

news clips



Getting blood from a reporter
Fort Erie Times reporter Joel Hoidas turned the tide on a traditional blood donor clinic assignment by passing the camera off and getting in the shot himself.

Bowes buys The Londoner

By Gordon Cameron
News Clips Editor

One of the largest independent community newspapers in Canada has been sold to Bowes Publishers Ltd. London's The Londoner was purchased by Bowes on February 28, 2005 for an undisclosed amount.

Gone is founding publisher Gord Hume, who will now spend his time focusing on his elected position on London's Board of Control. The Londoner's co-founder and editor Philip McLeod along with Director of Advertising Bill Ford will remain with the paper. Replacing Hume is former Bowes president Bill Dempsey.

"I feel good about getting back into it," said Dempsey. "I'm kind of looking forward to it. I lived in London when The Londoner was started so I've watched it grow over the last couple of years."

With the sale The Londoner is now

owned by the same people (Quebecor) who own the daily London Free Press. However, Dempsey said the two papers would continue to be separate entities with The Londoner being a separate profit centre within Bowes. The Free Press will become a supplier to The Londoner. The community paper will be distributed both as an insert to the Free Press as well as to non-subscribers through its TMC distribution.

"They have the best distribution system in town, and now that we're part of the same family it allows The Londoner to take advantage of that system," he said. "But we're going to have to pay the going rate for distribution."

A change in printers to a Bowes owned press is also in the offing as soon as the current contract expires. Dempsey said the change would allow him to reconfigure the pages so the paper can have more departments and greater flow for the reader.

Everything at The Londoner is being reviewed, from its look to its content.

Continued on page 3

Less than a month until our convention

The countdown has begun to the 2005 OCNA Spring Convention taking place April 8 and 9 at the Airport Renaissance in Toronto.

For those of you who haven't registered yet you could miss out on two days of great speakers, great information and great fun.

This year's theme is Shaken, Not Stirred and is an excellent opportunity to

indulge your inner desires to be a world famous secret agent.

The fun begins on Friday with a session on the future of the newspaper industry from 1 to 4 p.m. featuring a panel of industry experts. For more information please see: http://members.ocna.org/AFS/OCNA_Programs_Services/SpringConvention/ConventionRegistration.pdf

For those interested in products and services that could

help their newspaper the annual trade show will open beginning at 2 p.m.

At 4:15 p.m. general meetings will be held for OCNA, the OCN Foundation and CNRIE.

The highlight of the evening will be the Junior Citizen of the Year Awards which will be presented by Lt.-Gov. James Bartleman.

Saturday begins with Breakfast, sponsored by Tembec Inc., which, pending

confirmation will feature Premier Dalton McGuinty.

The majority of Saturday will be filled with educational sessions for everyone involved in your newspaper office.

This year's convention offers a chance for owners and managers to promote their papers to journalism, photography, sales, graphic design students/grads through our career fair from 3 to 5 p.m.

Continued on page 7

Cyberlaw - What does it all mean?

By Doug Richardson
Media Lawyer

Reports of lawsuits about Internet publications frequently create the impression that an entire new area of law has developed - often referred to as 'Cyberlaw'. In reality the laws that apply to the publication of your newspaper on your web site are essentially the same laws you have been dealing with for years in publishing your print newspaper. Only these laws are being applied to a different medium.

The area of law that you are most concerned with when publishing your newspaper is defamation. The law of defamation is the same whether the publication is in print or electronic. But the application of the law to the particular circumstances of the internet has produced some interesting cases.

The recent case of *Bangoura v. Washington Post* involved a lawsuit brought in Ontario by Mr. Bangoura in relation to an article that had appeared in the Post seven years earlier. When the article was first published Mr. Bangoura, a UN diplomat, was living in Kenya. Years later Mr. Bangoura moved to Ontario and came across the article in the Post's web site archive. He sued the Post for defamation. The newspaper argued that Ontario was not the proper jurisdiction since the Post was

not located in Ontario, the newspaper was not distributed in Ontario and Mr. Bangoura lived in Kenya when the story was first published. How then, argued the Post, could it be expected to conform to the defamation laws of Ontario when neither the Post nor Mr. Bangoura had any connection to Ontario when the article was first published. The Court disagreed with the Post and upheld Mr. Bangoura's right to bring the lawsuit in Ontario. The Post appealed the decision but, as of the date this column was written, the Court of Appeal had not yet released its decision. The lesson to be learned is simply that your web site has a potentially wider reach than your print newspaper and a story appearing on your web site can have an impact on the reputation of persons living far away.

Recent case law also suggests that a wider distribution of your newspaper on the internet could result in increased damage awards. In March of 2003 an Ontario court ordered a man by the name of Lopehandia to pay Barrick Gold \$15,000 for damages caused by his posting of messages on various web sites that contained defamatory statements concerning Barrick Gold. In June of 2004 the Ontario Court of Appeal concluded the \$15,000 damage award was not sufficient and increased the award to \$125,000. In doing so the Court of Appeal said that Internet publications should be distinguished from print newspapers and

other "less pervasive" media in terms of the potential to damage the reputation of an individual or corporation because of its "absolute and immediate worldwide ubiquity and accessibility."

