



Profiles of municipal voters

How does this compare to your Readership, your Depth of Municipal Government Coverage, your Editorial Stand?

By Joseph Kushner and David Siegel
Municipal World magazine, May edition
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This article is in part an abstract of a paper entitled "Why Do Municipal Electors Not Vote," which appeared in the Canadian Journal of Urban Research, Winter 2006, Volume 15, Issue 2, pp. 264-277. A previous paper dealing with reasons as to why electors do not vote appeared in the April issue of Municipal World. The next issue of Municipal World will contain a paper dealing with the prospects of increasing voting turnout in municipal elections.

When electors (both voters and non-voters) were asked why people do not vote, the most frequent reasons assigned to others for not voting were apathy, lack of information, the meaninglessness of the vote, and electors being lazy. When non-voters were asked why they personally did not vote, the most frequent reasons were that they were too busy, polling station problems and non-trustworthy candidates. Laziness was never mentioned. Thus, non-voters were kinder to themselves than were both voters and non-voters when asked why others did not vote. In this article, we examine the socio-demographic characteristics of both voters and non-voters to determine if there are differences between the two groups. The socio-demographic characteristics that we examine are age, education, family income, property ownership, community involvement, place of birth, and number of years lived in the community.

Relationship Between Age and Voting

As indicated in Table 1, age and voting participation are positively correlated; seniors are the highest voting group (79.0 percent), followed closely by middle-aged voters (70.6 percent), followed by a significant drop for the 25-44 age group (53.3 percent) and an even greater drop for the 18-24 category (26.3 percent). Senior citizens cite illness much more often than the younger age groups, whereas "too busy" is the most cited reason by the younger age groups.

A comparison of our results with federal results¹ indicates a similar pattern, although the age group differences at the municipal level are less extreme. The St. Catharines pattern is similar to that reported in Peter Boswell's (1991) analysis of the 1990 mayoralty election in St. John's, Newfoundland.² Both studies indicated that people under 25 were the least likely to vote, although in St. John's, voting peaked among the 45-55 age group.

Age group	% Voting Turnout
18-24	26.3
25-44	53.3
45-64	70.6
65+	79.0

Sample size:452
Chi-square level of significance: .000

Relationship Between Education and Voting

A commonly held view is that better educated people are better informed and therefore more likely to vote. Table 2 presents the voting turnout classified by the respondents' level of formal education. Contrary to expectations, education was not a significant predictor of voter turnout.

Table 2

Level of Education	% Voting Turnout
Primary	70.0
Secondary	64.0
University or College	62.3
Postgraduate	62.5

Sample size:454
Chi-square level of significance: .871

Relationship Between Family Income and Voting

Table 3 presents the voting turnout for different income groups. The results indicate higher voting patterns by those having higher family incomes, but the differences are not statistically significant. These results are similar to the federal results.

Given the different voting patterns by different income groups, we then compared the reasons given by the groups. Although the results were not statistically significant, lower income groups cited polling station problems as the major reason for not voting, whereas upper income groups cited that they were too busy as the major reason for not voting.

Table 3

Level of Income	% Voting Turnout
Under \$30,000	57.7
\$30,000 to \$50,000	60.0
\$50,000 to \$100,000	62.6
Over \$100,000	69.7

Sample size:342
Chi-square level of significance: .666

Relationship Between Property Ownership and Voting

We also examined the relationship between voter turnout and the respondents' tenancy. As Table 4 indicates homeowners were more likely to vote (70.7 percent) than were renters (51.1 percent). Once again, these results are similar to those in

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Industry news...

Voters are actively involved in community

...continued from page 1

the St. John's study. These results are not unexpected, given that homeowners are more concerned with property taxes than renters. Furthermore, homeowners may have lived in the community longer and would therefore be more aware of local issues, whereas renters may be more transient.

Renters	51.1
Homeowners	70.7
Sample size:444	
Chi-square level of significance: .000	

Relationship Between Community Involvement and Voting

Recent research by Henry Milner³ examines the theoretical and empirical relationship between political information and voter turnout. In the analysis of international differences in voter turnout, Milner concludes that countries that have the most politically knowledgeable voters have the highest voting turnout and that, when information levels are high, individuals are more likely to vote. A similar finding by Bean⁴ concluded that voter turnout is also related to community involvement. This is not surprising, since one would assume those active in the community would be among the most knowledgeable. Empirical research by Junn⁵ found such a relationship between political activity and knowledge of local officials. Boswell⁶ found that voters were more likely to have attended a public meeting or have contacted city hall.

Politically Involved	75.2
No political involvement	57.7
Sample size:464	
Chi-square level of significance: .001	

Community involved	70.1
No community involvement	60.1
Sample size:463	
Chi-square level of significance: .039	

To examine the relationship between community involvement and voter turnout, we asked the respondents if they had participated in any local political activity or in any local group or club. The results are summarized in Table 5. In both cases, those who were involved in either political or community activities had a higher turnout than those who were not.

