

## Storm hits near Ignace Driftwood office

By Dennis Smyk  
Ignace Driftwood

The animals knew it first. We humans were warned there was a system moving through the region with the risk of severe weather. And anyone who could clearly see the western horizon saw an ominous sky rapidly approaching Ignace.

But dogs and cats headed to basements or stuck heads under furniture well in advance of the storm which hit Ignace last Tuesday morning.

The clock in the Northwoods Motor Inn lobby is frozen at 9:18, the time the power was lost due to 112 kph winds caused by a microburst dropping out of that ominous looking sky.



The Ignace Driftwood office is the brown-roofed house across (to the right of) the green field from the blowdown.

Less than half an hour later it was all over. The winds and wind-driven rain had blown down or broken off single and small clumps of trees and flattened wide swaths throughout the Ignace urban area. The most affected forested areas were the triangle between Spruce and Balsam Streets and the highway, and the east end of town around the Highways 17/599 junction. The loss of thousands of trees has dramatically changed the landscape.

The Mary Berglund Community Health Centre/Ontario Government building can now be clearly seen from the highway. Ironically, the Health Centre staff had recently conducted a planning session where *Continued on page 8*

## Strathroy Age Dispatch receives Fire Safety Award

The Strathroy Age Dispatch received a Fire Safety Partner Award from the Fire Marshal's Public Fire Safety Council at a ceremony on June 28 in Toronto. The annual Fire Safety Awards recognize outstanding contributions to fire protection and prevention in Ontario.

Working in partnership with the Strathroy-Caradoc Fire Department, The Age Dispatch has demonstrated its support for fire safety initiatives by writing a number of articles about major fires involving loss of property that have occurred in the area. These stories explain the cause of the fire and how residents can

prevent such incidents. The newspaper has also written and published stories and photos about events hosted by Strathroy-Caradoc Fire Department, including the Canadian injury prevention program Risk Watch, emergency preparedness, candle safety, Christmas fire safety, safety for seniors and seasonal safety.

In the past year, Strathroy-Caradoc Fire Department has observed a reduction in overall fire calls, specifically for fire safety issues related to the stories that have been written.

"The newspaper has helped to facilitate the distribution of fire safety messages to hard to reach groups in the com-

munity," said Ontario Fire Marshal Pat Burke. "Through their work as a partner in fire safety, The Age Dispatch is helping to reduce the community's fire loss and enhance residents' understanding of fire safety."

Fire departments throughout the province nominated individuals and organizations for this year's awards; 21 recipients were selected. The Minister of Community Safety and Correctional Services Monte Kwinter and Fire Marshal Burke presented the awards at a luncheon ceremony at the Fairmont Royal York Hotel in Toronto.

a word from the President...

# In and around OCNA



By Rick Shaver  
OCNA President

The OCNA Board met in Toronto on June 20 and 21 with a very busy agenda. A lengthy discussion took place on Ad\*Reach Online Sales, with the outcome that they will continue to explore relationships with third party providers: considering sales and ad posting functions as possible options. A budget will be prepared with projected sales and expenses for the first two years and this report will be presented to the Board at its September meeting. Ad\*Reach, Digital Archive, and Member Services all had excellent reports and are all going in the right direction.

One of the more disappointing reports came from our directors who had a low response rate from publishers returning their calls and e-mails about on concerns with the industry. Each director has a block of newspapers to contact the publisher to ensure the Board is addressing the issues for the members. This low rate mirrors the returns of the last few attempts by the board to get in

contact. The Board will continue to practice of contacting all newspapers quarterly in the hopes that this will reverse itself. We want to be at the pulse of our members.

The Board also reviewed the 2007 Convention report and has agreed to a new format for the 2008 convention. They are looking at a one-day (Saturday, early April) event hosting the Board meeting and annual meeting/election of directors in the morning, Junior Citizen of the Year Presentations at lunch with the President change over, an afternoon session (2 p.m.) with an outstanding speaker, followed by the Better Newspapers Competition Awards Presentation. This would allow members to come into town the morning of the event. This change was decided due to the CCNA/CNA convention being held in Toronto in May 2008, as it was the feeling that the majority of members will not be able to accommodate both the OCNA and CCNA Conventions. OCNA will begin discussions now with CCNA about offering sessions specifically designed for small market newspapers.

Overall, OCNA is responding to the needs of its members in a consistent and effective manner and we will continue to be at the forefront of the community newspaper industry in Canada.

a word from OCNA...

## OCNA to launch Network Display Advertising program

OCNA has a very successful Network Classified Advertising program, which is a key source of revenue for both the association and its member newspapers. Last year we were able to distribute more than \$391,000 to the 185 participating newspapers, and offer your readers an assortment of classified ads.

We also provide a valuable display advertising program through our Ad\*Reach division which represents our industry to national advertising agencies and the government.

But (there's always a but...) there is a market that lies between these two classes of advertisers, so we are creating a new Network Display Advertising program to meet their needs and bring additional revenue to our members. We service many small to mid size companies who love the Network Classified Advertising program and the response it gives them. These customers have substantial advertising budgets and want display advertising but can't afford the national advertising rate card.

