

news clips

<http://members.ocna.org>

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Times have changed indeed

By Joe Banks

Journalism-Print Coordinator,
Algonquin College

A publisher friend of mine phoned me April 12 to ask why none of my graduating students applied for a sports reporter's position at his paper in Northern Ontario.

It was a familiar question. Over the last two or three years I've noticed an increasing reluctance by journalism grads to relocate far from home, and in particular to remote northern or rural areas.

Why? Let's start with economics.

When our students take a hard look at the balance sheet on the eve of graduation, they realize they have to make enough money to make payments on their student loans, on a car if the job requires one, rent, groceries and maybe have enough left over at the end of the month for a beer.

This isn't entirely new. When I first started with the Haliburton County Echo in

1978, I was paid \$110 a week. I also owned a 1967 Dodge Dart with a broken torsion bar which I'd bought for \$500. It was probably a danger to me and others on the road, but it could be fixed with twine and chewing gum or at least a mechanically-inclined brother. I had no debt; I was easily able to

cars we called them -- will fail emission and safety tests. The days of the clunker are over.

So is the cheap insurance. When our male students in the 20-25 year-old range shop for insurance which they're required by publishers to have, they are faced with an \$1,800 to \$3,000 premium. To a young man, tending bar in a city pub, freelancing and using urban transit looks like a better alternative.

We say it often; nobody works at a community newspaper for the money. That has been a fact of life in the industry since before dinosaurs ruled the earth. But no one can expect anyone to have to lose money to work.

So how do you come up with a reasonable 'low end' starting salary that might be attractive to a budding reporter? Apart from the obvious answer of increasing the rate, I know of a couple of papers who own apartments and rent them at a cheap rate to their staff. Same with a company van or vehicle. If you can't get by thi-

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cover the cost of my tuition by waiting tables for the summer.

Car insurance was cheap. So was gasoline and beer.

To use a cliché, how times have changed. There are few cars today that can be repaired without the help of a \$100 an hour technician. Older cars – reporter's

OCNA's 2007 Board of Directors



The 2007 OCNA Board of Directors was named at OCNA's Spring Convention, March 30-31. **Standing (left to right):** Director Keith Roulston, Blyth/Brussels Citizen; Director Mohsen Taghavi, Salam Toronto; Director Peter Winkler, Fairway Group; Past President Mike Williscraft, Niagara This Week; Director Pat Logan, Ingersoll Times; Director Tim Dundas, Niagara Community News.

Seated (left to right): Director Dave Sykes, Goderich Signal-Star; First Vice-President Abbas Homayed, Sudbury Northern Life; President Rick Shaver, Cornwall Seaway News; Secretary/Treasurer Linda Plumridge, Fort Frances Times; Second Vice-President Don MacLeod, Northumberland Publishers.

Not Shown: Director J.T. Grossmith, Alexandria Glengarry News.

a word from OCNA...

Scam artists target newspapers

Anne Lannan
OCNA Member Services Manager

Joe Banks speaks in his front page article about how times have changed for reporters. Well, they certainly have changed for classified advertising representatives as well. Gone are the days of publishing every classified ad submitted, in good faith.

Today classified ad representatives have to be skeptics and investigators who perform due diligence on each ad submitted. Much of this is thanks to the Internet and advancements made by unscrupulous individuals out to make a quick buck by playing on vulnerable readers. They try to scam newspapers with stolen credit cards, and then try to rip off readers of their money or their identity.

The vast majority of questionable ads are submitted to newspapers using online order forms or e-mail.

Here are a few examples of questionable advertisement that have been circulating to community newspapers. We aren't saying every ad submitted like this is a scam, but you should be reviewing each one.

Puppies For Sale

a) The never ending Puppies for Sale ads, sent electronically, continues. They always contain poor spelling and grammar; almost always use Yahoo e-mail addresses; provide newspapers with fictitious addresses and phone numbers; pay with stolen credit cards.

Wording can be something like: English Bulldog Pup 12wks old, beautiful markings, AKC Registered Wormed, Vet Checked. \$500. For more information email: xxx@yahoo.com. When your readers respond they are asked to send money by Western Union or money order to the U.S. and the dog will be shipped to the nearest airport, but the dog never arrives.

PhoneBusters is working with a division of the FBI in the U.S. to try to stop

these, but they are still coming in.

