

news clips

VOL. 19, NO. 9

OCNA speaks out for Bill 123

The following is the text of a presentation given by OCNA Executive Director Bill Laidlaw to the Standing Committee on Regulations and Private Bills on Bill 123, the Transparency in Public Matters Act. While OCNA has long supported this Act in its many incarnations, there have been some amendments made which are cause for concern.

Good afternoon, Madam Chair, esteemed members. Thank you for finding the time to hear us today during your deliberations on Bill 123, the Transparency in Public Matters Act. My name is Bill Laidlaw and I am the executive director of the Ontario Community Newspapers Association, or OCNA, and with me today is Jim Brown, Publisher of the Ridgetown Independent News and a Chatham-Kent Municipal Councillor.

OCNA represents 285 Community Newspapers across Ontario in urban, suburban and rural areas with a combined first edition circulation of 4 million and a readership of over 5 million. Seventy-three per cent of adult Ontarians read at least one Community Newspaper each week. Our papers range in size from a circulation of 185,000 for Niagara This Week to 254 for the Hornpayne Jackfish Journal. Ontarians



Eat and greet

OCNA's Executive Director Bill Laidlaw (at centre) opened up his home to his staff and guests for an end of summer barbecue. With him are celebrity chef **Murray Lloyd** (at left) and **Brad Haynes**, formerly of Tembec.

rely on their local Community Newspapers to deliver the news that effects them, a job which can be made more difficult through the abuse of in camera, or secret meetings by public boards, bodies and councils.

Newspapers and indeed democracy only thrive in conditions where information about what governments or quasi-governmental agencies do is freely available and easily accessible. The more citizens know

about what's going on the better citizens they'll be. They'll make informed choices on issues, they'll discuss and debate with the facts at their fingertips and when it comes down to election time they'll cast their ballots for the candidate whom they feel best represents their views, because they know what the views, values and the true records of the candidates really are.

Continued on page 2

Study shows newspaper readers are engaged

By Anne Lannan
Member Services Manager

Newspaper readers are the most engaged of any audience for any media because newspapers have the most comprehensive source of news and have credible advertising, a recent study produced by the

Newspaper National Network (NNN) discovered. This is good news despite the fact that an overwhelming majority of respondents said they turn to the Internet first for information, followed by newspapers, according to an article in Mediaweek.

NNN is a private partnership representing 23 newspaper companies in the United States and

the Newspaper Association of America (NAA). Its main function is to sell national advertising into more than 9,000 newspapers nationwide and has offices in New York, Chicago, San Francisco and Los Angeles.

The 2005 Media Engagement Study shows newspapers are best at dealing with issues that readers care about (60 per cent), fol-

lowed by television at 46 per cent and magazines and the Internet at 45 per cent each. Newspapers also rank highest when respondents were asked where they get the most comprehensive source of news (46 per cent), followed by television at 36 per cent and the Internet at 35 per cent.

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Public's right to know key for democracy

Continued from page 1

Therefore, it is imperative that municipalities, school boards, hospital boards, police services boards and a multitude of others are truly open and provide the public with as much information as they can. We recognize there are some instances where the public's right to know is

superseded by other concerns like personal privacy or public safety, but is important that these exceptions remain just that, exceptions and that they are as narrowly construed as possible.

Over the course of these hearings you have heard or will hear from several groups seeking to limit the scope of this bill and we urge you to weigh their arguments carefully against the public good of open government. In previous public statements the Association of Municipal Managers, Clerks and Treasurers of Ontario has argued that since under Section 2 of the Municipal Act of 2001, which says in part "Municipalities are created by the Province of Ontario to be

responsible and accountable governments with respect to matters within their jurisdiction and each municipality is given powers and duties under this Act and many other Acts," the Transparency in Public Matters Act need not apply to them as provincial law already considers them respon-

sible and accountable to the citizens they serve. Most of the time in most municipalities they're right, but Madam Chair, laws are not made for the individuals or groups who know something is inherently wrong, but for those who either don't know or don't care. But even normally responsible and accountable people can cross the line. If I have too much to drink at a party and try to drive home, should I be given a free pass on

drunk driving charges because I'm normally a responsible person? Of course not. Laws are there to protect the public from the bad decisions of others and municipal and other governments are not immune to poor decision making. The safety valve citizens have is openness, the right to know what their elected officials are

doing in their name. It is an informed citizenry and fair minded media that makes

Municipal governments responsible and accountable, not provincial statute. AMCTO further opposes the inclusion of Municipalities in Bill 123 as they say that councils need flexibility to deal with local issues in a manner that is appropriate to local

conditions and circumstances. How will this Act stop them from doing that? It doesn't prevent municipalities from holding special meetings, telephone

meetings or going in camera, but what it does do is ensure that the basic principles of openness and transparency aren't sacrificed for the sake of mere convenience. There is no question it's a lot easier to make difficult decisions out of the watchful eye of the public, but, as you know, gov-

erning isn't about easy, it's about what's doing what's best for your community, your province and your nation. We do feel that flexibility is needed, but it is the flexibility to accommodate public participation in the workings of the public bodies designated under this act.

