

On July 26, the doors of Hamilton's first residential hospice were opened, thanks in large part to efforts by community partners like Hamilton Community News.

A division of the Metroland West Media Group, Hamilton Community News operates four community newspapers in the region with circulation of more than 110,000 homes. In 1998, the company took a giant leap when it collectively decided to embrace and support the concept of hospice palliative care as an important and necessary health-care service for Hamilton residents.

At a time when most people turned their backs on an organization whose main purpose was to support people with life-threatening illness, Hamilton Community News became a champion for the dream of Stoney Creek physician Dr. Bob Kemp.

"End of life issues are not popular or sexy topics in our death-denying society," said

Hamilton Community News managing editor Mark Cripps. "As a company, we understand that hospice palliative care is not about death, but rather, it's compassionate care that celebrates life. Every citizen deserves the right to die with dignity."

For almost a decade, the newspaper organization supported the Dr. Bob Kemp Hospice, holding fundraisers, running free advertising, as well as providing extensive coverage of the journey to bring the community this much needed facility.

Over the years, many employees also gave time as volunteer. Cripps has been a long-time board member and was a key player on the Capital Campaign Committee organized last year to raise \$4.2 million to build a 10-bed residential hospice and palliative care centre.

On July 26, the dream became a reality as the Dr.

Bob Kemp Centre for Hospice Palliative Care opened its doors during a lavish ceremony attended by Premier Dalton McGuinty.

The 10-bed Centre for Hospice Palliative Care will provide bereavement and day

hospice programs, as well as residential care in a home-like environment for community members with terminal illness. It will also be a centre for palliative care education for physicians, nurses, social workers, volunteers and interested Hamilton residents.

Hospice palliative care focuses on the physical, psychological, social and spiritual needs of clients facing terminal illness and their families. These services are offered in a home-like setting for those in need and are free.

As a newspaper organization, Hamilton Community News was a main media and financial supporter of the Dr. Bob Kemp Hospice for more than a decade.

In honour of the contributions made by Hamilton Community News, the Dr. Bob Kemp Hospice named a prominent room after the organization.

"We are truly honoured to be associated with the Dr. Bob Kemp Centre for Hospice Palliative Care," said Cripps. "Knowing this facility will touch so many lives is more than enough recognition for the employees at our newspaper group."

For more information on the Dr. Bob Kemp Centre for Hospice Palliative Care, visit www.kemphospice.org.



Hamilton Community News managing editor Mark Cripps.

Christmas challenges 2007 flyer deliveries

Source: Reach, a publication of the Flyer Distribution Standards Association, in partnership with The Retail Council of Canada

The Christmas season is a time of joy and festivities for most Canadians. But it poses some real challenges for retailers and distributors to deliver flyers over the holiday period promoting Boxing Day and other holiday sales.

Typically, flyers are printed mid-week and distributed to consumers' households on Thursday or Friday for the start of sales on Saturday. Christmas and New Year's Day holidays, however, can often disrupt the normal flyer production and distribution cycle.

This year, with Christmas falling on a Tuesday and Boxing Day on a Wednesday, 2007 is no exception. Most retailers want their Boxing Day flyers distributed on Monday. Most distributors, however, normally offer two drops a week -- usually midweek and weekend -- meaning flyers for this year's Boxing Day would likely be distributed on the weekend before Christmas, several days before the biggest retail sales day of the year.

Retailers say this is unacceptable because flyers lose their impact very quickly. "Flyers are very sensitive to time," says John Burns, Manager of Database Marketing and Dealer Advertising with Canadian Tire Corporation. "They have to be distributed the

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a word from the President...

In and around OCNA



By Rick Shaver
OCNA President

It's September and back to school is upon us. Where did our summer go. Not only did it fly by quickly but if you are like me, you still have a list of things to do before the snow flies and winter is here.

A lot has happened this summer and at OCNA we have had a few changes.

After many years at OCNA, Nancy Burman is resigning and will leave OCNA at the end of September. She will transition from her current role as Ad*Reach Coordinator during the second week of September and spend her last few weeks at OCNA passing her vast knowledge of the newsprint business onto other staff members. Nancy, thank you for your wonderful contribution to the organization over the past 13 years.

Alexis Komon will replace Nancy on Tuesday, September 5th. Carolyn Press has been kind enough to help train Alexis until she has the job well in hand.

Jade Wiseman will take over as Junior Advertising Administrator.

Sean Lind says good bye in September. Sean has been a significant player in making Ad*Reach a recognizable and marked entity. Sean is resigning for an excellent opportunity in Ottawa. His position as Manager of Marketing will be replaced by a second sales position.

Minna Schmidt is off on maternity leave.

The hunt continues for a new National Advertising Manager. Please contact Executive Director Robyn Matravers if interested.

Also this month OCNA has been working hard to get the publishers out for a round of golf.

OCNA and *The Burlington Post* invite you to our hometown on Thursday, September 20 to play at the Tyandaga Golf Course in Burlington. It's a beautiful course on the edge of the Niagara Escarpment with breathtaking views of Lake Ontario.

The *Huntsville Forester* welcomes you to its community on Friday, September 21 for a round at the Huntsville Downs. Bill Allen and his staff at the paper invite you and your family to make a weekend of it. They have provided us with a list of area accommodation to help with your planning.

