

# news clips

<http://members.ocna.org>

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## Bob Shrier leaves publishing legacy

By **Dave Sykes**  
Signal-Star Publisher

**N**o matter how successful he became in the newspaper publishing industry, Robert G. Shrier never compromised the belief that success was a combination of a personal vision and the development and dedication of a good staff.

The man who developed a thriving printing and publishing company in rural Ontario from a personal dream to own his own newspaper, R.G. Bob Shrier, died in a Goderich hospital July 16 after a brief illness. He was 72. There will be no funeral home visitation, but a celebration of Bob's life was recognized at a memorial service July 19.

Owner and publisher of the Goderich Signal-Star for over 22 years, Shrier and his former wife, Jocelyn (Jo) were well known and respected in the community and publishing business and both served the Ontario Community Newspapers Association (OCNA) as president of the board of directors.

Born in Cambridge in 1935, it was evident Bob had the innate ability to sell when he took a job as shoe salesman at the age of 14 to support the family through difficult times. The family moved to Ottawa and Shrier landed a job at the Ottawa Journal, a Thomson newspaper and while the 16-year-old made more money selling shoes on Saturday, it was the newspaper business that fuelled his dreams and consumed his passion.



Working through many of the daily papers in the Thomson chain, the young Shrier became an effective and aggressive sales manager, known for building strong retail relationships and community ties wherever he worked. At 17 he sold advertising at the *Guelph Mercury* and then made his way to the *Galt Reporter*, coming back to the town where his sales odyssey began.

While working through advertising sales departments in Timmins, Sarnia, Penticton and Barrie in the late 1950s, Shrier never lost sight of the dream to one day own his own newspaper.

In 1961, *Goderich Signal-Star* owner George Ellis placed a classified word ad in the *Globe and Mail* looking for a sales person and newsman to

join the local community newspaper in a "small town where future possibilities are excellent".

The future possibilities intrigued Shrier so he answered the call to sell ads in the *Signal-Star* and doubled as a writer, mostly producing weekly sport-related columns.

By 1962, Shrier had purchased a 10 per cent interest in the paper and established a relationship with the business community that centred on the economic viability of the retail and business sector.

"It is the duty of a newspaper to have the retailers of the community use the newspaper as an advertising vehicle to keep the money in the town and therefore, keep dollars in the town," he said in an interview. "In that way the business com-

munity becomes more vibrant and the business community is at the heart of any community. A whole town becomes more vibrant because money is spent in town."

It was in 1965 that Shrier finally realized a lifelong dream of owning his own newspaper, purchasing the *Signal-Star* from George and Gene Ellis. But he didn't stop there. It was a risky decision made the following year to purchase a web offset press that set the young company on a path of unprecedented growth and expansion.

It was that major gamble in 1966, to purchase a News King web offset press for \$100,000, one of a series of bold moves for Shrier, that paid dividends and helped piece together his vision for a printing and publishing company.

While many in the newspaper business considered such a move lunacy, Shrier could see that the industry was moving away from traditional hot type and that the industry would embrace offset printing methods.

Within a year the company had acquired the *Clinton News Record* and in 1969 the *Kincardine News* was purchased. More importantly, while the publishing business was expanding, over 20 community newspapers in Western Ontario were printing in Goderich on the new offset press. The gamble was paying off.

In the 1970s the company expanded to its present location on Bayfield Road in the

*Continued on page 8*

## a word from the President...

# In and around OCNA



By Rick Shaver  
OCNA President

While summer is often seen as a quiet time in our industry, there is still lots of work going on to ensure that OCNA, our members and our issues are in the minds of those at Queen's Park.

With the provincial election coming up October 10th, OCNA has been meeting with the major political parties to make them aware of our readership, reach and how community newspapers can play a major role in their communications plans. We all know that the local candidates rely heavily on our papers for advertising and editorial copy during the campaign, but we've been largely left out when it comes to a share of the provincial ad buy, and often forgotten when the party leaders come to town. OCNA is working to change that. So far the response we've received from the three parties we've met with (the Liberals, the NDP and the Greens) has been very encouraging. All parties are considering using Ad\*Reach to place ads in OCNA member newspapers, be it in select ridings or provincewide. They have shown great interest in using the Ontario Press Service as well as holding conference calls between their

leaders and Community Newspaper reporters. Right now the parties are mapping out their communications strategies, so we've caught them at the right time. A meeting with the PCs is being scheduled.

