

news clips

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<http://members.ocna.org>



Kingston This Week photographer wins award for education coverage

Kingston This Week staff

Kingston This Week photographer Rob Mooy has won a national award for education coverage. Mooy has been awarded the BRAVO Award of Excellence in the Feature Photography category from the Canadian Association of Communicators in Education — a national association of professionals committed to encouraging and enhancing excellence in communications in education.

He was nominated by Jane Douglas, communication officer with the Limestone District School Board, for photography from the past year published in the newspaper.

Mooy has photographed thousands of Limestone students, teachers, sporting and special events throughout his 22-year career at Kingston This Week explains Douglas.

“His photo composition (no matter what the subject matter) is

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Turtle Island News publisher named to Top 100 Most Powerful Women in Canada

Turtle Island News publisher Lynda Powless, a year after being named one of the top business women in Canada, has now been named one of the Top 100 Most Powerful Women in Canada.

The Women’s Executive Network (WXN), a 10,000 member organization and a networking and advocacy group based in Toronto, dedicated to the advancement and recognition of executive minded women in the workplace, presented the award at a gala luncheon in Toronto.

Winners are selected by an independent advisory board.

Powless won in the Arts and Communication category. The award is given in recognition of women who have shaped Canadian thinking and culture through the profound impact they have made in the Arts or Communications areas.

This is not the first

national award for Powless. In 2005 she was chosen from a group of 300 candidates for the RBC National Canadian Woman Entrepreneur Trailblazer Award. It honours women who lead the way with visionary ideas.

Powless is a veteran journalist and owner of Canada’s only national Native newspaper. She is also the first First Nations

woman to enter this prestigious alumni. She is also the holder of the Native American Journalists’ Associations’ lifetime achievement awards for her contributions to Aboriginal journalism.

Powless said she was surprised to be

included in the Top 100 list. “This award is really a recognition of Aboriginal entrepreneurship and encouragement to Aboriginal women!”

<http://www.wxnetwork.com/images/Top100/WXN%20Awards%20Book.pdf>



President's message

Happy holidays from OCNA



By Mike Williscraft
OCNA President

Successes and challenges are the two recurring themes which have presented themselves to the Ontario Community Newspapers Association Board of Directors and employees in 2006.

No doubt, the most significant challenge has been in dealing with the budget impact of revenue reductions in the newsprint sales area due to ownership shifts.

Also, adjustments in OCNA office personnel have also caused significant adjustments for our team, a challenge which was met head-on by Anne Lannan and troops, much to their credit.

On an industry wide level, national ad sales continue to be a hot issue with government buys, both provincial and federal, as well as the car sector, being square on the radar of the AdReach team. This provides a nice segue to one of our most significant success stories of 2006 -- the inaugural Queen's Park Day hosted this fall.

The series of meetings which preceded the afternoon reception, which included many senior bureaucrats and key Cabinet representatives, proved highly effective in pushing some major initiatives on the OCNA Board's agenda.

Some of those items were:

- ♦ Limiting the impact of recycling contributions requested of the community newspaper industry by Waste Diversion Ontario (WDO);

- ♦ Ensuring changes to Regulation 1013 to the Retail Sales Tax Act, which deals with eligibility for PST exemptions do not negatively impact our members;

- ♦ Pushing for a Rural, Northern and Ethnic Community Newspaper Tax Credit.

In addition to keeping this front and centre for Minister of Natural Resources Dave Ramsay, this issue was also part of a presentation made by OCNA Government Relations Associate Gordon Cameron during pre-budget consultations, and;

- ♦ Bill 130's changes to the open governance provisions, including the creation of the new class of in camera meetings on issues that "do not materially advance the decision making of council", was also part of discussions and a presentation to the Legislative Committee studying the Bill.

The comments from the many publishers, bureaucrats, MPPs and Premier Dalton McGuinty at the reception were exceedingly positive and there was repeated encouragement to maintain this dialogue opportunity annually. No question...this will be in the works for 2007.

The overwhelming success of this day and its lasting positive affect is mainly due to the efforts of Gordon Cameron.

Back within the confines of the OCNA office, our Burlington location will remain our home for another five years. A new lease has been signed, with a series of upgrades to the office being included, and a refit of office equipment is being done to maximize space efficiency.

This should all be done in the next few weeks.

On the immediate horizon for 2007 is the initiation of the search for a new Executive Director.

The position has been vacant since early August and, again, the staff has done a superior job of maintaining a

focused, driven work environment.

The disintegration of what was a key focus to develop a one-stop national buy in community newspapers was a major reason for the board's decision to make a directional change. The board will be conducting long-term strategy discussions as part of its January meeting and the results of those talks will determine some of the criteria required in a new Executive Director.

No doubt, this has been a very busy year, but this is the community newspaper industry and what else would one expect?

The preceding are just some of the highlights I have touched upon, there was a lot more going on. There always is, but members will have to come to the 2007 Spring Convention in Niagara Falls to get all the details.

From myself, the entire board of directors and OCNA staff, have a great Christmas season with you and yours.

