong and supportive relationships with local advertising agencies, join and participate in local ad associations and business service clubs, subscribe to local media trade journals, collect available (and often FREE) information from OCNA or NNA or NAA, develop a resource to access Radio or Television Ad Bureau information, monitor (and tape!) radio and television and cable stations particularly during the off hours (late night or early AM), place a mail box in your newspaper's ad department and encourage ALL employees to bring in their third class mail, and last but not least, monitor your own newspaper and those surrounding your community - checking the business section AND classified help wanted for emerging new competitors.

Expand your media book by organizing a resource file for ready reference of past products, samples, oversize promotional pieces, special sections, tapes and videos distributed by the competition in your market. Keep it well organized and easily accessible to all.

Update your 'competitive selling strategy' media book on a regular basis. Keep it alive and well by using it frequently and developing it into a strong resource tool. Each quarter, review and enhance selected competitive media profiles, then challenge yourself and your staff to conceive, develop, and present a new competitive presentation.

Keep asking questions. Develop an 'eyes to see' and 'ears to hear' approach to any and all competitive media in your market. Know not only thyself, know others, too!

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*Chuck Nau of Murray & Nau, Inc. is a Seattle area based publishing consultant and sales and management trainer. He has been a speaker for and conducted advertising, marketing, management and sales training workshops with newspapers, niche publishers, publishing groups and press associations, throughout North America.*

*Comments and questions are welcome and may be directed to Chuck via email: murnau@nwlink.com. or at (425) 603 - 0984*

## It's that time of year again...

Don't forget to check the name of the top three Better Newspapers Competition winners listed in alphabetical order on Wednesday, February 14. Go to <http://www.ocna.org/Awards/better.html> and there will be a link directing you to the list. Good luck and we'll see you at the Spring Convention and Better Newspapers Awards Dinner on March 30 and 31 in spectacular Niagara Falls.

# 2006 Junior Citizens

*Continued from page 6*

**Deandra Pierroz, 15, Binbrook:** Deandra is involved in many different capacities within her community. When she heard about two boys in her community who had lost both parents, she immediately initiated a fundraiser for them and raised more than \$1,400. She also uses her singing talents to raise funds for children with disabilities, has been involved in canned food drives, clothing drives, a reading buddy program with kindergarten children to name just a few.

**Steven Wang, 17, Cambridge:** Steven founded Community Action by Youth (CABY), comprised of 91 motivated volunteer students who offer tutoring and mentoring to other students, free music lessons, community clean up, assistance at the homeless shelter and many other services. Steven leads by example and his own unlimited enthusiasm is contagious so others follow willingly.

**14th Hamilton Pathfinders / Rangers:** This group of 12 young women, aged 12 to 17, is a force to be reckoned with in their community. They have donated their cookie sales profits to benefit the victims of the tsunami in Thailand, volunteered extensively with Ronald McDonald House, the Idlewyld Nursing home and have just completed a project sewing fleece hats and scarves for Hamilton's homeless. Outside of their extensive volunteer efforts as a group, individual members also work on their own to make their community a better place for all.

To qualify to be an Ontario

Junior Citizen, candidates must be Ontario residents between the ages of six and 17 (in the year of nomination). The nominees may be involved in worthwhile community service; special young people who are contributing while living with a physical or psychological limitation; or individuals who have performed acts of heroism or bravery. Award recipients may also be good kids who show a commitment to make life better for others and do more than is normally expected of someone their age.

### About Tembec Enterprises Inc.

Tembec is a large, diversified and integrated forest products company. With operations principally located in North America and in France, the Company employs approximately 10,000 people. Tembec's common shares are listed on the Toronto Stock Exchange under the symbol TBC. Additional information on Tembec is available on its Web site at [www.tembec.com](http://www.tembec.com)

### About TD Bank Financial Group's Community Giving

TD Bank Financial Group's Community Relations program supports education, health and the environment, with a focus on children and youth. TD Bank Financial Group sponsors five flagship programs - TD Canadian Children's Book Week, TD Canada Trust Scholarships for Community Leadership, the Children's Miracle Network, TD Summer Reading Club and TD Friends of the Environment Foundation - as well as a host of national, regional and local children's programs across Canada.



## Water Cooler

- Patricia Lonergan reporter of the **Ottawa Weekly Journal** is now web reporter and also updates the City Journal's site at [www.eastottawa.ca](http://www.eastottawa.ca). Kristin Harold has become interim editor, at the **Weekly Journal** coming from the Ottawa Business Journal as senior reporter. Also, two new reporters are on staff at the **Weekly Journal**. Justin Sadler, a recent graduate from St. Thomas University in New Brunswick and Nadine St-Jacques is a bilingual Carleton journalism school grad.

- Pauline Johnston is leaving the **Minden Times** as its Stanhope correspondent.

## CLASSIFIEDS

### Executive Director Required

#### Company Information

The OCNA is a non-profit industry association representing 300+ weekly newspapers in the province. OCNA is dedicated to raising the awareness of the importance and value of community newspapers to readers, advertisers and government. The association provides programs and services to our varied membership such as display advertising, classified advertising, government advocacy, newsprint sales, industry awards, public service programs, training, communications, and conferences. This progressive organization, based in Burlington with an office in Toronto, has a staff of 16.

#### Responsibilities

OCNA is seeking an exceptional leader to serve as Executive Director. Reporting to the Board of Directors, the Executive Director is responsible for achieving the goals set by the membership through the board, for fully satisfying its members and for making OCNA and its services successful in all respects, including financial performance. The Executive Director must run the association day-to-day by delegating to others but also handle assignments themselves. Prior experience with project management is an important asset.

#### Communications:

Ensures that OCNA knows and understands member needs and preferences; and that members are educated about OCNA programs.

