

# news clips

<http://members.ocna.org>

VOL. 20, NO. 7

## OCNA says farewell to Bill Laidlaw

To OCNA Members:  
The Board of Directors of the Ontario Community Newspapers Association wishes to announce the departure of Executive Director Bill Laidlaw, effective immediately. Bill was hired last August to mainly manage the transition of Ad\*Reach to a national sales organization, with some attention to lobbying government, adding Human Resource Services to the list of association programs, and to increase

sponsorship funds. After other regional associations withdrew from the national sales initiative, therefore leaving national sales as an OCNA fixture, the Board has opted to re-focus its attention on the continued growth of Ad\*Reach business for our member newspapers. The



Board will now begin the process to assess member needs, both short- and long-term, and search for suitable candidates to continue to lead the association. We wish Bill the best in the future and thank him for his efforts with OCNA.

If you have any questions, feel free to contact any member of the Board of Directors. Their contact information can be found at [http://members.ocna.org/AFS/Board\\_of\\_Directors\\_Staff/Board\\_Directory2006.pdf](http://members.ocna.org/AFS/Board_of_Directors_Staff/Board_Directory2006.pdf)

Sincerely,  
Mike Williscraft  
OCNA President

## Cancer claims veteran community journalist

**By The Orangeville Citizen**

Community journalism has lost one of its giants, with the passing of Herb Crowther, 66 at the end of June. A native of Kirkland Lake, Crowther was involved in Community Newspapers for more than 40 years, having started with the Kirkland Lake Daily News when he was 24 and remaining at the helm as advertising manager for Orangeville-based Claridge Community Newspapers Ltd. at the time of his death from cancer.

His son Rob says that after spending about two years with the Kirkland Lake paper, then owned by the Thomson chain, Crowther moved south to join the staff of a Port Credit weekly, where he remained for several years before being appointed advertising manager of the Mississauga News. From there he went to Milton, where he spent 18 years as advertising manager and publisher of the Canadian Champion, which had become part of the Toronto Star's Metroland chain of community papers.

Rob says it was in late 1987 that his father decided to go out on his own, founding Oakville Today as a competitor with the Metroland-owned Oakville Beaver.

Rob, who acted as circulation manager for the fledgling weekly, says it was "hard to compete with the large chain paper. But I feel we were doing well. Dad really had a

way with people and he knew how to sell advertising."

At one point, Magna International's Frank Stronach joined with Herb. "At the time he was thinking of starting his own chain of papers," Rob recalls. "But then came the recession and Stronach dropped out."

Without the needed financial backing, Oakville Today folded, "and Dad had to start all over."

In 1990, he got a job with the then Thomson-owned Orangeville Banner but parted company in 1991 when the chain's Toronto head office wanted him to fire an employee and he felt such treatment was undeserved.

At the time, the rival Orangeville Citizen was looking for a 'national' advertising representative, and Herb was quickly hired, spending the remainder of his life competing with his former employer, now part of the Metroland chain.

Herb leaves his wife Jeannine (nee Lauzon), sons Rob and Jamie (and wife Lisa) and daughter Angela. He also leaves behind grandchildren Carolyn, Marlana, Alex, Austin, Travis and Victoria, and will also be sadly missed by his brothers Ken, Bob, sister Debbie and many other relatives and friends.

A celebration of his life was held at the Dods & McNair Funeral Home &

Chapel, Orangeville on Saturday, July 8.

As expressions of sympathy, donations to the Salvation Army were requested. A tree will be planted in Herb's memory in the Dods & McNair Memorial Forest at the Island Lake Conservation Area, where a dedication service will be held on Sunday, Sept. 10, at 2:30 p.m.



a word from OCNA...

# Looking for member feedback

By Anne Lannan  
OCNA Member Services Manager

**O**CNA strives to continually offer its members new and value-added services and programs to help your businesses be successful, develop the skills of your staff, and to help you produce quality publications.

This past year we have increased our presence at Queen's Park, both for provincial government advertising purposes as well as to have an influence in legislative matters. We now offer Human Resource functions as a component of Member Services in which members have access to a human resource professional for specific issues at your newspaper from creating job descriptions to establishing performance management systems.

We are currently developing an online resource for publishers which will go live in

September. When you are looking for companies to provide products and services to you, this resource guide will be the place to go! Fully searchable with all the bells and whistles.

Our Lunch and Learn Webinar series have become a big hit with community newspapers right across the country, and members are appreciative of the Conference Call program where they are able to speak directly with key ministers and newsmakers about timely news items.

Community newspapers are writing a growing number of health and lifestyle articles directly relating to their communities. Editors have asked for assistance in this area to learn of new issues and trends in the area of health, and to develop fresh ideas in their approach to story choices. OCNA is organizing a day to cover Health and Lifestyle Reporting for Community Newspapers on November 8 in Mississauga.

As we continue to develop new programs and services, as well as reviewing existing programming, we need your feedback to ensure OCNA continues to meet your needs and wants.

Please take a few minutes to complete the annual OCNA Member Survey which will help us gauge the importance and satisfaction of our offering, as well as highlight the key issues impacting our member newspapers. The survey is available in a convenient and user-friendly online format and should only take about ten minutes of your time.

Reply by August 23, 2006 and be entered into a draw for a complimentary OCNA Spring Convention full registration package (hotel accommodation excluded) for our April 2007 event.

Thank you for your continued support of OCNA and for letting us serve you. Go to <http://www.ocna.org/members2006/ezs.cgi?DATABASE=membersurvey06>

# Honouring Joanne Burghardt

**J**oanne Burghardt, editor-in-chief of Metroland Durham-Northumberland Regions Media Group, was honoured with the Silver Quill Award.

It is presented by OCNA or CCNA to newspaper owners or managers for 25 years of service to the industry.