Another concern that has been raised is the idea that if meetings are public and if minutes have to be recorded, which edited versions will be released to the public, of in camera sessions, that a greater possibility exists for legitimately private information to be inadvertently made public. This issue can be easily solved through educating staffs of the included bodies on what can be released and what can't.

Continued on page 10

It is imperative that municipalities, school boards, hospital boards, police services boards and a multitude of others are truly open and provide the public with as much information as they can.

It's a lot easier to make difficult decisions out of the watchful eye of the public, but... governing isn't about easy, it's about doing what's best for your community.

It is an informed citizenry and a fair minded media that makes municipal governments responsible and accountable, not provincial stature.

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Retirement can wait as printer has more pressing duties

The oldest pressman in Canada is still printing the Tavistock Gazette after 36 years

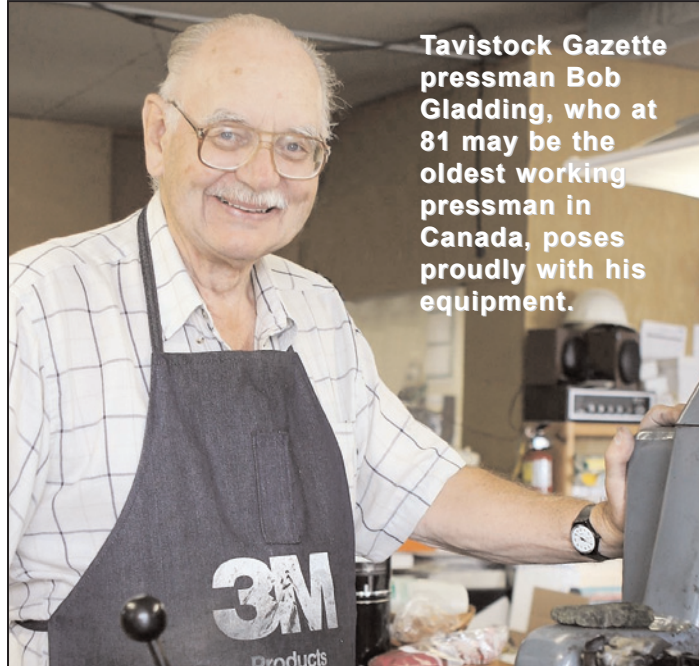
By Bill Gladding
Tavistock Gazette

As a young man, Bob Gladding wasn't a bit interested in running a printing press for a living; but since taking over his own weekly newspaper in the village of Tavistock in 1969, the survival of the company depended on it.

Today, at age 81, after enjoying a brief retirement from printing duties in the early 1990s, Bob continues his weekly press run to churn out one of the smallest weekly newspapers in Ontario for his son and daughter-in-law.

"If I stop and think about it, sometimes I can't remember what to do next," Bob says. Printing the paper "just comes naturally."

Bob began his career as a printer's apprentice at the Stratford Beacon Herald when he was 18 years old. He swept floors and cleaned Linotype machines for \$10 a week. Later, he joined Spitzer and Mills Advertising Agency in Toronto, but decided the city life was not for him. He and a buddy rode their motorcycles out West where Bob gained experience building new homes in Trail, British Columbia. He returned to Stratford and began with the Beacon Herald Press printing division under the supervision of Roy Waters. He then answered his country's call and entered the Air Force with basic training in Montreal and



Tavistock Gazette pressman Bob Gladding, who at 81 may be the oldest working pressman in Canada, poses proudly with his equipment.

ground school in Ottawa.

After the war, he returned to work at the Beacon Herald. He married Doris Taylor in October, 1949. The couple moved to Wingham in April of 1950 where Bob was employed with the Wingham Advance Times. When it was sold to the Wenger Bros., Bob didn't want to learn to run a Davidson duplex press, so they moved back to Stratford in May of 1952 and Bob became a salesman for Odbert Wholesale and Tobacco Products. In November of that same year, they moved to Tavistock.

It wasn't until 1956 that Mr. Gladding got back into the printing trade. He joined the staff at International Artcrafts, Stratford

and in 1966 was named plant manager after the company built a new facility at 505 Douro Street. In March of 1969, he joined the staff at the Tavistock Gazette to learn the business and worked with K. Hartford Brown and Wilfred Strahm.

Bob and his wife, Doris, purchased the Tavistock Gazette weekly newspaper and printing business on July 1, 1969 from Brown who had operated the business from 1958 to 1969 and it was owned and operated by his father, George K. Brown for 29 years previous (1929-1958). That makes the Brown family the longest, single family ownership of the newspaper (40 years) since its founding by J. W. Green in September 1895.

However, the Gladding family name is in its 36th year of ownership, and Bob, who marked his 81st birthday on September 25, is now completing 30 years at the press, making him the oldest working pressman in Canada.

Bob and Doris have continued to be instrumental in the publication of The Gazette since selling the business to their son and daughter-in-law, Bill and Sheri, in March of 1988.

Back in 1969, Bob says, The Gazette was printed in the letterpress process with hot metal type used for the body of stories and handset letters for headlines and advertising. It was rare for a photograph to be published, but occasionally he or Doris would drive to Stratford where a printing plate was made at the Beacon Herald using a Klischograph machine. A Heidelberg cylinder, flat-bed press was used until September of 1974 when The Gazette decided to move into offset printing. They purchased a Solna 24, stream-fed, offset printing press that is still in use today.

