



## Community papers shine at awards

By Daniel Stan  
Sheridan College Journalism Student

Community newspapers and the quality publications they produce were in the spotlight recently at the OCNA Spring Convention. The highlight of the event, hosted at the Delta Chelsea Hotel in Toronto, Ontario on April 5, was the OCNA Better Newspaper Awards gala. There, hospitality was provided for some 300 community newspaper representatives. The annual Better Newspaper Awards recognize achievements in quality of work by member newspapers, and showcases the outstanding work to readers and advertisers.

This year, the Premier and General Excellence categories have many nominated newspapers. General Excellence Award recognizes overall achievement in the editorial, advertising, and layout circulation classes. Twenty-one newspapers have been nominated for these categories.

The Premier Awards recognize individual works in editorial and advertising categories with Best Editorial, Best Feature Photo, Best Front Page, Best Local Retail Layout, Best Original Advertising Idea, and



Community newspaper professionals from across the province converged in Toronto for the awards gala. Shown here, left to right, are Anita McDonald, Exeter Times Advocate; Laura Payton, St. Marys Journal Argus; Wendy Bird, Northern Life (Sudbury); Sandy Woodcock, Wingham Advance-Times and Kathy Steele, Wingham Advance-Times.

so on. In addition to Premier Molson Community Award in and General Excellence Memory of Mary Knowles. Categories, more than 12 College and University newspapers have been nominated in the College and University Awards categories. Further subdivision into three separate Premier and General Excellence Award categories are designed specifically for member college and university newspapers.

Also recognized that evening was Grand Bend Lakeshore Advance's veteran editor Lynda Hillman-Rapley. She was presented with the

*"a shining example of the leadership role that community newspapers play in the towns they serve and care about."*

in the community newspaper industry.

Dave Sykes, group publisher for Bowes Publishers Ltd. which owns the Lakeshore Advance, had the following to say to the London Free Press about Hillman-Rapley's win: "Lynda is just a shining example of the leadership role that community newspapers play in

the towns they serve and care about. This award is well deserved."

The award is in memory of the late Mary Knowles, who worked in the weekly newspaper industry, and was known as a community advocate as well as a volunteer in the New Hamburg area. She passed away from breast cancer in 1996.

The Collingwood Enterprise-Bulletin received a total of three awards at the OCNA Convention, with two first-place finishes and one second-prize. Of them, Production Manager Carol Griffen won the Best Creative Advertising.

"I'm so proud to report that Collingwood received three awards on Saturday at the OCNA Better Newspaper's Dinner," publisher Doreen Sykes said in the Enterprise Bulletin. "We are so fortunate to have such talent at our newspaper."

For a full list of winners from the 2007 OCNA Better Newspaper Awards Gala go to [www.OCNA.org](http://www.OCNA.org)

*Daniel Stan is a Sheridan College journalism student on an internship with the Ontario Community Newspapers Association.*

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## Ontario Press Council encourages membership identification

The Ontario Press Council is not interested in simply encouraging newspaper readers to complain, but it does believe they should know how to reach the Council when they feel they have a complaint or a question.

If you are a member of the OPC, please note the Council's constitution includes among member responsibilities the following: (1) to publish at least once a week in dailies, weeklies, twice-weeklies and thrice-weeklies, and once a month in twice-monthly or monthly newspapers, the fact they are members of the Ontario Press Council and, (2) from time to time, to publish the mailing and email address of the Council with a brief outline of its function.

A sample:

The (name of newspaper) is a member of the Ontario Press Council, which was created by Ontario newspapers to defend freedom of the press on behalf of the public and press alike, and to consider specific, unsatisfied complaints from readers about the conduct of the press in gathering and publishing, news opinion and advertising. Readers may refer to the How to Complain section of the Council's website [www.ontpress.com](http://www.ontpress.com) or communicate with the Council by email at [info@ontpress.com](mailto:info@ontpress.com) or regular mail at 2 Carlton St., Suite 1706, Toronto, ON M5B 1J3

## Going forward with our new Board of Directors

By **Robyn Matravets**  
OCNA Exec. Director



The 2008 OCNA convention was a great success! I was very pleased to have had the opportunity to meet with many of you for the first time face-to-face and hope to have many more opportunities to meet personally through road trip visits throughout the year.

I am looking forward to the year ahead at OCNA with a super Board of Directors and new president, Abbas Homayed from Sudbury Northern Life. Together we plan to continue the process of revitalizing the association to greater reflect the changing landscape of the newspaper industry and target more intensely the varied needs of our members.

Moving forward in 2008, we hope to bring new training programs and services to our members. I hope you have all investigated the new Online Training Centre that provides excellent virtual training programs for staff and management.

Network Classified sales continue to grow and we are starting to sell the new 2X2 Network Display Advertising program. Ad\*Reach sales continue to remain steady overall, showing growth in provincial advertising, auto sales and with some decline in national and federal government sales. However, second quarter is looking robust with two dedicated sales people at Ad\*Reach focusing on new categories and new business potential, we are expecting increasing sales throughout the year.

