

# news clips

VOL. 19, NO. 4



**Learning from the best**

Part of the fun of being at OCNA's Spring Convention is getting a chance to check out what your colleagues in the industry are up to.

## The future of newspapers

By Gordon Cameron  
with Don Lamont

**T**he newspaper industry is changing. A shift no less in magnitude than the introduction of linotype or computers. It will completely reshape both the news and business models of the industry. Those who embrace it will reach their readers and their markets in more efficient and appealing ways. Those who don't will either get bought out by someone who has or see their business slowly fade for failing to respond to the changing needs of their area.

The trends are away from the old standards, flyers becoming more important than ROP, layered and integrated products rather than broadcast and the refocusing of

*Continued on page 9*

## Finding a new executive director

**A**t the beginning of April, OCNA Executive Director Don Lamont announced he would be leaving the association at the end of the month, about three months earlier than he had expected. In order to do a thorough search for his replacement OCNA will operate without an executive director until late July or early August.

Most of Don's duties will be divided between Director of Financial Systems Shelley Ford-Kohler who will look after Ad\*Reach, and Member

Services Manager Anne Lannan. Several key areas, such as government relations and advocacy, will be shared between the two. Other responsibilities will be delegated to members of the staff to ensure things

continue to run smoothly. "We're in the process of transition," said OCNA President Dave Armstrong. "Don and I have gone over all

**"From my point of view everything should be seamless if we just keep doing what we're already doing."**

*OCNA President  
Dave Armstrong*

the responsibilities at OCNA with Anne and Shelley and from my point of view everything should be seamless if we just keep doing what we're already doing."

The executive director position has been posted and several applications have already been received. OCNA has also hired search firm Leader Quest Inc. to find other

qualified candidates to take over the day-to-day operations of the association. Once suitable candidates are found, a hiring committee consisting of members of OCNA's board, headed by Armstrong, will conduct interviews and come to a decision regarding the new executive director.

If you have any questions regarding the transition period, search process or would like more information about who is covering what area please contact either Shelley Ford-Kohler or Anne Lannan at OCNA's Burlington office at 905-639-8720.



# Bill 123 - Opening up closed door meetings

By Gordon Cameron  
News Clips Editor

**S**arnia-Lambton MPP Caroline Di Cocco might be the community journalist's best friend, particularly if her private members bill, the Transparency in Public Matters Act, passes.

Di Cocco's political career was launched by an emotion common to many journalists, frustration at the fact many important decisions made by public bodies are being made behind closed doors without any ability for the public to hear the debate or see what factors are weighted in the decision making process. In Di Cocco's case it involved her local school board who told her there was no money for chemistry textbooks, but then turned around and purchased a plot of unserviced land for well above the going rate during an in camera meeting. When she asked the board's administrator and trustees about the land deal she was told, in effect, that it was none of her business. That riled her up and set her off on a seven year quest that ended up with a judicial enquiry ruling that the board had acted improperly.

"The judge said that the board was run something like a junta in a banana republic with lots of secret meetings," she said.

Her advocacy won her a seat on Sarnia City Council, and later the Liberal nomination for her riding and a seat in Queen's Park in 1999. While in opposition she introduced three private member's bills dealing with open local government, but all of them died with the end of each legislative session.

When the Liberals won power in 2003 Di Cocco felt she would now have a much better chance to get her bill passed.

"I asked what would be the fastest way to get this bill into law," she told reporters and



**MPP Caroline Di Cocco** discusses her bill, the Transparency in Public Matters Act, with the reporters and editors gathered during the editorial session at OCNA's Spring Convention. She briefed them on her bill and on its chances for being passed during this session.

editors who gathered during the Spring Convention's writing workshop to hear her talk about her bill. "It was explained to me that it would probably be faster to introduce it as another Private Member's Bill, rather than trying to get it adopted as a government measure."

Her bill, if passed, would set out specific criteria for when public bodies (including municipalities, hospital boards, school boards and police services boards) could go in camera, a required amount of notice to be given before holding unscheduled meetings, require councillors or board members to explain to the public the specifics of why they are going in camera and to minute and release any decisions taken in camera as thoroughly as possible.

"It should be the exception where public bodies go in camera, not the rule," said Di Cocco. "It is in the public interest for these bodies to be more transparent."

While the bill itself is a huge step for open government perhaps the biggest step taken has to do with enforcement. As it is now written, the Ontario Privacy Commissioner would be charged with upholding the tenets of the act and would be given the power to investigate and rule on whether or not a board was justified in going in camera. The commissioner would also have the power to void any decisions made in an improper secret meeting and could fine those responsible.

"Right now there is no one to complain to," said Di Cocco. "If a court rules against the council there is nothing in law that they can do to them other than to tell them not to do it again."

Within the house her bill has been well supported, with only a few MPPs speaking against it. However, outside the legislature some groups are working hard to have their public bodies exempted from the legislation.

The Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO), is trying to get municipal councils exempted from the act as it feels that most of the provisions of Bill 123 are already covered in the Municipal Act.

"We don't think the intent of the act is bad," said AMCTO President Robert Watson. "To have public body's decision making open to public and transparent is a good thing, but municipalities are already included in another act which tells us when we can have in camera and notify the public."

While the Municipal Act and Bill 123 do cover some of the same ground, the existing legislation lacks both a means of recourse for citizens and journalists to complain about improper secret meetings and legal consequences if a meeting was found to be illegal.

