

news clips

Donate used household items to ReUseful

By John Futhey
York Region Newspaper Group

Do you know where to send your gently used items to benefit those less fortunate? Do you know where to find gently used items for your family?

Do you know where exactly your hazardous household waste should go?

Residents can find answers to all three questions at the Reuseful area of yorkregion.com.

"In our culture of convenience and rushing to and fro, we often can't find these answers," said John Futhey, director of interactive media for the Web site. "With the community's help, ReUseful will become the complete source for all this information in our region."

Residents can post just about any household item at the online trading post. All items must be free.

The ReUseful area -- accessible directly from the home page of yorkregion.com--also includes critical recycling and hazardous waste information for all municipalities in York Region.

Visitors fill out a simple form to post their item online. After submissions are approved by Web site staff, items are live on the Internet for at least two weeks, where other users can contact the sellers

directly by e-mail or phone.

Already users can get useful information on donating everything from knick knacks to clothing and computers. Charitable organizations are encouraged to publicize ongoing needs for certain items.

"Response so far has been great," Futhey said. "We really want to build a

variety of items so we can have a comprehensive batch of information as quickly as possible."

This yorkregion.com initiative won a cash prize for Best New Web site Idea at the Suburban Newspapers of America's recent convention in Las Vegas.

The Golden Opportunity Home Give-Away

By Scott Schermann
Editor The Manitowadge Echo

We are pleased to announce our participation in the Manitowadge Golden Opportunity Home Give-Away. One lucky winner is going to win a home in beautiful Manitowadge! Hosted by the Manitowadge Volunteer Firefighters Association, The Golden Opportunity Home Give-Away will run from May 8 - August 12, 2006. Anyone over the age of 18 will have the chance to enter and win the home generously donated by Newmont Canada Limited. Included with the home will be additional prizes donated by some of the

Golden Opportunity Partners.

So what kind of home can the winner expect? It is a beautiful 1126 square foot, one storey house. It has 3+1 bedrooms with two bathrooms.



The house is complimented by an attractive 59 by 131 square foot lot, on a quiet residential street. The paved single lane driveway, leads to a spacious 755 square foot garage complete with two carports. The landscaped backyard gives way to picturesque Perry Lake Conservation area.

The best part of the give-away; it's FREE to enter! That's right; to enter, a person just has to come to Manitowadge and fill out an entry form. Everyone who

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a word from OCNA...

Looking for advertising software...

By Anne Lannan
OCNA Member Services Manager

OCNA receives queries from member newspapers about various software programs available to help them produce quality publications. Some papers are in their budget cycle and are looking to next year, while others are continually looking at process improvements.

Here are a few leads to some of the most commonly asked for software programs for your advertising department.

Publishing Business Systems

(formerly Informatel) www.pbs.com

MediaPlus® ADVERTISING solutions are designed to improve every aspect of your advertising operations - from classified and display sales to ad creation, scheduling and callbacks. Our software simplifies order entry, automates ratings, provides billing alternatives and more, making it easy for your sales reps to do what they do best - sell! The online self-service software even makes it easy for advertisers to create their

own ads, place insertions and view their account history from your Web site.

In addition, MediaPlus® ADVERTISING solutions help you effectively manage your business by giving you instant access to a wealth of information you can use to identify trends and analyze data by advertisers, industry, contract level and more.

Harris Baseview

www.harrisbaseview.com

AdManagerPro - With more than 1,200 customers, AdManagerPro is a popular ad-management solution. AdManagerPro streamlines and simplifies the advertising process by integrating multiple ad management functions into one easy to use toolset. It features WYSIWYG ad composition, flexible administration, simple pagination using ClassFlow and Internet ad-booking via Liners Online.

Although powerful and sophisticated, AdManagerPro's still manages to keep the various functions of selling and managing ads straightforward. From selling to composition to pricing, AdManagerPro is designed to keep things running smoothly so you spend more time selling ads and less time fussing with them.

AdPower is a dynamic advertising system that can help increase ad revenue without increasing the effort of your sales representatives. Through AdPower, you can easily publish to print, the Web and other media while managing multiple schedules and rates, various graphics and numerous layouts. AdPower even features a "remote" option to further enhance workflow flexibility.