We are also very excited about our new online sales opportunity though Ad\*Reach where Ad\*Reach will sell national advertising into your online properties. It has not been an easy process establishing a one system to allow all our members with established Web sites to participate but we have found one! We look forward to unveiling this program to you shortly and have it all ready to go in late Spring!



### Khan & Khan

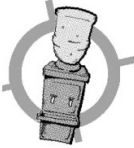
On March 7, Prime Minister Stephen Harper visited the Korean-Canadian Cultural Association in Toronto. On that day, Harper got together with Young-Sik Lee, the publisher of *KyungHyang News*, an OCNA member paper that serves the Korean community. The Prime Minister had sent the publisher a letter of congratulations to celebrate the paper's first edition back on Feb. 7, 2007. In the letter, Harper said he hopes the paper will be a leader in the Korean community. They have just celebrated their first anniversary.



### OCNA's Board of Directors elected

The newly appointed Board of Directors for 2008/2009 was introduced to members at the Spring Convention earlier this month. They are, shown here left to right, front row, Keith Roulston, Blyth Brussels Citizen, Second Vice-President; Rick Shaver, Cornwall Seaway News, Past President; Abbas Homayed, Sudbury Northern Life, President; Don MacLeod, Cobourg Star, First Vice-President; Robyn Matravets, OCNA Executive Director; back row, Mike Mount, EMC Newspaper Group; Pat Logan, Ingersoll Times; Mike Williscraft, Niagara This Week; Peter Winkler, Fairway Group; Mohsen Taghavi, Salam Toronto; Kelly Baker, Metroland Interactive Initiatives; Tim Dundas, Niagara Community Newspapers. Not shown is Linda Plumridge, Fort Frances Times, Treasurer.

## industry news



### Water Cooler

● Cobden Sun editor Connie White is marrying her farmer, Tim Tabbert, on August 16 in Foresters Falls.

● The Kincardine Independent published a local history book just in time for Christmas. Marching into History - 100 years of the Kincardine Scottish Pipe Band now sells for \$20 and is available at the newspaper office and local book stores.

● The Winchester Press' editor, Bonnie James, is now on maternity leave and former reporter-photographer Meghan Duncan will be filling her shoes for the next 12 months. We've hired Algonquin College print journalism student Sarah Kelford as a reporter. She is completing her work placement here and then will work full-time.

● The Ontario Press Council deals mainly with concerns from readers about the press. But, did you know that it also has a mandate to deal with complaints from newspapers against individuals and organizations? In fact it upheld a complaint by the Hamilton Spectator against the mayor a few years ago involving improperly closing a meeting of council.

The How to Complain section of the annual report says: "How does a member of the press complain about the conduct of individuals and organizations toward the press?"

"... write a letter, stating the specifics. The individual organization involved will be given a chance to provide satisfactory redress. If that isn't done, the Council will arrange a hearing, open to the press and public, before the full Council, which will reach its adjudication as promptly as possible."

### OCNA Better Newspaper Awards

**Congratulations to all our winners of the 2007 program.**

**If you would like to order duplicate plaques, please contact Lynn Fenton with the Award name, newspaper name, placement, and if you would like the individual's name included on it.**

**Cost for the standard plaques are \$30 plus shipping.**

**Lynn Fenton, OCNA Member Services Co-ordinator, 905-639-8720 ext 232  
l.fenton@ocna.org**



**-- Local Journalist Wins \$1,000 for a Very Special Cause --**

### Canada's Capital votes and elects Jeffrey Morris as Ottawa Media Idol

CTV has announced that Prescott Journal columnist Jeffrey Morris is the Canadian Media Idol regional champion for Ottawa.

As the Canadian Idol audition tour prepared to stop in Ottawa for what would be a snow filled weekend, Morris performed an original song 'Zamboni Man', an ode to Canada's cherished ice cleaners. According to CTV representatives, it was his "spirited a capella delivery" that took home the most votes this week earning him \$1,000 for a cause close to his heart.

Morris, who is a native of Prescott and is also the publisher and editor of the Manotick Messenger and Barrhaven Independent, will be giving the \$1,000 donation to fundraising efforts for a young girl named Renee Stocks who suffers from a rare condition called Glutaric Acidemia Type II and as result her family is faced with tremendous medical expenses.

A thrilled Morris said after learning of his win that he had not been that excited since the Ottawa Senators unloaded Alexei Yashin for Jason Spezza, Zdeno Chara and Billy Muckalt at the 2001 NHL Draft.

"I was singing for Renee Stocks from the Ottawa suburb of Barrhaven, and through our community newspaper there we have taken an active role in helping her family in a time of need. Renee has Glutaric Acidemia Type II, which is a rare disorder that prevents her from digesting protein or fat. The medication to keep her alive costs \$200 per day, and the family has been rejected by insurance companies. We have been lobbying both the provincial

and federal governments to step in and help but have been unsuccessful so far. Thanks to CTV, Media Idol and everyone who voted, perhaps this can help raise awareness of the severity of the situation facing the Stocks family."