Given the different voting patterns by activists and non-activists, we then com-

pared the reasons given by the groups. The only significant difference was that those not active in the community cited "candidates can't be trusted" as the major reason for not voting, whereas community activists did not. When political activists did not vote, they cited "too busy" as a reason more often than those who were politically inactive.

Relationship Between Place of Birth and Voting

As Table 6 indicates, the voting turnout although not statistically significant was higher for non-Canadian-born voters than for Canadian-born voters.

Thus, it appears that non-Canadian-born electors take their democratic responsibilities at the local level more seriously than Canadian-born voters. In terms of reasons for not voting, Canadian-born voters cite polling station problems and being too busy as reasons, whereas non-Canadian-born voters are more apt to cite that candidates can't be trusted as their reason. These results are in contrast to the federal ones, where Canadian-born voters have a higher voting frequency.

Canada	62.0
Non-Canada	67.7
Sample size:462	
Chi-square level of significance: .304	

Relationship Between Years in Community and Voting

Table 7 indicates a positive correlation between voting and number of years the respondents lived in the community. This result also corresponds to Boswell's finding that people who had always lived in St. John's were more likely to vote in the municipal election. The results are not surprising, since one would expect newcomers to be less informed and less involved in the community. Furthermore, years lived in the community might also be a function of age. Where there is a correlation between voting and age, one would also expect a correlation between voting and years lived in the community.

Given the different voting patterns by residents, we then compared the reasons given by the groups for not voting. The only significant difference was that polling

Less than 2 years	40.7
2-10 years	59.0
11-25 years	63.4
More than 25 years	67.5
Sample size:466	
Chi-square level of significance: .038	

station problems were cited more often by those who lived in the community less than two years.

Conclusions

Our results indicate that voter turnout is a function of age, home ownership, community and political involvement, years lived in the community, but not the level of education, income, or birthplace. These results are not dissimilar to those in the recent survey of federal electors. A significant difference, however, was the influence of the number of years lived in Canada. The federal study found that "being new to Canada, as measured by whether respondents were born in this country or not, is associated with lower voter turnout."⁷ In our case, we found that those not born in Canada had a higher voter turnout than native-born Canadians, but that the difference was not statistically significant. Another difference was that education was found to be the most important predictor of voting in federal elections, but not in municipal elections.

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¹ Jon H. Pammett and Lawrence LeDuc, 2003. *Explaining the Turnout Decline in Canadian Federal Elections: A New Survey of Non-voters*, March 2003, Elections Canada.

² Peter Boswell, 1991. "Municipal Non-Voters: An Analysis of the 1990 City of St. John's Election," paper presented at the Annual Meeting of the Canadian Political Science Association, June 2, 1991, Kingston, Ont.

³ Henry Milner, 2001. *Civic Literacy: How Informed Citizens Make Democracy Work*. Hanover, NH: University Press of New England.

⁴ Clive Bean, 1989. "Orthodox Political Participation in Australia," *Australia and New Zealand Journal of Sociology*, 25, 3: 451-479.

⁵ Jane Junn, 1995. "Participation in Liberal Democracy, What Citizens Learn from Political Activity." 1995 *Meeting of the American Political Science Association*. New York, N.Y.

⁶ Boswell, note 2, supra.

⁷ Pammett and LeDuc, note 1, supra, p. 28.

Press Council upholds complaint

A one-line item in a city council agenda should have been enough to tip experienced reporters to the fact that there was to be action on a contract with Toronto firefighters, the Ontario Press Council says in upholding a complaint against the Toronto Sun.

Scott Marks, president of the Toronto Professional Fire Fighters Association, complained that a column published Oct. 25, 2007, under the headline City Hall's secret hose job was "false" in suggesting the collective agreement reached with the city four months earlier was secret.

"The truth is that our collective agreement was listed in the agenda for the June 20, 2007, meeting of City Council, an agenda that was available to the public and the media well in advance of the meeting," Marks said.

"Our agreement was passed in open council at 8:02 p.m. on June 20, 2007, at a meeting the public and the media were welcome to attend and witness."

Noting that the vote was taken without discussion after an in-camera session and that, unlike 2004, the city did not issue a press release announcing the decision, the Sun said it was not unfair for the columnist to use such words as "secret," "hush-hush" and "quietly slipped under the radar" to describe the city's actions.

"We emphasize again, as stated in our editorial Oct. 26, that the discussion and vote were 'hidden in plain sight' which is underscored by the fact it took digging by a reporter months later to shine a light on the deal."

Text of the adjudication:

Scott Marks, president of the Toronto Professional Fire Fighters Association, complained that a column published in the Toronto Sun on Oct. 25, 2007, under the

headline City Hall's secret hose job was "false" in describing as "City Hall's best kept secret" a contract with the Fire Fighters approved at a City Council meeting in June.

He said the collective agreement appeared on the agenda for the June 20 meeting, was approved by a Council vote in open session and that notice of its passage appeared in the minutes subsequently made available to the media and public.