News-Net www.news-net.net

AdWorks is a completely new and powerful ad management software system offering new features and ease-of-use in a cross-platform (Mac/Windows) environment.

AdWorks™ is designed from the ground up to take full advantage of

Managing Editor's widely popular suite of pagination software packages. AdWorks™ is designed with a powerful set of customer handling abilities that let you adapt the software to suit your preferences, not the other way around.

Key Features- AdWorks™ gives you ROP, classified, and complete accounts receivable—all in one package. It lets your customers book ads over the Web, and hooks up with hand-held devices in the field.

- Easy Customer Handling - searchable fields in an easily understood colour interface; instantly locate existing customers.

- Customer Checking - list format provides an easy way to track accounts with the same names or phone numbers. Automatically stops delinquent accounts.

- Agency/Client relationships.

- WYSIWYG classified lets you compose and see the ad on screen exactly as it will appear in print.

Ad Entry- Use for scheduling ads - entering new customers, payments, account histories, etc. are all done from a single screen with type that you can actually read, without the need for searching multiple windows.

Automatic pricing and extra charges for bolding, borders, graphics, etc. AdWorks supports user-defined prices, on-the-fly extra charges, discounts and billing surcharges. Built-in flexible rate structure

Publishing histories - available at the click of a button, complete billing for classified liners, classified/display and ROP ads.

Display Ad Booking - book the entire information for a display ad, including colour, sections, type of ad, position request, etc.

Accounts Receivable- Maintain customer histories - Accurate reporting and period comparisons. All postings include audit trails with batch numbers and a complete record of each transaction.

Detailed invoicing - forms, invoices, statements and reminders kit lets you pick from dozens of camera-ready forms that work with built-in layouts.

Home give-away

Continued from page 1

enters the give-away will also have the chance to win an entry prize made possible by some of the Golden Opportunity Partners. The winning ticket will be drawn on August 12. Events are being planned for that whole weekend to celebrate the give-away. For regular updates and full contest details, check out www.theecho.ca.

If you would like to contact Scott Schermann or any others involved with this one-of-a-kind project. They can be reached at the following:

Scott Schermann, Editor of The Echo, (807) 826-3788, editor@theecho.ca.

Grant Goodwin, Community Development, Township of Manitouwadge, (807) 826-3227 ext. 234, community@twp.manitouwadge.on.ca.

Owen Cranney, Fire Chief Manitouwadge Volunteer Firefighters, (807) 826-3227 ext. 245 firecho@twp.manitouwadge.on.ca.

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OCNA employee profile

Ad*Reach grows to provide members efficiency

By **Shaba Qureshi**
OCNA Communications
Coordinator

As OCNA and Ad*Reach continue to offer additional value-added services to our members, we continue to highlight the newest additions to our team.

Erica Leyzac started in the newly created position of Ad*Reach

in an administrative position for a wealth management company in Oakville, Leyzac said it has been quite a learning curve with Ad*Reach.

"It's a different but good environment here," said Leyzac. "I'm learning about the different advertising agencies and getting to know the different member papers and their advertising needs."

Leyzac is learning the different accounts from Lynn Fenton, Ad*Reach National Sales Coordinator and Carolyn Press, Ad*Reach Advertising Research Analyst, so she can help lessen their loads.

"I'm learning from two of the best, Lynn and Carolyn know everything inside out."

When Leyzac isn't busy at work she enjoys spending time with her one-year-old daughter and doing things around the house that her family just moved into in October.

"I have only been working here for a short time, but I really enjoy my position and am looking forward to learning and contributing for many years to come."



Advertising Coordinator on May 8. Her primary duties include processing advertisement quotes and insertion orders, collecting tearsheets for invoicing and inputting cash receipts.

Having worked for three years

Ryerson student wins first prize in journalism competition

Carly Baxter of Dundas, a graduating journalism student at Ryerson University in Toronto, has won the \$1,000 first prize in the Fraser MacDougall Journalism Prize competition sponsored by the Ontario Press Council.

The \$500 second-place prize goes to Marlene Rego of Toronto, also a Ryerson graduate, and the \$250 third prize to Ashlea Collis of Carleton University, Ottawa.

