



Advertising in a 'down market'

Some OCNA member publishers and advertising managers have been telling us that December and January were not particularly great months for ad sales. Many had sales below the previous year's level, making them cautious about maintaining advertising budgets for 2008.

Below is a column from Sales Trainer Chuck Nau about advertising in a 'down market' that will help those of you experiencing this issue.

Please share with OCNA any success stories and best practices that you have learned in this kind of environment over the years and we will pass them along.

By Chuck Nau Advertising Trainer

As the new year begins, all indications are that it will be a year when 'business will be tough to get'.

Your advertisers, both current, new and old, will again be asking the question ... why advertise?

Why advertise in a possible recessionary period or when business is tough to get?

Simply put ...those retailers, service providers, professional businesses and companies that maintain or increase their advertising spending during a difficult or challenging economic environment do, indeed, get ahead. It's a fact!

History has proven time and time again that during an economic downturn, consumer

spending went UP!

In an economic downturn, business is NOT bad. Rather, business is tough to get.

For those local retailers, service providers, professional businesses or companies who take an assertive, yet well thought out, consistent and ongoing advertising program, opportunities do exist to increase sales and profits which in turn leads to an increase in market share.

Whereas, a REDUCTION in advertising expenditures guarantees reduced profits, sales and lost market share due, in part, to three significant impacts ... LOSS of top-of-mind awareness, LOSS of image in the marketplace and



local community and a CHANGE in attitudes and perceptions held about the retailer, service provider, professional business or company.

Why should you counsel your advertisers and clients to advertise in a slow or slowing economy? To be successful, to grow and to survive, a retailer, a service provider, a professional business or company needs to have a constant presence in their community. This presence comes through a community awareness of that business and 'who they are' and 'what they do'. This awareness and presence takes place through a consistent and ongoing advertising program.

What strategy might you suggest to assist your client in seizing the opportunity presented by a economic downturn? Consider, if you will the following ...

□ Stress **BENEFITS**. Talk **VALUE**. Your readers and advertisers and their customers are looking for reassurances during these challenging and, possibly, uncomfortable times. Reiterate to your advertisers the importance of reducing (buying) risk by stressing benefits and values, rather than just price, in their advertising mes-

sage.

□ Capitalize on local **AWARENESS** and **FAMILIARITY**. Your readers and advertisers and their customers should be aware of and familiar with your local retailers, service providers, professional businesses and companies through past advertising campaigns. Leverage that awareness and familiarity to reduce (buying) reluctance while reinforcing the advantages of safety and security in shopping locally.

The best advice and the best value ... always come from someone you **KNOW!**

□ Maximize **COMPETITIVE ADVANTAGES**. Help your advertisers seize the moment when their competitors may be cutting back or eliminating their advertising, by identifying and articulating what separates and makes them unique or different from others. Providing the community, the marketplace with information about 'who they are' and 'what they do' will grow market share.

□ It's all about **LONG TERM**. Coach your advertisers to plan and prepare for growth when the economic uncertainty continued on page 5...

WHAT'S INSIDE

A word from the President ● Page 2
A word from OCNA ● Page 2
Industry news ● Page 3

Webinar Series - 2008 ● Page 6
Classified due diligence ● Page 7
Hennigar on design ● Page 10

a word from the President...

Blame the call sheet, not the market conditions



By Rick Shaver
OCNA President

A common practice in a soft market is choosing not to advertise. Now is the time for your sales team to really make use of the Metro

Creative art service we all have been spending dollars on all these years. Metro has ready to show ad layouts that most advertisers have never seen.

Now is also the time for advertising managers to ask for a call sheet with layouts. With today's technology, a composing person can download and put a logo on an ad in minutes. The salesperson can now present a single or multiple ad package very quickly. For many advertisers, this presentation will become an easy decision to buy.

Don't let your advertiser kill their weekly ad, pull the ads they pre-booked or ran last year, or let them stop advertising all together. The power of the layout can create an excitement with your client that shows you are interested in helping them get more sales, despite any changing market forces in your community.

Here's another example of how you can beat a down turn. Easter is coming shortly, how about a four page centre spread, full colour, 4 x 4 ads, 12 to a page? This suc-

cessful four page section will have up to 40 advertisers. A layout will make this successful even if you just sell the centre pages. Make it happen. Don't forget the success of the past.