All of this is not to suggest that publishing your newspaper on your web site is too risky. Instead, it serves to remind us that you should not disregard potential legal issues when posting stories on your web site. Often, newspaper web sites are thought of as something ancillary to the print edition and sometimes the web site is forgotten when assessing legal issues. The same care you would take in addressing legal issues prior to publishing a contentious story in your print edition should be taken with your web site edition. It is not uncommon that a newspaper has carefully edited a story to ensure it is properly balanced only to see the editing undone by a summarized version of the story on the web site. This is often the case when a newspaper offers Internet access to articles in their entirety to its subscribers only but posts summaries of its articles for others accessing the web site.

Similarly, the web site edition is sometimes forgotten when a newspaper is dealing with an error contained in an article that has been published. The newspaper might run a correction or retraction in its print edition but neglects to deal with the

Continued on page 8



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New publisher excited about what *The Londoner* brings to Bowes and vice versa

Continued from page 1

"We want to see if we can make it more appealing to readers and advertisers," said Dempsey. "Things that we think will benefit the paper will be put into action. We will do a number of things that will make the paper more exciting and we hope that people will enjoy it more. My hope is that a year from now people will be surprised to see how much it's grown."

However, he added that many things would stay the

same.

"A lot of things are worth keeping. When two independent people start a newspaper in a city of 350,000 and for them to be around for two years it tells me that they did an

awful lot right," he said. "The *Londoner* delivers a brand of

We're just going to go out there and put out good product, work hard and have a little fun along the way.

The Londoner publisher Bill Dempsey quoting Jim Bowes

community news that you can't find anywhere else; not in the Free Press or the Free Press' weekly newspaper."

By going from an independent to a Bowes paper Dempsey said

that the company's experience in the industry could help

make *The Londoner* a better product.

"It's going to be a fun challenge to bring that expertise to the table," he said. "We've got a real good staff here and they are looking forward to the changes and the resources that Bowes can bring to the table so they can do a better job. As my mentor Jim Bowes used to say: 'We're just going to go out there and put out good products, work hard and have a little fun along the way.' And that's what we plan to do."

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It's hard to tell if ink-stained fingers are evidence of reading a newspaper or photocopying one.



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design

Improving the look of your pull quotes

By Edward Henninger
OMNIA Consulting

One of the most underused and poorly used design tools is the pullout - that element that takes a quote or an appealing piece of narrative from a story and gives it prominence.

We know many readers only glance at attention-getting elements, such as headlines, photos, charts and maps. These elements help them determine whether they are interested in a particular story - and draw them into a story they might otherwise ignore. A well-fashioned pullout is another element that can be a reader-grabber.

How well pullouts work for us depends on how well we design and display them-and how often we use them. Here's a baker's dozen tips for the design and use of pullouts:

1. Design pullouts without a heavy rule placed above them. A heavy rule serves more as a barrier to the pullout. Instead of rules, try using extra space between the text and the pullout. That space

helps to separate the pullout from the copy without walling off the pullout from the rest of your package.

2. The type in a pullout should be larger to help it stand out from text. It may be bold or italic so long as it fits within your overall design approach.

3. Consider using the first two or three words of a pullout in bold, with the rest in a regular face. This approach helps to attract reader attention.

4. If you use a bold lead-in, that's an ideal place to employ color, which will help give pullouts even more distinction on a colour page.

5. Set pullouts in a paragraph-not between paragraphs. Placing a pullout between paragraphs may encourage readers to leave the story-and pullouts should serve as points of entry, not points of departure.

6. Sometimes a typographic element-such as a Zapf Dingbats square or a triangle or dot-can bring attention to a pullout and help to separate it from text.

7. Avoid the temptation to set pullouts too wide. Try, instead, to keep them to no more than the column width of the

text type in the package. Pullouts set too wide tend to be too wordy and they can dominate an entire package.

8. Make sure you design your pullout style so that it will work well with a mug shot.

9. Please, no more huge quote marks as part of the pullout style. The approach is tired.

10. It might work to your advantage to design pullouts so they can be set flush left, flush right or centered. Be careful: this can be a risky approach unless you set some guidelines.

11. Pullouts should be used primarily as a "hook" to develop reader interest in a story-not as a design crutch to fill space in a short story.

12. Be consistent. Do not let pullout style vary from section to section. Once you've established a style, stick to it.

13. Remember that a pullout is part of a package. Place it and use it as part of the package-don't let the pullout be the flat note in your visual chord.

Pullouts won't make or break your design. But the properly design pullout used in the proper place can help.

Dates to Remember

April 8-9 OCNA Spring Convention and Trade Show
April 9 - Community Newspaper Career Fair

April 9 - OCNA Better Newspaper Awards Gala
June 1-4 - CCNA Convention, Banff Alberta

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Lakeshore Advance chief recognized as Sun Media's publisher of the year

Neil Clifford, the publisher of the Lakeshore, Advance has been recognized as publisher of the year by Sun Media Inc. The Advance was also awarded for being the most improved branch.