Work From Home / Employment

b) Work From Home ads and other job offers that may not be legitimate job opportunities. Aside from the fact that it is illegal for multi-level marketing companies to list a dollar amount as earnings (see Industry Canada/Competition Bureau's Web site), unless it is the average amount earned, many still say make \$2,000 a week working from home. Keep it simple and tell your advertisers that unless they are providing an actual salary, don't list a dollar amount.

Is it a legitimate job opportunity? Check each Web site even if you have to enter a name and e-mail address to get more information. The deeper you get on the Web site, the more you learn about them, until you get to the page that says, enter your credit card information and for \$39.99 we'll send you an information kit. That kit will usually give you information on how to set up a Web site so you can learn to get 40 bucks from vulnerable job seekers as well.

Always read the privacy policy on these Web sites. We've seen sites where the individuals operating them are misleading people and just trying to get targeted names and e-mails so they can sell them as qualified leads to multi-level marketing companies. It was very clear in their privacy policy but very few people would ever read it.

Generic help wanted ads for a specific positions submitted by someone outside your community which doesn't list a company, and only lists an e-mail address which is not attributed to a Web site, eg yahoo.ca. Check it out to make sure it's legitimate. There are individuals out there who are only trying to collect as many resumes as they can so they can get people's personal information for identity fraud. Believe it or not, some people even put birth dates and SINS on their resumes

(or carry their birth certificates and Social Insurance cards in their wallets, but that's a different story...)

We've seen an ad recently for a sales position for an art gallery in the United States. Respondents receive a reply e-mail which doesn't say anything about the position, they just want personal information, spouse's name, mother's maiden name, annual income, and banking information to transfer funds.

For Sale

c) There is also a series of ads circulating from the U.S., or at least they say from the U.S., in the same broken English as the Puppies for Sale ads, looking to sell a computer or a cell phone and want to run the ad in papers across Canada for 30 days.

d) Other ads are from people in the U.S. who are asking for quotes to run front page ads for apartments for rent and houses for sale. They are asking for quotes and willing to provide credit card information, but their contact information is bogus.

Are you saying it's buyer beware, or wondering who would reply to such ads anyway? Well, there were 190 Canadians last year alone who lost almost \$3,000,000 on the Nigerian letter scam.

The RCMP have published information on how Canadians can protect themselves from these types of scams and have information available on its Web site, www.phonebusters.com.

So what have we learned? To always investigate ads and refuse them if you are not comfortable. To ask for samples or their products or services or to see what it is they will send to respondents. To get personal contact information of advertisers. To have classifieds prepaid.

If you receive other questionable ads like this, feel free to forward them to OCNA so we can be kept abreast and forward them to the appropriate authorities.

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Sustained Commitment - Annual Report on Government of Canada Advertising Activities 2005/06

By Eileen Barak
Director of Government Affairs,
Community Media Canada

Summary: When the Conservative government led by Prime Minister Stephen Harper introduced the Federal Accountability Act (Bill C-2) in April 2006 and its subsequent receipt of Royal Assent in December of that same year, the Government of Canada introduced comprehensive measures designed specifically to strengthen accountability, increase transparency and improve oversight in government operations. As part of those new measures, the Communications Policy of the Government of Canada was amended to include a new definition of advertising that helps clarify which activities should be considered in advertising contracts and, to ensure greater transparency in the management and reporting of advertising activities of federal institutions.

There has been an overall downward trend in government advertising spending over the past four years. The continued decline in 2005/06 is largely the result of the ongoing implementation of a plan to reduce media placement by 15 per cent for three years, until the end of the fiscal year 2006/07 (which effectively concluded this past March 31, 2007), and the 2006 federal election, during which the vast majority of government advertising was suspended by policy.

In 2003/04, Government of Canada communicators formed a community of practice as a forum to share their knowledge and experience and to learn from each other and by 2005/06, membership in this community grew to more than 250 parties drawing on partners outside the government circle including Community Media Canada.

Public Works and Government Services Canada (PWGSC) supports this community as well as all communicators

government-wide who are involved in advertising. The Advertising Coordination and Partnerships Directorate (ACPD) heads this initiative including training and information sessions, professional networking opportunities, working tools and sharing of industry best practices. Community Media Canada participated in a number of these activities over the course of 2005/06 and this past fiscal year 2006/07.