The new Network Display Advertising program will provide these advertisers with a black and white, 2 column by 30 agate line ad in a number of

papers within 10 specific groupings around the province. The ad pricing will be based on the 100,000 line rate provided by our newspapers to Ad\*Reach. Ad material will

be distributed to members on the AdLine. The publisher will be able to place the ads throughout the newspaper. There will be some restrictions with the new program, eg. Recruitment advertising will not be accepted.

Payment to newspapers will be made on a monthly basis for the cost of the ad, less a seven per cent commission to OCNA.

Please watch for more information about this new program. Member newspapers will be given the opportunity to opt out of

the program prior to its launch later in the Fall as we realize the discount offered is your best rate.

## Congratulations to OCNA's newest moms



Photo taken by Gordon Cameron

Congratulations to OCNA's Accountant Lucia Shepherd and husband Len (shown) on the birth of daughter Riley MacKenzie, born July 1. She weighed in at 8.14 lbs. Congratulations also to OCNA's Member Services Coordinator Karen Shardlow and husband Joel on the birth of daughter Sara Maaikie, born July 3 and weighing 7.2 lbs.



# One day a week, subscribers in every home

*The Niagara Newspaper Group creates a unique advertising distribution model that gives away its core product on Fridays to non-subscribers. It is a way to combat new local competition and give insert advertisers greater visibility.*

**By John Hammill**

Regional Circulation Director of the Osprey Niagara Newspaper Group

**A**cross the newspaper industry, publishers are constantly being challenged to provide the most effective means of communication for advertisers in the face of mounting competitive pressures from weekly and free distribution newspapers.

Here in the Niagara region of Canada, the challenge has been answered with our new business model launched in April 2005.

Before the conversion, our regular weekend distribution included flyer delivery to our paid home-delivered customers through our core newspaper product. Non-subscriber homes received their inserts inside a separate editorial product called Weekly Update.

Two years ago, a new weekly competitor entered the marketplace. Given new competition for advertising and insert customers, we felt replacing the Weekly Update with our well established core newspaper brand would increase visibility for our insert customers.

In other words, non-subscribers receive the Friday newspaper for free.

Such an arrangement would also allow us to offer dramatically increased distribution for run of newspaper advertisers, cre-

ate circulation promotion opportunities through sampling, and give us a significant competitive advantage through the strength of our brand.

Two weeks before the first day of our changes, our customer appreciation program was relaunched to our home-delivery subscribers.

As a part of our new 'Reader Rewards' program, we launched our 'Deal of the Day' promotion and published our first new quarterly newsletter, complete with coupons to provide an added sense of value. The Friday newspaper also underwent some editorial enhancements.

All told, we only lost less than one per cent of our home-delivery customers and have since regained almost half of those losses.

While initially planning for an 80 per cent single copy decline on Fridays, we were pleasantly surprised when our sales decline hit only 23 per cent during launch.

We were not only able to maintain our insert volumes in the face of aggressive new competition, but also created a 'must have' insertion day for run-of-paper customers, with a significant run-of-paper advertising rate increase.

Almost two years after the launch, our advertising partners continue to be thrilled with our TMC service and our customers

# Rain or shine, the reporting must go on



Stirling Community Press reporter Janet Richards attended the planting of the Isabel Street Garden at the former Queen Mary School in Belleville. Janet works rain or shine to get the story.

are pleased with our expanded Friday edition.

*This article was originally printed in the March-April 2007 issue of INMA Magazine.*

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# New look for the Voice of the Farmer

**By Voice of the Farmer Staff**

**A**s we're sure you've noticed Voice of the Farmer has made some big changes.

First of all, we've changed our format, moving from what's known in the industry as a tabloid to a broadsheet - a full sized newspaper.

Secondly, we've changed the design of our typeface. Together, these changes

will provide greater readability and more space to publish larger pictures.

It will also mean you will have a cleaner, better print job. Our press is designed for broadsheets and it was a challenge making the smaller size

look as good as we want it to.

What hasn't changed is our commitment to bringing you the best roundup each edition of the farm news that affects our southwestern region Ontario region.

# Metro ADS On Demand set to cut costs and grow ad revenue

*Metro ADS On Demand, new Web and printad creation service, set to cut costs and grow ad revenue*

**M**etro Creative Graphics, Inc. has introduced Metro ADS On Demand, an overnight, customized print and Web ad development service for newspapers. Metro ADS On Demand gives newspapers fast, effective and cost-efficient help to keep their work flowing smoothly and their ad sales growing.

ADS On Demand is especially useful for newspapers' sales departments to prepare high-quality, professionally designed spec presentations that are customized for their advertisers and delivered overnight. They can significantly increase the odds of closing a sale and, in turn, boost revenue.

Newspapers can also use this on-call service when they are shorthanded due to staff illness or vacation or if they are under a tight deadline, faced with an unusually high volume of ads, or developing a special section or seasonal edition; no need to hire a high-priced freelancer. Metro ADS On Demand allows a newspaper to handle cus-

tomers' requirements efficiently and without additional overhead.

Additionally, to meet the growing needs of newspaper Web sites, publishers can use Metro ADS On Demand to create static or animated Web ads designed to meet the most demanding requirements. Metro's capable and skilled staff can fill in when local talent is not available.

