

## Fire destroys Milton Canadian Champion office

By **Stephanie Thiessen**  
Canadian Champion Staff

**B**oth the fire department and the Milton Canadian Champion staff are busy dealing with the aftermath of a massive blaze at the newspaper's Main Street office early morning of February 28.

Milton Fire Department trucks returned to the site the next day at about 6 p.m. after smouldering embers in a second storey wall re-ignited.

"With a fire of this magnitude, it's not uncommon to have to go back several times to (douse) some hot spots," explained Fire Chief Larry Brassard, adding it was a security guard patrolling the building who notified the fire department.

Inspectors from the Fire Marshall's Office have concluded their on-site investigation, but it'll be awhile before the cause of the fire is known, Brassard said.

"It's a daunting task," he said of the investigation. "We don't expect (to know) anything for several months."

At this point, investigators are keeping



Photo courtesy of the Milton Canadian Champion

an open mind as to what started the blaze.

"We're looking at all the causes from electrical to heating to an intentionally set fire," he said.

The previously reported damage estimate \$500,000 is expected to rise, Brassard

said.

At this point, it's not known whether the building can be repaired or if it'll be torn down.

The commercial complex that contain-

*Continued on page 3*

## Spring Convention just around the corner!

By **Shaba Qureshi**  
News Clips Editor

**I** hope everyone has had a chance to send their registration forms in, because the OCNA Spring Convention is approaching. March 30 to 31 at the Sheraton on the Falls Hotel in Niagara Falls.

It will definitely be worth your while as Lieutenant Governor James Bartleman will present the Junior Citizens with their plaques Saturday afternoon. We have a line-up of fabulous editing sessions and advertising sessions presented by numerous industry professionals. This year William Thomas will host the BNC

Awards. Thomas is an author, a scriptwriter, a radio and television commentator and a nationally syndicated newspaper humour columnist.

Friday evening and Sunday you will have a chance to explore the beautiful region of Niagara. What a great reason to bring your family along....you can get half price tickets to some of the local attractions. Courtesy of Metroland Media Group and Ripley's Believe It Or Not, OCNA members can get admission tickets to Ripley's 4D Moving Theatre, Ripley's Believe It Or Not, and Tussauds Wax Museum for \$6.50 each per attraction, plus tax. The offer will run from 9a.m. to

midnight on the Friday and Saturday, March 30-31. Simply tell them you are with the OCNA Convention when you buy your tickets. <http://www.infoniagara.com/attractions/ripleys/>.

Also if you are looking for entertainment options in Niagara Falls on Friday, March 30, you may want to consider some live music. Gary Sinise, who plays CSI New York's crime lab boss Mac Taylor, will be playing in the Lt. Dan Band at the Niagara Fallsview Casino. Tickets start at \$20. For information go to <http://www.fallsviewcasinoresort.com/>

For Trade Show information go to page 4.

## a word from OCNA...

# Convention line-up is a winner

If you are looking for a whole lot of information on a whole lot of topics relating to community newspapers, then you have to attend the educational sessions scheduled for the OCNA Spring Convention.

At the request of members, we have organized a number of shorter sessions, as opposed to having a speaker talk about one subject for a half or full day. And, in the true spirit of what makes OCNA such a strong organization, the sessions are being

run by professionals from our member newspapers. They have agreed to come out to share their skills and experiences with others. The one thing we hear often is how much we can learn from our peers. Thank you everyone for your tremendous support!

Feel free to go back and forth between the editorial and advertising streams, depending on your topics of interest. On Friday, there will be an Ideas Exchange session moderated by our friends at

Weeklies' Toolbox. Make sure you come armed with some of your revenue generating ideas and you could win prizes, including an overnight stay at the Sheraton on the Falls.

Friday afternoon also features a panel session on the state of the Community Newspaper industry which will be moderated by CCNA Executive Director John Hinds. It will certainly be thought provoking so make sure you register soon for the 57th annual OCNA Spring Convention.

## Saturday sessions

### Editorial

9:00-9:30am ~ Driving Readers to Your Web Site with Tim Marren of the Niagara Falls Gazette, NY, Group

9:30-9:55am ~ Story Assignments/Developing Sources with Grant LaFleche of the St. Catharines Standard

9:55-10:20am ~ Grammar 101 with Terri Arnott, Humber College Journalism

10:20am - Coffee Break

10:45-11:10am ~ What makes a great page? with Manx Creative's Jim Hickman

11:10-11:35am ~ Interviewing Techniques with Humber College Journalism Coordinator Carey French

2:00-2:55pm ~ Bear Pit Session with our three Provincial Party Leaders (attendance to be confirmed)

2:55pm - Coffee Break

3:15-3:40pm ~ Dealing with Your Municipality with Stouffville Sun Editor Jim Mason

3:40-4:10pm ~ Feature Writing with Haliburton County Echo Editor Martha Perkins

4:10-4:35pm ~ Photo Tips with Oakville Beaver Photo Editor Reg Vertolli

### Advertising

9:00-9:30am ~ Effective Advertising Layout and Design with Collingwood Enterprise Bulletin's Carol Giffen

9:30-9:55am ~ Five Hot Tips for Accelerating Your Ad Revenues with Advertising Training John Young