What about the old 'mighty midget: business cards'. That's right, ask each salesperson to sell five new clients a weekly business card for 12 weeks, 2col. X 3 or 3 col x 2. No copy changes. Set a rate that is competitive. When it works do it again the first of the next month. Now you have a base to draw from.

Remind your client that we sell by the inch and that they should have some presence in your paper. Out of sight...out of mind is a strong statement in tough times. Even if your client was a big ad spender in the past, it means nothing if they do not have a message in the present. Potential customers won't remember that ad from a month ago. That is where you win. Presence. The only way they will know your client exist is if they are aware of who they are, where they are, and what they have to say at the time they are ready to buy.

Successful advertisers who are consistently advertising will win in the long term. There might not be the quantity of buyers but the quality of the business and their service is always present. Consumers buy in down markets and continue to read the newspaper. If times are tough they will be searching for the right price or the best quality for the best price.

What a great time to start a few classified weekly specials. Thirty years ago Tom Rush showed me (as I bet a few others) the power of layout. When I review his manuals (pages) today it makes me smile how I didn't believe or understand what he was saying at the time. Now, its the bible to weathering the storm. Layouts are what makes us different from the other media. We can show the ad, artwork and campaign all at once and make the changes easily. We can pencil in the changes and make the client say, "that's what I want", and our composing rooms can make the artwork work for us. We have the best graphic people in the business. Metro, Multi-Ad, and Weeklies' Toolbox are examples of good suppliers of ready to make cash art and features. Use them. Reviewing call sheets will give you another percentage of growth.

Have a contest, they work. Reassign some non-active accounts. Review and exchange papers with your staff.

Number one rule for your advertisers: Cutting your advertising is not the smart thing to do in tough times. Revisiting your advertising budget and setting a plan is where the success will continue to come from. Don't let your sales staff blame the market when the real problem started with their call sheet.

I look forward to seeing everyone at the OCNA Convention, Saturday, April 5 at the Delta Chelsea in downtown Toronto.
Rick

Changing perceptions - a mission



By Robyn Matravers
OCNA Exec. Director

During the recent CCNA Board meeting in Ottawa, CCNA and the regional Executive Directors gathered to discuss the Community

Newspaper industry with a well-known media magazine for an upcoming special section on Community Newspapers.

What was fascinating about this roundtable was not so much the remarkable statistics and information about the industry across the country but how we, in Community Newspapers, have products that in so many ways far surpass other forms of media in reaching local communities and the vast geography our newspapers cover. It also acknowledged how we have gone beyond the geographical classifications of

defining community to include community in terms demographics and multi-cultural groups.

As we all spoke about our numbers, our reach, our growing and changing multimedia industry, there was a concert of consensus that the Community Newspapers industry is quite a *force to reckon with*. Yet, as our interviewers questioned, why are we still perceived as the underdog, the lesser choice, not taken as seriously as other forms of media. Well, we'd like to know that too because we certainly are not how we may be perceived.

For years we've seen and experienced the growth, transformation and appreciation of the industry. With ComBase, we now have the numbers to prove it. Our big challenge now is to kill to old perceptions with the new reality.

Move over radio, tv and big dailies, we're moving quickly and we're not going unnoticed. As someone said during our roundtable, reflecting on the saying *Think global* -

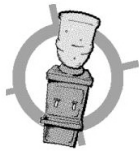
ly; Act locally, that's what our community newspapers do; they act locally. We, as associations, need to do the best job we can to change perceptions about how Community Newspapers are perceived globally.

Community newspapers are a powerful medium, and with 742 members across Canada and 324 of those in Ontario alone, we command a pretty hefty presence.

RST Exemption: OCNA continues to work with the Ministry of Finance on the changing of the newspapers definition in Regulation 1013. In January, OCNA submitted a recommendation on the Consultation Draft Amendment to Regulation 1013 of the Retail Sales Tax Act put out by the Ontario Government in late December. We are now waiting for a response regarding this submission and hope that an appropriate amendment will be made and implemented by the Ministry shortly and a retroactive policy for tax implications will be included.

industry news

Ethical Case Study



Water Cooler

- Metroland's Toronto Community News is expanding into the Parkdale neighborhood with the acquisition of the Parkdale Liberty. The newly designed paper will launch as the **Parkdale Liberty Villager** on Friday, Feb. 22 and will increase its frequency from monthly to every Friday. Operating from the **Etobicoke Guardian** office, the paper will have a controlled circulation of 27,000.