*Continued on page 12*

# Saying farewell to Don Lamont

Remembrances of OCNA staff and members

## Dumpster diving Don

*It was January, and my desk was covered with awards stuff. In particular, there was a box marked 'Judging' that contained all the judges comments and the winning tearsheets - over half of them had been received. One morning, when I arrived I noticed the 'Judging' box was not where I had left it. I began (calmly at first) looking in all the places I may have left it. It became apparent after a short period of time that the box - and its contents - were no where to be found in the office. Our only hope was that the cleaning staff had picked it up and thrown it in the dumpster outside. On the way out the door, we met Don who was just arriving. He asked what was wrong, and when I told him, he followed us immediately into the parking lot. As he was the tallest there, he started pulling bags out of one of the dumpsters; finally he jumped up so he was hanging over the rim of the dumpster trying to reach down. Suddenly, he started to slip, headfirst - at which point I grabbed his ankles and held on while he pulled up some refuse from further down in the dumpster.*

*When that method had taken us as far as we could go, I got into one dumpster; Don got into the other and we searched until we found pretty well all of the missing judging sheets. All told, we were out there dumpster diving for the better part of the morning, to the amusement of many of our neighbours in the building. I learned a lot of things that day: that I was capable of doing things I never thought I could (or would) do, and most of all, that Don was the type of boss who would put aside his own dignity and pride to do what was necessary to help one of his staff who was in trouble.*

**Laraine Hall**  
OCNA Education Coordinator



As I write my final words as I depart OCNA, I have a major urge not to sound too maudlin. That said - I love the industry, the members, the OCNA board and staff. It's been the best place I have ever worked. I deeply appreciate the recognition given to me at the recent OCNA convention. It was one of the most memorable days in my life.

Over the years, I worked with a number of wonderful people at OCNA including nine Presidents. I would like to follow in the footsteps of Robin Morris when he gave one of the shortest but sweetest speeches ever (and best received) as he moved from President to Past President. It goes something like this:

I am now your past Executive Director. That makes me toast.

It's been a slice.

**Don Lamont**



## Don's passions

*Don's motto was always to under promise and over deliver. Don worked very hard for our association, always giving more than what was expected.*

*He had a passion for people, for his work, and for our industry. I feel honoured to have had the opportunity to have worked closely with Don as he taught me much in terms of working together, striving to be good in all that we do or try to do, patience, kindness, and laughing at oneself.*

*In my time on the board, I never witnessed anger in Don. Perhaps frustration, but as a result of that, a dogged determination to make things happen for our association and our newspapers.*

*Don's a good guy. It was an honour.*

**Ron Wassink**  
Publisher Kincardine News

## Rollin' down the highway smiling

*From the newsprint sales point of view, trips to customers with Don consisted of very intense highway meetings while driving to and from printers. Sometimes negotiating merges onto Highway 401 while remembering tonnage detail was pretty crazy. I will always remember Don because he consistently encouraged me*

*personally and he was able to understand problems and make them manageable in very short order. Don is never a time waster and his gift to us was the time he gave always in the most positive possible method. He has a huge capacity for comprehending market changes and anticipating the next two or three steps down the road. I'm gonna miss him a lot!*

**Nancy Burman**  
OCNA Newsprint Sales Coordinator

## Lessons learned from Don

*Working closely with Don over the last few years I have picked up a few pieces of sound advice: never fight a war on two fronts, not everything we have to do is always exciting or may not seem very interesting to us at the time, but sometimes you just have to put your head down and go forward to get something moving. I have learned by observing Don firsthand that meetings can be useful but sometimes it is more important when the meeting breaks to chase the right person down the hallway and corner them to find out what is really going on and most important that you really can map out a strategic plan for an organization on the back of a napkin and then actually make it work. I know each of us has learned something from him and hopefully we may have taught you a thing or two as well.*

*I would like to say thank you for your door always being open, for the support and encouragement you could always be counted on, for when we needed someone to listen to us whether it was to a new idea we needed to bounce off someone or we just had to vent for a while and for the many times this need went beyond the business of the day and you would take the time to listen to our personal trials and tribulations if that is what we needed.*

*Continued on page 4*

## NEWS-NET PUBLISHING SOLUTIONS



MultiAd

Canadian Distributors

acbuilder.com  
Art Services



AdWorks

M E I.

Automated Workflow  
Solutions for the  
Publishing Industry

Canadian Distributors



Adobe

QUARK



Apple  
Solution  
Experts

Call 905 844 0524 Or visit [www.news-net.ca](http://www.news-net.ca)



# Controversial photo a lesson for students

By Gordon Cameron  
News Clips Editor

Sheridan College print journalism students learned that asking important questions about controversial subjects can lead to a backlash, no matter how professional you are about it.

The problems stem from an article written by first year student Angie Doan for the J-School's newspaper, the Sheridan Sun, about the appropriateness of some of the more sexually themed student union pub nights. It was not so much what she wrote that caused problems, but rather a photograph that ran on the paper's front page featuring two students dressed as Playboy bunnies. The two were competing in a best bunny con-

test and were dressed in skimpy costumes complete with bunny ears when they posed for Doan's photograph with their faces clearly visible. When the picture ran in the Sun's next edition the two girls claimed they didn't know the photograph was for publication, even though Doan identified herself as a reporter. The two went around campus throwing out every issue of the newspaper they could find. Fortunately, a group of journalism students got wind of what they were doing and followed them restocking every rack.

The student body was divided on the issue of whether or not it was appropriate for the paper to run the photograph and the story, but the Sun's staff have no such doubts.