By using Metro ADS On Demand, newspapers benefit from:

- \* An easy to use online order form and fax/e-mail for quick revisions
- \* A sales force armed with print and Web ads customized for advertisers
- \* Increased ad revenue by virtue of more spec ads to sell for print and Web
- \* Expanded ad composition capabilities without additional overhead

\* Fast, overnight turnaround time

\* Fresh new ideas and designs from Metro's courteous and professional staff

For trial program and pricing information, call 800-223-1600 and ask for Bethany, or e-mail her at [bethany@metro-email.com](mailto:bethany@metro-email.com).

Metro Creative Graphics, Inc. is today's finest advertising, creative and editorial resource specifically designed to make publications money, both in print and online. Subscribers benefit from ready-to-use images, spec ads, stock-quality photographs, logos/trademarks, car manufacturer photos, ideas, marketing/sales materials, and themed and general-interest editorial features, all accessible online at [www.metrocreativegraphics.com](http://www.metrocreativegraphics.com) in the libraries of MetroCreativeConnection. To sample any Metro service, call customer relations at 800-223-1600.

*\*See Kevin Slimp's review on page 9.*

MR. MARTIN. SINCE YOUR CAREER IS ALMOST OVER, PERHAPS I MAY SUGGEST A FINE BIOGRAPHER?



## SNEURO'S CARTOONS

For only \$35/week OCNA members may print the weekly Sneuro cartoon based on national or international current events.

Please contact the artist directly by e-mail at [luc.alain@videotron.ca](mailto:luc.alain@videotron.ca) and subscribe to Sneuro asap! Subscribers will receive a fresh jpeg format cartoon every week with monthly billing by e-mail to follow.

For more details call 819-595-8941 or visit the Web site (still under construction): <http://sneuro.com/default.html>

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You can tell us about any new staff...Have you published any special features or editions...Has there been anything particularly newsworthy happening in your community that relates to the industry...Any special accomplishments or successes you would like to share with us that we should cover in News clips? E-mail [s.queshi@ocna.org](mailto:s.queshi@ocna.org).

# API's Internet strategies for community markets – special offer for community newspapers

**Y**ou know how important a strong, forward-looking Internet strategy is to your organization, both in terms of growing audience and for growing revenue beyond print advertising. If you're at a community newspaper and you've considered the American Press Institute's seminar (<http://www.americanpressinstitute.org/07/Internet/>) Internet Strategies for Community Markets but haven't quite managed to fit it into the budget this year, API has a special offer for you.

For community newspapers, API is offering a special price of \$875 USD to attend this seminar. That's almost 50 per cent off the full price! (No other discounts apply, including API's early-registration discount or the discount that might otherwise have been available by registering through one of API's partner associations.)

The seminar takes place Sept. 17-19, 2007, at API in Reston, Va. It will examine

ways to assess market opportunities, mine local databases, identify online audiences and behaviours, create affordable advertising marketplaces, launch lead-generation programs for advertisers, and build strategies for realigning the organization around a cross-platform, integrated, interactive vision.

#### Who should attend?

Managers across the organization who operate in community markets – whether daily or weekly – and have decision-making responsibility for online content, business management, revenue, marketing or citizen-participation efforts.

#### Participants will learn:

- ♦How Web tools allow communities to make news more relevant
- ♦How to be better than the bloggers
- ♦How to create multimedia content
- ♦How to generate Web traffic
- ♦How to capture advertising on the

Web and across platforms

- ♦How to think like an online entrepreneur
- ♦How free classifieds can be profitable
- ♦How to tap the collective wisdom of the community

#### Session topics include:

- ♦Identifying Current Market Position and Opportunity
- ♦Metrics for quantifying online strengths and weaknesses and identifying potential growth areas
- ♦Cost-Effective Ways to Offer Interactive Local Content
- ♦How to create hyper-local content critical to success without breaking the bank
- ♦Online-offline Sales Strategies. How to develop a system that is manageable, profitable and fosters long-term relationships with advertisers



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# Deputy chief resigns over reprimand

By Janet Richards  
Stirling Community Press

**O**n May 24 Deputy Fire Chief Jerry Reid tendered his resignation as a result of a disciplinary letter he received following the publication of a letter to the editor that he had written to Stirling Community Press. Reid wrote the letter to the editor, which appeared in the April 27 edition, in response to Stirling-Rawdon Council's decision to start curbside garbage pickup in the rural ward.

Following publication of the letter to the editor, Reid said he was called to a meeting at council chambers with acting Clerk-Administrator Kevin Heath and Fire Chief Kevin Schooler on May 16. Reid said he was "hand-delivered" a written reprimand stating that his behaviour was inappropriate and unbecoming for an officer of the Stirling-Rawdon Fire Department.

Reid subsequently contacted The Community Press by means of a second letter to the editor and agreed to meet with a reporter to tell his story.