To this day, Bob and Doris help with the weekly publishing process from printing more than 1,200 copies to mailing. Tuesday mornings Doris sits at the press delivery, ready to monitor the printed results and jogs sheets for the next press run. Bob can be found at the press with his denim apron, eagerly awaiting plates made ready by his son, Bill, for print production.

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First two golf days par for the course



Despite the cold and wet weather in Clinton on September 16, OCNA's Southwestern Ontario Golf Day was a success as newspaper people converged on the Woodlands Golf Course for an afternoon of recreation and networking. **Rob Million** (top left) of the Goderich Signal-Star accepts the award for Longest Drive from OCNA Executive Director **Bill Laidlaw**. Thanks to our host **Tom Williscraft** of the Clinton News Record and to Sun Media's **Bill Dempsey** for provid-

ing after-dinner entertainment. The rain from Southwestern Ontario didn't hit Eastern Ontario until later in the day, when the last group of golfers were on the 18th fairway. Thanks go out to our host **Sam Laurin** of the Morrisburg Leader for organizing this event at the beautiful Upper Canada Golf Course. Sam is shown (clockwise, from top right) presenting **Jeane Sigurdson** from the Alexandria Glengarry News with the award for Women's Low Gross; OCNA's **Anne Lannan** with the

award for Most Honest Golfer; and posing with his winning team of **Bonnie McNairn** and **Beth Rivington**. Bellow are some of the golfers from Morrisburg; (front row, from left), **Beth Morris, Manotick; Dick Aubry, Cornwall; J.T. Grossmith, Alexandria; Rick Shaver, Cornwall; Sam Laurin.** (back row, from left) **Beth Rivington, Bonnie McNairn, and Terry Laurin,** all from Morrisburg; **Jeane Sigurdson and Kevin Macdonald** from Alexandria.



Do you have the right cash controls in place?

Reprinted from the newsletter *Business Matters* with permission of the Canadian Institute of Chartered Accountants

The owner/manager not only needs to be familiar with processes that may be susceptible to errors or manipulations of funds but also needs to identify specific weaknesses that need to be improved. Direct involvement through review and approvals at key junctures can help reduce the risk of losses through error or misappropriation.

Here are some simple procedures an owner/manager can put in place to make the business less vulnerable.

Cheques

Limit the dollar amount of cheques, transfers and bank drafts that one signing officer has authority to issue. For example, if most transactions are between \$2,000 and \$3,000, establish a policy whereby cheques over \$3,000 must be signed by a second individual, preferably the owner/manager.

Review all cheques issued each month to ensure you are familiar with payment patterns. Question cheques to the same company that squeak under the two-signature requirement. It may be that two cheques are being used to avoid detection of disbursements in excess of the level of authority.

Set policies that all cheques to be signed must have the supporting documents attached as verification of the amount payable. Once a cheque is signed, the supporting documentation should be marked "paid" to prevent duplication. Cheques should not be signed if the amount, date and the payee are not

completed or the supporting documentation is not attached. Never sign cheques made out to cash.

Ensure all cheques are prenumbered and controlled. Know the sequence of numbers used on preprinted cheques and regularly ask for an accounting of all cheques issued to those individuals responsible

f o r

p a y -
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o f
i n v o i c e s .

Cheques, whether issued or returned from the bank, should be locked up at all times. Cheques that are ruined should be clearly marked void.

Bank Accounts

Ensure bank accounts are reconciled on a regular basis. With online access, bank reconciliations could be completed as frequently as on a daily basis. Review and approve the reconciliations with a signature. This procedure allows the owner/manager to keep on top of the company's cash position as well as be alert to unusual items.

Pay special attention to automatic withdrawals by maintaining a list of approved debits to assist in the review of bank transactions.

Rather than using a bank draft that may still be negotiable if lost, consider online transfers.

Regularly review all bank statements to ensure that all

transactions are properly recorded and traceable. This is especially important if you are using different accounts to segregate payroll, foreign currency transactions and capital. Bank statements should be continuously reviewed for large or unusual deposits that may indicate cash infusion from the redemption of

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that they have made. Unscrupulous employees could withhold payments from one customer and apply subsequent payments from another customer to make up for the shortfall, a process called 'lapping.'

Payables

Regularly review accounts payable to reduce the possibility of payments being made to suppliers that do not exist.

Functions and Duties

Segregate functions and duties to provide control. For instance, the person prepaying the cheques to pay for payroll, purchases or accounts payable should not be the one who signs the cheques. In a similar note, the individual who enters accounts receivable transactions, whether the sales transitions or the payments received, should not be the one who makes up the deposit book and makes the deposit. Have someone other than the bookkeeper open the mail and list all payments received.

Internal Controls

In addition to these 'hard' internal controls, ensure that you have 'soft' controls in place such as training programs, performance evaluations and established policies, procedures and standards of conduct. Establish formal process for periodic reviews of the adequacy of these controls.