"The story was well discussed by that week's editors, who all happened to be girls so it wasn't a case of a bunch of guys running risque pictures. They felt that it would be worth the possible negative feedback," said Roy Wilson who is the faculty member who supervises the Sun's production. "All issues were carefully considered. We wanted to do a story about a typical pub night and ask

if these types of themes are appropriate. It was all done with good journalistic reasoning."

The incident led to students in Sheridan's new media journalism program to put together a story for their nightly webcast on the controversy. But questions soon arose about putting the unedited picture of the girls on the Internet which could be accessed from around the world. Eventually a compromise was reached whereby a picture that obscured the girl's faces would be allowed, but it was not reached until after the newscast was over. The timing has led some to complain that the college's administration used that time to prevent the story going to air. However, it did air on the next edition with the edited faces.

*Continued on page 9*

**"All issues were carefully considered... It was all done with good journalistic reasoning."**

*Sheridan Sun  
advisor  
Roy Wilson*

# More fond memories of Don Lamont

*Continued from page 3*

*Thank you for always caring about the team and showing us through your leadership that change isn't always a bad thing and that you can succeed, all you have to do is try.*

**Shelley Ford-Kohler**  
Director of Financial Systems

**Don - The man, the myth, the legend**

*Don Lamont is a strategic thinker. He has proven that in the course of his career with the Ontario Community Newspapers Association. Don Lamont is also frugal. That has stood him in good fashion with the members of the association who have become fond of the refunds the association has passed back to its members in Don's tenure.*

*Don is always on the cutting edge, probing the cutting edge of limits. When Angie Shepherd was president of OCNA, I participated with Angie in a series of meetings with publishers and production people across the southern end of our province.*

*We were all bundled into a car in Ottawa heading for Peterborough. Don chose at that time, not to fill up in Kanata but to head across on Highway 7. From his graduate days at U of O, he remem-*

*bered there was a gas station somewhere between Ottawa and Peterborough that always had the lowest prices on gas in the province.*

*Winter was not over. We headed off in pitch-blackness, Angie, Anne, John Futhey, Don and myself. The gas gauge stood below an eighth of a tank. The road was lonely, hardly a car on it that night. We passed several shuttered gas stations. And when the yellow light went on, Don relented and pulled over. He hadn't found the cheap gas. Once started again, not more than a mile down the road stood that gas station, lit up like the northern lights.*

*Don is athletic. He is well coordinated. He can run up and down basketball courts all night long or he used to be able to do that. Don enjoys the camaraderie of golf. Don is not a golfer. But he is an honest golfer. The trophy for high score should be retired. Don owns it.*

*Don is an accurate golfer. If a tree grows in the middle of the fairway, you can safely wager that Don's ball will come in contact with it.*

*Don enjoys golfing, so much so that course rangers have appeared and requested that he stop having fun and play golf. I guess that booming laughter he generates in foursome is too distracting for serious golfers.*

*In 1996 the association began looking at Internet opportunities for its members. Various providers were invited to make presentations. Through two days we heard from eight groups. We began the first day knowing absolutely nothing about the Internet and web portals. After the first day, we walked back from the office to the Holiday Inn across the street. We went into the dining room and Don began to play.*

*He picked a straw up and leaning his head back, he staggered around the table, explaining that all day we had been drinking from a fire hose and that we had become brain dead. His humorous point was well made. Our minds had become mush, and his humour helped us unwind. Ten years later the visions that the four of us on the committee began dreaming about have become reality. And since then others have grabbed that fire hose and sucked on the knowledge that flowed through it.*

*The meetings and times are rich with his humour. His belly laugh helped us all laugh, and all was fun. Don challenged everyone with his 'what if' ideas. And the challenge helped everyone grow and learn.*

**Jim Cumming**  
Publisher Fort Frances Times

# Gold and Silver Quills presented to five members



**Walter Kleer, Tillsonburg News and Delhi News Record - Silver Quill**

Walter has held a number of titles and responsibilities during his 30 year community newspaper career. After college he joined the Tillsonburg News as a web pressman, a position he held for a year before trying his hand in the advertising department. This is where his talents flourished. He moved on to become advertising manager of the Norwich Gazette and later the Port Colborne News. In 1980 Walter became co-owner and publisher of the Port Colborne paper. He moved back to Tillsonburg in 1988, and a year later was cofounder of the Tillsonburg Independent. When that newspaper was sold to Newfoundland Capital Corporation, Walter took over as advertising manager of both the Tillsonburg News and Tillsonburg Independent. Today the papers are owned by Sun Media / Bowes Publishers and Walter continues as advertising manager for three of the titles. His loyalty and commitment to the newspapers and his community is evident.



**Ken Nugent, Metroland's North Peel Media Group - Silver Quill**

Ken began his career in sales at the Mississauga News 32 years ago and eventually became the paper's Director of Advertising. He transferred to Corporate Sales and Marketing and became its Director under Metroland's ownership. From there Ken became publisher of the Richmond Hill Liberal where he introduced desktop publishing and took the paper from once to twice per week; followed by becoming publisher of the Brampton Guardian in 1992. He has earned himself the title of Vice President and Group Publisher of 17 newspapers under Metroland's North Peel Media Group and the Southwest Ontario Group. Ken has guided the Brampton Guardian through tremendous growth over the past 13 years. It now publishes three times per week with a circulation of 100,000.



