

## Sheridan Journalism students ready for work

By Mary Lynn O'Shea,  
Coordinator, Sheridan  
Journalism-Print program

**S**heridan's Journalism-Print program is designed for industry, by industry. The two-year program is kept up-to-date with the input and guidance of newspaper editors and other media professionals. We continually revise our curriculum, so our program stays in line with the changing demands of the media job market. That means when you hire a Sheridan Journalism-Print graduate to work at your newspaper, or bring one onboard for a job placement, they arrive ready for work with the abilities and professionalism you are looking for.

We're proud of the hands-on skills and experience our students can bring to the business upon graduation, as well as the enthusiasm for news gathering they have developed.

Our faculty, many of whom are working in the field, bring years of experience to their teaching, as well as an eagerness to pass on what they know to journalism students.

We suggest you consider these four reasons for hiring a Sheridan Journalism Print grad next time you need new staff. Here's why.

- Input from employers

helps guide course redesign and new course development

- The mission of the Journalism-Print program is to produce professionals whom

the OCNA, the Hamilton Spectator, Toronto Star, Toronto Sun and the Canadian Press, helps us define the curriculum around the needs of

Print program offers in-depth curriculum

- Our students enjoy a wide variety of journalism courses - one of the most comprehensive offered by any Ontario college.

- Backing up the in-class instruction, Sheridan's Journalism-Print program offers an array of hands-on activities. This includes managing The Sheridan Sun, an award-winning weekly newspaper that serves a community of 15,000, students. This news publications let students apply their writing, editing, photography, video, web and layout skills on a weekly basis beginning in the second semester of the program. In addition, the mandatory work placement that occurs at the end of the final semester means our students apply what they've learned in a real newspaper or magazine setting.

By the time our graduates get their diplomas, they don't just have impressive resumes and portfolios; they also have the skills and experience to start producing for employers immediately.

Check us out online at [http://sheridansunonline.sheridanc.on.ca/dec\\_13\\_2007/index.html](http://sheridansunonline.sheridanc.on.ca/dec_13_2007/index.html)

**All students in Journalism-Print contribute to The Sheridan Sun, a community newspaper that serves the college's 15,000 students and staff.**

industry want. A program advisory committee, currently including representatives from GTA community newspapers,

employers. Through this input, Sheridan can ensure that our graduates meet your evolving needs.. Sheridan's Journalism-

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## a word from the President...

# Why Community Newspapers in 2008?



By Rick Shaver  
OCNA President

Community newspapers provide advertisers with powerful benefits, namely advertising with community newspapers and why we are the most preferred, trusted and relevant medium.

People want to create a stronger sense of community and view their local community as important to them.

Community newspaper's have the ability to connect readers to their community, and provide advertisers with a medium to connect with these communities. There are many reasons for this and here are a few: The community is where the living is done. Community newspapers help people live well and make the most out of their community.

• Community newspapers are viewed as more truthful and more honest. Our newspapers are valued for covering the issues,

events and news either in story or photo form that really matter to their community.

• The quality of community newspapers highly involve our readers and has a strong presence in the home. Kids, parents, grandparents all read and love their community paper.

• Our Jr. Achievement program shows that strength.

• Display advertising has a range of creative options that will help your business grow.

• Our community newspapers will show leadership in 2008 and work to develop better communities we work and live in.

We will publish newspapers whose focus will be excellence in terms of news and advertising content, reproduction and service. We will be fundamentalists in our support of the public's right to know, and the right of free speech and the press.

*Don't forget why OCNA exists*

Founded in 1950, with offices in Burlington and Toronto, the Ontario Community Newspapers Association is a non-profit industry association comprising

more than 320 member newspapers located throughout the province.