On the issues front, OCNA is working with the Ministry of Finance to close a loophole in the sales tax regulations that negatively impacts members who either publish less than once a week, or that are bound in any way. We are in the process of drafting a new regulation to propose to the ministry that will ensure all OCNA members receive the same tax treatment without allowing other non-newspaper publications to now be considered newspapers.

OCNA is also gathering information on two other key issues facing our industry—access to court records, and how members are handling WSIB for their non-staff delivery drivers and adult carriers. Also, what steps have you taken to ensure that you are not required to cover the WSIB premiums for your contracted delivery drivers and adult carriers? Do they have clearance certificates or completed an independent operator questionnaire? If you're regularly denied access to court records you know aren't secret or have a horror story to share we'd love to hear it. OCNA's Government Relations Associate Gordon Cameron would love to hear from you. Contact him at [g.cameron@ocna.org](mailto:g.cameron@ocna.org).

## a word from OCNA...

# Digital Newspaper Archive Service introduced to OCNA members

The Ontario Community Newspapers Association would like to introduce you to a Digital Newspaper Archive Service that our Board of Directors believes will have real benefit for your newspaper.

The AWSOM Digital Archive is a secure Web-based, service that allows your newspaper to upload pdf files of each edition so you can:

- a) Have your own permanent archive which staff can access and search from any location and any computer securely.
- It's great for reporters and editors who want to look at previous articles for reference and no longer have to flip through pages and pages. They can simply do a keyword, date or a saved search to locate that important information easily.
- It's great for advertising staff who need to reproduce a specific ad.
- b) Earn revenue by allowing access to your full archive to local genealogists, municipal government, local libraries, schools and businesses. You provide account names and passwords to these users that are set to expire after a set time period of your choosing. You can select as little as one day, three days or as long as a year.
- c) Earn revenue by selling current, electronic subscriptions to local readers who want to read your paper as soon as

you upload it to the archive, to readers who prefer to read their news online, or to readers who are vacationing outside the area and want to stay connected. Replace those expensive to mail, out of area subscriptions with revenue generating electronic subscriptions.

d) Save time and money by providing digital tearsheets to your local advertisers.

You can take advantage of one or all of these features for only \$25.50 per month; and discover new ways to earn revenue from work you are already doing!

On top of these direct benefits for your newspaper, your association also has reasons why we would like our members to be part of the AWSOM Digital Archive.

- a) The first is to enable digital tearsheeting for Ad\*Reach. As the industry is moving towards this means of providing agencies and advertisers with proof of their advertisements running properly, Ad\*Reach plans to move in this direction. We would require our member newspapers to upload their pdf pages to the archive. This would be another cost saving for you as well as helping us to obtain payment sooner.
- b) The second is to provide another stream of revenue to your newspaper by allowing OCNA to provide access to an Ontario-wide or Canada-wide online, searchable archive of communi-

ty newspapers by third parties, like the Ontario government. Please note: this would only be done with your specific consent and written agreement; and you could still participate in the AWSOM Digital Archive as explained above without allowing third party access in the future.

Intrigued? Want to learn more about the AWSOM Digital Archive? We are organizing online demonstrations for our members so you can see it in action. You can register for the 30-45 minute presentation being given on Thursday, August 9 at 3pm OR Wednesday, September 5 at 3pm. If you are unable to participate in either of the identical sessions, alternative times can be arranged. There is no charge for this demonstration. You can call into a toll-free telephone line and watch the demonstration on the Internet from the comfort of your office, a short question session will follow. Bring your editor and sales manager in on the demonstration as well. Simply e-mail OCNA's Lynn Fenton [l.fenton@ocna.org](mailto:l.fenton@ocna.org) and we will provide you with information on how to access the demonstration.

**OCNA Golf Days**  
September 20 & September 21  
Mark your calendar  
More details to follow

# Brian Mazza Memorial Scholarship established

The family of Brian Mazza has donated \$10,000 U.S. to the foundation of the International Society of Weekly Newspaper Editors (ISWNE) to establish a Brian Mazza Memorial Scholarship. Interest from the endowment will be used to bring a Canadian editor to the ISWNE annual conference each year.

Mazza, 45, a past president of ISWNE, died March 4. He was editor of *The Mountaineer* in Rocky Mountain House, Alberta.