Embezzlement starts with a breach of internal controls. Establishing basic and consistent controls, monitoring compliance and paying particular attention to potential areas of vulnerability can help reduce the risk of financial losses through error or fraud. Your chartered accountant can help you review your internal controls and advise on enhancements for improving efficiencies and security.



the
issue
of share-
holder or bank
loans.

Review transfers between all accounts on a regular basis to ensure inter-bank transactions such as charge card accounts, payroll transfers or loans or repayments are not diverted to cover up shortages in other accounts. Carefully monitor short-term investments or loans that are automatically accessed or repaid based upon operating bank balances.

For all deposits made at bank machines, ensure the cheque number, the payee and the amount are recorded in a deposit book. Attach the transaction slip to the deposit book back page to track customer payments to specific deposits and accounts receivables.

Receivables

Regularly review the accounts receivable and payments received. A regular review will ensure that the appropriate customers are receiving credit for payments

Want free cool software? Read this column



By Kevin Slimp
Institute of Newspaper
Technology

It never fails. After six or so hours of Photoshop or InDesign training, the students - usually newspaper designers - start putting away their outlines and pens. Knowing the end is near, they zip up their backpacks and computer cases in preparation for the inevitable rush out the door. Then, with moments to spare, I mention Adobe Studio Exchange. Adobe Studio Exchange is a Web site where designers can get all kinds of free software to enhance InDesign, Photoshop and other Adobe applications.

I can hear the backpacks and computer cases unzipping. I see the pens and pads come out. You see, everyone wants free stuff, especially free stuff that increases output and makes production more fun. That's where Adobe Studio Exchange comes in.

Filled with actions, shapes, filters, plug-ins, scripts and more for Adobe applications, Adobe Studio Exchange is like hitting the pagination lottery. Not everything in this area of Adobe's Web site is free, but most of it is. Today, I took a few hours to try some of these free goodies for myself. Here's what I found:

Photo Sphere, a free Photoshop action by Robert Anselmi, takes a picture and, through the magic of special effects, makes it look like a spherical Christmas ornament. This would be a great tool for creating ads with mugshots for the holiday season.

Puzzle Effects, another free Photoshop action by Panos Efstathiadis, is a lot of fun. It allows the user to take any photo and turn it into a jigsaw puzzle. Users can even designate the number of pieces in the puzzle. I chose 30.

My favourite Photoshop download wasn't

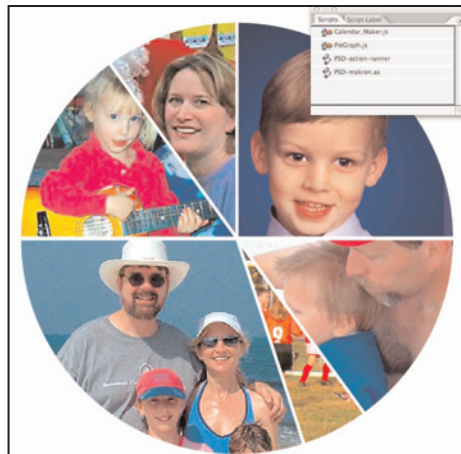


Adobe Studio Exchange allows users of Photoshop, InDesign and other Adobe products to acquire thousands of mostly free tools and plug-ins that can add some zip to your layouts.

an action, however, it was a group of shapes. Eric Nanstiel's United States Shape adds shapes of all fifty states in the Custom Shape palette of Photoshop. I used it to modify a photo of some friends to the shape of New York. It works by creating paths in the shape of states. I converted the path to a selection, which I placed on a layer; then used Photoshop's emboss layer effect to make the image jump off the page.

Photoshop users aren't the only ones in store for a little fun. InDesign users will love the hundreds of scripts and plug-ins available to them. For instance, Calendar Maker is a script designed to create a calendar instantly. After giving a few options such as number of months, font and page size, Calendar Maker goes to work. I use it to create calendars, which I convert to EPS files using InDesign's export command. I can then place them in other documents and resize them to my liking.

InDesign Photoshop Actions, by Richard Ronnback, adds actions to InDesign's bag of tricks. This is really a script that loads your Photoshop actions into InDesign. After selecting this script, the user is prompted to choose



a script from the list of those available in Photoshop. While the user is in InDesign, the picture magically goes through the designated action in Photoshop, with all changes appearing on the InDesign version of the photo. I tried several actions in InDesign and all worked flawlessly.

PieGraph is a new InDesign script by Mariusz Sobolewski. Like all the other scripts we've discussed, it is free. PieGraph assists InDesign users in creating pie graphs. Basically, you draw a circle on an InDesign page, then click on PieGraph in the Scripts palette. Next InDesign asks for the number pie slices, along with a percentage or numerical designation for each slice. Initially, I filled my slices with different colours. Then, for fun, I filled each slice with a different photo. In no time I had created pie graphs that would work well in infographics or as standalone illustrations.

You can get to Adobe Studio Exchange by working your way through Adobe's home page. A more direct route is available at <http://share.studio.adobe.com>. I'd be interested in hearing from you to learn which gems you've discovered at Adobe Studio Exchange.

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What if Mark Twain covered town council?



By Jim
Stasiowski
Writing Coach

Don't
you
hate

Mark Twain?

