



news clips

<http://members.ocna.org>



June 2008 Vol.22, No.6

Salam Toronto honoured with Police Award

A July 12th, 2007 feature story by Salam Toronto titled 'Speak Up! York Regional Police is eager to listen to your concerns' has been selected by York Regional Police as the 'Best Feature Story - Print'.

Salam Toronto is a weekly Persian-English newspaper serving the Greater Toronto Area, the only bilingual publication of its kind in the area. Since its inception in 2002, the paper has been serving the Iranian-Canadian community of Southern Ontario with feature stories and articles in both languages in both print and on its website, www.salamtoronto.ca.

Presented on May 22nd during the York Police Media Appreciation and Awards Night, the story by Salam Toronto's Sallya Aleboeyeh highlights the importance of a community's relationship and communication with its police force.

At the awards presentation, Salam Toronto's Editor-in-Chief Mohsen Taghavi spoke to the audience, saying, "A few days ago, Premier Dalton McGuinty said the ratio of people with post-secondary education in Ontario is the highest among all regions in the western world. With the hard work of the York Region Police under the leadership of Chief Armand La Barge, I wouldn't be surprised to hear someday soon that York region is named as the safest region in the western world."

The award-winning story also looked for ways in which the Police and Iranian community can help combat crime, as discussed at a conference last July held by York Regional Police. The issue of hate crimes against members of the Iranian community was brought up at this conference, as many officers were unaware of this specific problem up until that point. As a result, it was concluded that Iranians needed to voice their opinions and con-



Salam Toronto Persian-English weekly has been honoured with Police Award for a 2007 feature story. Accepting the award, on left, is Editor-in-Chief Mohsen Taghavi.

cerns more loudly, as well as report any instances of unjust treatment.

The story went on to observe the accessibility and approachability of the Police Officers as friendly and open, stating that as a community Iranians should utilize them as a resource more often. In addition, the growing presence of Persian officers was highlighted, with eight on the force at the time of the story.

Other winners in the Print category were Rob Lamberti and Chris Doucette from the Toronto Sun for Best News Story for a Print (daily), and Percta Lam of Sing Tao Daily for Best Story in Multicultural Print.

"By publishing our main stories in English, as well as in Persian, we at Salam

Toronto are doing our best to bring our communities closer together," Taghavi continued in his speech at the awards presentation. "We hope to continue to play a significant role in making York Region a safer place."

Member Review Program

LAST CALL to participate in the free critique program being held over the summer.

Deadline to register is June 25.

Call Lynn Fenton at OCNA at 905-639-8720 ext 232

l.fenton@ocna.org

WHAT'S INSIDE

Community Paper Standing ● Page 2

Peterborough Prints Pink ● Page 2

FDSA Elects New Board ● Page 4

E-mail Marketing is Changing ● Page 5

Peter Zollman's Back ● Page 7

Technology with Kevin Slimp ● Page 8

Industry news...

Community papers - the sweet spot of the industry

Suburban and community newspaper executives report optimism and growth. This is the finding of a beta report that included financial and other data from many of the largest members of the trade association Suburban Newspapers of America (SNA). The beta companies represent total circulation of 12.5 million and approximately \$2 billion in annual advertising revenue. These newspapers provide much needed hyper-local news and information - typically not found anywhere else - to the communities that they serve.

The beta results showed that 2007 was a growth year for the community newspaper industry with advertising revenue up .5%, as compared to the overall industry decline of 7.9% reported by the Newspaper Association of America.

First quarter 2008 results reported a decline in advertising revenue of 2.7% - primarily related to economic factors influencing the real estate and automotive industries, two of the largest categories for community newspapers. In most cases, local revenue was up for the companies represented. This 2.7% decline for the quarter compares to double digit decreases reported by most of the publicly-traded companies that are comprised of large metro daily newspapers (reported declines ranged from 10% to 19%).

For the most part, community newspapers are not experiencing the major declines that we are seeing with large metro dailies," said SNA President Nancy Lane. "They are certainly affected by the tough economy but that is expected to be cyclical. Our beta reporting partners are very optimistic about next year and beyond. Almost all of them are launching new products in 2008 or looking at acquisitions and in some cases, even growing their staff - a stark contrast to most of the news that is reported about the newspaper industry in general. The need for local, community news has never been greater. Readers can't get this news anywhere else and advertisers love reaching this engaged audience and also appreciate the precise targeting these publications offer."

