

# newsclips

http://members.ocna.org

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## Sheridan Sun veteran retires

By Robin Shearer  
Sheridan Sun News

After 27 years working with The Sheridan Sun at Sheridan College in Oakville, Roy Wilson, supervising instructor with the college newspaper, spent his last day in the newsroom working harder than ever. Wilson officially retired last November, but agreed to stay with The Sun part-time until the end of the school year. First-year print-journalism students were grateful for his help, and endless knowledge as they stepped into the hectic world of journalism for the first time. None of his students over the years are likely to forget him. Best wishes to Roy in his retirement; he will be greatly missed.



## Ignace Driftwood to publish 1,500th issue

By Shaba Qureshi  
OCNA Communications  
Coordinator

May 9, 2007 will mark the 1500th issue of Ignace Driftwood. The newspaper, which was started by teacher Dennis Smyk in the Autumn of 1970 with his grade 7/8 class to help them work on their grammar, started as the Ignace Eye and still runs as a one-man business to this day.

The paper was suspended a couple of years later, but was revived in 1979.

His wife and fellow teacher saw a need for a newspaper in what was then a community of fewer than 1,000 people. April 14, 1971 was when the first issue of the Ignace Driftwood was published.

The Driftwood is a weekly paper that publishes every Wednesday and runs 12 pages. It is subscription based and now has a circulation of 441.

Ignace is a township in the Kenora District of Northwestern Ontario, located at Highway 17 (Trans Canada Highway) and Secondary Highway 599, and on the Canadian Pacific Railway

### IGNACE Driftwood

**Talk about it! Talk about it!**  
It's National Organ & Tissue Donation Awareness Week in Ontario  
Tilliam Gill of Life Network is reminding Ontarians that this week is National Organ and Tissue Donation Awareness Week in the province and is encouraging them to TALK ABOUT IT with their families.  
"We want Ontarians to tell April 22-29 to make a decision about organ and tissue donation and talk to their families about their wishes," said Frank Markel, President and CEO of Tilliam Gill of Life Network. "Take time this week to sign your donor card and talk to your family about your wishes. Your decision could save one of the many people on the transplant waiting list in this province. Your decision can save a life."  
Today in Ontario, 1748 patients are on the waiting list for a heart, 1096 are men, 612 are women and 59 of those patients are children.  
"The facts are staggering," said Markel. "But TALK ABOUT IT! This is your week and your time to make a difference. Take the time to gather the information that you need to make that important decision and speak to your family - your decision can save a life."  
Facts about organ and tissue donation in Ontario include:  
- Every three days someone dies waiting for an organ transplant.  
- One organ donor can save up to 8 lives and enhance the lives of 75 others through tissue donation.  
- Everyone is a potential organ and tissue donor, regardless of age. In fact, the oldest Canadian organ donor was over 90 years of age while the oldest tissue donor was 102 years old.  
- Even an individual with serious illness can sometimes be an organ or tissue donor.  
- There are no costs associated with organ or tissue donation.  
- The organs and tissue that can be donated include: heart, liver, kidneys, pancreas, lungs, small bowel, stomach, corneas, heart valves, bone and skin.  
- Most major religions support organ and tissue donation.  
- Organ and tissue donation does not affect financial status and you can still have an organ market.  
- Even if you have signed your organ donation card you need to speak to your family about your wishes.



**Good "Sports"**  
The Red Hat Society is an international "disorganization" of women who embrace the wealth of depending friendships and relationships and raise the value of play. Underneath the frivolity we share a bond of affection and genuine enthusiasm for wherever life takes us next. We try to find this child within us, we laugh together and we are open when others think our antics are ridiculous.  
April 25th is International Red Hat Day and Red Hat women throughout the world will be celebrating their special day. The Ignace group will certainly and their minds razor sharp. They say a picture is worth a thousand words. This picture says it all. However, everyone in our group agrees that the activity more practical in this bunch is laughing. Those who laugh are healthier and for sure happier. And life is about bodies bonded to perfection Don!

**ADULTS NEED VACCINES TOO!**  
The Northwestern Health Unit is launching an Adult Immunization Campaign during National Immunization Awareness Week, April 28 - 29, 2007.  
Many adults are unaware that they need to continue immunization into adulthood. Adults need a tetanus - diphtheria booster every ten years. The vaccine against tetanus and diphtheria is combined into a single shot and will protect you from these life-threatening diseases.  
Tetanus or "lockjaw" is a serious disease that can happen if dirt with the tetanus germ gets into a cut in the skin. This disease causes painful muscle spasms and kills one in ten people who get it.  
Diphtheria is a very serious contagious bacterial infection that can lead to breathing problems, heart failure, and nerve damage. This disease also kills one in ten people who get it.  
Immunization is a lifelong process of preventing infection and disease. We do our best to protect our children, but we also have to remember to protect ourselves. You're never too old to get immunized! Make sure you're protected!  
For more information about adult immunization, please contact your local Northwestern Health Unit office or visit www.nwhu.on.ca.



**One Year Anniversary for two Ignace Firefighters**  
Fire Chief Robert Brouse, centre, with Firefighters Mark Kasper, left, and David Bushan after Mark and David receiving One Year pin awards on April 3, 2007. They have both passed a professional period of training requirements with the Ignace Fire Department.  
Mark Kasper has completed his Module "A" Firefighter Course and is currently working on his Module "B" course material.  
David Bushan is currently working on his Module "A" pre-course material along with the other firefighters. All will take the course testing in September when Ignace is hosting the Module "A" Course.



**Leon Penney: Trainee to Firefighter**  
Firefighter Leon Penney, left, receives his pin and congratulations from Fire Chief Robert Brouse on April 17, 2007 for graduating from Firefighter Trainee to Firefighter status. Leon Penney was an active Trainee for a year before joining the fire department as a firefighter. During the year Leon Penney attended training evenings and practiced with the firefighters. Firefighter Leon is currently working on his Firefighter Module "A" pre-course material with the other firefighters.

between Thunder Bay and Kenora. It is on the shore of Agimak Lake, and has a population of approximately 1,700.

Smyk relies on the community to keep him up to date on events and news around Ignace.

"People in the community will send me pictures and articles of events I can't make it to or wasn't aware of. These days it's great, because people can send me digital pictures," said Smyk.

Expanding the newspaper was also something Smyk wanted to do, but really didn't have anywhere to expand to.