"We were very touched by the tributes to Brian," said his sister, Gail Krabben, production manager at the family owned weekly. "He loved the time he spent at ISWNE conferences, and always returned home filled with enthusiasm for his writing and many stories about his renewed friendships."

Mazza served as host of two ISWNE

conferences, in 1994 at Calgary and in 2005 at Edmonton and Fort McMurray, Alberta. He was president of the Society in 1994-95.

"We received many, many expressions of sympathy and kind words from ISWNE members," Krabben said. "No wonder Brian thought they were a special and inspiring group of people."

Contributions made be made to the Brian Mazza Memorial Scholarship endowment by sending a cheque or money order payable to the ISWNE Foundation to ISWNE Executive Director Chad Stebbins, Missouri Southern State University, 3950 E. Newman Road, Joplin, MO 64801-1595.



Brian Mazza passed away on March 4, 2007.

For additional information, contact Stebbins at [stebbins-c@mssu.edu](mailto:stebbins-c@mssu.edu).

## Baby boom!

There's a baby boom going on at *The Walkerton Herald-Times* as 50 per cent of its staff will be on maternity leave by October. General Manager John McPhee reports that receptionist Crystal Haase is due to give birth to her second child July 17; reporter Christine Brandt, also expecting her second, is due Aug. 5; while production artist Laurie Moffatt is due to give birth to her first child Oct. 9. McPhee quipped that the newspaper hasn't had so many "extra editions" in such a short span in several years.



FROM LEFT: receptionist, Crystal Haase is due to give birth to her second child July 17; reporter Christine Brandt, also expecting her second, is due Aug. 5; while production artist Laurie Moffatt is due to give birth to her first child Oct. 9.

**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 [l.fenton@ocna.org](mailto:l.fenton@ocna.org) with your updates.**

**Members: e-mail your FREE News Clips classifieds to [a.modesto@ocna.org](mailto:a.modesto@ocna.org)**

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# 'Crash' drama plays out in the Kawarthas



**K**awartha Lakes *This Week* teamed up with emergency services personnel to stage a crash re-enactment at two local high schools in May.

Both scenes opened with a 'dead' teenager on the ground and two carloads of 'injured' drivers and passengers. The storylines included the arrest of a man for impaired driving and the roof being cut off one wrecked car to free its occupants.

Drama students donned fake blood and screamed for help to fill their roles.

Next year, the organizers -- including *This Week's* Mary Riley and Marcus Tully -- plan to do the event during the evening for a community audience.

A video of the crash re-enactment is posted on [mykawartha.com](http://mykawartha.com)

# Tillsonburg reporter wins writing award

## Article about fishing hooks a top honour

**By Marlene Opdecam**  
Tillsonburg News

**T**illsonburg News reporter Jeff Helsdon was the recent recipient of a Canadian Sportfishing Industry Association writing award.

A member of the Outdoor Writers of Canada, Helsdon submitted the article on fishing with his daughter Abigail to the National Fishing Week Writing Award competition.

The article ran in the *Delhi News-Record* last year and was titled 'Life Lessons Come Through Fishing.'

*Helsdon won one of the honourable mentions*

The competition was originally to have a first, second

and third place winner, but the judges decided to have a first and two honourable mentions due to the quality of submissions. Helsdon won one of the honourable mentions.

The judges' comments were: "Most of us learned to fish because someone took the time to teach us when we were young. We learned other lessons as well as where food comes from, an appreciation of the natural world, what conservation means, and the value of time together with friends and family.

"This article reminds us that our outdoor heritage begins with someone taking the time to pass on the tradition we all value."

Outdoor Writers of Canada is a national organization of professional communicators specializing in the outdoor field. The membership includes writers, artists, photographers, cinematographers, lecturers, broadcasters, public relations consultants, and government information officers.

## SNEURO'S CARTOONS

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



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>

**KEEP US POSTED!**  
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 [a.modesto@ocna.org](mailto:a.modesto@ocna.org).

# Russell Villager receives Fire Safety Award

**T**he Russell Villager will receive a Fire Safety Partner Award from the Fire Marshal's Public Fire Safety Council at a ceremony on June 28, 2007 in Toronto. The annual Fire Safety Awards recognize outstanding contributions to fire protection and prevention in Ontario.

For the last eight months, *The Villager* has published articles about fire safety, Russell Fire Department initiatives and photos of local firefighters.

Originally, this regular feature was initiated to generate advertising revenue. However, when the sponsoring advertiser withdrew, *The Villager* continued to print the ad in its weekly issues, free of charge and unsponsored.