We are dedicated to helping member community newspapers prosper, by:

.Advocating for favourable government policies

.Supplying members with tools, support and information about the industry and the market

.Providing the means for members to work together to resolve issues to improve the competitive position of the industry

.Promoting and enhancing the image of the industry among readers and other important constituencies

.Pooling resources and delivering services to the public jointly, and securing benefits collectively which individual members cannot obtain alone

The association is the member's source of information about their industry. We are in business to find answers to their questions.

Newspapers get things done!

Have a great year.

*Rick*

## Community Newspapers face opposition

It appears that some community newspapers are still facing opposition from their local municipalities in regard to advertising; specifically if the municipality is required to advertise in a paid circulation newspaper.

Except in certain circumstances, municipalities generally are free to determine what media are best to use in any given circumstance unfettered by legislation.

The Ontario Municipal Act, which took effect in January 2003, states that municipalities must provide 'notice' to their constituents. Such situations include the following -

- (a) when altering a highway (s.34);
- (b) when naming a highway (s.47);
- (c) when closing a highway (s.57);
- (d) where a municipality is about to pass a by-law regarding signs in the municipality (s.99);
- (e) where a municipality intends to change the composition of council (s.217);
- (f) when adopting or amending the budget of the municipality (s.291);
- (g) where Minister designates information to be made public by the municipality regarding the efficiency and effectiveness of its operations as well as notice to advise of improvements in efficiency and effectiveness (sections 299 and 300);

(h) where an auction is to be held to dispose of lands seized for non-payment of taxes (s.351);

(i) before a municipality undertakes a work as a local improvement (O. Reg. 119/03, s.3); and

(j) before a municipality can impose a special charge (O.Reg. 119/03, s.20).

In each of the above cases, the municipality or the Minister has complete discretion to determine where to place its notices, eg. Web sites, mail, newspapers, flyers, public signage, broadcasting or any other method. For all the instances cited above except (g), council and its staff have the authority to decide how notice is to be given.

Section 251 of the Act states- 'Where a municipality is required to give notice under a provision of this Act, the municipality shall, except as otherwise provided, give the notice in a form and in the manner and at the times that the council considers adequate to give reasonable notice under the provision.'

Therefore, council and its staff are able to determine the method of service - except in just the two following situations where the statute specifically states that the public notice must be placed in a 'newspaper' - (a) when the municipality must pass its

audited financial statements (s.295), the treasurer of the municipality shall publish the financial statements "in a newspaper having general circulation in the municipality"; and

(b) when public land is being disposed of (s.379), the treasurer shall advertise the land for sale in a newspaper that, in the opinion of the treasurer, has such circulation within the municipality to provide reasonable notice of the sale.

The definition of a newspaper is set out in Section 29 of the Interpretation Act, R.S.O., I-11: "newspaper, in a provision requiring publication in a newspaper, means a printed publication in sheet form, intended for general circulation, published regularly at intervals of not longer than a week, consisting in great part of news of current events of general interest and sold to the public and to regular subscribers."

So when councils must publish these items in 'newspapers' they must do so in papers that are paid, and not as they determine otherwise.

Other than those two examples, municipalities can advertise in paid circulation and free distribution weekly papers whenever they choose to. If you have any opposition please keep OCNA informed and we will help whenever we can.

## A glimpse at Ontario's Community Newspapers

	1997	'98	'99	2000	'01	'02	'03	'04	'05	'06	2007
a. Independent owners with 1 newspaper	97	96	86	82	79	83	79	75	68	70	72
b. Independent owners with 2-5 papers	29	23	26	24	23	22	22	25	20	19	17
c. Independent owners with 6 - 12 papers	05	06	03	01	02	02	03	02	01	02	03
i. Total independent owners	131	125	115	107	104	107	104	102	89	91	92
ii. Number independent titles			163	135	122	155	147	157	128	140	151 (47% of total #)
d. Corporate groups	06	04	04	04	04	05	04	04	04	04	04
iii. Number of corporate titles			101	122	135	117	106	118	161	162	173 (53% of total #)
e. Total owners in Ontario			119	111	106	112	108	106	93	95	96
f. Total titles in OCNA's membership	263	266	264	257	257	272	263	274	289	302	324

As you can see from the statistics above, membership in the Ontario Community Newspapers Association continues to grow. In 2007, your association represented 324 member newspapers, which is the highest number of members we've had to date. This is a 23% increase in the past 10 years.