**Lorne Drury, Brampton Guardian - Silver Quill**

Lorne has earned many newspaper awards in his 31 year career with Metroland and has come full circle with the Brampton Guardian. He started at the newspaper in 1974 as a sports reporter before moving over to the Oakville Beaver three years later as Sports Editor and later News Editor. He moved back to Brampton in 1980 as Editor, and moved up to Editor-in-Chief in 1984. He also took on that role for the Georgetown Independent in 1988. He currently holds the position of Director of Editorial and continues to devote his energies and talents to producing quality products.



**Carol McKnight, Port Elgin Shoreline Beacon - Silver Quill**

Carol is a fifth generation community newspaper professional and has spent her entire life in the business. Helping her father Chuck clean the presses didn't deter her from a career in the business. Carol attended Mohawk College and later Niagara College, graduating from the journalism program. Her first job was at the daily in Medicine Hat where she wrote editorials and features before moving to a community newspaper in Fredericton. Carol then worked for her father's company as publisher of papers in Ingersoll, Caledonia, Thamesford and Dorchester. After the business was sold to Newfoundland Capital Corporation she became cofounder of the Tillsonburg Independent which was sold about five years later. Now, 30 years into her career, Carol holds the position of publisher for Port Elgin Shoreline Beacon which is owned by Bowes / Sun Media. She has been honoured with many OCNA and CCNA awards over the years. Carol has served on the OCNA Board of Directors and has been involved in various association committees.



**Tom Haire, Grimsby Lincoln News - Gold Quill**

Tom Haire got started in the newspaper business more than 50 years ago, and never dreamed it would be such a wonderful ride. As a 17 year old youth with no solid career plans, he answered an ad in his local newspaper for a sales rep, not realizing it would be the beginning of a lifelong passion. Tom stayed in Belleville for five years before moving to Peterborough where he later became Classified Advertising Manager and earned his first three national awards. In 1968 Tom purchased the Bobcaygeon Independent and later the Fenelon Falls Gazette and operated them for close to 20 years. After some time in Cobourg, Tom moved to Rannie Newspapers in the Niagara Peninsula to serve the group of weeklies and shoppers as General Sales Manager. During this time, he served as a Director of OCNA. His career continued to progress at the Rannie papers, becoming General Manager and later Group Publisher before retiring in 1996 - for the first time. That lasted a few months before answering the call for help by Mike Williscraft who was starting the Grimsby Lincoln News. After his one year commitment ended, Tom and his wife Shirley decided to retire to Belleville, but Tom took another job at the Belleville Shoppers Market. Three years later in 2001 he returned to the Grimsby Lincoln News and has held the positions of Distribution Manager and Sales Manager. Tom plans to officially retire in December after a successful and fulfilling career. But those who know him are still wondering if he can be held down. "The problem I have, if you want to call it a problem, is that I love the business," he says. We can tell.



# OCNA Spring Convention Shaken, Not Stirred



**The sights of the Spring Convention.** (clockwise, from top left) **Writing coach Jim Stasiowski** speaks passionately about good writing to the journalists who attended his useful and entertaining all-day workshop. **Bond... James Bond.** BNC Gala special guest James Bond poses with two of his girls just before saving them, and all those in attendance, from an attack by SPECTRE agents. **Members** flocked to the trade show to check out the latest products and services that could help improve their papers. **Carol Giffen of the Collingwood Enterprise-Bulletin** went head-over-heels to win the Bond character contest dancing and summersaulting into first place. **Voting for the Photo Contest** wrapped up after all those in attendance had a chance to take one last look at the pictures. Coming in first was Kyle Griffin of Peterborough This Week for his photo 'For Your News Only'. **New OCNA President Dave Armstrong** addresses the convention. **Mary Knowles Award** winners Mary (centre left) and Mervyn (centre right) Fowler accept the community service award from Mary's mother, Doris Traplin (at left) and her sister Brenda Bogdanski (at right). **Here's looking at you.** AWNA President Roger (Sherlock) Holmes carefully checks out BNC Gala mistress of ceremonies Paula Todd. **Quit horsing around.** OCNA Past President Ron Wassink presents an original Steve Nease caricature to outgoing President Cam McKnight. **The first annual Community Newspapers Career Fair** brought in students from across the province to hear about the employment opportunities within our industry.





# Reporter's Notes: To Keep or Not to Keep

By Doug Richardson  
Media Lawyer

Should I keep my notes or toss them after my story has been published? How long should I keep my notes for? These are common questions reporters ask our law firm. The answer depends on the quality of your notes.

The first point to be made is that you do not have a legal obligation to keep your notes unless and until you or your newspaper has received some sort of notice that the notes might be relevant to a lawsuit. A court would not view your conduct favourably if you discarded your notes after you or your newspaper had received a complaint from someone claiming the article you wrote is defamatory.

The second preliminary point to remember is that the newspaper owns your notes if you are employed by the newspaper and you take your notes in the course of your employment. As such, it is ultimately the decision of the newspaper as to whether you should keep the notes. A reporter should consult with his or her employer to determine what policy exists as to the retention of notes. If a policy does not exist then the newspaper should adopt one.

Lawsuits against newspapers have demonstrated the pros and cons of holding on to your notes. There have been cases where a court has concluded that the newspaper was acting with malice because internal memorandums or notes have included derogatory terms to describe persons who are the subject of the news report. The finding of malice against the reporter and the newspaper, as evidenced by the notes, resulted in the newspaper losing the case and amounting to a significant increase in the damages the newspaper was ordered to pay.