"Without hesitation, *The Villager* has printed the feature

for free on a weekly basis," said Ontario Fire Marshal Pat Burke. "Through this partnership, *The Villager* has demonstrated they understand how important public fire safety education is in the community."

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 will present the awards at a luncheon ceremony at the Fairmont Royal York Hotel in Toronto.

*For further information: Carol Gravelle, Office of the Fire Marshal, (416) 325-3138; Janice Johnstone, Office of the Fire Marshal, (416) 325-3151*



FROM LEFT TO RIGHT; Pat Burke, Fire Marshal of Ontario; Martha Tanner, editor of *The Villager*; Monte Kwinter, Minister of Community Safety and Corrections; Jean-Marc Lalonde, MPP for Glengarry-Prescott-Russell; Russell Fire Chief Bruce Armstrong; and firefighter David Scott.



## Make Thousands This Holiday Season!

Entice advertisers and excite your sales staff with the all-new, **bigger and better than ever** 2007 *Holiday Advertising Service*. Packed with ready-to-sell greetings ads, electrifying artwork and more colour options than ever before, it is your best resource of holiday imagery for this all-important, end-of-year selling season.

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# Cambridge Times welcomes new staff to its team

By Jeff Hurst  
Cambridge Times

**L**isa Rutledge, a graduate of Ryerson Polytechnical University, joined the editorial staff at the *Cambridge Times* in June. Rutledge started her reporting career with papers including the *Brampton Guardian*, *Halton Hills Herald* and the *Globe and Mail*.



ABOVE: Lisa Rutledge, the new reporter/photographer.  
BOTTOM: Linda Turner works in accounts receivable.

In 1990, she moved to British Columbia where she joined the reporting staff at White Rock's *Peace Arch News*. As a reporter there for nearly six years, covering education, police and general news and features, Rutledge won provincial awards for environmental stories, hard news, column and opinion writing. She was later promoted to news editor and enjoyed the challenge of leading a news team at the twice-weekly paper for two years.

In the year 2000, Rutledge, her husband and daughter returned to Ontario to reconnect with family. Shortly after moving back, she had a second daughter and

later joined the Cambridge Family Early Years Centre as an educator and communications co-ordinator. When an editorial position opened up at *The Times*, Rutledge jumped at the chance to get back into reporting.

As a reporter/photographer with the Cambridge tri-weekly, she is currently covering beats including education, health, general news and features.

She has a really bad sense of humour and is obsessed with corn. Nobody actually likes her but she's a really good spellar (writes Jeff Hurst in jest of course).



Linda Turner originally called Toronto home, but has lived and worked in Cambridge since 1974. She is currently works in accounts receivable for the Fairway Group. She is married with three children. Over the years she has been involved

with the Cambridge Speed Skating Club and the Cambridge Colts Running Club. Linda enjoys euchre, bike riding and reading.

## New Executive Director for ACNA

**A**CNA President, Ken Sims, is pleased to announce the appointment of Executive Director Shawn Wells. Shawn joined the Atlantic Community Newspapers Association, July 16, 2007.

Most recently, Shawn was Vice President of Business Development for SportsDirect Inc. where his role included leading the company's sales and partner development team. Shawn played an important part in its leap from a small business to a leader in the industry, helping to transform a \$200,000 a year company into a \$15 million a year operation. Shawn's

background will serve community media in Atlantic Canada well as he employs tireless efforts and a unique approach to generating profitable relationships and products. Shawn's past performance predicts great things for the future of community print publications in Atlantic Canada.

Shawn writes, "I am very proud to be working with an organization that represents the communities of Atlantic Canada. I look forward to working with the membership, the ACNA team and contributing to the growth of the association." Please join ACNA in welcoming Shawn to the community newspaper family. Shawn



Shawn Wells, the new Executive Director of ACNA. can be reached at shawn@acna.com or 1-877-842-4480.



## Amendments to Election Finances Act

**T**he Election Finances Act has recently been amended with changes to the rules affecting advertising by candidates and political parties and now, third parties. Ontario's voters will be casting two ballots at the provincial general election and referendum scheduled for Oct. 10, 2007: one for candidates in the general election and the other on a referendum question about Ontario's electoral system.

The Election Finances Act imposes a blackout period on political advertising on the day before polling day and polling day. With the amendments to the Act, there is no longer an initial advertising blackout at the outset of a regularly scheduled general election, so start accepting advertising now.