Reid provided The Community Press with a copy of the letter he was given by Schooler which states, "Council at its meeting held on May 7, 2007, took the opportunity to discuss several incidents relating to your behaviour, including, your letter to the editor of The Community Press, which appeared in the April 27th edition of the newspaper, the contents of the e-mail you sent to Bob Fisher at Tanapics who provides maintenance of the township's Web site and the letter from former Fire Chief Bruce Woodbeck dated November 27, 2006 which contained a written reprimand concerning your conduct at that time."

The letter, signed by Schooler, continued as follows: "As a result of these actions on your part, it is council's opinion that, once again, your behaviour is inappropriate and

unbecoming an officer of the Stirling-Rawdon Fire Department."

The letter concludes with, "Council has directed me to advise you that, by this letter, you are hereby given a written warning that should this behaviour, or behaviour of a similar nature, continue you will be subject to further discipline up to and including dismissal. Please conduct yourself accordingly."

Reid said when he first learned of council's decision to implement the garbage pickup, he made a call to Heath to question council's decision.

"Two-and-a-half to three years ago council asked citizens about garbage collection, and we didn't want it," said Reid, adding that one of his questions to Heath was why taxpayers weren't consulted again before the decision was made.

Reid said he didn't get any satisfaction from the answers he received from Heath which prompted him to write the letter to the editor.

Reid says the e-mail mentioned in the disciplinary letter was one that he sent to Fisher requesting that the section of the Web site containing council minutes be updated.

"I really wanted to know when all this garbage issue started," said Reid, adding, "Within three days it (the Web site) was updated."

Reid is a lifelong resident of Rawdon and has been with the fire department for almost 25 years. He served as fire chief in Rawdon for five years prior to amalgamation.

When council made the decision to hire a full-time fire chief, Reid said he was very open in expressing that he felt the position was only a three-day-a-week job. He said he applied for the position, and during his interview, reiterated his opinion that the fire chief position should only be a part-time job.

Reid said he was disappointed that the job was given to someone from outside the

department, and that council saw a need to make the chief's position a full-time one.

"Yeah, I was upset that I didn't get the job," said Reid, in an interview this week.

When an inaugural meeting was held to introduce Schooler to the team last November, Reid chose not to attend, which resulted in the letter from Woodbeck.

That letter states, "Council has viewed your non-attendance at Thursday's meeting as insubordination and conduct unbecoming an officer."

Reid said he had also received an e-mail from Woodbeck the week prior to the meeting which "recommended" that he attend.

The November letter also says, "I have been instructed to make sure that you are aware any further failure to support council or the Fire Chief will result in your immediate dismissal."

Reid said at the time, as a volunteer, he did not feel he was in any way obligated to attend the meeting to introduce Schooler, and made a choice not to attend.

"I never hid that I was upset I didn't get the job," said Reid. Since Schooler has come on as chief, Reid says the working relationship between them has gone "as well as can be expected – things like that take time."

Reid said that by giving him the most recent letter, council is trying to take away his "freedom of speech".

"As a taxpayer how is that right?"

Reid said that as a taxpayer he should have as much right as anybody else to express his concerns about his taxes going up.

In his April 27 letter to the editor, Reid expressed his opinions about the garbage pick up and questioned council's decision. The letter concludes, "When is council going to stop doing our thinking for us and let us play a part in the decisions that affect us? It is bad enough that our taxes will be

going up because we now have a full-time fire chief. Now I have to pay \$18 for another thing I don't want or need. Perhaps you should re-think this Mr. Kooistra. Perhaps next election we all should." Reid says he has yet to hear one bad comment about his original letter from anyone else.

"I feel that I have a right to speak out as a taxpayer and lifelong resident."

Reid said it is also not the first time he has written a letter to the editor or challenged a council decision. When he was fire chief and the 911 street numbers were being implemented, Reid says council was preparing to have a road auction to allow people to purchase roads that needed renaming and choose the names.

Reid said he felt the names should have relevance to the area and gathered a delegation of about 40 people that presented a petition with 300 names to council regarding the issue.

"I know they weren't pleased, but they listened," said Reid, adding that the auction was later cancelled.

"That was way more than a letter to the editor," said Reid.

"At that time I was 'the chief'. I really don't know what the difference is."

Reid said he felt he had to resign after receiving Schooler's letter.

"I don't want them to put a gag on me," said Reid. "To have them tell me if I write another letter they'll fire me, I don't want that on my record – I'd rather quit."

Reid said he is disappointed that he has to resign. "I've given almost 25 years to the fire department," said Reid, adding that his father and uncles were also on the department, and his brother is still a current member.

"I'm sad that I have to leave because of this but I feel I have no other choice. Sometimes you just have to walk away." Reid wanted people in the community to know the reasons he felt compelled to

*Continued on page 7*

## Community Newspaper Review Critique Program

Are you looking to improve the quality of your newspaper? Would you like to receive honest and constructive comments and suggestions from other community newspaper professionals in Ontario? The Ontario Community Newspapers Association is pleased to offer our annual program for member newspapers.

The Community Newspaper Review is **NOT** a professional critique program costing thousands of dollars or performed by consultants. It **IS** a program that makes use of the skills and experience of community newspaper professionals who have helped earn this province's newspapers the reputation for outstanding, quality products. They will offer thoughtful and constructive comments and suggestions about your product. Yes, it will be subjective; it's their opinion.