Morris wrote the song while in high school for a talent show skit at South Grenville. The song was a tribute to former zamboni driver and Prescott legend Jack Dillabough. Morris said that he had sung his song at karaoke clubs "two or three times with friends at functions when I worked in the sports licensed merchandise industry," but said that the experience of singing in front of a camera, a photographer, CTV staff and rock legend and Canadian Idol judge Sass Jordan was terrifying.

"I thought it would be a piece of cake because making an idiot of myself in public has become somewhat routine," said Morris. "But as soon as the camera went on, it felt like my spleen was stuck in my throat and that I had no control over my voice. I was more nervous than a long-tailed cat in a room full of rocking chairs. But I got through it and by the end of the song had a lot of fun."

Morris will now represent the nation's capital when all 10 Media Idol regional finalists descend upon Toronto in July. The finalists take their best shots at a national title and get the chance to experience Canadian Idol live and in-person. Up for grabs for charity will be \$10,000. The winning performance was watched online from coast to coast at [www.idol.ctv.ca](http://www.idol.ctv.ca) and featured performances by other Ottawa hopefuls.

# Algonquin College students prepared for jobs

Since its earliest beginnings 40 years ago, the Journalism-Print program at Algonquin College in Ottawa has geared itself toward serving the needs of the community newspaper industry in Eastern Ontario.

It's a tradition that continues in the digital age. As community newspapers continue to look to the Web and other platforms to offer readers alternative delivery, the Algonquin program has been striving to stay abreast of the latest changes in news and information delivery at the local level.

In addition to teaching reporting, writing, photojournalism, computer-assisted reporting, pagination and multimedia, the program has most recently introduced basic and advanced video journalism courses. Its introduction was in response to suggestions by OCNA publishers and editors at last year's OCNA and CCNA/CNA conferences to train students in Web video techniques. Daily publishers have also shown a willingness to employ video journalists. In fact the Ottawa Sun's videographer and video editor, Tiana Macleod, has joined the program's part-time faculty.

Further evidence of the demand for their skills comes from the newly-launched Canwest News Service, which accepted five of the program's students for a six week internship. It's the first time so many Algonquin journalism students have been tapped for a news service of this type.

"Once our students exit our program they will be prepared to enter a platform-agnostic world of reporting, writing, digital photography and videography," said Joe Banks, program coordinator.

But the program will continue to look out for the needs of its traditional employment base.

"The community newspaper industry and small dailies are still our number one employer and along with our advisory committees, have helped guide and evolve our curriculum," said Banks, a former OCNA board member and community newspaper publisher and editor. "That won't change."

The program has responded to demand for blended educational experiences. Three years ago, an articulation agreement between the college and the University of

Ottawa was signed which allows students to work towards both a journalism diploma and degree at the same time.

Students from both institutions now have the option of attending them for up to five years to obtain the Algonquin diploma and a U of O Honours Bachelor degree in Journalism. This provides students with an academically-rooted and a hands-on based education.

It has proven to be a great success, with half of its total first-year intake in Fall 2007 consisting of U of O transferees. This has led to the highest retention of returning students in its semester 2 class in the program's history.

Both university-related components have blended to result in a more mature and committed journalism student with a mixture of backgrounds, something editors have told the program they appreciate.

In fact, the placement period for the winter/spring of 2008 has resulted in five second-year students landing full-time salaried positions even before they have graduated or completed their internships.

## 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>

# OCNA Spring Convention - a time for celebration, education and a good time



Lynda Hillman-Rapley, editor of the Grand Bend Lakeshore Advance, (shown centre at top) is this year's recipient of the Molson Community Award. Presenting the award and a special donation to Lynda's charity of choice is Molson's Carole Berry. On hand are Mary Knowles' children Emily and Ben Riche.

The OCNA Spring Convention is a great opportunity see network with friends. Hamming it up for the cameras are Candide Gregoire of Weeklies Toolbox, Rick Shaver of the Cornwall Seaway News, and Khymn Glover of News-Net.



It wouldn't be an OCNA convention without educational sessions. Delegates learned and were entertained by newspaper technology guru Kevin Slimp, of the Institute of Newspaper Technology, who ran sessions on Colour Correction Tips in Photoshop as well as Converging Media.