#### Vision:

Sees that innovative ways are found to improve and change OCNA continually, and he/she sponsors and drives projects to achieve specified goals.

#### Human Resources:

Secures talented staff, provides the necessary

tools, creates conditions through motivation, involvement and support to enable them to learn and adapt to realize the association's vision.

**Finance:** Prepares the annual operating budget for Board approval, makes expenditures and manages the budget to meet member needs. He/She exercises sound stewardship and ensures that OCNA has sufficient funds and cash flow, and that these funds are managed efficiently; also ensures that OCNA meets all regulatory requirements.

#### External Relations:

Networks and creates awareness of OCNA and the industry and ensures that both are held in high regard.

#### Qualifications:

Exceptional skills in communication, fundraising, personnel and strategic management. Proven track record of success in for profit or not for profit sectors. Extensive senior management experience.

Post Secondary Education in Business or other related field. CAE designation an asset. Strong financial management skills to manage a \$15 million budget. Advertising/marketing and government advocacy skills an asset.

Entrepreneurial and business savvy; keeps a fast pace and can successfully move several projects forward simultaneously

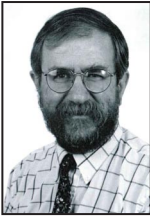
The Board offers a competitive compensation and benefit package. Travel mainly around Ontario required from time to time.

Application Deadline  
February 21.  
[recruit@ocna.org](mailto:recruit@ocna.org)  
Fax 905-639-6962

*We thank all those interested, however only those selected for an interview will be contacted.*



# Reporters strive for objectivity



By **Jim Stasiowski**  
Writing Coach

**W**inston Churchill once described Russia as

"a riddle wrapped in a mystery inside an enigma," and that's exactly my thought about our devotion to so-called objectivity.

As a principle for reporters, objectivity sounds admirable. If I go interview someone, and I think he is despicable, I probably shouldn't start the story with, "Joe Schnorz is despicable."

On the other hand, if Joe is despicable, and I can prove he is despicable, I am lying to readers if I portray him as anything other than despicable.

The problem with objectivity, of course, is that we fool ourselves into thinking we can achieve it in some pure form. Our intellects, backgrounds and experiences combine to form our judgment, and all of us have different intellects, backgrounds and experiences.

For instance, if three reporters interviewed Joe Schnorz, even if all three strive to be objective, can there be any doubt that each of the resulting stories would differ from the others?

The broad topic of objectivity would take far too much space to explore meaningfully, so I'm not going to tackle it today. Instead, I'm going to narrow my focus to our floating standards.

When we discuss the dangers of bias, we usually are talking about stories that will make people, their businesses, their organizations or their communities look bad. Frankly, our record on doing such stories is spotty.

Sometimes, we write what we found. We show no favoritism. That is our best work.

Other times, wishing not to anger sources, we soften the story. We rationalize,

using the slippery standard of objectivity. We say that even though we do not like the people (business, etc.) we're writing about, we must remain neutral. Usually, that means we soft-pedal the negative.

Softening makes the writer more comfortable, but comfort rarely produces excellence.

But objectivity has another side. We swear we strive for objectivity in the case of the bad person, but what about the good person? The good business? The good cause?

Ahhhhh, in those cases, we cavalierly abandon objectivity. We fall in love with good people and their causes. Then, we write a typical sweet, unchallenging story.

I recently read two different stories from two different newspapers, and both fell into the same trap of failing to look critically at their topics.

One reporter wrote about school fundraisers for charities. The story was predominantly lighthearted, a look at offbeat tactics school principals and others use to motivate students to sell, sell, sell for the good of the community.

I was not bothered that the principals dressed up in goofy costumes. Here's what did bother me: Should schools be using students to raise money? Is that a proper strategy? Shouldn't schools focus on educating children, and leave the fundraising to others?

I know charities need money. But instead of questioning whether principals should dress up in goofy costumes, shouldn't we be questioning whether schools should turn children into sad-eyed beggars?

If asking such a question offends people, that's a price we must pay.

A different reporter took an uncritical look at a new program started by a women's group. The program's goal is to persuade girls to look into careers that they ordinarily would not pursue. The goal is admirable, to break down society's mindlessly constructed barriers.

The problem: There is no actual program. Some well-meaning women truly

wish to steer girls toward non-traditional careers, but the women have only an idea plus -- this is the part I object to -- a \$20,000 grant from the state government.

Before giving a grant, shouldn't a state demand more than just an idea? Shouldn't the women be required to show they have a specific action plan that has a chance to succeed?

As with the schools' using kids for fund-raising, I am not saying the women are wrong or their program is bad. I am saying we should be asking whether taxpayers' money should go for a program that is a program in name only.

My real gripe with objectivity has little to do with the principle itself. It sounds good, but we use it selectively.

We write a difficult, probing story about a bad person or an unpleasant topic, and we defend it by insisting that we diligently dug up the facts, and that we treat everybody objectively. Then, to avoid writing a difficult, probing story about a good person or noble-sounding project, we drop objectivity and beg for approval like love-starved puppies.

And that, ultimately, is the curse of so-called objectivity. Sometimes it is our inviolate principle; other times, it is a principle dressed up in a goofy costume.

**THE FINAL WORD:** I confess, I am an addict: When I speak, I find myself saying 'sort of' way too often, as in, "It was sort-of a surprise party, and a few people got sort-of drunk." When I write, I avoid such a softening of my meaning. However, whatever becomes popular in speech eventually creeps into our writing. I am seeing 'sort of' as a softener pop up often in newspapers these days. I think we should, you know, kind of stamp it out.

*Writing coach Jim Stasiowski welcomes your questions or comments. Call him at 410-796-0210 or write to 6310 Bayberry Court, No. 1007, Elkridge, Md. 21075.*



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