Registration fees are: Burlington's Tyandaga \$107. (golf and dinner), \$66. (golf only), \$41. (dinner only), and for Huntsville Downs \$110. (golf and dinner), \$78. (golf only), and \$30. (dinner only). Fees for golfing include a power cart and prizes. To register for OCNA Golf Days, please see: http://members.ocna.org/AFS/Golf_Days/GolfPromo.pdf

Or to see more information about accommodations in Huntsville, please see: http://members.ocna.org/AFS/Golf_Days/HuntsvilleHotelInformation.pdf

Looking forward to seeing you there.

Have a good month and see you on the greens.

a word from OCNA...

Latest information on Digital Archive Service, BNC and Junior Citizen awards

By Anne Lannan
Member Services Manager

The Digital Archive Newspaper Service operated by the Alberta Weekly Newspapers Association has been well received by the OCNA member newspapers who have participated in the online demonstrations of the program.

The positive interest has led to OCNA organizing another online demonstration for members on Wednesday, September 26, 2007 at 3:00 p.m. which will also include a demonstration of the E-TEARSHEET service. Please e-mail Lynn Fenton at l.fenton@ocna.org if you would like to take part in this free demonstration.

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.

b) Earn revenue by allowing access to your full archive to local genealogists, municipal government, local libraries, schools and businesses.

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.

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!

Better Newspaper Awards

The 2007 OCNA Better Newspaper Awards are ready to roll. The list of categories and criteria will be released to OCNA Active members and College/University newspaper members on Monday, October 1. Please note the entry deadline of October 31.

The winners of this year's awards will be presented on Saturday, April 5 at the Delta Chelsea Hotel in downtown Toronto. There are activities for everyone so plan to make a family weekend getaway of it. We have been able to secure a group rate at the Delta Chelsea of \$139. Mark your calendar now.

The Better Newspaper Awards are our way of showcasing the quality of work produced by community newspapers across

our province and recognize the dedicated and talented individuals and teams who contribute week after week.

Ontario Junior Citizen of the Year Awards

Promotions of the 2007 Ontario Junior Citizen of the Year Awards will begin in the next two weeks. These awards are an OCNA member service that helps promote leadership within our member newspapers as you are able to recognize outstanding young people in your own community who are contributing to the betterment of your towns and cities.

Community newspapers are leaders in their communities. This program lets you recognize today's youth who will be your community leaders of tomorrow.

OCNA is proud to have TD Canada Trust as a major corporate sponsor of the awards.

Ads and prepared editorials will be sent electronically, while promotional kits with brochures and nomination forms will arrive in the mail, addressed to the editor.

Nomination deadline is November 30. Just a reminder that newspapers can nominate individuals as well as people from your community. You've been writing about these people all year.

Coalition pushes for Canadian advertising museum

By Matt Semansky
marketingmag.ca

A group of advertising executives and educators have formed a new group to push for a Canadian Advertising Museum.

The group's board of directors includes Doug Linton, chairman emeritus at Toronto agency ACLC, Toby Fletcher, associate dean for the School of Media Studies and Information Technology at Toronto's Humber College, and Joanne Lehman, founder of the copywriting program at Humber.

Linton will serve as chairman of the CAM board, while Fletcher will act as board secretary and Lehman as executive vice-chair.

Linton says CAM's first goal is to construct a Web site. The museum will likely exist primarily as an online resource, he says, although the group hopes a brick-and-mortar facility will be established at Humber. Similar facilities exist in the United States, United Kingdom, Germany, France and Japan.

Linton credits Lehman for initiating the project. "It's a ton of work to get it up and running, but it will be an interesting place to go," says Linton, who believes the advertising community will back the project.

"A lot of these people have work they can donate that may well be of historical use to other people, as opposed to just sitting in their basement," he says. "The creative people who made this stuff, they'll support it, because who wouldn't want their life's work in posterity."

He says the museum would be of interest to sociologists as well as agencies, students and marketers.

"If you're a soap client, you'll want to plug in to all the soap commercials ever done. It ought to have positive applications for a lot of people."

Linton says it is too early to place a timeline on the creation of either the Web site or the physical site, although the group will soon begin fundraising activities. Also see: <http://www.marketingmag.ca/daily/20070807/topstory.html>



Newspapers: the PRIME choice for information!

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This message is brought to you by this newspaper and the Newspaper Association of America.



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Free literacy ads for newspapers

The Newspaper Association of America literacy ad campaign offers newspapers around the world the opportunity to download colourful ads each month encouraging readership through popular characters from children's entertainment such as: Bratz, Transformers, Ratatouille, Nancy Drew, Shrek and more. These ads, primarily used to fill space inside papers, are often also used by Newspapers in Education programs as gifts to neighbourhood schools in poster form. The ads are free to download and use wherever needed in your paper. The NAA asks that you send tearsheets so they can track the success of the program. You can download the ads—in various sizes—at : <http://www.naa.org/Advertising-and-Marketing/Display-Advertising/Newspaper-Literacy-Ads/Index.aspx>



profile

Introducing: OCNA's new Communications Coordinator

By Gordon Cameron
Government Relations Associate

With the recent baby boom at OCNA we are pleased to welcome several new staff members. This month we profile Allison Modesto, OCNA's Communications Coordinator who has taken over from Shaba Qureshi during her maternity leave.

When asked what she likes most about her new job as OCNA's Communications Coordinator Allison Modesto is quick to respond.

"I like all the design work I'm getting to do," she said enthusiastically. "I've never really done it before and it's allowing me to be creative and take a lot of liberties with the final product, which is something that you don't get at most other jobs."