Noting that the contract was approved in one minute after a 45-minute in-camera session, the Sun said "This was hidden in

plain sight."

The Ontario Press Council recognizes that the agenda listing, "Memorandum of Agreement - Local 3888," would mean nothing to a non-journalist but believes it should have been recognized by experienced media as a contract settlement with the firefighters.

In upholding the complaint, the Council says absence of further detail about the agenda item did not justify describing the agreement as a "secret hose job" and "City Hall's best kept secret."



Murray Skinner receives Honorary Life Membership

Congratulations to Murray Skinner, President of Metroland Media Group, who has just received an Honorary Life Membership to the Canadian Community Newspapers Association during its convention in Toronto in May. Skinner will retire this summer after 38 years in the newspaper business - 32 of them with Metroland, where he served as Vice-President Marketing for 19 years before being appointed President in 2000. Shown here, left to right, are Coleen Campbell, CCNA Chairman; Murray Skinner, and Mike Williscraft, CCNA First Vice-President.

Canadian Press Images

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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

CCNA and CNA form co-management agreement

Coleen Campbell, chairman of the board of the Canadian Community Newspapers Association (CCNA) and Alan Allnutt, chairman of the board of the Canadian Newspaper Association (CNA) announce in May that the two associations have entered in to a co-management agreement.

The goal of the arrangement is to provide more relevant services to all newspaper members at a reduced cost, while increasing the profile and effectiveness of the newspaper industry and its associations in Canada.

As well, the new arrangement will better reflect the reality of the Canadian newspaper industry and create one strong industry

voice for newspapers in Canada.

The initial steps will involve co-locating the two offices and a co-management for both associations. Over the next two years, programs, staff and services will be integrated to provide a wider range of services to all members.

"We believe an integrated association will better reflect the reality of the Canadian newspaper industry and create one strong industry voice for newspapers in Canada," said Allnutt.

Combined, the two associations represent over 830 daily, weekly, and community newspapers in every province and territory in Canada.

"I am very encouraged to see our associations working together. This agreement preserves the uniqueness of the programs and services we provide to members, while creating a common voice to promote newspapers in Canada," said Campbell.

There will be no change in the governance structure of either association as each association will maintain its own Board at this time.

For more information, please contact:
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Canadian Community Newspapers
Association, 1-877-305-2262 Ext. 24; pjos-
selyn@ccna.ca; www.communitynews.ca

From magazines to newspapers...

Lars Melander's leadership skills learned from his father

By Tim Matharu
Special to OCNA

From teeing off on the crisp greens, to traveling to Canada to start a new life for himself, Lars Melander is truly a man who has seen it all.

At first glance, the Danish-born Melander seems to be a man who has been involved with newspapers his entire life.

Well that is true, in a way. His father Erik was the publisher and founder of Modersmallet, a magazine that translates to 'mother Tongue' and details life in Toronto; but written in Dutch. Erik was also the founder of The Scandinavian Canadian Businessman magazine, that deals with business all over Europe.

Where was Melander through all of this? Perfecting his slice of course. Melander was performing an Apprenticeship at the Canadian Professional Golfers Association (CPGA).

It wasn't until his father's tragic death in 1978 that Melander attempted his hand at publishing Modersmallet. However, being the publisher of the magazine brought more responsibility than simply practicing a swing or preparing to sink a birdie.

Melander had to deal with the business side, circulation, advertising and the editorial of his magazine. No easy task for a man whose love for a game of golf was stronger than his desire to publish a magazine. However, Melander put aside golf and went into the family business with the desire to succeed.

Fast forward to the present. Melander has gone from being the publisher of a small newspaper, to the manager of Oakville

Today, one of the largest papers in Halton.

Oakville Today is thriving, and Melander doesn't see that changing anytime soon, especially with the advent of the Internet which he sees as a potential gateway to letting in a wider variety of readers to experience the joys of reading news.



Lars Melander

While people will still read a traditional print paper, some prefer to have the news in the palm of their hand or on a blackberry or cell phone.

Not only is it easier for them to access, but also gives them a chance to read while on a coffee break or on a train or bus to an important meeting.

However, this all reinforces Melander's character. Not only is he dedicated to his craft, and open to new branches of journalism being procured each day, but he is also the type of man who loves to watch his children play sports and grow up, while still

honing his skills on the golf course.

In fact, on June 3, 2004, Melander performed a task that few other publishers have accomplished. He won the coveted Championship Trophy for winning the Canadian Media Golf Championship, a tournament sponsored by Bud Light and Founding Sponsor ClubLink.

This event has continued to grow in prestige to this day, and has garnered acclaim among the nation's newspapers and television studios.

So what is it exactly that drives this man to such great lengths and with such a burning passion for publishing?

Well, according to Melander it comes down to one thing. "I enjoy helping an injustice in the community and using the paper influence to correct it. I love it when a customer gets great results from advertising. Every day is different and challenging. I enjoy seeing employees grow and become successful."

