

news clips

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Quebecor makes bid to purchase Osprey Media

Rumours and speculation recently about the future ownership of Osprey Media came to a halt after Quebecor announced May 31 that it has bid to purchase the company. Reports say the deal is worth about C\$516.9 million or \$7.25 per unit; while the company's equity value is C\$355.5 million (Osprey Media Income Fund Close: \$6.32 unit).

"The offer of Quebecor Media reflects strong value for unitholders while providing an excellent strategic fit for our newspapers," said Michael Sifton, Osprey's President and CEO.

In Ontario, Osprey publishes: 34 Community Newspapers, 20 dailies, 3 shoppers, and about 40 magazines and specialty products. While Quebecor, through its Sun Media division, publishes: 32 Community

Newspapers, 9 dailies, 12 shoppers, and a variety of specialty products, including two commuter papers.

There are three markets where Osprey publishes daily newspapers and Sun Media Community Newspapers: Timmins, Chatham and Sarnia. Both companies publish Community Newspapers in Wallaceburg, while other markets complement each other in their distribution. If this deal is accepted by Osprey unitholders, the Ontario market will see Metroland with 100 Community Newspapers and Quebecor/Sun Media with 66 Community Newspapers, Transcontinental Media with 4 Community Newspapers, and another 152 independently-owned newspapers who are members of OCNA.

It will be interesting to see
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2006 Junior Citizen passes away



OCNA 2006 Junior Citizen Maddison Babineau, 15 of Hamilton, passed away on May 15 at Sick Kids Hospital after her three-year battle with cancer.

Maddison was lovingly known as "the girl who gave her wish away".

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OCNA welcomes new Executive Director

The Board of Directors of the OCNA is pleased to announce the appointment of Robyn Matravers as Executive Director, effective May 16, 2007. She hails experience from the governmental, non-governmental and private sector communities. Prior to joining OCNA, Robyn Matravers was the Deputy Director of the Regional Office for North America of the United Nations Environment Programme. She was the key liaison person between UNEP and Canadian government and CSOs. She was also responsible for other UNEP programmatic activities and the general management of the regional office.



Ms. Matravers has also held senior management positions in the Community Newspaper publishing industry in Europe and Canada (General Manager of The Prague Post, Director Business Development/Consultant with Metroland) and played a key role in new business and driving of additional revenue sources. She also worked in senior program and management positions within several non-governmental organizations including the Prague Post Endowment Fund, Foundation for a Civil Society, Association of Conservation Authorities, the Council of Ontario Universities, the Centre for Economic Research and Graduate Education in Prague, and other entities. Ms. Matravers also brings to OCNA skills in event planning, project and financial management, and interactive media development.

Ms. Matravers has both Masters and Undergraduate degrees from York University in Toronto.

"The skills and experience Robyn brings to our association, as well as her knowledge of our industry, make her well suited to both continue to build on the services we provide as well as develop other valuable programs for our varied membership," said OCNA President Rick Shaver. "Community newspaper companies are the preeminent source of news and information to their communities through their print and online products. This association is dedicated to ensuring community newspapers continue to grow and stay on the leading edge of Ontario's media landscape."

She will be based in OCNA's Burlington office while spending some time each week at Ad*Reach's Toronto office and can be reached at r.matravers@ocna.org or 905-639-8720 ext 238.

a word from the President...

In and around OCNA



By Rick Shaver
OCNA President

The Canadian Community Newspaper Association's annual meeting and conference in Winnipeg has proven to be a success. Our congratulations to Coleen Campbell who takes over as President and a thank you to outgoing president Cam McKnight of Tillsonburg, who

becomes Chairman of the Board. John Hinds and his staff did a great job making everyone feel welcomed.

I would also like to congratulate all the Ontario newspapers who were nominated for awards at the Better Newspaper Competition and to remind all papers to continue to support this program by sending your best work each year.

As you have read, OCNA has hired a new executive director. Robyn Matravers has joined our staff and we expect it will not take long for her to get into the daily routine of our operation. Her experience as Deputy Regional Director, United Nations Environment Programme, her years as general manager at the Prague Post, plus the years of consulting with Metroland and Osprey newspapers will give her a good start and understanding of where the association should go in the future.

The OCNA board will meet at the end of June in Toronto.

Our agenda will include the a review/update of the newsprint industry. We sell newsprint as a revenue source and member service so it is a concern to us as to the future of our ability to continue to sell to print shops.

We will also be recapping the annual OCNA conference that was held in Niagara Falls and set a plan for next year. OCNA committees will also be set and if any publisher would like to sit on a committee please get in touch with your director or tell them when they call you in the next few weeks.

Congratulations to Laurentian Media Group founder and president Michael Atkins who received the prestigious Dr. Fred Sheridan Award at Cambrian College's 39th annual convocation ceremony on Thursday, May 24. The Dr. Fred Sheridan Award recognizes contributions to the advancement and betterment of society through extraordinary service to education.