On the other hand, cases have also demonstrated that a reporter's notes can be an important factor in proving the newspaper's case. Often, cases will come down to the reporter's word against that of a person who was interviewed for the story. When faced with conflicting evidence that amounts to a 'he said - she said' scenario, a court is forced to choose between the two versions of events. When making its decision, the court considers factors such as the credibility of the witnesses and the reliability of the evidence. If the reporter has retained notes that were made at or near the time of the interview and the other party is providing her account of the interview based solely on her memory then the reporter's notes will often tip the scales in favour of the reporter's version of events. At trial, a court will usually find that notes taken at the time of the interview are more reliable than a person's recollection of an interview that occurred some time ago.

The important lesson to take from the case law is that everything you write, say or do throughout the newsgathering process will be disclosed if the article becomes the subject of a lawsuit. If you and the newspaper are sued in relation to an article you wrote then you and the newspaper are obliged to produce any document that in any way relates to the article. This includes all notes, drafts of the article or e-mail messages that are in any way connected to the subject matter of the article. In our experience, reporters are often surprised and unhappy to learn they are required to disclose every little scribble in a notebook and every seemingly insignificant conversation about the article to the other side in the lawsuit.

Our experience is that notes can be of great assistance in defending your story and the newspaper in a lawsuit. However,

notes will only assist when done properly. Reporters should assume all notes taken will be scrutinized by a diligent lawyer in search of ammunition to win a lawsuit against the newspaper. Be accurate and professional in your note taking and your notes will not come back to bite you.

Another consideration when taking notes relates to confidential sources. If your story involves information obtained from a confidential source then it is advisable to omit the name or any information (such as a telephone number) that would identify the source. Battles will be fought over whether you are required to reveal the identity of a confidential source but omitting such information from your notes makes the battle that much easier for you.

Now that we have concluded that keeping your notes makes sense, the inevitable follow-up question is - How long should I keep my notes? Most lawsuits against newspapers are defamation claims. The Libel and Slander Act of Ontario stipulates that in order to commence an action against a newspaper for defamation, a complainant must serve a notice specifying the matters complained of within six weeks of the article coming to his or her attention. Usually, it can be said that an article came to the attention of a complainant when it was published. As such, it is wise to retain your notes for at least six weeks after the date your article was published.

Hopefully you will not need your notes again. However, if you are sued then the notes you frantically scribbled and have since filed away could be the deciding factor in defending your article.

**Doug Richardson is a lawyer representing daily and community newspapers. He can be reached at O'Donnell, Robertson & Sanfilippo at 416-214-0606.**

# Radical change is coming to newspapers

Continued from page 1

editorial content so it offers more context in a smaller, tighter package.

The Future of the Newspaper Industry session at the spring convention addressed some of these issues by talking about the trends within the industry around the world that effect community newspapers in Ontario, no less than the way it effects the large dailies in the world's major cities.

Aggy Apostolopoulos of Kubas Consultants spoke about how the new realities of the retail industry in Canada are changing the way they advertise. Retail has undergone a process of consolidation, meaning fewer major national advertisers and therefore a reduction in newspaper advertising. And with larger retailers moving into non traditional areas of sales, smaller advertisers are getting squeezed out of the market. Between 1990 and 2000 newspapers saw a \$51 billion reduction in advertising as our share of the marketing pie shrunk. Conversely, newspaper revenue is growing, with community newspaper revenue growth outpacing those of our daily counterparts, due in large part to an increase in the number of flyers delivered by newspapers, up by 80 per cent between 1994 and 2004. One of the major areas for growth in the flyer industry involves the localization of flyers, where major national retailers tailor their inserts to local stores, creating several different versions. Apostolopoulos also reported that advertisers are becoming more interested in targeted rather than total market coverage where flyers reach areas rich in the advertiser's tar-

get demographic.

Gordon Borrell of Borrell Associates Inc. discussed how new technological trends will change how newspapers do business. The amount spent on Internet advertising on all Web sites continues to grow, with \$13 billion last year, surpassing the amount earned by outdoor advertising and neck and neck with that earned by magazines. However, newspapers aren't taking full advantage of this trend and are earning paltry sums from advertising on their Internet sites. The problem is that only 9.4 per cent of people use the Internet to get news which means there are a lot of people who aren't attracted to a purely news-based site.

Like readership data, page hits measure whether or not a specific advertising option is a good buy for any advertiser. Without increasing the amount of traffic, newspapers will continue to reap small economic benefits from their Web sites. What needs to be done is to attract browsers by giving them the content they are looking for, including information on local businesses, entertainment, events and other local products and services. Papers can further increase their potential revenue by switching from a geographic based content to that based on a demographic group, like youth or seniors. By being able to offer advertisers a more concentrated group of their target market, revenue can be increased by targeting business-

es who want access to those surfers. With the increase in on-line advertising it seems likely that ROP will suffer and therefore, without expanding into viable, advertising supported Web sites, newspapers will suffer.

No matter how much things change, the core product of our industry will always be the newspaper. But the newspaper can't be static in the face of changing tastes and declining paid circulations. The most obvious change is the shrinking size of newspapers done both as a cost cutting measure to save on newsprint, and in response to readers, particularly women and young adults, preferring smaller tabloid or compact formats to the traditional broadsheets. Shrinking page sizes can lead to shrinking ad revenue as publishers can't offer advertisers the same number of lines per page. However, with an increase in readership it can be possible to capture new advertisers to make up some or most of that difference.

