

news clips

Laidlaw named new OCNA chief

By Gordon Cameron
News Clips Editor

It seems like it's been a long wait. Ever since Executive Director Don Lamont announced he was leaving OCNA the talk about his successor has consumed many within the association. This preoccupation with our next leader was probably most keenly felt at OCNA's Burlington office. Every now and again we'd get a fax or phone call from someone applying for the job and no sooner had the person been pointed in the right direction than staff would get together and muse over the type of candidate who might be chosen.

It started to reach strange proportions, with one staff member dreaming of a man in a loud checked suit who informed them at the first staff meeting that everyone was going to change jobs with someone else in the office, much to the chagrin of all involved.

We waited eagerly to hear news from the search committee. We heard a decision had been made and then waited for an announcement. A few board members in the know decided to have fun with us by telling all sorts of wild tales about the new executive director that left us concerned



Welcome to the OCNA Bill!

OCNA President Dave Armstrong (at right) welcomes new Executive Director **Bill Laidlaw** to the OCNA family. Bill has spent his career working largely in government relations and human resources and will bring those, and his many other skills, to work on behalf of the association and its members. His first official day is Tuesday, August 2nd.

the nightmare might come true.

Fortunately that's not Bill Laidlaw - no gaudy checked suit, no sudden job changes

and nothing like what board members had warned us about.

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Digital archiving coming to OCNA

By Gordon Cameron
News Clips Editor

OCNA is moving forward with an exciting venture that will propel our members into the digital age by allowing them to sell online subscriptions and search their back issues electronically. The Association, in partnership with the Alberta Weekly

Newspaper Association (AWNA), will be offering to its members an opportunity to take part in the new digital archiving program.

The final costs of the service have not yet been finalized, one thing is sure - that the digital archive will make it easy for even the smallest of papers to make use of the Internet without having to invest in new equipment or training. All a

paper has to do is send pdf files of their pages to a central location and the system administrators will take care of the rest.

While having the ability to post a full copy online is important in the digital age, the main thrust behind the project is to give OCNA members an opportunity to expand their income through selling online subscriptions. This system is perfect for snowbirds, MPs,

MPPs or other community members who spend large amounts of time away from home to stay connected with what's going on. But why stop there, with a growing number of people going online for their news you also have the opportunity to attract new subscribers within your own community. AWNA's system makes it easy to process

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inside ocna

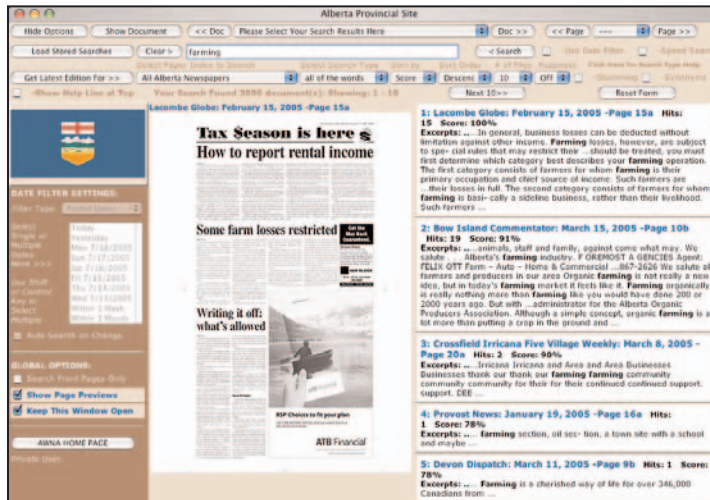
Archive will add new subscription options

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these new customers through a secure Web site that could be linked from a paper's existing home page, or, if your paper doesn't have a Web site, you will be provided with a URL, to allow for credit card payments to be made online.

"We need to make the papers realize the revenue potential of the archive," said OCNA's Member Services Manager Anne Lannan.

The digital archive system could also play a role in helping to streamline your data management system. Most papers keep old copies in the office, both as a part of the historical record, and to refer to when a story needs context. Great, but if you didn't know where to look it could be quite time consuming and frustrating. Even with stories stored on your office computers there is only so much space available and every so often stories have to be deleted or burned to CD to save space. With the digital archive you can search the actual pages that appeared in the paper which, as an added value, includes all the images and any sidebars that ran with the story that a traditional computer search might not pick up. While there is currently no plan to add any issues published before a paper signs on to the program to the archive, the search function will become a



AWNA's AWSOM archive displays both a results list and a preview of the actual newspaper page selected for every search. Users can then select and print, download or save the pages they want.

powerful tool to search your back issues in very short order.