Burghardt began her career as a co-op education student at Oshawa This Week in early 1981, before officially being hired on March 23, 1981. She now heads up the editorial department of the division, overseeing a staff of 34, spread across five different offices and hundreds of kilometres, publishing more than 100 newspapers each month. She is Editor-in-Chief of the Ajax and Pickering News Advertiser, Oshawa-Whitby-Clarington This Week, the Uxbridge Times Journal, Port Perry Star, Northumberland News, Brooklin Citizen, Durham Business Times, and Durham Parent.



Since she became editor-in-chief in 1991, Burghardt's newspapers have collectively won 251 awards at the SNA, OCNA and CCNA levels. Over the past few years, she has led a complete technology revolu-

tion at her papers. She researched, recommended and then oversaw a move to Macintosh OSX and a switch to all Adobe applications, including InDesign for page layout and InCopy for word processing. To name but a few achievements, she's the founding editor of four newspapers; she introduced digital photography to the newsroom in 1995, making them one of the first newspapers in Canada to do so; and she designed the company's first newspaper Web site. Over the years she's conceived and introduced numerous special sections that have provided must-read content, along with new advertising opportunities for customers. These include the annual Faces of the Future publication, and the Ontario Scholars section, which features a picture of every Ontario Scholar in Durham Region.

Burghardt has always encouraged a strong level of community involvement

*Continued on page 10*

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**MID-LIFE Crisis**  
by Susan Moshynski

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OCNA employee profile

# OCNA's latest addition

**A**s OCNA continues to offer value-added services to our members, we continue to highlight members of our team.

Susana Czynrek started in June as OCNA's Accounting Coordinator replacing Karen Shardlow who is now OCNA's Member Services Coordinator.

Susana's responsibilities include accounts payable and receivable, general office administration and the network classifieds - entering orders,



proofreading and sending them out. She brings with her six years of accounting experience and got her relevant training from Humber College.

Susana said the biggest challenge has been changing old habits. "It has been an easy transition into my new position, but it really is hard to forget your old habits and learn a new way of doing things."

In her spare time, Susana is kept busy with her three boys, 5, 6 and 10. She

loves to cook and in a household with three growing boys and two grown men - her husband and her husband's cousin also lives with them - she says she is cooking all the time.

Susana said she feels very comfortable in her new position and is enjoying her time at OCNA.

"My experience at OCNA, so far, has been very pleasant. Everyone is great and Karen is really patient. I learn something new everyday."

## Student receives Osprey scholarship; Observer co-op student gets \$1,500 award

**A** high school student from Sarnia has parlayed a co-op placement at The Observer into a \$1,500 university scholarship.

T. J. Hurst, 18, is co-winner of the Osprey Media Scholarship for journalism studies, a competition open to

59 Ontario daily and weekly newspapers owned by Osprey Media LP.

The SCITS graduate recently finished a five-month co-operative education placement at The Observer and is enrolled this September in the journalism program at the University of Guelph - Humber.

"This will definitely help.

It's money that I just didn't have," he said. "I really enjoyed my time at the newspaper. I found it good preparation for the next step in my life."

Hurst won the scholarship for his writing skills and outstanding work ethic, said Lou Clancy, Osprey's editorial vice-president.

He began with brief rewrite assignments and graduated to news and columns. One of his stories, about a B.C.-based cartoon director, became a front page feature.

"It's exciting to make this presentation to such a worthy recipient and help him off

to his first year of journalism school," said Osprey president and CEO Michael Sifton.

Hurst is the eldest sibling in a tight-knit family of seven. His father, Tom, is a maintenance worker at Sarnia city hall, where he works the night shift. His mother, Janet, recently got a job at a local call centre.

While maintaining an 80 average at SCITS this year, Hurst held two part-time jobs. Between flipping burgers at Wendy's and ushering at the Sarnia Sports and Entertainment Centre, he put in 25 to 40 hours a week.

Saturdays he volunteered at a bowling alley, working with kids aged four to nine.

"Some days T. J. would  
*Continued on page 4*

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## HR tidbits

# The Personal Information Protection and Electronic Documents Act

By Wendi Krulicki  
OCNA HR Associate

**T**he Personal Information Protection and Electronic Documents Act (PIPEDA), also known as Bill C-6, pertains to all businesses and organizations in Canada. This legislation was enacted in response to public concerns about personal privacy issues, especially since the advent of the Internet, e-commerce and advance data mining of information about individuals. The act applies to the privacy of individuals, not corporations.

Personal information is defined as

any information about an 'identifiable individual'. There are exceptions: business contact information and certain publicly available information, such as names, addresses and telephone numbers (as published in telephone directories) are not considered personal information. Where an individual uses his or her home contact information as business contact information, the contact information provided is regarded as business contact information and is not subject to protection as personal information.

Personal information can include an individual's opinions or beliefs (e.g.

religion or political affiliation), as well as facts about, or related to, the individual. If an organization uses personal information in the course of 'commercial activities', it must do so in compliance with the Act.

For more information on PIPEDA, please review the September Webinar to the left!

## September Webinar - PIPEDA Legislation

**Wednesday, September 6, 2006 at noon - EST. The cost is only \$55 (use a speakerphone and one computer and you can train as many staff as you like for one low price.)**

### Optional Discount Rate:

**Sign up for 4 Webinar sessions in 2006 and the cost is \$195!**

**If you are interested in registering, please call Karen Shardlow at 905-639-8720 ext. 232 or e-mail Karen at [k.shardlow@ocna.org](mailto:k.shardlow@ocna.org).**

*Cancellations are permitted without penalty 5 or more business days prior to the start of the Webinar session. Individuals who cancel their session less than 5 business days prior to the session will be charged the full amount.*

## MARK YOUR CALENDARS FOR SEPTEMBER 13TH!

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## 'Managing Your Priorities'

Rapid change, flatter organizational structures and cross-functional duties mean employees today must assume greater responsibility for managing their own tasks. To do that successfully, they need to be able to handle competing priorities, shift gears smoothly, and coordinate and negotiate responsibilities, schedules and resources with others.

### Learning Outcomes

Who should attend: Any manager or employee that requires tools to help prioritize and delegate tasks to meet organizational and departmental goals.