A new weekly column



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HR tidbits

Holiday office party etiquette

According to Hilka Klinkenberg, founder of Etiquette International, a firm specializing in business etiquette, the cardinal rule is to remember that no matter how festive the occasion, it's still about business. Don't fall off the fast track to success or risk damaging your professional reputation in one night of inadvertent blunders. Klinkenberg offers the following advice to ensure a smooth, enjoyable evening:

♦ Eat, drink and be merry -- in moderation. Where else but the office party can you find the CEO and the mailroom clerk bellied up to the bar together? Beware of the spiked eggnog, though. Alcohol plus you and your boss can equal Monday mornings "I can't believe I said that." If you choose to drink, do so minimally.

♦ Dress appropriately for the occasion. Klinkenberg says this rule especially applies to women who sometimes use company parties to strut their stuff. Leave anything short, tight or revealing in the closet. You've worked hard to create a pro-

fessional image, and revealing clothes can alter your coworkers' and manager's perception of you as a competent professional.



♦ Your company party may be the only time you see the president, CEO or VPs in person. Introduce yourself. This is a great

opportunity to become visible to your organization's higher-ups. At the very least, don't spend the entire evening with your regular office buddies. Get in the holiday spirit and mingle with people from other departments.

♦ Find out who can come to the event. Spouses and significant others are not always on the guest list. Check beforehand to avoid a potentially uncomfortable evening.

♦ If you've been a star performer in your organization this year, you may be honoured with a toast. Accept the honour gracefully, but don't drink to yourself or clap when others are applauding you. Also, make a toast to the person who toasted you, thanking him for the recognition.

♦ Pay attention to the time you arrive and when you leave. Even if you don't really want to attend, avoid arriving 20 minutes before the end just to make an appearance. On the flip side, don't party into the wee hours either. Coworkers and

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Nature Science Journalism Award worth up to \$60,000

The International Development Research Centre and Nature, the leading international scientific journal, is pleased to announce a competition aimed at fostering scientific reporting skills and experience for an English-speaking Canadian journalist.

Up to \$60,000 will be available for travel, living expenses and administrative costs for the winner of the IDRC - Nature Science Journalism Award. It is aimed at either a Canadian citizen or permanent resident who has at least three years experience as an English language journalist

either in print, broadcast media or online. The successful applicant will work in the London, England office of Nature starting in March 2007; he or she will travel to Melbourne, Australia in April 2007 to make a presentation at the 'World Conference of Science Journalists' and the winner will also spend between two to four months in one or more developing countries as a science reporter.

The intention is that the body of work produced by the winning applicant will be published by Nature which could include online, print, podcasts or all of the above.

Applicants will be evalu-

ated according to their current abilities and perceived promise; previous work on scientific topics and a proven interest in development issues will be taken into account. Candidates should provide samples of their work, a CV and a covering letter as well as a research proposal. A clear and compelling plan for the use of reporting time will be rated very highly.

Applicants should contact Oliver Morton, Chief News and Features Editor of Nature, by December 15th. E-mail o.morton@nature.com with IDRC Nature Award in the subject line.

IDRC supports applied

research in the developing world to help developing countries acquire the knowledge, skills, and technologies they need to build healthier, more equitable, and more prosperous societies.

This is the final journalism competition being sponsored by IDRC this year. It has already handed out awards to two francophones (one from Canada and the other from the developing world) and one anglophone reporter from the developing world aimed at promoting the development of reliable, critical and contextual reporting on scientific issues.

A new era begins for Perth Courier

By Ian Gray
The Perth Courier

Canada's second-oldest weekly newspaper has been sold. After being in his family for more than 155 years, Perth Courier owner and publisher John Clement sold the paper to Metroland, a subsidiary of Torstar Corporation, which publishes 100 community newspapers in Ontario.

The Courier was founded in 1834.

Clement says the decision to sell was not an easy one.

"It took three months to fully make up my mind, then another five or six months before it was all done," he said.

A number of factors played a part in his decision. "I'm not getting any younger, and I had to think of the future of the company and employees - what their future would be.

"When Fred Runge (of Runge Publishing Inc.) sold (to Metroland) it was a wake-up call," Clement added. "Gananoque (Reporter) sold and that's when I started mulling things over."

Clement said he knew the paper had to be sold at some time.

Chris McWebb, associate publisher for Metroland's Ottawa region, which includes Perth, spoke highly of the success and quality of The Courier.

"We look forward to learning from and working with the entire Perth Courier staff and continuing success long into the future," he said.

McWebb said Metroland recognizes the history of The Courier and its key role in the community.

The Mississauga-based company bought the Runge Publishing line of newspapers, which included neighbouring Carleton Place Canadian and Almonte Gazette last year. The Courier has been printed by Runge, in Renfrew, for more than 25 years.

Metroland introduced a free weekend newspaper in Smiths Falls recently, and launched the free Perth Weekender here in October.

The Weekender is meant to complement the Wednesday Courier, McWebb said.

Courier readers will still find the information and columnists they have come to expect in the Wednesday edition, but will now have the added bonus of picking up more information in the weekend publication.

"There will be no changes whatsoever to The Courier."

-- Bryan Wiltsie, general manager for Perth, Smiths Falls and Ottawa region

The new two-paper relationship isn't meant to change things, he said but build upon what is already here.

Bryan Wiltsie, general manager for Perth, Smiths Falls and Ottawa region, agreed. "It's a great opportunity for The Courier to provide the community with a weekend product."

He described The Weekender as an "overflow"

from The Courier.