Two other features being discussed would add functionality to the archive and potentially a new revenue stream for OCNA. The first idea is offering a media monitoring service that would allow clients to search community newspapers from across the province or the country for keywords that interest them. Fees generated by OCNA from media monitoring would be returned into the digital archive project, with the potential to either reduce the fees paid by the papers involved.

"Once OCNA covers the costs involved in the program, then we can offer payback to the

members," said OCNA's Director of Financial Systems Shelley Ford-Kohler. "The first step is the elimination of fees through the revenue generated from the archive."

However, to make any media monitoring system effective, the association has to have buy-in from all its members.

"If we want to do media monitoring then we need to have all our papers involved," said Lannan. "Even if a paper isn't involved with the archives for their own benefit, we need to convince them to upload their pages so we can search them for our customers. Being able to search half of Ontario isn't going to be enough."

The final, and likely furthest off, application being developed is a digital tearsheeting system whereby ad agencies and other advertisers could log on to a site and view the electronic pages that contained their ads. Before this system gets up and running the advertising community has to accept the change from the current paper tearsheet system.

"We shouldn't wait for them to take the lead on digital tearsheeting," said Ford-Kohler. "We should take the lead and convince them that this is a good idea."

The digital archive won't be available to OCNA members for a few months due to a number of technical and contractual questions that are still being negotiated and executive directors from associations across Canada will be meeting in September to discuss solutions to the outstanding issues. However, the project is moving forward with the Fort Frances Times volunteering to act as guinea pig to test the system and make recommendations on how to improve it so it is of maximum utility to OCNA members in terms of both making, and saving money.

"We need to show the members that this is an excellent service for a low fee," said Ford-Kohler. "And that it will benefit them directly in the long run."

For more information on the digital archive see page 4

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Laidlaw to focus on government relations

Continued from page 1

What he is is an excellent replacement for Don, someone who will keep up the good work while adding his own strengths to the association to make it even better than it already is.

Bill's background is as varied as it is distinguished. After three years of teaching high school, and a master's degree in education concentrating on educational administration, he decided to leave that profession and began 10 years in human resources with companies like The Bay, Scintrex Inc., Royal Trust, Rogers Communications and The Paul Revere Life Insurance Company (now RBC Insurance). His focus shifted again when he became the director of government relations for Glaxo SmithKline. Here he proved himself an effective advocate for the brand name pharmaceutical industry by helping it to win extensions on its federal periods of patent protection and improving the regulatory environment for market access in many provinces. Looking to branch out yet again Bill then moved to the not-for-profit world as CEO of St. John Ambulance for Ontario and most recently to the Canadian National Institute for the Blind. He has also been chair and CEO of the Ontario Chamber of Commerce, president the Empire Club of Canada and the Metro Toronto Lung Association, and a board member of Canadian Manufacturers & Exporters, the Canadian Chamber of Commerce and

Queensway General Hospital.

All that experience made Bill and excellent candidate for the position of executive director, and one the search committee couldn't pass up.

realize that they have the right person on the job."

While his day to day duties will involve working with the board and staff to manage the affairs of the association Bill

issues affecting the industry," he said. "We need to have a communications plan to move forward on those issues and we need to set up some issues monitoring at Queen's Park so we can track bills and decisions that effect us. There will be a big emphasis on government relations and public policy."

He also plans to offer his HR skills to help OCNA members develop human resources plans that will establish objectives, standards of performance and methods of evaluation. As well he will work with the members to provide value added advice and counsel.

"If these moves provide value and are appreciated than we will be able to better demonstrate the effective role that our office plays," said Bill. "We have to be providing value for membership. It's important that we are customer focused in everything that we do and members, governments and companies recognize it. I want our members to be an informed part of our decision making process as the quality of a good leader is to get everyone's ideas and input and hopefully their buy-in before we move forward with implementation."

Officially Bill starts his tenure on August 2nd but he's already made a good impression on the staff and board members he's met, an impression he wants to build upon to raise the bar.

"The team here is important," he said. "I'm looking forward to working with the team at OCNA."