For the 2007 general election and referendum, there will be a blackout on political advertising and referendum advertising from midnight on Oct. 8 until midnight Oct. 10, 2007.

Ads for fundraising events, public meetings, announcements of the location of a campaign headquarters, volunteers, help by candidates with the enumeration of voters or revisions to the voters lists, services for electors on polling day or anything respecting the administrative functions of any constituency association are exempt from the blackout period.

Any newspaper that publishes once a week or less and its regular publishing day falls on either polling day or the day before may publish political ads on those days.

The blackout period does not apply to news or editorial content.

All political and referendum printed advertising shall make reference to the name of the registered party, constituency association, third party, referendum campaign organizer or person, corporation or trade union authorizing (paying for) the political or referendum advertising.

The publisher of a political advertisement shall maintain records for a period of two years after the date the political or referendum advertisement appeared and shall permit the public to inspect the records during normal office hours.

For more information please see <http://www.elections.on.ca/en-CA/Media> or contact Gordon Cameron, Government Relations Associate at (905) 639-8720 ext. 239 or at [g.cameron@ocna.org](mailto:g.cameron@ocna.org), or go to [http://members.ocna.org/AFS/OCNA\\_Documents\\_Reports/Provincial%20Election%20Advertising%20Guide.pdf](http://members.ocna.org/AFS/OCNA_Documents_Reports/Provincial%20Election%20Advertising%20Guide.pdf)

# Advertising expenditures: A breakdown

Approaching a potentially new retail client for advertising can be a daunting enough task, but if that client is also new to advertising and ad rates, the sell can be that much more difficult.

By educating the client in how much money they should spend on advertising and not just the benefits of advertising, a client can make a more informed decision and will more likely go from potential client to regular advertiser.

How much should retailers spend on advertising? That depends on a number of factors:

- 1) Store location. A store

Category	Percentage of Sales	Category	Percentage of Sales
Auto repair	2.5%	Furniture store	7.1%
Bakeries	1.6%	Gift store	3.7%
Banks	1.3%	Hardware	2.3%
Beauty shops	2.0%	Jewellery	6.2%
Bicycle shops	2.0%	Fashion store	3.1%
Book stores	1.7%	Office supplies	1.3%
Camera stores	3.0%	Opticians	7.0%
Computer stores	3.7%	Pet stores	3.7%
Department stores	3.0%	Shoe stores	2.0%
Discount stores	2.7%	Sporting goods	2.5%
Drug stores	1.5%	Tire dealers	2.2%
Florists	1.5%	Travel agents	5.0%
Food chain	1.3%	Variety stores	2.2%

located on the outskirts of a town will require more advertising than one located in a high-traffic area such as a mall.

- 2) Consumer awareness. A new business trying to make a name for itself will require

more advertising than a company that has achieved recognition amongst consumers.

- 3) Competition level. A business that has several competitors in the same market will have to advertise more than the business that's the only

business of its kind in town.

- 4) Price emphasis. A retail business that prides itself on having the lowest price or runs continual sales will have to advertise extensively. Most other businesses set their advertising budgets as a percentage of sales.

Here is a table that outlines statistics on average advertising expenditures by retailers. For example, a camera store that sells \$300,000 annually with an advertising expenditure of 3% of sales would spend \$9,000 on advertising that year.

This is great information for your sales reps.

## Components of advertising revenue by medium (in millions of dollars)

Medium	1996	%	1997	%	1998	%	1999	%	2000	%	2001	%	2002	%	2003	%	2004	%	2005	%
Daily Newspaper (ex. classifieds)	1,315	18%	1,546	19%	1,586	18%	1,629	18%	1,731	18%	1,678	17%	1,684	17%	1,697	17%	1,752	16%	1,784	15%
Other print	878	12%	934	12%	1,090	12%	1,119	12%	1,165	12%	1,177	12%	1,192	12%	1,261	12%	1,314	12%	1,356	12%

\*Includes religious, school, farm, trade, community newspaper, weeked supplement publications

# New look for *Ingersoll Times*

The *Ingersoll Times* has made the change from a broadsheet to a tabloid, starting with the July 18, 2007 edition.

The project has been in the works for about six weeks, with regular meetings to discuss a total makeover of the paper.

There is more processed colour, more spotlight features, a new emphasis on local sports and just a fresh renewal of the product that has been publishing since 1969.