In a twist of irony, Melander was born in Denmark and his father's name was Erik. Could this possibly be similar to Leif Eriksson, the first European to set foot on land to help his fellow Vikings prosper and flourish?

We don't know for sure, but just like his father, Melander displays admirable leadership when it comes to helping his fellow employees and for leading a newspaper into the world of journalism, where only the strong flourish while the weak and ill-prepared fall.

In this new world of media, truly the Vikings are once again paving the pathway to greatness, and Melander is the Viking who is leading his army into the foray.



Lynn Rees Lambert and Paul Rellinger shown with OCNA Executive Director Robyn Matravers and CCNA CEO John Hinds



Editors recognized with Silver Quill Awards for 25 year's service

Lynn Rees Lambert began her career as a copywriter for a Toronto advertising department. Originally from Kingston, Ontario, she quickly found her way back home in the late 1970s to pursue part-time work with a Kingston publication called The Shoppers News. Throughout the years and after its evolution into Kingston This Week, Lambert, as a reporter and columnist for the publication, became an accomplished writer of community news. Today, she covers police, health and general news affairs as well as feature writing and is currently serving a co-editor. For 30 years, Lynn has been a renowned voice and presence in her community. Over the years, she has earned many provincial and national awards. She has also served as host of several Cogeco TV community programs, including six years as host of Kingston Today and two years as host of Minutes with the Mayor.

Congratulations Lynn, we are proud to present you today with a Silver Quill.

Paul Rellinger has been a reporter and editor for Metroland Media Group for 25 years. Paul began his career as a reporter at Oshawa This Week in 1983. In 1989, he moved to Peterborough This Week; first as a reporter then on to be Managing Editor of the publication.

Paul has won awards for sports reporting, humour writing (Humour Columnist of the year twice) and best broadsheet front page for the first broadsheet he ever laid out in 1996. He has also produced some remarkable special publications including one marking Peterborough's Centennial as well as the community's devastating flood in 2004.

Paul has established strong ties with his community. He is or has been involved with such groups as the Peterborough Kinsmen Club, Big Brothers/Big Sisters, the Showplace Performance Centre, the Peterborough Softball league and the St. Patrick's Day Parade.

Paul is currently working as the special projects editor for Metroland's Kawartha Media Group. Congratulations Paul.

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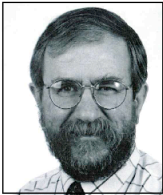
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Inspired to recognize short-comings as a reporter

By Jim Stasiowski
Writing Coach



Mitch is an old college teammate, a fellow with whom I was never a close buddy, but I enjoyed his company, had common interests and knew him well enough to know that he was a goof-off.

Please note that I was not a paragon of good judgment when I was in college. My criminal record (two nights in a bleak Kansas jail for being drunk in public) was the only official accounting of my bad behavior, but I made plenty of other mistakes, did plenty of stuff that, today, makes me cringe.

But I took two things relatively seriously. I was a good student, even a little above average. And I was on the swimming team, an actual NCAA student-athlete of modest accomplishments.

I know nothing of Mitch's academic record, but as a swimmer, he was a disappointment. After a spectacular high school career, he was supposed to rise to stardom; instead, he plunged into apathy, a cruel squandering of his talent.

I recently saw Mitch again, almost 40 years after we last had

shared the same chlorinated water. He's heavier now, but he retains the impish smile and fun-lover's sense of humour.

Mitch and I joined a few dozen fellow-swimmers at a banquet for our former coach, who is 83 and seriously ill.

Each swimmer had a chance to stand and speak about the coach, and most of the words were predictable. We love him, we respect him, we learned from him, we hope our praise eases his pain.

Although I have an ego big enough to fill any banquet hall, I doubt my words were in any way memorable. In fact, although I enjoyed everyone's tribute to the coach, I recall no one's ... except Mitch's.

He is 60 now, my age, and he spoke for at most two minutes, one of the shorter speeches. "You gave me a scholarship," he said to the coach, as if they were the only two people in the crowded room, "and I let you down." He said he hadn't taken seriously his chance to excel. He apologized to the coach for giving less than his best.

Imagine that. At 60, a successful engineer, a family man, a respected person in the community, he could not let go of his failures of 40 years ago.

That thought attached itself to

me like a tick on tender skin.

As a reporter and columnist, I too often wrote as if all I had to do was ask forgiveness, and my readers would grant it. I goofed off too much. I rationalized that if I wrote a good story on Tuesday, I could get by with a mediocre effort on Wednesday because, after all, no one writes perfectly all the time.

I once coached a reporter, Arnie, who has what my mom would call the gift of gab. Arnie reminded me of me. He makes flimsy material sound better than it should. Because he can do that, he often gets by on his natural talent. He covers up weak reporting with clever words, phrases, sentences.

I told him he needed to dig for better material, and he grinned, acknowledging that he lets his gifts overshadow his efforts.

