

Publishers to converge on Queen's Park

Community newspaper publishers from across the province will be converging on the Ontario legislature on Wednesday, October 1 for Queen's Park Day.

The purpose of this industry event, being coordinated by the Ontario Community Newspapers Association, is to discuss public policy issues impacting community newspapers. Publishers will be doing just that in meetings with MPPs and Ministers throughout the day. Community newspaper publishers are leaders in their communities and many have strong relationships with their provincial politicians (okay, some can be love/hate relationships). One of the key issues being discussed will be newspapers' participation and role in Waste Diversion Ontario and our commitment to the in-kind advertising program.

To bring greater awareness to our industry, the Day will conclude with a Publisher's Reception at Queen's Park from 4:30-6:00pm. More than 100 attendees, including Ministers, MPPs and their key staff, will network at the event with publishers.

OCNA President Abbas Homayed from Sudbury Northern Life said, "Queen's Park Day is a fabulous opportunity to showcase the strength of community newspapers to our provincial government. Most politicians already understand that community newspapers have an intimate connection with our readers. We want to ensure they understand just how committed we are to our readers and the continued growth and economic development of our communities."

All guest names must be provided to Queen's Park for security reasons. If you plan to attend for a meeting with your MPP and/or the Reception, you must RSVP to Karen Shardlow at k.shardlow@ocna.org, 905-639-8720 ext 232.



Community newspapers will be the focus at Queen's Park on October 1 when publishers meet and greet with MPPs and their staff for this industry-wide event.

Community newspaper election coverage: from slim to slick

By Robert Washburn

J-source Contributing Editor / Professor at Loyalist College in Belleville

Community newspapers across the country are quickly gearing up for the federal election and, as expected, there is a wide range of coverage online.

Taking in to consideration the various levels of time and resources available for each publication, it is interesting to see how differently each presents stories. And

while J-Source is unable to monitor each of the 700 members of the Canadian Community Newspaper Association, I will examine samples from across the country with an eye to exploring some of the strengths and challenges small and medium-size publications face.

When accessing a news media Web site, especially ones related to an election, it is necessary to evaluate them on two fronts: their contribution to democracy/democratic values, and how they contribute to educating their audience in preparation to vote.

Much of what we see in community journalism online so far is the migration of existing content, prepared specifically for the traditional product, transferred to the Internet. This form of online journalism brings with it the old norms and values associated with traditional journalism as it has been practiced for nearly 100 years. Sadly, this fails to address the potential of this new publishing medium online

Community newspapers should always work to localize regional, provincial and

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Technology...

Newspaper pages flipping out online

Media Communications Group (MCG) is promoting its FlipBook product to community newspapers in Ontario, saying it provides an online reading experience that is very similar to the visual print routine of flipping from page to page.

MCG's Alan Arthur is so sure Ontario publishers will love this application for their Web sites that he's providing an online demo for them to upload their newspapers and vertical products to see what they will look like online.

- Some of the features of FlipBook are:
- low price publishing system on the market
- fully featured, all the features of the top end systems at many times the price
- no hosting fees (although they can host if you prefer for \$1 per publication)
- online processing server available 24 hrs a day, all files are sent to your e-mail address within seconds of dropping PDF
- full linking of URLs, images and e-mail addresses
- change backgrounds using their database, use your own image or their colour selection
- search document information
- unlimited zoom (for the fine print)
- download PDF
- add flash pages or partial page components
- no advertising, no subscription or content controlled backend pay per use
- rebrand as your own

FlipBook provides unique publishing solutions for magazine and newspaper publishers as well as manufacturers and or any company in the service industry that produces brochures or newsletters. FlipBook is a one-product, one-solution technology.

FlipBook offers a clean, low priced solution without advertiser headers, sponsored



FlipBook gives readers an experience to read online similar to their print habits with a visual of turning pages.

ads or subscription selling. Other systems may also offer low cost or free digital publishing but somewhere along the road "control" of your brand is lost.

But FlipBook does not stop there. You have the option to host your own files, thus more control for you and less monthly expenditure.

Simply Drop your completed PDF files onto the processor, view them before final processing to ensure everything is okay and then select Get Files and they are sent immediately to the e-mail address on file. These files can then be easily uploaded to your Web hosted site.

Links can be activated (e-mail, Web addresses, pictures, etc) by you in the PDF prior to dropping into the processor, or you can have it done for a small fee. MCG can also help you with interactive and Flash page ads. This has the ability to improve your advertiser's ads by making them

more exciting using Flash. So rather than a static ad, your FlipBook will show a video or perhaps a swirling logo in Flash.

To participate in a demo of FlipBook go to http://mcgdata.com/flipbookprocessor_1.htm. When you place a PDF on the processor, you will see the free preview of the entire FlipBook. But only click "Activate" if you want to purchase the processed FlipBook. When you click Activate, the processor takes away the "demo" warning and hosts it on their Web page and provides the link for you to place on your Web site.

Go to www.mcgdata.com to view other MCG offerings, such as SalesBuilder, AdTracker, BrandChek, AdSource, AuctionSoft, Database Experts, Dbase ProServers, FlipBook, ArtSource, RealtyWeb, AutoWeb, eShopper, Olive Software, Active Daily Paper, Active Archive, and AdLauncher.

Association updates for Ad*Reach and recycling

By Robyn Matravers
OCNA Executive Director



As the summer wanes and we move into the final quarter of the year, we have seen many changes in the marketplace and within our membership. As costs continue to increase (ie newsprint) and revenue starts to decline due to a downturn in the economy, many of our members are restructuring and downsizing in response to these circumstances.

OCNA too continues to make some similar adjustments as our revenue sources change. We have been innovative, while, at the same time, cutting our costs. This year we have introduced double the number of Webinars for our members, launched the Online Training Centre, added the Network Display 2x2 program, and are working diligently for a launch of our Online Advertising Sales initiative this Fall.

With all the many changes, our main goal remains to bring to you excellent programs and services and provide to you added sources of revenue while keeping our costs to a minimum.

Where OCNA Revenue Goes?

Over the years, OCNA has seen fluctuations in our revenue and changes in our revenue sources. Here's a look at the breakdown of our total revenues.

The majority of the revenue generated flows to our members (56%) while only 10% of our total revenue is used for OCNA operational costs.

Ad*Reach Commission Rate increase effective December 1

During OCNA's Board meeting in June 2008, the OCNA Board of Directors made a recommendation to change Ad*Reach's commission rate from 7% to 8%, mainly due to increases in operational expenses and changes in the marketplace.

Historically, this rate has fluctuated ranging from 12% to 7%. This change will be implemented effective December 1, 2008 (the beginning of the OCNA's fiscal year.

Preliminary Stewards' Fees for 2009 - Increase in CNA/OCNA In-kind Contribution

On Friday, September 12, Stewardship Ontario presented the preliminary stewards' fees for the Blue Box Program for 2009. Actual fees will be announced in October but it is expected the numbers will not be significantly changed from the preliminary figures.

