



news clips

<http://members.ocna.org>



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One of the last old-time newspapermen Arthur MacDiarmid Hueston, dead at 92

One of Ontario's oldest acting newspapermen has passed away at the age of 92. Arthur Hueston, previous owner of the *Aylmer Express*, continued to edit the newspaper until July of this year, marking more than 70 years in the business. He was awarded a Gold Quill by the Canadian Community Newspapers Association in 2005.

He began his career in 1934 working part-time at the *Sarnia Observer*, which was owned by his father Henry. He wrote obituaries—where his father encouraged him to “put a little life in those deaths,” a dictum to which he not only adhered throughout his career but also impressed on reporters who subsequently worked for him.

A fraternity member of Delta Upsilon, he graduated—the last in his class—from the University of Toronto in 1938 in political science and economics.

He joined the Essex Scottish infantry regiment in July 1940, as a second lieutenant, and spent three years as a prisoner of war.

He returned to the newspaper, which had been sold to Thomson Newspapers after his father was diagnosed with cancer in 1943.

After a few months he joined the *Kitchener Record* as a news reporter.

Unhappy working for others, Hueston bought *The Aylmer Express* in 1947, which he said was “a rather pathetic weekly newspaper and printing shop at that time, and was jocularly known in town as the Aylmer Distress”.

The newspaper's financial fortune gradually changed. Hueston worked steadily to improve the newspaper and expand its growing fine-printing department. Today it has a staff of more than 40, up significantly from five when he bought it.

He began writing editorials in the late 1950s, after he became incensed by the John Diefenbaker government's decision to close the Aylmer air force station, cutting the town's population almost in half. The editorial column was named Express-O-Grams and appeared weekly regardless of vacation or ill health.

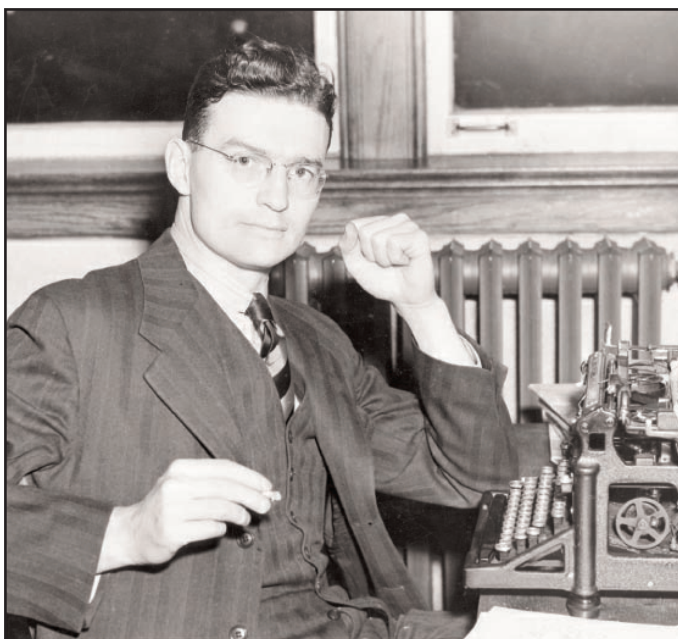
Hueston was always courageous in his writing, as was evident in the late 1960s. At a time when cancer was a disease only whispered

about, he went public on the front page of the *Express* with his expected-to-be-fatal illness in a highly detailed, personal description of his own diagnosis of cancer of the anus. Fortunately, radiation treatments provided him with a full remission.

Hueston watched printing technology change from linotype and lead set to computers but through it all, relied on his Underwood 5 typewriter.

Hueston was named Aylmer's senior citizen of the year, receiving a provincial award, at the town's senior citizen awards ceremony, last May 30.

Son John Hueston, current owner of the newspaper, has worked closely with his father for



36 years.

“For many years at the King St. office we shared a partners' desk, facing each other as we worked, wrote, chatted with salesmen and launched into broad discussions.

“We were not always in agreement and sometimes days-long silences followed.

“We developed a deep and steadfast relationship. He watched with great satisfaction as the business grew and evolved.

Continued on page 5

WHAT'S INSIDE

A word from the President • Page 2

A word from OCNA • Page 2

Industry news • Pages 3-6

Election Special • Page 8-10

Technology with Kevin Slimp • Page 13

Writing with Jim Stasiowski • Page 14

a word from the President...

In and around OCNA



By Rick Shaver
OCNA President

Be i n g President of OCNA gets you to many meetings and receptions. It's always a pleasure

to run into publishers on my travels—like Robin Morris a few weeks ago. When you do not see someone for a while, it really doesn't matter how far they are from your hometown, it's just a great pleasure to talk with them again. A few weeks earlier I had a great chat with Carol Andrews while attending an event. Friendship in this business means everything and rekindling it is even better. Last week the CCNA board met in Toronto and joining me was First Vice-President Abbas Homayed, Past President Mike Williscraft, and Second Vice-President Don MacLeod. The CCNA is very active these

days and our discussions reflected what is happening in our areas. One of my favourite reports was the CMC Report from Ottawa from Eileen Barak. She is so busy raising positive awareness of CommunityMedia Canada and the Community Newspaper industry as a whole and our ability to deliver important markets to key stakeholders. She is preparing two major presentations to agencies and clients in 2007/08.

The fall presentation will have a two-fold purpose: To build awareness of CMC's services and demonstrate through Combase research how Community Newspapers can be effective tool at reaching key demographics like families and empty nesters and on the ease of using community newspapers to deliver a message to target audiences.

The other presentation to be made will focus on collaboration with Combase staff and Hebδος Quebec staff for French Quebec to illustrate the impact and reach

of community newspapers.

The plan for the 2008 CCNA conference in Toronto is also well underway. Mike Williscraft is the chair of the conference committee and we expect a great turnout. I suggest we all plan on attending OCNA conference in early April and then attend the CCNA in May.

Great news out of our office this month. Ad*Reach is moving ahead positively with our two new staff members, blanket classifieds are being sold at a budgeted pace, newsprint sales have been holding, and convention plans along with Better Newspaper Awards are well under way. Executive Director Robyn has been very busy with guiding our growth as well as keeping busy with government advocacy on the PST exemption, Waste Diversion Ontario, conference calls and other government-related issues.

OCNA staff has been working on overdrive so I thank everyone for a great job. Rick

a word from OCNA...