SNA will start collecting financial data from the industry starting with the second quarter. All community newspaper companies, regardless of their affiliation with SNA, are invited to participate.

Suburban Newspapers of America is a trade association representing nearly 2,400 daily and weekly newspapers in the United States and Canada.



Friday, June 13, 2008

Peterborough THIS WEEK

Proud sponsor of the Peterborough Dragon Boat Festival





(From right to left) Anna Lawson, Pete Sorrell, Jose Barranco and John Gaiot, members of MNR's The Eau Naturals, paddle hard during a Dragon boat practice on Little Lake Wednesday evening. To see more pictures from Wednesday's practice visit the photo gallery at myknews.com/08/06/13

LANCE JENSEN/THIS WEEK

Inside

- City police are currently investigating the stabbing of three people early Thursday morning in Peterborough's east end. **PAGE 3**
- Shirley Williams denounces Wednesday's historic apology by Prime Minister Stephen Harper as a great big snowstorm that was lifted and cleared away by the sun. **PAGE 4**
- LAWS opens its new shelter. **PAGE 5**
- Full literacy test results for local schools. **PAGE 6**
- Bill Porter is sure no 'Rose' Find out why in Over The Back Fence. **PAGE 13**
- Ontario is reviewing its controversial mining act, but local activists aren't convinced. **PAGE 24**

Paddling for a purpose

More than 100 teams will glide across Little Lake for 8th annual Dragon Boat Festival

Festival facts

- The festival takes place this Saturday at Del Greys Park.
- More than 100 community teams race at Peterborough's festival.
- A memorial ceremony will take place at noon.
- Admission to the festival is free with shuttle bus service from the Rivinville Centre and the Simcoe Street city bus station every 20 minutes from 7:30 a.m.
- For more information visit www.survivorabcaet.com

M

ang Walsh was on her "victory vacation" out west when she was approached by three different women in three different places.

She just finished treatment after being diagnosed with breast cancer in August 2005 and was celebrating being cancer free.

At the time she had no idea she would become a member of the Survivors Abreast dragon boat team, yet also be part of Saturday's eighth Annual Dragon Boat Festival.

While on vacation she had what she calls a chemo haircut - a lack of hair as a result from undergoing chemotherapy. It was obvious she had been through a journey, she says.

Each woman who approached her was a dragon boat team or if she wanted to join.

"They were supportive of a total stranger," she says.

This is the reason why she came back to Peterborough and joined the Survivors Abreast dragon boat team in January 2006.

She knew she wanted to be part of something that would make a difference. These women were paddling for a cause that was close to her heart, she says.

See POCUS, page 4

Our Readers Write 7 • Movie listings 14 • Travel 40 • Classifieds 41 to 46

MR. BOB'S PIZZA

655 The Queensway 748-6120
We Deliver Breakfast!

ASSORTED SUBS

\$2.99

FATHER'S DAY SUNDAY BRUNCH

\$6.99

3 ITEM LARGE PIZZA & 10 WINGS

\$19.99

LARGE PANSOURATTI

\$10.95

Pink cover has impact on community

On the eve of the Peterborough Dragon Boat Festival, Peterborough This Week published with a pink front page to make sure everyone had a strong visual reminder about this huge community fundraiser. The newspaper's design staff also changed the masthead to replace the city's clock tower with a dragon head and to add that the newspaper is a proud sponsor of the event. The front-page story and photo both profiled the next day's races.

The master of ceremonies for the survivors' dinner said the cover gave her goosebumps when she picked it up off her doorstep that day.

The dragon boat races draw more than 100 teams -- almost all of them from the Peterborough area -- and has raised more than \$1 million for equipment for the Peterborough Breast Assessment Centre. The Peterborough This Week Flyers team broke their best time and paddled the course in 1:58, making the entire staff very proud!

Espanola Mid-North Monitor welcomes you to paper and Town celebrations

This is special year for the Espanola Mid-North Monitor as it celebrates its 30th year of serving the community. It is also a special year for the Town of Espanola which is celebrating its 50th year of incorporation as a municipality.