I would also like to remind publishers of the series of Webinars being offered through our member services. Karen Shardlow, Member Services Coordinator, has been working hard on getting a good selection of topics and it's a benefit to our members to use them. OCNA's Defamation Webinar is Thursday, June 14, at 12:00 noon EST. In this one-hour Webinar, media lawyer Doug Richardson will outline how to avoid pitfalls and prepare your story so you can avoid or defend a defamation lawsuit.

Remember, if any publisher has any industry concerns please contact a board member.

a word from OCNA...

Summer time at OCNA

By Anne Lannan
Member Services Manager

It has been a busy few months at your association as we begin new projects and continue to refine others. We were pleased to welcome our new Executive Director Robyn Matravers who has spent her first few weeks getting to know the OCNA staff, being introduced to some of our member newspapers, but most importantly dealing with the issues and trends facing the Community Newspaper industry so she can help the association meet those challenges head on.

Summer time is OCNA Member Survey time. Your participation in this online survey is valuable to us so we can gauge your satisfaction and ratings of importance of OCNA programs and services. Getting feedback from members helps us to evaluate our current offerings as well as to understand and plan around your needs and wants. We are going to ask for your patience this year. Since we have your undivided attention for the survey, we need to ask a few other things as well.

Computer survey – we will be updating our computer database so we know who is using what programs on what platforms. This helps us when other members are asking advice or troubleshooting a program; helps us plan for appropriate training programs and articles in News Clips or Best Practice bulletins; helps with relations with vendors; and gives us data for projecting issues and trends.

OCNA/Ad*Reach is also reviewing the feasibility of selling online national advertising onto our member newspaper's Web sites. From our database and initial contact with members, we have determined there are 160+ newspaper Web sites in Ontario. In order to develop this new program that will add revenue to you, we need to get information about your Web development, logs, visitors, rate expectations, etc., so please complete this section of the survey.

Community Newspapers aren't just newspapers. They are fully integrated companies providing many media sources for their communities, including newspapers,

Web sites, special sections, agricultural publications, magazines, directories and guides. We'll be asking about all the different vertical products you produce so we'll have the data about the depth of our industry.

There are other new offerings in the works as we are reviewing an online advertising sales training program, ideal for new sales representatives to our industry. At only \$100 per 8-hour course, the program allows an individual to train online at their own pace and gives their sales manager or publisher reports on their progress. We will also be exploring other relevant programs offered in this format that are either available to OCNA or can be developed by us.

On the OCNA staffing side, we are pleased to announce that Lynn Fenton, who has worked as Ad*Reach's Media Coordinator for more than 25 years, has agreed to serve as Member Services Coordinator while Karen Shardlow is on maternity leave beginning in July.

With more than 300 members, it can be difficult for us 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 with your updates.

OCNA's former Board Member passes away

Paul Fiocca, former publisher of Canadian Coin News, died May 25, after a brief battle with cancer. It was just two days before his 50th birthday.

Originally an accountant, Paul worked for the St. Catharines Standard and was promoted to run its chain of Niagara area community newspapers.

During this time he was active in the Ontario Community Newspapers Association. While serving as treasurer of OCNA he did key work to put the association on the road to long term financial stability and helped members deal with the new GST!

In 2000, OCNA named him as one of the 50 most influential people over the previous 50 years.

Paul entered the numismatic scene in 1990, when along with partners Paul Winkler and Anderson

Charters, he purchased Canadian Coin News and Canadian Stamp News. He immediately involved himself in the coin collecting community and for more than 10 years was a regular at CNA conventions and coin shows across North America.

As a collector he had an interest in pre-confederation tokens and coins of the Roman Emperor Trajan.

An active supporter of the Canadian Numismatic Association, he served many years as editor of the CNJournal. He finished his last issue of the Journal just days before his death.

Almost six years ago, Paul decided to retire as managing partner of Trajan Publishing, owners of Canadian Coin News, and several other publications.

Remaining involved as a part owner and CFO, Paul relocated to Lighthouse Cove on Lake St. Clair. He returned to

accounting and started his second term as CNJ editor and advertising manager.

He also assisted the CNA



with advice and guidance concerning financial matters, and volunteered as both editor and advertising chairman of the souvenir program booklet for last year's CNA Convention, roles he had agreed to accept for the 2007 Convention.

Outside of publishing and numismatics, Paul was active

in the Jaycees, where he became a Senator, Lighthouse Cove Lions, Tilbury Golf Board, and the Lighthouse Association of Property Owners.

A funeral service was held May 28 at the Paul Reaume Funeral Home, Comber, Ontario, followed by cremation. The service was attended by many friends, family, and business associates. Including close personal friend and current CNA president Chuck Moore.

The eulogy was delivered by friend and business partner Paul Winkler, the current publisher of Canadian Coin News.

"When we started Trajan Publishing Andy and I trusted Paul with everything we owned," he said. "he didn't let us down."

He is survived by his wife Karen, two step children Andrew and Hayley and many other family members.

Local news gatherer returns to Petrolia Topic

By Petrolia Topic Staff Reporter

David Pattenaude returned in May to lead local news gathering at the Petrolia Topic after participating in the editorial reorganization of resources within Osprey Media LP's Southwest region.