The competition, open to journalism students at Ontario universities and colleges, was for articles written for university publications or assigned essays dealing with freedom of expression and/or freedom of the press. It is named for the late Fraser MacDougall, a former Ottawa bureau chief of The Canadian Press and the Press Council's first executive secretary.

The prize fund, managed by the Community Foundation of Ottawa, consists of contributions from present and former council members, member newspapers and the MacDougall family.

Carly Baxter's entry, published in the Ryerson Review of Journalism, was a study of judicial decisions involving journalists'

efforts to protect confidential sources. She says she spent a lot of time with her nose buried in the Charter of Rights and Freedoms and in court documents as well as talking to lawyers, journalists and editors. Her conclusion: "Any way you look at it, journalists are at risk when they promise confidentiality to a source."

Marlene Rego's second-place article, also written for the Ryerson Review of Journalism, dealt with the debate among Canadian editors whether to publish the caricatures of the Prophet Mohammed that caused worldwide protests when they appeared in Denmark's Jyllands-Posten.

Ashlea Collis' entry, a fourth-year class essay, examined various aspects of the federal Access to Information and Privacy Act, concluding that it "still allows government to censor and keep secret any information it chooses."

The 25 entries, all but one of which were from Ryerson or Carleton students (the exception being one from Canadore College in North Bay), were judged by Press Council Chair Robert Elgie and directors Paul Taylor of The Globe and Mail and Rick Laiken of the Toronto Star.

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HR tidbits

The employer's duty to provide religious accommodation

By Wendi Krulicki
OCNA HR Associate

The protection and accommodation of religion should be done keeping in mind that the Ontario Human Rights Code (Code) attempts to recognize the inherent dignity and worth of every person and the need to provide equal rights and opportunities without discrimination.

The Canadian Charter of Rights and Freedoms protects freedom of religion and expression. The protection and accommodation of religion within the workplace is addressed in the various human rights codes across Canada. The Ontario Human Rights Code prohibits discrimination on the basis of 'creed'. Creed means religion and includes non-deistic bodies of faith, such as the spiritual faiths of aboriginal cultures as well as genuine newer religions. The protection of creed also extends to personal religious beliefs, practices or observances. This applies even if the practices are not essential elements of the religion, provided they are sincerely held by the person.

The Commission has outlined some of the rights and duties required of both an employee requesting accommodation and the person or organization responsible for providing accommodation.

The person requesting accommodation should:

- take the initiative to

request accommodation;

- explain why it is needed;
- provide notice of the request in writing;
- allow for a reasonable time for reply;
- be flexible and realistic;
- deal in good faith; and
- request details of the cost of accommodation, if undue hardship may be a factor.

The person or organization responsible for providing accommodation should:

- respect the dignity of the person seeking accommodation;
- assess the need for accommodation based on the needs of the group of which the person is a member;
- reply to the request for accommodation within a reasonable time;
- grant requests related to the observance of religious practice;
- consider alternatives;
- deal in good faith; and
- if accommodation is not possible because of undue hardship, explain this clearly to the person concerned and be prepared to demonstrate why it is not possible.

Break Policies

Some religions require prayers or other religious observances at certain times during the day. Depending on the specific circumstances, accommodation might be possible through a modified break policy, flexible

hours and/or providing a private area for prayer.

Recruitment Procedures

An applicant's religion cannot be used as a criteria for selection when granting employment, subject to limited 'special interest' exceptions that are outlined under the Human Rights Code. A list of questions that can and cannot be asked in an interview is available from the Ontario Human Rights Commission. The employer cannot attempt to determine the religion of the applicant by asking questions, which, though not directly related to religion, are meant to reveal the applicant's religion. Once a person has been offered employment, it is the obligation of that person to notify the employer of relevant religious requirements and to ask for accommodation.

Religious Leaves

In dealing with religious leave, the Courts have outlined several general principles that should be kept in mind by employers.

· The employer has a duty to consider and grant requests for religious leave, including paid religious leave.

· Equality of treatment requires at a minimum that employees receive paid religious days off equal to the number of religious Christian days off which are also statutory holidays, namely two days

(Christmas and Good Friday).

· The number of paid days may be greater where a greater number of Christian religious days are granted off. For example, under some collective agreements, Easter Monday is also a holiday.