9:55-10:20am ~ How to design eye-catching ads with Manx Creative's Jim Hickman

10:20am - Coffee Break

10:45-11:10am ~ Pricing Strategies that Work with Niagara Falls Review Publisher Dave Martineau

11:10-11:35am ~ Customer Service and Customer Relations

2:00-2:30pm ~ Understanding National Advertising with Ad\*Reach's Sean Lind and Minna Schmidt

2:30-2:55pm ~ Using E-mails and Telephone for Advertising Sales with Goderich Signal Star Advertising Manager Kevin Shrier

2:55pm - Coffee Break

3:15-3:40pm ~ Six Steps to Successful Selling with Advertising Training John Young

3:40-4:10pm ~ Developing Sustained Advertising Features with Northumberland Publishing Publisher Don MacLeod

4:10-4:35pm ~ Revenue Opportunities for Your Web Site with Amber McCabe, Interactive Marketing Director of Metroland's Durham Region

**Tickets for Saturday's Better Newspaper Awards Gala must be purchased in advance. Call 905-639-8720.**

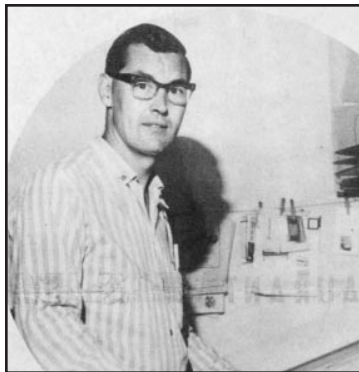
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## Printer in business for 50 years



**B**ud Raistrick will have been in the printing industry for fifty years as of April 4, 2007.

Bud Raistrick is the owner of Winchester Print & Stationery in Winchester, Ontario. His wife Heather and sons Kent and Kraig along with their wives and significant others are also involved in the business.

Top picture is of Bud Raistrick from 2006, and the bottom picture is of Bud from 1968.

## Milton Canadian Champion fire

*Continued from page 1*  
ed the Champion and Fiorio Salon and Spa recently went into receivership. The Champion hasn't been able to contact the owner of the building. Meanwhile, Champion staff members are soldiering on, trying their best to put out a paper without delay.

Champion Advertising director Wendy McNab said the community has been extremely supportive in various ways, from offers of office space to kind callers making sure everyone's all right.

"I've been inundated with calls and e-mails, not only from businesses, but readers as well," she said. "Everyone's been fantastic. We thank all the advertisers, customers and readers for their support."

The Champion is busy trying to find a temporary location, as its staff is currently working from two separate buildings, sister paper The Oakville Beaver and the Holiday Inn Express in Milton but with no luck

yet.

Managing Editor Karen Miceli thanked readers for their understanding and encouraged people who previously sent Dateline items to re-send them by e-mailing them to [sthiesse@miltoncanadianchampion.com](mailto:sthiesse@miltoncanadianchampion.com).

She added some story ideas that were sent have also been lost. Readers can re-submit them by e-mailing the aforementioned address or [miltoneid@haltonsearch.com](mailto:miltoneid@haltonsearch.com).

This isn't the first fire to have threatened the Champion, said local historian and former Champion publisher Jim Dills. In fact, it's the third. The first took place in either 1898 or 1899, and the second in 1915. At the time of both those fires, the Champion was located in the building beside Knox Presbyterian Church on Main Street.

The Champion had moved to its most recent Main Street location in the summer of 2005.

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# Trade Show exhibitors looking to help you increase business

**H**ere is information about some of the Trade Show exhibitors at the OCNA Spring Convention so you can plan your visits. Don't miss the Trade Show at the Sheraton on the Falls, Niagara Falls, March 30-31.

The Trade Show will run on Friday afternoon and Saturday until 3pm. We look forward to meeting you there.

**Ristech Company** is a leading distributor of document management and micrographics solutions for the Canadian and US Markets. Formed in 1995, Ristech Company will be featuring the latest in microfilm conversion technology from nextScan, Inc. nextScan manufactures the Eclipse microfilm scanner, capable of scan speeds in excess of 500 images per minute! Let Ristech show you how conversion of your microfilm with nextScan technology can generate new revenue opportunities. See how your newspaper archives can be digitized for online availability and search. Ristech will demonstrate how the Eclipse scanner, using NextStar software, can generate the best quality images at lightning fast speeds. *Convention Special:* Bring a roll of sample microfilm to the conference. Ristech will scan your roll to demonstrate how we can provide the best digital image possible for your microfilm conversion needs. Working the booth: Robb Richardson, Larry Nudds, Curtis Crocker

**Weeklies' Toolbox** offers community newspapers a monthly service of promotional ideas, advertising concepts and supporting articles. Weeklies' Toolbox was created specifically to help you increase your sales. In fact, by visiting our testimonial section on our Web site, you can witness for yourself the outstanding results that numerous publishers have achieved by subscribing to our service. Each issue is filled with ready-to-sell ideas that are proven winners to help boost newspaper sales. Salespeople will definitely benefit from its use. We can help publishers take care of their bottom line. By using the ideas and material we provide, publishers

will increase their sales revenue and help their sales and production teams save time. [www.weeklietoolbox.com](http://www.weeklietoolbox.com). Don't forget to stop by our booth to get a free sample of our product!