As the internet revolution continues, Community Newspapers continue to expand their investment in the internet along with a plethora of products and services (directories, flyers, glossy sections). Studies continue to show the decrease in hard-copy newspaper readership among the younger generation and growth in their use of online sources for news and information. A recent study by APEX PR in Canada showed that half of Canadians read local Community Newspapers, but that number was lower among the 18-24 age group which showed a preference for Web sites and blogs for news information. While we can feel relieved that traditional media is not going anywhere soon, we need to remain keenly aware of the growing online industry, especially for news information.

While Community Newspapers might all get the drift and may be confident in our commitment to the cyberspace revolution, the results of some recent Harvard studies and commentary suggest that we can't be so confident that newspapers have a marked advantage over other media when it comes to news online. TV and radio news sites—especially national sites such as CNN and BBC—take a competitive piece of the pie for online traffic and advertising. The online news site is not the exclusive domain of the newspaper industry. Moreover, online traffic to national newspaper news sites remains higher than online traffic to local Community Newspaper sites. So the Community Newspaper piece of the online pie is even smaller.

So how do we as Community Newspapers justify the investment and increase in traffic and advertising dollars to our sites with such huge competition for online news content? Although

the print product remains the medium of choice for long stories and editorial commentary, we cannot ignore the growing appetite for brief information points (whether due to information overload or the rat race of our lives). Online reader interest continues to revolve around short online news bites, weather updates, special events, blogs—short and sweet snippets of pertinent, readily available material. If we want our community Web sites to compete effectively for traffic and online advertising, we should consider developing our online products as more than just news sites but community portals offering local information shorts and online services.

Currently, among our membership in Ontario, newspaper Web sites and Web-based systems are many and diverse and for a few, non-existent. Newspaper associations in North America have recognized the transformation and are moving beyond the traditional print focused world by providing programs and services to members to help them through the transition. OCNA is responding to these industry developments and will continue to support our members in 2008 with the development and implementation of an online sales program at Ad*Reach, a more interactive and dynamic OCNA Web site for members, and training and information for members in newspaper Web site development, online sales training, and other Web-focused initiatives. In the meantime, we would be pleased to continue to hear from you about your needs, challenges, ideas and initiatives with the online revolution in your world—and we'll do what we can to make the path a little smoother for you.

industry news

Ron Tracey retires after 51 years in business

The *Eganville Leader* has been in existence for 105 years and Ron Tracey, the co-owner and co-publisher has been a part of that tradition for over half a century.

Now, after 51 years in the industry he loves and has breathed every day since 1956—when he went to work for his late father, Ambrose, at age 16—he has decided to retire and enjoy his good health.

Although his spirit is strong, the demands of the business have taken a toll on his body and at age 67 he wants to enjoy his remaining years with his family.

From his beginnings with *The Leader*, at its former site where Riverside Dental is now located and where founder Paddy McHugh started the legacy to the present site of today's operation, Mr. Tracey has been involved in all elements of the newspaper's production. From his earliest days learning the old linotype machine and hand-fed presses, to his days on the road

selling advertising in Renfrew and Pembroke, to his coverage of municipal councils, to his recent work with digital photography, Mr. Tracey was an integral part of the *Leader* team.

He has witnessed many family newspapers being swallowed up by larger multi-media corporations and he is pleased to see *The Leader* continue as an independent under his brother, Gerald's ownership and direction.

"I've been blessed with many good people to work with over the years who have contributed to *The Leader's* success," he said. "It takes a good team to put out a paper each week, from the reporters, to the ad people, to the layout and editing and even the distribution.

"*The Leader* has built up a great reputation over the years and I'm sure that will not change," he said. "I love what I do and I'm going to miss the people but the time feels right."

Mr. Tracey hopes to spend more time with his children and grandchildren in Toronto and Ottawa and more time enjoying his hobby of, what else, reading.

His brother and partner of 36 years, Gerald, said he will miss the role his brother played in the publishing of the newspapers, and also his presence in the office, but added there comes a time when one should be able to enjoy a well-earned retirement.

"The newspaper business is demanding and a 40-hour work week is almost unheard of in this business," he said. "You live it, breathe it and sleep with it.

"My family and co-workers here and in Cobden wish Ronald a long and happy retirement.

"We have enjoyed a great partnership lasting more than three decades and I think the success of that partnership speaks of the kind of relationship we had."



CONGRATULATIONS to Colleen Fehely on her appointment to the position of Real Estate Advertising Consultant for *The Alliston Herald* and Metroland North Media Group. Colleen has been with *The Herald* for more than two years working on special projects and its sponsor pages. She has recently been working with Real Estate clients for its *Sideroads* magazines as well as several other publications. Colleen is an invaluable member to the sales team at *The Herald* and brings a wealth of knowledge of the area and the publication to her position.

OCNA would like to welcome back Carla Alexander! Carla returns to Ad*Reach in the role of Junior Advertising Administrator. She can be reached at 905-639-8720 ext. 230, or: ads@ocna.org

With more than 300 members, it can be difficult for us to keep track of the comings and goings at your newspaper. Please notify us of any changes in staff or e-mail addresses so we can keep on top of getting you all the information you need. Please e-mail I.fenton@ocna.org with your updates.



If you know a young person, aged 6 to 17, who is involved in worthwhile community service; a special person who is contributing while living with a limitation; a youth who has performed an act of heroism; or a 'good kid' who shows a commitment to making life better for others, doing more than is normally expected of someone their age – help us recognize their contribution – nominate them today!

Nominations are now being accepted for the Ontario Junior Citizen of the Year Awards

The strength of our community lies in solid citizens. Today's youth are tomorrow's leaders.

Follow the leader... leading by example

Nominations will be accepted until December 28, 2007

Contact this newspaper or the Ontario Community Newspapers Association at www.ocna.org or 905.639.8720.

ACCEPT THE CHALLENGE - NOMINATE SOMEONE TODAY!



ONTARIO JUNIOR CITIZEN OF THE YEAR AWARDS

Sponsored by: Co-ordinated by:



Canada Trust



industry news

Introducing: POP York Region's Personal Online Planner

York Region residents have a new way to stay on top of events of personal interest in their communities. POP (Personal Online Planner www.pop.yorkregion.com) makes its debut at yorkregion.com, enabling users to login and receive a comprehensive calendar of events tailored to their interests.