"There's nothing around Ignace to expand to, plus of course there's always the limitation of resources. I am very grateful to Ad\*Reach, as without its help the Driftwood wouldn't exist."

Smyk does find it hard to believe that he will be publishing his 1500th issue soon.

"As I sit at my Mac, connected to the Internet and all that it has to offer - from e-mail to countless at-my-fingertips resources - it's hard to remember the early seventies when 'state-of-the-art' meant an electric typewriter!"

## a word from the President...

# Looking forward to a productive year ahead



**By Rick Shaver**  
OCNA President

**B**eing elected President of our association on March 30 was truly an emotional step in my path

in the newspaper industry.

I, like many before me, was a newspaper carrier years ago and now some 37 years later arrive at the top of our association. Throughout the journey there were many newspaper positions and many small town newspapers explored, and for the past 23 years Seaway News in Cornwall has been my home.

I have met a lot of newspaper people over the years and that is why I am still around, you'll never find a better group anywhere.

I will be updating you now monthly on where your OCNA board is going and hopefully be able to answer some industry

questions that we all ask ourselves during the course of a work week.

The first order of business is to thank Mike Williscraft for his year as president. Mike had a few challenges during his term and did an excellent job fixing them. Mike continues his role on the board as our past president and will also be sitting on a few committees, as well as being one of our four directors on the CCNA.

Also a big thank you to Dave Armstrong and Cam McKnight who left the board with their terms expired. Both are and were dedicated work horses for our board and for your association.

Also, I am happy to welcome two new faces to our board. Pat Logan from Bowes has joined us, and with Pat's experience (since 1981) we look for some great input. Mohsen Taghavi has joined us from Salem Toronto. His 27 years of experience will also help us greatly.

Another director has returned to the board, Abbas Homayed from Sudbury Northern Life. Abbas is presently the first VP of our association.

Since our annual meeting, the hiring committee of the board has been busy interviewing and searching for a new Executive Director. We are hoping to make an announcement after our next board meeting in June.

Our committees are up and going and we are already sending information on new projects to all our members. We also have new publishers joining, like Neil Dring, George Longo, Martha Perkins and Jim Cumming. Please participate, it only makes our association stronger.

Our newest committee, the training committee sent a questionnaire out last month and the focus will be to get the best training available for our membership.

Our staff at OCNA has been doing an excellent job and Ad\*Reach continues to knock on new doors. We continue to serve our membership.

Our next board meeting is June 20-21 in Toronto. Please direct any concerns or questions to your board representative or to myself by then and we will make sure to get back to you.

## a word from OCNA...

# Continuing to serve our members

**By Anne Lannan**  
OCNA Member Services

**H**ere are a number of updates about happenings at the association as we strive to continue to offer services to our members.

### Online Advertising Sales

OCNA/Ad\*Reach is reviewing the feasibility of having Ad\*Reach sell online advertising onto our member's Web sites. You can expect to hear from us over the next few weeks as we study such things as industry standards, organizational requirements, newspapers' capabilities, studies/statistics, agency expectations, funding, etc. We will be contacting our members to see what you are doing in this regard and how your association can help add value.

We have also been in touch with other newspaper associations across the U.S. who offer this service and are willing to share their experiences with us in their start-up phase.

### Training

We still have a few sessions to organize in this year's monthly Webinar series

so if there are topics you would like to see covered, please let us know. OCNA is also reviewing a new online advertising sales program for new sales reps. Our Training Task Force is testing it now so we'll keep you posted on the progress. We are hoping to be able to use this technology for other programs.

### Web Site Update

OCNA staff are in the process of updating the look and content of [www.ocna.org](http://www.ocna.org). This url is our public site designed for newspaper readers, advertisers and the government. Ad\*Reach's site, [www.adreach.ca](http://www.adreach.ca), is also getting a fresh, new look and help agencies get information about our member newspapers.

Our members' Intranet site is <http://members.ocna.org>. Make sure you have it bookmarked. This is where we host everything of interest for our members. Your feedback and comments are always appreciated.

### Network Classified Advertising

Thank you to our members who participate in this program by publishing the weekly word ads the association sends your way. This is one of the most important

revenue generating programs OCNA has, but it is also a revenue generator for members. Not only do you receive funds at the end of each year, participating papers earn a 35 per cent finder's fee for each ad sold into the program. That's \$148.40 earned for each ad you upsell into the program. Make sure your classified staff and display sales representatives have the order form so they can upsell their real estate agents, vacation companies, retailers doing business online, and customers looking for staff.

### CCNA Better Newspaper Awards

Congratulations to all the Ontario winners of the CCNA Better Newspaper Awards. What a great showing. I hope to see many of you at the CCNA convention in Winnipeg next week to receive your awards. CCNA has offered a free night's accommodation and a day's convention registration to each winner in the Premier Awards category as an incentive to attend. The CCNA convention is being held in conjunction with the Canadian Newspaper Association which represent daily newspapers. They have some great sessions lined up.

# Humber's journalism program picks up 13 prestigious awards

By Justin Holmes  
Etobicoke Guardian

**H**umber College's journalism department brought home 13 awards from the College Media Advisers Spring Convention in March, including a Gold Crown award presented to its media magazine Convergence by the Columbia Scholastic Press Association (CSPA).

While Humber has seen success at the CSPA awards before, this is the first Gold Crown award for the college and the largest total awards earned by the school.

"It was very significant qualitatively," said Carey French, journalism program coordinator at Humber. "It was the best we've ever done."

"This is kind of like the Oscars," he added.

Publications are submitted from across the United States with some international competition, with only 10 per cent of

submissions receiving awards, said Edmund J. Sullivan, executive director of the CSPA.

"The judges pick the ones they feel are the very best," he said. "They pick only what they think is very, very good."

As well, the campus newspaper Humber EtCetera netted seven Collegiate Circle awards, and Humber-produced magazines Sweat and Convergence each picked up two Collegiate Circles.

Humber's radio show @humber also took home a best of show CMA Apple Award - the first award ever for Humber's broadcast journalism program.

"It's apples and oranges, I guess you could say," Sullivan punned on the comparison between CMA's best of show awards and the CSPA's awards.

"Personally, for me that was the one I enjoyed (the most)," French said. "For us to take that in broadcast was a real thrill, because it's a first."

The University of Guelph-Humber

also took home six Collegiate Circles for its lifestyle magazine Crave.