More information regarding the review format can be found on the members Intranet site at the following link:  
[http://members.ocna.org/AFS/OCNA\\_Programs\\_Services/MemberReviewCriteria2007.pdf](http://members.ocna.org/AFS/OCNA_Programs_Services/MemberReviewCriteria2007.pdf)

If you are interested in participating in the Peer Review Program, please complete the following registration form and return it to us by Friday, July 6.  
[http://members.ocna.org/AFS/OCNA\\_Programs\\_Services/MemberReviewRegForm2007.pdf](http://members.ocna.org/AFS/OCNA_Programs_Services/MemberReviewRegForm2007.pdf)

## OCNA President Rick Shaver elected Life Member of Kinsmen Club of Cornwall

**O**n Saturday, June 16, OCNA President Rick Shaver was named the 40th Life Member in the 75-year history of the Kinsmen Club of Cornwall.

The life membership was presented for his 18-plus years of outstanding contribution to the Cornwall Kinsmen Club and the community, and for his tremendous amount of dedication, commitment, passion and energy. Mentioned were his three terms as Club President, National Bulletin Award-winner 1995/96, as well as the many



projects he started, including Camp Kagama, Fort Pepsi and the latest, Pizza Party.

## Letter to the editor leads to resignation

*Continued from page 6*

resign, "They should hear it basically from me."

"I did something I thought was necessary," said Reid. "I feel good that I've done this because I haven't seen any negative feedback."

Reid said he has spoken to quite a few of the firefighters and a couple of them came to his house after hearing of his resignation and asked him to consider just taking a six month leave of absence.

"It's not fair to the guys to have this conflict going on, and this is a conflict," said Reid.

Reid said that since delivering his letter of resignation and returning all of his fire department related items, he hasn't heard

anything from Schooler or the township.

"I haven't had any feedback, and I know the guys haven't because my brother is a firefighter."

Asked to comment on the issue, Heath said, "The letter was written on behalf of council as it was deemed his conduct was unbecoming an officer.

"In his position as deputy fire chief he's a representative of the township, therefore the letter was drafted and presented to him." Heath confirmed that council had received Reid's resignation. Schooler said he couldn't comment on the issue. "I think it would be inappropriate for me to comment on it in the newspaper." Heath said the vacancy in the deputy fire chief position would likely be posted internally within the fire department.

**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**

# It took 30 years, but I've finally come full circle

By Len Fortune

I've come full circle and have finally returned home. Thirty years ago, I left Inland Publishing (now Metroland) against the advice of its CEO Doug Bassett who warned me, "Len you're going from the National League to the American League," implying that I was taking a step down.

In those years, I usually heeded Bassett's words, but my young heart was stuck on going downtown to work at a big city daily.

As of this week (June 22) - after three decades at The Toronto Sun - I have been given the privilege of serving the readers in the West Division of Toronto Community News.

And with this privilege, I lucked out

by inheriting a staff of bright young news gatherers, editors and photographers, most of whom you already know through your dedication to this newspaper. I know I'm going to learn a ton from them.

My mandate at The Etobicoke Guardian, besides carrying on its great tradition of service to rate news coverage - news that impacts your day-to-day life and news that keeps you informed of the issues and concerns of our region.

As The Guardian's new managing director, I will in time add my touch to the three papers under my wing, nothing too drastic, just a little nip and tuck here and there - little things that will make it easier to navigate the paper.

Along with that, it's my goal that The Guardian will be your choice for local

news.

You have my word that The Guardian will always be a responsible voice, and it will constantly go the distance to ensure that each and every edition is produced with integrity, accuracy and honesty.

And for me personally, the only tidbit of note is that I'm very passionate about Canada - my mother is Mi'kmaq and my dad's family landed on Cape Breton Island in the 1820s.

And whether you're like me and have a long history with this great country, or if you're one of the thousands who have decided to make Canada your new home, let's work together and make our community flourish.

I've got a good feeling about the future. I'm home again.

## Interactive digital media tax credit

By Gordon Cameron

OCNA Government Relations Associate

Do you want to update your Web site? Would you like to revamp your online presence by including all the new features your readers are looking for? Are you planning to create your first presence on the world wide web but are concerned you can't afford it? The good news is you may be eligible for the Ontario Interactive Digital Media Tax Credit from the Ontario Media Development Corporation (OMDC).

This refundable tax credit allows an incorporated business, including newspapers, to receive a credit equal to 20 or 30 per cent of qualifying expenses (depending on the size of the company) incurred in creating and marketing a Web site. Expenses for things like labour or the creation of site specific software can be claimed for up to 24 months prior to the project's completion date with no cap on the value of the credit; while marketing expenses (which can include advertising in your own print publication) can be claimed for 24 month prior to the completion date and 12 months after with a cap on the first \$100,000 in marketing and distribution expenditures.

The qualifying Web site must be an interactive product creat-

ed to inform, educate or entertain while presenting information using at least two of text, sound or images and must be substantially developed in Ontario by the qualifying corporation. It cannot be primarily used to promote the company or its products and services. Some level of advertising would be permitted (less than 50 per cent of total content on the Web site). Companies can receive the credit on multiple, distinct projects (i.e. a company with three newspapers and three newspaper Web sites could receive the credit for all three projects). However, a company can only receive one tax credit per project.