Another interesting statistic as shown above is the number of newspapers that are independently owned. You will see that from 1999 the total number of independently-owned newspaper titles has only decreased seven per cent, yet the number of independent owners (individuals) has decreased by 20 per cent in the same period - from 115 to 92 owners in 2007.

These publishers are growing their businesses and publishing two or more newspapers in neighbouring communities. This helps them better serve their advertisers and take advantage of economies of scale administratively.

Of OCNA's 324 member newspapers, 151 are independently owned. That's 47% of our membership, leaving 53% of members owned by corporations.

The four corporate owners of OCNA newspapers at the end of 2007 were Sun

Media, Metroland Media Group, CanWest Global, and Transcontinental Media. These four owners represent 173 newspaper titles in OCNA's membership. Although the corporate groups have changed over the years (eg. Osprey Media, Southam, Hollinger), the number has stayed steady at four.

What has changed is the explosive number of titles the corporate groups represent, which has increased by 71% since 1999- from 101 in 1999 to 173 in 2007. This growth has occurred organically with new start-ups as well as through the acquisition of existing titles from both independents and corporate groups.

### A year at a glance

**Ownership changes:** In 2007, nine OCNA member newspapers changed hands. Seven independent newspapers were purchased by three corporate groups. Another two independent titles were purchased by existing independent publishers.

**New and cancelled members:** In 2007, OCNA accepted 32 new members - a record amount. This compares to 19 new members in 2006. This can be explained with the acceptance of the 10 Shield newspapers

based in Belleville.

OCNA also saw five newspapers cease over the year, and all were corporately owned. As well, three memberships were cancelled.

OCNA wishes to thank its members for their continued support. Our dedicated staff look forward to providing programs and services to you in 2008. As always, we are here to serve you.

## Network Classified Advertising

OCNA will distribute more than \$377,000 to its Network Classified member newspapers for their participation in 2007.

We would request member newspapers to please post the static Network icon on your Web sites with a link to the weekly word ads on the site maintained by OCNA. The icon is posted on the AdLine.

## Looking for Press Identification Cards?

OCNA can help with laminated, business card sized Press Cards.

Cost is \$10 each for the first three, and \$5 for each thereafter.

E-mail Lynn Fenton at [l.fenton@ocna.org](mailto:l.fenton@ocna.org) for a Publisher's Authorization Form with instructions about how to send photos.

### PRESS CARD

This certifies the individual identified has been awarded Press Credentials by the Publisher of this newspaper, and is to be used for identification purposes.

2008



**RICK SHAVER**  
Editor  
**Cornwall Seaway News**  
613-933-0014  
29 Second St. East  
Cornwall ON K6H 1Y2



2008

This newspaper on the reverse side is, as of date of issue, a member in good standing of the Ontario Community Newspapers Association (OCNA) [www.ocna.org](http://www.ocna.org).

Robyn Matravers, Exec. Director

Jan. 2, 2008  
Date

## industry news and views

### 2008 Forecast

# Kubas Consultants expect less advertising for newspapers

By Bob Heath  
for OCNA

**E**d Strapagel, Executive Vice President of Kubas Consultants, a firm which specializes in newspaper pricing structures, revenue development and publishing strategies, surveyed executives and managers of 423 American newspapers and 85 Canadian newspapers on their strategic initiatives and how they intend to undertake these plans in 2008.

Canadian publishers are more optimistic about their 2008 advertising revenues over their American counterparts as some feel they will lose ground to online revenue and see decreases in five out of the eight ad revenue categories.