The CMA convention is a chance for journalism students from across North America to get together and attend workshops and tours, as well as an opportunity to compete on an international scale.

Sullivan said it was a great way to break up journalism groups that can be "kind of insular", comparing individual newsrooms to sports teams who finally get a chance to compete at the convention.

French said the awards were simply the fruit of a group of students who worked hard and put in the extra hours needed.

"Was this a special group? Absolutely it was," he said. "The group itself was a group that was passionate about what they were doing...and it showed up."

French was humble in his hopes for next year. "I would be happy if we repeated what we did this year."

"I hope we can do more of these things," he added.

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## Changes at Cambridge Times

**C**ambridge Times is pleased to welcome Melissa Hancock as reporter/photographer. Melissa worked at the Times last summer in a work place-ment and has now been taken on full time.

Originally from Stouffville, Ont., Melissa moved to Kitchener in 2002 to attend Conestoga College's journalism print and broadcast program. She still lives in Kitchener, but enjoys the Cambridge community.

At the same time Cambridge Times bids farewell to Carol-Ann Nugent. After 19 years at the Times as

reporter/photographer, Carol-Ann took a full-time position as executive assistant to Cambridge MPP Gerry Martiniuk. We wish Carol-Ann all the best in her new position.



Melissa Hancock



Carol-Ann Nugent

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# membership update

The OCNA Board of Directors is pleased to welcome the following new Probationary Active Members:

Porcupine Prospector  
 James Bay Voice  
 Burlington Riase.net  
 The Shield - 10 editions  
 Belleville edition,  
 Stirling edition,  
 Havelock edition,  
 Marmora edition,  
 Madoc edition,  
 Quinte West edition,  
 Norwood edition,  
 Hastings edition,  
 Land O' Lakes edition,  
 Campbellford edition,  
 Ottawa City Journal  
 Smiths Falls This Week  
 Toronto Sunday Times

circ. 3,000 monthly  
 circ. 2,200 semi-monthly  
 circ. 13,000 monthly  
 Friday  
 circ. 25,881  
 circ. 2,872  
 circ. 2,273  
 circ. 2,117  
 circ. 2,885  
 circ. 20,908  
 circ. 2,469  
 circ. 2,534  
 circ. 6,695  
 circ. 4,920  
 circ. 33,000 Wed.  
 circ. 11,514 Fri  
 circ. 18,000 Thurs.

Bowes Publishing  
 Bowes Publishing  
 Spanish language

Transcontinental  
 Metroland  
 Urdu language

# North York Mirror turns 50!

By North York Mirror Staff

**T**o look back in history, 1957 was perhaps not the best of times. The Cold War was in full swing. The U.S., Britain and the U.S.S.R. were performing nuclear missile tests regularly. Then the U.S.S.R. invaded Hungary and many feared an attack on North America was imminent.

But life carried on, including in Don Mills, where on April 25, 50 years ago in 1957, the first edition of The Mirror was published.

The very first edition tackled the topics we cover today, like tax hikes, zoning changes, potholes and Easter celebrations, under the headline 'Warmest Easter in Years, Churches Filled on Sunday'. One might wonder if it was the prevailing climate of uncertainty that filled the places of worship.

While the world may be a different place, The Mirror remains much as it did 50 years ago.

The paper used to print once a week (April 25, 1957 was a Thursday), but now prints twice a week, Wednesday and Friday.

The advent of Sunday shopping and flyer inserts has had a big impact on community newspaper publishing, with Friday becoming a big day for advertisers.

So has technology changed the way papers are put together, like computers and digital cameras and e-mail, instead of using typesetters, dark rooms and Underwood typewriters.

Started by Ken Larone, then in his early 20s, and Russ Eastcott who had worked as a broadcaster in Hamilton, on a

kitchen table in Don Mills. The Mirror was one of the first 'suburban' tabloids in Canada. In an earlier version it was known as The Canadian, but after that paper closed it was relaunched by Larone and Eastcott, The Canadian's editor and business manager, under a new name.

Their first office was at 1450 Don Mills Rd., in the old Hugh C. MacLean building, which later became the home of Southam Business Publications. Other homes over the years included a location on Lesmill Road and another at the Don Mills Shopping Centre.

Many churches and schools are celebrating 50th anniversaries this year,

because at that time North York was booming. In fact in the same way that Don Mills helped change the pattern of post-war suburban development, so did the then Don Mills Mirror.

The idea of creating a 'suburban' newspaper was very clearly in the minds of Larone and Eastcott. "We didn't evolve as a suburban," Larone said in a 1972 interview marking North York's silver jubilee.

Larone had seen the first suburban papers in his travels through the U.S. Back then there wasn't such a thing as a suburban paper in Canada. There were either daily papers which were big and sophisticated or rural weekly papers which big city people pictured as being quaint or stuffy.

"So, when we began, it was hard to convince people that even though we were a weekly we were professionals," Larone said.

Almost immediately The Mirror caught on and began regional editions: the first two were the York Mills edition and the Victoria Village edition. Today we cover North York with North (Willowdale), South (Don Mills and York Mills) and West (Downsview) editions.

From an initial press run of 9,000 once a week and a price of seven cents, but distributed for free thanks to an arrangement with Murray Koffler's drug store chain, the paper today is 98,500 copies every Wednesday and Friday delivered free door to door.

Just like today, the stated mandate of the paper's founders ("This newspaper is about Don Mills and the folk that live in this community") remains the same. The North York Mirror continues to be about North York and the people who live here.

**NORTH YORK**

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**Paws to help** stray cats live better, longer lives 3  
**See who's smiling now** in our weekly feature 4  
**Tang Concubines** takes the stage on North York 26

EAST EDITION FRIDAY, AUGUST 25, 2006 www.northyorkmirror.com

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**Senior swimmer shares in world record effort**

By Ian Lagarias

The fact she was able to capture the attention of a world news magazine is the highlight of the 74-year-old swimmer's life. After 40 years of swimming, she has just set a world record in the 100m freestyle. She was one of the five previous World Masters champions who had previously held the record.

She swam the 100m freestyle in 1:10.46, a time that is 0.01 seconds faster than the previous record held by another Canadian, Elizabeth Karamanli, in 1998.

She had previously competed at World Masters Games in Japan, New Zealand, Italy, Montreal and Indianapolis.