At the completion of this module participants are able to:

- ♦ Explain why the ability to manage competing priorities is an important skill in today's workplace;
- ♦ Review their individual priorities as the basis for communicating clearly with others about what must be done to meet important goals;
- ♦ Handle interruptions and requests for help in ways that build or maintain good working relationships;
- ♦ Clarify expectations for tasks they need to perform;
- ♦ Analyze their own needs and work with others to identify ways to handle competing priorities;
- ♦ Decide when to delegate or hand off tasks and how to do it effectively.

Date: Wednesday, September 13, 2006

Time: 10:00 a.m. - 3:00 p.m.

Location: Best Western Voyager Place Hotel, 17565 Yonge Street, Newmarket, ON, L3Y 5H6

Cost: \$99 per person, lunch will be included

If you are interested in registering, please e-mail Karen Shardlow at [k.shardlow@ocna.org](mailto:k.shardlow@ocna.org) or call her at 905-639-8720 ext. 232 with the following information:

1. Name of your newspaper (with billing address)
2. Contact name
3. E-mail address & telephone number

Cancellations are permitted without penalty 5 or more business days prior to the start of the Workshop session. Individuals who cancel their session less than 5 business days prior to the session will be charged the full amount.

## Deserving student receives Osprey scholarship

*Continued from page 3*

arrive here after working at the restaurant until 1 a.m. the night before and getting up for school at 6 a.m. But he never once complained." said Observer news editor George Mathewson, who nominated him for the award.

"He really deserved this recognition."

Thanks for visiting us at the OCNA Spring Convention!!



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# Campus papers, for the old college try

College newspapers may still be the best way

Reprinted with permission from *Media Life Magazine*- July 25, 2006



By **Samantha Melamed**  
Media Life

**F**or marketers looking to reach college kids, it's always been a challenge, and it certainly isn't getting any easier with the rise of MySpace, iPods and online gaming.

Yet, as contrary as it may seem, the campus newspaper may still be the most efficient medium. And in fact it may be more so with the increasing fragmentation of media.

College papers and their Web sites are holding up surprisingly well, delivering better market penetration among undergraduates than anything else in print.

That's according to a new report from Y2M: Youth Media & Market Networks and College Publisher. It finds that 44 per cent of students read their college papers in print at least twice per week and 33 per cent pick it up at least once per month, while 24 per cent read the online versions frequently, which is to say twice a week,

and 33 per cent visit it least once a month.

Comparatively, only 28 per cent of undergrads frequently read their local, non-campus papers in print, and only 22 per cent read them online.

"Marketers may be surprised at how loyal students are to reading their college newspapers. Undergraduates really do have a keen interest in local news, so they can't be beat because it's content created for young people, by young people," says Paul Pennelli, director of web products for College Publisher, an ad network for college papers and their Web sites.

Certainly, College Publisher has lots to gain by promoting the value of college papers, yet its findings are confirmed by Student Monitor, an independent publisher of market research on college students. In fact, that group reports an even higher penetration for college papers.

Among undergrads, says Student Monitor managing partner Erik Weil, 76 per cent have read at least one of the past five issues of their college newspaper. "That's far more than read the most-read magazine," he

says (That's *Cosmopolitan*, read by 23 per cent of college students.).

"A college newspaper is going to reach folks who are purely college students," Weil says, and that makes it so much more efficient than media that attract college students but also plenty of other young people. An example Weil cites is 'Late Show with David Letterman' on CBS.

"There are lots of people who watch David Letterman in addition to college students. If 25 per cent of college students watch Letterman, that's pretty good, but it's not efficient," he says. "It's not that it's hard to reach college students, it's just hard to do it efficiently."

Ad pricing for college papers is somewhat lower than for local papers of comparable circulation, and Pennelli says that while few college papers are audited, they seemed to have avoided the circulation declines plaguing general interest newspapers across the country.

National advertising tend to dominate smaller college papers, and the most successful campaigns are often ones that are immediately applicable to the lives of students and new

grads: job recruitment, entertainment, retail, consumer electronics, targeted auto sales and apparel.

At larger-circulation papers, typically at state universities, local advertising makes up a larger portion of the budget. For both local and national campaigns, Pennelli says that repeated advertising or advertising across media is crucial to success.

"One key thing when trying to reach this market is persistence. It's about getting your brand message to be a persistent part of the lives of students on campus. It's easy to reach college students, but it's hard to keep their attention," he says. "To that end, many clients are looking to advertise across web and print, and follow up with a poster or guerrilla marketing effort."

But according to Wiel's figures, it may be worth it: While there are some 16 million U.S. college students altogether, he says four-year undergraduates number only around six million. Yet that group alone represents some around \$800 per month in discretionary funds, or about \$57.6 billion per year.

## OCNA Health and Lifestyle Reporting for Community Newspapers

Wednesday, November 8 - Mississauga

During this day-long session, you will learn about issues and trends impacting the health and lifestyles of your readers from representatives from the Ontario Hospital Association, Ontario Pharmacists Association, the College of Physicians and Surgeons, and Medical Officer of Health. Other topics to be discussed include nutrition, how to access information, seniors issues, planning for a pandemic, fitness, and more. Hear from seasoned journalists who excel at covering these beats. Get new information for your community, fresh ideas about covering 'awareness campaigns', and learn new skills.

Registration package to follow shortly.

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## tip from techie

## Speed Tips in OS X - Tiger Part II

By Ian Youseman  
OCNA IT Technician

**D**rag-and-Drop Desktop Printing  
Want the ability to print a document right from your desktop (without opening the application first)? Go under the Apple menu, under System Preferences, and choose Print & Fax. When the preference pane appears, click on the Printer Setup button, and when the Printer Info dialog appears, press Command-L to show the Printer List dialog. Your printer will appear in this dialog. Click on it, then go up under the Printers menu (in the menu bar) and choose Create Desktop Printer. A standard Open/Save dialog will appear asking you where you want to save it (I save mine on the desktop). Click Save and an icon for your printer will appear on the desktop. To print a document, just drag-and-drop on this icon. Some documents, such as TextEdit files and PDFs, will go straight to the printer. Other files will launch their default application and open the Print dialog.