POP is a free, fully-customized organizational tool that continually populates itself with local events and happenings according to each user's preferences, such as type of event, price range, and distance from home. Users can receive information on everything from blood donation clinics to sports team registration days, plus notifications of offers and promotions to save money.

"A few mouse clicks is all it takes to set up a personal profile. Then users can log in at their leisure and see what's going on in their York Region neighbourhood that might be of interest to their families," says John Futhey, Director of Interactive Media for www.yorkregion.com.

POP also presents a great opportunity for businesses and organizations to post events to a targeted, captive audience. Each event is automatically posted on the personal calendars of all parties who have indicated an interest in that area.

"Instead of sending out a mass mailing and hoping for a 2 per cent return, you're sending out a message to qualified recipients who are the most likely to show up," says Futhey.

"POP is permission-based marketing that combines the power of the Internet with the specific needs of the individual," says Futhey. "Web users get enough spam and e-mail that they don't want. We want to give them what they are looking for. POP is another way that yorkregion.com is working to be a user-friendly, point of convergence for residents, businesses and organizations in York Region communities."

The Web site, www.yorkregion.com, serves the residents and businesses in the York Region communities of Aurora, East Gwillimbury, Georgina including Keswick, King, Markham, Newmarket, Richmond Hill, Vaughan including Maple and Woodbridge, and Whitchurch-Stouffville. yorkregion.com is packed with community-oriented information


including local attractions, events and things to do, places to stay, daily updated news, classified ads, movie listings and other information on York Region communities. The York Region Media Group is a division of Metroland Media Group Ltd.

For more information, visit www.yorkregion.com or contact John Futhey at 905-830-1201 or jfuthey@yrmg.com.



www.pop.yorkregion.com

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!

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?

ARE THERE ANY SPECIAL ACCOMPLISHMENTS YOU WOULD LIKE TO SHARE THAT WE SHOULD COVER IN NEWS CLIPS? E-MAIL A.MODESTO@OCNA.ORG.

industry news

Arthur Hueston: 1915-2007

Continued from page 1

“He recognized my wife Karen as a strong asset and hard worker when she joined the business on our marriage. He was my best man.

“He was proud that his three grandchildren took an interest in the business with part-time jobs and pleased that

our eldest son Brett has just joined the operation full-time now that he has finished university.

“He was our friend, partner and inspiration.

“The loss of his affection and intellect will leave a deep hole.”

Hueston was deputy-reeve of

Aylmer Town Council, a past president of the Aylmer Rotary Club, a member of Col. Talbot Branch 81, Royal Canadian Legion, and a past member of the Sarnia Kinsmen Club.

He is survived by his daughters, Jane Hueston of Ottawa,

Joan Hueston of Windsor; son, John Hueston and wife Karen, who now own the

newspaper, and their children, Brett, Renée and Eric Hueston of Aylmer; and a brother, Edward Hueston of London.

He was predeceased by his wife Lois (Ferguson) Hueston in 1993; a sister, Margaret Watson and a brother, William Hueston.

“He was our friend, partner and inspiration.”



Arthur Hueston and his trusty typewriter.

Make Thousands This Holiday Season!

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

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!

Order TODAY!
800.223.1600

METRO Holiday Advertising Service • Metro Creative Graphics, Inc. • www.metrocreativegraphics.com

industry news

Algoma News Review welcomes Irish Ambassador

Article courtesy of *The Algoma News Review*

On Saturday, October 27th, the Irish Ambassador to Canada, His Excellency, Declan Kelly and his wife Anne accompanied MP Tony Martin on a three and a half-hour tour of Wawa. Some other out-of-town guests, Randy Tallon of the Sault Ste. Marie Economic Development Corporation (EDC), and Deborah Loosemore of Algoma University College were also in attendance.

Mr. Martin had made it clear to His Excellency and Mrs. Kelly, that Wawa was probably the most accurate representation of Northern Ontario. Since they just finished a visit to Sault Ste. Marie, it was Mr. Martin's plan, to drive the Ambassador and Mrs. Kelly up to Wawa, to have an opportunity to see the breathtaking beauty on the ride up as well as the hidden treasures of Wawa.

They arrived at the Municipal Offices on Broadway Avenue at around 10:35 a.m. where Mayor Howard Whent, Chris Wray, Chief Administrative Officer of the Municipality of Wawa, Councillor Mike Abbott, Andy Stevens, Vice-Chair of EDC of Wawa, Cathy Watson, Chair of the Wawa Business Improvement Area were present to greet them. The press was also invited to be there to meet the Ambassador and Mrs. Kelly, and *The Algoma News Review* was able to be present. A representative of *The Sault Star* made an appearance at Lady Dunn Health Centre (LDHC) hospital.

After some introductions, and a brief tour of the boardroom, the group was whisked off for a very interesting tour of our Lady Dunn Health Centre. Ambassador and Mrs. Kelly made many positive comments while at the LDHC. "The view from just about anywhere in the hospital is incredible; What a nice homey feeling in these rooms, they're so nicely decorated." and "You are so fortunate to have such a well equipped facility at your disposal."

It was a nice place to start the tour, since



ABOVE: From left; Cathy Watson, Mrs. Kelly, Mayor Whent, MP Martin, and Ambassador Kelly.



ABOVE: From left; *Algoma News Review* Publisher, Tammy Landry, Ambassador Kelly, and Mrs. Kelly.

it is a newly built, state-of-the-art facility. Wawa residents are very fortunate to have it at their disposal.

In spite of the weather, and since the Wawa Goose is such an important and well-known symbol of Wawa, a brief stop at the Tourist Information Centre and a stop at the Goose for a photo session, was still done. Mrs. Kelly didn't fail to notice the incredible view from up on the hill either.

Our next stop on the tour, was at the Michipicoten First Nation Community

Centre where the Ambassador and Mrs. Kelly met Chief Joe Buckell and Band Manager Carol Sanders.

His Excellency and Chief Buckell had a very engaging conversation and then gifts were presented to out-of-town visitors by Ms. Sanders on behalf of the First Nation. A short tour of the offices, and then everyone, along with Chief Buckell and Ms. Sanders, were off to Kinniwabi Pines for a wonderful lunch sponsored by Wawa. His Excellency was quite impressed with the "Green Chips", that accompanied his sandwich.

During lunch, there was some interesting conversation about the Ambassador's three children and granddaughter as well as the Irish Republic.