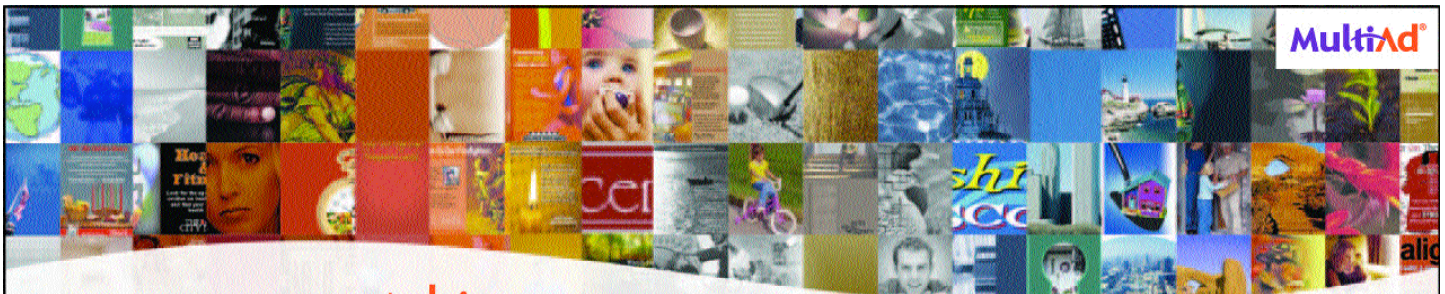
Above, OCNA's new President Abbas Homayed of Sudbury Northern Life greeted members during the Saturday lunch.

OCNA staff members enjoy the convention because they get to talk face to face with the members they serve throughout the year. Shown on left at the registration desk is Susana Czyrnek, accounting.



Awards sponsor Shauna Gutoskie, sales manager with CARD Online, presents the first place award for General Excellence Class 5 to Ian McMillan, news editor of Clarington This Week.

Minden Times editor Martha Perkins, (left) receives the first place award for General Excellence Class 2 from OCNA Executive Director Robyn Matravers.



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## You are invited to Halifax newspaper conference with David Foot and Mike Blinder

Encompassing an industry convention and awards gala, the Atlantic Community Newspapers Association conference, Change, Challenges ~ Opportunities is taking place in Halifax, Nova Scotia, May 30 - 31, 2008 at the Holiday Inn Select. This annual conference of the Association affords a tremendous opportunity to nurture important relationships among members, suppliers and other stakeholders.

Attended by publishers, sales executives, editorial staff, administrators, service providers and other weekly newspaper industry stakeholders from across Atlantic Canada, the 2008 event will see the audience grow to include representatives of the region's Daily newspapers! The ACNA conference offers exceptional opportunities to learn from

experts, share best practices and preview the latest supplier technology and tools to enhance business operations and client service delivery.

"We have an exceptional program planned for this year's conference," remarked Shawn Wells, Executive Director of ACNA. "We are excited to have representatives from the region's Daily newspapers join us."

Keynote speakers David Foot and Mike Blinder are highlights of the conference. David Foot is a Professor of Economics at the University of Toronto and co-authored the landmark book *Boom Bust & Echo*. Mike Blinder of the Blinder Group is known internationally for his expertise in media, sales and marketing.

For complete conference details visit: <http://conference.acna.com>



### Food for the cause

Napanee Guide's Sales Manager Cari Mounthey is shown here surrounded by the contributions for the local Salvation Army Food Bank. The newspaper contacted the Salvation Army to promote a Winter Food Drive with a goal of collecting a hamper of food for every family on their list. By the end of the month, the paper had 17 hampers filled with the help of donations by their caring readers and staff.

## Ask questions like a curious child

By John Foust  
Advertising Trainer

It's no secret that children are curious. They are like sponges, constantly asking questions, soaking up all the information they can. I recently heard that the typical child asks half a million questions by the age of six. (No doubt, there are many parents who feel their sons or daughters ask that many on a single Saturday.)

Good sales people have an almost-child-like sense of curiosity. This serves them well, because the first step in helping clients make buying decisions is to learn as much as possible about their businesses, their goals, and their products and services. There's a lot of truth in the old saying, Knowledge is power.

The word 'question' begins with 'quest,' which can be defined as 'search.' That's not a bad description of the questioning process.

It's a search for information. To find the right information, we have to search in the right places - with the right kinds of questions. Here are a few points to keep in mind:

- Mix closed and open-ended questions. Closed-ended questions call for short

answers, while open-ended questions require longer answers. For example, "When did you start your business?" is a closed question. "What is your marketing approach?" is open, and invites a more detailed answer.

The most common closed questions are those which can be answered with a simple "yes" or "no."

It is easy to see that short answers don't provide much information. As a result, you may want to use a closed question to introduce a topic ("Is your business open on weekends?"), then follow it with an open question which asks for elaboration ("How has that affected your traffic?")

- Rephrase the other person's statement as a question. Let's say your client declares, "My last ad didn't work." Instead of arguing (which is always a bad tactic), simply probe for more information by rephrasing his or her statement as a question. Ask, "It didn't work?" and wait for a response.

- Use non-verbal questions. By raising your eyebrows and tilting your head, you can show that you are particularly interested in something the other person is saying. This

may encourage your client to provide more detail, without being asked.

- Ask for help. As a conversation progresses, it is inevitable that there will be certain points you would like clarified. To add a little variety to the interview, you may want to say, "That sounds interesting."