**Faster Full-Name Viewing in List View**

When you're looking for files in either List view or Column view, it's almost certain that some of your files with long names will have some letters (or even full words) cut off from view. Here is a tip that will save you from having to resize your List or Column view columns - just hold your cursor over the file's truncated name for a few seconds and eventually its full name will pop up. So what's the problem? The 'few seconds' part. Instead, hold the Option key, then put your cursor over the file's name, and its full name will appear instantly.

**Move All Your Stuff to a New Mac - Quick**

In the past, if you bought a new Mac, moving all your files, music, photos, and well...everything from your old Mac to your new Mac was quite a production. Well, in Tiger, that's all a thing of the past. Now, when it's time to make the 'big move,' just connect the two Macs with a FireWire cable, then go to your new Mac and look inside the Applications folder, then go to the Utilities folder, where you'll find an application called Migration Assistant. Double-click on it and since it's an assistant, it will lead you through a series of screens with questions about what you want to do. (Don't worry, they're pretty simple questions; however, some of the most critical questions are entirely in French. Kidding.) That's it - answer the questions and it'll make the move (including copying your settings for things like email, bookmarks and more).

**Move All Your Stuff to a New Drive**

Now what if your present Hard Drive is too small? You've installed all those lovely programs and suddenly there's no room for the PhotoShop scratch disk. Well, 'clone' your hard drive to a bigger

drive. Open the case and fit a larger SATA drive into the 2nd drive bay and connect it up. Launch Disk Utility (Applications > Utilities > Disk Utility). Your new drive will need initializing using First Aid. When you have done that click on the Restore tab. From the left hand pane in Disk Utilities drag your existing Hard Drive to the 'source' box and the drive you have just initialized to the 'destination' box and click the "Restore" button. Use the 'Erase Destination' checkbox if you are using an old drive. Remove your old Hard Drive from the top bay and replace it with your new drive from bay two and you're done.

**Checking for Bad Fonts**

If there's one thing that can bring a document (or your system) to its knees, it's using a corrupt font. Anyway, finding which fonts on your system might be corrupt is no easy task, but in Tiger, it has got a whole lot easier. Here's how to search for rampant font corruption: Go to your Applications folder and launch Font Book. You can either click directly on any font that you might think is suspect, or Command-click on the fonts you want interrogated, then go under Font Book's File menu and choose Validate Fonts. This brings up a Font Validation window and if your fonts are OK, you'll get a little round checkbox beside them. If there's reason to believe something may be wrong, you'll get a yellow warning icon beside a font. If it's corrupt, you'll get a round icon with an X in it, telling you not to use this font. Click the checkbox beside that font, then click the Remove Checked button to remove this font from your system.

**Copy and Delete at the Same Time**

If you're achieving a file to disk (let's say to an external FireWire drive), you can drag along the icon of the file you want to archive directly to that drive and the Mac will write a copy to that drive. However, your original file still lives on your current hard drive. If you want to have that file deleted from your drive as soon as it's copied to another drive, just hold the Command key as you drag your icon, and the Mac will do two tasks for you - copy the file to the new drive and delegate the original from your drive.

**Power Copy and Paste**

In previous versions of Mac OS X (and Mac OS 9 for that matter), if you clicked on a file, copied it (Command - C), then opened an application (like Mail) and pasted it (Command - V), it would only paste that file's name. Now, in some applications it pastes the actual file, so you can copy and paste a file from a Finder window or the desktop right into your application. Okay, so what if you do want just the name (which happens from time to time)? Just click directly on the selected file's name (to highlight it) and press Command - C to copy it. Now you're copying just the name.

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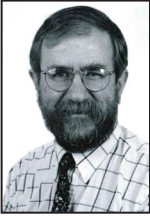
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writing/editorial

# The book collector



By Jim Stasiowski  
Writing Coach

**S**adly, as I get older, my vices are dwindling. In fact, these days, at least one of three things stands in the way of my indulging in my former vices: I no longer can afford them, or I no longer can perform them, or I no longer can survive them.

Except one.

I buy books.

Now, that may seem not a vice to anyone young, healthy and daring enough to engage in all the real, fun vices I now only lie about from memory. But my book-buying addiction actually became an issue when my wife, Sharon, and I were moving into a cramped condominium.

In the process, we were finding new homes for hundreds of books we had accumulated in almost 34 years of marriage. At the same time, we vowed not to buy more books.

And I faithfully adhered to that vow until an afternoon in Trenton, N.J., when I walked into my favourite kind of bookstore: one that sells used books. Smiling and announcing loudly to both myself and the clerk that I would not be buying anything that day, I browsed for a whole three minutes before I found a book I had to have: "Interpretive Reporting" by Curtis D. MacDougall, a professor of journalism at the Medill School of Journalism at Northwestern University.

It is a fat book, 682 pages, and it is an old book, first published in 1938.

Why did I buy it?

Because it cost only \$6.

That fact gives me the opportunity to mention, for the first time in print, Stasiowski's Theory of The Stupid Orange Book.

I once was in the Decatur, Ala., public

library, and like ketchup on a brand new necktie, I inexorably landed in the section of books for sale. I found there a paperback with a hideous orange cover and an equally hideous title: "Writing with a Thesis: A Rhetoric and Reader."

It was not about newspapers. It was a discarded community-college textbook.

But it had one extremely compelling attraction: It cost only 50 cents.

Thus sprang forth Stasiowski's Theory of the Stupid Orange Book: Any book that is about writing and costs only 50 cents will say something worthwhile to all writers.

And I found it, on Page 2: "You have to write 500 words or so on a subject to which tens of thousands of books have been devoted. Where do you begin? Where do you stop? Will it ever be possible to stop? Until you limit your subject, you have no way of answering any of these questions. You will be at the mercy of every miscellaneous thought and scrap of information that drifts into your mind."