It is quite obvious how much His Excellency loves his home country and his family. After lunch, Mayor Whent presented His Excellency and Mrs. Kelly with a "Wawa Goose" collector's plate. He also gave them a copy of an article that appeared in *The Sault Star* on Monday, June 18, 2001 entitled, "Irish Delegation Impressed With Wawa: "Like No Place On Earth" and a map of Wawa. Following the presentation, Ambassador Kelly made a short speech before their departure back to Sault Ste. Marie. He thanked everyone for their hospitality, the tour, the lunch and made some comments about how beautiful the drive was coming up to Wawa, and our incredible view in town as well.

In light of our recent economical challenges, Ambassador Kelly emphasized the fact that these same challenges happen all over the world in just about every country and he is confident that we will bounce back in the near future. With all the resources we have at our disposal, town council working hard to make things better, and all of us having a vision, there is no doubt that this statement will ring true. We may be a little down, but we are definitely not out.

Wawa was very fortunate to have such an important dignitary visit our small town. We have a lot to offer here and it is wonderful when we have the opportunity to share it.

Ontario Press Council

Council upholds complaint filed against *Wasaga Sun*

Publishing a letter that takes issue with an editorial is a useful way for a newspaper to establish balance in election coverage, but it should ensure that it follows its policy on identifying the letter writer, the Ontario Press Council said in upholding a complaint against the *Wasaga Sun*.

George Sheffer, former deputy mayor of Wasaga Beach, complained that his defeat in a bid for re-election on Nov. 13, 2006, was attributable to a letter over the name of David Sanderson that strongly criticized an editorial which supported Sheffer.

"Our telephone checks with other Sandersons in Wasaga Beach and neighbouring communities turned up absolutely no evidence of a David Sanderson existing as indicated in the published letter accredited to this mysterious individual," Sheffer wrote.

The *Sun's* managing editor responded

that "the newspaper had no evidence to cast doubt on the authenticity of the Sanderson letter and there was no compelling reason not to run it."

It was explained that the letter came by e-mail, that there were two working days in which to try to contact the writer and that three attempts to make contact by phone were unsuccessful.

The newspaper did not, however, follow its practice of discarding letters for which it is unable to ascertain the authors' identity.

TEXT OF THE ADJUDICATION:

George Sheffer, an unsuccessful candidate for re-election as a councillor in Wasaga Beach, complained that a letter to the editor published in the *Wasaga Sun* four days before the 2006 municipal election was the main contributing factor in his defeat.

He added that publishing the letter on the

Wednesday before the election meant that no response could be printed before the vote. And he maintained that the letter writer was not a registered or eligible voter and that a search for him indicated that he may not exist.

The newspaper's managing editor said the writer did not respond to the newspaper's request that he provide private, identifying information. But in view of the fact that the letter appeared to be written by a thinking person and constituted a response to a previously published editorial supporting Sheffer, the *Sun* decided to print it.

The Ontario Press Council accepts that *The Sun* had good intentions in providing a forum for a response to an editorial endorsement of Sheffer. But, in upholding the complaint, it says it believes the newspaper was remiss in neglecting to follow its policy of confirming the identity of the writer before publishing the letter.

Council revises estimates for 2007 and 2008 budgets

The Ontario Press Council, at its annual meeting Oct. 19, approved a proposal that the assessment rate for member newspapers, set at 9.2 cents per unit of circulation in 2007, be increased to 9.4 cents for 2008. As required by the constitution, the budget now goes to publishers for approval. Nov. 30 is the deadline for replies.

Spending in 2007, originally estimated at \$209,179, now appears likely to come in at \$210,279 while revenue is expected to be about \$212,140. The result will be a surplus of \$1,861, which will increase the Council's accumulated surplus to \$64,129.

Spending in 2008 is estimated at \$214,013 or \$3,734 more than 2007, with increases in salary and rent partly offset by lower spending on travel.

With circulation of 38 daily newspaper members down by more than 10,000 to 1,861,947, revenue from this source based on the current fee schedule of 9.2 cents per unit of circulation would be about \$171,000. Revenue from community and specialty newspapers would be about \$37,800. And there would be approximately \$1,500 interest for an overall total of \$210,386, resulting in a deficit of \$3,627.

The assessment rate was increased in 2007 from 9.0 to 9.2 cents. An increase to 9.4 cents in 2008 will produce \$214,100 in revenue and increase the accumulated surplus by \$87 to \$64,216.

	2006 Actual	2007 Revised	2008 Budget
*Salaries	146,505	149,739	152,433
Council Meetings	7,063	7,300	7,300
Office Supplies	3,976	4,000	4,000
Rent	22,013	22,110	23,000
Honoraria	5,580	5,580	6,000
Printing	9,647	8,000	8,500
Postage and Courier	1,637	3,000	3,500
Professional Fees	1,300	1,300	1,200
Telephone	1,709	2,600	2,600
**Employee Benefits	5,138	4,680	4,680
Travel	1,218	500	500
Miscellaneous	389	1,200	300
	206,445	210,279	214,013
Revenue	209,959	212,140	214,013
Expense	206,445	210,279	214,013
Surplus (deficit)	3,514	1,861	87
Surplus at Beginning of Year	58,754	62,268	64,129
Surplus at End of Year	62,268	64,129	64,216

*Salaries include Council contributions to Employment Insurance.

**Employee benefits include extended health plans.

Revenue in 2006 was based on 9.0 cents per unit of circulation plus interest; for 2007 it is 9.2 cents, and in 2008 the proposed figure is 9.4.

Ontario Press Council

Ontario Press Council announces new members

The secretary-treasurer of the Ontario Teachers' Federation, the retired executive director of the John Howard Society, and the editor-in-chief of a group of Toronto Community Newspapers have been elected to the Ontario Press Council.

Rhonda Kimberley-Young of Toronto, a former teacher and president of the Ontario Secondary School Teachers' Federation, succeeds Irene Harris of Picton, a public member since 2001.

Graham Stewart of Bath, a social worker who retired from the John Howard Society this year, succeeds Janice Visneskie of Killaloe, a public member, who leaves after completing the maximum eight years on council.

Deborah Bodine, editor-in-chief of Metroland's Toronto Community News,

succeeds Joanne Burghardt of Oshawa, editor-in-chief of 10 Community Newspapers and a monthly business publication in the Durham-Northumberland Division of Metroland.

Kimberley-Young, born in Kingston Aug. 4, 1963, earned degrees at Queen's and the University of Ottawa and taught in Eastern Ontario before joining the OSSTF. She was president from 2003 to April 1, 2007, when she joined the Ontario Teachers' Federation as chief administrative officer.