Overall there will be a significant increase in fees for 2009, due mainly to the two following reasons:

- 1) Paying the full 50%: Under the Waste Diversion Act, 2002, industry Blue Box Waste stewards are required to pay municipalities 50% of the total net cost of the municipal recycling system annually. However, since the stewardship program began, stewards have not paid 50% of the actual net system cost. The primary reasons were that when the available data were less reliable and complete, agreements were reached to exclude some reported costs,

and because discounts have been applied for cost containment provisions. In the 2009 fees, those discounts will no longer apply and stewards will pay 50% of the verified total for the first time.

2) Increase in the Tonnage Recovered: In 2006, the year on which the 2008 fees are based, Ontario residents recycled more. Municipalities processed an additional 77,000 tonnes of recyclables over the previous year, an increase of 9%. The increased tonnage increased overall system costs.

In addition to these factors, municipalities have made necessary investments in system costs and rising fuel costs have added to the cost spectrum.

In the case of newsprint recyclables specifically, there was a higher increase in recovery than packaging; lower revenue due to commodity prices (lower); an increase due to approved change in factor weightings, offset by partial aggregation.

What does this mean for CNA/OCNA members in 2009?

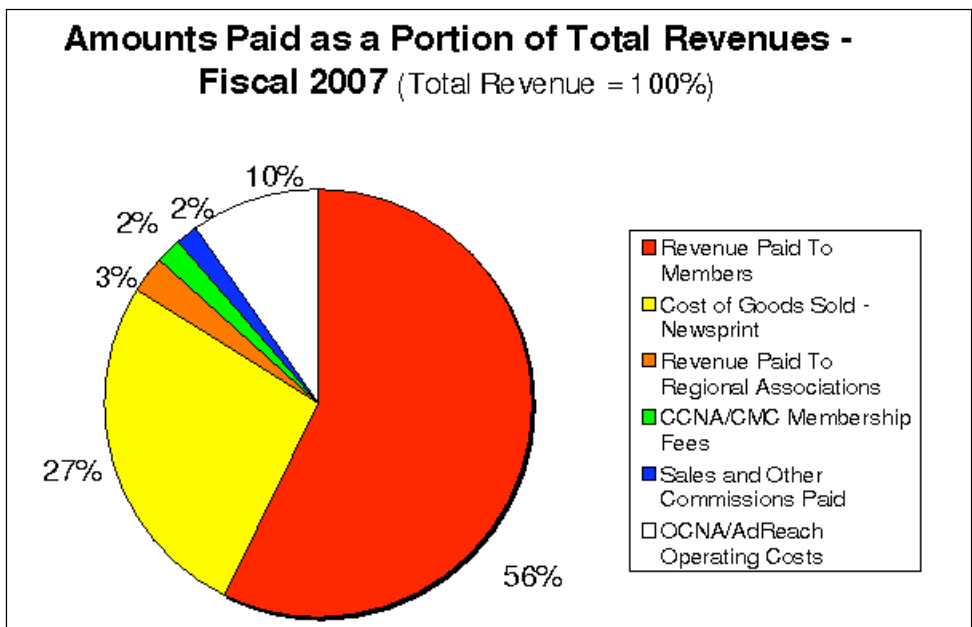
The CNA/OCNA In-kind Contribution will rise from \$1,829,057 in 2008 to \$3,396,745 in 2009 (final numbers will be released in mid-October). Although this is a significant adjusted increase, the good news is that our contribution continues to be paid through in-kind advertising space instead of cash payments---an arrangement that is consistently challenged by the municipalities. CNA/OCNA continue all efforts to defend and maintain this in-kind program for the benefit of our members.

Status Report on Ad*Reach Online Advertising Sales

Thank you to our members for completing our Online Advertising Survey this summer. The Online Advertising Sales project was initiated as a new advertising sales opportunity for Ad*Reach. It offers our members with functioning online properties, the opportunity to reap the benefits of national online advertising.

Working with a New Media Task Force, OCNA developed a system that would accommodate the many differences among our members' online properties and online traffic to those properties. The difficulty was finding an easy and effective system that would work with all our members who have a Web site and banner advertising space. More than 60 of our 320 members do not have functioning Web sites to date.

Continued on page 13...



For all your Training Needs...

OCNA Webinars

Sept. 18 **What you need to know before publishing Letters to the Editor!**
With Media Lawyer Stuart Robertson

To register go to
<https://www1.gotomeeting.com/register/857146364>

Oct 2 **Selling Against Media Competition**
With Bob Berting, Advertising Trainer

To register go to
<https://www1.gotomeeting.com/register/941801082>

Oct 16 **The Elements of a Great Story**

Nov 6 **Revenue Opportunities for Community Newspaper Web sites**

Nov 20 **InDesign**
With Adobe's Sebastian DiStefano

Dec 4 **Police Reporting**
With Rob Lamberti, Crime Reporter for the Toronto Sun

Rates for OCNA members are \$60. For more information contact Karen Shardlow at k.shardlow@ocna.org, 905-639-8720 ext 232

OCN Foundation's Online Training Centre

<http://ocna.protraining.com>

Register online and train at your own pace, 24/7

Sales 101: Intro to Community Newspaper Advertising Sales

This course has been written specifically to train new sales representatives who have no previous newspaper experience. We know you'll love it!!

Photoshop
Web Publishing
Managing Change
Project Management
Excel
Sales and Marketing
Negotiating
Grammar
and many more...

OCNA members have User Names and Passwords to access the system and register. For more information contact Karen Shardlow at k.shardlow@ocna.org, 905-639-8720 ext 232

CNA Webinars

Sept. 17 **Getting What You Want Through FOI with Dean Beeby, CP**

To register go to
<https://www2.gotomeeting.com/register/783392307>

Sept. 24 **Performance management: Getting the best from your team**

Oct. 8 **Managing the moderators of user-generated content**

Oct. 22 **TV Book: New Options**

Nov. 12 **Understanding new libel and fair comment defences**

Nov. 26 **Reverse Publishing: Online to Classifieds**

Rates for OCNA members are \$60. For more information go to www.cna-acj.ca

Technology Webinars with Kevin Slimp

September 17 at 4:00 pm (Eastern):

Finding Problems in PDF Files

Register at:
<https://www.telspan.com/Registration/AnonymousLandingPage.aspx?EventNo=3207>

September 22 at 2:00 pm (Eastern):

Intro to InDesign, Part 2: Working with Graphics and Photos

Register at:
<https://www.telspan.com/Registration/AnonymousLandingPage.aspx?EventNo=3206>

www.braincast.biz/classes.html

Looking for other training topics? Let us know... k.shardlow@ocna.org

Media specialists discuss future of newspapers

As 'The End of the World as We Know It', by REM, blared from the sound system and screen shots of newspaper pages predicting the downfall of the industry filled a screen, a group of consultants, speakers and trainers met in late August to discuss the future of newspapers.

Meeting for more than 12 hours over two days, the group – dubbed Media Specialists Group – thrashed around ideas concerning several topics including the decline of circulation among metro papers, the relationship between legitimate concern for the community and readership, the long-term impact of outsourcing production to foreign countries and the health and future of the newspaper business.