**WHAT GOES UP**

By Ian Lagarias

While with the Lions, he made a name for himself as a promising young pitcher. Now he's back in the game, and he's ready to make his debut on the Toronto Blue Jays roster.

He's a right-handed pitcher at the Toronto Blue Jays. He's 25 years old and he's from North York. He's a former high school star at the University of Toronto. He's a former member of the Toronto Blue Jays organization.

**Former pitcher rediscovers his field of dreams**

By Ian Lagarias

One-time prospect marks 90th birthday by throwing out first pitch at Jays game

By Ian Lagarias

More than 70 years after he made a name for himself as a promising young pitcher, he's back in the game. He's a right-handed pitcher at the Toronto Blue Jays. He's 90 years old and he's from North York. He's a former high school star at the University of Toronto. He's a former member of the Toronto Blue Jays organization.

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**Remembrance service Sunday**

By Ian Lagarias

The 60th anniversary of the end of the Second World War is being celebrated in a variety of ways. One of the ways is through a remembrance service on Sunday.

The service will be held at the Don Mills Community Centre. It will be held at 10:00 a.m. on Sunday, August 27. The service will be held in the gymnasium. It will be held in the presence of the Mayor of North York, the Mayor of Don Mills, and the Mayor of York Mills.

**Considering a move? Call 416-230-81**

By Ian Lagarias

Are you looking for a new home? Are you looking for a new business? Are you looking for a new office? Call 416-230-81 for more information.

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# Community newspapers - more than just 'paying dues'

By Abigail Culkier  
Stoney Creek News

**A**s editor of a community newspaper, I receive dozens of e-mails every day. I immediately delete messages that do not apply to the Stoney Creek area, but try to respond to the rest - placing community events information and photos of local sports teams in the newspaper and replying to readers' queries.

I sometimes receive messages from recent graduates looking for a job or professionals wanting to write a column. Even when we don't have positions, I like to reply to these writers, especially the recent graduates, to offer an encouraging word.

A few weeks ago, I received an e-mail from a lawyer who said she had always dreamt of writing for a newspaper. She explained that she realized she had to 'pay her dues' by starting with a community newspaper.

Delete.

Did she not realize she was writing to a community newspaper editor?

I shared this story with some of my colleagues who were upset that I had hit delete. They offered a few choice words I could have included in a reply to the lawyer.

Even if I didn't want to use profanity, I could have told the lawyer that in 2004, 71 per cent of adults in Canada read a community newspaper and 61 per cent read a daily newspaper, according to ComBase, North America's largest media study.

Last year, the number of adults who reported reading a community paper rose to 74 per cent, while the number of adults who read a daily dropped to 57 per cent.

I am often amazed at how devoted readers are to this community newspaper—the gratitude we receive for a personal reply or a job well done and the angry e-mails or disappointed phone calls when something is missed or a reader disagrees.

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**Community newspaper staff wear many hats, editing, writing and taking photos - often working harder than their daily paper counterparts.**

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Community newspapers deliver the news that is truly close to home. Grandmothers eagerly wait to see a grandchild's hockey photo after a tournament victory and school principals appreciate having winners of an academic competition featured front and centre. This is news that matters.

And community papers cover bigger stories by showing readers how larger events will really affect them—what the provincial budget will mean for their local hospital, for example.

Community newspapers are important to the community. Or as Maureen Walthers, publisher and editor of the Times

Newsweekly in Ridgewood, Queens, said in the New York Times, "the string bean farmer wants to read about the string bean crop."

I am not naive, I know some people only consider the community newspaper a wrapper for the weekly flyers. But I know that for the family facing difficult times who garners community support because of a story in this newspaper or the war veteran who shares his feature story with everyone he meets, it is much more than that.

I was fortunate enough to recently attend the gala dinner of the Ontario Community Newspapers Association, where hundreds of writers, editors, photographers, and advertising executives honoured excellence in layout, photography, writing, and advertising design.

Looking at the winning photos and reading the outstanding articles, I knew I was amidst talented, passionate professionals. Community newsrooms are filled with people gifted with innovative, elegant storytelling, a nose for news and an eye for a creative photo.

In many cases, because of smaller budgets, community newspaper staff wear many hats, editing, writing and taking photos—often working harder than their daily paper counterparts.

So if I had replied to that lawyer, I would have told her 'if you think this is paying dues, you don't know what you're missing.'

## Community of Manitouwadge to give away second home

**T**he Manitouwadge Echo is once again pleased to announce its involvement in the second 'Golden Opportunity Home Giveaway' to occur on August 11, 2007.

With the huge success of last year's first ever free home giveaway, they hope to build on the previous success and continue to expose the community to as many people across Canada.

The giveaway is sponsored by

Newmont Canada, The Echo - Newspaper, the Township of Manitouwadge, and Manitouwadge Economic Development Corporation, Manitouwadge Community

Adjustment Committee and hosted by the Manitouwadge Volunteer Firefighters Association.

A new home has been donated by Newmont Canada, at 26 Matachewan, located on beautiful Perry Lake in the township of Manitouwadge.

The beautiful one storey home features 1126 sq ft of living space, and is situated on a 59 x 132 ft. lot. With 3 bedrooms, a complete bathroom on the main floor, and a paved driveway, it's in move in condition.

This one of a kind free draw starts on May 19 and runs until the weekend of August 11.

Anyone over the legal age of 18 has the chance to enter their name.

All entrants must enter in the community of Manitouwadge; no entries will be accepted by phone, mail or Internet.

Best of luck to all who come to enter and don't forget the party to celebrate the winner will be on the weekend of August 11.

For more information please visit [www.theecho.ca](http://www.theecho.ca).





# OCNA looks to undertake a pre-election opinion survey

By Gordon Cameron  
Government Relations Associate

**O**CNA is planning to develop a short online survey to test the public's attitudes regarding the future of Ontario in advance of the next provincial election, but needs input from its members first.

The basic idea is to have members include a link to the survey (which will be hosted on OCNA's servers) on their Web sites and to promote it as they see fit in their publications. In return, each member will receive data specific to their newspaper regarding the type of provincial issues their readers feel are most important. This can then be contrasted with provincewide and regional results.

So what do you want to know? OCNA will be compiling the basic questions (i.e.

Which issue do you feel is the most important in the upcoming provincial election? a) Health Care, b) Education...) but is also looking for suggestions from members for more specific questions and assistance in deciding the issues included in the more generic questions. In order to ensure the maximum number of respondents the number of questions will be limited to no more than 30.