Stewart, born in Edmonton Nov. 18, 1946, earned a BA from Carleton University and a master of social work degree from Wilfrid Laurier University. He started as a caseworker with the John Howard Society in 1969, moved to Kingston in 1970 and, after obtaining his

graduate degree in 1973, was employed progressively by psychiatric hospitals in Guelph, the Kitchener-Waterloo Hospital, Big Brothers Association of Stratford, Guelph Reformatory and John Howard Societies in Windsor, Kitchener and Kingston.

Deborah Bodine, born in Brantford Feb. 16, 1957, has a BA from York University. She joined Metroland Media in 1991 as advertising features co-ordinator in York Region, was community editor for Durham Region 1994-97 and managing editor of Toronto Community News 1997-99.

The Ontario Press Council was established in 1972 with a mandate to defend the freedom of the press on behalf of public and press and to adjudicate complaints from readers against Ontario newspapers.

WSIB launches voluntary registration policy

If your business isn't registered with the Workplace Safety and Insurance Board (WSIB) and it should be, today is your day.

On October 29, 2007, WSIB Chair Steve Mahoney launched a policy that provides an opportunity for non-registered employers who are legally required to register with the WSIB to voluntarily register without penalty.

"Employers who come forward between now and March 31, 2008 will receive full amnesty - no retroactive premiums, no reconciliation interest, no penalties and no prosecution," said Mahoney. "This is another step toward ensuring the workplace safety and insurance system's financial sustainability and one more way we're contributing to a fairer business climate in Ontario."

The WSIB believes there are thousands of businesses that are legislatively required to be part of the no-fault workplace insurance system it administers but haven't registered. However, the provincial agency thinks this might be because some employers don't know it's their responsibility to sign up.

Mahoney says this is especially true in the small business community. "Some people start their own business and they're the only person working for the company. Then one day the owner is doing so well they hire an employee and they don't know that they have new obligations, like paying into the WSIB. So I'm hoping our Voluntary Registration policy gives businesses across the province the chance to step up and do their legal duty by signing up with the WSIB today."

The Voluntary Registration policy encourages employers to sign up with the WSIB sooner than later. The full amnesty being

offered by the WSIB will run out on March 31, 2008. As of April 1, 2008, employers who come forward voluntarily will have to pay their premiums retroactive to the date of their first hire or January 1 of the year preceding the date of voluntary registration, whichever is later. However, Mahoney reminds employers that if the WSIB discovers they aren't registered, the consequences are far worse. Under the Workplace Safety and Insurance Act an employer can be prosecuted for not registering. On top of the fines associated with being guilty of that offence, premiums can be recovered retroactively for the year that the employer is discovered plus premiums from previous years.

More than 16,000 non-compliant employers were caught in 2005 and 2006, according to WSIB statistics.

"Although we prefer to have employers voluntarily register with the WSIB, we'll take

necessary measures to ensure that the system's integrity remains intact," said Mahoney.

But Mahoney doesn't want employers to feel that registering with the WSIB is a burden on their budgets.

"We offer a number of programs to help employers reduce and eliminate the number of injuries and illnesses at their workplace. This helps their bottom line, because safer workplaces are more productive workplaces."

For further information on the Voluntary Registration policy, check the WSIB website at www.wsib.on.ca. To register your business, call 1-800-387-0080, or contact the WSIB office nearest you. To find the nearest office, check the Office Locator on the WSIB Web site.

“The full amnesty being offered by the WSIB will run out on March 31, 2008.”

Election 2007

For this issue of News Clips, OCNA asked its members if they would like to share any interesting stories they had with regards to their election coverage. Here are two very different publications with similar experiences. Both covered the elections in print and expanded coverage online, and both had exciting—and somewhat dramatic stories to report!

The Vankleek Hill Review expands on election controversy online

For the 2007 provincial election, *The Vankleek Hill Review* covered its riding not only with its print edition, but with much more online content as well.

Beginning earlier this year, *The Review* ran a series the first edition of each month, which featured a columnist writing about electoral reform. All of these columns were posted online in an archive and promoted widely in the print edition.

The paper also ran a free referendum countdown ad in partnership with a local electoral reform group, counting down the days until the election.

Five candidates were running in *The Review's* riding and in a first for the region, the PC candidate created a Web site with the Liberal opponent's name and likeness posted—with an animated nose that grew as a user looked at the image—the PC candidate openly accused his Liberal opponent of lying.

Much controversy surrounded the Web site and the inappropriate acquisition of Web domain names. *The Review* kept up its coverage about the PC candidate misrepresenting his opponent online with changing online content and e-mailed “press releases” sent to the media from the fake domain name. The publisher of *The Review*, Louise Sproule, said that the press had to be very careful when reviewing incoming e-mails to ascertain the source of the press release and ensure their authenticity.

For an all-candidates debate, *The Review* reported in a traditional format in print, but tried something different for its Web site. The dramatic event—the Liberal candidate, whose health had been called into question by his opponent, suffered a nosebleed and

missed the first 40 minutes of the debate while in the men's room trying to stop the bleeding—was recorded and audio clips were matched with photographs and put online.

The Review captured another dramatic sound bite when a candidate hung up on a reporter after he was questioned about the creation of the fake Web site for his opponent. *The Review* put that online as well.

In fact all of *The Review's* election coverage was translated into online content and in many cases stories were posted before making it to the print edition and are now archived online as well.

The Review's Web site played an important role election night when the publication was able to post results every five minutes.

Sproule believes the challenge for weekly newspapers is to generate online content and post it before it even goes to print. She believes this

is a challenge that weeklies can benefit from even more than daily publications, which have radio and television to compete with as well.

In rural areas, Sproule says, weekly newspapers can step into the role of providing hyper-local, multi-media news online in the absence of radio and television coverage. *The Vankleek Hill Review* is certainly taking this approach. Says Sproule: “We're working on it and evolving daily!”

Next up: *Salam Toronto Weekly* reports on an Iranian-Canadian candidate to its Iranian readership.

“The PC candidate created a Web site with the Liberal opponent's name and likeness posted—with an animated nose that grew as a user looked at the image.”



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Election 2007

Salam Toronto reports historical results for election

Salam Toronto Weekly, a publication that serves the Iranian community of approximately 100,000 in the GTA, had a very successful and exciting coverage of this year's election, especially since one of the candidates in its region was Iranian-Canadian.