David played a key role over the past few months in the realignment of pagination duties throughout local Osprey newspapers.

"As this process continues to evolve, the need to maintain senior editorial staff

within the local markets, when possible, has been recognized as being very important in the publication of a community newspaper," said Daryl C. Smith, publisher of the Topic.

Smith said, "David's senior reporting skills and extensive knowledge of the Petrolia area will ensure our readers continue to receive a quality newspaper. Having been part of the re-alignment process, David is now uniquely knowledgeable in both the local and regional aspects of the new editorial structure in the region. His return reflects Osprey's ongo-

ing commitment to the local market," Smith added.

Shannon Burrows, who is part of the regional newsgathering group, will be returning to Sarnia where she began her career with Osprey Media LP.

"Shannon has gained a unique multi-market perspective having worked in Sarnia, Wallaceburg and most recently Petrolia. She is an important part of our regional news gathering team and we will be tapping into her experience in her new role with the regional copy editing/pagination team," Smith said.

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Former Junior Citizen makes dreams come to stage

Local artist's play goes to stage

By Amanda Roy
Fort Frances Times

“Calling all playwrights! Pivital (arts) Theatre Productions will be holding a festival showcasing amateurs’ work. We are now accepting completed and partial scripts for review’. Last September, Allison Agar received an e-mail containing the above details and decided to put an idea she had to paper.

Her play, ‘Act 2,’ which describes some of her personal experiences, was one of three pieces selected by Pivital (arts) to be staged at its festival, ‘WrightNow,’ in Toronto.

Being presented with the opportunity to make her ideas and dreams come to life on stage wasn’t something Agar, an aspiring actress who grew up in Fort Frances, was expecting or necessarily working towards.

However, it also was an unforeseen opportunity in which she jumped on and embraced its learning opportunities.

“It was a surreal experience and something I didn’t foresee happening,” Agar explained. “It was a nice period of growth for me in a different area than I’m used to working in, and it was satisfying as an artist to watch.”

Agar graduated from the University of Guelph’s Theatre Studies program in 2005 with the intent to pursue a career in the arts.

But because of the tight-knit industry and the need to find a job that will provide some financial security, she realized she would have to look elsewhere in order to pay the bills.

“Theatre is what I always saw myself doing and what I want to do, but it’s hard to break into the industry and make a living at,” she admitted. “So I’m trying to subsidize my acting dreams by doing other things and becoming more educated.”

After taking a year off, Agar moved to Toronto to attend George Brown College, which is highly-renowned for its theatrical studies. However, she enrolled in the pre-health program, which would act as a bridging program to prepare her for further studies in the sciences.

This September, Agar will be attending Humber College in Toronto and working towards a diploma to become a licensed pharmacy technician.

With her focus on her present studies, Agar’s acting dreams had become sidelined and now were more of a hobby. At least until last October, when her play and two others were selected by Pivital (arts).



From the moment Pivital (arts) contacted Agar, she and other members of the theatre company got to work and collaborated their ideas for the show.

But before they could select a cast or start rehearsals, they needed to finalize a script that Agar said was about one-quarter done at that point in time.

“The play was really bits of papers, and the e-mail I received gave me a reason to put things on paper,” Agar admitted. “I sat down with facilitators and together we worked on the characters’ development and how each of us envisioned the play to be.”

Once the script was etched in stone, actors were chosen—each hand-picked by Agar—and rehearsals began in early January.

“I got to pick the actors who I felt suited each character best,” she noted. “It was kind of special as it also symbolized another personal connection for me.”

This tie is one of many, as the play reflects some of her life experiences and the decisions of others who have helped her.

Now 25, Agar has undergone three kidney transplants over the course of her life. The first (in 1990) only lasted seven months before her body rejected it.

Five years later (in 1995), doctors found another match and tried the surgery again. But nine months later, her body was rejecting the second kidney and she found herself back at square one again.

By year 2000, after a decade of trying to find the right kidney for Agar’s body, she got lucky and hasn’t had any trouble since.

“As they say, the third time’s a charm. I’m healthy now and loving life,” she enthused.

Her play consists of four main characters: ‘John,’ a hard-working father and businessman, ‘Amanda,’ a successful attorney who decides to become a stay-at-home mom, ‘Ben,’ the couple’s only child, and ‘Emily,’ a girl in need of an organ.

“Emily is the character whom I can relate to,” Agar explained. “The feelings she

describes are some of the things I was dealing with through the process.”

Each scene walks the audience through the motions of life, both vividly and emotionally, starting with the birth of a child (Ben).

They continue with his growth from a toddler into adolescence and then through young adulthood, the decisions the couple is faced with during this period of growth, and, ultimately, the decisions that need to be made when a life comes to a sudden end.

“There was an accident, the right person had been sacrificed. I was one of the chosen ones. The one who would live today,” says Emily’s character in the play.

“Benefit’ would be the politically correct way of putting it,” she adds.

Through the use of words, Agar gave audiences a glimpse into the minds and thoughts of all parties involved in the decision to donate a loved one’s organs.