Overall, there was a sense that community papers could survive and prosper in the future, while mid-size and metro papers need to give more attention to creating quality products that are of value to the community. Several participants echoed the feeling of Kevin Slimp, director of the Institute of Newspaper Technology, that

in an effort to improve the bottom line in the short-term, corporate-owned newspapers run the risk of “alienating readers with staff cuts, diminished local news and a ‘watered down’ product.”

The second morning, Media Specialists think tank opened its doors, inviting area journalists to participate. Discussions bordered on emotional when the future of newspapers came into question. When asked about the impending doom of newspapers, design consultant Ed Henninger responded, “I don’t see community newspapers – mom and pop operations – dying. I do see larger newspapers, 30,000 and up, having problems.”

Jerry Bellune, publisher and business consultant from South Carolina, sees changes ahead. “I can see a day when the advertising side of our business might look more like a present day ad agency where we provide, for our clients, customized services that might include direct mail, outdoor advertising and other services they need to survive against predatory competitors. I think the revenue side of the

news business is going to change drastically.”

Bob Bobber, circulation trainer from Florida, reminded the group that print, as an overall industry, is in good shape. “While we all realize that metros are hurting, if you take shoppers, weeklies, magazines, the international press, community dailies and niche publications, circulation is doing just fine.” He went on to add that “the days of 30 and 40 per cent margins are long gone, but a lot of that is going to be replaced by things like alternate delivery, Web sites and whatever else we come up with over the next 10 or 20 years.”

Participants also engaged in a lengthy discussion of newspapers moving from paid circulation to free distribution. Ken Blum, newspaper consultant from Ohio, explained that free distribution really makes sense in an urban market where there is a lot of influx in the population. However, Blum added, “I’ve been to many markets where the weekly newspapers have an 80 to 90 percent penetration. Of course I would never recommend free distribution for

them.”

Slimp shared his feelings that “we will see a significant shift from paid to free newspapers in the next 10 years.”

Several recent surveys were discussed. Some indicate newspaper readership is down in the largest markets. Others indicate sustained readership among community newspapers. Henninger said, “To those who say newspapers are dying, I ask: ‘Are you talking about metro newspapers or community newspapers?’”

Blum responded, “The big companies are in serious trouble. It’s not that many of these papers are not profitable, it’s that they’re not profitable enough to cover the humongous debt load they paid for them.”

Henninger shot back, “Well the question I ask is: ‘Who was the bean counter in the first place who said, ‘Let’s buy all these papers?’”

When asked what they would say to newspapers worried about the future, John Peterson, consultant from Connecticut, replied, “A good local paper is essential to its users – the owner’s manual to the community. Newspapers are a service business. It’s unreasonable to expect them to be successful if you continue to keep taking things away from readers and advertisers.”

Media Specialists Group meets online once a month to discuss topics of pressing concern to newspapers. In addition, it holds an annual meeting at alternating locations. The 2009 meeting will take place in Tampa, Fla.

2008 Ontario Junior Citizen of the Year Awards launched

The ad below is the first of the new year’s program distributed to member newspapers of the Ontario Community Newspapers Association. Your advertising manager would have received the first insertion from Ad*Reach. Please promote the 2008 Ontario Junior Citizen of the Year Awards through advertising and editorial whenever space is available up to the nomination deadline of November 30.

This is YOUR program that OCNA coordinates on your behalf. We strive to ensure our member community newspapers are seen as leaders in

their communities. You are providing a valuable service to your community by recognizing our leaders of tomorrow.

Each nominee receives a certificate of recognition by their local editor. Twelve individuals will be selected as Ontario Junior Citizens and invited to Toronto in the Spring of 2009 to receive their award.

Please include information on your Web site with a link to www.ocna.org so your community can download the nomination forms.

Thanks for letting OCNA serve you.

OUR YOUTH... REACHING OUT AND MAKING A DIFFERENCE

If you know a young person, aged 8 to 17, who is involved in working for community service; a special person who is contributing with their living with a disability; a youth who has performed an act of heroism; or a 'good 100' who shows a commitment to making the world better for others, doing more than is normally expected of someone their age - help us recognize their contribution - nominate them today!

Nominations are now being accepted for the Ontario Junior Citizen of the Year Awards

The strength of our community lies in the individuals. Today's youth are tomorrow's leaders. Nominations will be accepted until November 30, 2008



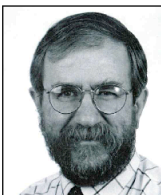
Sponsored by:  Making a Difference Together

Co-ordinated by:  OCNA

ONTARIO JUNIOR CITIZEN OF THE YEAR AWARDS

Contact this newspaper or the Ontario Community Newspapers Association at www.ocna.org or 905.639.8720

editorial...

Beat your own record**Journalists should strive to be like Michael Phelps**

By Jim Stasiowski
Writing Coach

You are Michael Phelps. (Crimes Against Sanity Alert: I am about to tease, twist and torture a metaphor, so if you are the law-and-order type, you may wish to call the metaphor police.)

(Crimes against Sanity Alert, The Sequel: In honour of Phelps, I am going to write and edit this entire column in 50 minutes and 58 seconds, a rip-off of his 50.58-second winning time in the 100 meter butterfly.)

Phelps, the swimming ace, won eight gold medals in nine days at the recent Beijing Olympics. He concedes that he does little other than eat, sleep and swim. He is in such good shape, he could walk up the slope of Mount Everest, do push-ups at the summit, then glide down on his rock-hard abs.

You sit at a desk. You sometimes get winded going for coffee. You recently ate eight Danish pastries in nine days.

But ... you do little other than eat, sleep, interview and write.

You are, or you could become, the Michael Phelps of newspapers.

First of all, the best reporters are competitors. Each day, you battle sources, you battle time, you battle editors. Most of all, you battle yourself.

Let us stop admiring Michael Phelps and start understanding him. He is the best swimmer in the world, a title he could have retained without trying to win eight gold medals. He easily could have won four or five, then come home triumphant.

Instead, he risked his reputation because he wanted to challenge himself.

We don't challenge ourselves enough. When you have a story idea or story assignment, you usually call three or four sources. If they give you what you expected, you start writing. The whole process takes maybe five, six hours, including a lunch break.

Easy, right?

Too easy, in fact. Michael Phelps wouldn't do that. He would test himself, push himself, try his best to stand out. The easy stuff is okay, but it isn't fun. You prove nothing when you write an easy story.

Second, the best reporters are prepared. Phelps has spent 10 years, maybe more,

doing nothing but getting ready. Think of this: He defined his career in nine days. Ten (more or less) years of preparation that culminated in a nine-day test.

How much preparation do you do for any individual story? Most of us diligently tend a news beat - cops, courts, schools, city or local government, sports, business, health, leisure, fashion, etc. - and that beat coverage gives us a sense of well-being, a sense that often becomes complacency.

So a story idea surfaces, and instead of preparing for it, you coast. You think, "Hey, I have to write about the school curriculum, but I've been covering schools for five years. I don't need to prepare. I know all the questions I have to ask. Heck, I already know most of the answers."