Aside from the editorial benefit to the survey, OCNA will also use the results in its Government Relations efforts. For instance, one of the questions will likely be on openness in government which will give OCNA hard data to use when it meets with MPPs, Cabinet Ministers, municipal leaders and civil servants to discuss why greater openness is needed at the local and provincial levels.

The launch of the survey is planned

for late June or early July to allow for data to be collected throughout the summer with a final report coming in early September.

What is needed before things can begin is a sense of how many members would be interested in assisting OCNA by linking it to your Web site and running the results. If this venture is a success it will likely serve as template for future surveys.

Let's take this opportunity to show the provincial government the influence Community Newspapers have on the pulse of the people. We need your help to do that.

If your paper would be interested in participating and/or you have suggestions for questions or issues that should be included please contact Gordon Cameron at [g.cameron@ocna.org](mailto:g.cameron@ocna.org) or (905) 639-8720 ext. 239.



## OCNA members help celebrate Toronto Board of Trade's 162nd anniversary

**T**he Toronto Board of Trade (BoT) celebrated its 162nd anniversary with a giant cake, as the country's largest local chamber of commerce marked its founding in 1845.

Left to right: Becky McKinnon, BoT chair; Grant Humes, BoT VP and COO; Manny Sousa, Manager, Community Relations, Enbridge Gas Distribution; Lorice Haig, Chair, ECC Advisory Board; Marg Middleton, GM, Toronto Community News; Betty Carr, VP and Publisher, Toronto Region, Metroland Media Group.

## Newspaper carriers receive scholarship

**S**ix Toronto Community News newspaper carriers were recently awarded \$1,000 each at a special ceremony. Applicants each submitted a 1,200 word essay to compete for the Annual Scholarship Program, in three different age categories: under 13, 14-16 and 17 years and above.

The money was awarded in the form of a RESP or RRSF.

The essays were based on the following question: "Which of your personal abilities have helped make you a good carrier, and what additional skills have you developed as a result of delivering the newspapers and flyers?" The recipients are Elena Grbac, Thomas Stavri, Steven Bugden, Matthew Trinier, Smity Misra and Nicole Grant.

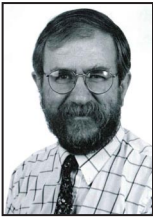
You can read the winning essays at [insidetoronto.com](http://insidetoronto.com).

### Keep Us Posted

With more than 300 members, it can be difficult to keep track of the comings and goings at your newspaper. Please notify us of any changes in staff or e-mail addresses so we can keep on top of getting you all the information you need. Please e-mail [k.shardlow@ocna](mailto:k.shardlow@ocna) with any information.

## writing/editorial

## E-mail is bad solution for interview woes



By **Jim Stasiowski**  
Writing Coach

Once upon a deadline dreary, while I pondered, weak and weary,

Over my quaint and curious notebook of illegible scrawl,

While I wondered what I'd been scribbling, suddenly there came a rippling,

Like an idea gently nibbling, nibbling at my brain's back door.

"Tis some silly thought," I muttered, "nibbling at my brain's back door --

Only this, and nothing more."

Ah, distinctly, I recall my desperation that, sadly, all my

Notes were unreadable, although I had a story unbeatable:

Last week, I'd interviewed a big black bird, but now, I could not read a word.

The story due, the editor glowering, his disdain for me was overpowering,

Yet, instead of fearful cowering, I vowed, "I shall finish this story, for sure,

Finish this, and even write one more."

But I knew that I was bluffing, all my bravado amounted to nothing,

For I couldn't read my black-bird notes; "I'm wrecked," I swore.

Eagerly, I sought an answer to my handwriting's terminal cancer,

Then that nibbling idea came once more; "Yes," I thought of all my failing,

"I can use that new e-mailing! That will end my bad note-taking forevermore!

Saved! Saved by this invention of Al Gore!"

OK, so as a poet, I'm definitely Edgar Allan Poor. Thus, I'll make my point more directly: E-mail is a bad solution to our interviewing woes.

Here are some of the rationales I hear for e-mail interviews, followed by my responses:

1. The rationale: "E-mailed answers to interview questions give me perfect notes."

My response: Perfectly bland is probably closer to the truth. A good interview is a conversation, complete with nuance, hesitations, moments of great enthusiasm, moments of anger or wit. E-mails tend to be sterile. Sources give answers, but give little of themselves.

2. The rationale: "At least the source answers the question."

My response: Maybe. But if you e-mail a meaningful question, and the source does not want to give a direct response, you're out of luck. When you then call to push for a responsive answer, you'll realize you could have done the whole interview in one phone call.

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### E-mail gives the source a chance to stall, to equivocate. E-mail answers lack spontaneity.

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3. The rationale: "My sources love to answer by e-mail."

My response: Who wouldn't? E-mail gives the source a chance to stall, to equivocate. E-mail answers lack spontaneity. Under no pressure, the source has a chance to concoct a sounds-good-but-says-nothing answer. Interviews should create a natural pressure to respond.

4. The rationale: "With an e-mail answer, I will quote a person 100 per cent accurately."

My response: Oh really? How do you know the person responding is the person to whom you sent the e-mail? If you e-mail a CEO or top bureaucrat, isn't it possible that big shot's public-relations assistant crafted the answer? You quote the big shot, but who really answered?

5. The rationale: "E-mail is just easier."

My response: Interviewing is supposed to be difficult, and from that difficulty, you learn how to deal with people, how to cajole, sweet-talk, apply pressure, back off, persuade, commiserate, make a human connection. E-mail is a connection, but it's hardly human.

6. The rationale: "My handwriting is awful. I have trouble reading my notes."

My response: My own handwriting is illegible, but by taking great care, I end up having no problem quoting people directly and accurately. I concede, notes are imperfect, but notes are not intended to be perfectly verbatim. They exist to remind you of what the source said. Stop looking for a perfect solution.

Back upon that deadline dead, with the pressure mounting steadily,

I tried that notebook, tried deciphering it once more.

Then those notes rose from the dead, reminded me of what the black bird said.

At last I understood what I'd scribbled days before.

E-mail? No. I like talking more. I get good facts, create rapport.

Quoth the raven: "Who's Al Gore?"