“It’s a decision to end one’s life and give life to another,” Agar said. “The play describes the recipient’s struggles and feelings, the traumatic experience and feelings of the family, and how the decision affects the donor family in the future.”

After months of rehearsing and tweaking, the sold-out show was staged March 9 at the Diesel Playhouse in Toronto.

“That night I was so excited because never in a million years did I imagine I would be watching my own play on stage,” recalled Agar.

“Initially I wanted to be an actor and that’s where I drew the line,” she added. “I never thought about writing plays until I took a . . . course at the University of Guelph, but now it’s something I would love to do again.”

On the big night, Agar’s mom Wendy, and her sister Kelly, who had made the trip to

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Junior Citizen makes dream come true

Continued from page 4

Toronto, were in attendance along with six nurses from the Sick Children's Hospital in Toronto who had worked with Agar during her hospital stays.

All of them wanted to be there to experience Agar's work firsthand.

"She didn't want me to read the script beforehand because she didn't feel it was as effective on paper as in the theatre," explained Wendy Agar.

From her seat in the theatre, she experienced for the first time some of her daughter's personal insights.

"As her mother and having seen her through all the events that were represented in the play, it was absolutely moving," she said. "I can't describe how proud I was of her.

"It gave me insight into how she dealt with her illness over a number of years that I was unable to see before."

She also said many of the nurses, and other people in the audience, were moved to tears by the play and thought it was very well-written.

"I don't think it's just the mother in me talking because everyone around me, when the play was finished, was talking about how moving it was," said Wendy Agar.

"Some of the nurses had tears in their eyes."

Unfortunately, "Act 2" only ran the one night—not because it lacked popularity, but

rather funding.

"Pivotal (arts) is a new company founded by some of my friends from Guelph," the younger Agar explained. "This was their first festival. It was kind of a trial period and we only had enough money for one night of production."

Agar now is trying to work something out with the Ontario Trillium Foundation so her play can continue to deliver its message.

"Hopefully, they will show interest because it definitely deserves it," Wendy Agar said. "It's important people are aware of the need for organ donations."

From this experience, Agar said she learned a lot about the industry she hopes to break into, like how connections are made, how a production is put together, how to write a play, and how much work is involved.

She said she liked to share some of the credit for her success with the teachers at Fort Frances High School—for pointing her in the right direction and for all the hard work they put into every production.

"I believe being involved with the theatre program at Fort High was awesome and started me off in the right direction," she remarked.

"All the positive feedback Mr. Dutton, Mrs. Martindale, and Mrs. Kunkel gave me really helped me succeed."

Allison was a Junior Citizen of the Year in 1990 from Fort Frances.

Osprey Media to sell to Quebecor

Continued from page 1

how this deal with play-out in the marketplace. According to a Reuters Canada article, the offer documents are expected to be mailed to Osprey Media unitholders by June 14 and the transaction is expected to close following regulatory approval, which is expected in August.

Quebecor Media is a large, diversified company with interests in publishing, cable services provider Videotron, French-language broadcaster, music stores, and Internet services of Canoe Inc. Across Canada it publishes 8 dailies outside Ontario, 50 Community Newspapers in Quebec, more than 50 in the prairie provinces, and nearly 200 periodicals across Canada.



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We are your eyes and ears in the courthouses

By Peterborough This Week Staff

Last August the provincial government received the final report of the Attorney General's Panel on Justice and the Media which made 17 recommendations on how to improve relations between the news industry and the courts. While some recommendations have been adopted (like appointing a media contact person in every provincial courthouse), others, like OCNA's recommendation for a public registry of discretionary publication bans, languish with no indication of when or if they will ever be adopted. Recently, Peterborough This Week published an editorial outlining some of the recent problems they've been having covering a number of local cases. OCNA is reprinting it to kick off a campaign to lobby for the adoption of recommendations of the Panel on Justice and the Media and other changes that would make it easier for journalists to cover and report on the court beat.

Two weeks ago, Eric Smeaton's courtroom nightmare came to an end.

The respected Lindsay music teacher saw two sex-based charges withdrawn based on a lack of evidence.

He had faced those charges for a full year, accused of groping a teenager while listening to a performance at the Kiwanis Music Festival. Ultimately, Crown attorney Paula Thompson didn't think the case would fly; she simply could not prove anything had happened.

Smeaton's friends and supporters breathed a huge sigh of relief. They were shocked when he was charged and disappointed when school board officials transferred him out of his school to work on special projects away from students. They understood why but felt his music students suffered from his absence.

We published the latest developments

in this case in our Lindsay edition and on our Web site. We follow up on cases to ensure that our readers find out the end of each story. It's only fair to the person charged and other people affiliated with the case.

If only it were easier.

The 150 words published about Smeaton's acquittal took two trips to the courthouse this month and dozens of phone calls over the past year.

Court staff didn't want to share the information in his file since it had a notice of a publication ban (on the victim's name). It took a second visit to get them to open it up to an inquisitive reporter. The bulk of the information inside was public -- except for one nugget.

We understand the clerk's caution. We regretted having to interrupt her work twice in one day.