Imperfect stories or columns will happen to even the most diligent person, but once we accept letting our standards slip, we risk a perilous fall.

I'm sure Mitch, on his first day of swimming practice as a college freshman, did not say, "OK, I've decided to goof off for four years."

I'm sure he gradually settled for just getting by. He loafed one day, then became addicted to the comfort of just showing up and going through the motions.

A byline is a scholarship, an ideal opportunity for each of us to stretch our talent, to give our best, to build our reputation.

In the weeks that have passed since the banquet, I have found myself returning often to Mitch's public confession. On what was a joyous, fun night, Mitch struck a sober but important note that has less to do with swimming than with human frailty.

Arnie and I always wanted our writing to be memorable, but we didn't foresee that the memories might be of stories that fell short, of writers who squandered their promise.

For 40 years, his frailty haunted Mitch. And, when I first saw him at the banquet, before he spoke so candidly, what I most remembered about him was that frailty, his goofing off.

In a few short, heartfelt sentences, he changed that memory.

Arnie and I still have time to change.

THE FINAL WORD: No less an authority than The New York Times incorrectly used 'further' in a recent edition.

In a story about Brazil, a sentence ended, "... ranchers and loggers pushed further into the rainforest."

In referring to physical distance, use 'farther'; in referring to time or degree, use 'further,' as in: "Police will investigate further."

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.

The **Better Newspaper Competition** Task Force is conducting its annual review of the industry awards program. If you would like to make any comments or suggestions, please e-mail OCNA's Lynn Fenton at l.fenton@ocna.org

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More information regarding the review format can be found on the Members Intranet at the following link:

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If you are interested in participating in the Peer Review Program, please complete the registration form and return it to OCNA by Wednesday, June 25.

http://members.ocna.org/AFS/OCNA_Programs_Services/MemberReviewRegForm2008.pdf

Al Teather remembered for his passion for papers

OCNA Honorary Life Member Al Teather passed away at the end of April after a short battle with lung cancer. He was 80. Al loved the newspaper business and heritage, and left his mark on both. He had a great passion for the business and life in general.

A longtime newspaperman, he worked at The St. Catharines Standard from 1947 to 1991 at the time of his retirement. Al had always been involved in some sort of sales, including working at the farmer's market in St. Catharines, so it was a natural fit when he started work in the advertising department at The Standard at age 19.

"It didn't happen overnight, but I worked my way on up to the top," said Teather in an interview with Grimsby Lincoln News after receiving his Honorary Life Membership in 2007. He eventually found himself vice-president of operations of the company in the 1970s, during the Burgoyne era. The group operated three daily newspapers and 22 community papers.

As his prominence in the company grew, so too did his involvement in the community and industry. Teather got involved with everything from the St. Catharines Chamber of Commerce to the Jordan Lions Club, where he was a 40-year member.

"When you're with a newspaper you naturally get involved in a lot of different areas," Teather was quoted of his community work.

It was also at the time of his retirement that he got involved in the establishment of the Mackenzie Heritage Printery and Newspaper Museum in Mackenzie House, the limestone building in Queenston where rebel printer William Lyon Mackenzie issued his first newspaper, the Colonial Advocate in 1824. He remained active with it for 17 years. The museum idea stemmed from changes in the newspaper industry. As technological advancements were made, Teather had stored away old equipment, including presses from print shops, among other odds and ends.

Al, from Fonthill, is survived by his wife Joyce of almost 60 years. He was a loving father to four children, Terry (Andria), Ricky (Beverley), Lori (Don) and Kevin,



Al Teather at the OCNA Spring Convention in March 2007.

as well as being an occasional father to Henry Burgoyne. His grandson and namesake, Allan Richard Teather, son of Terry and Andria, was unexpectedly taken from the family in January, but "Grampa Tip" is fondly remembered by grandchildren Natalie, Jackson, Molly, Keaton and Channing, and great grandchildren Charlotte and Carter.

MR. MARTIN, SINCE YOUR CAREER IS ALMOST OVER, PERHAPS I MAY SUGGEST A FINE BIOGRAPHER?



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industry news

Local publisher appointed to Parade of Nations

On May 12, thanks to Paul Scott, Revenue Canada approved the Parade of Nations' application to become a foundation. This foundation was created to "Bring a balance for the greater good in Akwesasne, Cornwall and SD&G to regroup smaller charities not covered under the umbrella of the government and large corporations." Funds are collected through various fundraising activities held throughout the year. The next fundraiser, the annual Family Fund Day, will be held June 21 at the Cornwall Armouries.

The 2008 selected charities are as follows:

- Akwesasne - Recreational Committee dedicated to provide awareness nights on subjects of all kinds to help children, youth, elders and families and implement recreational programs for the same group
- Cornwall Area - Special Olympics dedicated to enriching the lives of Canadians with an intellectual disability through sport
- SD&G Area - The Farm Line Support

Services dedicated to provide a toll-free, confidential, anonymous, bilingual helpline that offers emotional support and referral service to farmers and rural families in Ontario

The Parade of Nations, through a yearly event, is also a celebration of everyone's personal accomplishments no matter their size, and a commemoration our family ancestral origins. The 2008 Honourary chair is Rick Shaver, the publisher of Cornwall Seaway News, chosen because of his dedication to the community by encouraging positivism and acknowledging United Counties' people's accomplishments.