While there is no denying her talent as a creative designer, Modesto said her first love is still the written word; both as a writer and a reader. It is this love that led her to study English at the University of Toronto and later to take a diploma in Journalism from Sheridan College.

"I worked in retail management for six years after university and I decided I need-

ed to do something else. So I went to Sheridan to study print journalism."

At Sheridan, she honed her skills as a writer and editor and later worked at the college, wrote for a bridal Web site and helped an author do research for an upcoming book before coming to OCNA.

"The Community Newspaper industry is still very new to me," she said. "But I'm learning all about our 300 plus members and am really enjoying learning about the wonderful journalism and creative things our members are doing."

One of Modesto's

write monthly features on someone from our industry and is currently looking for suggestions for potential profilees.

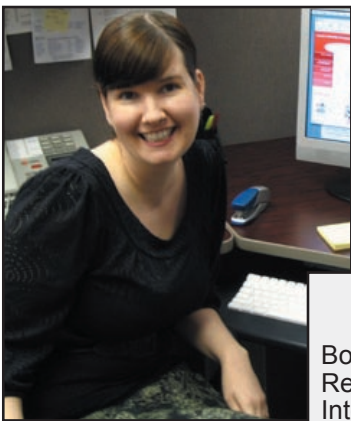
" I'm learning all about our 300 plus members and am really enjoying learning about the wonderful journalism and creative things our members are doing. "

When not at work Modesto loves to read, take photographs, support environmental causes and spend time with her Chihuahuas Buster and Reina.

If there is one thing that Modesto hopes to accomplish during her time at OCNA is to makeover the look of the Association's publications and promotional material.

"I've just finished revamping our sponsorship kit and will be redesigning NewsClips very soon," she said with palpable excitement in her voice. "I'm trying to make everything look a bit more modern, appealing and interesting. Kinda, jazz things up a little."

Contact Allison anytime at : a.modesto@ocna.org (905) 639-8720 ext. 244



Allison Modesto Fast Facts

Born - Mississauga
Resides - Oakville
Interesting Fact - Is a vegetarian

Don't Mess with Her - She once hit a bulls-eye with a crossbow at the Canadian National Exhibition, surprising both herself, the fellow running the booth and winning a large prize.

main jobs is keeping OCNA members informed about the industry through publications like NewsClips and e-clips and is always on the lookout for story ideas and submissions. She is planning to

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 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.

industry news

Messenger staff reporter claims national award for story on KKK rally

By Manotick Messenger Staff

It started with a few anonymous letters that arrived at our office like clues to a mystery. There were hints and references in the unsigned letters to a Ku Klux Klan rally that had taken place in the area years ago.

Manotick Messenger staff writer and reporter Steph Willems, who had just joined our staff, jumped on the story and spent the next month vigorously researching the event.

Now, a year later, Willems has won the Morris Newspaper Group's first Canadian Community Newspapers Association national award for his work. His story and account of the KKK's presence in the area won the award for the Best Historical Story among all community newspapers in Canada.

"The Ku Klux Klan rally had taken place in Richmond," he explained. "I went to high school at South Carleton, and there

was always a sort of urban legend about something that had happened there in the 1930s."

While researching the story, Willems ran into road block after road block. He had nearly given up on the chase of the story a number of times, yet was coached and encouraged by editors Jeffrey Morris and Derek Dunn to keep pursuing the story and to take the time needed to get it done right.

"Steph had just started with us fulltime after interning with us while he was at Algonquin [College], and it was the first project that he really sunk his teeth into at an investigative level," said Morris. "He did an amazing job. He was not only able to afford the most accurate recollection of the last known KKK rally in Canada, but he also painted a vivid picture of what happened and what kind of impact it had on the community. I can't even begin to tell you how proud we are of him for this honour."

The award capped off a remarkable year

for the Morris Newspaper Group. The *Manotick Messenger* and *Barrhaven Independent* combined for a best-ever five OCNA provincial awards. Both papers were ranked among the top three community newspapers in Ontario in their circulation category, and Jeffrey Morris, who was the 2005 Energizer Canada Humour Columnist of the Year, picked up a second place award for the Best Feature Story in the province for a piece called "In the name of the father" on the fight of local divorced fathers for parental rights in a one-sided judicial system. The *Messenger* also won for the Best Digitally Enhanced photo in Ontario for a shot of Councillor Glenn Brooks scratching his head while chest deep in a digitally created giant pot-hole at the intersection of Bridge and Main Streets.



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If you're like most publications, the end-of-year season is **vital to your annual bottom line**. Ordering now saves you time and money, and ensures you'll have the *Holiday Advertising Service* in plenty of time to **plan your sales strategy** before the big crunch.

Call today and **save 10% on this year's service** by joining our automatic shipping list and get the *Holiday Advertising Service* sent to you each year at the guaranteed lowest price!

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industry news



COBDEN SUN welcomes new staff member Jeannie Remus. She job-shares with Angie Olmstead and works in the office most Thursdays and Fridays.

BOB LIDDYCOAT is now the Managing Editor at the *Dunville Chronicle*. "I am thrilled to be working with the incredible group of professionals at the Osprey Group here in Niagara," said Liddycoat. "I'd like to thank publisher Mike Walsh and his team for welcoming me aboard."

AS OF August 1, 2007, Tammy Landry has purchased *The Wawa Algoma News Review*, serving as Editor/Publisher since Bob Avis had decided to retire. "All is well and business is as usual," said Landry.