However, Peterborough This Week and other media outlets are virtually the only way the public has to learn about what is happening in our courtrooms. We take that responsibility very seriously.

Anyone who has tried to follow a case will see what a challenge it is to track cases when hearings change to different dates and, sometimes, different courtrooms. You can only find out via a lawyer assigned to the case or by going to the court office. Or you can sit in court all day and hope your case comes up early in the session.

For example, one of our reporters went to court Tuesday to track a case that was supposed to be heard at 9:30 a.m. By 11 a.m., she was still waiting and the courtroom staff took a 20-minute break. She gave up and came back to the newsroom, having lost two hours for nothing. She will have to go back later to find out what happened.

A report issued last year outlines the barriers that keep reporters (remember,

your eyes and ears) from getting information easily and quickly from the justice system. Nothing is available online; we pay \$2 per page for photocopies of long documents*. There is no clear record of publication bans on cases.

It's a minefield where we try to avoid stepping on people's rights to a fair trial but there's no clear road map from case to case.

The Province set up a justice-media panel to follow through on the report's 17 recommendations. We tried to get representatives -- our editor and our lawyer -- aboard but we didn't make the cut. The committee met for the first time May 10 with two reporters among 10 bureaucrats and law officials.

So far, it doesn't look like much is going to change through official channels.

That doesn't mean we have given up.

In fact, we have teamed up with dozens of other newspapers and the Toronto Star to continue to lobby for changes in our own special way.

We do it for people like Smeaton. We could have easily walked away from the courthouse in frustration, leaving his good name smeared forever.

That's not good enough. Neither is the progress in opening up the court system.

OCNA welcomes your court horror stories as we are putting together a dossier of our member's experiences to share with the new Justice-Media Liaison Committee and the Attorney General to show how acute the problems really are. Anyone with a story or who would like to be involved in this campaign should contact Gordon Cameron at (905) 639-8720 ext. 239 or g.cameron@ocna.org.

** Shortly after this editorial was printed the Attorney General's office announced a reduction in photocopying fees from \$2 to \$1 a page.*

WPP buys 24/7 Real Media for \$649M

WPP Group PLC, the world's second-largest marketing conglomerate, is buying online advertising company 24/7 Real Media Inc. for \$649 million.

The deal came soon after Internet search leader Google Inc.'s \$3.1 billion acquisition of DoubleClick Inc. in mid-April, giving them a major foothold in online display advertising.

Yahoo Inc. also struck a deal last month to buy the rest

of privately held online ad exchange Right Media Inc. for \$680 million.

Those moves by Google and Yahoo are motivating traditional ad agencies such as WPP to act quickly so as not to get left behind in the race to offer online advertising services.

24/7 Real Media ran an online advertising network, allowing advertisers to make one deal that would allow an ad to appear on hundreds of sites at once, saving advertisers the headache of making many sep-

arate deals.

In January another major advertising conglomerate, the Paris-based company Publicis Groupe, purchased the online advertising company Digitas, and last month the Interpublic Group of Cos. said it would acquire a privately held marketing agency, Reprise Media Inc., for an undisclosed price.

With 24/7 Real Media now sold - unless a higher bidder emerges - relatively few publicly traded online advertising companies remain, says analyst

Brian Pitz of Banc of America Securities, a result of the recent 'land grab' in the sector.

WPP is paying \$11.75 per share for 24/7 Real Media, a 30 per cent premium over the company's average closing price over the past two months.

London-based WPP is a major advertising services company and includes several major agencies, such as JWT, Ogilvy & Mather and Young & Rubicam.

OPC dismisses complaint against Toronto Star

A complaint that a column published in the Toronto Star lacked accuracy, balance and fairness, to the point of openly conveying anti-Islam bias has been dismissed by the Ontario Press Council.

The column by Richard Gwyn was published Feb. 24, 2007, under the headline Clash of civilizations - really a feud over Islam. It was also published in the Waterloo Region Record under the headline 'The heart of the conflict lies within Islam itself', but the Record was not called upon to defend the column.

Mohamed Elmasry of Waterloo, national president of the Canadian Islamic Congress, challenged Gwyn to cite the sources of such statements as, "The overwhelming majority of deaths now occurring in Iraq is a result of Muslims killed by other Muslims, and the al-Askari shrine at Samarra in Iraq was destroyed by Muslims."

He took issue with the statement that the deaths of 360 pilgrims trampled to death in Mecca occurred after clerics declared it would be heresy to change the time of the Stoning the Devil ceremony.

He also suggested the column should have said its translations of Arabic came from the MEMRI Centre, an Israeli organization that he said is avoided by informed neutral writers because its translations are selective and out of context, projecting a negative image of Arabs and Muslims.

The Star said Gwyn was not talking about Islam but talking about extremists who pervert Islam in the name of religion.

Defending the columnist's reliance on

translations by MEMRI, it quoted Guardian journalist Brian Whitaker as saying "Nobody, as far as I know, disputes the general accuracy of MEMRI's translations." Maintaining that it's accurate to say the overwhelming majority of deaths in Iraq are Muslims killed by other Muslims, it said, "The best available estimate of deaths since the destruction of the mosque at Samarra, either of Sunnis by Shia or Shia by Sunnis, is now more than 1,000."