· Beyond this number of paid days off, individuals may still seek accommodation. This might include additional paid leave days such as floating days, compassionate leave days, or through unpaid leave.

The duty to accommodate is not limitless. The duty to accommodate requires 'reasonable' efforts short of 'undue hardship.' This level of accommodation has been explained by the courts as requiring reasonable steps to accommodate without undue interference in the operation of the employer's business and without undue expense to the employer.

The addition of the term 'undue' before 'hardship' makes it clear that some level of hardship or expense on the part of the employer will need to be assumed. What will be considered 'undue' for one employer will not necessarily be considered 'undue' for another. The courts have therefore acknowledged that determining whether appropriate efforts at accommodation have been met will be a subjective test, which is evaluated on a case-by-case basis.

Factors that should be con-

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Sustainable Future

A weekly column on current environmental topics: Renewable Energy, Corporate Social Responsibility, Eco-Economics, Triple Bottom Line, Conservation, Waste Diversion & Recycling. Written by a professional journalist with over 10 years experience and connections to numerous environmental and research organizations. Reasonable syndication rate.

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Managing your priorities

OCNA presents September's Workshop - Having trouble keeping up? Find out why!

By Wendi Krulicki
OCNA HR Associate

Does it seem impossible to get everything done? Too many deadlines, interruptions, and last-minute requests? Priorities change overnight. Things happen unexpectedly. How do you manage your priorities?

Avoid the seven common pitfalls when trying to keep up with your many tasks and projects.

Poor Communication

Working effectively with others requires ongoing communication; yet the busier we are, the more likely we are to rush through our communications. In our rush, we assume we understand what another person means. We assume we have been given all the necessary information and that it's accurate. We assume others have heard and understood us.

But assumptions are just that--assumptions. By acting on

them before checking, we risk doing the wrong work or doing it in the wrong way, and we risk misleading others about what we expect from them. As a result, we create problems that take longer to solve than it would have taken to do correctly in the first place.

Unclear Expectations and Objectives

We often begin even complicated projects without a clear idea of what outcome is actually needed or expected. We might put in weeks of work, only to discover that the outcome isn't satisfactory. The resulting problems and delays can create a domino effect, toppling deadlines for weeks and months into the future.

Lack of Planning

It's easy to get so caught up in moment-to-moment tasks and crises that we neglect to plan ahead. We work haphazardly instead of purposefully. As a result, we sometimes do things that didn't need to be done in the first place. When we neglect planning, we often set deadlines without considering what it will take to meet them. We ignore the 'what-ifs' that can make or break any project. We often also forget to think about what resources we need and where those resources will come from.

Conflicting and/or Unexpected Needs and Demands

Managing priorities would be a snap if others were not

involved. However, others are involved. Everyone we work with has his or her own needs, concerns, and priorities. Sorting through the often conflicting needs and demands is a job in itself. Instead of sorting through them, however, we often respond to new needs and requests by moving them to the head of our priorities list without stopping to think about where they actually belong on the list.

Failure to Recognize and Respond to Change

The only thing any of us can be sure of is that things change. Nevertheless, we continue to behave as if once a decision is made or a plan developed, it's fixed in stone. We march ahead, our eyes fixed firmly on the road, not noticing or acknowledging that the bridge is out or the destination has been changed.

As a result, we labour to complete projects that no longer need to be completed. We struggle to follow action plans that are proving unworkable. Moreover, we're surprised and disappointed when our hard work ends up being ignored or discarded.

Insufficient Resources, Especially Time

We tend to assume that resources will be available when we need them, and that's not always true. The best intentions and the most careful planning won't make it possible to complete a task or project successfully if essential resources are

Continued on page 6

Religious accommodation

Continued from page 4

considered in determining whether undue hardship will exist include:

- Cost of accommodation (both present and reasonably foreseeable costs)
- Health and safety risks to the person requesting the accommodation.
- Health and safety risks to other employees and to the public.

In no circumstances, however, should discriminatory customer or co-worker's preferences be considered in the measure of undue hardship.