Not good enough. Phelps focuses, trains individually for each race. He could coast, maybe even still win, but he wouldn't meet his absurdly high standards.

Third, the best reporters know that writing is lonely, full of the potential for public humiliation. Just as Michael Phelps did, you put your byline on everything you do, and your mistakes, like your triumphs, are there for everyone to see.

When Phelps finished that 100 metre butterfly, the one he won by one-one-hundredth of a second over Milorad Cavic of Serbia, he thought he had lost. He thought that last stroke he took had cost him the gold medal.

The same thing happens to you. You pursue a story, you know it's there, you

fight for it, and you just miss.

It should bother you, but you shouldn't slap the water and blame everything else. You should examine what you did, figure out how to correct it for next time. Phelps loses. He lost the 200 metre freestyle four years ago in Athens. He finished third.

This year, he won the 200 metre freestyle easily.

Fourth, you will encounter setbacks. Phelps' goggles filled with water at the start of his 200 metre butterfly race. While trying to beat the best swimmers in the world, he could not see.

A story that doesn't present setbacks probably isn't very good. At the end of a day (or a career), you will not look back and say, "Geez, I'm glad that was easy." You will look back and say, "I overcame a lot today, I beat the odds, I solved the riddles."

And I just beat Michael Phelps. I did this column in 49 minutes, 37 seconds.

THE FINAL WORD: I often see "reign" and "rein" confused, thanks to their similar sounds and meanings.

A "rein" is a strap used to control a horse. A person who gives up control of something is said to have "given up the reins." A "reign" is power, authority, sovereignty. If a king abdicates, he gives up his "reign." He also may give up the "reins" of power.

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.

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members in the news...



Corriere Canadese's Senior Political Editor Angelo Persichilli, left, with Harper and Multimedia Nova's President and CEO Lori Abittan.

Prime Minister Harper visits Multimedia Nova Corporation

On September 10, Multimedia Nova Corporation (www.multimedia.nova.com) welcomed Prime Minister Stephen Harper to its offices. OCNA member Multimedia Nova owns and produces over 25 publications in a number of languages, including Toronto's Town Crier group of newspapers, the Italian daily Corriere Canadese/Tandem, and a number of weeklies, including Vaughan Today, the Hispanic Correo Canadiense, and the Portuguese weekly Nove Ilhas.

"I believe it is very important for our political leaders to connect and engage all Canadians at all times and dismiss the notion of cultural boundaries - the New Mainstream™ has none. Too many Canadian political leaders engage the cultural dimension only at times - this approach is exclusionary of many Canadians who want to be and are engaged. Mr. Harper has visited in opposition and as Prime Minister; his government continues to develop its relationship with the widest audience in Canada," remarked Lori Abittan, Multimedia Nova's President and CEO.

Multimedia Nova also operates Diversity Media Services (DMS) www.diversitymediaservices.ca, a conduit for major advertisers who want to reach Canada's new mainstream media and multicultural community. DMS accomplishes this through a sophisticated network of 200-plus partner publications, radio, television, and online properties with a national reach of more than 3 million unique households in over 40 languages.

Harper was interviewed by Corriere Canadese's Senior Political Editor, Angelo Persichilli's. To read the interview published in English and Italian, go to <http://www.corrieretandem.com/viewstory.php?storyid=8598>
<http://www.corriere.com/viewstory.php?storyid=78784>

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The Stealth Genocide

By **Madina Gusalti**

with Jeffrey Morris, Manotick Messenger

Madina Gusalti is a journalist from South Ossetia who arrived in Ontario on the afternoon of Fri., Aug. 8 to visit a classmate from university in Germany. She had asked to come and work at the Manotick Messenger for a few weeks to see how a Canadian community newspaper operates, but just hours before arriving in our community, Georgian soldiers had invaded her homeland, destroying homes and murdering innocent women, children and the elderly. Among the 2,000 slaughtered were her uncle and two cousins, killed by a Georgian soldier who found them and tossed a grenade into their hiding space. It is the third time that South Ossetia has faced an ethnic cleansing at the hands of the Georgian government, but it is a story that the western media has either ignored or denied. This is her story ~ a story of her people and their culture, their hope, their horrors, and the genocide that the world refuses to see.

Look at the moon every night, and I wonder. This moon that I look at every night while I am visiting here is the same moon my people in South Ossetia look at. Here, it is a beautiful moon, surrounded by stars. I see airplanes flying below it on their way to the Ottawa airport. But to the people in my homeland, this same moon is looked upon differently. It is a moon of fear. It is a moon that tells us it is night time ~ a time to be afraid of what may happen in the night. Ossetians do not have time to study the moon's beauty, but they wonder if they will see the moon tomorrow night.

Like there is another side of the moon, there is another side to the story that has been

unreported by the western media. This is the story that 500 million Eastern Europeans know, but one the media has kept away from Canadians and Americans. The story you have heard is that Russia invaded and occupies a sovereign nation. The truth is both far more simple, and far more complex. This is the story of my family and my land.

They died without reason in their beds on the night of August 7. On the eve of the Beijing Olympics, while the world waited to celebrate the opening ceremonies in front of their television screens, the first of hundreds of artillery shells smashed through their ceilings, incinerating children and parents in their beds. They destroyed furniture, family photographs, heirlooms - everything that could burn, along with the overall sliver of security the people believed they finally had. The shells rained down without warning. There was no time to escape or defend. By morning, 2,000 Ossetian people lay dead.

Two days earlier, these people sat in front of their televisions and watched the president of Georgia professing his love of South Ossetian people, promising them continued safety in the territory they reside. This message was supposed to be the commencement of peaceful negotiations between Georgia and South Ossetia. This message proved to be a deceptive ploy, a communique unobserved by western watchers, facilitating this surprise evening attack.

The heavily-equipped Georgian army entered the town of Tshinvali, executing an operation that had been planned since 2006, code named 'free field'. The secret operation was uncovered in documents from a small



Madina Gusalit

Photo by Mike Carrocetto

group of Georgian soldiers, recently captured by Ossetian civilians. The military operation called for the quick and efficient destruction of all homes and their inhabitants; predominantly children, women and the elderly. My grandfather escaped the city the morning of August 8; woken by the Russian Army who had entered the region to protect citizens, like my grandfather, from the invading Georgians. It was not an invasion by the Russians, it was a defensive action that was made in the nick of time. 'No people, no problem' was already the longstanding motto in Georgian politics, made famous by the most famous Georgian in history, Stalin. I am guessing these words are still relevant in Georgia. The Georgian military orders were clear - no one was to remain.

My grandfather was the lucky one. He survived. That same night of Aug. 7, I lost my uncle and both of his daughters - my cousins. They were murdered by Georgian soldiers in their home in the middle of the night, less than 24 hours after the Georgian President had promised peace.

In 1992, the parents of my uncle were murdered by soldiers in Georgia for no other

Continued on page 9...

Looking for a new column?