DARREN LUM, an award-winning photographer, is excited to be back in newspapers and working with the *Bracebridge Examiner*, *Gravenhurst Banner*, and *Huntsville Forester*. Originally from Toronto, journalism has taken Lum around the province from Kenora to Toronto and finally cottage country where he spent five years, first as a reporter then photographer, at the *Haliburton County Echo* and *The Minden Times*. His work has garnered him several awards in the Ontario Community Newspapers Association and the Canadian Community Newspapers Association—including two honourable mention awards for Photographer of the Year. Last year, Lum joined the faculty of journalism at Humber College, teaching news photography part time, and was the staff photographer at *Muskoka Magazine*.

SCOTT HOWARD—editor of the *Brock Citizen*—and his wife Karen (a classified sales representative at the *Kawartha Lakes This Week*) welcomed twin girls on July 30. The girls' names are Abigail and Emma.

MINNA SCHMIDT—Manager of Sales for Ad*Reach—and her husband Tom adopted their baby girl from China. Natalie Su Yin is now the latest edition to OCNA's family.



CONGRATULATIONS to OCNA's Communications Coordinator Shaba Qureshi and husband Adeel (shown above) on the birth of their daughter Rania, born at 8:08 a.m. on July 24. She weighed 8 lbs, 9 1/2 ounces.

Two new papers join Multicom family

Multicom Media Services announces the addition of two new newspapers to its family of community and diversity publications.

Vaughan Today was officially launched in June with a special 48-page, full-colour edition highlighting the Vaughan communities of Woodbridge, Kleinburg, Maple, Concord and Thornhill. The profile showcased the areas' people, community, history, and culture, as well as, a 'Who's Who in Vaughan', highlighting prominent figures.

This was immediately followed by the



introduction of the new weekly edition of *Vaughan Today*, a newspaper focusing on the city's politics, development, crime news, local sports and other news of interest to the area. *Vaughan Today* is distributed to 65,000 homes and businesses in Vaughan each week.

Also new to the Multicom family is the *Toronto Bloor West Journal*. The community newspaper, founded and previously owned by George Longo, has been integrated into Multicom's network of *Town Crier* community newspapers in Toronto. Longo has joined Multicom as the

Director of Business Development.

"The *Bloor West Journal* will continue to be very community oriented," said Longo. "It just has a more diverse selection of writers and community features. You can expect more pages, more stories, and more of the strong, independent local voice that readers know."

Lori Abbitan, President and Chief Executive Officer of Multimedia Nova, said, "*Vaughan Today* serves a tremendously dynamic and diverse community that makes up Vaughan...and the *Bloor West Journal* was an already established community paper. Multicom has set a new standard in multicultural media. We intend to set new standards in community newspapers as well."

Register today for the upcoming Webinars.
See page 7 for more information.

Did you miss the last Webinar?

OCNA's Webinar series continued on Aug. 2 with a Lunch and Learn session about writing editorials.

It was presented by Paul Lima, a freelance writer and writing instructor with over 15 years in the industry. Having written editorials, columns, and opinion pieces for *The Globe and Mail*, *Toronto Star*, *Toronto Computes*, *Northern Lights*, and many other publications, Lima was a knowledgeable and helpful presenter. If you missed the webinar, here are the highlights from the session.

- ♦ Editorials express an opinion on behalf of the publication's editor or editorial board.

- ♦ The best method for writing an editorial is to take steps. First, select your issue and the focus of your piece. Then, choose your purpose. Do you want to inspire action within your readers? Next, collect material to support the topic

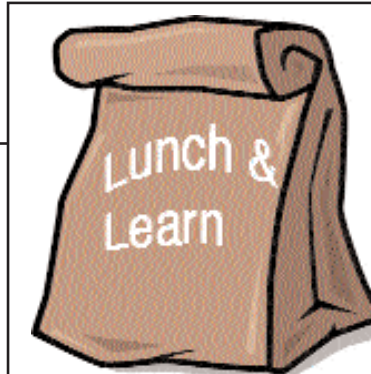
you have chosen-and this is critical-without supportive material your piece will have no authority. Then, brainstorm everything you might include in your piece. Answer who, what, when, why, and how. Finally, outline the points you want to make and in the order you want

to make them.

- ♦ When it gets down to actually writing the piece, be clear and forceful, but remember to not attack or preach to your reader. And don't be wishy-washy-stick to your opinion.

- ♦ But what to write about? The possibilities are endless.

For inspiration, look through your paper and see what read-



ers are writing about to the editor or run a reader's poll.

- ♦ Your editorial must have a purpose. Is it to inform? Sway? Promote? Praise? Criticize? Entertain? Jot it down before you start writing, and though an editorial may seem to have multiple purposes, it will generally have one main purpose. This is important to know, as your purpose will

influence the content and tone.

- ♦ Once you have your outline, you're ready to write. Editorials can follow a five-paragraph theoretical framework. Within an introduction, body, solution, and conclusion, an editorial can include:

A personal anecdote, reasons for your point of view, an explanation for the other side of the issue, a refute to the other side of the issue, and restating your thesis ending on a positive note or call for action.

- ♦ Lima also stressed to those in attendance that when writing an editorial, avoid clichés-"like the plague"-and to remember that there is no "I" in editorial, nor is there a "we". Do not use "I think", "in my opinion", or "we propose". Of course there are exceptions: if your editorial starts with a personal anecdote, but try to keep that at a minimum.