Staff is excited about the promotion package that has been built around the change and is eager for it to hit the streets.



# Bob Shrier remembered

*Continued from page 1*

town's industrial park, where years earlier he had envisioned a new publishing plant, several newspapers and a company that would become a major employer in the town of Goderich.

"I could see a building here in Industrial Park even before we bought the land. But it takes more than vision and ambi-

tion," he said in a 1987 interview. "You have to have good people who will work with you, not for you."

By the time the Shriers sold the business to St.

Catharines Standard Limited in 1987, the company had grown to include publications in Mitchell, Lucknow, Seaforth, Zurich-Grand Bend, Walkerton and various specialty publications such as *Focus* and *Leisure Life* tourist magazine.

Ever the entrepreneur, Shrier took the knowledge he gained in 30 years of newspa-

pering and directed his attention to advertising and general sales training sessions across Canada, speaking engagements and book publishing. An accomplished and sought-after motivational speaker, he published several books entitled; *Let's Think For a Minute* and produced radio programs by the same title.

He continued with his personal endeavours in book publishing following the sale of the company in 1987 and was an ardent supporter of local businesses and the viability of the retail sector.

For employees who have passed through the newspaper business in Goderich, the experience of working at Signal-Star Publishing was one of growth, involvement, hard work and fun. Employees were encouraged to share in the vision, to have personal and professional dreams and they were allowed to make mistakes.

Robert G. Shrier is survived by his partner, Gail Gavigan



and her family, Trish (Brad) Black, Joe Gavigan and Cathy Renon. Dear father of Cub Lea (Rob) of Cranbrook, B.C., Anita Shrier and her husband, Larry Sargent, of Ottawa. Brother of Joyce (Jim) Green

of Iowa and the late Jack Shrier. Also remembered by Jocelyn Ruby of London, and sister-in-law, Doris Shrier of Waterloo.



## Another addition for OCNA

Karen Shardlow, our Member Services Coordinator, and her husband Joel are the proud parents of Sara Maaiké (pronounced Mika) Shardlow, born Tuesday, July 3 at 11pm. Sara weighed 7.2 lbs. Mom, dad, and baby are all doing well.

## City Centre Mirror welcomes new member to its team

**T**he Toronto *City Centre Mirror* welcomed Paul Futhey as its new managing editor.

Futhey replaces longtime editor Bernie O'Neill, who has gone on to become managing editor of the *Richmond Hill Liberal*, and will also be responsible for the *Mirror's* sister papers, *The North York Mirror* and *The York Guardian*.

Since Graduating from McGill University in 1999, Futhey has filled a variety of

editorial roles within the community newspaper industry. He arrives in Toronto fresh from a three-and-a-half year stint with the Durham Region Media Group, where he served as a sports reporter, assistant editor and, most recently, the online content manager.

Futhey welcomes your suggestions and feedback. He can be reached via e-mail at [ccm@insidetoronto.com](mailto:ccm@insidetoronto.com) or by call 416-493-4400, ext. 432.



technology

# InCopy allows editors, writers and paginators to work in harmony



If you've been reading this column for long, you know that I'm a big fan of Adobe InDesign. If you've been paying close attention, you've probably heard me mention InDesign's companion application, InCopy. Paginators

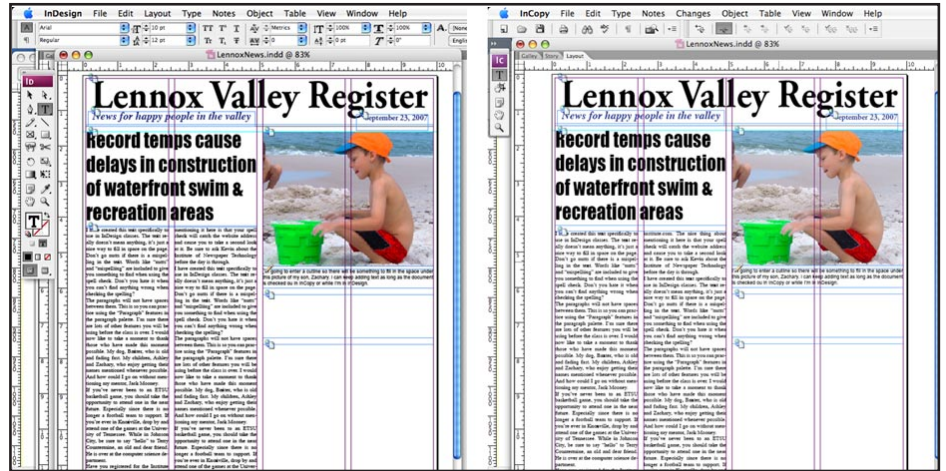
know InDesign as one of the tools of choice for creating newspaper pages. For others, like editors and reporters, InDesign can be overkill. Sure, you could use InDesign as a word processor if you wanted to, but it's a lot more application than most people need to place text on a page.