Public Works and Government Services Canada (PWGSC) began in 2005/06 to reach out to Official Language Minority Media and Ethnic Media to educate them as to the government's advertising practices. PWGSC is also working to increase its understanding of ethnic media in Canada and to better understand how to reach ethnic communities through advertising. As a result, PWGSC began in 2005/06 to assemble a resource centre of ethnic publications and reference materials

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Making news in Niagara



Outgoing OCNA President Mike Williscraft presenting OCNA Honorary Life Member Al Teather with newspaper statesman.



OCNA President Rick Shaver at the Molson booth with Molson representative Ferg Devins.



Khyrn Glover of News-Net enjoying a glass of wine at the Niagara Wine Tasting event sponsored by News-Net and Multi Ad courtesy of Inniskillin and Jackson-Triggs.



Curtis Crocker at the Ristech Trade Show booth.



Attendees at an educational session.



Tim Marren of the Niagara Falls Gazette New York Group giving an editorial session.



Carol Giffen of Collingwood Enterprise-Bulletin giving a session on effective ad layout and design.



Kevin Shrier, Ad Manager of the Goderich Signal Star, discussing how to effectively use emails and telephone for advertising sales.

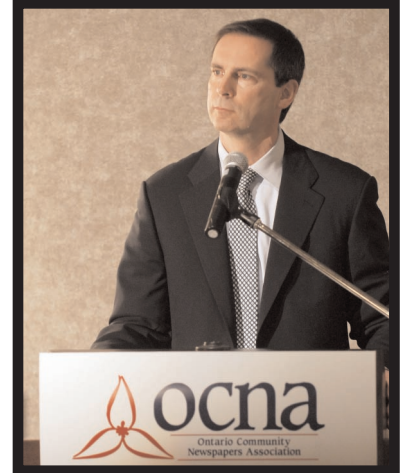
OCNA's Spring Convention March 30 - 31



NDP Provincial Leader Howard Hampton.



PC Provincial Leader John Tory.



Ontario Premier Dalton McGuinty.



William Thomas, MC of the BNC Awards Gala Dinner.



Lois Tuffin, winner of the Molson Community Award in Memoriam of Mary Knowles, in centre with Scott Ewart, Chief Legal and Public Affairs Officer of Molson and Mary Knowles' family.

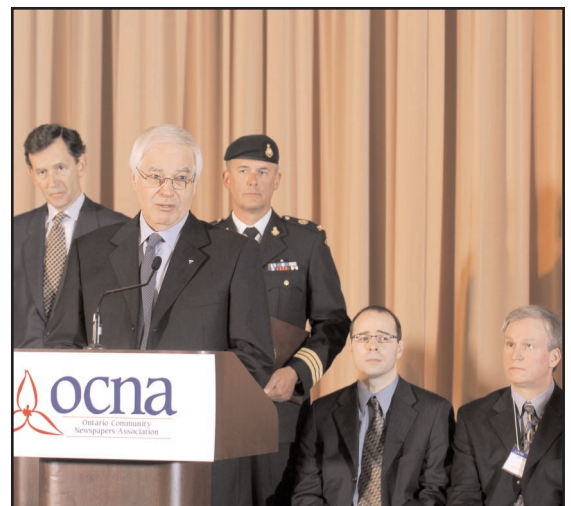


Piper, Michael MacNeil of the Niagara Regional Police walking in the 2006 Junior Citizens.



Top picture: The 2006 Junior Citizens of the Year.

Picture to the right: The Honourable James Bartleman shaking hands with Junior Citizen Fiona Burgess.



Left to right: Michel Rolland of Tembec, The Honourable James Bartleman, His Honour's Aide L. Col Jeff Cairns, Giuliano Ciardelli of TD CanadaTrust and JP Bradette of Tembec.

OCNA's new President recognized at Queen's Park

By Gordon Cameron
OCNA Government Relations

OCNA's new President Rick Shaver was the subject of a recent heartfelt tribute on the floor of Queen's Park delivered by his local MPP, and former teacher, Jim Brownell (Stormont-Dundas-Charlottenburgh). Shaver was congratulated not only on his new role within the association but also for his dedication to the Cornwall community.

"While there are many accomplishments of Rick's that I could talk about, I want to focus today on his weekly newspaper, the Seaway News. Rick founded this paper back in 1985 with his colleague Dick Aubry. Since then, the Seaway News has brought important local stories to its readers on a weekly basis," Brownell told his fellow MPPs.

"To quote Rick's acceptance speech, 'We tell the stories of our community, the stories of our readers. In our papers, the school bake sale doesn't have to fight for a space against the war in Afghanistan.'