According to Mohsen Taghavi, editor-in-chief of Salam, in the past decade, only a couple of individuals from the Iranian community have tried to get a seat in the legislature. Their endeavours ended in failure until mid-2006 when an Iranian-Canadian scientist, Dr. Reza Moridi, decided to run for a seat in the provincial legislature and asked Salam Toronto for support.

The publication conducted several interviews with Moridi in both English and Persian in order to introduce him to and encourage the community to get involved in the political decision making of their riding.

In the four weeks leading to election day, all of Salam Toronto's cover stories were directly related to the Ontario elections.

While Salam Toronto supported Moridi, it also published interviews with other candidates from all parties. One week before election day, the paper published another interview with Moridi. The headline was "All Eyes Focused on Richmond Hill," a direct hint to Moridi's campaign motto: "In Order to be Seen, We Vote". In Salam's main editorial, they encouraged members of the community to go to polling stations and vote, and vote for Reza Moridi.

Election fell on a Wednesday and Salam Toronto Weekly's deadline to send page files for printing is Wednesdays at 10:00 p.m. Because the vote was too close within their riding of Richmond Hill to call an early result and because of technical problems, the team at Salam was not able to get their files to the printers until 2 a.m.!

With only a few hours delay, the paper made its way out with some very exciting headlines for the Iranian community: "Iranian Community Made History!", "Congratulations!" and "Dr. Reza Moridi, the First Iranian Born Member of the Legislature."



ABOVE and BELOW: Two of Salam Toronto Weekly's covers during the recent election.



government relations

New provincial cabinet offers challenges and opportunities for OCNA

By **Gordon Cameron**
Government Relations Associate

Premier Dalton McGuinty has named his new cabinet and while it is similar to his previous one, there have been some important changes that could affect OCNA and its government relations efforts.

Three former ministers who were a big help to OCNA on a variety of our issues are out. Open meetings advocate and former minister of culture Caroline DiCocco was defeated in the election; former minister of natural resources and supporter of our Rural, Northern and Ethnic Community Newspaper Tax Credit, David Ramsay was sent to the back benches (not even receiving a Parliamentary Assistantship), and former minister of finance Greg Sorbara, who was working on our PST issue, decided to withdraw from cabinet to spend more time with his family. Sorbara will still be a key advisor to the premier and the time OCNA has spent with him and his staff will still likely bear fruit.

A number of MPPs and former ministers who have been helpful to OCNA have been promoted into portfolios where they can be of great help to us. New Minister of Municipal Affairs and Housing Jim Watson has been a big supporter of OCNA for several years now, acting as an advocate for our issues at the cabinet table, sponsoring our successful Queen's Park Day and participating in several conference calls with OCNA members. He takes over a ministry that is, in part, responsible for open meetings laws. Watson's history with OCNA should make him receptive to our concerns and we will be able to work constructively with him. Another great appointment from OCNA's perspective is Chris Bentley as Attorney General. Bentley is very open to new ideas and new ways to address existing problems. As such, we are likely to see faster implementation on the proposed electronic registry of discretionary publication bans as recommended in last year's Justice and Media Panel report. He should also be sympathetic to our concerns around the state of the province's Freedom of Information system.

Not all the ministerial choices are good for OCNA. The appointment

of John Gerretsen (former Minister of Municipal Affairs and Housing and president of Association of Municipalities of Ontario (AMO)) as Minister of the Environment could cause some problems. AMO's stated goal of putting an end to the in-kind advertising program may have a receptive ear in the new minister, but I do not believe that the program is in real danger in the short term. AMO has been calling for this change since day one and so far the program has only expanded, not contracted. However, this does mean that OCNA and its members will have to be active in any ministry consultations on Blue Box recycling,

a provincial integrated waste management strategy or extended producer responsibility for items that go to either the recycling or waste streams.

Looking at our issues, the loss of Sorbara is a minor setback on the PST front, but not as problematic as it might seem at first glance. His replacement Dwight Duncan was the Finance Minister when a change to the regulations to accommodate transit dailies was discussed (although the change came out under Sorbara) so he should have some familiarity with the issue. We have excellent support from

the people within the ministry's permanent staff and they are quite pleased with the proposal that we've put forward to change the regulation. The two wild cards are how long will it take for Minister Duncan to get back up to speed in Finance, as the longer it takes, the longer this issue will be outstanding; and who will be the Minister's policy advisor that we will be dealing with.

Another positive return to Queen's Park is Niagara Falls MPP, and open meetings advocate, Kim Craitor. OCNA will continue to support his efforts (which are along the same lines as those of former MPP DiCocco) to end the abuse of in camera meetings by public bodies in Ontario.

Over the next four years members can expect to see a number of opportunities that OCNA will look to make the best of as well as a number of challenges that will require a lot of work to overcome. With the continued support of the members and hard work of staff, government relations will continue to succeed during the second McGuinty mandate.

“A number of MPPs and former ministers who have been helpful to OCNA have been promoted into portfolios where they can be of great help to us.”

OCNA members help fight the taxman on retroactive PST bills

As you are aware, a number of OCNA members are currently facing huge bills for retroactive PST due to a loophole in the regulations that says newspapers publishing less than once a week or less than five times a week if they are bound are not actually newspapers and therefore must pay and collect PST. Due to the high stakes a number of OCNA members have started to use their own pages to bring the issue to

their readers.

Dat Nguyen, the owner and publisher of Thoi Bao a bound Vietnamese language member, has been leading the charge, rallying a number of ethnic newspapers to the cause. He published a call to arms for both readers, who may face losing their Community Newspaper, and to publishers to get involved and help OCNA close this loophole. His column is available at: <http://canadianethnicme->

dia.com/2007/10/23/ocna-vietnamese-paper-say-liberal-govts-unfair-tax-will-hurt-ethnic-print-media/.

Anyone interested in finding out more about the continuing PST campaign or who is willing to help should contact OCNA's Government Relations Associate Gordon Cameron at (905) 639-8720 ext. 239 or g.cameron@ocna.org for more information.

Henninger on design

Can photos talk? Yep—if you listen

By Ed Henninger
Newspaper Consultant

Photos speak to us. Some because they capture the beauty of nature. Some because they show the brutal ugliness of hate. Some because they portray the enduring love between a six-year-old and her grandfather. ...And some tell us where they should go on the page we're designing.