He took all the good one-liners.

Here's one of his: "Golf is a good walk spoiled."

Heck, that could have been mine, if only I had lived back in the 1800s. I bet I would have come up with that line weeks before Twain did.

And how about, "Everybody talks about the weather, but nobody does anything about it."

But here's a shocker.

According to a Web site, www.twainquotes.com, he may not even have said it. That Web site lists a couple of Twain variations on "Everybody ... but nobody ...," but the site also questions whether Twain originated such a pithy observation about the ineffectiveness of man.

But let's assume he did say it. After all, a juicy rumour from the 19th century is almost always better than a verifiable fact from such backward times, before we even had Web sites and reality TV. Let's advance Twain from the 1800s all the way up to the 21st century, and let's promote him from literary legend to city editor of a newspaper. Your newspaper.

Now let's ask him about a topic as vexing as the weather: "Hey Mark, what do you think of the coverage of

government meetings?"

You don't need much of an imagination to predict that old Mark would mutter, in frustration, "Everybody talks about meeting coverage, but nobody does anything about it."

We go to a meeting, we listen, we take notes, we type. We cover in a technical sense, but do we fulfill our obligation to inform readers of what government is doing?

I say no, and most editors and reporters agree with my criticism. I go to a newspaper, editors and reporters listen to my recommendations for meeting coverage, they take notes, they nod, then five minutes after I walk out of the newsroom, they plug in yet another weak, difficult-to-read account of yet another government meeting.

Yeah, our meeting stories have facts, and that is the technical sense in which we cover not only the action, but also our ... um ... our rear ends. But because our stories are difficult to read, we have to conclude most readers don't get the information.

Twain would ridicule these predictable excuses: "But nothing happened. ... The council (school board, commission) members are so boring. ... It's a small town, they don't do much."

Today, let's change our coverage. Let's do the following:

1. Vow to write one good story from the meeting, not one weak 7-paragraph story atop a dozen "In other business ..." items that have all the depth of

the list of breakfast specials at Denny's. Commit to developing only the most interesting and-or most significant conflict that arises in the meeting. And to do that, you must ...

2. ... prepare. Before the meeting, give yourself time to look carefully at the agenda, to make some calls, to figure out what single item is going to make the best story, then do much of the research long before the meeting starts. That way, instead of shuffling into the meeting room unsure of what is going to happen, you will stride in confidently, you will have a lot of the story already written in your head. Of course, you have to ...

3. ... be flexible. What looks good on an agenda occasionally will flop. Be willing to scrap your preparation in favour of something attractive that pops up unexpectedly, although ...

4. ... relying on government people to hand you a story is foolhardy. Most of them do not want you to get a lively story from the meeting. They want calm meetings, they want to look dignified and authoritative. They don't want you to see their flaws, ...

5. ... even though the best stories are the behind-the-scenes maneuverings. In budget hearings, for instance, look at the cast of characters: Why does the public works department get an increase in spending while parks and recreation gets cut? Is the parks director a clumsy politician who has no influence with the decision-makers? Is the pub-

lic works director a wily, savvy advocate for streets and bridges? Write about who wins and who loses. In other words, ...

6. ... make the action of the meeting part of your story, but not your whole story. The best meeting stories have action that is not mere words bouncing off meeting-room walls. The stories about the city-maintained baseball fields gain vigor if the reporter has dirt on his or her shoes from trudging through the hardscrabble infields, the stories about changes in a school-district's policies have power when readers know the thoughts of students or teachers living under the changes.

All of which adds up to this one-liner: "A story that is easy to get probably isn't very good."

Mark Twain, eat your heart out.

THE FINAL WORD: I have lost count of how many times a city council, county commission, school board, etc., has "readjusted its budget."

Why is "re-" necessary there? "To adjust" means to change to fit conditions, so the "re-" seems superfluous. Obviously, if you're writing about a second adjustment, then "readjust" is technically accurate. But if you're making the point that the adjustments just keep on comin', why not a more emphatic expression: "... again has adjusted its budget?"

Writing coach Jim Stasiowski welcomes your questions or comments. Call him at 410 247-4600 or write to 5812 Heron Drive, Baltimore, Md. 21227.

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Fighting identity theft starts with businesses

From the Office of the Information and Privacy Commissioner for Ontario

If someone stole your identity, they could rack up bogus charges on credit cards or apply for bank accounts in your name. They could take out bank loans in your name. They could put their face on your identification. They could run your credit rating into the ground. They could even conduct criminal activity in your name. For next to nothing, someone could purchase your identity and then net huge profits.

Meanwhile, you, the consumer, would be left with unwarranted debt, ruined credit history, and plenty of frustration.

While the victims of identity theft are not responsible for incurring the debts or for the activities conducted by their impostors, they are definitely stuck cleaning up the mess. Restoring personal credit and your good name is a slow, painstaking process, involving countless phone calls, letters and time away from work. It means lost wages when time must be taken away from work to unravel the fraud. It means the cost of notaries and legal counsel. It incurs mailing costs for completing fraud affidavits. It may involve fees



Ontario's Information and Privacy Commissioner Ann Cavoukian.

for reapplying for loans that were declined based on erroneous credit information. That's not counting for the emotional cost of loan denials, credit card application rejections, and debt collection harassment. One of the saddest stories is losing the offer on one's dream home because of a declined mortgage.