Wiltsie assures Courier readers that Metroland is not about to make drastic modifications to the paper.

"There will be no changes whatsoever to The Courier." The circulation for The Courier is "incredible," he added, for a paid newspaper.

"I don't know if there is another (newspaper) out there that has that kind of percentage," Wiltsie added.

"It is our commitment for the newspaper to continue to be an integral part of the Perth community," McWebb said. "With the addition of the new Perth Weekender to complement The Courier, we are excited to be providing more community news advertising and information for our readers and customers."

Clement still owns The Courier building and will keep his office, running the on-site printing company as Clement Printing.

As of October 2005, the combined distribution of the community newspapers published by Metroland was about 4.5 million copies per week.

Lack of standardization creating havoc with ads

By Sean Lind
AdReach Manager of
Marketing

Over the past couple of years the community newspaper industry has made great strides to make buying our media easier for national advertisers. ComBase has become an important part of AdReach's sales efforts and is regularly requested by agencies looking to identify the best newspaper for their client's needs. As well, we added the new Market Analyzer geo-demographic system this year to tie newspaper distribution area with Statistics Canada demographic data. However, there is always room for improvement to make the process simpler, and advertisers are looking at one specific issue: column size standardization.

The most commonly heard complaint from advertisers and agencies is the number

of different sized ads that need to be created to accommodate a community newspaper campaign. For example, an advertiser looking to book a quarter page vertical ad across the province would need to build between eight to 10 different sizes, depending upon the amount of floating they will accept. This may not seem like a big issue, but remember that national clients are normally booking across the country, and in many cases on tight deadlines. The multitude of sizes results in higher creative production costs for the advertiser, late material for the newspapers, and the risk of sending the wrong sized material for AdReach. These hurdles may mean advertisers choose to rely on another media instead of taking the time required to use community newspapers.

Ultimately, this lack of standardization in sizing is costing community newspa-

pers money. In many cases we have seen advertisers cut newspapers from campaigns where their page sizing would mean new creative would have to be created. Advertising agencies also reduce the size of the ad space to better-fit available creative, which results in the newspaper getting less revenue than planned.

Another significant cost to members is the time spent waiting for late material. With many campaigns being booked just before press time, the need to create various sizes only makes the matter worse. This is especially the case where the media is planned and booked by one agency and the material is designed and sent by another. With the growing number of newspapers involved in campaigns and the short timelines, ad material seems to arrive later and later.

Advertisers are asking for the standardization of column widths as a means to reduce

the number of different ads that need to be created. Standardization would not stop newspapers from maintaining a sense of individuality of their paper in terms of depth and number of columns. The vast majority of daily newspapers in Ontario all have a column width of 1 1/16" with a gutter of 1/8", and many OCNA newspapers already are using that same column width in both tabloid and broadsheet formats. Whenever possible, advertisers and ad agencies are looking to use the same material created across as many publications as possible to reduce costs and time. Given this, AdReach is recommending more newspapers consider standardization as a way to remove one of the last major complaints made against community newspapers, and make our newspapers an easy and effective advertising vehicle.

Photographer wins national award

Continued from page 1

always unique, and Rob consistently captures the energy and emotion experienced by his subjects," adds Douglas. "Rob's photos portray the excitement and discovery of learning — from the first day of school, to community pumpkin planting, from program initiatives like monarchs in the classroom, to the city's high school football championship."

Submissions were judged by three communications professionals outside of the education field from the Calgary area.

Mooy was thrilled to receive an award for education coverage.

"I really enjoy my work as a photojournalist and one of the things I enjoy most is going into the schools," says Mooy, "giving our readers a glimpse of the day-to-day activities that goes on in the classroom."

"Covering a wide variety of events, from sports to classroom activities, nothing is more satisfying to

me than to see the excitement and expressions of joy on the faces of the children knowing their photos will be published in Kingston This Week," he adds.

"I'm thrilled to be presented with this prestigious award for something that I so enjoy doing," he says.

This is the third BRAVO award for Kingston This Week in the past decade. Previous winners include managing editor Steve Serviss and former reporter Julie White.

Mooy will officially receive his award at the public school board meeting in January.

Ed Henninger of Henninger Consulting would like to provide OCNA members with the following services FREE!!

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Dates to Remember 2006

**2007 Spring Convention -
March 30 & 31, 2007**



Ready your nominations for the 2006 Molson Community Award in Memoriam of Mary Knowles

6 'Tis the season to reflect on your employees, employers and co-workers. Look around your office. Do you see a dedicated newspaper professional who is also committed to bettering their community? Is your reporter devoting personal time to fundraise for local charities? Does your ad manager spend their weekends improving the social and cultural aspect of your city/town? Do you hear about your office manager volunteering with the local youth groups in their spare time? Then why not nominate them for the 2006 Molson Community Award in Memoriam of Mary Knowles.

The award was created by the Ontario Community Newspapers Foundation in memory of Mary Knowles, a dedicated newspaper person and active community member who died from breast cancer in

November of 1996. The award is generously sponsored by Molson. It recognizes both the contributions of individuals and the intimate connection community newspapers have with their communities. Entry deadline is Wednesday, January 31, 2007. This year's recipient will be invited to receive the award at the OCNA Better Newspapers Awards Presentations on Saturday, March 31, 2007. Travel and accommodation will be provided. All nominees will receive a certificate recognizing their contributions. Nomination forms are available at <http://members.ocna.org>.