Yep, our stories often fail because 'scrap(s) of information' overwhelm us and we forget to 'limit (the) subject' so we can develop one clear, coherent conflict.

I buy these books because they are inexpensive. But I read them because any book about writing teaches me something, or summarizes a truth about writing.

From Page 53 of "Interpretive Reporting": "(T)he newsgatherer should have a firm understanding of how men think and why, both to avoid pitfalls in his own search for so-called truth and to understand the behaviour of those whose actions it is his responsibility to report."

In the next paragraph, McDougall explains: "The interpreter of the news must see reasons where ordinary individuals observe only overt happenings."

At an estate sale in Clay Centre, Neb., in 1975, I bought a box of books for \$2.50. In that box was "Modern Writing," pub-

lished in 1943 by The Magazine Institute Inc.

From Page 70: "(M)uch of the news must be carefully treated to awaken the curiosity of the reader, to make him want to read it through to the end. This can be done by getting it close to him, by naming names and giving addresses he may recognize, by enabling him to identify himself with the participants in the news, by catering to the desires and interests which every human being possesses in some degree."

I have dozens of such books in my library, and I'm keeping them. One of my favourites is "Zen in the Art of Writing: Essays on Creativity," by Ray Bradbury.

I paid \$7.50 for it at a used bookstore in Baltimore. On Page 127, Bradbury wrote: "But, at heart, all good stories are the one kind of story, the story written by an individual man from his individual truth."

We all should strive to be that individual man or woman. Buy writing books that others have discarded. If you don't find in each an 'individual truth,' I'll buy it from you, provided you don't want more than 50 cents.

**THE FINAL WORD:** Above, I ran into a knotty writing decision: Is it a 'used bookstore' or a 'used-book store'? (I cheated, and wrote 'one that sells used books'.)

Logic should tell us that it is a 'used-book store,' even though 'bookstore' is a perfectly good word. The participle 'used' modifies not the store, but the merchandise. Thus, with the hyphen, we efficiently combine 'used' and 'book' so that the combination modifies 'store.'

*Writing coach Jim Stasiowski welcomes your questions or comments. His phone number and address have changed to: 410 796-0210, 6310 Bayberry Court, No. 1007, Elkridge, Md., 21075.*

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# Community Newspaper Publisher's Tour

## February 3-13, 2007

**H**ave you ever wanted to go to New Zealand? Well, rattle ya dags mate 'cause we've got the trip for you.

Leave behind the hard yakka and the brass monkeys next February for a bit of R and R in paradise.

Hopefully you won't have to don gumboots and everything will be a box of budgies.

The plan is to visit a few newspapers, grab some cold ones from the chilly bin, sample the vino, eat some chook and suss out the local scenery.

And after all that, if we haven't got lost in the wopwops, we can visit a cocky or two and spin some yarns.

It's only \$3,500 per person based on twin share. Plus taxes. Single supplement \$700 per person plus tax. Includes: Return airfare between Los Angeles and New Zealand and Internal New Zealand flights as indicated; Moderate Class

(3.5 Star) hotel accommodation as per itinerary based on twin share; All transfers and transportation by private, luxury air-conditioned coach with driver/guide; Sightseeing and admissions as per the itinerary; Local taxes on accommodation and sightseeing tours including 12.5% New Zealand GST; Some meals included; Hotel portorage where available; Visits to local community newspaper operations; A heck of a good time.

Excludes: All departure taxes - Personal items - Meals unless listed in itinerary - Tips & Gratuities - Early check-in & late check out of rooms (standard check-in time is 2pm and check out 10am) - Personal Insurance - All Visa/passport handling fees - Upgrades.

Limited spots are available. All deposits are used to secure bookings and will be non-refundable. Full payment will be required by December

8, 2006. Make all enquiries to Steve Nixon at (306) 382-9683

or snixon@swana.com.

*Continued on page 10*

## Be weary of the rental classified ads you print

**W**hen printing classified ads in regards to rental properties be sure to check for anything that would counter the Ontario Human Rights Code in regards to Business Practices permissible to landlords in selecting prospective tenants for residential accommodation.

Under clause four it states:

**4. Nothing in this Regulation authorizes a landlord to refuse accommodation to any person because of race, ancestry, place of origin,**

**colour, ethnic origin, citizenship, creed, sex, sexual orientation, age, marital status, same-sex partnership status, family status, handicap or the receipt of public assistance. O. Reg. 290/98, s. 4; O. Reg. 31/00, s. 1.**

So, basically as per clause 4, you wouldn't be able to publish anything in a classified ad that states anything about the above mentioned items.

To view the entire section go to: [http://www.e-laws.gov.on.ca/DBLaws/Archives/20050101/Regs/English/980290\\_e.htm](http://www.e-laws.gov.on.ca/DBLaws/Archives/20050101/Regs/English/980290_e.htm).

## The Ontario Community Newspapers Association cordially invites you to

# A Day at Queen's Park

on Thursday, September 28<sup>th</sup>

Come out and help OCNA by talking to your local MPP about issues of concern for our industry and to show the provincial government how important Community Newspapers are to the people of Ontario.

The day will also feature tickets to Question Period, a reception for publishers and MPPs and a gala dinner with a lively discussion about where Community Newspapers are headed in the coming years.

For more information or to RSVP please contact Gordon Cameron at 905-639-8720 ext. 239 or [g.cameron@ocna.org](mailto:g.cameron@ocna.org). Please RSVP by August 28th.





## technology

# Making photos larger ... it can be done



**By Kevin Slimp**  
Institute of Newspaper  
Technology

Nothing fashions aren't the only styles that have gone retro. Lately, I've noticed it's become fashionable to offer Photoshop training for newspapers again.

A couple of years ago I discussed the upswing in software training, since the advent of Adobe InDesign, with a friend who was also in the training business. We agreed on a couple of points. First, it seemed like everyone wanted training in InDesign. Second, getting folks to come out for Photoshop training was like pulling teeth.