### News-Net Solutions

Come see a demo of our many solutions for Admanagement such as AdWorks V4; Pagination such as AdForce 5 and Page Director; Production Adbuilding Tools such as Creator 7 Desktop Professional (Mac/Win); as well as AdBuilder from Multiad and Revolution to let your advertisers build their ads online.

We cover all your Publishing Solutions needs. We offer software hardware training and configuration to keep you productive. We are happy to sponsor the Wine Tasting during the Saturday evening reception.

### Access Copyright, The Canadian Copyright Licensing Agency,

protects the copyright of community newspapers, and pays royalties when works are copied - stop by our booth to find out more. While you're at the convention, ask us about our new digital solutions and be sure to enter our draw for an iPod Shuffle at our booth.

### Tempo Display

As North American leaders in the design and manufacturing of custom newspaper boxes, Tempo Display & Metal Products produces the highest level of quality available in the industry. The real story is in the many extra features that add increased value to the newspaper boxes. This design innovation is exemplified by a number of exclusive patents with over four decades of experience that ensures years of trouble-free operation. Quality, durability and security are built into each box, factory tested and street ready. Tempo manufactures in Brampton a complete line of display racks and vending boxes for every distribution requirement. If special design modifications or custom features are needed, Tempo has in-house expertise and equipment to fabricate exactly what is specified. Utilizing heavy gauge galva-

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# Lois Tuffin winner of the 2006 Molson Community Award in Memoriam of Mary Knowles

Editor-in-chief, Kawartha Division of Metroland Media Group

In today's world when everyone is too busy with work, family and home we rarely take a moment to look around our communities and help those in need or just take the time to be involved in our community endeavours.

Lois Tuffin is one of those rare gems who actually takes time out of her extremely busy schedule to give back to her community. She is involved in a seemingly endless list of organizations which depend solely on volunteers to achieve success.

Bruce Danford, Vice President and Publisher of Kawartha Division Metroland Group says these organizations cherish Lois for her enthusiasm, commitment and let's get it done attitude. "Very often I discover her involvement from other community leaders who have sought out her talents for their causes," said Danford.

Lois has been a Big Sister for over five years to a young girl and two boys, she has been working tirelessly to open a homeless shelter, she has been revitalizing a commu-

nity quilting organization, volunteering at the Chamber of Commerce, YMCA and United Way committees, she is a CBC Radio on-air community contributor and she cooks chili for cook-offs and bake sales and much, much more.



Lois' tremendous leadership and editorial involvement also include Electionfests, charity golf tournaments, seniors shows and other initiatives.

Lois is Vice-chair of Home grown Homes, she is a member of the 2007 women's under-19 lacrosse championships, part of the organizing committee of the United Way's Be a Goddess campaign, and a member of the Workplace Development Board's disability/employment planning group.

In between all of these selfless commitments Lois has been involved as a political panelist for TVCogeco, volunteered for CIBC Run for the Cure, moderated a municipal election debate for the Community Legal Centre, and she is developing a Newspapers in Education program in Peterborough-area school.

Additionally, Lois' industry related community work includes lobbying for changes to the practices that impede communication between journalists and the justice system; requested a seat on the justice-media liaison panel, she leads the Metroland Awards committee, she volunteers as a member of the Metroland Editorial Training Committee and has been a judge in several OCNA, QCNA and CCNA Better Newspapers Competitions.

We are honoured to award the 2006 Molson Community Award in Memoriam of Mary Knowles to Lois Tuffin, an exemplary individual who truly defines the essence of community spirit. Congratulations Lois!

## Community Media Canada launches new look

Community Media Canada, the promotional arm of the Canadian Community Newspapers Association, has launched a new look.

Community Media Canada member papers publish more than 17 million copies per week. And it's not just quantity that is increasing: the quality of print and image reproduction has improved steadily, making local papers some of the best printed in the country. The Canadian Community

Newspapers Association is turning the page, entering a new chapter in its history as Community Media Canada.

"As of late last year CMC was made the publicly traded name for CCNA. So, any legal/internal issues are

referred to as CCNA while all external communications are shifting from CCNA to CMC," said Director of Brand Management Crystal

MacLaren. "The decision has been to soft launch this change of name. As such, it is a bit mired at the moment, in terms of where CCNA ends and where CMC begins."

Should you wish to run ads on your sites or in your paper,

for access and further instruction.

"The new CMC branding campaign is an effort to raise the awareness of community newspapers, in a national context, to agencies and advertisers. The new CMC initiatives were developed as part of an effort to increase web traffic to the CMC campaign calculator and Market Analyzer tools that help advertisers plan advertising campaigns," according to Sean Lind, Ad\*Reach Manager of Marketing.



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# Remember to file your Steward's reports by March 31

**By Gordon Cameron**  
Government Relations Associate

**T**he time has come again for OCNA members to file their 2007 Steward's reports with Stewardship Ontario. For those of you who have filed in the past, the process is exactly the same as in previous years. All you need to do is log on to <https://stewardshipdatasystem.ca/> enter your username and password and report the tonnage of Blue Box materials and how you arrived at that weight. If you've never done it before, or would like a refresher course read on.