- **Peterborough This Week** has hired a new sports reporter. Todd Vandonk started at the paper in mid-December and celebrated his new job by proposing to his long-time girlfriend Shannon Gutoskie just before Christmas. Shannon works at the local TV station. The couple plans to marry on a tropical beach.

- After 16 years at the **Lindsay Daily Post**, reporter Catherine Whitnall has joined the newsroom staff of **Kawartha Lakes This Week**. She fits in great with her new co-workers and is doing a great job covering City Hall, sports and general reporting.

- The **New Hamburg Independent** is pleased to welcome Deborah Myers to their sales team. She was previously with the **Kitchener Record**.

- There have been a few newspapers who have switched to Thursday distribution days lately to better serve the needs of their advertisers who begin sales on Fridays. They include: Sudbury Northern Life, Hagersville Haldimand Press, Niagara Advance, Caledon Citizen, Kemptville/Perth/Smiths Falls Record News EMCs, and Brighton Independent.

Start the discussions in your newsroom....

The 32-year-old son of your city's former mayor is arrested on drunken-driving charges after a joy ride with friends. Should the fact that the man is the son of the former mayor be included in the news story about the arrest?

YES. People will wonder if this is the son of the former mayor. Plus, reporting the connection will guarantee that he does not get special treatment by the courts.

NO. The son, who got drunk with friends, is responsible for his own actions. Plus, his father no longer has any influence with police or the courts.

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 mreinnikk@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.

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 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.

Robyn Matravers, Exec. Director

Jan. 2, 2008
Date

industry news

ISWNE looking for Ontario publishers and editors

The International Society of Weekly Newspaper Editors (ISWNE) is offering free one-year memberships to publishers and editors from Ontario.

You would receive ISWNE's monthly newsletter and Grassroots Editor, its quarterly journal.

The group has more than 250 members in seven countries, with the bulk in the United States and Canada.

The majority of its members own their own papers and are committed to exuding strong leadership in their communities. ISWNE's particular niche is helping to improve the editorials and editorial pages of the weekly press.

The Society also offers a Hotline service where members who have a tough question about editorial policy or journalism ethics can email the membership for

a quick and informed response. It is not uncommon for a question to bring as many as 50 responses within 24 hours.

ISWNE will hold its 2009 conference in Prince Edward Island, hosted by Paul MacNeill, publisher of The Eastern Graphic in Montague, from June 24-28.

The ISWNE was founded in 1955 to encourage and promote high standards of editorial writing, to facilitate the exchange of ideas, and to foster freedom of the press in all nations.

It presents the Golden Quill award annually for best editorial/column writing in the non-daily field.

If you are interested in the free membership, contact ISWNE executive director Chad Stebbins at stebbins-c@mssu.edu. ISWNE is headquartered at Missouri Southern State University in

Joplin. Its web site can be found at www.iswne.org.



The 2007 Ontario Junior Citizens of the Year

will be announced on Friday, Feb. 22
at www.ocna.org

Editors of the final recipients will be notified immediately so they can make first contact with the families. Please present Certificates to all your nominees in the next two weeks.

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>

Helping your advertisers will help your community

....continued from page 1

ends. Don't seek to reinvent the past or worry about the present, look to and design the future!

□ Don't sell an ad. Sell an IDEA, a CAMPAIGN. Talk to advertisers about investing in a series of ads, within a time-frame, with a set aside or allocated budget, to meet an identified need, problem or opportunity with a desired outcome ... rather than placing one time, single shot ads or promotions.

Helping the retailers, service providers, professional businesses and companies in your community create a public awareness of 'who they are' and 'what they do' helps your community, your retailer, your newspaper, both in print and online, and you GROW.

Newspapers, your newspaper, online and in print, best represent your community.

Through a local environment of news and advertising, your newspaper creates the marketplace for your community.

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Chuck Nau of Murray & Nau, Inc. is a Seattle area based publishing consultant and sales and management trainer. He has been a speaker for and conducted advertising, marketing, management and sales training workshops with newspapers, niche publishers, publishing groups and press associations, throughout North America. Comments and questions are welcome and may be directed to Chuck via email: murnau@nwlinc.com. or at (425) 603 - 0984.

Waste Diversion Ontario (WDO)
In-kind advertising program:
 OCNA has determined the lineage allotment for our members for 2008 as in-kind advertising contribution in lieu of cash payments. Members will receive notification shortly of their space allocations for municipal advertising. If you have any questions, please contact Robyn Matravers at r.matravers@ocna.org 905-639-8720 ext 238

Did You Know? In A Race Against Time?