Community papers bring the news that is closest to readers' hearts, and there will always be a place for them in Ontario. I want to commend the Ontario Community Newspapers Association for the work it does and congratulate their new president, Rick Shaver."

The complete text of Brownell's speech is available at: http://www.ontla.on.ca/web/house-proceedings/house_detail.do?Date=2007-04-10&Parl=38&Sess=2&locale=en.

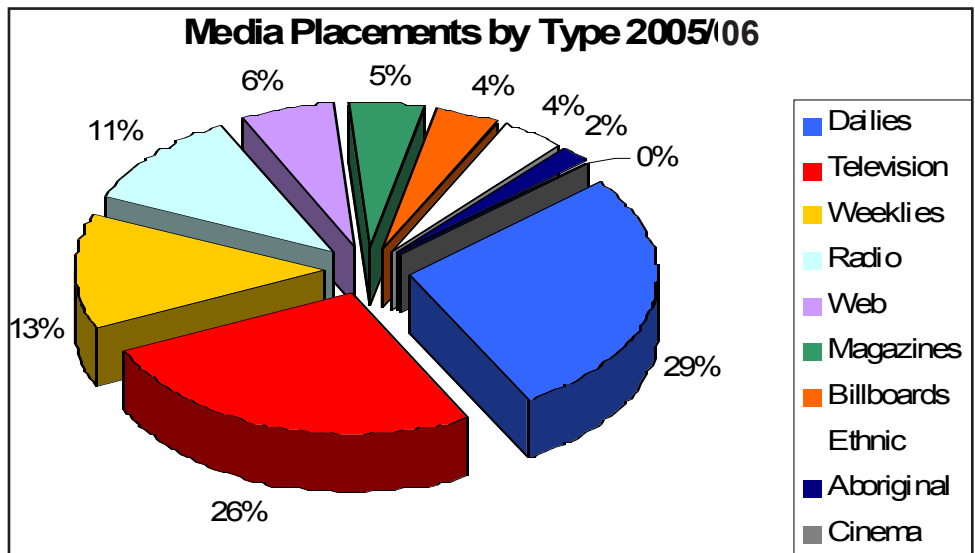


Report on government advertising

Continued from page 3

for government communicators, a process which Community Media Canada was asked to participate in.

Throughout the 2005/06 fiscal year, the Government of Canada spent \$41.3M on advertising campaigns and public notices. By comparison, \$49.5M was spent in 2004/05. There are a couple of factors that must be taken into account. For the second fiscal year in a row, a federal election resulted in the suspension of almost all government advertising. Advertising is only permitted when an institution is required by statute or regulation to issue a public notice for legal purposes i.e.: an institution must inform the public of a danger to health, safety or the environment; or an institution must post an employment or staffing notice. As a result of this ban, there was minimal advertising from December 2005 to March 2006. The second factor attributed to the decline in spending was that the 2005/06 fiscal year was the second year of the three-year plan to reduce media spending by 15 per cent annually.



Source: Agency of Record, Cossette Media of Toronto, a division of Cossette Communications Group. Figures may not add up to 100 per cent due to rounding. Note that Cinema percentage is 0.12 per cent.

While total government advertising spending has decreased, our portion of the advertising dollars spent has gone up exponentially from just under 5 per cent to just over 16 per cent.

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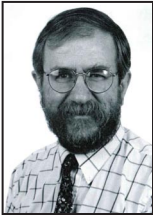
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writing/editorial

Strive for success in every article



Jim Stasiowski
Writing Coach

Late in the afternoon of my first day as a reporter at The Columbian newspaper in Vancouver, Wash., the assistant personnel director summoned me to her office. (By my use of personnel director, you can tell this all happened back in the innocent 1980s, before every Personnel Department became Human Resources.)

She asked me a few questions, had me complete a few forms, explained the health-insurance plan, blah-blah-blah, and oh by the way, she said, please fill out this questionnaire.

Questionnaire?

Well, it was my first day, and although I have a rebellious streak (thanks, mom and dad), I wasn't about to defy anybody. So I read it over.

It asked me to rank eight or 10 items in the order that they motivated me to do my best work.

One of the items was the amount of my pay.

Without thinking too much about the implications of the questionnaire, I filled it out. I don't remember all the items, but I do remember placing the fact that I loved to write as No. 1, and I'm sure I placed money at the bottom.