What can be expected by the employee seeking accommodation is also limited by reasonableness. The Ontario Human Rights Commission and the Courts have indicated that a certain level of accommodation may be acceptable if it meets the needs of the person to the greatest extent possible, short of undue hardship, and if it respects the dignity of

the person requiring the accommodation.

For sample policies on workplace accommodations, please contact Wendi Krulicki at 905-639-8720 ext. 245.

If you are interested in understanding more about workplace accommodations including health issues, OCNA will be holding a workshop on October 12, 2006.

Additional Resources:

Ontario Human Rights Code Policy on Religious Accommodations

<http://www.ohrc.on.ca/english/publications/creed-religion-policy.shtml>

Working Together: An Employer's Resource for Workplace Accommodation

<http://www.hrsdc.gc.ca/asp/gateway.asp?hr=en/on/epb/disabilities/onworking.shtml&hs=pyp>

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Thank you for visiting us at the OCNA Spring Convention.

tip from techie

Speed Tips in OS X - Tiger

By Ian Youseman
OCNA IT Technician

The Secret Screen Capture Shortcut

Okay, you probably already know the old Command-Shift-3 shortcut for taking a screen capture of your entire screen, and you may even know about Command-Shift-4, which gives you a crosshair cursor so you can choose which area of the screen you want to capture. But perhaps the coolest, most-secret hidden capture shortcut is Control-Command-Shift-3 (or 4), which, instead of creating a file on your desktop, copies the capture into your Clipboard memory, so you can paste it where you want. (I use this to paste screen captures right into Photoshop.)

See-Through Notes

One of my favourite Stickies features is the ability to make a sticky translucent. Just click on a sticky and press Command-Option-T (Translucent Window). Then you can see right through your sticky to the items behind it. This is really handy if you want to see items in Finder windows that would normally be covered by any open Stickies. To turn off the translucency, just press the shortcut again when Stickies is active.

Create Your Own Keyboard Shortcuts

Keyboard shortcuts are such huge timesavers, but sadly, not all Finder commands have them. But they can, because you can create your own. Here's how: Go under the Apple menu, to System Preferences, and choose Keyboard & Mouse. When the dialog appears, click on the Keyboard Shortcuts tab, then click the plus (+) sign at the bottom left of the dialog. Another dialog will appear. Choose Finder from the Application pop-up menu, and then type the exact name of the menu command you want to add a shortcut for. Now type the shortcut you want to use and click the Add button. It's that simple.

Super Shortcut to Having an App Load at Log-in

If you'd like a particular application to open every time you log into (or start up) your Mac, now all you have to do is Control-click (or click-and-hold) on the application's Dock icon and choose Open at Log-in from the pop-up menu. Now restart your Mac and the application will launch automatically. If you want to hide the application after it automatically launches (so it stays hidden from view until you click on it in the Dock), here's how: Go under the Apple menu (or to the Dock) to System Preferences. In the System Preferences pane, click on the Accounts icon, then in the Accounts pane, click on the Log-in Items tab. Now click on the Hide checkbox next to the application's name. Close the dialog and your application's set.

Is That Task Done Yet? The Dock Knows

Let's say you're working in a power-crunching app like Photoshop, and you go to apply a filter to a high-res image, and it's going to take a minute or two to process your command. You're going to get a progress bar so you can see how long the process is going to take, right? Well, thanks to Mac OS X's way-cool Dock, you can switch out of Photoshop to work on something else and the Dock will let you know when the filter is applied. How? Well, when a progress bar appears in Photoshop, the Dock automatically adds a tiny little progress bar to the bottom of the Photoshop icon in the Dock so you can keep an eye on its progress, even when you're doing something else (like checking your mail, shopping online, or writing a letter).

Managing priorities

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unavailable.

The resource we underestimate most often is time. There is no adequate substitute for time. The reality is if something requires 16 hours to accomplish, it can't be done in 12. But we ignore reality; we set deadlines as if the time we need is going to be there somehow; and then we're upset when it's not.

Striving for Perfection Instead of Results

We all want our work to be perceived as professional. It feels good when people say, "That's a great job!" However, our concern with quality often leads us far beyond what's required. Instead of stopping when we achieve the results that are needed and expected, we keep on going, seeking an unnecessary level of perfection and often neglecting other work in the process.