Weekly column 'Heart 2 Heart' is researched based and focused on relationship issues. It has a wide appeal to people of all ages who are interested in the personal dilemmas of others and in learning new information. It has been published weekly in

The Chronicle Journal in Thunder Bay for over ten months and has received very positive feedback.

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

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

Author Marsha Reinikka is a graduate student who is currently doing research for the Northern Ontario School of Medicine. She has been organizing singles events (including a matchmaking service) and getting familiar with situations that relationships typically experience. Contact her at mreinnikk@shaw.ca to see samples of Heart2Heart.

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.

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Media attention needed to resolve crisis

...continued from page 8

reason than because they were South Ossetian. They were killed in their home. They were Ossetian by blood, but lived in Georgia in the home their family had owned and lived in for three generations. They were shot at point blank range, executed in front of their children and two grandchildren both under five years of age. They were all told, before the trigger was pulled, to watch closely, 'This is what we do to Ossettians in Georgia'.

Over the years, many of my family members have fled the South for the North. One evening in 1991, my aunt (my mother's sister) and her two daughters fled Georgia to North-Ossetia in the backseat of an old Ziguli brand car, hidden under potatoes, motionless, and barely able to breathe. The car was driven by an ethnic Georgian, who passed through numerous military checkpoints under the guise of transporting the produce to a distant market. The Georgian man risked his life for my family. He saved their lives.

During the war from 1989-92, South Ossetia lost almost half of its population. Thousands of people had to leave their homes and thousands of refugees travelled through the Caucasus Mountains to North Ossetia for refuge. Tshinvali, the capital of South Ossetia, still has not recovered. Even after 16 years there remains no municipal water system, and electricity is barely intermittent, coming from fuel powered generators. Food is available, however, unfortunately food exists for the same reason the region was so easily attacked by the Georgian army two weeks ago - all the males are gone. Forced to leave for employment, they earn money as migrant workers in Russia and other CIS regions and send money and food back from North Ossetia.

I want you to know that the civilian people of Georgia don't want war. They are simple people, who in that sense are no different from the Ossetian people. I hold no grudge or hatred toward them. I tell this story as I lived it. This is a war of politics and economics; a war of geography and



Madina Gusalti was named 2006 Ossetian Woman of the Year for developing awareness of the Ossetian language and culture throughout Europe. This is the magazine cover for her award.

egos. The people who are caught in the middle are the ones who suffer. When innocent people die, resentful people are born. This is why the conflict must be resolved while a few remain on both sides who have still not been completely jaded by war. Peace must be built for both sides.

Three genocides have already been committed against the Ossettians by the Georgian government. Why does this remain unreported? Why hasn't the Ossetian story been heard?

The Russian army did not invade Georgia. They entered South Ossetia to force out the invading Georgians who were in the process of killing the remaining Ossetian people. If the Russian army had not arrived within 12 hours of Georgia entering South Ossetia, the 2,000 dead would clearly have been more, and the culture and people erased from the region forever. Later, the Georgian army

admitted they never anticipated the Russians to arrive so quickly, having estimated their undefended attack could last for days before any resistance would appear.

The population of South Ossetia is roughly 80,000. Obviously, a population of this size commands a very small audience on the world stage; therefore its voice is rarely heard. The territory is surrounded by Georgian land. The territory is not sovereign, nor does it form part of a supportive nation. It remains alone. The people hold no citizenship to their land. Over time, they have gradually been granted Russian passports even though the land is not Russian. Without these papers, they remain hostages to their land. Imagine living in a land where you can't leave because, legally, your citizenship does not exist. Ninety percent of the South Ossetian people hold Russian passports, and as a result, Russia considers it their responsibility to defend these people against aggression, which is where this conflict stands.

It is a personal shame that the world hears only about my land in connection with conflict and war. It is a pity that in today's time of open international politics, with hundreds upon hundreds of international organizations, who are tasked to grapple with these issues, that truths still remain untold and voiceless people continue to suffer.

The world turns on its televisions, they see smoke, rubble, tanks and soldiers generally in barely identifiable military fatigues. The newscaster flashes unpronounceable names and cities, but the story is never completely explained. The connections and backgrounds behind the conflict and the people who have died, will die, and those who must carry their memory, are an afterthought.

It is a pity that in the time when the free press defends freedom, the truth and story of these people's lives still remains untold.

This is the picture of my land - South Ossetia - that you have come to learn. What I want you to remember is that the story of these people continues to be untold and,

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Editorial...

Online election coverage needs audience interaction

...continued from page 1

national stories. The Kamloops Daily News in B.C. did a brilliant job as it faces two elections this fall – a mayoral race and the federal one. One lead story focuses on the municipal politician's concerns over voter fatigue. It will be interesting to see how it is going to use its resources over the next few weeks considering the number of potential news stories, candidate profiles and other related information it could generate for readers.

Also interesting is how editorial writers at the paper were quick to jump on the federal election. Perhaps because opinion columns are often easier to write than full stories, the editorial chastised Prime Minister Stephen Harper for a staged press conference with the Wong family on the first day and a columnist wrote a lighter piece comparing the American election coverage to the Canadian media; bemoaning the lack of sensationalism found in the United States.

Northumberland News in Oshawa ON, which started with so much promise, has all but dropped its coverage down to the bare minimum. The candidate profiles are gone and no links to be found. There is no special election section, but there is a dedicated election blog being maintained by one reporter.

This phenomenon is technology-related in many cases. Using a content management software system, stories are often presented hierarchically with the most recent news pushing the rest down. Depending on how many stories are displayed on the site, older material quickly disappears and depending on how the news organizations handles its archival material, this can be lost to readers. Some sites allow full access to archives, while others can store access to one week or even one day. In some cases, accessing these back stories may require a fee. While not user-friendly, it is another way to generate revenues.

However, for an election it would be useful and more democratic to help voters by allowing all election information to be posted and available for the length of the campaign. (In a perfect world, there would be past elections and the stories for the incumbents' past term.)

Sadly, there are still some publications that have not even posted election news. The Compass, serving Conception Bay/Trinity, NF has nothing. Yet, smaller community newspapers with just one or two staff can hardly be blamed. With a mandate to serve the community, highly local events may take precedent.

Some media chains combine several newspapers into a single Website portal, as is the case for newsdurhamregion.com, which posts newspapers from Whitby to Clarington to Port Perry, a very large coverage area just east of Toronto. This site contains a very slick election section full of coverage ranging from recent news stories to riding profiles. It also presents related links within the site for each story and a social networking feature allowing stories to be shared via Facebook, MySpace, Digg and other similar Web sites. There are comment features for each story and a poll, asking whom readers would vote for in the election. There are election blogs for each newspaper, written by reporters.

Break away from the 'shovel-up' form on online news for the election

The Moose Jaw Times Herald SK also has a separate election section within its site, using Canadian Press wire stories along with local content. It contains many similar features as durhamregion.com, but its comment feature appears to be far more actively used. A nomination story had 11

comments within 30 hours of posting. The other sites had no comments.