Both entities are much older than that though. The original news back in the early part of the last century came from the Sudbury Star. There were several reincarnations of the local paper including the Espanola Standard, the Espanola Weekly and the Mid-North Weekly.

Today, the Mid-North Monitor has a circulation of 2,500 and serves Espanola and the North Shore communities of Worthington, Nairn Centre, Baldwin Township, Sables-Spanish Township (Webbwood and Massey), Walford, Spanish, and the First Nations of Whitefish River FN, Sagamok-Anishnawbek FN and Serpent River First Nation.

The paper will be hosting an Open House with plenty of birthday cake for their birthday, inviting readers, customers and the public at large to drop by with their suggestions, comments and general good wishes.

As for the town of 5,500, Espanola was originally bought by a lumbering company in 1899. The story of Espanola's first citizen is shown here as a sidebar and was written by one of the paper's contributors Tim Gallagher, the president of the Espanola Historical Society.

Espanola's Homecoming is planned for July 31 to August 4. We hope to see many people "Come On Home" that weekend. There is a full four-day slate of events from Family Fun Day to film festival, baseball to building sandcastles and more.

As part of Espanola's anniversary, MNM has also been featuring a weekly Heritage Page, which features photos and stories of the last 100 plus years.

Those stories are being turned into a book for homecoming, co-written and compiled by Editor Rosalind Raby and Mr. Gallagher. It will feature many of these anecdotes, features on Espanola's finest sons and daughters, founding fathers, photographs and so much more. MNM is printing it and the copies will be donated to the Espanola 50th Committee to use as a fundraiser for the new Heritage Mural Park, another venture the paper has partnered with the Historical Society for. MNM will also be producing a special eight to 12-page special section for those who attend Homecoming 2008, compliments of the committee and the newspaper.

So, we're busy, but we're having lots of

fun. Rosalind and all the staff hope to see plenty of former reporters, editors and other employees make their way home for the festivities. Drop in and say hello.

Abe Obey - Espanola's First Citizen

BY TIM GALLAGHER
SPECIAL TO THE MONITOR

Although Espanola has had many prominent citizens throughout the last century, very few people know that our very first settler was a man by the name of Abraham Obey. Abe was of mixed Native and French blood and had arrived at the land along the north side of Webbwood Falls as it was known circa 1895.

He had paddled up the Spanish River from the Missionary Settlement at the mouth of the river and with him had brought two other younger adventurers by the names of Sam Guay and George Cormier. Being of Metis blood, Abe set up camp and built a log cabin near the site of the present location of the Royal Bank of Canada and claimed the land around the falls through squatter's rights.

Abe was previously married and his wife had passed on, leaving him with at least two sons and two daughters of which one, Ida, apparently married Sam Guay and settled on land further west from Abe's location.

Former Mayor and avid volunteer, Leo Foucault relates how later on, his widowed grandmother Marie Foucault later married Abe who was born in 1849. Leo recalled having heard many stories from old Abe during his youth, concerning the Louis Riel Rebellion, which was an uprising by the Metis, having occurred in western Canada in 1885. Abe probably grew up in that area and was very familiar with all of the participants.

It was in 1899 that the Spanish River Pulp & Paper Company Ltd. signed an agreement with the Ontario government to build a mill at this newly named location of Espanola. In order to acquire the land near the falls, the company had to broker a deal with Abe whose land claim they respected. Abe was offered another parcel of land further west along the Spanish River and built him a home where he kept cows, chickens and other stock. He also had a big garden and a boat tied to the shore of the river.

He was also hired by the company to be the town's trash collector for a lifetime. He would go about Espanola with his horse drawn carriage performing these duties until he died.

Foucault also recalls how Abe would boil potatoes and place them along the bed of the river to attract large catfish which he regularly caught.

Murdina (McKay) Paavila recalls as a five-year-old, how her father was in the veteran's hospital in Toronto and how her mother had to fend for her and her brother, William. One day Abe showed up at their door and said she needed a dog for a pal. Her mother was not really happy about the situation as she had to work, as well as care for the children. William was five years older than Murdina and said he would help care for this new found friend they called Collie. They had that dog for almost ten years and they never forgot how much joy Abe had brought into their lives.

One day a Mr. Belan, who was an elderly assistant to Abe, arrived at his home and assumed he had died, due to a rather poor assessment of Abe being in a rather deep slumber state. Mr Belan notified the Catholic priest who in turn had the bells rung at the Good Shepherd Church to signify that someone had died in the community.