That's right: Some photos speak to us and demand certain placement on a page. All we have to do is take the time to really look at the photo and it will speak to us in no uncertain terms, commanding us to place it in a corner, at an edge, at the bottom—wherever.

Especially on open fronts or feature pages, we can take advantage of the opportunity to give the photo the placement it needs. There's more space and less "furniture" on the page so we can have a freer hand with how we want to use it.

Here are some of the words the photo uses to talk to you:

SHAPE. If the photo is rectangular, you have a greater number of options for placement. But what if the photo is circular? Or semicircular? What if it's a strong horizontal? A strong vertical? Odd or dynamic shapes will often do



Knowing where to place the lead photo here was a no-brainer.

more than speak—they'll begin to yell.

EDGE. What if the photo has a side of the subject cut off? If we've got a photo of a person and the right side of the person is out of the frame, the photo will almost always tell us it wants to be along a left edge.

HORIZON. If the bottom of your photo is, perhaps, a mountain range with a sunset and a vast sky, it makes sense to place the photo toward the bottom of the page.

ACTION. Often sports photos will have action in them that is strongly directional—a base runner dashing toward the right, for example. In such photos, try cropping the photo to give the runner some space to run toward—and then place the photo more toward left of center on the page,

STARE. If the person in the photo is looking to the left of the page, it works better to move the photo right of center. But don't obsess about this. It matters much more when there's action moving

in one direction (see above).

Photos will speak to you. But not if you're in too much of a hurry. Give yourself the time to listen. And when the photo speaks, then you can respond.

Check out Ed Henninger's recently released e-book on newspaper design!

'Henninger on Design is a winner because it condenses all the fundamentals, the rules, the options and the how to's of newspaper design into a manual that's easy on the eye and mind, and downright fun to use.' - Ken Blum | Black Ink Publishers' Auxiliary

Find out more about Henninger on Design by visiting Ed's web site: www.henningerconsulting.com

ED HENNINGER is an independent newspaper consultant and Director of Henninger Consulting. Offering comprehensive newspaper design services including redesigns, workshops, design training and design evaluations. edh@henningerconsulting.com or 803-327-3322

The deadline for Junior Citizen nominations is **DECEMBER 28, 2007**. Nomination forms and other materials are available at: <http://www.ocna.org/Awards/junior.html>

technology

Having CS3 problems? Check your Preferences



By Kevin Slimp
Institute of Newspaper Technology

In my business, nothing is more embarrassing than having a computer glitch in front of an audience. Fortunately, that hasn't happened to me in a long time. Well, not until recently.

In October, I was speaking to a group in Little Rock, Arkansas. The morning session was an Introduction to InDesign class. During the afternoon, we covered Photoshop Tips & Tricks. It's always a great feeling to have a session fill to capacity. Not only did this one fill, but the press association located a larger facility, which allowed us to involve even more students.

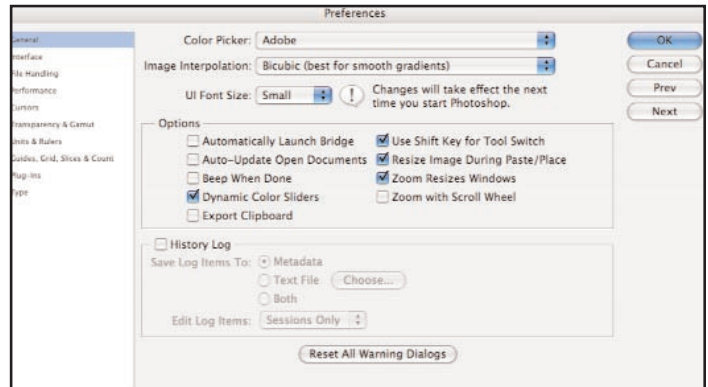
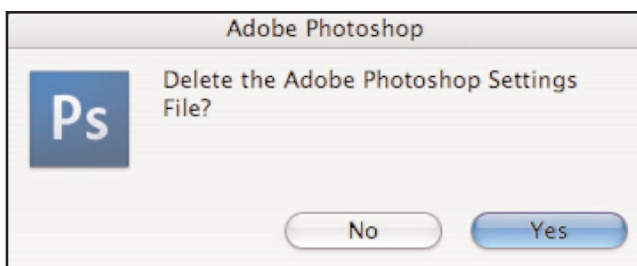
The InDesign class was going great until something strange happened. Just when we were about to break for lunch, I mentioned that users could change the number of columns in a text frame by clicking on a box in the Character palette. Imagine my surprise when I went to click on the box and it wasn't there.

The group was nice and believed me—or pretended to believe me—when I told them the box should be there. However, I was pretty embarrassed. I hadn't had a snafu like that in class in a long time.

Then came the afternoon. The Photoshop lesson was going swimmingly. Then, toward the end of the class, I decided to show the group how to use the Bridge to do all kind of handy things like creating Web photo albums and merging photos. Well, I wanted to show them. However, when I selected a few photos and went to click on the Tools menu, the tools were missing in the Bridge. I thought possibly the tools had been moved in the CS3 version and I had forgotten, but I hadn't had this problem in previous classes. Finally, I opened the CS2 version of the Bridge and showed the class how the tools worked from there. But I couldn't help feeling like I should have stayed in bed.

When someone e-mails me with strange problems like these, it's normal procedure to have them create new preferences for the offending application. In my embarrassment in front of the audience, I didn't take a minute to do this. On the flight home, I decided to take my own advice. I trashed the Photoshop, Bridge and InDesign preferences and voila, my problems were solved.

Over the years, it has been my experience that Photoshop pref-



ferences, more than others, become corrupt. Fortunately, it's a simple fix. The Preferences file can become corrupted, leading to all sorts of strange behavior. If you delete the file, it forces Photoshop to create a replacement file the next time it opens. Without a Preferences file, Photoshop uses its original defaults.

How do you know that the preferences have become corrupt in an application? A few clues include:

- tools that don't work
- crashes
- missing icons in the toolbox or items in a menu
- unusual colours in windows and interfaces

Most Mac users have become acquainted with the process of deleting offending preference files. PC users, on the other hand, had to know enough to locate invisible files. To simplify the process, Adobe has created a keyboard shortcut that can be used to trash and recreate preferences upon starting Photoshop. To replace the Photoshop Preferences file, close Photoshop and then, holding down Alt+Ctrl+Shift (Windows) or Cmd+Option+Shift (Macintosh), restart Photoshop. You will be asked if you want to replace the preferences. Photoshop will delete the Preferences file and revert to the default settings.