According to the Identity Theft Resource Center, a non-profit organization based in California, victims spend an average of \$1,495 and 600 hours getting their finances straightened out after an identity theft.

And if you think it couldn't happen to you, think again. The reality is that it doesn't take much information to pilfer someone's identity. A

study from Carnegie-Mellon University indicates nearly 90 per cent of people can be uniquely identified through the use of only three pieces of information: date-of-birth, gender, and postal code.

The problem is right in our own backyard. According to an Ipsos-Reid report released in February 2005, 1 in 6 Canadians (17 per cent) say that someone they personally know has been a victim of identity theft. And that number is growing.

Most of the articles and information about identity theft tell consumers what they can do to protect themselves. They imply that becoming more vigilant and taking suitable precautionary steps can minimize the risk of having your identity stolen.

Ontario Information and Privacy Commissioner Ann Cavoukian does not agree.

She acknowledges there are some steps consumers can take to protect themselves, and encourages them to do so. But according to a new paper released by the Commissioner, Identity Theft Revisited, the real problem lies not with consumers who don't shred their financial documents, or share too much personal information with their bank or credit card company.

Cavoukian identifies the

source of the issue as the way in which corporations manage, protect and store the personal information of their customers.

"It is becoming evident that the single largest cause of identity theft derives from poor information management practices on the part of organizations," says Cavoukian. "Organizations that collect, use and share personal information should bear greater responsibility for taking care with it. Preventative measures must be taken to ensure that customer data is strongly protected."

Take, for example the credit card information that routinely appears on a sales receipt, after making a purchase. Does the entire credit card number appear on the receipt along with your name? If so, tell the company that you'll take your business elsewhere if they don't "truncate" the number. Truncating just means that the credit card number does not appear in its entirety - rather, only the last four digits of the number are printed on the sales receipt, rendering it of little value to identity thieves. So, check your sales receipts regularly and bring this to the manager's attention if your name and number appear in full. They should not.

Continued on page 9

Newspaper advertising seen as most credible

Continued from page 1

And it's not just the relationship with the news that factors into this study. Respondents said newspaper advertising is the most credible (42 per cent), followed by television at 34 per cent and magazines at 32 per cent. This relationship helps with purchasing power as newspapers ranked the highest for the best environment for product selection.

The study also explored the relative strengths of various media. Television

ranked first in terms of "is my main source of entertainment." Internet ranked first in terms of "first place I look when I need information." Radio ranked first on a 1-10 scale as the medium which is most "friendly."

Commenting on the findings, Jason E. Klein, President and CEO of Newspaper National Network LP said: "This Media Engagement Study demonstrates that newspapers are the engagement and empowerment medium. While Internet usage has

grown, this new study shows that newspapers outperform other media on a variety of important engagement measures."

Millward Brown conducted the NNN Media Engagement Study in June 2005 via a web based interview of 3,013 Adults 18+ who read 3 or more issues of the newspaper in the past 7 days. The sample was weighted to reflect American age proportions and was national in scope.

Results from the study are available at www.nnnlp.com.

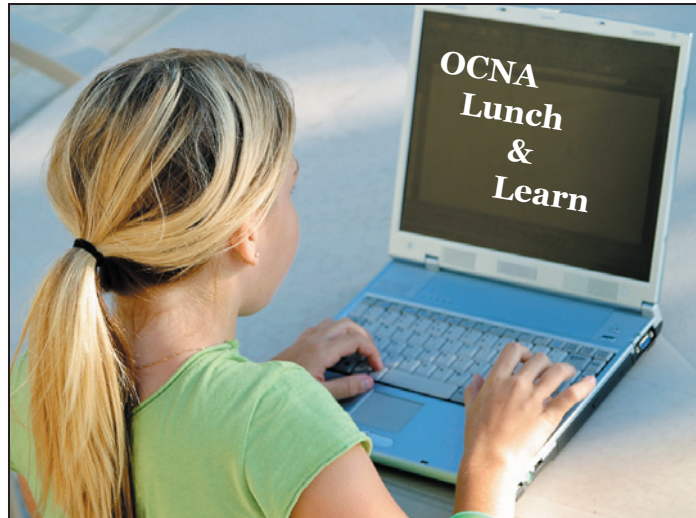
OCNA launches lunch & learn program

By Laraine Hall
Education Coordinator

Need training? Don't feel you have the time to leave the office and spend a day (or days) away? Here's a solution - you have to eat lunch, right???

OCNA's new Lunch and Learn series will allow you to train not just one, but all of your staff in 'bites' (literally) over your lunchtime.

From the comfort of your office with only a phone (speakerphone if there's more than one of you) and a computer, you can take advantage of affordable, relevant sales training. Our initial series



(with more to come for 2006) deals with Sales and Marketing and features well-known Trainer/Consultant John Young. Each session will begin at noon (Eastern

Time), will include both audio Web-based components and will last around 45 minutes. When you register, you will receive handouts, and dial-in and web sign-on information.