The 2005 Mary Knowles Award recipient Mark Cripps (right) of Brabant Newspapers - now known as Hamilton Community News - with Knowles' mother Doris Traplin and son Ben Riche.

Saying goodbye after 28 years

Marilyn Leitch is saying goodbye to the Dresden North Kent Leader after being there for 28 years. She started at the newspaper in an administrative/clerical position and moved up to sales manager. She started work when her children became less dependent on needing her at home full-time.



Now that she will be retired, she will have the opportunity to spend more time with her grandson in Vancouver and have time for building her retirement home in Northern Ontario.

"I have been fortunate to work under the same roof for 28 years. I have met many wonderful people and worked with the best. The North Kent Leader/Voice of the Farmer has been an extension of family," said Leitch.

Office party etiquette

Continued from page 3

managers will notice both errors in judgment.

- ♦Be sure to thank those who coordinated the party. They likely put in a great deal of effort hoping you would have a good time. Not only is saying thank you the nice thing to do, but it also makes you stand out from the many employees who don't.

If you're in charge of planning the party, a few reminders:

- ♦Consider your employees' diversity. A Christmas party may alienate some staff. Promoting a holiday party is more inclusive.

- ♦Is a daytime or evening party more convenient for attendees? For employees with children, arranging child care for an evening event may be an issue. If you plan a party during office hours, however, make sure everyone can attend.

- ♦Clearly convey to employees who is invited to the party. If spouses or children are not included, make that clear.

- ♦Plan an event that reflects well on the company. Choose an appropriate location, control the alcohol flow and take your employees' interests into consideration.

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OCNA tells MPPs to protect open meetings

The following is an excerpt of a presentation given to the Ontario Legislature's Committee on General Government by OCNA's Government Relations Associate Gordon Cameron on the open meetings provisions of Bill 130 (a bill that gives municipalities new powers and responsibilities). The Committee is studying the bill and will make recommendations for changes before it comes back to the Legislature for Second Reading.

Ontario's Community Newspapers publish stories on a wide variety of topics, but local news is our bread and butter. It's what our readers look to us for and is part of what makes us the voice of the community. Because of this focus, changes to the powers, structure or duties of municipal governments are of great interest to us.

Specifically, OCNA is interested in the sections regarding open meetings. We are firm believers that good government is open government and that you can't have one without the other. Currently, only seven instances exist where a municipal council can exclude the public from what would be a public meeting. OCNA has no problem with those exceptions because they are precisely written and narrowly construed. However, that doesn't mean that abuses don't occur. We often hear stories from members about how their municipal council has stretched the definitions outlined in the Municipal Act to absurd lengths to avoid discussing something in public.

Several myths exist about strengthening current open meetings laws. First, is the idea that by having a provincewide set of rules equals the province micromanaging the affairs of municipalities. Not true. Ensuring all Ontarians have the same right to find out what their local government is doing, regardless of which municipality they live in, is very important. It makes no sense that citizens of Brampton could hear their council discuss items that citizens of Sudbury could not. We're all Ontarians and all Ontarians deserve equal access to our governments.

Further, following a common set of rules does not imply that municipalities are unable to make responsible decisions or be accountable to their citizens. Everyone of us is a responsible and accountable adult, and yet there are laws that make it illegal to rob a bank or steal a car. Do having those laws on the books mean we're being treated like children by the state? Of course not. The only people who will see a negative impact from those laws are those who choose to rob banks or steal cars; those

who choose to break the law. Municipalities that choose to hold in camera sessions on topics that don't fit the seven current exceptions are breaking the law, the same as if they stole a car or robbed a bank. For the majority of municipalities who do not abuse the existing rules stronger laws won't limit their freedom to conduct business because they are already operating quite well under current conditions. Strong open meetings laws only punish those who break them and not those who follow them.

One of the big challenges with the existing legislation is that there is no objective way to judge if an in camera meeting was legally held. OCNA is pleased to see a mechanism in Bill 130 whereby citizens could file a formal complaint against a

One of the big challenges with the existing legislation is that there is no objective way to judge if an in camera meeting was legally held

council if they feel an improper closed door meeting was held. OCNA likes the way the bill sets up two options for judging such complaints either through a municipally appointed ombudsman/investigator or through the use of the Provincial Ombudsman. This approach gives municipalities the flexibility to choose the option that's best for them while ensuring that the public's rights are protected. The inclusion of the Provincial Ombudsman is key, because it doesn't force small communities to hire another staff person to manage complaints and it acts as a bridge for larger communities between the time the Act comes into force and the time when they will have hired and trained their own ombudsman.

While we are very pleased with the new complaint system we were disappointed to hear that the only consequence that could be levied against a council would be a negative report issued by the investigating officer. The theory goes that municipal officials would want to avoid a public shaming so much that they would follow the law for fear of a public backlash. There are times when this type of moral suasion would be very effective but, it doesn't always work that way. Anyone who follows politics at any level can point to occasions when some elected official was reprimanded for some breach only to be re-elected the next time out. If the threat of the ballot box isn't a universal deterrent

then we must have additional methods to compel compliance. However, the two most popular methods to discourage the abuse of the closed meeting privilege, disallowing decisions made during improper meetings and fining council members both have their problems. First off, if a council decision is reversed it could cost the municipality millions of dollars and have major repercussions for work that has already begun. Second, if fines were to be levied who would pay them? The councilors? The municipality? Would the whole council be judged to have broken the law or only those who voted to go in camera? In spite of these problems OCNA thinks that both methods should be available to deal with councils who break the law. However, we advocate a measured approach.