Upon waking up to the ringing of the bells, Abe wondered who had passed away. No one had the heart to tell him, For whom the Bells Tolded.

Espanola's first citizen was a contributing member of the town right up until he passed away at the age of 98, after having seen almost a century of changes within the town he helped establish.

So, when Espanola celebrates its 50th anniversary of incorporation, it should only be fitting that Abe Obey be acknowledged for the pivotal role he played in the founding of this small pulp and paper town along the Spanish River.



industry news...

Flyer Distribution Standards Association elects new Board

The Flyer Distribution Standards Association (FDSA) is pleased to announce its 2008-2009 Board of Directors, as elected by the association's membership at the association's Annual General Meeting June 3 during STORE 2008 - Canada's Retail Conference.

The new Board of Directors will have 15 members representing three classes of FDSA members: Advertisers/Media Management, Distributors and Logistics.

The new FDSA Board of Directors is as follows:

- Tom Andrew, Director, Print Media Distribution, Sears Canada Inc.;
- Greg Baxter, Director, Newspaper Sales, CanWest Media Works;
- Sue Borthwick, Vice-President, National Sales, Black Press Group Ltd.;
- Kathie Braid, Vice-President, Marketing and Corporate Sales, Metroland Media Group Inc.;
- John Burns, Manager, Database Marketing & Dealer Advertising, Canadian Tire Corp.;
- Abbas Homayed, Publisher, Sudbury Northern Life;

- Karen Hudson, Manager, Flyer Distribution and Media, Shoppers Drug Mart;
- Scott Lawrence, President, Lawrence Media Sales;
- Eric Lawson, Publisher, New Brunswick Distributors;
- Spencer Levan, Vice-President of Business Development, Van-Net;
- Ted Mader, Senior Manager, HBC Print and Prepress, The Hudson's Bay Company;
- Shannon McPeak, Vice-President, Corporate Sales, Sun Media Corp.;
- Clement Messere, President, Pro Distribution Services;
- Ted Naish, Vice-President, Geomedia Inc.;
- Ronald Roy, Director, National Accounts, Transcontinental Media - Groupe Publi-Sac.

The changes were effective immediately following the conclusion of the Annual General Meeting.

Western Canada Event Tom Andrew, Chair of the FDSA Board, also announced

the FDSA will be hosting its first Western Canada Print Media Advertisers Conference on Thursday, Oct. 30, 2008, at the River Rock Casino Resort in Richmond, B.C. This will be done with the participation of the Canadian Newspaper Association (CNA), the Canadian Community Newspapers Association (CCNA), the British Columbia and Yukon Community Newspapers Association (BCYCNA), AdWest Advertising and ComBase.

About FDSA Representing a \$1-billion industry, the Flyer Distribution Standards Association addresses issues shared by retailers, distributors, printers, binderies, transport companies and media agencies. Its mandate is to establish standards for the retail flyer process, from technical specifications to processes and terminology to increased efficiency for the entire industry. For more information, contact: FDSA Tom Andrew, Chair of the Board Tel: (416) 941-2907 www.fdsa-canada.com

Vatican paper aims to broaden appeal with colour pics

It may not seem like much of a publishing upheaval, but the Vatican newspaper's switch to colour pictures is part of a quiet media revolution for the conservative institution, reports Reuters. The change at L'Osservatore Romano is the latest instituted by a new and--by Vatican standards - young editor, Gian Maria Vian, 55, to broaden its appeal. He took over the reins of the Holy See's 147-year-old mouthpiece, considered by many a bland broadsheet at best, three months ago with a papal mandate to rejuvenate it.

Granted, there were only two colour pictures in the first new Sunday edition -- one on the front page, one on the back, and predictably both were of Pope Benedict. In the past, colour pictures were published only on special occasions.

Ethical Case Study for discussion at your newspaper

The 17-year-old daughter of your prize-winning columnist is among five high school basketball players charged with breaking into the school of an opposing team at night and painting racist graffiti on the wall. Should the news story include the fact that one of the girls is the daughter of your columnist?

- YES. Everyone in town knows she is the daughter of the columnist, and you want to make sure your newspaper is not perceived as protecting one of its own.
 - NO. The newspaper is not going to identify the other parents, and your columnist never writes about crime or basketball.
- Where do you stand?