Help me understand what that means in terms of your marketing strategy." When they explain it to your satisfaction, smile and say, "That makes a lot of sense. Thank you for taking a couple of extra minutes to help me get in step."

- Show sincere interest. Don't be a fake. Your questions should spring from a genuine interest in your clients. Listen carefully as they express their ideas, opinions and marketing goals. Show them that the more you know about their businesses, the better you will be able to serve them.

After all, service is what it's all about.

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E-mail John Foust for information about his training videos for ad departments: [jfoust@mind-spring.com](mailto:jfoust@mind-spring.com)

## industry news

# Try to write the story from your reader's perspective

**Ed Henniger**  
Henniger Consulting

There's a new restaurant in your town- Trajan Italian Bistro. Interesting name. Nice owners.

Previous restaurant had been closed for about two years or so-but now there's life there again.

Worth a story and a photo.

Well...maybe worth more.

Yes, it's always a good idea to do a story on a business comeback in your town. And perhaps you can wrap a profile of the owners into the story while you're at it.

But that's thinking like a newspaper person.

Instead, let's think like readers and prepare another package that would be more compelling.

What do you think your readers would like to know? Here are some questions you can bet readers will want answered:

- **WHERE IS IT?**

Can I get there quickly? Is it on the other side of town-or just up the street? (How about running a locator map?)

- **WHEN IS IT OPEN?** Lunch as well as dinner? Sunday brunch? How early can I get there for dinner? How about a late-night meal?

- **WHAT KIND OF FOOD?**

Italian, yes-but is it northern Italian? Sicilian? Tuscan? "American Italian?"

What's on the menu? (How about running a scan of part of the menu with your package?)

- **WHAT ARE THE PRICES LIKE?**

Is it reasonable? Pricey? Expensive? If I took my family of four, what's it going to cost me?

- **DO THEY FEATURE ANY SPECIALS?**

If I go on a Monday evening, are the prices discounted a bit? How about a two-for-one? Coupons?

- **DO THEY SERVE ALCOHOL?**

What if I want a glass of Chianti with my veal scallopini? Or a beer with my clam linguini?

- **WHAT'S THE ATMOSPHERE?**

Is it retro? Minimalist? Homey? Do they want kids-or is it more for the younger, trendy set? (Consider running a shot of the interior.)

- **WHAT DO I WEAR?**

Is it "business casual?" Sport coat and tie? Jeans? Sweatshirt and shorts?

- **DO THEY OFFER TAKE-OUT?**

If so, what's on the menu? Is there a parking spot for take-out customers?



### A new restaurant has just opened in your town. What do you think your readers will want to know?

How long before the typical take-out order is ready for pickup?

- **ARE PARTY ROOMS AVAILABLE?**

What if I want to get together with my family and friends for an anniversary celebration? How many people can it hold?

These are questions your readers are likely to ask. You can answer many of these in an extended infobox-and still do your business/profile story as the lead.

Oh, yeah...don't forget the map and the photo!

*IF THIS COLUMN has been helpful, you'll find more help in Ed's new book, Henniger on Design.*

*With the help of Henniger on Design, you'll become a better designer because you'll become a thinking designer. Find out more about Henniger on Design by visiting Ed's web site: [www.hennigerconsulting.com](http://www.hennigerconsulting.com)*

*ED HENNINGER is an independent news - paper consultant and the Director of Henniger Consulting. Offering comprehensive newspaper design services including redesigns, workshops, training and evaluations. E-mail: [edh@hennigerconsulting.com](mailto:edh@hennigerconsulting.com). On the web: [www.hennigerconsulting.com](http://www.hennigerconsulting.com). Phone: 803-327-3322.*



## What a crash!

Thankfully everyone was safe after two cars went crashing into the Cayuga Haldimand Press newspaper office last month. The incident happened when an OPP cruiser, with its sirens blowing, collided with another vehicle at the corner where the newspaper office is located. Most of the building damage was to Publisher Bob Hall's office, who credits his Guardian Angel for having him working in another area that afternoon.



# The burning question in advertising sales

By **Bob Berting**  
Berting Communications

Over the years there has been a problem in the community newspaper industry. The problem is how salespeople are perceived by their customers.....**professional advertising counselor or order taker?** It is interesting to hear the comments made by customers at seminars I conduct for sponsoring publications.

## What customers say about newspaper salespeople

(actual quotes from my merchant seminars)

“ They don't take a real interest in my business. They get their ad and get out.”

“ They don't call ahead...just walk in when I'm not prepared for them...or I'm with someone who did have an appointment.”

“ Too pushy-I'll prove to you or I'll show you.”

“ Pressure to run larger ads without reason or logic to do it.”

“ Belittles my advertising. If you want my business, don't insult me.”

“ Don't go talking about my business to my competition.”

“ Not enough follow through. I might give them a rough time..but I might buy if they kept their name in front of us and called on me regularly.”