As a part of the Waste Diversion Act, all companies who produce materials that go into the municipal Blue Box are required to pay for 50 per cent of the net cost to recycle those materials as most commodities, including newsprint, cost more to recycle than the municipalities receive in return. In order to figure out the amount owed to the municipalities Waste Diversion Ontario collects data from the municipalities (including the number of tonnes recovered and the net cost to recover them) while Stewardship Ontario does the same for industry (including total tonnes used). That information is then run through a formula that rewards commodities like newsprint with a high recycling rate, while shifting the burden to companies that use materials that are more likely to end up in the landfill. What results are the steward's fees each company pays for Blue Box material sent into the market place. OCNA members pay the majority of this amount through the contribution of in-kind advertising space to municipalities to publicize local waste diversion programs, but they do pay a small fee (\$1.98 per tonne) to cover the administration costs associated with the program.

When looking to file a steward's report the first thing you need to figure out is if you are obligated. Any company that

grossed less than \$2 million for each of the years 2002, 2003, 2004 and 2006 or used less than 15 tonnes of newsprint in 2006 you are not required to file. However, if you have filed in the past, or received a letter from Stewardship Ontario asking you to file you will be required to do so even if you are under the minimum levels. These minimum levels are done on a per corporation basis and not per title so, if your company owns several titles which in total uses more than 15 tonnes of newsprint or grosses more than \$2 million you will be required to file. If you file later than April 30 (30 days after the deadline) Stewardship Ontario can assess you a penalty of five per cent on top of the 2006 fees owed. If you file more than 90 days late you may see a penalty of an additional 10 per cent fine. Non-obligated stewards who have filed in the past but are below the 15 tonne usage and the \$2 million gross sales can be fined \$100 for failing to file. Any fines will be assessed on the cash (administration and other non-OCNA/CNA newsprint materials used) portion of your obligation. No additional in-kind advertising space will be assessed based on late filing. If you file but fail to make the required quarterly payments you could face a penalty of 10 per cent on the fees owing plus interested charges of prime plus three per cent.

If you are over the thresholds for both tonnage and gross revenue then you need to figure out the number of tonnes of newsprint your company used in 2006. Those who filed last year reported on 2004 tonnage but due to a change the reporting lag has been moved from two years to only one. Stewardship Ontario will never be asking for the tonnage of material used in 2005. When calculating the amount of newsprint used in 2006 it is important to take note of how you did so as you are required to report your methodology as a part of your steward's report. Do not include the newsprint you pay commercial

operators to haul away or pre-printed inserts you print or deliver for others as they are the responsibility of the company who commissioned them. Also, if your company uses plastic bags to deliver your papers, owns and publishes magazines, directories, or non-OCNA/CNA member newspapers, or uses any other Blue Box material you will be required to report the tonnage used and pay in cash into the system for them as the in-kind program only covers the newsprint used to print OCNA/CNA member newspapers and not any other Blue Box material.

When you have all your data assembled you can log on to file your report at <https://stewardshipdatasystem.ca/>. If you have filed a report in the past you should have received via e-mail your steward number, login ID and password in January. If you didn't receive the information please contact Stewardship Ontario's customer service line at 1-888-288-3360. If you are filing for the first time <http://www.stewardshipontario.ca/companies/new.htm> to register.

After you are logged in it's a seven-step process that will have you confirm that you are obligated; update your contact information; enter your data; describe the methodology used to come up with that data; list all the brands (titles) that your company owns in Ontario; submit your report and create and print reports and invoices for you records. Because of all the steps it may take you more than one session to complete the report. You have the option of saving your work and coming back at a later date. Most of the steps are fairly straightforward but you should take note that in the data reporting step all weights for Blue Box materials are reported in kilograms (1,000 kilograms = 1 tonne) and you'll have to adjust your calculations accordingly. Further, if you are reporting materials for which you do not

*Continued on page 9*

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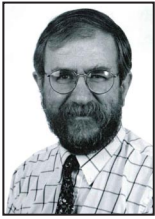
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## writing/editorial

## Finding the conflict in your stories



By Jim Stasiowski  
Writing Coach

I am reading an amusing yet serious novel of 305 pages. It has one theme: An intelligent woman is struggling to adjust to her husband's extreme personality change.

I am addicted to the Fox TV thriller '24.' This season, I faithfully will watch 24 hours of the show. It will develop one theme: Despite the treachery all around him, counter-terrorism agent Jack Bauer will save the country, perhaps the world (if he has time and does not need a nap).

My wife, Sharon, and I went to a cops-and-robbers movie last weekend, 'The Departed.' In the movie's two-plus hours, everyone in Boston is either killed or seriously wounded. The movie had a single theme: Once corrupted, can a man control his corruption?

Last fall, I read a 21-paragraph sports story. Reading it took me less than five minutes. It had two themes: (1) The first eight paragraphs were about a change in the way the local high schools compete in wrestling; (2) the last 13 paragraphs were a preview of the strongest teams in the wrestling season.

The sports story is the kind I will find on most sports pages. I suspect most sports editors would be pleased to have it. For the top of the wrestling preview, the reporter found an oddity, the change in the wrestling competition, so I cannot fault him for wanting to write about it.

But a story is supposed to develop one theme, just one.