The Star conceded that perpetrators of the destruction of the mosque at Samarra have not been identified but added that regardless of what faction is named, all are Muslim.

It said the column erred in saying four (rather than three) of Muhammed's descendants are buried at Samarra but that this has been corrected in the Star's archive. And it explained that the word iman (rather than imam) which appeared in some editions was the result of a typographical error.

Text of the adjudication:

Mohamed Elmasry of Waterloo complained that a column published in the Toronto Star Feb. 24, 2007, lacked accuracy, balance and fairness, to the point of openly conveying anti-Islam bias.

The column by Richard Gwyn asked whether the so-called clash of civilizations is not between the West and Islam but rather within Islam, between moderates and extremists.

Elmasry questioned the statement that the overwhelming majority of deaths in Iraq is a result of Muslims killed by other Muslims. He said the column jumped to a

conclusion in saying that the destruction of the Al-Askari shrine at Samarra in Iraq was committed by Shia Muslims. And he asked what correlation there was between what happened at Samarra and the previous month's stampede in Mecca where 360 pilgrims were killed.

The Star maintained that the columnist was not talking about Islam but about extremists who pervert Islam in the name of religion. Noting that the column asked whether the same aspect of contemporary Islam is inherently accepting of violence, the newspaper said this was a reasonable question in the context of violent demonstrations against publication of Danish cartoons about Muhammed.

The Ontario Press Council notes that aside from a typographical error and an inaccuracy in the number of Muhammed's descendants buried at al-Askari (three rather than four), the column did not contain demonstrably inaccurate statements of significance.

It heard no evidence that translations from Arabic were inaccurate despite the fact they came from Israeli sources.

The Press Council recognizes that Muslims are sensitive to suggestions that the so-called clash of civilizations may not be between the West and Islam but rather between moderate and extremist Muslims. But it does not believe such statements are in conflict with the Press Council's long-standing policy, which extends to columnists wide latitude in expressing controversial or unpopular opinions. Nor does it see the column as unnecessarily hurtful.

The complaint is dismissed.

Lindsay Daily Post shifts to twice weekly

By Peterborough Examiner Staff

The Lindsay Post will now be published two days a week instead of five. Publisher Darren Murphy, who is also publisher of the Peterborough Examiner, stated the paper published an enhanced and redesigned paper Tuesday, May 22 and published the following Friday.

From here on it will publish every Tuesday and Friday. The Tuesday edition will be available to subscribers while Friday's paper will be delivered to more than 25,000 homes covering the

City of Kawartha Lakes.

"As reader habits and advertiser needs change, we must also change," Murphy states. "The Post will continue to serve our communities for generations to come by adapting and evolving our business model.

"By making these operational changes we are able to ensure continued success of The Post. The Post remains committed to our readers, our advertisers and our communities."

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.



technology

Photoshop CS3 to become a favourite



By Kevin Slimp
Newspaper Institute
of Technology

I try to offer some variety in my columns, but sometimes it's hard. Most of the e-mail requests I receive are related to Acrobat (PDF files), Photoshop and InDesign. All Adobe products. It's hard to remain objective when most of the software released for our industry seems to come from one company. I cannot put it off any longer. Photoshop CS3 deserves its own review.

A lot of you downloaded the free trial of Photoshop CS3 last year, when the free beta upgrade was released for Photoshop CS2 users. However, most folks in our business haven't had the opportunity to see what all the fuss is about. Let me tell you, there is plenty to fuss about. I plan to limit our discussion to three features in Photoshop CS3 that are sure to become favourites of paginators and photo editors.

Improved Curves

Most photo editors can adjust Levels and Curves in their sleep. They know to bring the highlight and shadow end points in using Levels, then adjust the midtones using Curves. Using both tools is handy thanks to the histogram included in the Levels adjustment window.

Levels might be history thanks to the histogram now available in the Curves adjustment window. Now Photoshop users can bring the end points in using Curves, without visiting Levels first. The Curves histogram shows up in light gray underneath the adjustment Curves. Users who

want to adjust the highlights and shadows, lighten the midtones, then create an "s" curve to create contrast can do all this in Curves.

Controlling Grayscale Photos

Photo editors have created all kinds of ways to convert photos to grayscale in Photoshop. A lot of photo editors convert images to Lab colors, selecting the Lightness channel to convert to grayscale. Most simply select Image>Adjustments>Grayscale.

Photoshop CS3 introduces the Black



With all the time saved in Photoshop CS3, you'll finally have a few moments to express your creativity with older features like the Warp Text tool.

& White tool. Adobe must have had newspapers in mind when it developed this tool, because it's perfect for many of the challenges we face.