## Salespeople who make big bucks

Although there are highly-paid sales-

people who are very comfortable in their selling activity, many have the following problems:

1.They have low self esteem which affects their performance because there is no challenge other than being an order taker or selling ad space only.

2. They eventually get out of the business because they burn out as an order taker, get into a comfortable rut, and can never be motivated.

3. Many have a big weekly sales volume which contributes greatly to the overall paper volume, but under proper coaching, could be selling much more in the same amount of time.

## Routine sales calls by the order taker can be boring

When the customer's eyes glaze over, the salesperson's image drops and respect goes out the window. The way to professional growth is a constant reminder to be fresh... to re-invent yourself on every sales call. Think of a new proposal to help their advertising program...a new point-of-sale idea...a new creative use of colour, targeting specific markets with pre-print inserts, etc. Think of a new place to go for a lunch meeting, a new way to project their image to the community.

The deadliest trap of all is predictability, the usual mark of the order taker. The end result of predictability is usually lost business for the publication, because sooner or later, order takers lose to other competitive professional salespeople.

## Street Smarts

The ability to read people and being able to translate those perceptions into business achievement is a valuable asset. Many times, selling is done so much from a textbook approach that we lose our sense of humour, empathy and understanding for people...and when to back off in certain emotional circumstances.

So it's important to know moods and not to lose sight of common sense methods.

It is also important to find ways to tap customer's egos and incorporate them into personalized advertising campaigns. Sometimes the best product and the best price is not good enough. You must be a good business friend. In most cases, if a customer likes you, they'll continue to do business with you. Be sensitive to their feelings...build good relationships.


The professional advertising sales counselor has to have the right relationship to openly talk with the customer about the customer's image. In short, the customer has to perceive the salesperson as a professional... as someone who knows the customer's business...who has demonstrated time and time again that the salesperson has the customer's best interest...as someone who the customer likes and respects.

*Bob Berting: A Renaissance man, motivational speaker, sales trainer, marketing consultant, author, and newspaper columnist. Learn more at [www.bobberting.com](http://www.bobberting.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](mailto:l.fenton@ocna.org) for a Publisher's Authorization Form with instructions about how to send photos.



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

## 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

# technology

## Kevin's solutions to common software problems



**By Kevin Slimp**  
Institute of  
Newspaper  
Technology

There seems to be a recurring theme in my e-mail lately. Problems related to outdated and just released applications seem to abound. Fortunately, my e-mail includes enough variety to keep things interesting. Below are a few of the calls for help I've received over the past few weeks:

### *From Tami, in North Dakota*

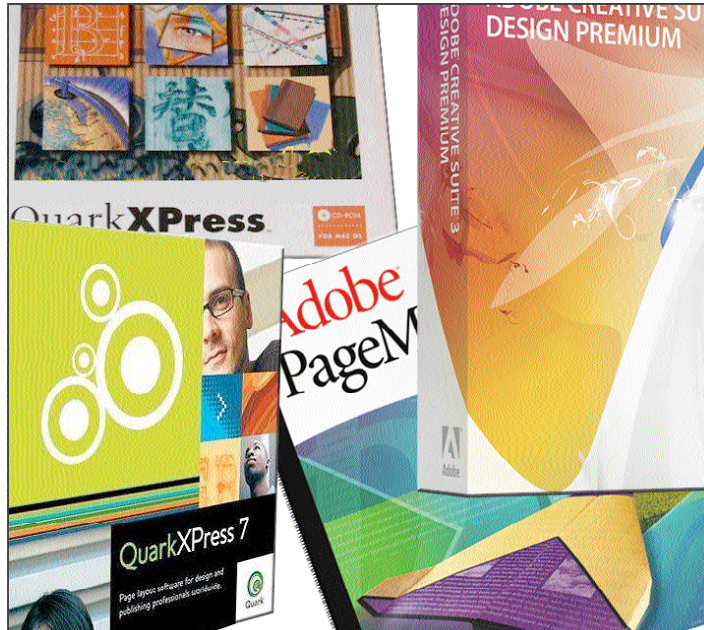
In InDesign, I've designed a two colour envelope with a graduated screen in the background with small type over it. When I print it, there is a knockout behind all the text (causing registration problems).

I would like to set it so it wouldn't knock out the screen behind the 10-point type. Where do I find that setting?

That's an easy one, Tami. Go to your InDesign Preferences and look for Appearance of Black in the sidebar. There is an option to Always Overprint Black. Select that option and all should be well. (Note: Tami wrote back to report this fixed her overprinting problem.)