Others report that preprints and direct mail are seen as the second most promising positive growth areas. Some larger newspaper executives project a decline in all

Classified categories in 2008, with Real Estate advertising being the largest group of investors to move toward online advertising on their own company Websites.

Kubas reports that close to 60 percent of newspaper executives have definite plans to increase their online presence, in terms of news content and offering solid rates for advertising.

Publishers, according to the Kubas survey, report that controlling both staffing and non-staffing costs remain high on their agenda. Another area is expanding non-core products, particularly niche publications of all types.

Adopting modular ad sizing and pricing are just one way newspaper publishers/managers are looking to make their 'papers' unique while trying to break away from the pack.

Only 2.5 percent of those surveyed plan to launch a 'free' daily and 8 percent plan

to start a new 'free' weekly newspaper in 2008.

Some publishers are finally embracing what many community newspapers have been doing for years by utilizing more local editorial such as 'hyperlocal' and 'citizen journalism' based reporting to control costs as best possible while offering their readers a unique look at their communities. Another way to reduce costs for many newspapers is to 'outsource' their advertising production.

Strapagel states that items raised in their survey point to the facts that the newspaper is no longer just a newspaper! It's a portfolio of targeted advertising services in a range of formats with a vast array of options that is becoming difficult to sell.

For a more in-depth review of this brief visit [www.kubas.com](http://www.kubas.com).

## The Ontario Community Newspaper Foundation is pleased to announce the Online Training Centre

**Community Newspaper professionals are now able to get affordable and convenient training on their computers 24/7. Learn when you want - where you want.**

Featuring **Sales 101: An Introduction to Community Newspaper Advertising Sales**. This 11 Chapter program has been written specifically for new sales reps to our industry. It's a comprehensive crash course that is sure to advance the career of any new hire in approximately 8 hours! Registration is only \$100.

Other online offerings - with more to come - include:

### Business Skills Videos

- \* Career Development (Videos)
- \* Coaching (Videos)
- \* Communication (Videos)
- \* Customer Service (Videos)
- \* Finance (Videos)
- \* Leadership (Videos)
- \* Leading Teams (Videos)
- \* Management (Videos)
- \* Managing Within The Law (Videos)
- \* Sales and Marketing (Videos)
- \* Self-Management (Videos)
- \* Six Sigma (Videos)
- \* Work and Life Balance (Videos)
- \* Workplace Environment (Videos)

### Desktop Computing

- \* Access 2003
- \* Excel 2003
- \* Excel 2007
- \* Office 2003 - What's New
- \* Office 2007
- \* Office XP Upgrade

- \* Paint Shop Pro 5
- \* PowerPoint 2003
- \* Project 2003
- \* Word 2003
- \* Word 2007

### Personal Skills Development

- \* Basics of Business Math
- \* Building Relationships
- \* Business Ethics
- \* Customer Service
- \* Dealing with Difficult People
- \* Effective Business Communication
- \* Effective Presentations
- \* Fundamentals of Business Management
- \* Grammar
- \* Instructional Design
- \* Management Skills Introduction
- \* Managing Change
- \* Motivation
- \* Motivation Methods and Strategies
- \* Negotiating
- \* Project Management
- \* Project Management Professional

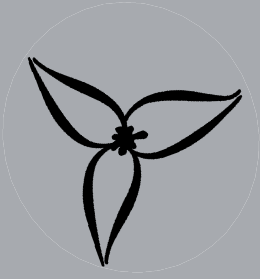
### Certification 2005

- \* Sarbanes-Oxley Act
- \* Sexual Harassment in the Workplace
- \* Stress Management
- \* Teams That Work

### Technical Software and Web Design

- \* Dreamweaver MX
- \* Dreamweaver MX 2004
- \* Dynamic HTML
- \* Flash MX
- \* Flash MX 2004
- \* FrontPage 2000
- \* GUI Design
- \* Internet Marketing
- \* JavaScript
- \* Photoshop
- \* Photoshop 7
- \* Photoshop CS
- \* Web Design & Graphics
- \* Web Publishing and Design with HTML 4.01 and XHTML

<http://ocna.protraining.com>



# CNA/OCNA 2008 Webinar Series



Next up:

## BUSINESS LITERACY

Don't miss the January 17 Webinar with Improve your Business Literacy  
Baffled by balance sheets, perplexed by percentages?