But there are changes on the horizon that will go a long way to determine the future of any individual paper, according to

Earl Wilkinson of the International Newspaper Marketing Association. These are fundamental value shifts that require almost a 180 degree turn from the existing models.

The 'on-demand' world has created a hunger for news and information that is targeted to individual interests and tastes and away from being all things to all people. Readers can go online and find timely and interesting information on what interests them, without having to wade through things that don't. They are getting more used to the generally short, snappy writing of the Internet and are seeing longer, more in depth stories in newspapers as becoming too cumbersome. They do want the context of the story, but they want it in an easily digestible format that they can grasp in five rather than 50 paragraphs. To meet these challenges papers will have to branch out, through targeted vertical products that speak to different age, interest or ethnic demographics with both feature and news content tailored to their readership. Papers of record will always exist but they will have to be complimented with new, forward thinking products both in print and on-line to adapt to the changing tastes and needs of newspaper advertisers and readers.

**Reduction in newspaper ad revenue 1990-2000: \$51 billion**  
*Aggy Apostolopoulos  
Kubas Consultants*

**Growth in flyer use from 1994-2004: 80 per cent**  
*Aggy Apostolopoulos  
Kubas Consultants*

**2004 Internet ad revenues: \$13 billion**  
*Gordon Borrell  
Borrell Associates  
Inc.*

## Feedback on photo mixed

Continued from page 4

The overall reaction by Sheridan students to the controversy was mixed according to Wilson with some feeling that the whole thing was inappropriate and distasteful while others passionately defending

the newspaper. "It's been a good learning experience for all those involved," he said. "It shows how the Sheridan community values the paper. If no one cared about it then we wouldn't have received the feedback we did."

TV LISTINGS DATA

Print. Electronic.

Since 1992

Ottawa, Canada  
800-205-7471

tvmedia.ca    tvpassport.com



# MultiAd Creator Professional worthy contender in battle for newspaper ad design

By Kevin Slimp  
Institute of Technology

**M**ultiAd Creator has always intrigued me. Since its release in 1989, it's been rare that I've visited a large daily newspaper that didn't use Creator for much of its ad design. While visiting lead designers at these papers, I noticed several similarities in their stories. They had tried QuarkXPress, PageMaker, FreeHand, CorelDraw and other illustration and pagination applications, but Creator allowed them to create more attractive ads in less time. At a time when other applications were pretty limited beyond placing text and graphics on a page, Creator allowed the user to create starbursts, gradient fills and other special effects.

Creator was designed with the newspaper in mind, as is apparent when opening the application. When creating a new document, one can choose from column and page sizes based on SAU (standard advertising units), 50-Inch Web, and TMAU (television magazine advertising units). Want to create a 4 column (SAU) by 10.5 inch ad? Simply select 4 X 10.5" from the SAU new document settings.

While large newspapers

jumped on the Creator bandwagon, it's been rare that I've visited smaller newspapers, outside the Midwest - MultiAd's home - that have even heard of the program. Sure, there are exceptions. But it has seemed like, outside the large newspaper market, Creator has been limited largely to the Midwest and other pockets of users around the U.S., Canada and Australia.

Instead of giving up, MultiAd continues to update and improve Creator. The latest version, Creator Professional 7.01, proves to be a worthy contender in the design market. Version 7.01 is a cross-platform application written on a platform-independent code-base, meaning Windows users have the same capabilities as Mac users. I haven't run into many Windows-based newspapers utilizing Creator, so most of my experience is with the Mac version.

Four new features stand out in the latest version. Like InDesign, QuarkXPress, Illustrator and FreeHand, Creator now has the ability to work with layers. Creator documents can have up to 256 layers, though I can't imagine ever needing that many.

The most impressive feature of version 7.01 is dubbed Creator Media Database Interface (CMDI). With

CMDI, subscribers to AdBuilder.com (MultiAd's online art service) can search, retrieve and place images from AdBuilder.com onto the page. Many newspapers, both large and small, already subscribe to AdBuilder, meaning this function will work with Creator out of the box.

Basically, the CMDI palette displays a list of images found, which the user can download to a folder for later use or drag onto the document window for download and placement. For example, I opened the CMDI palette while in Creator and entered 'thunderbird.' Additionally, I selected an option to limit the search to 'auto stills.' In a matter of seconds, a dozen or so photos of Ford Thunderbirds appeared in a list. The CMDI feature alone makes Creator 7.01 a worthwhile upgrade for current Creator users.

Creator 7.01 supports OpenType fonts, which owners of Adobe Creative Suite and Quark 6.5 have enjoyed. The ability to work with these cross-platform fonts, developed jointly by Adobe and Microsoft, is quite advantageous.

Creator Professional 7 includes table creation tools, useful for organizing and presenting text and graphics. A table consists of rows and

columns of cells, which can be formatted just like a text block. Users can create a table by specifying row and column count or by specifying column count and dragging to the desired size. While I consider InDesign's table creation more intuitive, I find Creator quite capable of creating attractive tables.

Creator Professional 7.0 is one of the few applications available today that operate on OS 9.2.2 or OS X (10.1 or later). Its requirements are very minimal, compared to other layout applications. MultiAd recommends OS X 10.3, running on a G4 with 512 MB RAM. The minimum requirements include a 300 MHz G3 with 256 MB RAM. The Windows version requires Windows 98, ME, 2000 or XP running on a Pentium II with 32 MB RAM. MultiAd recommends a Pentium II, 300 MHz or greater, with 128 MB RAM. Some features, including CMDI and OpenType, do not work when running in Mac OS 9.2.2.