If so, then you need

Metro ADS On Demand™

Your Money Making Source For On-Call Ad Creation for Print and Web!

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

Win the race against time, and more sales, with Metro ADS On Demand. Call 800.228.7660 today!



Metro Creative Graphics, Inc., 519 Eighth Avenue, New York, NY 10018, Email: bestad@metro-email.com

E-mail Marketing: Canadians see more e-mail on a weekly basis, but cracks starting to appear in permission-based marketing

E-mail volume increases by nine per cent as consumers become more discerning toward permission-based marketing

E-mail Marketing 2008, a new study released by Ipsos Reid, has found that Canadians are continuing to receive more and more e-mail on a weekly basis. This continues the trend seen over the past few years. The average number of e-mails received increased by nine per cent in the past year, although the increase is much smaller than the 26 per cent increase observed between 2005 and 2006.

The increasing volume of e-mail received by Canadians is causing a few issues however, with 38 per cent of Canadians saying they have trouble keeping up with all the e-mail they receive. The volume of e-mail is also impacting working Canadians productivity at the office. In 2007, only 43 per cent of Canadians felt e-mail has made them more efficient at work, compared to 52 per cent in 2006.

"In order to combat the increasing volume of e-mail, Canadians have created 'junk mail' folders that capture over two-fifths (42 per cent) of all e-mail received," says Mark Laver, Associate Vice-President with Ipsos Reid. "Clearly then, Canadians are creating strategies to deal with the volume of e-mail they receive."

While Canadians complain about the volume of e-mail they receive, they may be their own worst enemy. Almost three-quarters (70 per cent) of online Canadians have registered to receive e-mails from at least one Web site. This number has fallen from last year when nearly 80 per cent of Canadians had registered to receive e-mails from at least one Web site. This decrease is also mirrored in the average number of sites these Canadians had registered with, which dropped from 8.5 sites in 2006 to 7.7 sites in 2007.

As online Canadians struggle to deal with e-mail volume, many e-mail marketers will have to deal with the reality that Canadians are deregistering from lists. Almost 80 per cent of users who have registered with at least one Web site have also deregistered from an e-mail list. Permission based e-mail marketers will want to ensure subscribers receive relevant content on a consistent basis.

Although, Canadians continue to be willing to provide their e-mail address to Web sites, the majority (60 per cent) are only somewhat willing, depending on the reason. As Canadians try to manage their volume of e-mail it would appear there needs to be a compelling reason to sign-up. Laver noted, "This may be the beginning of Canadians trying to manage their e-mail lives. E-mail marketers will have to find the subtle balance between frequency and relevancy in order for the medium to be a successful marketing tool."

Keep Us Posted!

Please designate one person in your newspaper to keep OCNA posted on happening and changes. We want to share your news with your peers. l.fenton@ocna.org



INSTITUTE

of newspaper technology

October 9-11, 2008
Knoxville, Tennessee USA

Training in:

Adobe InDesign • Quark XPress • Adobe Flash • Multimed Creator
Advanced Photoshop • Adobe Illustrator • Animated Ads for News Websites
Dreamweaver • Audio Slideshows for Newspaper Websites



newspaperinstitute.com

Your presentation - a vital step toward quality

By **Bob Berting**
Berting Communications

Changing the way newspaper salespeople think about creative presentations is not easy. Old mind sets die hard. After all, there are a few pleasures in a salesperson's life like coming out of a presentation and shouting "it sold!"

Fortunately if we start viewing presentations as a quality control check in a manufacturing process, then our thinking is changed. Here are some valid points to think about in regard to this process:

1. Think about what you mean by a successful presentation

A sale isn't necessarily good, a no-sale is not necessarily a failure. When you view this situation as a manufacturing process, success and failure become more complex.

2. Welcome criticism

Many salespeople approach presentations in an adversarial mode, defending one's ideas against attack. But if a client's remarks are on target, accepting them will ultimately make you better.

3. Don't try to fix what's broken

Don't try to save a real turkey of an idea. If you know it's not your very best, scrap it and start over.

4. Examine your creative development

A presentation is only 10 per cent of a much larger process. So if you're getting a lot of rejections, chances are something in the other 90 per cent is at fault. Ask your-

self: could I have gathered more information? Did I fail to pre-test my strategies?