October 26 - *Making Selling Superfluous* The Art of Building Ads that Pull. Part 1: Grabbing the Readers' Attention

November 9 - *Making Selling Superfluous* The Art of Building Ads that Pull. Part 2: Writing Copy that Sells the Product.

November 30 - *Marketing Makes Money*

Cost: 1 session: \$55; sign up for 2 sessions: \$99.99 or take all three for \$139.99 (soup and sandwich not included). Watch for more information coming soon by email and on OCNA's members' Intranet site. Or call Laraine 905-639-8720, ext. 230 or email l.hall@ocna.org

Protecting customer privacy makes business sense

Continued from page 8

How companies manage their customer's personal data is disturbing if the growing mountain of evidence is an accurate reflection. In Deloitte's 2005 Global Security Survey of Financial Institutions, 50 per cent of Canadian respondents acknowledged that they have experienced some form of information security breach, and 100 per cent of those experienced at least one internal breach (arising from employee errors or malicious employee activities).

The good news is that organizations are beginning to make changes. With privacy becoming a hot-button issue and Sarbanes-Oxley compliance driving regulatory initiatives in Canada, the majority of corporations in Canada (78 per cent) indicated that they have both the commitment of management and the adequate funding to address these requirements.

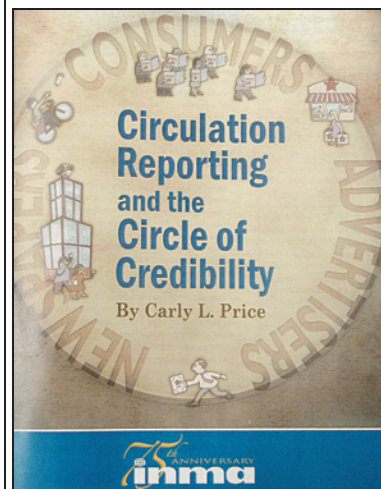
Cavoukian says it will take more than expensive technology to protect the data. "Companies need to develop a culture of privacy. They need to make privacy, not the responsibility of one division, department, branch or executive. It needs to become a mindset - a way of thinking throughout the organization."

The Commissioner stresses that security is not enough. She advocates developing a culture that is committed to better information management and better data storage practices, combined with strong data security systems.

"The public, lawmakers, and the media need to start at the root of the problem: helping corporations realize the importance of better managing the data they collect to protect the brand reputation and financial well-being of their company - and to protect the consumer."

That's who really needs protection.

From the Lending Library



This month's selection is *Circulation Reporting and the Circle of Credibility* by Carly L. Price.

The success of a newspaper depends on maintaining the circular relationship of Consumers, Newspapers, Advertisers and one element that keeps that circle going is

credibility. Correct circulation data is a critical component to that credibility. This report identifies ways to avoid problems in circulation reporting, how to play the circulation game, how to reinforce advertiser confidence and more!

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

http://members.ocna.org/listall.php?path=/var/www3/AFS/Best_Practices/Lending_Library

Openness, not secrecy should be the rule

Continued from page 2

Privacy concerns are important but to exempt certain bodies or to unnecessarily tighten restrictions on meetings that should be public is like trying to eradicate West Nile by exploding a nuclear bomb in every pool of standing water where mosquitoes breed. It will get the job done, but at an unbearably high cost. We are concerned with the idea that a large number of public bodies will be removed under a proposed amendment that would

limit the scope of the act to only cover municipalities, school boards and hospital boards. The public's right to know is and should be as broad as possible and therefore should be protected in as many bodies as possible. Provincially mandated bodies that work on behalf of the people of Ontario and make decisions that affect our lives should be open to public scrutiny to ensure they truly represent the values and beliefs of the communities they serve.

The other proposed amendment I would like to comment on is the idea of having minutes approved before they're made public. As one who has been involved in a number of organizations in my time I know that releasing unapproved minutes is not the done thing, but what I

would suggest, owing to the fact that some bodies meet infrequently, would be to allow their members review and sign off on the minutes without a formal meeting to do so. With all the wonderful technology we have at our fingertips it wouldn't be difficult. Once all the corrections have been made and a final version approved for release then the minutes should be made public. I would suggest a time limit of five to 10 business days, or the next scheduled meeting, whichever comes first, to accomplish this so as not to place

an onerous burden on boards and municipalities with small staffs but still make meeting information available in a timely fashion.

Overall OCNA and its member newspapers are strong supporters of Bill 123. The spirit of this bill reflects the true spirit that burns within every community journalist, the desire to know what's going on and the desire to share that information with their community. Ensuring the accountability of public bodies and protecting the openness of meetings are important steps towards protecting people's right to know. Creating an appeals process to handle complaints of abuse and backing it up with real consequences for those who break the law gives the act much needed teeth. The

Municipal Act does outline when and how a council can go in camera but offers no redress to the public or media to challenge that decision and no consequences for those who flout that law. The Transparency in Public Matters Act will make it more difficult for the percentage of elected and appointed officials who, for whatever reason, attempt to do business behind a smokescreen of artificial privacy concerns and to keep the public from knowing about decisions being made on their behalf. Privacy is important, and there are some things that shouldn't be

released, but it is important to carefully scrutinize every case where someone wants to prevent the release of information to the public. Instead of the model of non-disclosure in borderline cases we should move towards partial disclosure, where as much information is released as possible and only the bare minimum is kept secret. It's only with an informed public that governments and boards are made to be responsible and accountable because the citizenry knows what they're responsible for and on what they should be called to account.