This year's parade event will take place on September 13 and will be followed by multicultural festivities. Max Keeping is Parade Marshall, and there will be the King and Queen's float.

The theme this year is Celebrating our respective family ancestral origins, which will include the participations of 83

nations. People are invited to proudly exhibit a flag of their ancestral country in front of their home the week of September 7. Also, a new group is added to the parade - municipalities - who are all invited to join with their respective Chambers of Commerce and deploy their municipal flag.

Anyone can be in the parade and everyone is welcome. This is the people's parade and the City of Cornwall, as the host, is taking the opportunity to thank all citizens for their personal contribution in making their respective areas a better place to live. The parade is an opportunity to invite people to come and live in Cornwall. Cornwallites are challenging other communities across the province and the country to hold their own Parade of Nations and join the Foundation of the Parade of Nations 'Together United for the Greater Good.'

For additional information, visit the parade the website at www.paradeofnations.com or call Marie Morrell at 613-936-6873.

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>

Why trust is important in customer relationships

By Bob Berting
Berting Communications

To sell advertising, publication salespeople may use sound reasoning, convincing argument, or indisputable facts.

When it comes to earning a customer's trust, however, actions speak louder than words.. It takes a little more time and effort to forge that bond , but trust is the stuff that develops long range relationships. There are four elements of trust : competence, reliability, intentions, appearance. With them, you can reap the rewards of a bountiful and lasting customer relationship.

Competence

When you know advertising and your publication extremely well, you will inspire your prospect's confidence. They will look to you for answers to their problems, so make yourself a well-read resource. Stay up to date with all publication trade literature to stay on top of your game. Take constant responsibility for your own career growth and sales expertise. Share your own and your publication's accomplishments to encourage your prospects to put their faith in you.

Reliability

For your customers, your reliability will

be the most important factor in their decision to trust you. If they can count on you to do what you say you will do, when you say you will do it, they will come to rely on you as a dependable business partner.

Position yourself as a problem solver in correcting problems quickly and efficiently. Like it or not, your reliability may suffer due to a careless sales assistant or an absent-minded service person, so insist on a high level of performance from everyone who comes in contact with your prospects.

Intentions

Once you have converted your prospect to a customer, at certain times your relationship may get off track due to some glitch in communication. But if the customer knows your intentions are good, you usually will have a good chance to redeem yourself. To your customers, emphasize by word and deed that their needs come first and that you'll do whatever it takes to earn their complete trust and satisfaction.

Appearance

Though appearances can be deceiving, sometimes you can judge a book by its cover. If you drive a clean, late model car and have a well-groomed, professional appearance, customers will be more likely to view you as the representative of a

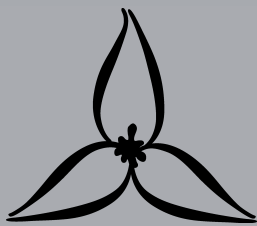
reliable, established publication. Enhance your image further with good posture, a broad vocabulary, a clear voice, and frequent eye contact. The latter says to the customer "you can trust me".

The Bottom Line For Trust

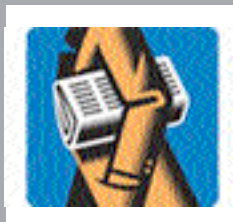
Placing an ad campaign with a publication salesperson involves a certain amount of risk for many customers. They don't know if the salesperson will deliver everything that was promised or whether the salesperson is motivated by financial gain or truly wants to help. When you put your customer's mind at ease (trust), you have made yourself a valuable asset to them. The more your customers trust you, the greater the odds that your profitable relationships with them will last a long time.

Bob Berting: A Renaissance man, motivational speaker, sales trainer, marketing consultant, author, and newspaper columnist. Learn more at www.bobberting.com

Are you passionate about The Ontario Junior Citizen of the Year Awards?
Tell us how we can improve the program to ensure Ontario's community newspapers are seen as leaders in their communities.
anne.lannan@ocna.org



Next up:



CNA/OCNA 2008 Webinar Series

June 5, 2008

Sales

Developing niche markets, with Don MacLeod

June 19, 2008

Editorial

Newsroom Legal Issues, with Media Lawyer Stuart

July -none planned

Robertson

●●● 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.

McMaster University Library partners with Kirtas Technologies, Ristech and Lulu.com to unleash thousands of rare books

Imagine owning a copy of Galileo's 1632 book, *Dialogo di Galileo Galilei* (Galileo's Dialogue), challenging the traditional thinking that the universe revolves around the earth. At the time, the book and its concepts were so controversial, that Galileo was convicted of heresy in 1633 and the book was placed on the Index of Forbidden Books.