For the purposes of my coaching, I refer to the theme as the central conflict. A story has a central conflict, followed by a number of subconflicts that develop the central one.

Novelists, moviemakers and TV producers know they need a single, unifying theme, but we journalists think of a story as

a Goodwill Industries collection bin: Yeah, the things in there are all shirts and pants and dresses and sweaters, but do they all belong in the same ensemble?

I was working with a reporter on a business story. Right down the street, he had uncovered a company selling unusual products. The products alone would attract readers.

So he went to talk to the owner, who was a dud.

The owner was a nice man, not at all antagonistic, but when the reporter tried to pry a central conflict from him, the owner resisted. The reporter wanted the central conflict to be: How does a company make money selling such oddities?

A few prospective subconflicts: (1) Here's how he got into the business; (2) here's how he has struggled; (3) here are the modern-day challenges, given the profusion of oddity-sales competition spawned by the Internet; (4) here's how he acquires the products; (5) what kind of reaction does the owner get when he tells people the off-the-wall business he is in?

The products were a natural lure, but after a few paragraphs, readers crave more. To keep readers engaged, the reporter needed a conflict. We needed to see the owner struggle, and if he is not struggling, we need to see how he so easily finds success.

The reporter wrote several dozen paragraphs in search of a conflict. The facts were good, at times excellent; but the story didn't move forward. It just kept listing facts.

"What," the reporter asked me, "could I have done?"

We talked about the interview. I probed: "Did you try this? How about that? Would he talk about such-and-such?"

Every answer was: The owner simply would not help.

"I wish," the reporter said, "I could have written about the woman in charge of sales."

I said, "The who?"

The saleswoman, it turns out, was as talkative as a wind-up doll. She wanted to talk, talk, talk, but the reporter kept blasting questions at the owner, trying to get him to soften up.

"You had to shift gears," I said. "You had to switch to the saleswoman."

"But the owner," the reporter said, "he's the guy ...

"... who refused to give you a conflict. The saleswoman lives with these weird items every day. What is that life like? When someone buys one of the oddities, does she have trouble parting with it? How has her life changed since she has lived among the oddities?"

Because it was his story, the reporter fought me. He insisted the story was the owner, even though I could show clearly that the so-called story about the owner was just a list of facts.

Finding the conflict is not always easy, but once you've found it, all the information you gathered suddenly makes sense. These facts fit, those facts don't, you write until you finish developing the conflict, then you stop writing. You've solved most writing problems.

Unless you're Jack Bauer. If you are, beware: Your editor has a gun, and he or she will try to shoot you.

**THE FINAL WORD:** A lot of people use "alluded" when they really want "referred." "To refer" means to mention directly: "In his speech, Roberts referred to President Kennedy's inaugural address." By contrast, "to allude" means to hint at such a mention: "Tompkins alluded to President Clinton when he brought up 'serious errors in judgment' made by previous presidents."

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

## 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](mailto:c.lebert@ocna.org).*



## technology

## Lightroom is very streamlined



**By Kevin Slimp**  
Institute of Newspaper  
Technology

In late 2005, I received an e-mail from a colleague at Apple concerning the release of their product, Aperture. Aperture is a photo-editing program developed with the professional photographer in mind.

A few days after getting the e-mail from Apple, I received a message from Adobe announcing the beta release of their new photo-editing program, Lightroom, also geared toward the professional photographer. Betas are software used during the development of applications. Usually only insiders get their hands on these betas. Adobe, however, tried a new strategy with Lightroom. By releasing the beta to the public, they hoped to create a loyal following of Lightroom users before the product was placed on the market.

I guess I'm an insider. Many of the larger software companies send me their products to try before releasing them to the public. In February, a few weeks before it was shipped to customers, Adobe sent me a copy of Lightroom 1.0. I had tried the free beta available from Adobe's Web site, but I couldn't wait to take the real thing for a spin.

Although the commercial version varies greatly from Photoshop, the product is titled Adobe Photoshop Lightroom. I suppose Adobe hopes the goodwill toward its flagship photo editing software will rub off on Lightroom. Upon opening the application, new users will immediately take note of the simpler interface, compared to Photoshop.

Let me interject a side note. I love Photoshop. I've been using this industry standard since the '80s, and it's been 13 years since I taught my first Photoshop class in Chattanooga, Tennessee. One

drawback of Photoshop, if you want to call it that, is that it has become so feature-filled that it's impossible for anyone to know everything about the application. There is so much to it, users often feel overwhelmed by the number of buttons, tools and palettes. Lightroom is much more streamlined.

This brings up another point. Lightroom isn't meant as a replacement for Photoshop. You probably won't design ads or create many of Photoshop's special effects in Lightroom. What you can do is edit photos so they will look their best when printed. And you can do it faster than you can in Photoshop. I edited a few pic-

have just one or two in the image window.

Once I found the image I wanted to work on, I moved to the Develop module to make adjustments. While working in this module, I especially appreciated the ability to see the original photo next to the adjusted image. The images are in sync, meaning if I zoom in or move around the original image, the corresponding image moves with it.