Fast Facts on Bill Laidlaw

Born: Hamilton, Ontario

Raised: Toronto, Ontario

Resides: Burlington, Ontario

Married to Sara Laidlaw for 15 years. Sara works as head of HR for NCR.

Has two daughters: Kate, who is a graduate of Fanshawe College and now works for Bell Canada in sales and marketing in London, Ontario and **Elizabeth** who is in her fourth year at Brock

University in St. Catharines.

Attended: Etobicoke Collegiate Institute

Played football and was named a Toronto Telegram All Star before playing for the University of Guelph Gryphon football team.

Studied: History, Political Science and Education at the University of Guelph, Queen's University and the Ontario Institute for Studies in Education (U of T).

Taught high school for three years at Ridley College in St. Catharines.

He enjoys traveling, reading biographies and political, military and business history, bass fishing, golfing and family ski weekends at Mansfield ski Club near Creemore where he likes to read the Creemore Echo.

"I look at this job as a great opportunity," he said during his first visit to the association's Burlington office. "I want to create an environment of success and quality. It's important for me to start right and I want people to

wants to refocus OCNA's energies in a few areas, particularly government relations.

"My plan is to create a government relations and issues management program to clarify where OCNA stands on key

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Libel and Slander protections are not absolute

It all depends where you put your name and address

When is a newspaper not a newspaper under Ontario's Libel and Slander Act? When it doesn't have "the names of the proprietor and publisher and the address of publication stated either at the head of the editorials or on the front page."

It might seem overly technical but if a newspaper doesn't have the required information in one of those two places it forfeits the largest areas of protection afforded to newspaper publishers and owners.

Without that protection the normal six week limit to give notice to a newspaper, and the six month limit to commence a libel action, is gone and plaintiffs could file libel suits months or years later. Further, papers will not be able to limit awards to actual damages by showing that the article where the libel occurred was; published in good faith, did not involve a criminal charge, took place in mistake or misapprehension of the facts and a full and fair retraction was printed in the next regular issue.

OCNA member papers who do not currently have their name and address in one of the prescribed locations should consider moving or adding it to either the front page or the head of the editorials page to give you the protection you're due as a newspaper under the law.

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Fast Facts on the Digital Archive

How it works - Papers send high resolution pdf files to Awna who then processes them into a lower resolution pdf and sends them to the archive provider, ColorMax, a Minnesota based company.

Available features - Awna's current archive, AWSOM, offers the user an opportunity to search all accessible papers by keywords or phrases and filter them by date and publication. Once a results list is built the user can see a preview of the full page. By clicking on the preview the user can open up a larger sized pdf which they can read, print or download for future use.

Customer support - Once the archive is up and running OCNA Communications Coordinator Gordon Cameron will work with the members to ensure that they are getting the most out of the new system.

Outstanding questions - Will online subscriptions sold as part of the digital archive count towards your verified circulation audit numbers?

From the Lending Library



This month's featured material from the OCNA Lending Library is called *Inventive Approaches for Acquiring and Retaining Newspaper Subscribers*, published by the International Newspaper Marketing Association.

The 36 page book offers publishers innovative ways from around the world to stir up their circulation base to increase their numbers through the use of in-paper advertising and cross promotion.

While the reasoning behind the campaigns differed, some were run in response to a major redesign, others to gain new markets while for others they simply wanted more subscribers, all the campaigns have something creative to teach OCNA members.

Contact Laraine Hall at 905-639-8720 ext 230 or l.hall@ocna.org

Please note: The URL for the Lending Library folder on the members' Intranet has been changed. It is now at: http://members.ocna.org/AFS/Best_Practices/Lending_Library

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Hew to the line - Let the chips falls where they may

A brief history of The Markdale Standard

This year the Markdale Standard celebrated 130 years in business. As a part of its celebration over 6,000 extra copies of their anniversary edition were printed and distributed them throughout the area. Here is the brief history of the Standard that ran in that section.

1875 - George J. Blythe established the Markdale area's first weekly newspaper, known as The Expositor.

1880 - Charles Wesley Rutledge purchased the Expositor. He changed the name to The Markdale Standard and on September 17, 1880 published his first issue. The motto for the Standard was "Hew to the line - Let the chips falls where they may." In buying the paper, Rutledge promised more attention to local matters and to be "perfectly independent in politics." An ardent Methodist, Rutledge was apparently accused of sometimes giving more coverage to that church and its activities than others - a charge he stoutly denied. He was also a vigorous proponent of incorporation for the Village of Markdale (which eventually occurred on May 1, 1888). Rutledge declared that incorporation

was the only way to attract industry to the village and to improve the roads so that local farmers could sell their produce and livestock.