**If a Web site were to undergo a major redesign and be substantially different then it may qualify for a new credit.**

To receive the Ontario Interactive Digital Media Tax Credit, an application must be made to the OMDC for a certificate of eligibility which verifies that the project(s) meets the criteria for the credit. A non-refundable application fee equal to 0.1 per cent of the total amount of qualifying expenditures (with a minimum fee of \$100 and a maximum of \$2,000) is required.

For more information or to apply for the Ontario Interactive Digital Media Tax Credit please contact the OMDC at 1-800-560-0695 or visit its Web site at [www.omdc.on.ca](http://www.omdc.on.ca). The information and application package is available at <http://www.omdc.on.ca/AssetFactory.aspx?did=5578>.

## Ignace storm causes fallen trees

Continued from page 1

one goal was to make the Centre 'more visible'; they didn't count on Mother Nature taking their comments literally. The east end is also where the most structural damage occurred: the Northwoods Motor Inn, Ministry of Transportation facilities, Hair Bella, Trading Post Motel/Vince's Minnows and Willoe Sabko's storage facility were badly damaged.

The storage facility is flattened with several snowmobiles and a boat as victims of the storm. The motel and bait shop has some outer damage, but immediately adjacent to it, the two storey hair salon had its roof torn off. One of the two dome-like MTO sand/salt domes is gone, having been lifted off its foundation and dropped in a heap. The Northwoods had the roofing on the one-storey east end torn off; a huge chunk was blown across the highway, landing near the Trading Post Motel. Rain poured through the damaged roof, flooding the bar, dining room, kitchen and basement halls.

The only known injury occurred when the transport truck in which a driver was sleeping on the Tower Hill Truck Stop parking lot was blown on its side; he was transported by ambulance to the Health Centre and released after being examined. Less dramatic damage was scattered elsewhere. Several old white pines were downed on Fox Point Road where a home was damaged by the falling giants. Ignace Airways had damage to wings of two aircraft, while across the lake from this facility a lone plane escaped damage although rocked by the winds. Throughout town are fallen trees, downed fences, flattened sheds, broken windows, damaged vehicles and roofs missing shingles.



technology

# If you're running out of time... ADS on Demand is for you



By Kevin Slimp  
Institute of Newspaper Technology

I run across quite a few software vendors as I travel from one convention to another. Every now and then, I'll see a new product that looks like it has potential for our industry. Over the past few months, I've visited with Bethany Weidenhammer, Metro Creative Graphics, at several conferences. Each time, she has made a point to tell


me that Metro would be offering a new service of great interest to newspapers. So it came as no surprise last week when I received a press release from Bethany regarding Metro's 'ADS on Demand' service.

Basically, ADS on Demand works like this. Let's say I need an important ad prepared for tomorrow's edition. I look at the clock and realize I'm going to be hard pressed to have an ad ready by deadline. ADS on Demand allows Metro customers to go online to have ads created for the next day's edition. If I place an order by 4 p.m. local time, I will have an ad waiting in my e-mail by 9:00 the following morning.

I tried the ADS on Demand to see how well it works. First I went to [www.metroadsondemand.com](http://www.metroadsondemand.com) and entered the necessary information. Users can upload photos, logos or other graphics for use in the ad. There's also an area to let the designers know just what you're looking for. I uploaded a photo and ordered two print ads and one ad for a Web site. I wanted an ad with a hometown feel, so I instructed the designer to use appropriate artwork to create that feel. Sure enough, when I checked my e-mail the following morning, there were the ads.

Once you receive the first version of the ad, you can submit as many revisions as needed. Simply print the PDF of the ad you receive and indicate any changes or edits, then fax back the printed page(s) to the Metro Design Team. Or, if have Adobe Reader

## Slimp Syndication




You've read Kevin's technology columns for more than ten years. Now sit back and enjoy his homespun tales about the fictional town of Lennox Valley and the zany cast of characters who make up this midwest-or was that southeast-town.

There's Father O'Reilly, Brother Billy Joe Pilphrage, Vera Pinrod (whose favorite hobby is comparing attendance from the church newsletters each week), Kelli Anne Mohan (the local newspaper publisher) and scores of comical characters that will bring back memories of home and keep you laughing at the same time.

Newspapers can receive Kevin's column for four weeks at no cost. **No gimmicks. No tricks.** Just a chance to see how much your readers will love the citizens of Lennox Valley.

For more information, visit: [www.kevinslimp.com](http://www.kevinslimp.com) or email: [articles@kevinslimp.com](mailto:articles@kevinslimp.com)





### What's wrong with this picture?

Our hapless homeowner can't understand why he's so hot while his monthly cooling bill is so high. His A/C is cranking out plenty of cool air, but too much of it is leaking - directly into his attic!

Think this can't be happening to you? Think again. Outdated sealing techniques and deteriorated duct tape is very common in our desert homes. Thousands of valley homeowners don't even realize that **20% to 50%** of their cooled air never reaches their living space!