This webinar offers tips on how to find the story behind the spreadsheet. It also covers some common errors that reporters make.

Presenter: **Drew Hasselback**, associate editor of [www.financialpost.com](http://www.financialpost.com). He was mining reporter with the Financial Post from 2001 to 2007. Before that he spent three years as the paper's Vancouver correspondent

### Your 2008 Line-Up:

Date	Topic	Theme
Jan. 17, 2008	Editorial	Business literacy
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
May 15, 2008	Sales	Ads on steroids
June 5, 2008	Sales	Developing niche markets

●●● Contact Lynn Fenton to register at 905-639-8720 ext. 232,  
or e-mail [l.fenton@ocna.org](mailto:l.fenton@ocna.org)

#### *What is a Webinar?*

*A Webinar is a combination of a conference call and a computer (Power Point) presentation. It's a low-cost way to offer valuable sessions: use a speaker phone and computer projector and the session can be shared with as many people as can fit in your board room. Register online, and we will send you the details and technical specs on how to join the meeting.*

# I never heard my dad use the verb "criticize"

Oh, my dad could be critical. A loving man, he nevertheless was relentless in pointing out my flaws. You know how today's parents hear constant warnings against hounding their children about their shortcomings, lest those parents damage their children's fragile self-esteem? Well, dad was born before self-esteem was invented.

Understand, I long ago came to grips with the fact that he corrected me, sometimes forcefully, only because he wanted me to have a good life.

But "criticize" wasn't in his vocabulary. He never would say, for example, that newspapers were "criticizing" the president. His choice of words was always: "They're picking him apart."

As a youngster, I feared that phrase, "picking (someone) apart." It has not merely the denotation of criticism, but also the connotation of callous cruelty. The image that sticks: Vultures "pick apart" the flesh of a dying creature. Cruel it may sound, but picking apart is what reporters should be doing.

Think about lawyers (no vulture jokes, please). They don't merely read a contract or review evidence. They pick apart what they see, hear and read. A misplaced comma in a contract, or a smidgen of wiggle room in an alibi, can win or lose a case.

We need that same pick-apart mentality. We live in this age of endless spin, an age in which

sources expertly evade tough questions and avoid taking responsibility. We need to examine their words and their actions as meticulously as if we were extracting a splinter from an infant's thumb.

And yet, I see too much of the opposite, too much heedless acceptance of the superficial.

At a meeting, city council members wanted to take action against a private company. According to the newspaper story, at the height of a contentious debate between representatives of the city and the company, one council member interjected that he was so tired of such animosity, he was going to take matters into his own hands and resolve the dispute.

That's how the meeting, and the story, ended.

I said to the reporter, "So, what is that council member going to do?" She looked at me blankly, swallowed, then said, "You know, he's going to ... you know ... he's been working on this, and ... um ... he was very vague about what he's going to do." I said, "Did you ask him to explain what he meant?"

The look she then gave me was the next more extreme version of "looked at me blankly."

Another reporter wrote a story about how a county planning commission was considering making more lenient a regulation governing developers. The reporter used two quotations from a planning commissioner,

one in which she definitely said she favoured the change, then one in which she seemed to oppose it. I said to the reporter, "Did you ask her about the contradiction?"

He said, "What contradiction?"

I pointed out the two quotations.

"Oh, those, yeah," he said to me dismissively, "I didn't quite understand what she was saying there." Reporters are seeking safety, an option that gets them off the hook, that allows them to include a source in a story without requiring the source to explain or take responsibility.