Tools, including Temp, Tint, Exposure, Recovery, Light, Blacks, Brightness, Contrast, Vibrance and Saturation, appear to the immediate right of the images, making adjustments a snap. A tonal curve lies just below these tools. In

addition, preset tonal adjustments, including options like Medium Contrast, Strong Contrast and Grayscale Conversion, are available on the left side of the screen. There is also a nice Red Eye tool below the image area.

The Develop module offers a Crop Tool and Straighten Slider, as well as sliders to adjust luminance and colour to reduce noise.

One of the most written-about features of Lightroom is its ability to work with

Camera Raw images quickly and easily. Users of Photoshop CS and CS2 will be amazed at how much faster Lightroom handles these images.

There's so much more I could tell you about Adobe Lightroom. But it might be more effective for you to download the free 30-day demo from [adobe.com](http://adobe.com) and try it yourself.

Adobe is offering a \$100 discount for Lightroom purchases through April 30, 2007. After that, the price will be \$299 (US). Recommended system requirements are Macintosh OSX 10.4.3, 1 GHz PowerPC G4 processor or Microsoft® Windows® XP SP2, Intel® Pentium 4® Processor, and 768 MB RAM and a 1024x768 resolution screen. Adobe Photoshop Lightroom is a Universal Binary application that will run natively on PowerPC and new Intel-based Macintosh systems.



Users can compare two or more photos as they work in Adobe Lightroom.

tures of my family to send to the print shop this week. I was amazed at how quickly and easily I could edit photos in Lightroom with no special training.

When you open Lightroom, you see a single window, which can contain single or multiple images, with a filmstrip along the bottom. The workspace seemed somewhat familiar from my experience using Aperture, with libraries and folders located in panels on the left side of the screen. To begin, users import photos into libraries. The Library module has controls used to search for and display specific photos and data. The library also lets you group photos into collections or a temporary collection called a Quick Collection, or use keyword tags and metadata to find your photos.

Comparing photos is as simple as clicking on the photos you wish to view and pressing the Survey View button. Then, with the click on the mouse you can eliminate photos on the screen until you



# Venezuelan government declares Toronto Star article as unjust

A series of articles on Venezuela published in May 2006 lacked balance because of the absence of comment from government representatives, the Ontario Press Council says in upholding a complaint against the Toronto Star.

María Páez Victor and Antonio García Dangles of Toronto complained that the articles relied on opponents of President Hugo Chávez for what they described as erroneous information about poverty and unemployment.

They said the articles neglected to attribute to opposition sources the statement that 100,000 Venezuelans had been murdered since Chávez was elected in 1988, and that poverty remains "stubbornly high," having "risen to more than 50 per cent during Chávez's reign."

They said unemployment fell in 2006 to 10.1 per cent from 13.5 in March 2005 and the rate of poverty declined 10 per cent in a year.

Declaring that its "strong interest" in interviewing Chávez and/or government representatives was clear, the Star cited

communications between the Venezuelan embassy in Washington and Caracas seeking to arrange such interviews. "The opportunity was offered and, in fact, aggressively pursued, but the government chose to ignore the requests."

In response the complainants said "not even the most rabid Chávez opponents accuse the Venezuelan government of not giving access to the international media - something that they are quite eager to do."

Text of the adjudication:

María Páez Victor and Antonio García Dangles of Toronto complained that a series of four articles on Venezuela published in the Toronto Star in May 2006 contained erroneous information about poverty and crime, lacked balance and did not include interviews with members of the government but relied on sources opposed to the regime of President Hugo Chávez.

The Star said its strong interest in interviewing Chavez and/or government ministers was clear but that the government chose to ignore its requests. It added that, in the absence of information from

government representatives, its reporter sought to provide balance by conducting many interviews with Venezuelans.

The Ontario Press Council says it believes only comment from government officials could offset criticism of the Venezuelan regime contained in the articles.

It recognizes repeated appeals sent by way of the Venezuelan embassy in Washington failed to provide the reporter with access to government representatives in Caracas.

Having exhausted appeals made through official channels prior to leaving for Venezuela, however, the Press Council suggests the reporter could have used the warm recommendations from the Washington embassy and old-fashioned door knocking in a further effort to get to government spokespersons.

In upholding the complaint, the Council says that despite efforts to provide balance through interviews with ordinary Venezuelans, it regards the lack of official comment as a significant deficiency.

## Remember to file Steward's Reports

*Continued from page 6*

see a category listed please contact Stewardship Ontario at 1-888-288-3360 so you can be sure it is reported in the proper category.

For those OCNA members who either purchased or sold a newspaper during 2006 you are required to file with, and pay any administrative fees to Stewardship Ontario for the part of the year for which you owned the paper in question. For more information please see [http://www.stewardshipontario.ca/pdf/rules\\_privacy/2006\\_rules\\_IM1.pdf](http://www.stewardshipontario.ca/pdf/rules_privacy/2006_rules_IM1.pdf).

If you have any questions there are several useful resources available to you. First are a series of guidebooks put out by Stewardship Ontario that walk you through the process in greater detail. They are available online at <http://www.stewardshipontario.ca/info/guidebooks.htm>. Second, the Stewardship Ontario customer service line at 1-888-288-3360. The friendly, knowledgeable staff will answer any questions you may have, or find any information you may need. If the line is busy leave a message and they will get back to you usually the next business day. Finally, you can contact me at (905) 639-8720 ext. 239 or [g.cameron@ocna.org](mailto:g.cameron@ocna.org).