1899 - C.W. Rutledge built the Standard Block (45-47 Main Street West at corner of Eliza Street) at a cost of over \$3,500. He moved the paper and presses to that location. He urged council to pursue a library grant from the American philanthropist Andrew Carnegie, and in 1913, a \$7,000 Carnegie grant was received enabling the building of the Markdale Public Library.

1921 - Rutledge retired, selling the Standard to Albert Edward Colgan (1877-1945) who was originally from Dundalk, A.E. Colgan & McIntyre owned the Standard until 1926 when it was owned solely by Colgan. After Albert retired, his son W.J. (Jack) Colgan continued as editor.

1946 - Jack Colgan entered Mountain Sanatorium in Hamilton for treatment of tuberculosis. During his absense, the paper was run by Mrs. Colgan and two printers.

Continued on page 8

Attention Golfers

OCNA's 2005 Golf Tour is almost here

Do you ever get teed off with others in the industry? What wood you say to taking your irons out of the fire and driving to a 2005 OCNA Golf Day?

Four days are being organized in different regions of the province and you are invited to sign up for one or all of them. Our venues include some of the best courses in Ontario and each event will be topped off with prizes, a scrumptious meal and a speaker or other entertainment. What a wonderful opportunity to network with fellow publishers and newspaper staff. Why not say thanks to your best advertisers with a day of fun and relaxation? Or treat some of your hard-working staff to some well-deserved R&R.

As well as an excellent prize table, OCNA's trophies for lowest score, best foursome and the most honest golfer will be presented. To register individuals or foursomes, please fax OCNA at 905-639-6962. Foursomes should also send a note indicating the names of those included in their group.

Sept. 16, 2005



Upper Canada Golf Course

County Road 2, 11km east of Morrisburg
Hosted by the Morrisburg Leader
Tee off at 11:00 a.m.
Followed by Dinner and prizes

Sept. 16, 2005



Woodlands Golf Course

Hwy 8, 2 miles west of Clinton
Hosted by the Clinton News Record
Tee off at 11:30 a.m.
Hamburger Lunch prior to tee off.
Dinner, prizes and **guest speaker**
Bill Dempsey in clubhouse at 6 p.m.

Sept. 23, 2005



Heron Landing Golf Course

Fort Frances Ontario
Hosted by the Fort Frances Times
Preceded by ComBase training
Tee off at 12:30 p.m.
Dinner and prizes

Sept. 30, 2005



BraeBen Golf Course

Mississauga, Ontario
5700 Terry Fox Way
Hosted by the Mississauga News
Tee off at 1:30 p.m.
Dinner and prizes

For registration info, please call Laraine Hall 905-639-8720, ext. 230 or email l.hall@ocna.org

Proper settings in PhotoShop keep colours true



By Kevin Slimp
Institute of
Newspaper
Technology

When you spend your life

teaching classes most of

the time, it's easy to forget that most folks don't spend a lot of time thinking about things like preferences and colour settings. In our business, we work on deadlines. That doesn't leave a lot of time for exploring the underworld of our computer applications. Nonetheless, they are important and make a significant impact on our final results.

Recently, I spent the day with a daily newspaper in East Tennessee. The assignment wasn't unusual. While they were getting pretty good results with their photos, they had a feeling the print quality could be improved. This is an intimidating task for a consultant. What if I make the trip, spend a day with the staff, and the photos don't look any better when I'm finished?

I began by visiting with the press staff. I quickly learned that they had noticed too much ink on the black plate. We looked at film from the front page and it did seem as if there was too much black in the photos. Not a tremendous amount of black, just a little too much.

Next, I visited the photo department. At

this newspaper, three photographers edit all the photos for each issue. I asked a lead photographer to take me through the steps they use to edit a picture. She took me through their normal process, the same process I've taught a thousand times. First, cropping the photo and setting its size. Next, adjusting the levels and curves. Finally, sharpening the image and converting the colour mode. Just as I've taught for years, they saved their photos in EPS format. Hmmmm.