Newspapers do that, it's a part of our mandate and our readers expect us to report faithfully the goings on of life in their community. But when the in camera meeting privilege, and let's make no mistake in a free society it is a privilege, is abused

and information that effects the lives and futures of citizens is wilfully withheld for reasons of expedience, or to avoid embarrassment then Community Newspapers can't do their job. And if we can't do our job then citizens can't do their most important job of helping to decide the course of their community's future and in the

end those in power become less accountable. That's why Bill 123, as it was originally written, with the few changes we suggested, should be a vital part of keeping Ontario strong and open. Thank you Madam Chair, and if you or your honoured colleagues have any questions for me or my associates we would be pleased to answer them.

OCNA will also be speaking before the Ontario Attorney General's Panel on Justice and the Media on Friday October 7th. A copy of that presentation will be published in October's News Clips.

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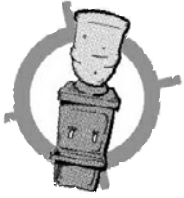
Have you downloaded your Better Newspaper Competition entry forms?

So what's keeping you?

Visit

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and check out the Better Newspapers Awards folder for full details!



Water Cooler

- **Northumberland News** has placed third in the Suburban Newspapers of America's general excellence competition for newspapers with circulations between 10,001 and 25,000. The judges particularly liked the News' coverage of a plastics fire and commented that it: "shows that small staffs can cover big events."
- **Laura Payton** has been named general manager of the **St. Marys Journal-Argus**. "Laura is widely respected in the community for providing accurate and balanced coverage of local news," said Peter Winkler, the general manager of Metroland's Southwest Division in announcing her appointment. "Her dedication to the betterment of St. Marys is also well known."
- **Thunder Bay's Source** has seen several new faces join the paper recently. **Richard Sadick** has been named publisher and brings over 40 year's newspaper publishing experience in marketing, sales, promotions to the paper. Most recently he served as publisher of the Kelowna Capital News. **Gary Ferguson** and **Serenity MacArthur** have been appointed to the Source's sales team.
- The **Durham Region Media Group** has just launched an interactive feature on its Web site called Citizens' Eye where citizens have the opportunity to be a journalist by writing accounts of events of local interest and publish their photos. The venture will also include a print edition which will be distributed to locations in Pickering, Ajax, Whitby, Oshawa, and Clarington. To check it out online please visit: <http://citizens-eye.com/>
- **Toronto Community News** has been busy sponsoring a number of local charity events including: Relay for Life for the Canadian Cancer Society, Heatwave Volleyball tournament for the Sick Kids Foundation, the Allen's Family Challenge and the Rona MS Bike Tour.
- **Markdale Standard** has just completed a program that helped raise \$12 million to build a new hospital. The paper ran a weekly column "Why We Gave" and ensured that all the fundraising events were well covered along with countless cheque presentations.
- The **Elliot Lake Standard** has hired recent Humber College graduate **Christina Bernardo** as their new sports reporter.
- **Sue Nielsen** has left her job as a sports reporter for the **Espanola Mid-North Monitor** to take a position with the **Temiskaming Speaker**.
- **Parry Sound Beacon Star** intern **Melissa Kosowan** has been awarded the K. Phyllis Wilson Scholarship from Carleton University for being an "outstanding student."

Send your updates to
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CLASSIFIEDS

Used Equipment

OCNA is offering a Used Equipment section in news clips to encourage members with redundant equipment to place free classified ads with us, c/o OCNA, 103-3050 Harvester Rd. Burlington ON L7N 3J1. Your 'trash' is someone else's 'treasure'.

Life 101

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Buying & Selling A Business Column

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Columns available online

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

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Spaghetti for Breakfast

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

The Backyard Astronomer Brings The Stars Down To Earth

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

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2006 Mary Knowles Award for Community Service

Look around your newspaper office. Do you see a **dedicated** newspaper professional who is also **committed** to bettering his or her community? Is your photographer **devoting** personal time to preserving the history and heritage of the area? Does your sales manager spend her evenings **improving** the social and cultural life in town? Does your receptionist **dedicate** himself to making the community a better place for all? Then why not nominate them for the 2006 Mary Knowles Award for Community Service?



The award is named after Mary Knowles, a person who was as dedicated to her community as she was to her community newspaper. She died in November 1996 from breast cancer. This award was created by the Ontario Community Newspaper Foundation in her memory.

**Entry deadline
November 24, 2005**

The award will be presented at OCNA's Spring Convention at the Toronto Airport Renaissance Hotel on April 1, 2006

For more information and to obtain a nomination form please see OCNA's Members' Intranet site at <http://members.ocna.org> in the Better Newspaper Awards folder or call Laraine Hall at (905) 639-8720 ext. 230



Published monthly by the
Ontario Community
Newspapers Association

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