If so, then you need Metro ADS On Demand™
 Your Money Making Source For On-Call Ad Creation for Print and Web!

Wouldn't it be great if you could create as many print and Web ads as possible without overloading your creative staff or worrying if there was enough staff (hours) to design and produce those ads on deadline? Wouldn't it also be great if those ads were customized for your clients and ready the next morning? With Metro ADS On Demand, all that is possible. This unique service gives you the extra hands and the help you need to keep your work flowing smoothly and your ad sales in full swing.

Win the race against time, and more sales, with Metro ADS On Demand. Call 800.228.7666 today!

METRO
 Metro Creative Graphics, Inc., 515 Eighth Avenue, New York, NY 10018; E-mail: bahary@metro-ads.com

Financial Management Rules of Thumb

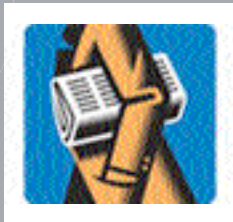
The following "Rules of Thumb" are benchmarks developed over many years and commonly accepted as the industry standard. What the Inland Press Association/International Newspaper Financial Executives Cost and Revenue Study can do is test the validity of those standards and show what the "real" rule of thumb should be for a certain circulation newspaper. The following figures compare the standard industry numbers at four different circulation levels to the actual findings in the latest Cost and Revenue Study (data is from 2006, the latest study).

How do you compare?

Rule of Thumb	10,000 Circulation	25,000 Circulation	50,000 Circulation	100,000 Circulation
Newshole at 50%	55.4%	60.9%	57.5%	51.4%
Circulation profit of 46%	40.8%	39.0%	36.5%	34.5%
Local ad revenue (ROP and inserts) is 52% of total ad \$	57.4%	55.2%	53.6%	53.7%
Classified revenues at 35% of total ad \$	35.3%	36.2%	37.4%	38.3%
Composing hours per page to be 1.5 to 2.0	0.8	0.9	1.1	1.2
Pressroom (and platemaking) to be 2.3 hours per page	0.9	1.2	1.9	2.5
Newsroom staffing of 1.1 to 1.2 FTEs per 1,000 circulation	1.5	1.5	1.3	1.1
Newsroom expenses of 76-80% going to employee labour	76.1%	78.5%	80.4%	82.2%
Total paper staffing should be 5.3 FTEs per 1,000 circ.	6.5	6.0	5.1	4.3
Newsroom expenses should be 14-15% of total expenses	15.9%	16.2%	15.2%	14.4%
Newsroom expenses should be 12-13% of total revenues	14.9%	13.3%	13.0%	12.9%
Advertising expense should be 10-12% of total expenses	14.7%	13.3%	9.8%	11.4%
Advertising expense should be 8-10% of total revenues	13.8%	10.8%	8.4%	10.2%
Total production expense should be 12-14% of total expenses	12.8%	13.0%	9.9%	9.2%
Total production expense should be 10-12% of total revenues	12.0%	10.6%	8.5%	8.3%



CNA/OCNA 2008 Webinar Series



Next up:

Attention Grabbing Ads:

Don't miss the Feb. 21 session with Jim Hickman. He'll show you how to create eye-catching and impactful ads by placing the elements of the ad correctly, working with what you've got, setting the design apart from editorial material and writing quickie headlines that drive people to read the rest of the ad.

Important Webinar information

OCNA is now using a new Webinar software program that is compatible with both Macs and PCs. Registrants will receive an e-mailed invitation to the Webinar from Lynn Fenton - l.fenton@ocna.org. You will then be able to register online and a registration confirmation will be e-mailed to you from GoToWebinars. Please watch for these emails as they contain the contact information you need to join the Webinar.

The phone number you will see on the confirmation is not a toll-free number. OCNA member papers' registrations allow them to call a different toll-free line. You should dial 1-866-218-3342 and use the participant code indicated on the confirmation. The 416 area code number will work as well but you will be responsible for the call charges. At the time of the Webinar just click on the link in the confirmation to join the Webinar portion.

For those of you who are regular Webinar participants, this will be fairly straightforward, but if you'd like further clarification, please give Lynn a call at 905-639-8720 ext 232 and she'd be happy to walk you through it.

Your 2008 Line-Up:

Date	Topic	Theme
Feb. 21, 2008	Production/Sales	Designing attention-grabbing ads
Mar. 6, 2008	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

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.