The clue that solved the mystery came from my earlier conversation at the press. The dark black plate indicated that there was too much black in all the photos, while the other separations looked just about right. I made a quick check of Photoshop's Colour Settings on the photographers' computers. Sure enough, they weren't set for newspaper printing. The dot gain was set for 20%, perfect for printing on coated stock, but not on newsprint. We changed the setting to 32%. Likewise, we changed the Gray and Spot Colour settings to include a 30% dot gain. In the CMYK settings, we made two other changes. The Separation Type was set as "GCR." For newsprint, this should be set to "UCR." Next, we lowered the Black Ink Limit to 75% and the Total Ink Limit to 265%. Finally, I asked the photographers to increase the amount of sharpening they were using - to compensate for the flat look sometimes created with newsprint - to a

minimum of 120%.

It was time for a test. I asked the photo staff to take the same photos that had been printed in that day's paper and resave them, using the new settings we had just created. They placed these files on the server. From there, a paginator took the pictures and replaced the earlier versions on the front page. The files were sent to the imagesetter: film was processed and plates were made. We could see a decrease in ink on the black plate. Finally, we put the plates on the press and printed the new version of the front page. Sure enough, everyone from the pressmen to the photographers agreed that the photos looked much better. Skin tone, which had been blown out before, now looked natural. Muddy jackets on firemen now contained detail not seen previously. A close look showed texture on the bridge which had printed as solid white in the earlier version.

Making sure your Colour Settings are right in Photoshop makes a world of difference in the final outcome. Depending on the version of Photoshop, these can be found in one of two places. PC and OS 9 users will find these settings under the Edit menu. OS X users will find these settings under the Photoshop menu. Note that the latest version of Photoshop, CS2, moved the settings back under the Edit menu for Mac users.

For Kevin Slimp's summer design software reading list please see page 8

Dates to Remember

August 10 ComBase Training for members— Web conference

August 11 ComBase Training for non-members— Web conference

September 23 ComBase Training – at the Fort Frances Golf day

September 22-23 OCNA Board meeting Toronto – Venue TBA

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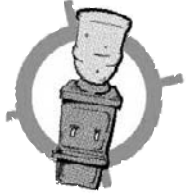
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Marketing Magazine's Community Newspaper Supplement is coming November 28th

This section will highlight the accomplishments and growth shown in



Water Cooler

- The **North Kent Leader** is planning a reunion of former employees to coincide with the paper's 40th anniversary. The event will take place on Saturday, October 22, 2005. For more information please e-mail mleitch@northkentleader.com or phone 1-800-705-9555.
- The **Listowel Banner** will be holding a retirement party for editor **Marion Duke** on Thursday, August 18, 2005 at Parkview Gardens, Listowel beginning at 6 p.m. Tickets are \$15 and should be purchased in advance by phoning (519) 291-1660 ext.101 or 102.
- **Metroland's Toronto Division** won eight 2005 Suburban Newspapers of America (SNA) Advertising and Promotions Awards including: Second Place for **North York Mirror's** North York Chamber Directory (best business publication or special section), Second Place for **Scarborough Mirror's** Breaking Barriers, Building Bridges (best employment publication), Second Place for **Scarborough Mirror's** Beary Merry Holiday (best signature page or section), Second Place for **East York/North Riverdale Mirror's** Toronto East General Hospital (best new special advertising section - ROP and/or classified) and Third Place for **Beach/South Riverdale Mirror's** Beaches 2005 Directory (best shopping area promotion special section).
- **Sheryl Loucks** has been appointed the editor of **Bancroft This Week** after working for the last three years as the senior reporter for **Haliburton Echo** and the **Minden Times**.
- **Steven Serviss** has been appointed editor of **Kingston This Week** after working at the paper as a reporter for the last four years. He replaces **Karen Smith** who has accepted a job in the public affairs department of the Kingston General Hospital. **Stephen Petrick** has been hired as the paper's new reporter to replace Serviss.
- **Brenda Jefferies** has taken over as the editor of the **Flamborough Review**.
- Reporter **Craig MacBride** is moving to the **Mississauga News** after two years at the **Oakville Beaver**.
- The **Wellington Advertiser** has just finished moving from two sites into one. Its distribution centre and newspaper are all under one roof now.
- The **Midland Free Press** has changed its publication date from Tuesday to Wednesday to allow it to better cover events that take place over the weekend or early in the week.
- The **Stittsville Weekend Signal** has changed its name to the **Stittsville Weekender**.