Creator Professional 7.01 is a free update for owners of version 7.0. MultiAd is running a special promotion in April and May. Creator 7.01 Professional is \$389 Canadian. Upgrades from previous versions of Creator are \$299 Canadian. For more information, visit newsnet.ca.



## Water Cooler

• It is with great sadness we report the passing of James Windle who worked with **Oshawa This Week** and the **Ajax Pickering News-Advertiser**. Windle, 27, was found dead in an Ajax park in February and he will be missed by all who knew and worked with him.

• **Niagara This Week** has expanded its coverage of the area to twice a week. The first Wednesday issue of the Niagara Falls version of Niagara This Week arrived at homes on April 6. The expansion comes as Niagara This Week celebrates one year of delivering news to residents of the Niagara Region. With two issues per week, managing editor Irene Gentle hopes to deliver even more news in a more timely fashion to residents. "We're thrilled to be able provide even more to our readers, who have come to expect the best from Niagara This Week," she said. "Our readers have proven themselves to be very engaged. They want to know what's going on in their area and across the region, and they want to comment on it."

• Keith Roulston, publisher of **The Citizen**, serving Blyth and Brussels, and an OCNA board member, will don his other hat as a playwright this summer when the Blyth Festival presents his new play Powers and Gloria. The plot features two unlikely allies, Edward Powers a wealthy small-town businessman who has suffered a stroke and Gloria Simpson, the uneducated, single mom who has been hired to take care of him. It's the sixth Roulston play to be produced at the Festival, which specializes on premiers of Canadian-themed plays. His last production was in 2001, MacGillcuddy, about a small-town police chief for whom everything goes wrong. Powers and Gloria opens July 13 and runs in repertory until August 13.

• South Huron's Big Brothers and Sisters held their annual Bowling for Kids in February and March. Their theme was beach party. **Lakeshore Advance** staffers Carmel Sweeney, editor Lynda Hillman-Rapley and Eric Collins all turned out to help make the event a huge success.

• **Kingston This Week** reporter Steven Serviss served as colour commentator during a three-on-three shinny hockey tournament at the first-ever Feb Fest in the city's historic Market Square. Steve and veteran sportscaster Jim Ralph supplied the play-by-play for a game featuring NHLers Mike Keane, Joe Cirella and Marty Turco. Thousands of people turned out for the four-day festival which featured skating and curling demonstrations, free public skating on an artificial outdoor rink and an outdoor rock concert.

• **Burlington Post** reporter Tim Whitnell received a plaque of appreciation from Crime Stoppers for his on-going coverage of the program.

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

## Paper recognized for work with developmentally disabled adults



Photographer Rob Mooy (second from left), on behalf of **Kingston This Week**, accepted a handmade award from h'art studios for the newspaper's ongoing support of the program that focuses on providing literacy and life skills training for adults with developmental disabilities using a unique curriculum which includes art, music and theatre.

### CLASSIFIEDS

#### Used Equipment

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

#### Life 101

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

#### Buying & Selling A Business Column

Are you looking for punchy articles from an Ontario author who specializes in mergers and acquisitions? Doug Robbins is your solution. Doug writes columns to capture interest. Your circulation gleans valuable, useful tips regarding buying and selling a business. He is a member of the editorial board of a GTA newspaper. His fees are nominal. Call Joyce Hansen, Class Act Connections, 905-278-0952 today to book Doug for your column.

#### Columns available online

Looking for regular or semi-regular columnists for your newspaper? Check out the OCNA web site. Columnists William Thomas, Eric Dowd, and now John Maclean upload their column for your use at a nominal charge. John Maclean is a veteran observer in the Parliamentary Press Gallery. Go to <http://members.ocna.org> and go to the Syndicated Works folder.

#### Looking to improve your sales?

Have your sales fizzled? Light a fire under your sales team. [acquireyourfire.com](http://www.acquireyourfire.com)

#### Spaghetti for Breakfast

by Catherine Cunningham is an award-winning humour column loved by readers of all ages is available for syndication at only \$7.00 per column. To receive a promotional package call 705-440-6771 or e-mail [spaghettiforbreakfast@rogers.com](mailto:spaghettiforbreakfast@rogers.com) Previously published columns can be viewed online at <http://www.simcoe.com/sc/alliston/column/v-scv2/> Laughter is now on the menu. Order your weekly serving of Spaghetti for Breakfast today!

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

## Make Money with Metro's Creative Services...Online!

MetroCreativeConnection is Your Online Gateway to the Moneymaking Creative Services of Metro Creative Graphics

- Revenue-Generating Images, Ideas, High-Res Photos & Spec Ads
- Weekly Sales Tips & Concepts
- Increased Productivity
- A User-Friendly Search Engine
- Sales & Creative Planning Tools
- Ability to Search All Services at Once
- Instant Access to All Ad Elements
- Unlimited Users

See Jennifer at the Metro Booth for the OCNA Convention Special Offer!  
Metro Creative Graphics, Inc. • 800-223-1600 • [www.metrocreativegraphics.com](http://www.metrocreativegraphics.com) • [jsteiner@metro-email.com](mailto:jsteiner@metro-email.com)



## Museum preserves heritage of printing

Once again OCNA is proud to support the Mackenzie Heritage Printery and Newspaper Museum in Queenston which celebrates and preserves Ontario's printing heritage. This summer the museum will be holding a special exhibit on the history of the use of colour in advertising.