When I handed the form back to the assistant personnel director, I chuckled nervously and said, "Now, nobody will use this against me when it comes time for pay raises, right?"

She forced a smile.

I spent seven very happy years at The Columbian, and the company paid me generously. No complaints from me.

But I recently was thinking of that questionnaire, and of what it says about reporters in general: We don't value money as highly as most people.

If I have any regret about my career -- and believe me, I've had a whole lot of fun, and I look with great satisfaction at many of my accomplishments -- I wish I had been more ambitious. I wish I had gone after more money.

But not for the obvious reason.

I never cared about being rich. I still don't. (I hope my wife, Sharon, doesn't read this.)

But I wish I had cared more about constantly moving up, about constantly improving to the point that I confidently could have sent my resume and clips to both The New York Times and The Wall Street Journal and touched off a bidding war for my services.

Instead, I got comfortable.

Please, don't misunderstand: I loved Vancouver, I loved the newspaper, I made so many good friends there, my Christmas card list is the size of the city's phone book.

But looking back, I realize I didn't challenge myself as much as I should have. I wrote a lot of stories I'm proud of, but I also cranked out too many clunkers. I wish I had reached higher. I wish I had demanded more of myself.

In the last 18 years, I've coached one-on-one probably 1,000 reporters. Almost everyone I have coached impressed me as being eager to improve.

But I cannot shake the feeling that most of them -- OK, most of us -- are too comfortable to pay the price for pure and consistent excellence.

I always prided myself on being competitive. I grew up playing sports, and no matter what the pursuit -- school work, writing, coaching, speaking at a seminar, playing golf, walking for exercise, even sending Christmas cards -- I tell myself I want to be the best.

However, I think my definition of the best is too vague, too flexible.

If you think I'm urging all of you to abandon the newspapers or communities

you love and head for The Big Apple, then once again I have written poorly.

You don't have to work for a big-city daily, or even for a daily, to be a success.

You do, however, have to strive to learn and to improve every single day, with every single story. You can't decide to write well on Monday, Tuesday and Wednesday, then coast on Thursday and Friday. Those two backward steps negate the three forward.

I have written some very good stories. I have written some sentences I'm extremely proud of. I have been told that I write warm and witty Christmas card messages.

But metaphorically, I play both the parent and the pupil role in the periodic report-card drama: I shake my head at all my B-pluses, and I tell myself I am capable of much better.

There's still time. Starting today, I'm going to improve both my writing and my coaching.

Accidentally, I may even get rich.

THE FINAL WORD: Those near-homonyms are killers. I just read about a basketball team that played well but lost in a tournament. The team, the story said, gave a 'credible performance.'

The adjective 'credible' means that can be believed; believable; reliable.

The adjective the reporter was groping for is 'creditable,' which means deserving some credit or praise.

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

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Taken out of context? It's partly your fault

Reprinted from *Municipal World Magazine* - April 2007

By Mike DeJong

MDMedia Communications

Journalists hear the complaints all the time: "Reporters always take me out of context," or "I hate doing interviews because I'm always misquoted."

The criticisms come from all sectors of municipal government: council members, managers of senior staff. It doesn't matter whether the person has media experience or not, they usually have the same complaint: "I gave the reporter pages and pages of notes, but they only used one short quote."

The complaints have merit. However, they also show that many municipal spokespeople do not understand the media. A person who is misquoted is often partly to blame.

Of course, journalists make mistakes. In their rush to file stories and meet deadlines, notes can be misread and details missed. Some journalists will even purposely distort a spokesperson's comments to meet some personal agenda. However, the stereotype of the ruthless reporter is a myth. For the most part, journalists try to do their jobs accurately and fairly. They are not "out to get you". They are out to find a compelling story that interests readers, listeners or viewers.

In fact, journalists see themselves in much the same way that municipal employees see their role: as professional public servants. Reporters believe they serve the public interest by exposing failures or illegalities in the system.

The trouble lies with the system itself. Deadlines and space restrictions put pressure on reporters, leading to problems and mistakes.

Time and space limitations compel journalists to edit their copy and clips. Deadlines force them to work quickly and, at times, without proper due diligence. This is where misquotes and misrepresentations happen. These problems are compounded by ineffective spokespeople who

fail to communicate clearly and concisely, learn media deadlines and space restrictions. Do this, and your chances of being misquoted will be greatly reduced.