A direct quotation that makes no sense or leaves out vital information may well be safe, but it also is precisely why readers abandon us. They come to a newspaper expecting explanations and straight talk, and instead we give them what's convenient and easy for us.

In fact, our sources have trained us to accept that safe, easy quotation or that non-explanation explanation. When we push them for clarity, they bristle. For many reporters, one bristle is all they ever want to endure. The next time, instead of asking for more detail, the reporter backs off, remembering how uncomfortable that initial bristle was.

A lot of potentially excellent reporters either quit the business or descend into mediocrity precisely because they choose not to pick apart the words or actions of

newsmakers. Many of those reporters have the mistaken impression that a few people were born to ask tough questions, while the rest of us unluckily weren't blessed with the confrontation gene.

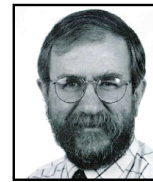
The reality is that almost all of us dislike risking our sources' wrath. Rare indeed is the reporter who relishes confronting the grouch.

Frankly, I hate asking tough questions. But I painfully learned to force myself to do it because it makes my writing better. And besides, I had practice. The source never lived who could out-bristle my dad.

THE FINAL WORD: Above, I used two words in tandem, "denotation" and "connotation." Writers should understand the distinction between the two.

The **denotation** of a word is its explicit meaning, whereas its **connotation** is an unofficial, additional, implied meaning.

An example is the verb "to tout." Explicitly, it means to solicit customers. But "tout" implies overselling, an exaggerated, possibly even dishonest, sales pitch.



Jim Stasiowski, the writing coach for the Dolan Media Co., welcomes your questions or comments.

Call him at 775 354-2872, or write to 2499 Ivory Ann Drive, Sparks, Nev. 89436.



Want more **eye-catching** art and ads?  
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**NEWS-NET** (905) 844-0524 • www.news-net.ca

industry news

# Lending Library

Take advantage of one of OCNA's great members' services. The Lending Library offers newspapers an opportunity to educate staff in a cost-effective manner. For a full list of the OCNA Lending Library material, please go to

[http://members.ocna.org/AFS/Best\\_Practices/Lending\\_Library/Lending\\_Library\\_list.pdf](http://members.ocna.org/AFS/Best_Practices/Lending_Library/Lending_Library_list.pdf)

To borrow this or any other publication from the lending library, please go to

[http://members.ocna.org/AFS/Best\\_Practices/Lending\\_Library/LendingLibraryOrderForm.pdf](http://members.ocna.org/AFS/Best_Practices/Lending_Library/LendingLibraryOrderForm.pdf)

Contact Lynn Fenton at 905-639-8720 ext. 232 or [l.fenton@ocna.org](mailto:l.fenton@ocna.org)

## CLASSIFIEDS

### Looking for a new column for your paper?

Weekly column 'Heart 2 Heart' is researched based, focused on relationship issues, and has a wide appeal to people of all ages. It has been published weekly in The Chronicle Journal in Thunder Bay for over ten months and has received very positive feedback.

The column has 3 parts:  
 -a write-in question and answer part that poses a question and answers it,  
 -current research on that type of problem, and  
 -a summary of how everyone can use that information to impact their own lives.

There may be a number of organizations interested in advertising in relationship to an column like this i.e. local events, classes, various products and services..

Author Marsha Reinikka is a graduate student who is currently doing research for the Northern Ontario School of Medicine. Contact her at [mreinikk@shaw.ca](mailto:mreinikk@shaw.ca) or call her at: 807-344-9998 to see samples of Heart2Heart.

### Looking for special interest column?

'Vet Talk' by Dan Watkin DVM is what your publication is looking for. A veterinarian with 28 years experience, Dr. Dan brings topical and relevant issues to light in a manner that is enjoyable and informative. Dr. Dan offers practical hints and tips that your readers will find valuable and insightful. Dr. Dan Watkin is a practicing veterinarian living in Amherstburg, Ontario. In addition to practicing veterinary medicine, Dan is an experienced outdoor writer. 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 [danwatkin@hotmail.com](mailto:danwatkin@hotmail.com).