**THE FINAL WORD:** Here's a construction that annoys me: "Julie Stanton, a rising sophomore, won a scholarship." Fancy writers use 'rising' as a way of saying, "Julie Stanton, who will be a sophomore, ..." or, "Julie Stanton, a sophomore-to-be, ..." The dictionary calls that use of 'rising' informal. In other words, it's slang. I hope to see 'rising' falling. Better yet: I hope to see it nevermore.

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

**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](mailto:swillerton@shawfest.com).**

**Shaw  
FESTIVAL**

# Broadcasters and classifieds: Working in your market?

By Peter M. Zollman  
Classified Intelligence (CI)

**W**ho are your major competitors in classifieds? Have you looked around lately and done a serious reality check?

Perhaps there's the AutoTrader, as well as AutoTrader.com or its international equivalent. Maybe a real estate book or two. A guide to apartments and other rentals? Monster.com and Yahoo HotJobs and CareerBuilder, too, unless you're affiliated with one of them. And of course there are probably Craigslist / Kijiji / Loquo and the like - the free classified sites that are serving consumers and advertisers in markets large and small.

But another competitor is looming, one that offers many of the advantages your newspaper has - a strong, local brand, promotion power, 'feet on the street' calling on local advertisers, and the ability to undercut you on price. Maybe even offer free local classifieds.

It's the TV station down the block. Or the local radio station. Or the TV station and the radio station. Or the cable company. Or a handful of radio stations - some of them competitors to each other - working together to take recruitment advertising that once went into the newspaper. Or all of the above.

There's nothing inherently wrong with that, of course: If broadcasters can deliver results to their advertisers better, cheaper or faster than you can, they're entitled. That's capitalism in action.

The issue for you is, "If they provide results better / cheaper / faster than my newspaper does, how long will my newspaper stay in business?"

Classified Intelligence recently studied broadcasters offering classifieds in the U.S.

and globally. In most other countries, frankly, we found limited or no classified advertising offered by broadcasters. But there's healthy, heavy competition in the U.S. and Canada.

(A free report on the subject is available on our Web site, ClassifiedIntelligence.com. The report was sponsored by CityXpress, which provides classified advertising and auction services to newspapers and broadcasters alike.)

can be tracked through set-top boxes), banners and other forms of classifieds. All of the top five MSOs offer some classified services. Comcast Corp., the largest, with 2.4 million subscribers, offers a 'classifieds on demand' service allowing advertisers to convert images, text, print ad, catalog pages and even Internet banner ads into automotive listings.

In Canada, CanWest Global Communications Corp. is leading the charge with newspaper/broadcast/online

been saying for years (except for the word programs).

The station even takes a page from a typical newspaper and uses seasonal promotions, for example highlighting lawnmowers or tractors in the spring.

"Our competitors in this space are as much, if not more so, EBay and Craigslist as they are the local newspaper and their online classifieds," Thompson said, "because our product is a combination of Craigslist and EBay in terms of function."

In other markets, TV stations aggressively offer recruitment advertising, both on-air and online, frequently featuring 'job of the day' in broadcast promotions. RegionalHelpWanted.com, the outgrowth of a small job board launched almost 10 years ago in Poughkeepsie, N.Y., now has 321 sites throughout the U.S. and Canada - many of them languishing, but others generating well over \$1 million a year in revenue.

Stations offer classifieds for a wide variety of reasons - revenue, driving traffic to their Web sites, and creating a community of users (and advertisers) much like Craigslist.org.

Some broadcasters and cable operators work with the local newspaper, rather than an out-of-market vendor or national brand-name site like Monster.com, AutoTrader.com or Realtor.com.

Might there be a threat in all of this - or an opportunity - in your market?

*Peter M. Zollman is founding principal of Classified Intelligence and the AIM Group, consultancies that work with publishers to improve classified advertising and interactive-media services. He can be reached at (407) 788-2780, pzollman@classifiedintelligence.com.*

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**In the top 10 markets (by population) in the U.S., 95 per cent of the station Web sites reviewed by CI offer one or more classified categories. In smaller markets, 59 per cent of the stations we reviewed offer one or more categories.**

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Some of our findings:

- In the top 10 markets (by population) in the U.S., 95 per cent of the station Web sites reviewed by CI offer one or more classified categories. In smaller markets, 59 per cent of the stations we reviewed offer one or more categories.

- There is low but growing classifieds penetration among radio stations. RegionalHelpWanted.com, AutoMart.com, CareerBuilder.com and CareerBoard.com help radio stations compete, especially in small and mid-size markets.

- Cable MSOs (multiple system operators) are getting into the act, too, offering high-tech classifieds including video-on-demand listings (which pinpoint potential buyers, since the individual user

classified products - most notably, Working.com and Driving.ca.

WTVF, the Landmark-owned CBS affiliate in Nashville, Tenn., began offering classifieds last year - not for the revenue, but as a traffic-builder on NewsChannel5.com.

"The strength of our brand and our reputation in the market have helped us open up Internet-based classifieds to somewhat of a new audience," said Melissa Thompson, director of NewsChannel5 Interactive. "We've attracted people who were not used to Internet classifieds, but came because they trust our brand and they've seen it promoted on our programs."

Sound familiar? Sounds like what newspapers have



## technology

## Blown away by Creative Suite 3



**By Kevin Slimp**  
Institute of  
Newspaper  
Technology

**H**oly Moly! I'm speechless. And if you know me, that's a rare happening. I just installed the prerelease of Creative Suite 3 and I'm blown away by the speed, special effects and added features available in the latest rendition of Adobe's masterpiece.

With new versions of Photoshop, InDesign, Illustrator, Dreamweaver and Flash, among others, CS3 is the most anticipated upgrade since Apple's move to OS X. There's no way I could adequately review all the applications available in CS3 in one column, so I've decided to begin by taking a quick look at InDesign.

Upon opening InDesign CS3 for the first time, the user is immediately drawn to a sleeker desktop, with tools and panels (palettes are so five minutes ago) reminiscent of Macromedia's desktops. And I thought Adobe's purchase ... er, I mean merger ... with Macromedia was just about Flash and Dreamweaver. Where palettes once existed, now the user finds panels, which are more easily accessible and less intrusive than the palettes of previous versions.

And what's this? The Effects panel looks eerily similar to Layer Styles in Photoshop.

OK. I can't wait any longer. I began my journey through the new InDesign by creating some text on the page. I had to see what these effects were all about. Just as I had hoped, they're very similar to Layer Styles in Photoshop. Sure enough, with the tap of a button, I was creating special effects like shadows, bevels, embosses, inner glows, outer glows, and feathers within seconds. And they look just as clean as the effects I've been creating in Photoshop.