Media Speak

Municipal managers, staff, council members and other spokespeople must realize that media interviews are a two-way relationship. If you want reporters to use what you say, and get it right, then you have to say it in the appropriate way.

Keep your answers short and to the point. A print reporter often has space only for a one- or two- sentence quote. So, don't ramble for 15 minutes. Answer questions in short, quotable sentences. The same goes for dealing with broadcast journalists. Radio reporters generally file stories that run 40 to 60 seconds. A two-minute answer from you does them no good. Give them a tight, 10-15 second clip and they won't have to edit your words. The chances of you being taken out of context will be virtually eliminated.

Municipal spokespeople are famous for their jargon. Departmental reports and agenda attachments might make you look intelligent, but they do not help to communicate your goals effectively. Stay away from jargon if at all possible. You may be an expert in your department, but you do not need to prove it. Give reporters plain language answers and explanations; your

message will have a much greater chance of being understood. Also, use charts and graphs because reporters love visual cues.

If you want to communicate effectively with reporters, learn to use their language. Do you know what b-roll is? Or a cut-away? Or a double-ender? If you use these terms, a reporter will consider you knowledgeable, and be less likely to intimidate you. Your interview will go much more smoothly.

Do your homework. Learn about specific reporters who cover your municipality on a regular basis. Read what they have written and analyze their work, what are their ideological beliefs? Are they tax-cutters who favour smaller government? Or, are they social activists? Reporters will claim to be objective. They are wrong. Journalists are influenced by personal biases and beliefs, whether they admit it or not. You can see these biases and patterns in their work.

Find out about deadlines. They differ from print to radio to television. Did you know that newspaper deadlines vary from paper to paper, depending on whether they are dailies, weeklies or feature magazines? Some newspapers have multiple deadlines in a single day.

When a reporter calls

Reporters often call when you least

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Why you might need a consultant for your publication

By Bob Berting
Berting Communications

In today's environment, many businesses would consider a consultant to be a professional individual having specialized knowledge, skills, and experience who can have a measurable beneficial effect upon their organization.

Publishers hire consultants when they cannot do the job themselves or it's not in their best interest to do it themselves. There are many reasons why a consultant should be hired, but the most important ones are:

Objectivity

A consultant can provide a fresh, impartial viewpoint that may have been overlooked in months of 'walking through the swamp' discussions.

Problem Solving

The old adage you can't see the forest for the trees is still present and sometimes the problems are getting worse. The print media consultant will have fresh, new insights and clear-cut answers to your problems, based on years of experience.

Staff Weaknesses

A publication can save a lot of money by hiring a consultant as needed. Although consultants are not cheap, it is still less expensive than paying salaries and benefits for more salespeople who do not have the experience or skills to move the paper ahead and meet financial goals. Many times a sales manager is needed and can't be found. The consultant, coming in at various intervals can keep the sales boat afloat. The role of the consultant can be adjusted to that of a sales trainer.

Customer Seminars

Probably one of the most overlooked ways to help your customers is to have the consultant conduct a marketing seminar for them. The dynamic results from such an event create a new image for the publication, and in most cases greatly improve the customers advertising program with the paper.

Influence with other organizations

Many consultants have the ability to speak to community organizations on behalf of the publication. This public rela-

tions effort may be something the publisher can't do because of the inability to make presentations or just not enough time to do it.

Check list of consultant benefits:

1. You need extra help for a period of time
2. You need specialized experience unavailable within your publication staff
3. You need someone you can trust and believe to help build your image in the marketplace.
4. You need an outsiders' evaluation of your sales staff's performance

5. You need someone who knows the newspaper business, who understands your problems, and can help you make a giant leap forward.

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Taken out of context

Continued from page 8

expect it. How do you know what they want? You don't, so ask them. Don't be afraid to query a journalist before he or she questions you. A good journalist won't tell you their questions in advance. However, they might tell you what angle they are considering for their story. That's fair game. Make sure you ask. If they tell you, then you have a good idea about what questions will follow.

You should also ask the journalist if they have interviewed other people for their story. This will give you another indication of where their questioning will be going.

Finally, ask the journalist for their deadline. If their deadline is not pressing, you might have more time to call them back. This gives you more time for research and preparation.

Successful Interviews

Doing media interviews well is not easy. It's a skill that requires practice and focus. However, any municipal spokesper-

son can become a more polished media performer with a bit of work and some thinking ahead. Do your homework. A journalist will research you before doing an interview, so why don't you research them too?