# Heath jumps in to assist OCNA

By OCNA Staff

The OCNA staff announced today that Robert (Bob) Heath of Wallaceburg is temporarily assisting with the layout of NewsClips.

Heath, the former editor and sales manager of the Dresden Leader and Voice Of The Farmer Newspapers located in Dresden, Ontario will fill the vacancy left by OCNA staff who are currently on maternity leave.



Heath left the Osprey Media newspapers when the buy-out with Quebecor was solidified and the Agri-newspapers were

amalgamated with other local farm-papers

The long time newspaper editor/publisher also was the former owner of Estevan and Weyburn (Sk.) This Week Newspapers for over 14 years.

He also served on the Boards of Directors for both the CCNA and SWNA while he was owner of the above newspapers in western Canada.

Heath's roots run deep in the newspaper business as he followed his father Max, a long time editor of The Wallaceburg News

and Bureau Chief of The Chatham Daily News in Wallaceburg.

## OCNA Better Newspaper Awards Results will be posted online on February 14.

\* \* \* \* \*

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

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](mailto:luc.alain@videotron.ca) and subscribe to Sneuro asap! Subscribers will receive a fresh jpeg format cartoon every week with monthly billing by e-mail to follow.

For more details call 819-595-8941 or visit the <http://sneuro.com/default.html>

# FDSA revamps committee structure

The Flyer Distribution Standards Association (FDSA) has revamped its committee structure to better reflect changes that are taking place in the flyer business and to get more representation and input from the industry.

At the association's annual meeting in October, the Board of Directors agreed to realign its committees to focus on the areas of auditing, leadership, resources and education. "The changes and refocusing of the committees will enable them to study issues and develop solutions to problems that are more relevant to our members," says FDSA Chair Tom Andrew. "The changes really bring the committee structure up to date and in sync with what is happening in the industry today."

The Audit Review Task Force is an ad hoc committee that has been established to review the current Seven Step audit process and recommend adjustments and improvements to the Board of Directors. It will also be responsible for reviewing its current contract with the Canadian Circulation Audit Board and recommend options to the Board. The CCAB's contract

comes up for renewal at the end of 2007. The committee also will evaluate the dynamics related to other auditing firms such as Audit Bureau of Circulation, and provide the Board with direction about associated risks and opportunities.

The Leadership Committee will focus its efforts on developing best practices, designing industry guidelines and overseeing the continued improvement of current standards. It will also be responsible for communicating and providing information to external constituents, including governments, consumer advocacy groups and other related stakeholders.

The Resources Committee will be devoted to increasing value proposition of being a member of the association through increasing the number of resources and information available on the flyer industry. It will oversee such initiatives as an online directory of distributor warehouses, the dwelling file, an online supplier directory, a quarterly newsletter and the FDSA Web site.

The mandate of the Events and Education Committee is to develop a vari-

ety of forums that facilitate learning and networking. Its programs will be used to promote new offerings and resources to members and prospects, study industry trends and challenges and share those findings, and generally facilitate the sharing of information among members.

Committees will now be comprised of between six and 10 members, all coming from industry except the Chair, who is a member of the Board of Directors.

Committees discuss issues pertaining to their areas of concern and then will make recommendations to the Board.

"It's a way to get greater representation from the industry and to broaden the experience base on the committees," says Andrew.

"Under the new system, there could be anywhere from 80 to 150 people from the industry sitting on committees. That will really expand the industry's participation and voice."

For more information, please go to FDSA's Web site at <http://www.fdsa-canada.org/>.