The volunteer group that researches and mounts these annual exhibits is still looking for information to fill in some gaps in their knowledge as well as more local histories about when colour made its first appearance in local advertising around the province. If you, or anyone you know has information on the history of colour in ads please call the museum at 905-262-5676 or e-mail at [printery@mail.caninet.com](mailto:printery@mail.caninet.com).

This year will also feature Simcoe Day

(Civic Holiday on August 1) celebrations concentrating on the press used by Louis Roy, the first King's Printer of Upper Canada, to print the Upper Canada Gazette. The museum also plans to demonstrate a number of its machines from older hand presses to more modern linotype machines. Some of the presses aren't in working order right now, but they hope to have them up and running by Simcoe Day.

The museum will open in late May with its season wrapping up in late September. Operating hours from opening day to June 24 are 9:30-3:30 on weekdays and 11-5 on weekends. From June 25 to Sept 5 the printery will be open 11-5 daily. From September 6 to 25 the museum will operate from 11-4 Wednesday to Sunday.

Guided tours are offered every day but groups of 20 or over must call 1-877-NIA-PARK to book a group tour.



### NewsMakers

- The **Geraldton-Longlac Times Star** has installed a new Heidelberg Quickmaster offset printing press. It replaces two older Multilith presses one of which has been at the paper since 1947. It is the largest single re-investment in new equipment in the paper's 60 year history.
- Douglas Gloin has taken over as editor of **Barry's Bay This Week**.
- The **New Hamburg Independent** welcomed new reporter/photographer Tim Murphy to the staff this month. Tim is no stranger to New Hamburg, having worked at the Independent on a freelance basis since August. As an intern at the Waterloo Chronicle, Tim covered Waterloo City council and wrote dozens of news and feature stories. Before taking on a freelance role with the Fairway Group, he was a photographer for the Minto Express in Harriston. He recently completed a month-long internship as a photographer for The Record. Tim's articles and photographs have also appeared in the Toronto Sun.

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

## News Clips distribution changes considered

In order to better serve our members OCNA is considering a change in the way it distributes its monthly newsletter News Clips. Currently, each subscriber is sent a high resolution .pdf copy via e-mail. However, some members, due to low bandwidth Internet connections or limited e-mail box space have difficulty receiving the complete file.

To deal with that problem we are considering posting News Clips on OCNA's Intranet site <http://members.ocna.org> and then sending an e-mail to all subscribers with a link directly to it. From there you could read it online, print it or download it to pass around the office. Anyone who would like to continue to receive

the News Clips .pdf file in their inbox would be able to continue to do so.

Also, for those who have difficulty with large files a lower resolution version of News Clips will be available on the Intranet. There will be no difference in the content between the two versions and the only difference would be that in the lower resolution version the pictures and graphics would be not as sharp.

This change is scheduled to take place for the May issue and any feedback on the proposed change would be greatly appreciated. Please send your comments to Gordon Cameron at [g.cameron@ocna.org](mailto:g.cameron@ocna.org).

## Act one of MPP's main goals

*Continued from page 2*

Watson added that if Bill 123 becomes law there could be some confusion about which act municipalities should follow.

"It is my understanding that my bill would take precedence because it stretches across several ministries," said Di Cocco.

The bill has passed first and second reading and has been referred to the stand-

ing committee on Finance and Economic Affairs for consultations and possible public hearings. However, no date has been set for the bill's discussion.

"If I only achieve two things in government I'll be happy," said Di Cocco. "Stronger regulations for hazardous wastes, which we have done, and opening up these secret meetings to the public. It looks like that might happen soon."

# GAULIN MEDIA



Online Recruiting

"A job for every journalist."

[jobs@jeffgaulin.com](mailto:jobs@jeffgaulin.com)

[www.jeffgaulin.com](http://www.jeffgaulin.com)

Fax: (403) 374-0625



Published monthly by the  
Ontario Community  
Newspapers Association

3050 Harvester Rd. Ste 103  
Burlington, Ontario,  
L7N 3J1  
Tel: (905) 639-8720  
Fax: (905) 639-6962  
<http://www.ocna.org>  
E-mail to:  
[newsclips@ocna.org](mailto:newsclips@ocna.org)

#### OCNA TEAM

Anne Lannan, Member Services Manager; Shelley Ford-Kohler, Director of Financial Services; Lucia Shepherd, Accounting/CNRIE; Karen Holtrop, Accounting; Nancy Burman, Newsprint; Lynn Fenton, Carolyn Press, Minna Schmidt, Sean Lind, AdReach; Carol Lebert, Sales Coordinator; Laraine Hall, Education Coordinator; Ian Youseman, IT Technician; Gordon Cameron, Communications Coordinator.

NewsClips Editor: Gordon Cameron  
<http://members.ocna.org>

#### OCNA OFFICERS

Dave Armstrong, President, New Liskeard Temiskaming Speaker; Mike Williscraft, First Vice-President, Niagara This Week; Rick Shaver, Second Vice-President, Cornwall Seaway News; Marie David, Secretary/Treasurer, South Grey/Bruce, The Post Cam McKnight, Past President, Sun Media.

#### OCNA DIRECTORS

J.T. Grossmith, Alexandria Glengarry News; Abbas Homayed, Sudbury Northern Life; Linda Plumridge, Fort Frances Times; Keith Roulston; Blyth/Brussels Citizen; Dave Sykes, Goderich Signal-Star; Doreen Sykes, Collingwood Enterprise-Bulletin; Peter Winkler, Metroland Southwest Division