Classified due diligence needed

Newspapers across the province are continually barraged by questionable classified ads. Unfortunately, the ads aren't coming from a few individuals, rather from a well-organized outfit with the intention of ripping off your readers.

OCNA's contact at the RCMP wrote in a recent e-mail, 'There are several "cells" all working together and independently at the same time - sharing targets, scams, picking up or drop off for mail-outs - they are organized.' They will continue to be successful if newspapers continue to publish their ads. Please be vigilant and perform your due diligence. Your newspaper's well-earned reputation is too good to be compromised for a \$20 classified ad.

Here are some general rules of thumb.

Help Wanted Ads - If they aren't from your community, give them a second and third look. If they say they are from your community, make contact by phone if you don't know them. Too many ads looking for someone to fill a specific position are from scammers trying to obtain personal information to steal the identities of your readers. They give you a company name and run work-from-home ads so people e-mail their resumes with name, address, names of previous employers, education, etc. Then the scammers follow-up with another e-mail asking for your banking information so they can deposit funds directly into your account. Some of them even ask for your Social Insurance Number. There is no job opportunity, and all the information your unsuspecting reader has provided

is all that is needed to steal their identity.

Puppy Ads - This is how the scams began with ads pulling at readers' emotions for a poor little puppy that the Reverend's wife has to let go because they are going to a mission in Africa. Send her \$600 or \$800 and she'll send her beloved puppy to you. No dog ever arrives, and many victims are too embarrassed to report their misfortune.

The advertisers provide bogus contact information and pay with a credit card that will later be

declined once the cardholder realizes their card has been compromised.

Another type of questionable classified ad is **Work-From-Home on the Internet** - Who wouldn't love to make \$10,000 a month working 2-3 hours a day in the comfort of your own home? Far too many of these ads lead readers to a Web site that talks about how to earn truckloads of cash without doing a thing. Just provide your credit card number and pay \$39.95 for an information package. Readers who are actual-

ly looking for a credible means to earn an income are vulnerable and will pay the money. Then they see the package and realize the opportunity is to set up another similar Web site so they too can bilk other unsuspecting people of \$39.95. It's a vicious circle with no real opportunity.

If you begin to receive new types of questionable ads, please forward them to anne.lannan@ocna.org who will forward them to the RCMP's PhoneBusters as they continue their investigation.

Look beyond the obvious

By John Foust
Trainer

Extraordinary customer service requires looking beyond the obvious. I was talking to Nigel, who has been advertising in his local paper for many years.

"I'm crazy about my account rep," he said. "Even though she has a lot of bigger advertisers on her list, she always makes me feel like I'm her most important client. She does more than the obvious things - like returning calls promptly, and making sure our ads stay on schedule. She is always asking questions about changes in my business, new products, new services, new people who join our staff."

"Does that ever seem a little nosy to you?" I asked.

"No way," he said. "She doesn't ask prying, personal questions. She's just looking for ideas. She instinctively understands the power of information. The more

she knows about our operation, the better the ads will be."

Talking to Nigel reminded me of a business trip that took me to several cities in Arizona. The night before flying home, I stayed at a Phoenix hotel. It wasn't fancy, but it was within several miles of Sky Harbor Airport. There was a maintenance man - wearing a blue shirt with his name on the pocket - standing behind the registration desk, chatting with the lady who was checking me in. "Going home?" he asked.

I nodded. "Headed back to North Carolina."

"Morning flight?"

"Yes."

"Got a rental car?"

"Yes."

"Planning to return it tomorrow morning?"

"Yes."

"Want to save some trouble?"

"Yes." (I was amazed at the amount of information he was getting with simple, closed-ended questions.)

"Why don't you return that car tonight? The rental places are jammed in the morning, but they're not busy at night. Turn in the car, take their shuttle bus to the terminal, call the hotel, and our hotel shuttle will pick you up and bring you back. In the morning, take our shuttle back to the airport. It'll drop you off right in front of your terminal, and you'll avoid the zoo at the rental return."

Wow! In less than a minute, he solved a big problem for me. I thought back to the times I had traveled to Phoenix and gotten tangled up in long delays at the rental return. Going to the airport that night seemed like a minor inconvenience, compared to the possibility of missing my flight the next day because of a logjam at the rental return.

I've stayed in a lot of hotels, some with concierge staffs wearing starched and pressed uniforms. They all know how to answer questions. (Where is the continued on page x....