For instance, a council that honestly believed it had grounds to hold an in camera session, but later is judged to be outside the scope of the seven exceptions might only receive a warning. Whereas a council that consistently breaks the law might see fines that increase with each offence. Disallowance would only be used in the most egregious cases where elected officials deliberately cut the public out of the decision making process. Recommending penalties would be the job of the ombudsman (either local or provincial) who looked into the case but would be imposed by the Minister of Municipal Affairs and Housing. The Minister, or his designate, could conduct hearings on the appropriate level of punishment for the infraction. This proposal may not be popular with either municipalities or the ministry because of the potential consequences it imposes on the former and the adjudicatory function it gives to the latter. However, OCNA feels that in order to protect the citizen's right to know, there must be real consequences for people who break the law.

OCNA is also concerned about the addition of an eighth reason for municipal councils to go in camera. This new reason, which was designed to facilitate long range planning and technical briefings, is fundamentally flawed both in its spirit and its execution. Section 101 (1) states "A meeting may be closed to the public if, at the meeting, no member of the council, or local board or committee of either of them, as the case may be, discusses or otherwise deals with any matter in a way that materially advances the business or decision-making of the council, local board or committee."

When I read that the first time I couldn't for the life of me figure out what they

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OCNA BNC announcement advertising competition

Calling all Creative Ad Designers!! Show off your talents in OCNA's Industry Promotional Advertising Competition. See your work published in Community Newspapers across Ontario and win a one night stay for 2 at your choice of one of the following Vintage Hotels: Prince of Wales, Queens Landing or Pillar and Post*.

Who: This contest is open to all creative and talented people at OCNA active member newspapers. More than one designer per newspaper may submit an entry.

What: This ad must be set up as a template to be used in any member newspaper to announce their standing in the BNCs to their readers.

Where: One finalist will be chosen and the ad will be supplied to OCNA member newspapers free of charge, to be used as industry house ads whenever space is available.

When: Entries must be submitted by **Tuesday, February 9, 2007.** Winners will be announced in E-clips and News Clips.

Why: These ads will be a uniform way for member newspapers to announce that they are finalists in the OCNA BNC

Awards to their readers and clients.

Ad content: It must contain one of the following tag lines- 'The Power to Persuade'; 'The Voice of the Community'; 'Relevant. Respected. Reaching'; and 'Enlightening. Engaging. Informing.' The ad must also contain the OCNA logo which can be obtained from s.queshi@ocna.org.

How: Create your design in ¼ page (3 3/8" x 100 agates) format. Please send both colour and black and white versions. Maximum of two separate designs per entrant.

To submit, please send PDF files. The winner may be asked to submit a Quark, Word, InDesign file so all newspapers will be able to include their own logos in the ads. Send your files to s.queshi@ocna.org and name your files with your newspaper name. In your e-mail message, please include name of the designer and the name of your newspaper with all contact information.

For any questions or concerns please contact Shaba Qureshi at 905-639-8720 ext. 244 or s.queshi@ocna.org.

Judging will be done by a panel of industry experts. Judges decisions are final.

**Valid from March - August 2007 - Not Valid Fri/Sat June/July/August.*



Consequences needed for municipal law-breakers

Continued from page 7
were talking about. Was this an attempt to prevent journalists from showing up at the council Christmas Party? What could a council discuss that wouldn't materially advance their business or decision-making? Why would it be worthwhile to talk about something if it didn't? OCNA implores the Committee to recommend that at least this section be rewritten in plain language, to set out very specifically what it allows to be discussed in camera. As it stands now, it wouldn't take much of a legal contortionist to find a way to shoehorn almost anything into a private session under this clause. However, OCNA sees no need to include this new exception in the first place.

Unlike almost all of you I have no municipal political experience, but what I do have is journalistic experience covering municipal politics which gives me an understanding of the process. As a reporter I have sat through numerous technical briefings and plan-

ning meetings and from my experience I see no reason to close those sessions to the public unless they contain material listed in the existing seven exemptions.

As a reporter, particularly a Community Newspaper reporter, you have to be a 10 minute expert in everything. Not only do you have to learn it well enough to understand it yourself, you also have to be able to then explain it to the public. Having access to experts in the more technical fields has enabled me to write more complete stories than I otherwise would have been able. Basic questions sometimes asked by members of council assist greatly in that pursuit. These technical briefings are not just useful for members of municipal councils, but also for the public at large and if the only reason to deny the public their right to attend them is to prevent possible embarrassment to an elected official, then we don't feel that is a good enough reason.

A strong case can also be made for including the public in long term planning meetings. The public has a great interest in knowing where their hometown is going. So why should they be excluded? Presumably, holding these meetings in secret would allow members of council to think big and float all sorts of fantastic ideas without fear that their musings would be used against them come election time. Of course, any idea coming from these meetings will have to be made public at some point. The public has a great ability to distinguish between a trial balloon and a serious suggestion. Again, as with technical briefings, unless something falls under the existing seven exemptions we see no reason to close long term planning meetings to the public.