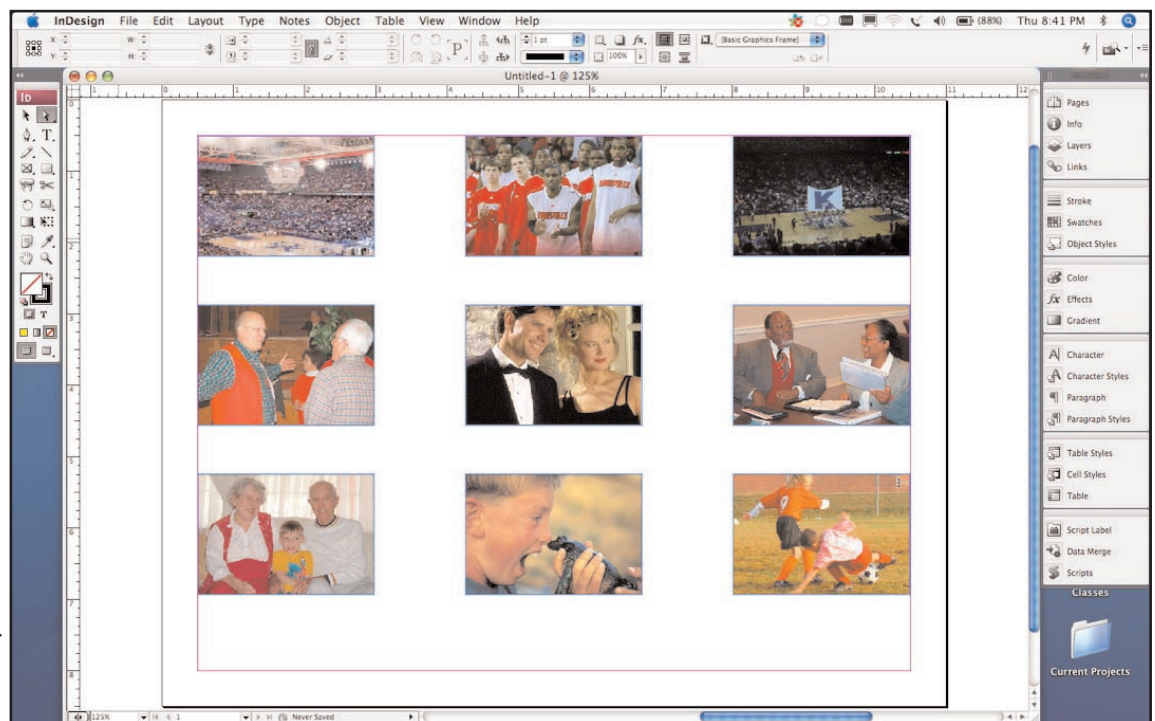
One feature which has been mentioned on several blogs concerning InDesign CS3 seemed too good to be true. Last year, word leaked out that InDesign CS3 would include the ability to place multiple photos at once. This, I had to see.

So without peeking at the manual (pre-release software doesn't come with manuals), I created nine frames on a page. I set each frame to fit the content proportionately to the frame. Next, I selected File>Place and used my command (control on the PC) key to select several photos at once. Someone wake me up. I couldn't believe what happened next.

A small thumbnail of one of the photos appeared next to my pointer on the InDesign page. I clicked on one of the frames and, viola, the photo was placed

how much faster InDesign runs on my Intel-based Mac. I haven't run any time tests, but it seems at least four times as fast as InDesign CS2 on the same machine. Gone is the spinning wheel that was so common - and painful - in the previous version. I feel like nothing is holding me back as I move through a document, making changes and creating special effects almost effortlessly.

There are so many different ways to purchase CS3 products - and you will want to purchase them - that it's probably best that you go to Adobe's Web site and see the options for yourself. I installed the Designer Professional Suite which includes Dreamweaver, Flash, Acrobat Professional, InDesign, Photoshop, Illustrator and Version Cue, among others.



InDesign users now have the ability to place multiple graphics at one time. By selecting File>Place, then choosing multiple files, the user can click on each frame to place images.

perfectly into the frame. Then, without any prompting, a thumbnail of another photo appeared. I clicked on another frame and it, too, filled with the photo. I continued this until I had placed all nine photos. Total time to place all the photos? Less than ten seconds! This tool worked better than I even imagined it could.

What impressed me most during my initial stroll through InDesign CS3? Speed. That's right. Speed. I still can't get over

The cost for this massive version ranges from \$440 (US) for folks who own Creative Suite 2.3 to \$1,799 (US) for folks who don't own a copy of Photoshop, InDesign or any previous CS title.

CS3 is an incredible upgrade. Don't walk. Run to your nearest software dealer to get your copy. For more information, visit [adobe.com](http://adobe.com).

# OCNF Scholarships given to two deserving students

**T**he results are in for our 2007 Ontario Community Newspapers Foundation Scholarship Program. Two deserving students have been chosen from 13 applicants for each of the \$1,000 awards. Students were asked to submit their applications showing high academic standing in all subject areas, and evidence of financial need. They also had to demonstrate an interest in improving the quality of life in their community by documenting their community involvement. Submissions also included up to three course related projects from the current school year, demonstrating a variety of skills and expertise in their area of study.

Congratulations to our two 2007 Ontario Community Newspapers Foundation Scholarship recipients. The recipient of the Journalism scholarship is Heather Rose, a Print Journalism student at Algonquin College. The Advertising scholarship goes to Shane Woodward of the Loyalist College Advertising Program.

We wish to congratulate all the applicants for their hard work and outstanding accomplishments.

Also, a thank you to our judges for the 2007 year, Rik Davie, Managing Editor of the Port Perry Scugog Standard and Bob Glasbey, Ad Manager of the Burlington Post.

## advertising

# Enhancing your four-legged sales call

By Chuck Nau  
Murray & Nau, Inc.

**W**ould you care to Dance? Remember those moments in your life, when you may have asked that question of a friend, new acquaintance or total stranger?

In many instances that question was being asked to open a two way dialogue and to accomplish a simple, yet enjoyable goal .... to dance!! Very often those first few moments were somewhat awkward until one of you elected to take the 'lead' and the two of you talked through, albeit quickly, your dancing style and pace (... probably direction, too!).