Your goals as a municipal representative may conflict with the goals of a journalist. And, the information that you make public must first serve your objectives and the objectives of your department and your community.

However, if you keep in mind that "how" you say something is as important as "what" you say in a media interview, then you are well on your way to limiting misquotes and misrepresentations.

Your chances of being taken out of context will be greatly reduced.

Mike DeJong is a journalist who has worked at CBC and CTV, who now does public sector media training through his company MDMedia Communications. 905-606-2325 - www.mdmedia.ca.

Shari Willerton (formally OCNA's business developer who brought on a number of corporate partners) lent a helping hand at the convention.

Shari, who now oversees partnerships and promotions at the Shaw Festival in Niagara-on-the-Lake, is interested in exploring promotional opportunities with Community Newspapers. If you are interested, please contact Shari at 1.800.657.1106, ext 397 or at swillerton@shawfest.com.

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Contact Karen Shardlow at 905-639-8720 ext. 232 or
k.shardlow@ocna.org

Students have many more choices today

Continued from page 1

s, try looking in your own classifieds under 'apartments for rent.' Find the mid-point between the highest and lowest one-bedroom apartment and use that as a per-weekly salary guide. For example, if the premium price for an apartment in your community is \$700 and the flea-bag is \$350, a weekly minimum starting salary of \$525 is probably reasonable, plus company benefits on top of that. In this case, the yearly salary might be \$25,200 plus benefits. Even then, without a promise of that base rising to \$28,000 plus after a six-month probation, it isn't much.

Look at the cost of groceries in your town. How do they compare with those in the city? A quick online search will get you that information.

Consider that I have a graduating student who has just been offered a communications job by the Canadian Food Inspection Agency after a successful internship. Her starting salary is \$56,000. She's 22.

Not only did they like her work ethic, they liked the technical skills she possessed and what the newspa-

per industry demands.

The grads know they have these kinds of options, see the dailies laying off staff, and continue to watch the community papers offering comparatively meager salaries. They know they have more options available to them beyond the traditional media, thanks to the array of online job sites, and the climbing demand for tech-saavy communicators prompted by government retirements.

Last week, for the first time, I received a job notice I have never received before. It was for a full-time salaried blogger for an online publication which publishes nothing but Blackberry news. No car required, no weekend hours, no weekday nights covering ribbon cuttings.

Times have changed indeed.

Joe Banks is the coordinator of the Journalism-Print program at Algonquin College and was an Ontario community newspaper reporter, editor, publisher and manager from 1978 to 2000. He served on the OCNA's board of directors from 1989 to 1996.



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 to cover maternity leaves

The Ontario Community Newspapers Association requires three individuals for the following positions:

Member Services Coordinator

Extremely organized, detailed and creative individual needed to help organize and execute events and programs for our community newspaper members, including such things as conventions, training programs, board meetings, and awards programs. Other responsibilities include database updates, administrative functions, and customer relations. Must have excellent interpersonal and communications skills (written and verbal), work well to deadline, able to juggle multiple projects simultaneously, and well versed in MS Office, PowerPoint and Access. Full-time contract position to cover one-year maternity leave. Start date by June 18. Send resume by May 4.

Accountant

Experienced accountant needed to do journal entries; monthly financial statements; financial and administrative duties for insurance reciprocal; payroll; and benefit administration. Must be well versed in MS Office products, have excellent time management skills and be able to multi-task.

Preference will be given to bilingual candidates. Full-time contract position to cover one-year maternity leave.

Start date by May 28. Send resume by April 30.

Communications Coordinator

Excellent communicator needed to write and produce monthly newsletter, weekly electronic newsbulletin, update Web site, produce promotional materials. Must be well versed in Quark, PhotoShop, MS Office, and have an eye for design and layout. Knowledge of newspaper business an asset. Full-time contract position to cover one-year maternity leave. Start date by July 3. Send resume by May 4.

Conveniently located in Burlington, OCNA is an industry association representing 312 community newspapers across the province.

Send resumes to recruit@ocna.org or fax 905-639-6962. Refer to the interested position in the Subject Line. OCNA thanks everyone interested but only those selected for interviews will be contacted.

Life 101

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WANT THE SCOOP?

Toronto, May 24-27, 2007

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- ✓ You will hear stories from all over the world that you can repeat in your own city. And you will receive tip sheets on how they were done.
- ✓ You will make international contacts that will help add a global connection to your local story.
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