For the most part OCNA likes the spirit of Bill 130. Municipalities are responsible, accountable levels of government in their own right. And while OCNA advocates a con-

tinuing role for provincial legislation to ensure that all Ontarians have equal access to meetings of their local councils, we do not see this type of legislation reflecting poorly on municipalities as a whole. Ensuring and enforcing strong open meetings laws helps local citizens, and the Community Newspapers who serve them, to access the process through which decisions are made in their name. Democracy, like flowers and trees, thrive best when bathed in sunshine. Open meetings laws are the windows into an otherwise dark room. Protecting the openness of the process keeps the sun shining on our municipal democracy helping to flourish and bear the fruit that the citizens expect it to.

For the full text of the presentation, including the question and answer session, please see: http://www.ontla.on.ca/hansard/committee_debates/38_parr/ession2/GenGov/G040.htm.

advertising

Sight unseen and untold means unsold

By **Chuck Nau**

Publishing Consultant and Sales and Management Trainer

Face to face selling has many benefits and I am a strong advocate of in-person selling. One reason in particular is that in-person selling affords you the opportunity to gather information through direct observation, and then asking questions, right then and there, based on your observations. The more you know, the stronger a relationship can become, and the higher the likelihood of success for your advertiser, your newspaper, and you.

However, there are circumstances from your advertiser's perspective and from you and your newspaper's perspective that may preclude the opportunity of getting together face to face. Selling over the telephone is the next best thing! Let's briefly review some telephone selling suggestions to enhance your selling efforts and increase the likelihood of your success.

- ♦ **Plan-Plan-Plan.** Review what your call objective will be, what specific action do you hope the advertiser will take? What are you going to say? Be prepared to reiterate or review some of your key points. Limit your key points, at least initially, to three. Be prepared to give a 30 second commercial on your market or your newspaper or the promotion you are proposing. Be patient, persistent, and enthusiastic!

Write down your three keys points or ideas you plan to cover. Writing them down BEFORE calling allows you to focus on the following ...

- ♦ **Check your tone of voice and rate of speed.** The tone of your voice reveals exactly what you, the speaker, thinks and feels. Do you speak distinctly and confidently? Don't forget those simple 'thank you's' to individuals who you talk to along the way to your primary contact. Remember when you use the telephone, it's not what you say, but the way you say it.

It's ALL about the tone of your telephone voice!

- ♦ **Shhhhh! Don't forget to listen!** Listening and talking go hand in hand in telephone selling. As the old adage says ... 'Nothing I say today will teach me anything, if I am going to learn something I need to listen!'

- ♦ **Qualify again.** Once you have made contact with your decision maker,

Shhhhh! Don't forget to listen! Listening and talking go hand in hand in telephone selling.

intro yourself, your paper, and your market, and clarify that you have indeed reached the right decision maker for your market.

- ♦ **Availability!** Check that your decision maker has time NOW to talk. Ask for time and give an estimated length of your call. By asking for time, you demonstrate that you know the value of their time as well as your own.

- ♦ **Why? Why should your decision maker listen?** Is your information (presentation) appealing, timely, compelling, and specific to this advertiser and their marketing strategy and goals? Be prepared and anticipate objections. Acknowledge them, restate them, then present benefits and solutions you and your paper offer.

- ♦ **Pause. Be Patient.** Don't tell too much, and when in doubt ask a question. Always continue probing and search for specific needs, problems,

or unique selling opportunities. If the customer is upset, deal with the person first and the problem second.

- ♦ **Listen (again).** Listen to understand your decision maker and to be sure your decision maker understood you!

- ♦ **What's Next?** Take charge and be in charge of the next step. ... Did you promise to send some information? ... Have you set an appointment? ... Were you referred to someone else? Whatever the next step may be, reiterate it to your contact and be sure to clarify any needed followup. Reconfirm any necessary contact information ... for them, for you and for any other possible contacts.

- ♦ **Thank you!** Thank your contact for her time and consideration.

One last thought. You do have a mirror on your desk, don't you? As the assistant classified manager at the Chicago Daily News told me a few years ago, people smile when they look in a mirror. You will smile, too, and that smile will go out over the phone lines to your potential advertiser, they will hear it in your voice!

You may be unseen. Don't be unsold because you were untold.

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Chuck Nau of Murray & Nau, Inc. is a Seattle area based publishing consultant and sales and management trainer. He has been a speaker for and conducted advertising, marketing, management and sales training workshops with newspapers, niche publishers, publishing groups and press associations, throughout North America.

Comments and questions are welcome and may be directed to Chuck via email: murnau@nwlink.com. or at (425) 603 - 0984.

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How to get something great



By Jim Stasiowski
Writing Coach

Sometimes, when I'm in a conference room with a reporter, coaching him or her one-on-one, I can't help myself, I just have to stand

up, walk around and flail my arms.

I know. That sounds stupid. It no doubt is.

Furthermore, it probably discombobulates the reporter sitting there wondering what happened to that calm analysis of writing he or she was expecting.

But I'm not calm. I'm excitable.

I've always envied the cool types. I've always wanted to be cool.

And I never have been.