### *From Scott in Tennessee*

Our staff has finally migrated completely to OS X Macs and applications. Our ad builders are creating ads in InDesign and exporting them as PDFs. The pagination department has no trouble importing these ads, using InDesign CS2 and CS3. However, our sister paper is still using QuarkXPress 4.11 in a classic Mac environment. The spot colour ads, once placed on the Quark pages, are separating on all four plates. The latest



**It's time to get rid of that old software. Quark 4 & 5, as well as PageMaker, just can't handle the type of files newspapers create in newer versions of InDesign, QuarkXPress, Acrobat and other applications.**

QuarkXPress PDF import filter I can find is version 1.6. What setting within InDesign CS3 can our ad builders use to create spot colour ads exported as PDFs that will separate correctly for our pagination staff using InDesign CS2 as well as our sister paper, using QuarkXPress 4.1? Any help you can provide regarding these settings would be greatly appreciated.

Well, Scott, the problem isn't in InDesign or QuarkXPress. It's in the way you're creating the PDF files. Files exported from InDesign, as well as other applications, simply cause lots of problems when printed. Your staff should be creating PostScript files of the ads, then converting them to PDF using Acrobat Distiller. That should take care of the problems you've been having. (Scott sent a note a few days later to let me know this fixed the problem. Both QuarkXPress and InDesign are happy with the PDF files these days.)

### *From Shirley in Minnesota*

Is there a difference if you print to PostScript, then distill, versus exporting to EPS and distilling?

Yes, Shirley, there's a big difference. Although saving a file as EPS, then distilling, works fine in most cases, saving a document as a PostScript file first is more dependable. Fortunately, the recent versions of InDesign and QuarkXPress make writing a PostScript file as easy as clicking a couple of buttons.

### *From Doug in Rhode Island*

I received a PDF, used Pitstop 4.6 to preflight it and the report did not indicate any errors. When I converted the PDF to an EPS, imported it into a Quark document (version 4.1) and sent it to our Harlequin RIP, the photos dropped out. According to the report the PDF was created in Illustrator. Did the photos drop out because they weren't attached correctly to begin with?

Doug has run into a problem that's becoming more prevalent. Older applications such as QuarkXPress 4.1, just can't handle some of the new technology being used today. PDFs now contain features, such as transparencies, that weren't available back in the '90s, when QuarkXPress 4 was released. It's time to admit that newspapers can't continue to use old software without paying a price. I've received frantic calls from newspapers who couldn't get their pages to print or faced other deadline emergencies due to old software.

Several newspaper groups pay a hefty fee for my advice. Let me give you some free advice. Update your technology before it's too late.

### *From Nancy in Saskatchewan*

PageMaker is driving me crazy. Whenever I create PDFs (I use InDesign & Acrobat Distiller) and send them to Mac PageMaker users, especially if they contain spot colours, they can't seem to print them correctly. Tell me there's a secret you can share to correct the PageMaker problem.

This isn't a problem you created, Nancy. It's hard to believe PageMaker is as old as it is. I started using the application in the mid '80s, when it was first released. It won't even run on newer Macs. I find it hard to believe newspapers can stay in business but can't afford to upgrade from PageMaker to InDesign. If that's the case, I suspect they won't be in business much longer. I tried to put that as gently as I could, Nancy.

### *From Jamie in Minnesota*

I saw you at the Minnesota Newspaper Association Convention and, as usual, enjoyed it immensely. We are in the process of trying to upgrade to either Quark or InDesign.

Because we were already  
*continued on next page...*

# More solutions to technical problems

...continued from previous page

using Quark, we bought copies of QuarkXPress 6.5 and a 7.0 to try out - and are having plenty of trouble with them!

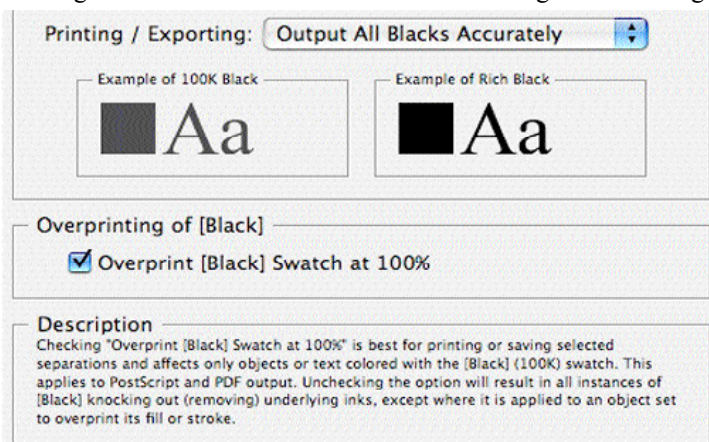
Can you tell me that this transition would be easier with InDesign? I have one brand

new computer running 10.5 Leopard and Quark 7.0 and it just won't work!

Nice touch with the opening compliment, Jamie. Here's the answer: Maybe. Maybe not. I have been to newspapers where moving to InDesign

solved most or all of their printing problems. However, I suspect your problems might be related more to Leopard than to QuarkXPress. Users have been bombarding blogs, forums and my e-mail with tales of printing - and other - problems after upgrading to Leopard (OS 10.5). Some folks don't have any problems after upgrading. Others have tremendous difficulties. Let me suggest two possibilities. The least expensive option might be to do a clean install of OS 10.4 on your machine, then install QuarkXPress.