I did a national tour with a buddy a couple of summers ago. I led the sessions on InDesign and Acrobat. He led the sessions on Photoshop and Advanced Photoshop. You guessed it. The InDesign and Acrobat sessions garnered four times as many registrations as the Photoshop classes.

Lately, however, I'm noticing more e-mails requesting Photoshop training than just about anything else. Especially from community newspapers. And classes sponsored by press associations are filling up. Go figure.

One question that seems to get asked in every Photoshop class is, "How can I take a small photo, provided by a client or downloaded from a Web site, and make it bigger in the paper?"

I usually respond with something like, "Just take the photo and stretch it out on the page." You should see the looks I get.

The truth is you can just stretch it out on the page, but the results will probably be terrible. A few years back, an editor friend told me he regularly took photos and stretched them three to four times their original sizes on the Quark page. This I had to see. A few days later, I received an envelope with several copies of his newspapers. The photos looked awful. I called him and told him those were the worst photos I'd ever seen in a newspaper. His response: "I knew you'd say that."

Several months ago I wrote a review

of onOne Software's Genuine Fractals; I've since recommended the product to several photo editors. This plug-in helps Photoshop users get better results when enlarging pictures. Recently, I received a copy of Blow Up, from Alien Skin Software. I decided to see how it compares with Genuine Fractals.

First, remember that both of these products are Photoshop plug-ins. This means they both work as 'add ons' to Photoshop, working within the application. After installing both plug-ins, the user will find them under the File>Automate menu. Alien Skin's marketing folks say that Blow Up works better than any other plug-in that enlarges images. So I put it to the test.

Basically, it worked like this. I began with three photos. The first was a 72 ppi

small, approximately two inches wide at 72 ppi, and the other was approximately five inches wide at 72 ppi. The first image was similar to one taken from a Web site. The second was better, but at an 85 or 100 line screen, the photo would have to print pretty small to retain its quality. In this test, I used a feature available in Blow Up called 'Adding Grain.' One of my chief concerns about using a plug-in to enlarge an image is the plasticized look that commonly appears. Images can appear overly smooth, as if they made of - or covered with - plastic. According to the Blow Up instruction guide, the Adding Grain feature simulates film grain. So I increased the grain amount till I could see grain begin to appear in the preview window. I enlarged the first, smaller, image 400 per cent. The second, larger, image I enlarged 200 per cent.

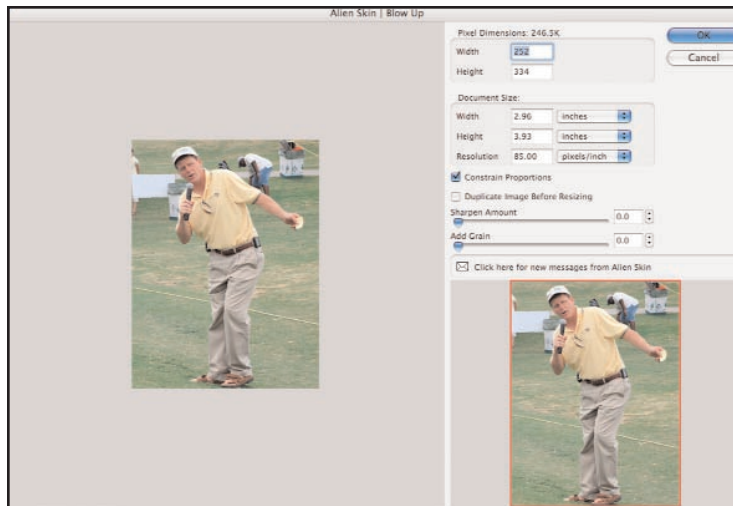
When I asked my colleagues which of the larger images looked best, six of seven selected the Blow Up photo. One thought the Genuine Fractals image looked better. All said both looked much better than the image enlarged in Photoshop alone.

When I asked them about the smaller image, which had been enlarged 400 per cent, five thought the Blow Up enhanced image looked best. Two thought the images edited using Blow Up and Genuine Fractals were about the same.

I agreed with my colleagues in all three instances. Without tweaking either plug-in, both seemed to provide similar results. But the Add Graining feature significantly improved the look of the images when printed at a 100 line screen.

Here are a few other details concerning Blow Up. Blow Up resizes multi-layered documents without flattening. It also offers the ability to create a new image when resizing, leaving the original untouched. Blow Up works with 8, 16, and 32-bit images. It's quick and easy to use. I like it.

MSRP of Blow Up is \$199 (US). Upgrades are available for registered users of any other Alien Skin Product for \$99 (US). Blow Up works with both Macs (OS 10.3.9 or later) and Windows (2000 or XP). For more information, visit [www.alienskin.com](http://www.alienskin.com).



Blow Up, by Alien Skin Software, has a very user friendly interface. The user simply enters the desired size and resolution of the final image and Blow Up goes to work.

image of a golfer, about three inches wide that I shot a couple of months ago. For this comparison, I enlarged the image by 200 per cent, using Blow Up without changing any of its default settings. Next, I did the same thing using Genuine Fractals. I placed the photos on an InDesign page, side by side, along with the original photo enlarged 200 per cent using Photoshop alone. I printed the page on a Xerox color proofer and took it around my office for people to view. I asked which of the three images looked the best. Of the seven people I asked, all seven said the image done in Photoshop alone was much worse than the others. Six of the seven thought the image enhanced with Blow Up and Genuine Fractals looked the same.

Next, I took two photos. One was very

# Silver Quill recipient honoured

*Continued from page 2*  
 Journalism Advisory Committee, board of directors for Heritage Community Housing Corporation, the Durham Region Women of Distinction Awards committee, the Circle of Love literacy program, the Durham College Alumni Association's Creating Futures campaign, and the board of the Oshawa YWCA.

Burghardt is also the recipient of the following awards:  
 ♦ Suburban Newspapers of America (SNA) 'Editor of the Year', 2006.  
 ♦ OCNA Mary Knowles Award for Community Service, 2004.  
 ♦ Durham District School Board Volunteer of Distinction, 2003  
 ♦ YWCA Durham Women of Distinction Award, 1997  
 ♦ Durham College Alumni of Distinction Award, 1996.