In under an hour, Paul Lima imparted a numerous amount-too numerous in fact to mention here- of tips and exercises that would help any writer struggling with editorials. The beauty of many of the tips and exercises is that they could be applied to other genres of writing as well.

Sign up for OCNA's last three Webinars of the year

Thursday, October 4th, 2007 - In Design

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

Thursday, November 1, 2007 -

Developing Successful Solicitation Techniques

Learn eight techniques required by all advertising sales representatives for community newspapers. These techniques will help you increase sales and build better relationships with your clients. Advertising trainer Bob Berting will also explain the three call selling system, the purpose behind each call and the results you will achieve. Berting is a professional advertising trainer and speaker who has worked with small and medium sized organizations to increase their productivity and profits.

Thursday, December 6, 2007 -

Details to be announced

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.) If you would like to register, please contact Lynn Fenton at 905-639-8720 ext. 232 or e-mail 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.

Members: e-mail your **FREE** News Clips classifieds to a.modesto@ocna.org

government relations

Defining newspapers for PST exemption

By **Gordon Cameron**
Government Relations Associate

Newspapers in Ontario are supposed to be PST exempt. That was always the understanding of publishers and has often been the interpretation of provincial auditors sent to look at the books. However, many members have discovered that the PST exemption has two large loopholes.

Regulation 1013 to the Retail Sales Tax Act defines a newspaper in part as “a printed publication that contains news, advertising and literary matter that is *issued at least once a week if it is unbound and at least five times a week if it is bound*” (emphasis added). That means OCNA members whose papers don't meet that criteria aren't PST exempt and therefore must collect and pay the tax. For members that means not only an extra eight per cent cost going forward, but in many cases going backwards as well, often totalling in the hundreds of thousands of dollars.

The main cause for the current crisis has to do with uneven interpretation of the regulation. Many papers currently in this situation have either been audited in the past and been told that they were newspapers under the law or received bad advice telling them they were compliant with the regulations even when they were not.

To deal with this, OCNA has been working with a group of impacted community newspapers to develop an alternative definition for Regulation 1013. In talking to the Ministry of Finance, they are concerned that by changing the definition a whole new group of non-newspaper publications will be claiming the newspaper PST exemption. To mitigate that problem OCNA has adapted the Canadian Magazine Fund's Newspaper Scale (see sidebar) that should be able to tell a newspaper from a non-newspaper without requiring auditors to make judgements about what constitutes news vs. literary material.

In our meetings with both the civil service and Minister Sorbara's office, both have indicated a willingness to work with us and believe that OCNA's newspaper test is an excellent place to start. However, change won't be coming soon. With the provincial

election less than a month away it won't be until the new term—possibly in the spring budget—that we will be able to see results.

To press our case we've contacted all major political parties and told them what's at stake, not only for our industry, but the communities they serve. Since the polls are so close that each party could have a hand in setting the agenda for the next term it is important that they all be educated on the loophole and the problem it is causing.

We have also put together a package that impacted community newspapers can use to help press their case with their local candidates and their readers. It consists of a free-for-use editorial, a series of questions to ask candidates, and background information that may be of use to them. If you are interested in receiving a copy of this package please contact Gordon Cameron at g.cameron@ocna.org or (905) 639-8720 ext. 239.

This campaign is very winnable as we are not looking for a change to the underlying policy of the government, just the closing of a loophole designed to prevent non-newspapers from receiving the same PST treatment as legitimate newspapers. Recently, the government has been willing to expand the definition of “newspaper” to include the bound transit dailies that prior to July 2006 weren't considered newspapers either. That change was also made retroactive to erase all the PST owing. We are looking for the same treatment.

OCNA has proposed a viable alternative to the existing definition which has met with some support within the government and the ministry and at the end of the day it won't cost the provincial government a lot to do the right thing. However, if they don't then many OCNA members face hard financial times ahead.

When looking to design a replacement to the current definition of what constitutes a newspaper in Regulation 1013, OCNA wanted to create something that would include all of Ontario's newspapers while ensuring that other non-newspaper publications would not suddenly become eligible for the PST exemption. It also had to be able to be applied by people with no newspaper training with a very limited room for subjective variation in their assessments. We looked to the Newspaper Test used by the Canadian Magazine Fund to decide on eligibility for its programs and adapted it to meet the needs of Ontario's newspaper industries and the provincial government. This is still a work in progress with ongoing discussions between OCNA and the Ministry of Finance.

OCNA's suggested Newspaper Test

- ◆ Broadsheet format, tabloid format or oversized (larger than 8-1/2 X 11) — **2 Points** (Most newspapers are larger than 8.5 x 11 inches in page size.)
- ◆ Unbound — **1 Point** (While some newspapers are being bound, all, or virtually all magazines are bound. By itself being bound shouldn't disqualify a newspaper from being a newspaper for PST purposes, same as being an unbound magazine shouldn't allow it.)
- ◆ Predominantly printed on newsprint of any quality — **2 Points** (This is fairly standard within the industry, yet allow for an occasional special cover or wrap.)
- ◆ Identified as a newspaper — **1 Point**
- ◆ Cover subdivided (articles and boxed photos) — **1 Point** (OCNA is suggesting the inclusion of and/or to allow for newspapers who print full page photos to get this point. Alternatively, this section could be replaced by requiring a publication to have a “news-oriented front page”.)
- ◆ Advertising on front cover — **1 Point** (While advertising on the front page is not universal, it is much more common in newspapers than in magazines.)
- ◆ Publication identified as other than a Newspaper — **-1 Point** (Any publication that calls itself “Magazine”, “Newsletter”, or any thing other than “Newspaper” would have one point subtracted from their score.)
- ◆ Publication produced for general circulation — **1 Point** (Any publication is that is available or intended for general sale or distribution would receive a point. Publications specifically for the members of an organization, community group, etc. but not available or intended for general sale or distribution would not.)