5. This isn't about your feelings

It's not about making you feel good. It's not about making the client feel good. The real test is how the consumer responds to the work.

6. Get clients to think like their customers

Don't push your own work -push the customer's point of view. Your client spends his or her life thinking about their product or service. The customer spends five seconds.

7. Being creative in the presentation

Bring some of your people with you on a presentation, primarily the layout artist who helped you create the layout and copy. Your creative colleagues might not be good pre-

senters, but that doesn't matter, bring them anyway. Sometimes they can help the salesperson give reasoning for the campaign to go a certain direction, so the client doesn't dismiss good work for lack of understanding. They can often help distinguish what is essential about the message and what is simply cosmetic.

Thinking like a manufacturer instead of a salesperson works. Stop treating presentations like sales events. It's amazing how much more you'll sell.

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



Water Cooler

- The South Grey/Bruce Post in Hanover has welcomed Laura MacDuff as the new general reporter. MacDuff, who grew up in nearby Walkerton, recently graduated from Mohawk College.
- Alexandria Glengarry News Publisher JT Grossmith will be stepping down at the newspaper after the summer to pursue other projects. Grossmith, a former OCNA Director, has been in the newspaper business for more than 40 years and is ready to move on to new challenges.
- Parry Sound North Star Publisher Fred Heidman is also retiring at the end of June after more than 47 years in the business. Fred began his career at the North Star tailing the press while still at high school and worked his way to the publisher's role. Fred was OCNA President in 2002.

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



SNEURO'S CARTOONS

For only \$35/week OCNA members may print the weekly Sneuro cartoon based on national or international current events. Please contact the artist directly by e-mail at luc.alain@videotron.ca and subscribe to Sneuro asap! Subscribers will receive a fresh jpeg format cartoon every week with monthly billing by e-mail to follow.

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



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

Contact us at - sales@news-net.ca.
NEWS-NET (905) 844-0524 • www.news-net.ca

The truth about print recruitment advertising

By Peter Zollman

AIM Group / Classified Intelligence

Here's the truth about print recruitment advertising - the sad truth, if you happen to be a newspaper. It's dead. At least the 'listings' are. Branding ads for companies will continue to work, and some local listing ads will persist for a while. But pages and pages of 'liners' that list job openings? They're Dead with a capital D.

Nothing illustrated that to me (again!) more than two articles in the June issue of Journal of Corporate Recruiting Leadership - a professional journal for recruiters. One article, by Jane Davis of The Warehouse, one of the largest employers in New Zealand, spoke about the changes the company has made in recruitment by launching www.WarehouseCareers.co.nz. The other was by Tim Steins, who leads recruitment marketing for Edward Jones, the international brokerage firm based in St. Louis, Mo.

The Warehouse online recruitment site "has seen an increase in direct traffic volume of over 18 per cent ... Print advertising has decreased dramatically (by 68 per cent) as we now focus on in-store advertising ... directing people to our Web site."

Furthermore, Davis wrote, the average cost-per-hire fell 78 per cent, the "new-hire failure rate" (people who leave within three months of hiring) fell by 80 per cent, and the number of candidates for each job increased dramatically.

Steins said Edward Jones, the brokerage, was trying to determine how to target potential new financial advisors.

"The first steps involved halting all local recruitment advertising," he wrote. "With growth objectives not going down, why stop print advertising? Cost and lack of measurable results were two compelling reasons. So we stopped print advertising, and ... the pipeline did not suffer significantly."

Couple those two statements with the

recession - near-depression in some industries (like real estate and auto manufacturing) in the United States, and recruiters have a reason to change. In other countries, the economies are stronger, but Web services and use are growing fast. And in still others, online recruitment is maturing. But in all cases, it's still got a long way to go.

So what's a recruitment-advertising company to do?

First, if you've got a print product, it's not going away any time soon. But it's not what the advertisers want (see above), it's not what the job-seekers want and it's not the most efficient product for now or in the future. So - and we first said this about four years ago - 'Emphasize online. First and foremost.' Stop selling print and upselling into online. Given users' needs, print-to-online is backward. Sell online, packaged with print. But don't sell print first, or only, unless an advertiser specifically requests it. Even then, make every effort to package it with online, because that's where, more and more, the results are coming.