This is where InCopy comes in. InCopy has been around for quite a while, but most folks in the newspaper business didn't become familiar with it until recent versions. Working in conjunction with InDesign, InCopy creates an editorial workflow, allowing writers, editors and paginators to work in harmony with each other.

Basically, the InDesign/InCopy (LiveEdit) workflow functions one of two ways. More commonly, a paginator lays out the basic design of a page, leaving room for text frames, photos and other elements. Next, she "assigns" each element to be available to InCopy users. Using a check-in/check-out procedure common in other editorial workflow systems, LiveEdit users can then open a file in either InDesign or InCopy to view or make changes. Next, a reporter might open the file in InCopy, write a story in the allotted space and check the file in, making it available to anyone in the workflow. Immediately, the paginator receives a cue that a story has been changed, then accepts the change (with the click of a button) in the InDesign document.

The second method of creating LiveEdit workflows begins with the reporter. He writes the story, then checks the file in. After the file is checked in, an editor might check out the story to edit and suggest corrections. In addition to removing, adding and making corrections, InCopy users can create "notes" that can be seen throughout the workflow but don't end up on the printed page.

Next, the paginator opens a blank InDesign page (or template) and places the InCopy text files in frames throughout the page, creating a workflow between her page and the text from InCopy. Still, anyone along the workflow could check out, edit and check in text,



The left-hand page is from InDesign. Next to it is the same page as it appears to another user in InCopy. InCopy allows users to see how their text and other elements appear on the InDesign page.

with the changes appearing on the InDesign page.

As I speak about new technology at industry and press association gatherings, I generally receive more questions concerning InCopy than any other software product. Generally, publishers who haven't seen the application have heard of it and want to know how it works. "Can you really see how the text is going to appear on the final InDesign page while you're working in InCopy?" I hear that one a lot. And yes, you can.

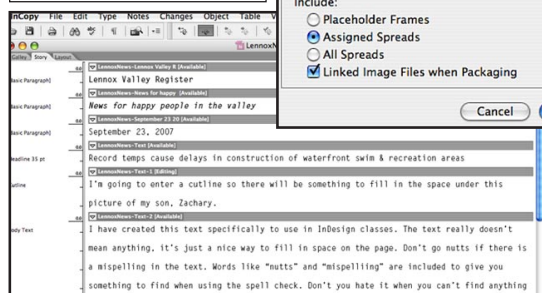
InCopy without purchasing InDesign.

There are a few reasons InCopy users should consider upgrading to the CS3 version. Primarily, you want to use the same version of InCopy and InDesign. If your designers are using InDesign CS3, your editorial staff should be using InCopy CS3. It makes the workflow run much more smoothly. And at \$89 (USD), the price is right.

An interesting addition to the CS3 version of InCopy is the ability to work with e-mail based assignments. This allows the paginator to send stories and graphics as single assignment via e-mail. Basically, this means you could create a LiveEdit workflow between persons in different locations, using e-mail where a server isn't present to share their files. Yes, very interesting. Assignments have also been improved in InCopy CS3 (and InDesign CS3), making it easier to keep related stories together. This makes it easier for InCopy users who want to open an individual story rather than an assignment file containing several stories. Let's not forget InCopy CS3's ability to import Excel spreadsheets into tables.

I've worked with several newspapers over the past three years to implement the LiveEdit workflow. With each upgrade, the workflow continues to improve in ease of use and capabilities. With InCopy CS3's ability to convert Excel spreadsheets into tables, work with e-mail assignments and performance improvements, the reasons to consider the LiveEdit workflow continue to grow. Upgrades from previous versions are available for \$89 (USD). The full version of InCopy CS3 is \$249 (USD). For more information, visit [www.adobe.com](http://www.adobe.com).

RIGHT: InCopy allows users to e-mail assignments to field reporters and editors who aren't connected to the workflow server.