## 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](http://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](mailto:edh@henningerconsulting.com) or 803-327-3322



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## technology

# Onsite training rewarding for everyone



**By Kevin Slimp**  
Institute of Newspaper Technology

**E**ach year, December offers me the opportunity to do something a little different. Because the convention and training world slows so much between American Thanksgiving and New Year's, December allows me to take on projects I normally wouldn't be able to fit in.

It just so happened that I received requests from three different groups in New York state during the fall, seeking on-site consulting and training. I decided, "What the heck?" I'd become a New Yorker for a few weeks and stretch myself a little.

The first request came from the regional office for a major newspaper group. They asked if I could come for three days to help determine - and correct - problems leading to several printing delays each day. In addition, they were having trouble getting support from their workflow system vendor, and I told them I'd do what I could to repair the relationship while I was there.

I'm always apprehensive when I take on a project like this. What if I get there and have no idea how to fix their problems? Fortunately, all their printing problems were caused by PDF issues, something I know a little about. By the second day, we had determined methods for discovering - and correcting - the problems before they found their way to the page, and most of my work was done. Day three was spent negotiating, cajoling and calling in favors from representatives of their workflow system vendor. I hear that life - or at least printing - is much improved, so I suppose I earned my keep while in the upstate area.

The following week, I found myself as far as I could get from Upstate New York without leaving the state. The good folks on Long Island were preparing for two major transitions: upgrading from Adobe's CS line of applications to the CS3 versions of the same programs and installing a new workflow system. After a "middle of the night" six-hour drive from Philadelphia, the result of a major snow storm canceling my flight to Islip Airport, I spent the first day training the design and layout staffs in InDesign and Photoshop. The second day was spent with the editorial staff, studying InCopy, InDesign and the bits of wisdom I've recently learned concerning Adobe Flash.

What I didn't expect before arriving was that I would spend time negotiating with the same workflow system vendor I had negotiated, cajoled and called in favors from the preceding week. Oh, and I was invited to a great company Christmas party the night before I left. New Yorkers know how to throw a party.

Week three found me in the heart of Manhattan, training the art & design staff of one of New York's largest companies. I won-



**Kevin Slimp teaches a class at The Institute of Newspaper Technology.**  
(Photo by Rob Heller)



**Kevin Slimp works with a designer at the Casa Grande (AZ) Dispatch during a training session.**  
(Photo by Oscar Perez)

dered many times before arriving in Manhattan whether my years of training newspapers, magazines and ad agencies had prepared me for the highly-skilled designers, photographers and artists with whom I would spend the next few days. It stretched me, I'll admit. These highly motivated, experienced artists were eager to learn. They had several years' experience using InDesign, Photoshop and other applications I would be called on to teach. Most had been with the company at least 15 years; some, over 30 years. Let me share what I learned during that week. While it was more taxing to deal with this incredibly fast paced and talented group, I came to understand that much of what they wanted to learn wasn't that different from what newspaper designers deal with every day.

The biggest difference, it seemed to me, was that these artists had the luxury of working with less stringent deadlines, allowing them to spend more time to perfect their work. As a trainer, this meant they would expect more detailed instruction. While these skilled professionals might spend days working on a project, newspaper designers are called on to create quality artwork, in the form of ads and pages, on a constant basis. While artists at a large ad agency might spend hours editing a photo to get just the right look, newspaper photographers and editors often have only minutes or seconds to perfect a photo.

I can't tell you how nice it was to hear the words, "Kevin, you were worth every penny we paid you," just before I said my good-byes. I breathed a sigh of relief. Fifteen years of training - and learning from - skilled professionals in the publishing world had prepared me to teach these folks what they wanted, and needed, to know. My three week stretch was successfully completed.

All three trips stretched me. I'm glad I spent much of December in New York. Now I'm ready to relax for a few days before starting a new swing through Tennessee, Texas, Minnesota, Nebraska, Iowa and even California before heading once again to - you guessed it - New York in March. Newspaper designers and artists are a special breed. After all these years, I remain thrilled to have the opportunity to meet and work with so many of you.