The Black & White tool, found under Image>Adjustments, lets the user adjust individual colour channels in an image while viewing its representation in grayscale. To test this tool, I took a photo of my son at his birthday party. When I converted the image to grayscale using Image>Mode>Grayscale, it was difficult to see the difference between the green and blue balloons. Using the Black & White tool, I was able to lighten the green balloons and saturate the blue balloons to get the results I wanted. Sure, I could have done this in earlier versions of Photoshop, but it would have taken more tools and more time. This tool alone justifies the cost of an upgrade.

Yes, You Can Create Animated GIF Files

Sure, I could create animated files in earlier versions of Photoshop. An animation is a sequence of images, or frames, that is displayed over time. Each frame varies slightly from the preceding frame, creating the illusion of movement or other changes when the frames are viewed in quick succession. Just think of the rotating ads on your newspaper Web site and you know about animation.

Prior to CS3, I had to create my artwork in Photoshop, then move to a separate application (by clicking on a button at the bottom Photoshop's tool bar), to create a sequence of frames which eventually became an animated GIF file. In the CS3 version, I can do all my work in Photoshop. While this might not seem like a big deal to folks who have been creating GIFs all their lives, I found creating these files much more intuitive using Photoshop CS3.

What's This Mean To My Newspaper?

Yes, it's true we could accomplish these tasks in earlier versions of Photoshop. The nice thing about the CS3 version is that you can do them much more quickly and without a long learning curve. Newspaper photo editors are busy people; finding time to learn new tools can be a problem. But these tools are very intuitive in CS3 and you will be using them in no time. And, for those using Intel-based Macs, the latest version of Photoshop runs considerably faster than the CS2 version.

The cost to upgrade to Photoshop CS3 varies, depending on the software you already have. Visit <http://www.adobe.com> for more information.

The girl who gave her wish away

Continued from page 1

At the age of 12 she was diagnosed with a rare form of bone cancer - Ewing's Sarcoma. After being diagnosed, she encouraged her class to get involved in walking all night in the Relay for Life, which resulted in raising thousands of dollars for cancer

research.

When the Children's Wish Foundation offered Maddison a wish for anything she could ever want, she asked for the money to be used to build a school in Kenya. Even as she lay in her hospital bed she spent her time making jewellery to raise money for a

drinking well for her school in Kenya.

She was most definitely an inspiration to all who met her as she never stopped giving.

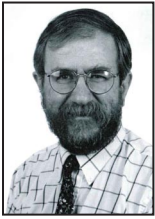
To help Maddison continue her dream, support Free The Children and "the MAD project" for Maddie's well. For information see - the MAD

project at www.maddieswishproject.com.

OCNA would like to offer its condolences to the Babineau family and feels honoured to have had the opportunity to meet and recognize Maddison as a Junior Citizen of the Year.

writing/editorial

A reporter with enthusiasm is valuable



By Jim Stasiowski
Writing Coach

Here's a familiar drama, brought to you by your local newsroom.

Enthusiastic reporter comes up with idea for story, tells Editor No. 1. Editor No. 1 says, "Sounds good, but why don't you also include this, this and this." Reporter, upset, follows orders, writes bloated story Editor No. 1 wants. Editor No. 2 steps in and says, "Need a shorter story." Reporter, momentarily demoralized, condenses, then celebrates when he (she) realizes the shorter story is close to what he (she) wanted in the first place. Editor No. 2 reads condensed story, grimaces, then says, "We need to add this, this and this," in other words, Editor No. 2 wants the bloated version Editor No. 1 ordered. Reporter grinds teeth to nubs, types with clenched fists, then afterward seeks solace in either fancy coffee or cheap booze.

Before you enlist me in the Hates All Editors Society, I point out that in the above drama, there are no villains. With every step, all three people in that allegory are doing exactly what they think is right, and yet, all three make grievous mistakes.

The enthusiastic reporter comes across as the innocent martyr, but in reality, he or she had options that could have eliminated much of the angst.

First, why go running to your editor the instant you come up with a good story idea? A fiercely subversive voice should shout to all of us, "Do the story before you tell the editor about it, turn it in, then see if he (she) has the guts to mess around with

it."

A story in the hand is worth two in the talking-thinking-planning phase.

Second, if your story idea is clear, direct and focused, you should be able to argue effectively that adding to it merely weakens it.

A story is the development of a central conflict. Before talking to the editor about your idea, think critically. Conceive a central conflict so tight that he or she cannot tamper with it.

Third, when the editor says, "Include this, this and this," don't mope. Take control of the editor's ideas and turn them into something you like, something that makes the story your own.

We reporters enjoy playing the martyr, as it gives us an excuse. "Yes," we tell all who will listen, "I had a great idea for a story, but the editor ruined it."

The editors participating in the tug-of-war over who will decide the story's content also love to play the victim in such a drama.

Too many editors live with the illusion that they have only editing duties, and that the administrative part of running a newsroom is a nuisance, a trivial skill they never bothered to master. Thus, when Editors No. 1 and No. 2 jerk around the reporter and constantly tinker with his (her) story, they both disingenuously assert that the jerking around isn't their fault, that they have no control over such circumstances.

To which I respond: balderdash. A true leader seizes control.

So first of all, in most instances, only one editor should control what a reporter is doing.