A similar awkwardness may exist between your sales staff and you, as the manager or publisher, when it comes to making joint sales calls on new or existing advertisers. Bridging that minor hurdle will be easily accomplished if you remember the aforementioned analogy of 'wanting to dance'. Someone has to take the INITIATIVE, someone has to ask. I always find it amusing when a publisher or senior manager responds to my question about making team sales calls' with 'I have never been asked. Uneasy as you may be .... sometimes, if you want to dance, YOU have to do the asking.

Once you've asked, or for that matter been asked by your sales staff, the following strategies will serve you well in max-

imizing your newspaper's team sales call efforts.

- The team sales call originates with the salesperson, therefore, the sales call is THEIRS, not yours. Don't appropriate the call, thereby frustrating if not humiliating your salesperson in the process.

- Set the stage for your team sales call by asking your salesperson to give you a brief overview (ideally the day PRIOR) of the current advertiser's activity AND what 'we' hope to accomplish before, during, and possibly, after our team sales call.

- In some cases, the goal of a team sales call is to advance the sales cycle by bringing the appropriate company individual into the sales discussion with a new or existing advertiser. In other cases, the goal may simply be one of education ... for the salesperson to observe and learn different selling and situational styles, and for the manager to understand and observe the salesperson's selling style in action, plus interacting with advertisers. The team sales call is NOT an exercise in the hard sell!

- As in any learning situation, dialogue and feedback are essential. Coaching or conversations with your salesperson are important as you develop a concept of team and teamwork, plus fostering an open door attitude

to give support and encouragement .... tell her how she is doing. Coaching is not talking to your salesperson. Rather it is a two-way dialogue or discussion looking at performance, identifying performance obstacles or problems, and developing solutions and action steps.

- A key benefit of a team sales call is availability, YOUR availability to one of your salesperson's advertisers or potential advertisers. Don't overlook or underestimate the value of YOUR presence. In many cases, advertisers may not have had many opportunities to interact with a member of the newspaper's management team. This is your opportunity, too, to learn more about their business, the value they place in your newspaper product, plus minimizing some of their concerns or questions your salesperson may not be in a position to answer for them. Remember ... don't tell to sell. Ask questions and listen!

An additional point worth mentioning...involving another individual, particularly someone with a different selling style can be very beneficial in reinforcing key selling points AND lending credibility to both of you and your newspaper as you support each others statements.

- Speaking of feedback .... pause for a moment during a team sales call and ask your salesperson for theirs, it's important to them and should be

important to you. Just as she might ask you 'How am I doing, coach?', don't hesitate to ask her how you are doing.

- Last but not least. FollowUp is not a luxury, it is an expectation. ALWAYS send an informal (e.g. hand written) thank you note to the advertisers and potential advertisers you meet. Sit down and review each team sales call with your salesperson, summarizing the meeting and reviewing issues, proposals discussed and planned followup, assigning responsibilities and action steps.

Be sure to deliver what was promised to advertisers in a timely fashion, keeping accounts informed of progress if numerous steps and procedures are necessary.

Good luck as you develop your team sales call strategy. Remember, as the old adage goes, a strong sales team Teaches, Encourages, and Motivates.

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Chuck Nau of Murray & Nau, Inc. is a Seattle area based publishing consultant and sales and management trainer. He has been a speaker for and conducted advertising, marketing, management and sales training workshops with newspapers, niche publishers, publishing groups and press associations, throughout North America. Comments and questions are welcome and may be directed to Chuck via email:murnau@nwlink.com. or at (425) 603 - 0984.

# Lending Library

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

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

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

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

- A phone evaluation of your newspaper's design.
- Answers to questions about your newspaper's design.
- Answers to questions on design issues and trends.
- Answers to questions on type and typography.
- Answers to questions on color and color use.
- Answers to questions on advertising design.

Send updates to [s.queshi@ocna.org](mailto:s.queshi@ocna.org)



## Water Cooler

• **Listowel Banner** reporter/photographer Dan McNee won first place for feature photography (circulation under 10,000) at the 2007 Metroland Editorial Awards.

• Amanda Stubbington has joined **AWNA** as sales Coordinator.

## CLASSIFIEDS

### Looking to cover maternity leaves

The Ontario Community Newspaper Association requires two 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.

#### 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 2. 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](mailto: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.*

### Salam Toronto Hiring

Salam Toronto has three positions open:

-**Web Developing and Design** (3 days a week - \$10 to \$13 an hour)

-**Reception and Administration** (3 days a week - First week as volunteer, \$10 an hour from second week with potential to move up to \$13 an hour)

- **Interviewing, Reporting and Photography** (3 days a week, \$10 to \$13 an hour + transportation bonuses)

Please send resume by fax to 905-889-3897 or e-mail: [info@salam-toronto.ca](mailto:info@salam-toronto.ca).

### 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).





# WANT THE SCOOP?

Toronto, May 24-27, 2007

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Join Journalists from Canada and more than 30 countries at the  
**GLOBAL INVESTIGATIVE JOURNALISM CONFERENCE.**

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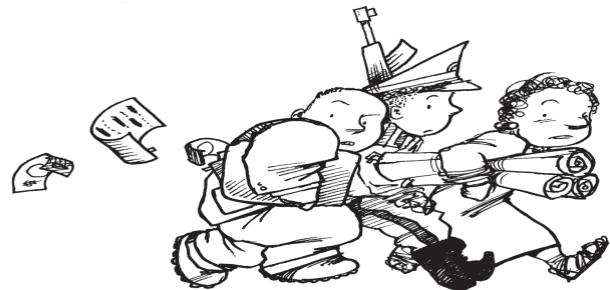
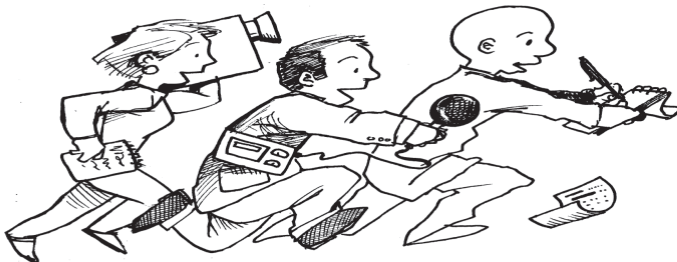


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Erica Leyzac, Ad\*Reach;  
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NewsClips Editor: **Shaba Qureshi**

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