The total would be nine (9) points out of which a publication would have to score five (5) points to be considered a newspaper.

ad sales

Presentation without demonstration is only Conversation!

By Chuck Nau

Presentation without demonstration is only conversation! Years ago, the assistant classified advertising manager at the Chicago Daily News said that to me, time and time again. I now find myself saying it whenever I am working with newspaper ad sales staff and management teams.

As you manage your account list or sales territory, do you have meetings with clients that you believe to be sales calls, but your clients see them as just conversation? When was the last time you made a 'presentation' to your top five or ten or fifteen revenue accounts? When your competition calls on your potential advertisers or clients are they selling while you are perceived as only conversing?

What is this thing called a 'sales presentation'? What are the important elements and steps to remember in giving a presentation? Where does a presentation fit in the 'big picture' of selling?

The key to remember in developing and giving successful sales presentations is that it is all about offering a business solution (to a potential advertiser or client's problem), meeting an identified need, concern, or issue on the part of your client, or seizing an opportunity in the marketplace and then developing strategic goals and helping your client to achieve them through the use of your newspaper products.

'Presentation' is one of the four PLUS one elements in the sales process. Let's briefly refresh our memory on these important selling steps ...

♦ **Step One:** Preparation ... Researching the marketplace to learn all you can about your potential advertiser. Your sales objective is to gather information, to learn more about, and further qualify (!) your identified retailer or service provider. One of the best strategies to warm up those cold calls (... as in the next step opening the call) is through a 'Recon Mission'. The 'Recon Mission' takes place at your potential advertiser's place of business. Visit your potential advertiser, look around and walk around (eyes to see - ears to hear). As you gather your information, a picture of your potential advertiser should begin to form.

♦ **Step Two:** Preliminaries or Opening the Callor more simply, is the prospect inter-

ested? That's determined by asking questions and listening PLUS your own observations gathered through a recon mission.

♦ **Step Three:** Investigation (or Interviewing) ... Obtaining and providing some information, sharing feedback, encouraging trust, and beginning to develop a business relationship based on open and honest communication (TRUST). Don't tell to sell ... ASK QUESTIONS!

♦ **Step Four:** Presentation ... Demonstrating how your newspaper or newspaper products will meet the needs of your potential advertiser or client. It is also demonstrating proof - proof positive - that you can and will deliver identified benefits. It is offering a business solution, being a problem solver.

♦ **Step Five:** Close ... Actually it is asking for the business. As I learned years ago, it is not a closing. Rather, it is asking to open the door on a new business relationship. While you ask for the business, you reiterate the benefits your newspaper products offer, the solutions your newspaper will bring to your advertiser's business, and you, once again, demonstrate proof (... testimonials!!!).

How might you best prepare and develop a presentation? What should be some of the key processes, thoughts, and ideas? That, of course, then leads us to ask the question about the actual 'giving' of our presentation.

Let's take a quick overview of each of these questions. Subsequent columns will look at these 'key points' in broader detail regarding the presentation and selling process.

In developing your sales presentation, remember to review your 'recon' mission information plus your client research and interviews. Organize and structure your presentation following this simple structure ... What's the problem or perception? What's the solution you and your newspaper offer? How will you demonstrate proof? How will you help your potential advertiser or client visualize the benefits?

Be sure to consider the format (visuals?) you will use, and determine if there should be handouts or leave behinds. Be sure to clarify your primary AND secondary goal. Consider using 'spec ads' and testimonials. Be prepared, think through and anticipate possible questions or objections. Ask yourself if you and your presentation will be understood and flow easily. Practice, prac-

tice, practice.

Giving your presentation should, again, not be perceived as the 'hard sell'. Rather, you are meeting a need, offering a business solution, and demonstrating a benefit.

As you begin your presentation, strive to develop some rapport (icebreaker conversation...) and put both your potential advertiser and you at ease. Outline

your presentation BEFORE you actually begin (...any questions, necessary time commitment...), stating the potential advertiser's need as the objective of your presentation. Moving to a benefit statement, involving the client ("Chuck, you

mentioned ..."), asking for confirmation (questions?), restating/resolving objections, gauging your audience, pausing and listening, summarizing, asking for the order and then reiterating the plan or proposal restating benefits are all elements of a successful presentation.

Last but not least, don't forget to establish the next steps. If you were successful, what should be planned for follow up? Be sure to confirm it in writing and send a thank you note. If you were not successful, what are the client expectations and what objections need to be overcome or revisions made to your strategic plan? Stay with it. You have a good newspaper, it will work for your potential advertiser.

One last point. I have outlined a more formal or structured selling presentation. Don't overlook the informal or casual selling presentations ... when you walk your potential advertiser or client through your newspaper demonstrating and pointing out successful advertisers or noteworthy ads, a new feature, the impact colour has in the paper and in ads, a reader or advertiser testimonial ...

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Chuck Nau of Murray & Nau, Inc. is a Seattle area based publishing consultant and sales and management trainer. He has been a speaker for and conducted advertising, marketing, management and sales training workshops with newspapers, niche publishers, publishing groups and press associations, throughout North America.