Clifford has been with the Signal-Star group papers within Sun Media for ten years, working in Goderich, Mitchell

and Grand Bend. He was appointed publisher of the Lakeshore Advance in 2002.

Sun Media Inc. owns more than 200 community dailies, weeklies, shoppers and magazines across Canada, including Bowes Publishers.

Congratulations to Neil and his staff for outstanding effort and achievement.



Neil Clifford poses with the two awards that he and The Lakeshore Advance walked off with for publisher of the year and most improved branch within Sun Media's community newspapers.

Police credit Brock Citizen article for leading to an arrest for aggravated assault

Durham Regional Police were unable to apprehend a wanted man -- until an article detailing their efforts ran in the Brock Citizen last week. Chris Wilson, 19, was wanted for aggravated assault, assault with a weapon, possession of weapons, breach of probation, and

break and enter. After a phone call from a local resident alerted police to his whereabouts, Mr. Wilson surrendered to police Thursday night just a few doors down from his family's home on St. John Street. "We got an anonymous tip from a local resident.

We're crediting the arrest to the article that was in the newspaper," said Inspector Mike Ennis, officer-in-charge of the north Durham detachment. Detective-Sergeant Steve Bell agreed. "The article really prompted the call," he said.

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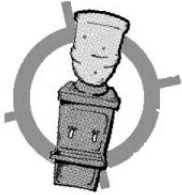
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Water Cooler

- The **Halton Compass** has been nominated as business of the year with the Milton Chamber of Commerce. They were also the Platinum Sponsor for a Sports Celebrity Dinner also with the Milton Chamber of Commerce, January 28th, 2005 which was a sold out affair. They were also the sponsor for the Michael Papaioannou Fundraiser held at Country Heritage Park for Lesch Nyhan Disease research.
- **Brabant Newspapers** managing editor Mark Cripps is pleased to announce the appointment of Abigail Cukier to the position of senior editor of the **Stoney Creek News**. Abigail has been with Brabant for a year-and-a-half, and has served as reporter for the Stoney Creek News. She replaces Michael O'Keeffe, who left Brabant in December for a new position with the Guelph Mercury.
- **Brabant Newspapers** regional reporter Richard Leitner will be taking a one-year leave of absence beginning April 1 to assume his new duties as president of the Southern Ontario Newsmedia Guild 87-M. The veteran union activist and award-winning reporter ran unopposed for the top job in 87-M.
- Oh baby face ... The **Lucknow Sentinel** staff has changed over the last few weeks as two employees left for maternity leave. How's that for a staff of three. Amy Zoethout, the former editor, who took over as office administrator last April, gave birth to a baby boy - Finn - on Dec. 29. Amy's husband, George, works at the Signal Star in Goderich. This is their second son. Nathan is three years old. Sara Campbell, who took over as editor, gave birth to a baby boy on Feb. 19. Trey (Frances Henry Bender III) is the first child for Sara and her partner, Frank Bender. Filling in for Amy is Ruth Dobrensky. Sara's replacement is Elyse DeBruyn. Publisher Pat Livingston is warning everyone in the office not to drink the water! In the small business community of Lucknow, eight babies were expected within a matter of weeks. So far, the boys are ahead in numbers.
- The **Exeter Times-Advocate** welcomes new reporter Stephanie Mandziuk to their staff. She previously worked in both radio and television most recently at the New PL as the weekend news anchor/reporter.
- The **Burlington Post** has appointed Heather O'Neill as their new advertising and marketing consultant for Portfolio of New Homes and ON Site Magazine.

send updates to newsclips@ocna.org

BNC Awards featured on Saturday night

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At 6:30 p.m. the Better Newspapers Awards Gala, sponsored by the Ontario Lottery and Gaming Corporation will recognize the best in the industry for 2004.

Check out:

http://members.ocna.org/AFS/OCNA_Programs_Services/Spring_Convention/ConventionRegistration.pdf for details and for info about contests and prizes. See you all at the convention!

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Mike Newman

Web sites can cause defamation problems

Continued from page 2

error on its web site. If the newspaper publishes a correction or retraction in its print edition and the article containing the error was posted on its web site then the correction or retraction should also be published on the web site. Further, if the article containing the error is to be placed in an archive accessible through your web site then steps should be taken to ensure the error is not perpetuated in the archive. There are a number of ways to do this - you could remove the story from the archive, you could place a corrected story

in your archive or you could ensure readers will automatically retrieve the correction or retraction when accessing the original article.

Contrary to what the perception may be, the laws that apply to the publication of your newspaper on your web site or 'Cyberlaw' is not something unfamiliar to you. It is really just the application of the same defamation laws you have worked with for years in putting out your print edition. The laws are essentially the same only the medium is different.

Doug Richardson is an associate at the law firm of O'Donnell, Robertson & Sanfilippo where he provides counsel to various newspapers and other media organizations.



NewsMakers

• **Strathroy Age Dispatch** will be switching from 6 column broadsheet to 8 column tabloid format effective April 6 issue. The Age was founded in 1861 and serves the town of Strathroy and western Middlesex County. Also changing format will be a sister EMC product the FOCUS.

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