Want more **eye-catching** art and ads?
Look no further. News-Net has you covered.

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Association membership has its benefits



By Kevin Slimp
Institute of Newspaper Technology

A funny thing happened to me the other day. Not “ha ha” funny - interesting funny. My wife, who directs a non-profit counseling program here in Knoxville, called to say she had just learned that the organization that funds her program is sending several secretaries to an InDesign class being held at a downtown hotel next month. What struck me as funny, or maybe it was interesting, was the price they were paying to send each person: \$650. Yes, \$650 per secretary.

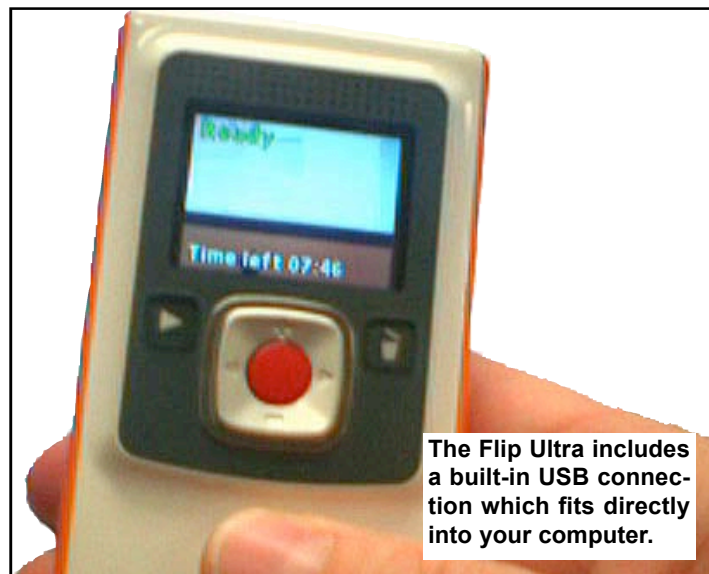
She called me because she thought this was an awfully high price to charge for an InDesign class. Then she asked, “Do groups charge that much when you go to teach InDesign?”

I suspect you already know the answer to that one. I asked her how many secretaries they were sending to the training event. She said, “Six that I know of. But there are probably a lot more than that.”

Gang, I'm in the wrong business. A little calculating in my head led me to believe that her group was going to spend a minimum of \$3,900 to attend that class. Just so you know, I told her that I'd be happy to take a day off and provide the secretaries a day of InDesign training. And they could keep their \$3,900.

The first thing that came to mind after I hung up the phone was all the training that newspaper associations and other groups provide for their members. A while back I tallied up the number of newspaper associations I've led training events for over the past few years. It came to somewhere around 60 associations. Some were national, others regional or statewide. Some were in the United States and Canada. Some were in other countries. But it seems to me that all of them had one thing in common: the desire to offer quality, affordable training to members who were hungry to improve their papers.

I hope newspapers never forget the value of their associations. Instead of spending \$650 to attend a class that's not even structured with newspapers in mind, association members find training through various regional and national associations for less than they'd spend taking the family to the movies (with some popcorn and drinks). OK. I got that off my chest.



The Flip Ultra includes a built-in USB connection which fits directly into your computer.



The Flip Ultra fits easily into a shirt or jacket pocket, making it less cumbersome for reporters and photographers to keep with them.

Newspapers Flip Over Pocket Sized Camcorder

I asked a couple of buddies - one at a large metro paper, the other at a mid-size daily - what camcorder they were sending with their reporters these days. I got the same answer from both, which led me to shell out a few dollars (yes, out of my own pocket!) for a Flip Ultra. The Flip Ultra is the latest version of Pure Digital's best-selling video camera.

From a variety of available colours, I chose the orange and white version, in honour of my beloved Tennessee Vols. After carrying the Flip Ultra in my pocket for the past two weeks, I've become quite attached to the addictive device. Listing for \$179 (I found several online vendors selling the Ultra for \$149), it is about the size of a pack of cigarettes. The 2 GB version, which I purchased, requires no tapes or additional memory cards to shoot up to 60 minutes of TV-quality video. And now for my favourite part: the Flip is equipped with a convenient USB arm that plugs directly into your computer, Mac or PC. The files are saved in AVI format, which easily opens in QuickTime thanks to the provided software. I was able to download the files to my computer and import them into iMovie in a matter of seconds.