Or perhaps a first-edition, autographed copy of H.G. Wells' *The Time Machine* is a more suitable choice for your own personal library?

These books and more will be made available to the public, beginning this fall, through a unique partnership between McMaster University Library and U.S.-based companies Kirtas Technologies, Inc. and Lulu.com.

With the support of Kirtas' Canadian reseller Ristech, which is located in Burlington ON, McMaster University will be using the Kirtas APT BookScan 2400RA to digitize rare, out-of-print books. Once the books are digitized and processed, McMaster faculty, students and staff will have free access to digital copies of the entire collection of scanned materials. The world will be able to access McMaster's unique collections online, and even purchase as print-on-demand books from Lulu.com.

"We have significant collections that we would like to make more widely accessible through digitization," said Jeffrey Trzeciak, University Librarian at McMaster University. "The digitization technology provided by Kirtas, the support and service we receive from Ristech, and the ability of Lulu to pull it all together increases both the electronic availability and the availability of the books in print for those who choose print on demand."

As the publisher of these unique books, the Library also hopes to generate revenue through the print-on-demand service.

"We see more and more universities taking advantage of the print-on-demand option that is enabled through the digitiza-

tion process," said Kirtas Founder and CEO Lotfi Belkhir. "Not only are these institutions sharing their unique collections, but they are also creating a revenue stream that allows them to reinvest in their access and preservation efforts."

"This is a tremendous opportunity for our customers to obtain books that may not be easy to find," said Lulu.com CEO and Founder Bob Young. "In addition to being

a place to publish, Lulu is a vast marketplace where anyone can buy books on just about any subject." A native of Hamilton, Ontario, the affiliation puts Young in familiar territory.

To keep up to date on this project visit, <http://digi.blog.lib.mcmaster.ca>

For more information about Ristech, go to www.ristech.ca

Editors see integration as way of the future

The Newsroom Barometer 2008 survey of editors in 120 countries shows they continue to be positive about the industry and are close to consensus on some directions. Of the 700 editors and senior news executives 86% believe integrated print and online newsrooms will become the norm, and 83% believe journalists will be expected to be able to produce content for all media within five years.

George Brock, editor of the Saturday Times in the U.K. and president of the World Editors Forum that sponsored the survey, commented: "The path is clear for many editors: integrate the newsroom, think multimedia, train or hire a team of multi-skilled journalists.... Newspapers are not just ink marks on squashed trees: they are what people trust, they amuse people, in short they are a collection of ideas and information with which a reader forms a relationship."

The survey reports on many other issues including the expected future of print vs. online, the need for training and the timing of changes. http://www.editorsweblog.org/analysis/2008/05/1_newsroom_barometer_2008_main_results_t.php

Upcoming Technology Based Webinars

Adobe Illustrator for Absolute Beginner	June 4
Introduction to Flash - Part 1: Creating Animated Files	June 4
Introduction to Flash - Part 2: Flash Tools & Video Basics	June 5
Using Microsoft Word and InDesign Together	June 6
Putting your paper out faster with InDesign	June 11
Become a PDF Guru - Part 1: Creating Good PDF Files	June 11
Creating a logo and graphics in Adobe Illustrator	June 12
Become a PDF Guru - Part 2: Finding Problems in PDF Files	June 13
Online Flash Ads for Absolute Beginner Part I	June 18
Online Flash Ads for Absolute Beginner Part II	June 20
Become a PDF Guru - Part 3: Fixing Problem PDF Files	June 25
Advanced InDesign Tips and Tricks	June 26

Kevin Slimp and Russell Viers, technology gurus of the newspaper industry, have joined forces to offer webinars aimed at the newspaper design professional. Each month, classes are offered in InDesign, Photoshop, Illustrator, Acrobat, Flash and more. For more information or to register online, visit braincast.biz

These Webinars are separate from the OCNA/CNA Webinar Series, but some of our member newspapers have found them to be of value.



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New software versions offer improvements

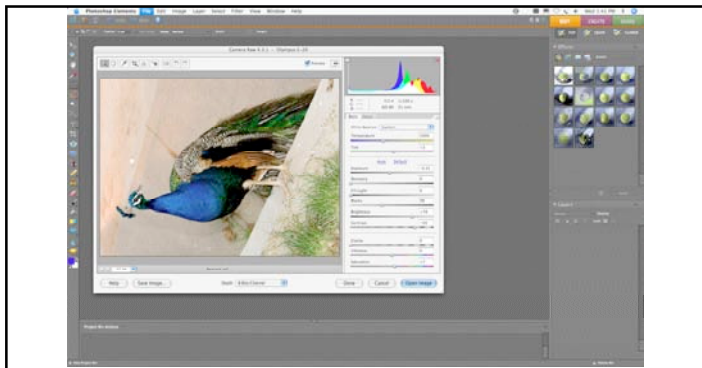


By Kevin Slimp
Institute of Newspaper Technology

Help! My desk used to be under this pile of software somewhere. I keep stacking software boxes on my desk as they arrive from vendors and I can't put off taking a few of them for a spin any longer.