One major feature lacking across the board is audience interaction. There is no place for voters to suggest topics for coverage or issues they feel are urgent. Considering how limited these news organization are in terms of staff and time, it would make a lot of sense to identify these strong community-based ideas and run with them.

To break away from the 'shovel-up' forms of online news, a new mandate should be considered. Rather than online journalism, let's call it e-journalism. And rather than practice old norms and values, let's consider some new ones. We need to remove the old hegemony between audiences and news, where our job was to inform, explain and interpret. Instead, let us try to educate, engage and empower our audience.

If we do this, then we will automatically enhance our public service and strengthen our role in the democratic process. Otherwise, we just fall into the old ways of covering an election, which fails to excite and involve our audiences or contribute to civic life.

This is the yardstick we should use to measure media during this election.

Finally, in that same vein, since it is so hard to cover all the community newspaper Web sites across the country, if anyone sees an interesting site or something spectacular, please pass it along so we can all have a look and discuss what is going on. Robert Washburn <rwashburn@eagle.ca>



Water Cooler

- **Kawartha Lakes This Week** welcomed Barbara-Ann MacEachern to its newsroom in June after her college internship turned into a job! Barb is the newsroom's multi-media reporter, editing video and posting stories online. While she teaches longtime reporters Mary Riley and Catherine Whitnall new technical skills, they are sharing tips on how Barb can become a better reporter.

- **Peterborough This Week** sports reporter Todd Vandonk married his sweetheart Shannon Gutoskie on Aug. 23. Shannon works at CHEX-TV so theirs is a media marriage made in heaven. Congratulations

- Connie (White) Tabbert is now working part-time for the **Cobden Sun**. She vacated the editor's position, which she held for five-and-a-half years so she could spend more time working alongside her husband Tim on their Foresters Falls farm. The couple married June 21. Jake Davies is the new editor, effective September 2.

Keep Us Posted!

We want to share your news with your peers. Send your updates and articles to anne.lannan@ocna.org

technology...

Adobe Acrobat 9 upgrade too good to be true



By Kevin Slimp
Institute of Newspaper Technology

Okay. Stop what you're doing. Seriously, stop. What I am about to tell you is worth a few minutes of your time.

I get software upgrades constantly. Designers and paginators salivate when they come by my office and see all the software on my desk.

Right now there is a glut of products from Adobe, Extensis, Subrosa, Quark and a few others lying there. Sometimes I have to force myself to look at another upgrade. But that's what I do. And I don't take this duty lightly. So, against all natural tendencies, I keep inserting those disks and installing those new versions. And a day like today makes it all worth it.

Could any product be worth this build up? Yes, it could. Adobe Acrobat 9 Pro has impressed me once again! How can it be? Has it really been 15 years since I created my first PDF file? Has it been 14 years since the first full-colour PDF, a Frank and Ernest comic strip, was printed in a building behind my office? Has it really been 13 years since the first newspaper, printed totally from a PDF file, came off the press? I must be getting old.

You might remember my review of Acrobat 8 Professional last year. I was blown away by the "fix-up" capability added to the preflight function. You may remember that this tool allowed users to fix specific problems in a PDF file.

These included removing OPI information and converting the PDF, among others. A few of the solutions didn't work as well as I had hoped. One, meant to convert all colours to grayscale, tended to miss colour in EPS files. A few others had similar problems. That was okay, though. The ability to find and remove OPI information and convert the PDF version with the click of a button more than made up for any problems.

In my review, I mentioned there were a couple of new features I hoped for in version 9. One was the ability to convert all colours to CMYK or grayscale with a simple click. The other was the ability to convert text to outlines. As I live and breathe, I think Acrobat Pro 9 has done it!

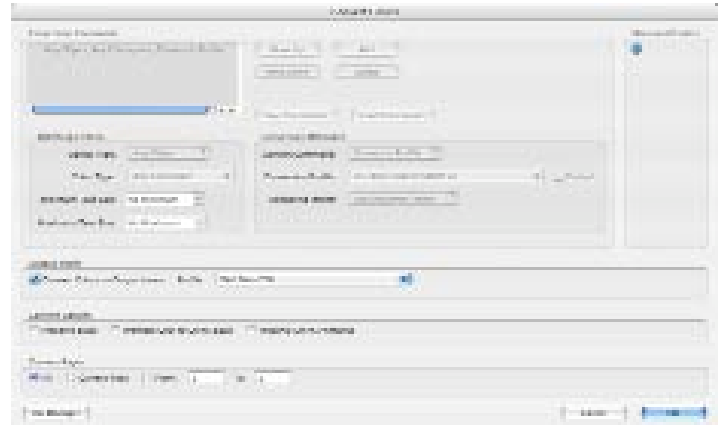
We'll get to the text conversion when I have more time to devote to that feature. For now, let's look more closely at colour conversions.

Initially, I tried using the colour fix-ups in the preflight area to see if they worked. You have a lot more control over which

colours to convert, but colour still snuck through when I chose the 'Convert Colour to BW' option.

There's good news. As in previous versions, I could still use Ink Manager to convert the spot colours to process. But I was looking for a method to convert all colours to process or grayscale with the click of a button. I found it in the updated 'Covert Colours' command.

First, I instructed Acrobat to convert all colours to gray, with a 25 per cent dot gain. Mission accomplished. Next, I opened an



Using Acrobat 9 Pro's Convert Colour Tool, users can convert all colours in the document to CMYK or Grayscale.

RGB photo in Photoshop and converted it to an RGB PDF file. I opened the PDF in Acrobat, selected 'Convert Colours to Output Intent', and then selected 'US Web Uncoated' as my output intent. You guessed it. The photo instantly converted to CMYK.

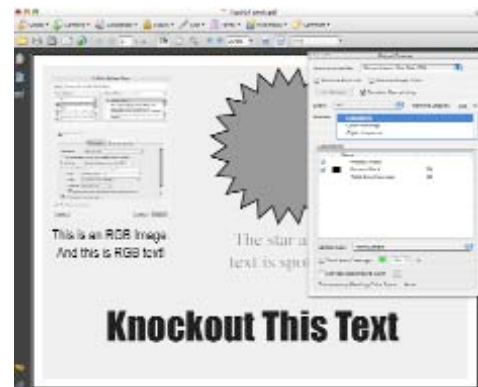
Finally, I created a document in InDesign and purposely included plenty of spot colours, RGB items and a photo saved in RGB. Yep, it worked like a charm. I almost leapt out of my seat when I checked all the items and found they were now in process colours.

One other feature I really grew to appreciate as I tested version 9 is the ability to quickly select single fixups from the Preflight menu. For instance, if I wanted to be sure black text overprinted, I would simply select 'Set Black Text to Overprint' from the fix-up menu.

Do you want to know what I really think about Acrobat 9 Pro? It's too good. It's getting too easy to check PDFs for problems and fix them. I'm not sure how I'll spend all my time now. And now it even has a fix for those pesky CID fonts. Well, at least I have something to teach until Acrobat 10 is released.



This PDF file was purposely filled with RGB images, spot colours and other colour issues.