We can inexpensively re-seal your leaking ducts with state-of-the-art, code-compliant sealant. Let us maximize your home's ambient comfort - and reduce your monthly utility bill!

**Perfect Weather**

"Indoor Weather Specialists"

**888.5-AC.GUYS (888-522-4897)**

Licensed, Bonded & Insured Lic. # 835820

Discounts for Seniors  
**Call us Today!**

Heating and Air Conditioning Experts

We're Fast. We're Good. We're Honest!

Let us show you proof of your savings!

This ad was designed by Metro's ADS on Demand online service. Orders placed by 4 p.m. Are delivered by 9 a.m. the following business day.

7.0 or higher, you can use the 'Note Tool' to make comments directly on the PDF and e-mail it back to Metro. You will receive your revised (print) ad via e-mail within two hours. I requested a couple of changes, which were promptly handled and returned to me in less than two hours.

And here's the clincher: the ads were very well done. Sometimes, when creating an ad for an important client, I've searched for hours for the right artwork. ADS on Demand allows the customer to focus on other jobs, knowing the ad will be ready as promised.

After seeing ADS on Demand, I contacted a representative of MultiAd and learned that they offer a similar service called 'We'll Create It'. We'll Create It was developed to create custom artwork, ads and other graphics for newspapers. If you're a MultiAd (AdBuilder) customer, it is worth checking out.

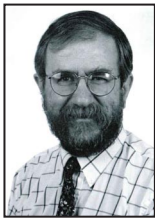
The cost for Metro's ADS on Demand seemed very reasonable. Print ads start at \$15 (priced by size) and Web ads start at \$15 for static ads and \$45 for animated ads. Animated Flash ads cost \$45 and up.

For ADS on Demand program and pricing information, call 800-223-1600 or visit [www.metroadsondemand.com](http://www.metroadsondemand.com).

MultiAd customers can order ads through AdBuilder's 'We'll Create It' service. This is an example of an ad designed by MultiAd.

writing/editorial

# Get in touch with your human element



By Jim Stasiowski  
Writing Coach

**I**magine this: A lawyer, telling the truth. I had asked him, "What made you decide to become a lawyer?"

He paused before answering. I thought maybe he didn't like my prying.

Then he told me that because his dad was a wealthy businessman, he always worried that he wouldn't measure up. "I became a lawyer," he said, "to show my dad I really was smart."

Bingo. By asking one seemingly obvious question, I learned a lot about this fellow.

A few months ago, I read in The Washington Post a review of a book called 'How Doctors Think,' a non-fiction analysis of (get ready) how doctors think, why they make errors, what mental blocks prevent good diagnoses.

The reviewer, David Brown, made a point that is burned into my memory. He said that, in his experience, doctors are "surprisingly incurious about the human narrative, to which they have almost unparalleled access."

But few doctors actually take the time and care to listen to patients. Instead, they focus so intently on symptoms and possible cures, they bypass the chance to get patients to open up.

Such opening up, Brown said, would unlock the sources of most patients' problems.

That thought stuck in my head because it describes not just doctors, but

also reporters.

We have a story to write. We call a source. We focus on getting information or quotations. We are in a hurry. When we get what we are after, we hang up.

We had a source right there, we had him or her on the phone, we had an ideal opportunity to get to know another human being ...

... and we hung up.

The doctor concentrates on symptoms and cures; we concentrate on that single story.

That's no way to get to know people.

"I have this government source," a reporter said to me, "and whenever I call her, she gives me absolutely nothing beyond the bare facts that I could have gotten somewhere else. I hate it. She reads information off a statement, then clams up. What should I do?"

I said, "Where is the source?" I assumed that, because the reporter always was using the phone, the source must be in an office miles away.

Turns out, the source is in an office, but the office is a block away.

I said, "Go see her."

The reporter's face turned hard and gray, like marble.

"Why?" she said.

"Well," I said, "human contact, to start with. She knows you as a voice on the phone, a voice demanding information. She doesn't know you as a person, and you don't know her. Oh, and take her to lunch."

Now the reporter thought I had lost my mind. Her expression said: Take a jerk to lunch? And do what, sit at separate tables?

"Get to know her," I said. "I'll bet every reporter treats her the same: Calls, demands information, gets frustrated when she won't budge. You should stand out as the only reporter in town who ever asked about her daughter's ballet lessons."

An old pal of mine, Dave Olson, is a photographer I worked

with at The Columbian, the daily newspaper in Vancouver, Wash. After 37 years there, Dave is leaving in July. As a reporter, I went on countless story assignments with him.

He has the perfect personality for a news person. The instant he arrives anywhere, he makes contact with people, and I don't mean a perfunctory handshake and a forced smile. Within a minute, I guarantee, Dave will have figured out that he and a person he just met have mutual friends, and pretty soon, everybody is at ease, talking freely about common experiences.

Dave does it naturally. He's not trying to get people to open up, he's not interviewing. He's simply being himself, a friendly guy with unbounded curiosity about "the human narrative".

But the result is priceless warmth, a rewarding non-journalism connection that made many of my interviews, and many of his photographs, a lot easier to get.

A reporter is a human first, then a reporter. A source is a human first, then a source. In our hurry, we carelessly skip human connections and go straight to the reporter-source tussle.