So now you know. If you're at a conference or class where my

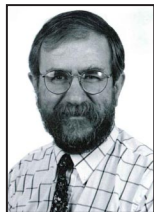
Colour problems in Quark PDF files

This month's question comes from Jeri in Indiana: "Since changing our workflow to print to an imagesetter, we've notice that our photos look muddy. We're sending pages from Quark 6.52. Do you have any suggestions for us? Could there be settings in the image setter that need to be changed, or could it be a Quark or Photoshop issue?"

Answer: The most likely cause of your problem lies in Photoshop. While there are settings in Quark (and your imagesetter) that affect photo quality, I'm guessing the root of your problem is in your Photoshop Colour Settings. For information on creating settings that work, visit my Web site at www.kevinslimp.com.

“It has been my experience that Photoshop preferences, more than others, become corrupt. Fortunately, it's a simple fix.”

Editors and reporters: Find the joy in your newspaper career



By Jim Stasiowski
Writing Coach

What thrills me about newspapers is how seldom I get depressed.

Many of my friends and relatives work in industries other than newspapers, and often when I visit or talk with them, they sound as if they are miserable in their jobs.

Now, I do not assert that I am immune to disappointment, frustration, or anger in my work. There are times I look at a chore in front of me and want to holler, “(Bleep)!”

But I think my experience as a

reporter and editor has given me exactly what I need in such situations: the knowledge that if I just get started, the work will take on a life of its own.

In other words, no matter how difficult the task, it actually starts resolving itself the moment I start working on it.

Here's what I mean.

I was in a newsroom recently, and I overheard an editor give a story assignment to a reporter whom I will call Barney. From the editor's description, I was intrigued. I thought it sounded like the kind of story I would enjoy working on.

Barney had the opposite response. Perhaps because of a tense relationship with the editor, Barney protested that the idea was a loser.

The editor, however, insisted Barney do the story. Momentarily frustrated and angry, Barney acquiesced.

A few minutes later, I was passing by Barney's desk. He was on the telephone, and from what I could hear, he was having a fun, animated conversation with a source.

Shamelessly, I lingered so I could eaves-

drop. Yep, Barney was doing what all good reporters do: He was turning what he thought was a bad idea into a good story. He was turning an editor's idea into his own story.

That transformation wasn't a miracle, it wasn't a stroke of genius on Barney's part. It was, however, one more confirmation that simply by starting the work, we journalists can find a way to make the work enjoyable.

Then there are the opposite experiences.

In the same newsroom, I was coaching a

different reporter. I'll call her Sandy. She was young, bright, sarcastic, unhappy.

A government reporter, she was writing almost every story from the perspective

of officials and politicians. Trying to be gentle, I at first made the criticism general. I said, “This paper runs way too much pure-government news.”

Acidly, she responded, “That's what this paper does.”

Dropping my gentle approach, I said, “And I'm here to change that.”

To Sandy, stories were routine, by rote, simply fill-in-the-blanks exercises in government coverage. Instead of experimenting with exciting ways to write old stories, she had the world-weary outlook of the disillusioned drudge.

To her, a story was a meeting, followed by a few desultory interviews, followed (maybe) by a phone call or two to confirm what she already knew: The story was going nowhere.

Certainly, in my writing life, I've had stories that went nowhere, and certainly, I occasionally surrendered to boredom or laziness or the idea that although I could try-try-try, I probably was staring futility in the face.

Those were my depressing times. I can-

not pretend they didn't happen.

But much more often, I found real pleasure in my work by picking up the phone or visiting a source and thinking, “Come on, Mr. (or Ms.) Source, take me someplace I haven't been, show me a world I didn't know existed, give me the chance to turn this awful idea my editor gave me into something worthwhile.”

Can I be sure that approach will work for Sandy and other reporters who fall victim to despair?

Nope. Coaching writing is about searching for improvement, not guaranteeing it.

But ponder this: Before I started writing this column, I gathered a few of my favorite writing books. I was going to quote some wisdom on a topic.

But after I wrote the lead sentence, my brain took an unexpected turn. I remembered Barney, I remembered how depressed he seemed at getting that assignment, I remembered how he turned things around.

Just by starting the column, I got a better idea. I changed my topic. I didn't open any of the books. I had more fun than I would have with the original topic.

THE FINAL WORD: The lowly hyphen doesn't get the attention it deserves. It saves us from a lot of potential embarrassment.

The writer was quoting a fellow talking about trying to rehabilitate a run-down community. The quotation: “We need to recreate our middle class.”

Oops. He meant “re-create,” that is, to create again. “Recreate,” without a hyphen, is the verb form of “recreation,” meaning to refresh or restore by play or amusement.

Jim Stasiowski, the writing coach for the Dolan Media Co., usually welcomes your phone or mail responses. However, he is moving from Baltimore to a new home in Nevada, and as yet, he has no permanent phone number or address. Save your questions and comments, and later, you may overwhelm him with them.

CNA/OCNA 2007-2008 Webinar Series



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Dec. 6, 2007	Editorial	Citizen Journalism launch
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Jan. 17, 2008	Editorial	Business literacy
Jan. 24, 2008	Sales	TBA
Feb. 7, 2008	Editorial	Multimedia storytelling I-headlines
Feb. 21, 2007	Production/Sales	Designing attention-grabbing ads
Mar. 6, 2007	Sales	Building classifieds
Mar. 20, 2008	Production/Editorial	InDesign: Tips, tricks, & troubleshooting
April 10, 2008	Editorial	Newsroom legal issues
April 17, 2008	Sales	Internet strategies for small markets
May 1, 2008	Circulation/Dist.	Alternatives to Canada Post
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He wrote a weekly outdoor column for the Windsor Star for 11 years. His material is also published regularly in many of the large outdoor and fishing magazines in both the United States and Canada including Outdoor Canada, Bob Izumi's Real Fishing Magazine, Canadian Sportfishing, Canadian Sportsman, Muskie Hunter, Walleye Insider, the Ohio Outdoor Beacon, Michigan Outdoors and In Fisherman Magazine. He has presented many seminars at outdoor shows in Ontario and Michigan, and has appeared on several T.V. shows. For syndication rates and information contact: Dan Watkin at dan-watkin@hotmail.com.

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