Photoshop Elements 6.0

Finally, Adobe released the Mac version of Photoshop Elements 6.0 in April. It reminds me of the early PDF days when Adobe would release the Windows version of Acrobat a few months before Mac users got their hands on a new product. Was it worth the wait? Depends.



Photoshop Elements is a solid product for photo editing novices and folks who need to adjust lighting and colours on images to be used in newsletters, flyers or to print for keepsakes. And, if your newspaper includes a lot of black & white photos, it does a dandy job of preparing those for print. But here's the big drawback of Photoshop Elements: It doesn't save images in CMYK format.

So who would use Photoshop Elements at most newspapers? If you have staff who edit photos for online editions but not print, Photoshop Elements is a great option for editing photos to be saved in RGB. If you publish black & white photos, this application does a great job with those as well. Sure you'll miss some features of the full version of Photoshop (as hard as I tried, I couldn't create a clipping path in Photoshop Elements), but most of Photoshop is still there.

Let me share some of what I've learned using Photoshop Elements 6.0:

- ❑ Users can work on RAW images, meaning you can shoot photos at the highest resolution on your SLR camera and work on the images in Elements. Again, you'll be limited to saving them in RGB or Grayscale, but it works fine for these.
- ❑ Photoshop's filters are still available. Go ahead. Add texture to an image or stroke it with a brush. The placement of these tools is actually a little handier in Elements.
- ❑ Tools like Shadow/Highlights, Levels and Curves are still available; you'll just have to look in new places to find them. Shadow/Highlights and Levels are found in the Adjust Lighting submenu. Hue/Saturation and Curves are found under the Adjust Colour submenu.
- ❑ Colour modes are limited to Bitmap, Index Color, RGB and Grayscale.
- ❑ Several of the Automation tools found in the Bridge can be found in Photoshop Elements 6.0. A few are PDF Slideshow, Web

Photo Gallery and Contact Sheet.

I decided to edit a photo using the same tools that I've always used in Photoshop and had good fortune. I was able to open and crop the photo, set the image size, adjust levels, sharpen the image with Unsharp Mask, then convert the image to grayscale before saving as an EPS, TIF or JPG image. I noticed there was no option to save an image in DCS, a format normally used with spot colours.

With such a discounted price, you wouldn't expect Photoshop Elements to do everything as well as the full-feature version. But it stands up for itself very well. Sure, you probably won't use Elements to create your Animated GIF files (although the Help Menu insists that you can), but Elements is well worth the price for users who want to have the powerful features of Photoshop, without the need for CMYK. At \$89 (US), it's a steal. For more information, visit adobe.com

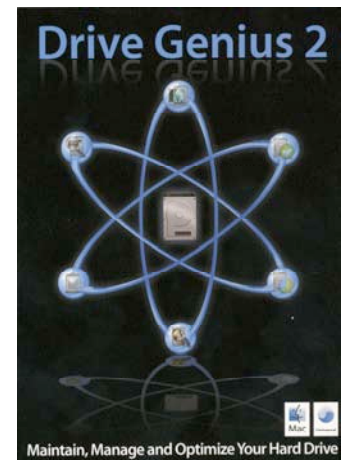
Favourite Mac Hard Drive Tool Upgraded

Is your computer running slower? Drive Genius 2 is my favourite disk utility for the Mac platform. Disk defrag, directory repair and repartition on-the-fly are only a few of the features of Drive Genius 2. I loved the original version of Drive Genius and this upgrade hasn't disappointed me. Drive Genius 2 makes hard maintenance tasks painless, fast and easy.

Drive Genius 2 is a disk utility that features a wide array of features including directory repair, repartition on-the-fly, cloning, integrity testing, benchmarking, secure erase and several other tools to help maintain your hard drive. Data Rescue II is emergency hard drive recovery software. It is used to recover data from a crashed, corrupt or unmountable hard drive. It also has the ability to recover deleted files.

The DVD allows you to boot directly from the DVD, so you can work directly on your main boot drive. You can run it as an application to work on other internal or external hard drives. Note that the current version of Drive Genius 2 doesn't boot Macs using the Leopard operating system.

Drive Genius 2 lists for \$99 (US). ProSoft offers an array of valuable utilities and applications for Mac users. For more information, visit prosofteng.com.



Even More Help With Those Pesky Microsoft Publisher Files

Shouts of joy could be heard throughout the publishing world when Markzware released PUB2ID, the utility that allows InDesign users to open Microsoft Publisher files. Now comes PDFOnline.com, a Web site devoted to converting Word, PowerPoint and Publisher files to PDF. Even though it's not the perfect solution, at least you end up with a PDF file that can be placed or opened in other applications for editing and correction.

I uploaded a 12-page PowerPoint file and, in less than a minute, received a 12-page PDF. It was really quite impressive. The service is free. Visit pdfonline.com for more details.