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**Unfamiliar with the In-Kind recycling advertising program?**

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**OCNA will be holding a conference call on March 20 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).*

# Video's the next big thing in classified advertising

By Peter M. Zollman  
Classified Intelligence

**D**o your classified advertising products include video?

If the answer is 'no', you're not in trouble yet. But you will be soon.

Video is fast becoming a 'must-have' on a classified advertising site, rapidly moving from the 'nice extra' feature set.

Cars, homes and jobs all lend themselves to moving pictures on the Web. If you offer advertisers the capability of incorporating video into their ads, you may be able to enhance your products and reach both new audiences (users) and customers (advertisers). If not, and they decide they want or need to use video, you're sending them somewhere else.

The importance of video services came up in Classified Intelligence research for our latest report, "Automotive Advertising 2007: Are you ready to roll video?"

"Video multiplies the message impact and brings merchandise to life," said Steve Poley of Cellit.us, a firm that allows sellers to upload video ads from their computers and mobile phones. "Buyers gain confidence with video about the merchandise and the merchandiser. More information and more credibility equals more sales."

Auto dealers and auto-advertising experts told us that video is either an important product offering now, or will be in the near future.

"By providing targeted interactive video, virtual test drives and other tools, automotive sites will heighten consumer satisfaction," said Terry Baker of Adicio. "These tools will assist customers in making informed buying decisions so that they purchase the ideal car."

It was only a matter of time before high-speed Internet services caught up with full-motion video and 60 years of TV watching. A medium that moves offers us a more familiar reflection of our world and our wants. Nowadays, you can get the

video you want when you want it, anywhere you want it - on your computer, your TV, mobile phone or any number of portable digital devices.

Two standards will emerge: Traditional publishers, manufacturers and dealers will offer video that's well-produced, highly engaging, and perhaps incorporates interactive features. Individuals - e.g., private-party advertisers who want to sell a used car or a house - will be able to get away with YouTube-quality videos taken with camera phones or inexpensive video cameras. Either way, you should host the video - or you'll be sending users off your site to someone else's. (Using a third-party hosting service will be fine, but it should look and feel like your site - not theirs.)

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## It was only a matter of time before high-speed Internet services caught up with full-motion video and 60 years of TV watching.

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Automotive is not the only vertical that lends itself to video, of course.

One real estate advertising publisher, Network Communications Inc., operators and franchisors of The Real Estate Book, Apartment Finders and other guides, is starting to offer full-motion video and virtual tours at no charge for its advertisers.

Talk about a competitive edge! How long can it be before other major real estate sites and newspapers, too, are forced to offer full-motion video and virtual tours as part of their packages? Since NCI publishers 10 million (print) real estate guides monthly, and bundles print and online ad sales together, we'd say "soon - very, very soon."

In recruitment, too, video is becoming

an important factor. Want to see effective use of video by employers? Go to: <http://www.chron.com/class/jobs/>, where you'll see a video play as soon as you click on the page, or click through to the "Job Clips" section of that page. Some of the videos may not have the highest production values imaginable, but the price is reasonable, the margin is high, and the sale is relatively straightforward (if not "easy"). The most important fact is simple: They work. Advertisers like them, users watch them, and they produce substantial revenue.

Even job-seekers are starting to use video. There's been a spate of publicity recently about Web sites where people can post video resumes, many of them without charge to job-seekers or recruiters. (The sites hope to become profitable through advertising.) While there are concerns about use of video by job-seekers - many of them equal-opportunity and privacy issues - ultimately the marketplace of job-seekers and recruiters will decide if online video is an effective tool for people trying to find a new job.

Cars, homes, jobs and, of course, "stuff" ads all work with video. Can you afford to be left out and watch it moving to another site?

*Peter M. Zollman is founding principal of Classified Intelligence and the AIM Group, consultancies that work with newspaper publishers to improve classified advertising and interactive-media services. He can be reached at (407) 788-2780, [pzollman@classifiedintelligence.com](mailto:pzollman@classifiedintelligence.com). Jim Townsend, CI's editorial director, contributed to this column. Adicio, mentioned above, sponsored the Automotive Advertising Annual. The report is available for \$250, discounted because of the Adicio sponsorship, at <http://www.ClassifiedIntelligence.com>.*

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# Lending Library

Check out the two latest additions to our Lending Library!



**Newspapers and the New Relationship with Advertisers**  
 Newspaper companies and advertising agencies both see the multi-media consumer, yet the two puzzle pieces are not fitting together neatly at the dawn of this new era, according to "Newspapers and the New Relationship with Advertisers," a new report by INMA. This report aims to improve understanding of the advertising agency and media buying processes and describes the obstacles and opportunities newspaper companies face as they compete for advertising.

## Mining Gold: How to Make the Internet Pay Off For Newspapers

Newspaper companies are experimenting with new business models for their web sites and ancillary digital operations that are generating new revenues and profit centers, according a new report by INMA titled "Mining Gold: How to Make the Internet Pay Off For Newspapers." The timely new INMA report breaks down internet trends threatening the traditional newspaper publishing model and how online advertising is evolving. What has value and what doesn't have value in the online arena are becoming increasingly apparent for newspaper companies.