Journalism Advisory Committee, board of directors for Heritage Community Housing Corporation, the Durham Region Women of Distinction Awards committee, the Circle of Love literacy program, the Durham College Alumni Association's Creating Futures campaign, and the board of the Oshawa YWCA.

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- ♦ Durham District School Board Volunteer of Distinction, 2003
- ♦ YWCA Durham Women of Distinction Award, 1997
- ♦ Durham College Alumni of Distinction Award, 1996.

She currently or previously is a member of the following: the Ontario Press Council, the board of governors for the University of Ontario Institute of Technology and Durham College, school community council chair at Glen Dhu Public School, Oshawa Festival Singers, Durham College

## OCNA is coming to Guelph & Cobourg!

### OCNA proudly presents 'In Design' Workshop with Kevin Slimp

If your newspaper has been thinking about moving to Adobe InDesign, or if you are in the midst of moving to InDesign, have we got a workshop for you! Kevin Slimp, Director of the Institute of Newspaper Technology, will be with us to lead two sessions related to newspaper design using Adobe InDesign. The first is scheduled on Thursday, October 26th in Cobourg. The second will be held on Friday, October 27th in Guelph.



Kevin was the first person to teach InDesign for Newspapers back in 1998, when the application was brand new. Since that time, he has worked with thousands of newspapers that have made the transition from Quark and Pagemaker to InDesign. This session will cover the basics. It will be valuable to persons who have never used InDesign and those who have been using it for a while, but would like to get some real training in the application.

Don't miss this opportunity to get first-class training, held in Cobourg & Guelph!

- Learning Objectives:**
- Photoshop Tips & Tricks
  - Creating & Troubleshooting PDF
  - Files for Newspapers

**Eastern Ontario Session:**

**Date:** Thursday, October 26, 2006  
**Time:** 9:00 a.m. - 4:30 p.m. (breakfast and lunch will be provided)  
**Location:** 930 Burnham St., Cobourg, ON K9A 2X9, Phone 905-372-2105  
**Cost:** \$140.00

**Western Ontario Session:**

**Date:** Friday, October 27, 2006  
**Time:** 9:00 a.m. - 4:30 p.m. (breakfast and lunch will be provided)  
**Location:** 601 Scottsdale Dr., Guelph, ON N1G 3E7, Phone 888-465-4329  
**Cost:** \$140.00

If you are interested in registering, please contact Karen Shardlow at 905-639-8720 ext. 232 or send an e-mail to [k.shardlow@ocna.org](mailto:k.shardlow@ocna.org) with the following information:  
 Name of your newspaper (with billing address); contact name; e-mail address & telephone number

*Cancellations are permitted without penalty 5 or more business days prior to the start of the Workshop session. Individuals who cancel their session less than 5 business days prior to the session will be charged the full amount.*

## Haere mai ki te whenua o Aotearoa Welcome to New Zealand



Aotearoa - The land of the long white cloud. Simply a magical place to visit.

**A Sample of the Itinerary:**

**Feb 03**  
 Cocktail reception at the Radisson at Los Angeles International.

**Feb 04**  
 A day in LA at your leisure. Early evening departure for New Zealand.

**Feb 05**  
 Cross the International Date Line. The whole day just disappears.

**Feb 06 & 07**  
 Two whole days and nights in wonderful Christchurch at the Grand Chancellor Hotel. Get your first taste of the kiwi culture.

**Feb 08**  
 Across the Canterbury Plains to Dunedin with one day and night at the Dunedin City hotel.

**Feb 09 - 10**  
 A visit to Larnach Castle on our way to the year-round Alpine Resort of Queenstown. Take a ride on the Queenstown Gondola and enjoy dinner at the Skyline with panoramic views of Queenstown. With two nights at the Rydges Lake and an excursion on the Shot Over Jet Boat tour, Queenstown is sure to be a highlight of the trip.

**Feb 11 - 12**  
 A quick flight to Rotorua then two days and nights in New Zealand's volcanic capital. Experience the Maori culture, the wine and a truly unique New Zealand experience.

**Feb 13 - 14**  
 An amazing tour of the Waitomo Glow Worm Caves en route to the Bay of Islands. Two days and nights in New Zealand's largest city.

**Feb 15**  
 An evening departure to Los Angeles.

Only **\$3,500**  
 Per person based on twin share.  
 Plus taxes. Single supplement \$700 per person plus tax.

**Includes:**  
 Return airfare between Los Angeles and New Zealand and internal New Zealand flights as indicated on the itinerary.  
 Moderate Class (3.5 Star) hotel accommodation as per itinerary based on twin share.  
 All transfers and transportation by private, luxury air-conditioned coach with driver/guide.  
 Sightseeing and admissions as per the itinerary.  
 Local taxes on accommodation and sightseeing tours including 12.5% New Zealand GST.  
 Meals as indicated on itinerary (B- full breakfast, L-lunch, D-dinner).  
 Hotel portage where available.  
 Visits to local community newspaper operations.  
 A heck of a good time.

**Excludes:**  
 All departure taxes - Personal items - Meals unless listed in itinerary - Tips & Gratuities - Early check-in & late check-out of rooms (standard check-in time is 2pm and check-out 10am) - Personal insurance - All Visa/passport handling fees - Upgrades

### Limited spots available

We would love to take everyone but unfortunately we have limited spots available. CCNA members will be given a priority. Spots will be allocated on a 'first-come, first-serve basis.'

To secure a spot you will need to send a \$250 per person deposit made payable to the SWNA to:

New Zealand Publisher's Tour  
 Saskatchewan Weekly Newspapers Association  
 #14 - 401 45th Street West  
 Saskatoon, SK S7L 5Z9

All deposits are used to secure bookings and will be non-refundable. Full payment will be required by December 8, 2006. Make all enquiries to Steve Nixon at (306) 382-9683 or [snixon@swna.com](mailto:snixon@swna.com).