Comments and questions are welcome and may be directed to Chuck via email: murnau@nwlink.com. or at (425) 603 - 0984.

technology

Map Resources: a great solution for your map quest



By Kevin Slimp
Institute of Newspaper Technology

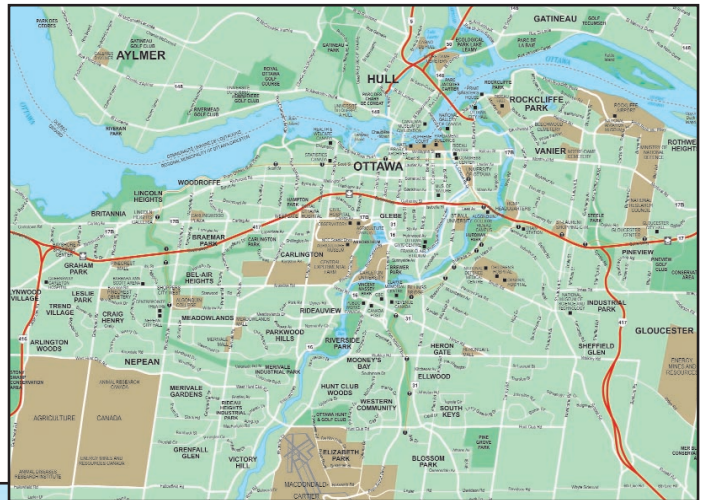
Every now and then I receive e-mail from readers looking for quality maps to use in their newspapers. Map Resources (mapresources.com) has been my preferred map vendor since I first reviewed their products several years ago.

Since that time, their products have grown from national and state maps to city and custom maps. While national and regional maps of the United States, Canada, Australia and other countries are available, Map Resources now offers maps of most major cities in the U.S. and Canada. City maps are layered, editable Adobe Illustrator format files. The downtown maps have all streets, with labels, plus other features like parks, waterways, etc. Because the maps are saved as vector data, line work is very smooth and they print beautifully. Map Resources licenses Nav Teq data to ensure that maps are up to date.

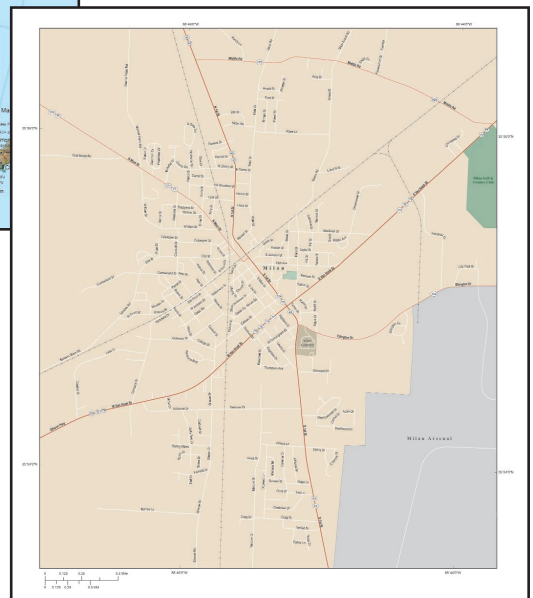
Rather than take their word for it, I asked the folks at Map Resources to create a custom map so I could test their product in a real world setting. During a conversation with Map Resource representative, Barbara Fordyce, I selected the city of Milan, Tennessee as a worthy test case. I've visited the newspaper in Milan, approximately five hours from my home in Knoxville, on several occasions.

A week later I had a map in Adobe Illustrator format which I e-mailed to Victor Parkins at the Milan Mirror Exchange. I asked Victor if he could give the map a try and let me know what he thought.

An e-mail arrived a few days later from Victor. "I did notice that



Clockwise from Top; a map of Ottawa ON; Milan, TN; Northern California; and Australia.



there are a few streets, some fairly new, that were not on the map. Still, it's a great resource, and probably the best digital map I've seen so far."

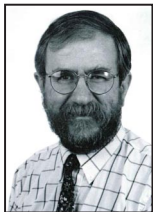
In fairness to Map Resources, they normally send a proof of the map to the client prior to finalizing the file. For our tests, I didn't ask for a proof. Under normal circumstances, that would have allowed them to add the new streets that were missing.

Map Resources has a large collection of stock maps available on their Web site. Prices for custom maps start at \$450, and the maps come with a royalty-free license. Barbara told me the custom map of Milan would have sold for \$450.

A complete online collection is available at www.mapresources.com. For for information call 800-334-4291.



writing/editorial

Lessons learned from *The Journal*

By Jim Stasiowski
Writing Coach

Boo-hoo-hoo and W a a a a a h - w a a a a a h - waaaaah, we all now must shed copious tears because sinister Rupert Murdoch is buying saintly *The Wall Street Journal*.

If we do not cry, the pundits assure us, we must be among those who do not care about journalism in the United States. Thus, let us all join mindlessly in the crying, for fear we shall be shunned, perhaps even banished from the tent of right-thinkers.

On the other hand, maybe all the weeping over and all the lamenting of the sale of *The Wall Street Journal* is just so much feeling-sorry-for-ours lves blather.

Maybe instead of blaming greed (on the part of the Bancroft family), evil (the aforementioned Murdoch) or plain bad taste (by the hordes who embrace much of what Murdoch newspapers disgorge), we should look at who is really at fault: us.

Newspapers, the orthodox thinking goes, are failing.

I disagree.

We are failing.