For a full list of the OCNA Lending Library material, please go to [http://members.ocna.org/AFS/Best\\_Practices/Lending\\_Library/Lending\\_Library\\_list.pdf](http://members.ocna.org/AFS/Best_Practices/Lending_Library/Lending_Library_list.pdf)

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Contact Karen Shardlow at 905-639-8720 ext. 232 or [k.shardlow@ocna.org](mailto:k.shardlow@ocna.org)

Ed Henninger of Henninger Consulting would like to provide OCNA members with the following services FREE!!

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- Answers to questions on type and typography.
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- Answers to questions on advertising design.



## Water Cooler

- **Peterborough This Week** has a new police reporter Lindsey Cole and a new photographer Lance Anderson.
- **Osprey** has appointed Dawn Marie Smith as Manager of Classified Sales Network.

## CLASSIFIEDS

**Looking for that special interest column to grab the attention of your readers?**

'Vet Talk' by Dan Watkin DVM is what your publication is looking for. A veterinarian with 28 years experience, Dr. Dan brings topical and relevant issues to light in a manner that is enjoyable and informative. Dr. Dan offers practical hints and tips that your readers will find valuable and insightful. Dr. Dan Watkin is a practicing veterinarian living in Amherstburg, Ontario. In addition to practicing veterinary medicine, Dan is an experienced outdoor writer. He wrote a weekly outdoor column for the Windsor Star for 11 years. His material is also published regularly in many of the large outdoor and fishing magazines in both the United States and Canada including Outdoor Canada, Bob Izumi's Real Fishing Magazine, Canadian Sportfishing, Canadian Sportsman, Muskie Hunter, Walleye Insider, the Ohio Outdoor Beacon, Michigan Outdoors and In Fisherman Magazine. He has presented many seminars at outdoor shows in Ontario and Michigan, and has appeared on several T.V. shows. For syndication rates and information contact: Dan Watkin at [danwatkin@hotmail.com](mailto:danwatkin@hotmail.com)

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'Vet Talk' by Dan Watkin DVM is what your publication is looking for. A veterinarian with 28 years experience, Dr. Dan brings topical and relevant issues to light in a manner that is enjoyable and informative. Dr. Dan offers practical hints and tips that your readers will find valuable and insightful. Dr. Dan Watkin is a practicing veterinarian living in Amherstburg, Ontario. In addition to practicing veterinary medicine, Dan is an experienced outdoor writer. He wrote a weekly outdoor column for the Windsor Star for 11 years. His material is also published regularly in many of the large outdoor and fishing magazines in both the United States and Canada including Outdoor Canada, Bob Izumi's Real Fishing Magazine, Canadian Sportfishing, Canadian Sportsman, Muskie Hunter, Walleye Insider, the Ohio Outdoor Beacon, Michigan Outdoors and In Fisherman Magazine. He has presented many seminars at outdoor shows in Ontario and Michigan, and has appeared on several T.V. shows. For syndication rates and information contact: Dan Watkin at [danwatkin@hotmail.com](mailto:danwatkin@hotmail.com).



### OCNA 2007 Webinar Series

**On the first Thursday of each month (excluding August or as otherwise noted)  
OCNA proudly presents the following 1-hour Lunch and Learn topics:**

<b>January 18<sup>th</sup></b>	<b>Legal Session</b>	Reporting on Youth Court presented by Stuart Robertson
<b>February 8<sup>th</sup></b>	<b>Editorial Session</b>	Interviewing Techniques presented by Carey French, Humber College Journalism Coordinator
<b>March 8<sup>th</sup></b>	<b>Advertising Session</b>	Sales Skills presented by John Young renowned sales trainer
<b>April 5<sup>th</sup></b>	<b>Production Session</b>	Current Issues for Newspapers Today Presented by John Futhey, Metroland Media Group Ltd., York Region

When registering, please forward the participant's names and positions, the system and software you are using, and current problems you are having with the software. Also, what is your biggest challenge?

Other topics still to be scheduled:

Editorial Session	Health & Lifestyle Reporting
Editorial Session	Writing Editorials, Quotes & Headlines
Advertising Session	Revenue Generating Ideas
Advertising Session	Motivating Sales Staff
Legal Session	Libel
Legal Session	Privacy Issues
Production Session	InDesign

All you need to attend is a phone and a computer with Internet Access!

**Date:** First Thursday of every month (unless otherwise noted, please see schedule)  
**Time:** 12:00 pm – EST  
**Cost:** \$55.00 per session (use a speakerphone and one computer and you can train as many staff as you like for one low price)

**Option 1 Discount Rate: Sign up for ten (10) sessions and the cost is only \$495.00**

**Option 2 Discount Rate: Sign up for five (5) sessions and the cost is only \$245.00**

If you are interested in registering, please send an e-mail to [k.shardlow@ocna.org](mailto:k.shardlow@ocna.org) with the following information:

1. Name of your newspaper (with billing address)
2. Contact name (and the approximate number of participants who will be on the call)
3. e-mail address & telephone number

***Please note: Cancellations are permitted without penalty 5 or more business days prior to the start of the Webinar session. Individuals who cancel their session less than 5 business days prior to the session will be charged the full amount***



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