The Flip Ultra runs on two AA batteries and is ready to use out of the box. I dispensed of the manual and was shooting videos within seconds. System requirements (to download and edit the videos) are Mac OS X 10.3.9 or later or Pentium 4, 2.0 GHz or faster. That's it. Just about any computer purchased in the past two years should handle the Flip Ultra just fine. For more information and to see videos recorded on Flip, visit www.theflip.com.

In response to a previous column . . .

Allow me to share a note I received from a reader in Texas after my review of Pub2ID, which allows InDesign users to open Microsoft Publisher files. Randy Keck, publisher of The Community News in Aledo, Texas shared his feelings upon reading the column:

“I just thought I was having a good day when I went home and found an unexpected \$2,500 in the mailbox from some work I had done a while back. But then I got to the office and read about being able to open the dreaded Microsoft Publisher files in InDesign. It was the whipped cream and cherry on top of my day!” And that was the “whipped cream and cherry” on top of my day. Thanks, Randy.

Ottawa Citizen's summer camp guide earns raves from print and online readers

Summer Camp Guide has it all

Summer camp means many different things to many different people. For some, it's all about canoeing on the lake, singing around the campfire, and surviving a strenuous hike. For others, it's about speaking a new language, mastering new technologies, expanding artistic sensibilities or overcoming challenges.

Throughout North America, there are thousands of summer camps catering to children with every conceivable interest and need. And in Canada, where summer camps have long been a popular vacation option for children and teens, parents begin scouting for program information well before the first signs of spring. That's why the Ottawa Citizen has published its super summer camp guide in February for the past 14 years.

The 40-plus-page tab is among the newspaper's most popular and most perused special sections. With its glossy full-colour cover, full-page advertiser index, and liberal use of colour throughout, the section screams summer fun. It always features a wide range of summer camps from both within and outside Ontario. Along with traditional camps, the section features many specialty and special needs camps as well as faith-based camps and local summer programs. After 14 years, camp owners from across Canada have come to recognize the Ottawa Citizen's guide as one of the leading camp guides in eastern Ontario, notes Dwain Moore, the Account Executive in charge of selling and producing the section.

Camp owners also know that advertising in the guide comes with other benefits as well. It is filled with articles written by Advertising Features Editor Louise Rachlis, who covers everything from getting kids ready for camp to specialty camps to new programs at old camps — and works hard to mention advertisers' camps whenever possible.

"We never promise the Camp Directors that their camps will be mentioned," Moore says. "But we usually manage to include most of the camps in the editorial. This is a great incentive for advertising with us, especially for clients who are new to the magazine. Many of the Camp Directors have been advertising with us for a long time, and they know about the power of editorial."

Five years ago, the Ottawa Citizen launched an interactive online version of its summer camp directory. In addition to viewing each page as it appears in the print section, users can click on the ads to be linked with the camps' Web sites.

Says Moore, "This is always our highest clicked-through special section. After the first three weeks it was up, it had almost 8,000 page views. And it kept going from there."

With such a long and successful track record and a popular Web version, the Ottawa Citizen's summer camp section is a cinch to sell. While most of the camps come back year after year, Moore always checks the Ontario Camping Association directory for new prospective advertisers. The newspaper also runs house ads promoting the section in the

weeks before it publishes.

"Because the magazine is so popular, it's exciting to work on it again each year," Moore adds. "We get such a great response and keep getting requests for months after it runs. I've been working on it for several years now, and I'm still loving it."

For more information, contact Dwain Moore, Account Executive/New Business Development, Ottawa Citizen, Ottawa, Ontario, at 613/726-5810 or dmoore@thecitizen.canwest.com.

Great customer service can happen when you know how to ask the right questions

...continued from page x
 museum? What time does the restaurant open? Where is the subway?) But they could learn something from that maintenance man in Phoenix. He knew how to ASK questions to fix problems.

"My account rep is always on the lookout for new solutions to my marketing problems," Nigel concluded. "That's what sets her paper apart from all the other advertising options I've considered."

Look beyond the obvious. That's a good way to find - and solve - problems.

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E-mail John Foust for information about his training videos for ad departments: jfoust@mindspring.com

Front page models can be a starting point

By Ed Henniger
Henniger Consulting

Some quotes just make sense the moment you hear them. They contain an element of truth that's just undeniable. Here's one

I'm particularly fond of:

Rule #1: *Don't sweat the small stuff.*

Rule #2: *It's all small stuff.*

That quote came to mind recently when a client editor asked what he could do to make his front pages appear different from week to week.