We who produce newspapers are failing.

The outcry over the sale of *The Wall Street Journal* centres on this single point: When Rupert Murdoch takes over, American journalism will have lost forever its bulwark of superior reporting, writing and editing.

And we act as if we are powerless to change that.

But we're not.

Over my lifetime of reading (albeit not every day) *The Wall Street Journal*, I have learned a lot. I have learned about bowling shoes, I have learned about the competition

over manufacturing washers and dryers, I have learned about a conflicted woman in Chicago who had to choose between big bucks in an advertising agency and the fulfilling role of a teacher in the public schools. (Those are but a few of the stories I remember from the *Journal*.)

I prefer, however, the three larger lessons *The Wall Street Journal* has taught me.

First of all, curiosity sells.

Every *Journal* edition is a tour of the world, a tour of the conspicuously odd, augmented by a tour of the oddities imbedded in what seems the mundane. I don't know how the *Journal* hires its reporters, but I have to think its editors seek curiosity above all.

"We can teach you how to construct a story," I can hear the interviewing editor say to a prospective reporter, "but we cannot teach you to look at the world with wide-eyed wonder. If you'll supply the wonder, we'll help you with the rest."

That should be the motto of every publisher, every editor, every reporter. Your world may be smaller than the *Journal's*, but it is no less fascinating if you ardently seek the new.

Second, walk around.

Rare is the *Journal* story that uses as sources only The Usual Suspects. Most *Journal* stories show that reporters pursue voices the rest of us leave unheard.

Sure, *The Wall Street Journal* covers the rich, powerful and well-groomed, but often the voices in the stories come from streets that reporters at community newspapers do not walk. Too many of us have only a dozen or so reliable people we call on any given subject.

The Wall Street Journal interviews sultans of industry and politics, but it also finds hairdressers, bricklayers and bartenders who have pungent, relevant perspectives.

Journal reporters do not ask merely, "So,

whaddya think of _____?"

Clearly, they get to know the people they're interviewing. They look for depth, meaning, nuance, description, and not by accident, humor and originality.

Third, tell a story.

The Wall Street Journal presents not mere facts, but also understanding. A trend story is not merely a superficial series of interviews. Rather, it explains the trend's repercussions. A profile doesn't merely heap praise on a person. Rather, it shows how he or she has overcome adversity. A business story isn't about mere numbers and demographics. Rather, it explores how business is the art of combining statistics with the human elements -- emotions, prejudices, competitiveness, guts -- to produce a result, sometimes triumph, sometimes failure.

For far too long, we have been standing back and passively admiring *The Wall Street Journal*. Now that its future is in doubt, we should be thanking Rupert Murdoch.

Tacitly, he is saying that if we want American journalism to continue to be excellent, the responsibility is ours.

THE FINAL WORD: Politically, immigration is a confusing issue. Semantically, it is, too.

The distinction between two words, "emigrate" and "immigrate," drives us nuts. "To emigrate" means to leave a country and move to another; "to immigrate" means to enter another country. A memory device: Think of the "e" in "emigrate" as an abbreviation for "ex," and think of the "i" in "immigrate" as an abbreviation for "in."

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.

Mark your calendars! Your BNC package will arrive October 1, 2007. Last call for nominations is October 31, 2007.

Christmas challenges 2007 flyer deliveries

Continued from page 1.

day before to have their biggest impact on the household's decision-making process. If not, they usually end up being thrown away in the garbage."

Some retailers, like Canadian Tire, believe that distributors should be approaching them to find out what their needs are over the holiday period. "Distributors are the service providers and we are their clients," says Burns. "Right now, we have to chase them (distributors) down and oftentimes they are very non-committal about what they'll do over the holiday period. I think they should be coming to us to offer a solution to meet our needs."

Distributors, on the other hand, expect their retailer clients to come to them and tell them when they want their flyers distributed. "Each customer wants to do something different," says Kathie Braid, Vice President of Marketing and Corporate Sales with Metroland. "We want customers to tell us what their needs are and we base

our publishing schedule on that. We will move to satisfy them."

In an effort to try to co-ordinate the publishing and distribution challenges created by the Christmas season, the Flyer Distribution Standards Association has distributed a retail flyer poll to find out what retailers want and need during the period.

It asks them about the size of their flyer distribution, their primary and secondary distribution days during the week, their ideal or intended day of distribution for their weekly flyers during the week between Christmas and New Year's Day, and whether this would be an additional distribution or instead of their primary and secondary distribution day.

So far, response to the poll has been slow. But the fact that it is being done and is opening lines of communication between retailers and distributors about the issue is a positive development, according to Tom Andrew, "It's good that this dialogue is happening," says the FDSA Chairman and Director of Print Media Distribution with

Sears Canada. "It gets retailers to think about their distribution needs now and to start communicating with their distribution partners and carriers."

The entire Christmas distribution dialogue may actually end up benefiting both retailers and distributors.

"The Monday distribution is really helpful to retailers because it gets their flyers into the hands of consumers in good time," Burns says.

"Once distributors get the big retailers, they can then use that to go to smaller and mid-size retailers and offer them the chance to become a part of that drop. It's a way to get the flyers of more retailers out to the public and a chance for distributors to get incremental business. It's a win-win situation for everyone."

If you are a retailer planning to send flyers over the 2007 holiday season, you are encouraged to go online and complete a survey at: <http://www.zoomerang.com/recipient/survey-intro.zgi?p=WEB226GJ6ZR5F4>.

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