This PDF file was converted from colour to grayscale using Acrobat 9 Pro's Convert Colour Tool.

members in the news...

Ethical Case Study for discussion at your newspaper

It's a pretty fall day, and one of your photographers wants to take a seasonal photo. He decides to shoot a colourful maple tree on a suburban street, and for added visual interest he includes children riding by the tree on their bicycles. The picture is beautiful. But it's law in Ontario that bicyclists less than 18 years old must wear helmets, and these kids aren't wearing them. You don't know their ages (or names), but they look to be younger than 18.

As editor:

- You run the photo with no reference to the lack of helmets. After all, it's a weather shot, not a safety lesson.
- You run the photo, but explain in the caption that it's likely these children are in violation of the new law.
- You don't run the photo. Debate it with your editorial team.

Case Studies provided by the Ontario Press Council.
www.ontpress.com

Did You Know?

Why do some printing inks smudge easily (like newspapers) and others usually don't (such as books)? It's a combination of the ink, the paper, and the printing method. Printing inks are oil-based but they use different types of oil. Some oils dry faster than others. Some print jobs are heated or allowed to dry long enough to prevent smudging. When having something printed, talk to your printer about the type of ink, the paper, the printing method, and the "smudge factor" used in desktop and commercial printing.

Orville Wright started a printing business when he was 15 years old and was running a weekly newspaper by his junior year of high school.

Thomas Edison published the first newspaper ever to be set and printed on a moving train.

Seed Catalogue on display at the Smithsonian Institute in Washington. The first colour seed catalogue lithographed in North America was printed in 1920 by Donnaly Press in Saratoga, Pennsylvania, for the company now known as Stokes Seeds of St. Catharines, Ontario.

Source: Pica 19 from the Mackenzie Printery & Newspaper Museum. The Printery has produced a DVD by Don Black that makes a great gift for \$10. It features the Museum, Don Black's Linecasting Seminar and Collection, Albion Platten Press, Wood Engravings and Type, C4 Intertype, Heidelberg, Handsetting, and Vandercook. 905-262-5676

E-MAIL TIPS

CREATE E-MAIL ADDRESSES FOR EACH DEPARTMENT, EG EDITOR@ ADVERTISING@ PRODUCTION@ ETC. THIS WAY AS STAFF CHANGES, YOU WON'T HAVE TO UPDATE ALL YOUR CONTACTS AND MISS IMPORTANT MESSAGES.



Webnews Printing hosts technology training

Dave Nguyen (directly above) and his team at Webnews Printing in Toronto hosted a technology training session with Kevin Slimp of the Institute of Newspaper Technology. The customer appreciation event earlier this month drew staff from more than 30 newspapers who eagerly soaked in all that was covered. Slimp told us the day was "incredible".



Earning online revenue for newspapers

...continued from page 3

The new online advertising program will be administered through Ad*Reach using our AdLine System which we currently use for sending our print advertisements to our members. New upgrades have also been made to our software to accommodate the processing of online advertising sales.

The Online Advertising program will be implemented in stages, adding more advertising opportunities and new members as the program develops. We are now in the process of reviewing the surveys and will send to the publishers shortly information material about the program along with a recommended pricing structure and sign-off form.

In a brief overview, this new program will begin with a 30-day rate for the Leaderboard banner size advertising space (recommended size 728 x90 pixels). Each participating member will have a price allocated to the leaderboard banner; however, the program will be sold by Ad*Reach in a zonal format. Thus a

national advertiser will be able to purchase one or more zones that will allow their advertisement to be viewed in several members Web sites for a select period of time---also ensuring that their ad will be viewed by a collectively large number of unique visitors and have an appealing number of page views.

Members will receive payment for their specific allocated amount from the total buy once ads have run and prof has been submitted. This arrangement will allow members with low traffic sites to receive a higher payment than they would receive if they were being paid by the number of impressions an ad receives. This national

online sales initiative will complement our members' local online advertising sales initiatives and all ads will be Run of Site (RoS)-- meaning they will fill any banner space available on the site that is not already sold.

Participating members will receive more detailed information soon.

In the meantime, I would like to direct members to the Interactive Advertising Bureau (IAB) site for information on online advertising sales trends, interactive advertising guidelines including online advertising sizing, and information and definition of various new media terms. It is a very useful site! www.iab.net

Mark your calendar
Friday, April 17, 2009
OCNA Spring Convention, Trade Show, Career Fair,
and Better Newspaper Awards Gala
 Toronto Bloor Yorkville Marriott

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:

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- * 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

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

<http://ocna.protraining.com>

Ossetians strive to maintain their language and culture

...continued from page 9

therefore, continues to suffer in the dark. The country's struggle has now been lost in the international political battle between Russia and Georgia, a battle which receives far more attention than the 80,000 voiceless souls who live within a territorial line that has become the background for the news stories you see and hear. For the last 80 years, South Ossetian people have lived for peace, freedom and autonomy. They have again paid a very high price for their hopes - they paid with the lives of their children, mothers and grandparents.

History of Ossetia

Ossetia is the country of the Ossetians and lies in the Caucasus, nestled between the Caspian and Black Seas. Today, the country is divided politically into two different areas, bordering on each other's regions and belonging to the different states. North Ossetia-Alania is a part of Russia, South Ossetia is an internationally-not-approved separate republic in Georgia. The Ossetians are descendants of Alans and the Sarmatian people, an old Iranian nomadic group which moved approximately 5,000 years ago from Persia into the Caucasus.

The culture of Ossetians is unique. The language of Ossetian is threatened with extinction and is, hence, a sign for the today's history and above all a unique spring for the linguists. South Ossetia has an old and unique culture, and it even has its own religion. The Georgian government wants to eradicate the culture and the language, refusing to allow the language into schools. People even have to change the spelling of their surnames to a Georgian name to get jobs. The South Ossetians are proud of their language and culture, and want to preserve it.

King Arthur was a Scythian warrior, or that Alans left, everywhere in Europe, their tracks of sophisticated culture, inspiring scientists over and over again. This identity and culture is what

the Ossetians have tried always to preserve.

Georgia-Ossetic conflict

At the end of the 20th century, the breakdown of the communist regime in Eastern Europe created several bloody and unforgotten ethnic conflicts, one of these remains the Georgian-Ossetian war.

The autonomous status of South Ossetia was granted in 1923 in the Georgian Socialist Soviet Republic. Near the end of the 1980s, Abkhazian and Ossetic nationalists started to seek more autonomy. The communist regime, particularly that of the Soviet Union, has consistently tried to manage and accommodate the national and ethnic differences between the people of region. Now free from communist doctrine, the Georgians, although having originally granted Ossetia autonomy, have continued to remove this right of free rule and cultural independence of the Ossetian people. This explains the suppression of the Ossetian culture and language, as explained above.

The Georgians brought instability into the territory in order to drive the people from their land. They persecuted the Ossetians through looting, killing of cattle, burning of crops, and have instilled fear in the people through extortion.