Second, editors too seldom listen to what a reporter wants to do. Hey editors:

Of all the assets in your newsroom, nothing is as valuable as a reporter with enthusiasm for a story.

Whenever practical, allow a reporter to chase the story he or she is excited about. As soon as you say, "Good idea, but also do this, this and this," the reporter's enthusiasm dims.

Third, stop trying to make every story all-inclusive. I concede that some stories must include everything we can gather on a topic; but far too often a story becomes flabby and unfocused because an editor, haunted by the possibility that readers will complain, insists that the reporter call everyone in town to make sure no one gets left out.

Too many editors think their sole job is to keep the newspaper out of trouble. We do want to avoid unnecessary trouble, but sharp, perceptive journalism and trouble go hand-in-hand.

Telling the truth about our communities will provoke people. Any editor who wishes an endless stream of trouble-free days should sign a 5-year, \$100 million contract to play professional baseball, then immediately pull a hamstring.

Instead of forcing massive amounts of information into what could have been a tight, well-thought-out story, editors and reporters should collaborate on options. Sidebars can develop second, third or fourth conflicts. A chart or fact box can accommodate meaningful but non-essential material. A follow-up for the next edition can take the pressure off the reporter who otherwise will try too hard to shove everything into one bulging story.

I love newsrooms that reverberate with raised voices and strong disagreements. A newspaper will be a marketplace of ideas only if its newsroom is.

But too often, the conflict in the newsroom is livelier than the story that results.

THE FINAL WORD: Every time I see the word 'preventative' as in the phrase 'preventative medicine' I wonder: Isn't there an extra '-ta-' in there?

The dictionary says yes. It first lists the slightly shorter word 'preventive' then gives a full definition, then, with a sneer, includes: 'Also 'preventative'. (Maybe I'm the only one who detects the sneer, but it's definitely there.)

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.



OCNA celebrates baby showers

OCNA threw a surprise baby shower for its three expecting employees on May 15. From right to left: Lucia Shepherd, Accountant/CNRIE (due June 24); Karen Shardlow, Member Services Coordinator (due July 19) and; Shaba Qureshi, Communications Coordinator (due August 2).

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

To borrow any publication from the lending library, please go to
http://members.ocna.org/AFS/Best_Practices/Lending_Library/Lending_Library_Orderform.pdf
 Contact Karen Shardlow at 905-639-8720 ext. 232 or k.shardlow@ocna.org

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

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 colour and colour use.
- Answers to questions on advertising design.

Defamation Webinar - June 14 at noon EST
 Media lawyer Doug Richardson will outline how to avoid pitfalls and prepare your story so you can avoid or defend a defamation lawsuit. He assists community newspapers and other media organizations with a variety of publication issues including defamation, copyright, privacy and court reporting. All you need to attend is a phone and a computer with Internet access. The cost is \$55 (use a speaker phone and one computer and you can train as many staff as you like for one low price.) To register please contact Karen Shardlow at 905-639-8720 ext 232 or e-mail k.shardlow@ocna.org with all your contact information and newspaper name.

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Life 101

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

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Amherstburg, Ontario. In addition to practicing veterinary medicine, Dan is an experienced outdoor writer. He wrote a weekly outdoor column for the Windsor Star for 11 years. His material is also published regularly in many of the large outdoor and fishing magazines in both the United States and Canada including Outdoor Canada, Bob Izumi's Real Fishing Magazine, Canadian Sportfishing, Canadian Sportsman, Muskie Hunter, Walleye Insider, the Ohio Outdoor Beacon, Michigan Outdoors and In Fisherman Magazine. He has presented many seminars at outdoor shows in Ontario and Michigan, and has appeared on several T.V. shows. For syndication rates and information contact: Dan Watkin at danwatkin@hotmail.com.

Spaghetti for Breakfast

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

Send classifieds to
s.queshi@ocna.org

Scarborough Mirror is online and getting better

By Scarborough Mirror Staff

The online news and information site that is an important and growing component of Toronto Community News has undergone a transformation.

Our Web site at insidetoronto.com, which features news and advertising information from all of the communities in which

online and become a part of our growing online community.

But, as with any large and technologically challenging project, we're still smoothing out a few of the wrinkles that accompany transition.

To that end, we ask you to be patient with us as we work through the bugs.

We also invite you to contact us if you notice anything that isn't working or displaying properly.

E-mail your comments to scm@insidetoronto.com, and we'll work to address all of the issues affecting our Web site.

In the meantime, don't be afraid to dig deep into the site, check out our new look and lineup of stories, features, photos and advertising information.

The site is still new, but it's getting better every day.

If your interest lies in local news, we've got it.

If you're more interested in photos and features, it's all there too, along with online crossword puzzles, Sudoku, contests, advertising updates and more.

Send us your thoughts today so we can be better tomorrow.



we publish our newspapers - Scarborough, North York, Etobicoke, City Centre, York, Bloor West Village, Annex, East-York-Riverdale and Beach-Riverdale - has expanded its online content with a host of new offerings for our readers and advertisers.

We invite you to join us

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