ABOVE: InCopy users can work in one of three modes: Galley (which shows how the text appears in a galley), Story (straight text with no formatting) or Layout (page appears as it does in InDesign).

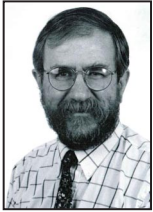
Folks who write cutlines and headlines love the ability to see how their text will to appear on the page, allowing them to create visual, as well as literary, masterpieces. This can be done from within

writing/editorial

# Bad quotes often the fault of editors and reporters

## How to inspire better quotes from your sources

By Jim Stasiowski  
Writing Coach



**L**et's point fingers. G e n t l y . We're all in this together, reporters and editors, so let's not shrink from our mutual responsibility to make stories better.

Unconsciously, we sometimes conspire to come up with lousy quotations.

I've heard this in newsrooms a million times. A reporter is writing a story critical of Source A or of Source A's business or of Source A's family, whatever. The editor in charge of the story shouts across the room to the reporter, "Hey, be sure to call and get something from Source A."

That offhand, simple, routine command almost guarantees that Source A will deliver a weak, unresponsive comment, even a "No comment".

The editor, of course, prefers a strong, meaningful comment, but the banality of the command plants in the reporter's mind that anything, as long as we make an effort, will suffice.

Anticipating a weak response, the reporter calls, asks a simplistic question, gets exactly what he or she knew Source A would say, then hangs up. Duty fulfilled. Story finished.

The editor reads, spots the expected quotation, then shrugs, even though it has all the nutrition and charm of a sip of lukewarm water. We did the minimum, we can't be criticized for not trying, so another bad

quotation gets into the newspaper.

Most readers read it without so much as a ripple of interest. But some readers, those who someday may be sources themselves, see it and think: "OK, well, if I ever get that kind of phone call from a reporter, I will respond in the same way."

And so the cycle continues, from now until the end of time.

Granted, no matter how hard we try, some sources have no comment, or will give only the tepid, drive-by answer. But we settle too often for the mediocre.

In the above anecdote, the brains of the editor and the reporter automatically envisioned mediocre answers. So when a source, especially one who has a reason not to want to talk to us, hands us mediocrity, we think, "Well, that's typical," and we blame the source.

Today, let's blame ourselves.

We treat sources as if they were quotation vending machines: We listlessly plug in quarters, punch a button, and the machine clunks out the same old stale cheese crackers.

But sources, even those angry at us for asking, are human beings. We may not like or admire them, but they deserve more than a perfunctory, "So, do you have any comment?"

For reporters: Before calling or visiting the source, imagine success. Imagine getting a powerful, meaningful quotation. If you expect mediocrity, that's what you'll end up with.

As the interview begins, start a conversation, no matter how awkward or uncomfortable it may be. Show the source you're a human being, not a mindless harvester of quotations. Although you have to be careful not to take the source's side, you should

be able to converse with a voice that implies humanity and a desire to understand.

If you sound cold and in a hurry, expect the same in return.

Show that you have put thought into the questions. Without anger or unpleasantness, push for substan-

tive answers. Explain to the source that giving good answers is in his or her interest. A "No comment," you honestly may say, implies the source is hiding something.

And think of your conversation as a long-term investment. In that first interview, the source may give you only the standard "No comment" or a variation thereof. But if you are a polite, understanding conversationalist, the source may call you back a day or two later, as he or she will have decided to talk and will remember you were interested in more than just a quick, facile response.

I'll wager that every accomplished interviewer first has gotten a rejection, then later, a call from the source who says, "You know, I appreciated your attitude when you called the other day, so I'm calling to give you something I won't tell any other reporter."

The key is to separate yourself from the crowd of "Get somethings".

Editors, no matter how much of a hurry you're in, do not imply to a reporter that any old phone call to a source will suffice. Show the reporter you expect a quotation of value.

The goal is quality, a response that will rise well above the mandatory "Be sure to get something" minimum.

In fact, when the reporter turns in a "Get something" quotation, send the story back with this straightforward command: "Get something better."

**THE FINAL WORD:** You may not buy this one, but don't argue with me, argue with the dictionary: The cliché meaning an exact likeness is "spit and image," not "spittin' image."

An old definition of "spit" is likeness. Thus, "spit and image" is a redundancy emphasizing identical appearances. Because in speech, we often condense "and" to the "n" sound, the pronunciation became "spit 'n' image," and then, sloppily, "spittin' image."

*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.*

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