Send your updates to newsclips@ocna.org

Community Newspapers across the country as well as discussing the evolution and future of this medium.

For those wishing to advertise a product or service to the Community Newspaper and communications and marketing industries in the magazine's marketplace section can do so.

Contact: alexandara.welzel@marketingmag.rogers.com

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Columns available online

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

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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 spaghettilforbreakfast@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!

The Backyard Astronomer Brings The Stars Down To Earth

Written for anyone with a sense of curiosity, The Backyard Astronomer, will turn on the light bulb inside your head and put a smile on your face. Author and amateur astronomer, John Crossen, brings a lively and informative writing style to a subject which he enjoys passionately. And his enthusiasm shows in an intriguing array of articles that entertain readers and score big as the universe on the "wow-meter." Updated weekly, they are available in half-page or quarter-page sizes. The handy PDF formats are an easy "plug-in" to your existing newspaper layout. And at just \$5.00 per article, they're also an easy "plug-in" to your budget. Who says a local weekly newspaper can't cover the cosmos. Certainly not The Backyard Astronomer. For samples in pdf format, contact: sconolly@lakefieldherald.com

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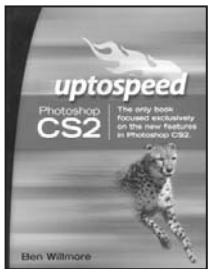
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Recommended design reading from Kevin Slimp

By Kevin Slimp
Institute of Newspaper Technology

If you visit my office any time soon, you might have to step over the boxes. The recent release of Creative Suite 2, along with the upcoming release of Quark 7.0, has produced a wealth of new and updated software products, as well as books and computer peripherals. Three books, released in July, are welcome additions to any designer's library:

Photoshop CS2: Up to Speed, by Ben Willmore,



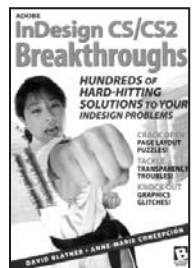
offers in-depth coverage of every new feature in Photoshop CS2. Readers will find chapters dedicated to Bridge, Variables, Smart Objects, Layers, Camera Raw and HDR Imaging. This book promises to make the transition to the latest version of Photoshop as painless as possible. Peachpit Press, \$25 (US), ISBN 0-321-33050-1.

Mac OS X Tiger: Visual Quickstart Guide, by Maria

Langer. I've written about Peachpit's Visual Quickstart series before. I've found these books to be the easiest method of learning to do specific tasks in various applications. This book, all 700 pages, takes the reader through an easy, visual approach to learning OS X, using pictures to guide you through the software. Peachpit Press, \$25 (US), ISBN 0-321-30526-4.



InDesign CS/CS2 Breakthroughs, by David



Blatner and Anne-Marie Conception. Blatner and Conception have scoured the online forums, interviewed trainers, and gathered together answers to over 200 of the most commonly asked InDesign questions. It's a fun book that reads much like the question/answer section of a computer magazine. Peachpit Press, \$25 (US), ISBN 0-321-33413-2.



Hot fun in the summer time. Members of OCNA's staff celebrated the summer with an afternoon barbecue at Bronte Creek Provincial Park in Oakville. Enjoying their lunch (at left from bottom) are Sean Lind, Nancy Burman, Minna Schmidt, Karen Holtrop, Gordon Cameron and (at right) Lynn Fenton.

130 years of Markdale

Continued from page 5

- 1949** - The Markdale Standard was sold to R.G. (Gordon) Craig of Ingersoll.
- 1968** - William Kennedy (Editor and publisher of the Durham Chronicle) bought the paper from Gordon Craig.
- 1971** - In the spring of 1971, Mel Gateman started his long tenure as editor of the Standard. Bill Kennedy continued as publisher.
- 1976** - Printing of the Standard moved from Elmvalle to Durham.
- 1998** - Mel Gateman retired. He was replaced by Adam Freill who was editor of the Standard from Sept. 9, 1998 to April 19, 2000.
- 2000** - Mel Gateman returned as editor from April to November 1, 2000. John McPhee then took over as editor, a post he held until June, 2002.
- 2002** - On July 10, 2002, Lori Ledingham took over as editor of the Standard.
- 2005** - The Markdale Standard celebrates its 130th anniversary. It is owned by the Osprey Media Group which operates a number of small community newspapers in Ontario.



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