I've never dressed cool, I've never looked cool, I've never acted cool. Five minutes after I shower and dry off, I'm sweating again, even when the weather is -- you guessed it -- cool. My hair is my least-cool body part. It was punk long before punk was cool. It is completely unmanageable, unless I slick it down with lanolin, whatever that is.

Shortly after starting a group seminar, I'm sprinting around the room, yelling at the audience, occasionally firing an unintended curse word, sweating like the mayor on election night. (The truth: At breaks in my seminars, I often will hear reporters in the lobby saying to each other, "Do you believe how much that guy sweats?")

I was one-on-one coaching a reporter who had missed out on a really good story. I was showing him that although his story covered adequately the aftermath of the signing of a contract between a private company and the city government, he had done next to nothing to shine a harsh light on a loophole that meant the company was profiting gleefully at the city's expense.

I was a visitor in that city. The lame-

brain deal between the city and the company didn't hurt me. My taxes weren't going to go up, my elected representatives hadn't approved the bum deal. Yet I was angry about it, and I assumed the reporter would be, too. It was his city.

"Don't you see," I said, my voice roaring like Niagara Falls, "this deal is a travesty?"

Avoiding eye contact, the reporter forced a smile and a nod. "Yeah," he said, as if producing each syllable were painful, "I guess I see that."

I stood and flailed.

His coolness exasperated me. I wanted him to stand with me, flail with me.

To write that story well, he needed some anger, something that would prod him to corner one or more city officials and demand straight answers to tough questions.

You can be outwardly cool and yet successful as a reporter or editor. You do not have to dress poorly and sweat at the exertion of tying your shoelaces, as I do. Heck, even I, in the demanding-straight-answers phase of reporting, can turn on the charm, coax gently and commiserate rather than interrogate.

But I have found that the best journalists are those who think hot. The best spot a flaw or oddity, and that makes them, if not angry, at least revved-up, highly motivated.

A reporter I first coached years ago calls me every few months. She's bright, highly skilled, fun to talk to. She calls me because she'll be working on a story, and she'll like it, but she won't love it. She wants each story to spark her passion, and when it doesn't, she calls me.

We spend anywhere from a few minutes to an hour or more, in three or four calls, straining to come up with a story that will meet her standards. The last time she called, we fell short. We both envisioned a story of loss and heartbreak; when she looked into it, however, the facts were too

mild to satisfy either of us.

"It will be," she said wearily in our final phone call, "a good story." Both of us knew what she meant: It would be good enough, but disappointing nonetheless.

Thirty-plus years ago, on what was probably my third day of working for a newspaper, my boss and mentor, an accomplished veteran photographer, told me: "The best feeling you'll get in this job is the fear each day that you won't get something great."

How, I asked him, could fear be a good feeling?

"You'll learn," he said, "or you won't be very good."

I know now what he meant. We appreciate the outstanding, fully formed story that fortuitously plops into our laps. But what we learn to cherish is the mad pursuit of the hidden stuff, the frenzy of tying together a dozen scraps that, against all odds, add up to something better than any editor or any reader was expecting.

That kind of story almost always demands sweating, swearing, flailing.

But I guarantee, when it finally gets into the paper, it's something the cool types will envy.

THE FINAL WORD: "The new city manager," the story read, "plans to focus on three areas: the budget, personnel problems and timely responses to residents' complaints."

Oh? And I suppose the new city manager has six eyes and three brains?

"To focus" means to fix or settle on one thing, not a series of things. Don't let a source off the hook. If he or she is going to "focus," require him or her to zero in on what is most important.

Writing coach Jim Stasiowski welcomes your questions or comments. Call him at 410-796-0210 or write to 6310 Bayberry Court, No. 1007, Elkridge, Md. 21075.



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Citizen journalism is opening exciting new doors for newspapers. INMA's latest report, **"A Guide to Citizen Journalism for Newspaper Executives"** documents the citizen journalism's impact on reader retention, advertising opportunities, and the future of the newspaper. This publication promises to be an eye-opening introduction to this exciting shift in the newspaper business and an examination of best practices for incorporating them into the modern newspaper organization.



"Newspaper Outlook 2007: Embracing the Transition to Multi-Media"

represents the sixth annual strategic examination by INMA of what the year ahead will look like for newspaper companies.

This report, authored by INMA Executive Director Earl J. Wilkinson, shows how investors and advertisers are pushing newspapers to expedite their move into multi-media news and advertising delivery. The heart of "Newspaper Outlook 2007" delves into the rarely discussed

topic of transitioning from mono-media to multi-media. INMA concludes that this transition is necessary -- but painful for a management culture hooked on high profit margins and an editorial culture unaccustomed to change and accountability.

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Water Cooler

• Blake Wolfe, a recent graduate of Durham College, has joined the editorial staff of the **Scugog Standard** of Port Perry covering government and general assignment; Kelly Doughty and Sylvia Muldar have joined the sales staff.

DON'T FORGET TO FORWARD THIS EDITION OF NEWS CLIPS TO EVERYONE IN YOUR OFFICE OR PRINT A FEW COPIES AND POST THEM ON YOUR BULLETIN BOARD.

CLASSIFIEDS

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

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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 Previously published columns can be viewed on-line at <http://www.simcoe.com/sc/alliston/column/v-scv2/> Laughter is now on the menu. Order your weekly serving of Spaghetti for Breakfast today!