If you're primarily or exclusively an online recruitment-advertising company, it's not good enough to just keep doing the same-old, same-old. Online recruitment is changing rapidly, just as newspapers are, and trends call for more social-networking tools; more editorial content helping people find their jobs; better matching tools, screening tools and candidate-management systems for employers, and more engaging tools like video and mapping technologies.

When our clients ask "What's the next big thing?" in recruitment advertising, our answers are the same: matching candidates with positions, and video. Matching, because employers don't want a 'fire hose' of applicants - they want a handful of highly qualified, targeted applicants meeting their criteria. And video because more and more companies are using it as a recruiting tool. Companies like Microsoft and FedEx and others. But not just the biggest companies; many small companies have found

that a simple video, inexpensively produced and hosted by the local newspaper or even posted on YouTube, generates a larger and stronger pool of candidates than a simple text ad.

And as more users find their jobs through Simply Hired, LinkedIn, Indeed, Keljob.com, Twitter and who-knows-what's-next, you'd better be in the game. Ideally? Be ahead of the game. Don't wait to fall behind and try to play catch-up. Because in an era of rapid change, innovation and disruption, playing 'catch-up' may mean you're too late.

Peter M. Zollman is founding principal of the AIM Group and Classified Intelligence LLC, global consulting groups that work with media companies, dot-coms and broadcasters to help develop profitable interactive media services. They offer strategic and tactical support, training, workshops, product development and research. Zollman can be reached at pzollman@aimgroup.com, 407-788-2780.

Technology Webinars

July 2: Advanced InDesign Tips & Tricks, Lesson 1

Join Kevin Slimp as he teaches skills most InDesign users will never learn on their own. Good for users of versions CS, CS2 & CS3. A few of these include:

July 23: Advanced InDesign Tips & Tricks: Lesson 2

Good for users of InDesign CS, CS2 & CS3. In this session, Kevin teaches InDesign users a few more tricks:

July 30: Learning to Use Photoshop Color Correction Tools

Kevin will take participants on a whirlwind tour of Photoshop's color correction tools. Good for users of versions CS, CS2, CS3.

July 31: Become a PDF Guru, Part 1 of 3: Creating the Perfect PDF File

~ ~ ~ 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



Published monthly by the
Ontario Community
Newspapers Association
3050 Harvester Rd.
Ste 103
Burlington, ON
L7N 3J1
Tel: (905) 639-8720
Fax: (905) 639-6962
<http://www.ocna.org>
newsclips@ocna.org

OCNA TEAM

Robyn Matravers, Executive Director;
Anne Lannan, Member Services Manager;
Todd Frees, Contoller;
Wendy Picken, Accountant/Newsprint Coordinator
Carol Lebert, Network Sales Coordinator; Susana
Czyrnek, Network Classifieds/Accounting
Coordinator; Lynn Fenton, Member Services
Coordinator; Carolyn Press, Erica Leyzac, Alexis
Komon, Ted Brewer, Minna Schmidt, Carla
Alexander, Ad*Reach.

OCNA OFFICERS

Abbas Homayed, President, Sudbury Northern Life; Don
MacLeod, First Vice-President, Sun Media; Keith Roulston;
Second Vice-President, Blyth/Brussels Citizen; Linda
Plumridge, Secretary/Treasurer, Fort Frances Times; Rick
Shaver, Past President, Cornwall Seaway News

OCNA DIRECTORS

Kelly Baker, Metroland Interactive Initiatives; Peter Winkler,
Metroland Fairway Group; Mike Mount, EMC Newspaper
Group; Tim Dundas, Sun Media, Niagara; Pat Logan, Sun
Media, Ingersoll; Mohsen Taghavi, Salam Toronto; Mike
Williscraft, Metroland, Niagara This Week.

technology

Quark hopes to keep - and attract - designers with QuarkXPress 8



By Kevin Slimp
Institute of Newspaper Technology

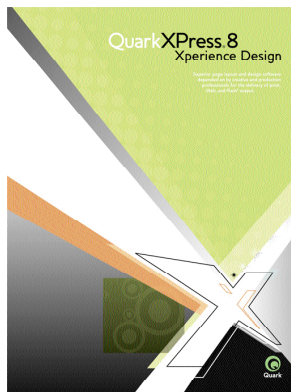
Is it too little, too late for QuarkXPress? I hope not. The more competition the better, I say. Unless it's a competing paper in my market, that is.