My response was that he focus instead on the things that would make his front pages consistently better:

1. Larger photos
2. Careful use of colour
3. Careful use of negative space
4. Balance
5. Focus
6. Unity
7. Strong typography
8. Fewer jumps
9. Good headline hierarchy
10. Well-written heads

Readers don't expect you to design your front page so it looks different from issue to issue.

What do they expect instead?

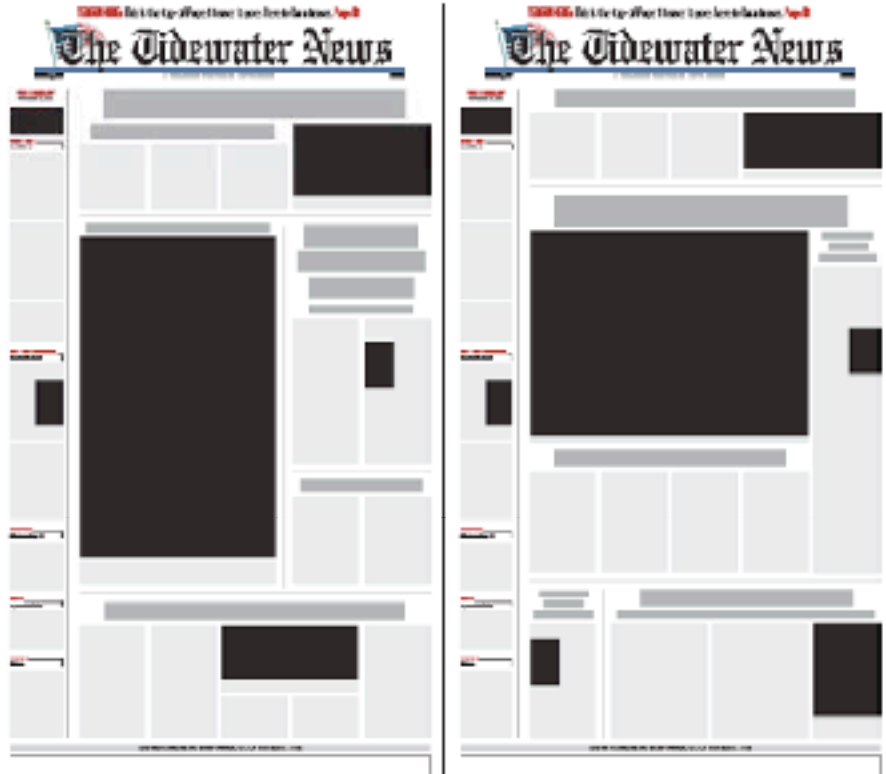
See the list in the previous paragraph.

So, if every front can't be strikingly different, what can we do to assure some variation in our look?

One suggestion is to create a half-dozen models from which you can choose when you're about to commit the act of designing Page 1.

I don't recommend this for those newspapers that have the advantage of design editors because we don't want the models to handcuff them.

But front page models are a benefit to



Two examples of front page models: one with a horizontal lead photo, the second with a lead photo that's vertical.

editors at smaller newspapers.

The models I usually build are three with a horizontal lead photo and three with a lead photo that's vertical. The lead story may run across the top of the page or to the right of the photo. I also place a secondary photo on each model and block out headlines, stories and other elements.

When we create our front page, there can be thousands of variations. But a half-dozen models offer the editor in a hurry a good place to start.

ED HENNINGER is an independent newspaper consultant and Director of Henniger Consulting. Offering comprehensive newspaper design services including redesigns, workshops,

design training and design evaluations. www.hennigerconsulting.com edh@hennigerconsulting.com 803-327-3322

CHECK OUT ED HENNINGER'S RECENTLY RELEASED E-BOOK ON NEWSPAPER DESIGN!

'Henniger 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 Henniger on Design by visiting Ed's web site: www.hennigerconsulting.com



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3050 Harvester Rd. Ste 103
Burlington, Ontario, L7N 3J1
Tel: (905) 639-8720
Fax: (905) 639-6962
<http://www.ocna.org>
newsclips@ocna.org

OCNA TEAM

Robyn Matravers, Executive Director,
Anne Lannan, Member Services Manager;
Todd Frees, Controller;
Wendy Picken, Accountant/Newsprint Coordinator
Carol Lebert, Network Sales Coordinator; **Susana Czynrek**, Network Classifieds/Accounting Coordinator;
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