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Adobe comes up with another winner in Acrobat 8 Pro



Kevin Slimp
Institute of
Newspaper
Technology

Can I actually be that old? Can Adobe Acrobat really be up to version 8? Let's see, Adobe releases a new version of Acrobat every 18 months. That would be 8 times 1.5 years. Where did those twelve years go? It seems like only yesterday I reviewed version 7.

Adobe is very sneaky. With each upgrade, they seem to add at least one feature that publishing professionals must have. In Acrobat 5, it was the ability to convert gradients to smooth shades, thus ending the days of banding in gradient fills.

In version 6, Adobe added several important features. The Separations Preview made it possible to visually find color problems in a PDF file. The PDF Optimizer made it possible to correct problems right in Acrobat and save the file as a new PDF. The most important addition for newspaper folks, however, was the Preflight ability to create sets of standards by which all PDF files can be measured. Acrobat 7 Professional heralded the ability to convert spots to process colors, using the Ink Manager. To go a step further, version 7 made it easy to convert one color spot or process to another.

Now, with my 30th birthday a distant memory (no jokes about my age), could it really be that Acrobat is up to version 8? I've been involved in the beta testing for Acrobat 8 for several months now, so it was no surprise when the FedEx box arrived on my desk with the newly released Acrobat 8 Professional inside.

Have they done it again? Has Adobe added one or more new features that make Acrobat 8 Professional indispensable to the publishing professional? I'd like to string you along, but you probably already know the answer. Yes!

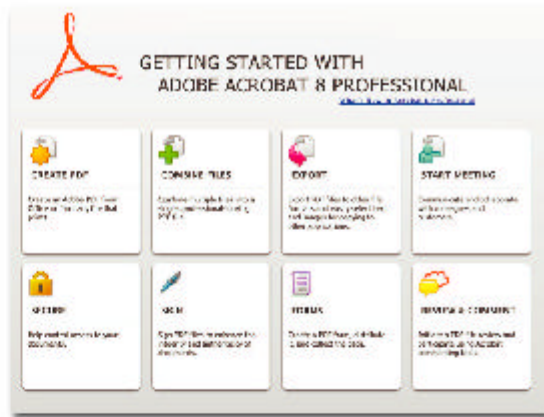
Before we get into that, let's look at several features available in Acrobat 8 Professional:

- *A cleaner user interface.* Adobe likes to tout the new, clean look of Acrobat when the application first opens. The user is greeted with a pretty screen that allows you to click on a button to begin a process. Most of us, however, will click on the "Do not show at startup" button to make this screen go away when the application begins.

- *Adobe continues to improve the ability to easily create and combine files.* Combining multiple files into one PDF gets easier all the time. And not just PDF files. To test this feature, I instructed Acrobat to combine a PDF file, an EPS file exported from QuarkXPress, a JPG file and an InDesign document. Surely, I thought, Acrobat would be stumped by the Quark EPS. But there it was, before my eyes. It worked perfectly.

- *Collaborate and share reviews with others.* Version 8 introduces the concept of shared reviews. By publishing comments to and retrieving comments from a server separate from the PDF file, reviewers can see each other's comments.

- *Advanced print-based features.* In addition to the preflight and ink manager tools, Acrobat 8 Professional introduces improved advanced printing features. Acrobat now includes the ability to create watermarks, crop pages and set up pages in booklet form.



A slick new interface might be the first thing you notice when opening Acrobat Professional 8. But lots of new features, including preflight fixups, will be the things you remember.

- *The Ad Department is going to like this one* (if they ever take the time to try it out). Acrobat Connect offers a way to interact with clients and others in real time. For a monthly subscription fee, Acrobat users can open their documents into personal meeting rooms, so they can be shared with others over the Web for live collaboration. Screen sharing, audio and video conferencing, whiteboarding and other features are possible with Connect.

- *OK, here it is. The one feature we'll all come to depend on.* Acrobat 6 Professional offered the ability to create preflight profiles. This meant the user could have Acrobat search throughout a PDF file for any potential problems. In our business, we'd look for things like OPI comments, RGB color, fonts that weren't embedded and more. Acrobat 8 Professional has added the ability to fix certain problems when they arise during a preflight.

For instance, I created a preflight to look for various potential issues in a newspaper ad. One possible problem was the presence of OPI comments. These pesky little programming comments can play havoc when PDF files go to the press. Now, with Acrobat 8 Professional, I can create a profile that 1) finds OPI comments and 2) removes the comments after they're found!

Let me give you a moment

to catch your breath. OK. You can correct such problems with a new feature called the "fixup." Basically, you instruct Acrobat to fixup a particular problem when it is found during a preflight. I could tell you more, but I dare not.

Yes, like many things, Acrobat gets better with age. It gets closer all the time to the magic stand-alone application we've dreamed of since its inception. There are still a few things Acrobat Professional can't do without the help of plug-ins, so don't throw away your copies of PitStop or Quite a Box of Tricks. But it's getting closer all the time.

Acrobat 8 Professional is available on the PC and Mac platforms. Upgrades are available from previous versions. For more information, visit <http://www.adobe.com/products/acrobat>.

Kevin is director of the Institute of Newspaper Technology. Read more of Kevin's columns at www.kevinslimp.com.



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- Des Moines, IA • Feb. 2
- Nashville, TN • Feb. 7-9
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