The press releases came out recently touting the launch of QuarkXPress 8. When I received an invitation to attend the unveiling of the application in Denver, I really wanted to attend. Unfortunately (well, not really unfortunately - I had a great time in Montreal), I was already booked to speak in Montreal the same day. But I would like to have been there to see if the folks at Adobe have anything to worry about.

On its Web site, Quark promises to make the page-layout and design experience easier, faster and fun. I hope it's as fun as InDesign. Or as easy. Or as fast. If past experience is any indication, Quark needs to make a major leap to accomplish any of the three. I'm pulling for them, though. Software only improves with competition.

Thinking about upgrading to Quark? Purchase version 7 by August 1, 2008, and you can upgrade to QuarkXPress 8 free. Order online at quark.com and receive a 15 per cent discount.

It can't be too much longer until we start hearing rumblings about Adobe Creative Suite CS4. Adobe seems to come out with a new version about every 18 months or so. If that holds true, maybe we'll have new versions of QuarkXPress and InDesign before the year is up. Only time will tell.



And speaking of upgrades, Adobe makes an announcement of its own

Adobe had its own announcement in June: Acrobat 9 is ready for public consumption. I've been involved in beta testing version 9 for the past year and plan to write a full review in the near future. But for the moment, let me share a few morsels to whet your appetite.

- For the first time, Acrobat 9 provides deep support for Adobe Flash technology, enabling users to include Adobe Flash Player compatible video and application files in PDF documents. Recipients simply need free Adobe Reader 9 software to view these files.
- Acrobat 9 also includes the ability to unify a wide range of content into a single document with the new concept of PDF Portfolios. PDF Portfolios enable users to assemble multiple media types, such as documents, video, audio and even 3D objects, into one compressed PDF file.
- Acrobat now comes in three primary flavours: Acrobat 9 Standard, Acrobat 9 Pro and the new Acrobat 9 Pro Extended. The Extended version includes Adobe Presenter software for easily turning Microsoft PowerPoint presentations into multimedia experiences that can be published as PDF files.

More later. I promise.

RecoSoft offers tempting PDF2ID plug-in for designers and ad departments

I recently took a quick trip - well, three hours - to Nashville to have lunch with David Blatner, author of more books than I can remember related to InDesign, QuarkXPress and other design programs. David was in town hosting a Creative Suite Tour event.

While there, we ran into Paramjit Chadha, who manages a software company - RecoSoft - based in Japan. A quick look at its Web site indicates it specializes in PDF conversion plug-ins. Paramjit told me a little about one of his products, PDF2ID, and I knew it was something I would be testing as soon as I could get my hands on it.

First, the good news. PDF2ID allows users to open PDF files in InDesign. Read that again. I didn't say it allowed users to "place PDF files." I said "open PDF files." There's a vast difference.

Like Q2ID (Quark to InDesign) and PUB2ID (Publisher to InDesign) from Markzware (yes, I suspect Markzware might be a little peeved about the similarity in software names), PDF2ID allows users to open PDF files in InDesign simply by selecting File>Open. This immediately opens the PDF file as a native InDesign file, meaning the contents can be moved and edited as if they were created in InDesign.

Now for the bad news. In the tests I did, there was a good bit of shifting when I opened PDF files in InDesign. Most of these were related to fonts that weren't available - no fault of the plug-in.

Over the years I've seen speakers offer classes in PDF correction using Adobe Illustrator. I've never been a fan of this because you can never be sure the text hasn't shifted - or changed - when a PDF file is opened in Illustrator. PDF2ID won't fix all the problematic PDF files you receive from advertisers every day. However, there are lots of times when I wish I could open a PDF file in InDesign to use part of the contents on my page. PDF2ID is a great tool for this.

Would I spend \$249 (US) for a plug-in to open PDF files in InDesign? It depends. Individuals might find this a hefty price to pay for a tool used sparingly. However, a newspaper would be wise to consider making PDF2ID a part of its design arsenal. As always, the decision is up to you.

PUB2ID is compatible with both PC and Mac. For more information concerning PDF2ID, visit recoSoft.com.