If the problems go away, then you know where they were coming from. Another option would be to install InDesign on your machine (keeping OS 10.5) and see if it has similar problems. If not, you may have answered your own question. Either way, I'd be interested in hearing how this turns out.



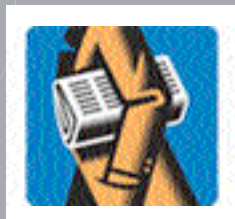
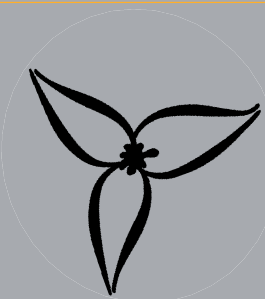
InDesign users should check this box in the Appearance of Black preference if they want to make sure black always overprints on shaded backgrounds.

## OCNA Conference Call Program

Your association co-ordinate Editorial Board Conference Calls to help our member journalists connect with newsmakers across the province. They are able to speak directly with these people via a telephone conference call and ask questions specific to their communities. We just hosted a Conference Call this week with the Minister of Education Kathleen Wynne during Education Week. Journalists asked questions about local issues such as portables, school closures, aboriginal educations, standardized testing, etc.

Please let your association know what newsmakers you would be interested in connecting to and we will attempt to set up Conference Calls with them  
E-mail [anne.lannan@ocna.org](mailto:anne.lannan@ocna.org)

## CNA/OCNA 2008 Webinar Series



Next up:

May 15, 2008

Sales

Ads on steroids, with John Young

June 5, 2008

Sales

Developing niche markets, with Don MacLeod

June 19, 2008

Editorial

Newsroom Legal Issues, with Media Lawyer Stuart Robertson

●●● 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.*

# Hints to create an effective and unique layout

By **Tim Matharu**  
 Sheridan College Journalism Student

An appealing layout can mean the difference between garnering one reader or a hundred new ones.

Not only will an appealing layout catch the attention of the reader, but it will also display information in a professional yet aesthetically appealing way.

Now in order to do this, you must follow the cardinal rule. The main story/picture should lead, while the smaller stories follow like a troop of soldiers.

Now after reading this one rule, you must have a simple explanation.

“He must be crazy”

The answer to that is yes and no. However, when it comes to the layout, you can flex your creative muscles enough to be able to vary the style on the page.

Readers do not pick up a newspaper to gawk at the detail you poured into laying out the articles. Instead they pick up the paper to read about a subject that may interest them, or a story that catches their eye.

However, this does not mean you should forsake the layout entirely. In fact, the layout is the factor that will captivate the reader first.

Yes it's all nice and pretty to have a story about dogs winning a talent show, but does this really compare to a story such as a fire that engulfed most of your downtown, and took lives in the process?

No, of course it does not.

Now putting the dog story first would not only be a bad idea, but would be a cardinal sin in the journalistic business.

No matter how cute the picture of little Fido jumping is, it can't compare to the powerful picture of firefighters gathered around a burning building, dousing it with water.

The only way to make the layout worse

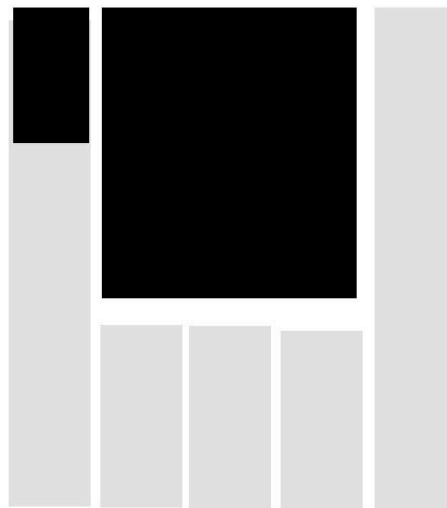
## Chocolate bar found to be healthy



Fire in downtown suburbs claims 9000 in damage



## Fire in downtown suburbs claims 9000



Chocolate is healthy and good for you says experts



A sample situation. On the left is a layout that puts emphasis on a story about chocolate being healthy. Clearly the more newsworthy story here is the downtown fire that claimed 9000.

is by having the dog picture, as a large 6X8 while the fire picture would be a tiny 2X2.

Now having the Fire headline smaller than the Dog headline, is yet another sin that the newspaper gods will not let go unpunished.

In short, the cardinal rule of a good layout is to have the main story and

picture lead, while the less important stories follow.

This includes having the main story headline larger than the smaller ones, and the majority of the page, taken up by pictures and the article itself.

Following this simple tip, a newspaper can bring in more readers and cover important information at the same time.

*Tim Matharu is a Sheridan College Print Journalism graduate, who is currently interning at OCNA, and tends to dabble in technological and entertainment based articles.*

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