From 1918-21, the first suppression of the Ossetian people began. It was at this time that Ossetia's national language was first forbidden. The only language to be spoken was Georgian. All Ossetian people were forced to change their names to Georgian names. The people became 'guests' in their own land. The houses of Ossetian and Abkhazian people were burned. The Georgian army threw the small children, old people and pregnant women off cliffs, which are plentiful in this mountainous region. They burned thousands of towns and villages and, within days, 5,500 people were killed. After three weeks, the first purge of South Ossetia left the territory nearly

bare. It was at this moment that South Ossetia was granted autonomy in Georgia.

Currently, the Georgian government continues to call itself a democratic sovereign nation, safe for its people and neighbours. Georgia does not call its actions genocide, they call it war. But a war is between two armies, not between an army and a nation of women, children and the elderly, who are killed in their sleep. There are very few men in South Ossetia, as most are away working in Russia.

For several decades, the South Ossetian government has tried to achieve the status of a sovereign state. I, and my people, want no war. We want to live with our neighbours in peace. We want a state where there is no fear of repercussion; where we can live proudly in a country that allows its people to have its history and culture. Never again do we want tears. Never again do we want grief. There is a new hope for peace and freedom, but it is a pity that so many people had to die for this dream.

It's difficult for some to understand what our people are going through and how we feel. Canada is beautiful, and everybody in your community has been wonderful to me. Canadians are a lot like Ossetians. Our countries are beautiful and our people are friendly. The people I have met are proud to be Canadian, just as we are proud to be Ossetian.

In Canada, however, people can stop and enjoy the beauty of their country. In Ossetia, there is no time to enjoy the beauty of the land. We stay home, and when we go out, we are afraid. We cannot stop to see how beautiful our country is. We just do what we

have to do, and then we go home as quickly as possible. The people are angry and upset and afraid. They don't know what the next day will bring. Ossetians are, culturally, a very loud and happy people. In the evening we would celebrate life. There would be guitars being played on the streets and people would be happy, dancing and having fun.

But the biggest difference I see is with children. In Canada, the children laugh, play and smile. They even cry. In Ossetia, we have a generation of children who cannot be children. They may not understand politics, but they know fear. I want that to stop. I want the children - both Ossetian and Georgian - to have peace and to have hope. More than anything, I want the children to have the same childhood I had in Ossetia. I want them to laugh and to cry and to smile and to dance. I want them to be children. But that is a dream. Right now, a bigger issue is that women are afraid to even have families. What kind of violent world would we be bringing children into?

And at night, I want them to look up and see the moon, and I want them to feel what I am feeling when I look at it here in your homeland.

Madina Gusalti is currently completing her PhD in Politics and Languages at the University of Hamburg, Germany. She is an active member of the NGO, non-political group that promotes cultural understanding within the Caucasus region, as well as the Ossetic and Georgian Diaspora 'Alanis'. She was named Ossetia's 2006 Woman of the Year for her work in developing awareness of the Ossetian language and culture throughout Europe.

OCNA Better Newspaper Awards

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on October 1, 2008

Entry Deadline is October 31.

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at the Toronto Bloor Yorkville Marriott.

marketing...

Eat the Press...
Words that are good for your brain and your belly!

DAILY SCOOP
101 recipes using Granny's Alphabet Soup

What would you do if your dog ate alphabet soup and suddenly started to speak? Well, you'd have to have conversations with her. Local newspapers provide plenty of good subjects to talk about like community events, people and places!

MARTHA SPEAKS
It all starts with newspapers. This message is brought to you by the Newspaper Association of America.

PBS KIDS

'Martha Speaks' Newspaper Literacy Ad

'Eat the Press...Words that are Good for your Brain and your Belly!' Martha Speaks™ appears in a new filler ad courtesy of PBS and the NAA. The ad features the loquacious canine Martha, and her friend and caretaker Helen reading the Daily Scoop below the tagline: 'Eat the Press...Words that are good for your brain and your belly!' The copy continues below: 'What would you do if your dog suddenly started to speak? Well, you'd have to have conversations with her. Local newspapers provide plenty of good subjects to talk about like community events, people, and places!'

Download ads from www.naa.org

Barbie

THE KINGDOM CHRONICLE
BARBIE AND TERESA
DISCOVER A NEW WORLD

When Barbie™ and Teresa™ want to know about the exciting adventures that happen every day, they read a newspaper!

A newspaper is a great way to keep up to date on the discoveries of the world.

YOUR LOGO HERE

Barbie
It all starts with newspapers.

Newspaper Association of America

Barbie Newspaper Literacy Ad

Barbie appears in a new filler ad courtesy of Mattel and the Newspaper Association of America. The ad features Barbie™ and her new friend Teresa™ posing with The Kingdom Chronicle above the copy: 'When Barbie™ and Teresa™ want to know about the exciting adventures that happen every day, they read a newspaper! A newspaper is a great way to keep up to date on the discoveries of the world.'

Place your newspaper's logo in the specified area on the ad, and run it as filler, or give to a local school in poster format. Download different sizes as well 'Martha Speaks' Newspaper Literacy Ad

No photo? No worries

By Ed Heninger
Design Consultant

Yours is a small daily newspaper and your emphasis is local, local, local. You can't afford a wire photo service—and even if you could, you'd use that money to hire more help.

In short, you've made the commitment to strong local news coverage—and if that means you're going to have the occasional type-heavy page, well...so be it!

So, how do you create readable inside pages that carry a lot of news...and no display photography?

The answer lies in a paradigm shift: Instead of bemoaning the fact that there's no photograph, we redirect our focus to those elements we do have. We concentrate on spacing. Structure. Typography. Most of all, typography. After all, if we're going to have a page full of type—we'd better get the type right!

Some points to consider:

NO SEA OF GRAY: Just because there's lots of type on the page, there's no need for that to become a dull, gray mass. When we run a story that's extra long, of course, the waves of gray begin to heave and swell. But those swells disappear if we keep our stories short.

BRIEF IS GOOD: Creating a briefs package can go a long way toward helping break up the page. Although each item is brief, readers can pick and choose which they want to read, making the page less of a chore and more of a choice.

INFOBOXES: Key facts culled from a story can help bring attention to the package—especially if you use a

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The page at right doesn't have the same impact as the page at left, but it is uncluttered and easy to read.

screen behind the box. When you use the screen, keep it light—about 10 percent black should do. And make sure the type in the infobox is sans serif so it's easier to read against the screen.

PULLOUTS: A good quote is a sure-fire hook to get readers into a story. On a photo-less page, the use of a couple of pullouts can add visual interest to select packages.

STRUCTURE: When we have a page full of type, there's a strong temptation to "break up the page" by running packages in varying type widths. Avoid overdoing this or you will, indeed, break up the page, making it a confusing agglomeration of type widths. The three different widths in the illustration are pushing the page just about to the limit.

SPACING: Keep spacing open and consistent throughout the page. This helps to hold packages apart and give them their own place.

MUG SHOTS: If you got 'em, use 'em—they bring at least a small note of visual interest to an otherwise gray area of the page.

Just because a page has no display photos, it doesn't mean the page has to be dull—or difficult to read.