Now that he is leaving The Columbian, who knows? Maybe the multi-talented, endlessly curious Dave Olson will go to medical school.

If you're lucky, he will become your doctor.

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

**THE FINAL WORD:** I often read that a new leader 'took the reigns' of a company, government or organization. The writer means 'reins'. The problem is, the words have similar meanings, at least metaphorically. A 'rein' is a leather strap used to control a horse; as a metaphor, 'taking the reins' means taking control. A 'reign' is power (usually by a king or queen) or dominance.

**A new weekly column**



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**Register today for the upcoming Webinars. See page 12 for more information.**



# Lending Library

This month's new edition, **Best In Print 2007**, captures nearly 120 of the most powerful newspaper marketing campaigns from the past year. Explore full-colour reproductions of all winning print entries from the 2007 INMA Newspaper Marketing Awards competition.

The fantastic full-colour reproduction reveals to you what the world's most innovative newspapers are doing to:

- ♦ Increase circulation
- ♦ Build advertising revenue
- ♦ Develop brand awareness
- ♦ Advance public relations
- ♦ Manage relationships with readers

In the book, learn how these newspapers are utilizing print, outdoor and display printed materials, research and data books, and premium items in inventive promotions of themselves, their advertisers, and the communities they serve.

For a full list of the OCNA Lending Library material, please go to

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Contact Lynn Fenton at 905-639-8720 ext. 232 or [l.fenton@ocna.org](mailto:l.fenton@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.
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- Answers to questions on advertising design.

## CLASSIFIEDS

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

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

### National Account Manager wanted Ad\*Reach, Toronto

Ad\*Reach ([adreach.ca](http://adreach.ca)) is currently looking for a National Account Manager to work in the media sales department of our downtown Toronto, Ontario office.

The National Account Manager is responsible for managing existing business and building new relationships with ad agencies and clients directly, focusing primarily on building new business.

### Responsibilities include:

- New business development and building new relationships
- Fostering existing relationships and establishing new relationships with agencies and clients
- Providing excellent client servicing in short timeframes
- Driving revenue priorities in the pursuit to meet and /or exceed

revenue targets and objectives

- Providing clear direction to sales coordinators
- Create / develop dynamic PowerPoint presentations

### Required Skills:

- Demonstrated ability to manage and grow major account relationships
- Understanding of the media sales process, research and terminology
- Superior presentation skills
- Proficient at Microsoft Word, Excel and PowerPoint

### Education and Experience:

- Minimum of 3-4 years media sales experience, ideally in print
- College and/or University degree

Salary Range: Commensurate with experience.

### Term of Employment: Full-Time

Interested and qualified applicants should submit their resume and cover letter addressed to Robyn Matravers, Executive Director, at [recruit@ocna.org](mailto:recruit@ocna.org)

Deadline for Applications: July 4, 2007

### 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).



## Don't miss out on OCNA's 2007 Webinar Series:

### Thursday, August 2, 2007 - Writing Editorials

This webinar will define what editorials are and what they try to do, and why. It will differentiate between editorial writing and opinion pieces and will help participants define their editorial purpose (which changes from editorial to editorial) before they put pen to paper. You will be shown how to structure editorials to capture attention, hold interest, influence attitude and, if desired, motivate action. In addition, you will be introduced to a right-brain brainstorming technique that will enable you to put down on paper all you associate with an issue before you write about it. It is presented by freelance writer and writing instructor Paul Lima. In his over 15 years in the industry, he has written editorials, columns and opinion pieces for a variety of publications, including The Globe and Mail, Toronto Star, Toronto Computes, Northern Lights and many others. His latest opinion piece, IT'S TIME TO GET SERIOUS ABOUT TELECOMMUTING (recently published in the Globe and Mail) can be read at: <http://paullima.com/blog/?p=81>.

### Thursday, September 6th, 2007 - Motivating Sales Staff

This webinar will offer suggestions on how to motivate your sales staff and therefore increase revenue. It will be facilitated by John Young, a highly energized expert on marketing - advertising - and sales who successfully motivates and trains companies and associations to evolve and excel through his "get out of line" attitude toward capturing your share of the market. Passion for what he does is an understatement.

### Thursday, October 4th, 2007 - In Design

Presented by Sebastian Distefano, Creative Professional and Digital Video Business Development Manager, Canada, Adobe Systems Inc.

**Time:** 12:00 p.m. noon - EST

**Cost:** \$55 per session (use one speakerphone and one computer and you can train as many staff as you like for one low price.) Optional Discount Rate: Sign up for the remaining 5 sessions and the cost is ONLY \$245!

If you would like to register, please contact Lynn Fenton at 905-639-8720 ext. 232 or e-mail [l.fenton@ocna.org](mailto:l.fenton@ocna.org) with the name of your newspaper (with billing address), contact name (number of participants who will be on the call), and your e-mail address & telephone number.

*Cancellations are permitted without penalty 5 or more business days prior to the start of the Webinar session. Individuals who cancel their session less than 5 business days prior to the session will be charged the full amount.*

# INSTITUTE

*of newspaper technology*

## October 11-13, 2007

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