# New Zealand Publisher's Tour

*Continued from page 8*

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To secure a spot you will need to send a \$250 per person deposit made payable to the SWNA to: New Zealand Publisher's Tour, Saskatchewan Weekly Newspapers Association, #14 - 401 45th Street West, Saskatoon, SK S7L 5Z9.



## A new weekly column



with



"Canadian Achievers by Dick Drew"

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[drew@canadianachievers.com](mailto:drew@canadianachievers.com)

## From the Lending Library



This month's new selection is 'Bad News and Good Judgment'. This book, written by long-time Minnesota newspaper editor Jim Pumarlo, is a 116-page guide designed to help newspaper editors deal with the hundreds of ethical decisions they routinely face. It includes chapters on reporting suicides, sexual abuse, suspensions of high school athletes and many other sensitive issues. A unifying theme of the book is the importance of creating and communicating policies about sensitive issues. The last chapter of the book contains 13 sample policies that can be adapted by newspaper editors to fit their paper.

For a full list of the OCNA Lending Library material, please go to [http://members.ocna.org/AFS/Best\\_Practices/Lending\\_Library/Lending\\_Library\\_list.pdf](http://members.ocna.org/AFS/Best_Practices/Lending_Library/Lending_Library_list.pdf)

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Contact Karen Shardlow at 905-639-8720 Ext. 232 or [k.shardlow@ocna.org](mailto:k.shardlow@ocna.org)



## Water Cooler

- Linda Leblanc has been appointed Publisher at the **Sarnia Sun, Sarnia Sun This Week** and group publisher for **Sun Media's** southwestern Ontario region.
- Peggy McPhail has been appointed to Classified Manager, Ottawa Region for **Metroland-Runge** Newspapers.

## CLASSIFIEDS

### Looking for that special interest column to grab the attention of your readers?

'Vet Talk' by Dan Watkin DVM is what your publication is looking for. A veterinarian with 28 years experience, Dr. Dan brings topical and relevant issues to light in a manner that is enjoyable and informative. Dr. Dan offers practical hints and tips that your readers will find valuable and insightful. Dr. Dan Watkin is a practicing veterinarian living in Amherstburg, Ontario. In addition to practicing veterinary medicine, Dan is an experienced outdoor writer. He wrote a weekly outdoor column for the Windsor Star for 11 years. His material is also published regularly in many of the large outdoor and fishing magazines in both the United States and Canada including Outdoor Canada, Bob Izumi's Real Fishing Magazine, Canadian Sportfishing, Canadian Sportsman, Muskie Hunter, Walleye Insider, the Ohio Outdoor Beacon, Michigan Outdoors and In Fisherman Magazine. He has presented many seminars at outdoor shows in Ontario and Michigan, and has appeared on several T.V. shows. For syndication rates and information contact: Dan Watkin at [danwatkin@hotmail.com](mailto:danwatkin@hotmail.com).

Ontario author who specializes in mergers and acquisitions? Doug Robbins is your solution. Doug writes columns to capture interest. Your circulation gleans valuable, useful tips regarding buying and selling a business. He is a member of the editorial board of a GTA newspaper. His fees are nominal. Call Joyce Hansen, Class Act Connections, 905-278-0952 today to book Doug.

**Spaghetti for Breakfast** by Catherine Cunningham is an award-winning humour column loved by readers of all ages is available for syndication at only \$7.00 per column. To receive a promotional package call 705-440-6771 or e-mail: [spaghettiforbreakfast@rogers.com](mailto:spaghettiforbreakfast@rogers.com) Previously published columns can be viewed on-line at <http://www.simcoe.com/s/alliston/column/v-scv2/Laughter> is now on the menu. Order your weekly serving of Spaghetti for Breakfast today!

### Life 101

Guaranteed laughs mean guaranteed readership. Give your readers ANOTHER great reason to open your paper. Life 101 by Mark Thrice. E-mail: [jhollingsworth@bowesnet.com](mailto:jhollingsworth@bowesnet.com).

### Looking to improve your sales?

**Buying & Selling A Business Column**  
Are you looking for punchy articles from an

Have your sales fizzled? Light a fire under your sales team. [acquireyourfire.com](http://acquireyourfire.com)





## ***OCNA 2006 Webinar Training Calendar***

***At OCNA we understand the challenges facing Community Newspapers when it comes to providing high quality training for their staff. In keeping our commitment to support the continuous improvement of Community Newspapers we have developed a training program that is accessible without leaving the office.***

***OCNA proudly presents the following 1-hour Lunch & Learn topics:***

**SEPTEMBER 6th - **MANAGEMENT SESSION** - PIPEDA –Privacy Legislation Ontario**

**OCTOBER 4th - **EDITORIAL SESSION** - Newsroom Legal Issues**

**New! OCTOBER 18<sup>th</sup> - **MANAGEMENT SESSION** – Employee Performance Management**

**NOVEMBER - **EDITORIAL SESSION** - Editorial Writing Skills**

**DECEMBER - **PRODUCTION** - Production tips and tricks when working with Adobe**

**All you need to attend each session is a phone and a computer with Internet access!**

**Date:** First Wednesday of each month  
**Time:** 12:00 p.m. noon – EST  
**Cost:** \$55 per session (use a speakerphone and one computer and you can train as many staff as you like for one low price.)  
**Optional Discount Rate:** **Sign up for 4 sessions and the cost is \$195!**

If you are interested in registering, please contact Karen Shardlow at 905 639 8720 ext. 232 or send an e-mail to [k.shardlow@ocna.org](mailto:k.shardlow@ocna.org) with the following information:

1. Name of your newspaper (with billing address)
2. Contact name (and the approximate number of participants who will be on the call)
3. e-mail address & telephone number

***Cancellations are permitted without penalty 5 or more business days prior to the start of the Webinar session. Individuals who cancel their session less than 5 business days prior to the session will be charged the full amount.***



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<http://www.ocna.org>  
E-mail:  
[newsclips@ocna.org](mailto:newsclips@ocna.org)

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NewsClips Editor: **Shaba Qureshi**

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