OCNA will be hosting a Managing Your Priorities workshop, where at the completion of the session participants will be 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

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

Location: Best Western Voyageur Place Hotel - 17565 Yonge St., Newmarket, ON, L3Y 5H6

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

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 with the following information: Name of your newspaper (with billing address); Contact name; e-mail address & telephone number.

Cancellations are permitted without penalty five 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.

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advertising

Is 20 sales presentations a day at five minutes per call the way it works?

By Bob Berting
Berting Communications

As someone who has conducted over 300 seminars for the customers of newspapers, I have a pretty clear picture of how they think.

First of all, they do not want ad salespeople who are pushy and try to rush them into buying an ad in the local paper. Salespeople sometimes are told they only have five minutes to get an ad and get out. A prospective merchant advertiser is not going to be rushed into a five-minute call.

Second, most merchants need time to consider a new advertising program. Notice I said program, not a single ad. When you put yourself in the place of a prospective advertiser, you want to learn more about each advertising medium available to you.

If a media mix is being formulated, rates are being evaluated.

Third, before a prospect will commit to a campaign (note again I did not say a single ad), they want to trust and believe in the salesperson before they will open up with their goals and beliefs, which are needed to understand what the customer wants. You can't trust and believe in an advertising salesperson who is instructed to get someone closed in five minutes and then out the door.

20 presentations a day

On the other hand. Many salespeople are told they have to make 20 presentations a day. A salesperson who wants to be perceived as a professional advertising counselor can't rush through each presentation thinking they've got to do 20 presentations a day. They will no longer be a trusted and respected counselor, but an

order taker selling an ad on a rush basis. happens, it is because of hard nosed closing techniques. Salespeople who think it is easier to always sell single ads are more prone to push. Salespeople who sell campaigns and long range programs know that closing is done after a sufficient amount of time has been invested—sometimes after three to four calls.

copy, know type faces, and can sell campaigns because their customers trust and believe in them.

Final thoughts

There are publications that push their salespeople to do 20 or more presentations a day...or push them to close a sale in five minutes. These publications sometimes are perceived as being successful. However, the lack of media competition sometimes gives them an edge. The salesperson turn over is not good. Even though the publication seems to be doing well...it could be doing much, much better with far greater income and happier salespeople.

“Pushing the sales force to close a sale in five minutes is not good sales training.”

order taker selling an ad on a rush basis.

Stop and think about the myriad of things that could be discussed to a sales contact: the strategy of developing a campaign or long range program, discussing pre-print inserts, use of colour, running in a special promotion, etc. One sales presentation could last an hour. Another during the day could last an hour. What does that do to the 20 presentations a day?

Closing a sale

Pushing the sales force to close a sale in five minutes is not good sales training.

It will put pressure on the salespeople...they will be perceived as pushy order takers and eventually hurt the image of the publication. If rejection

Types of community papers

In my opinion, many publications fall into these categories:

A. Sausage Grinder - strictly selling one-time ads, racing around making 20 calls a day, heavy production to get the job processed and leave for the day.

B. Stepping Stone - very creative, looking for awards from their industry association. Spends excess time designing beautiful ads.

C. Pro-Principle - a publication that trains their sales people to be marketing pros who truly cares about their customers. Their salespeople take the time to listen to the customer's needs. They know layout and design, can write good

Bob Berting is a professional speaker, sales trainer, marketing consultant, columnist and author who gives keynote talks and conducts seminars for newspaper staffs, their customers, and newspaper associations. Berting's new electronic sales manual for the newspaper industry is "Dynamic Advertising Sales and Image Power" which you can order from his website www.bobberting.com for \$24.95 as a download. For shipping hard copy, add \$6. Or send \$21.95 check and E-Mail address to Bob who will e-mail manual as a PDF attachment. Another new Berting offering is Tele-Seminars where salespeople can learn over their desk phone in a 5 week course, 1 hour a week. Contact Bob at 800-536-5408 or e-mail: bob@bobberting.com. Bob is located at 6330 Woburn Drive, Indianapolis, IN 46250.

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Bill 130 doesn't protect open meetings as easy as 1-2-3

By Gordon Cameron
OCNA Government
Relations Associate

Just before the House rose for the summer Minister of Municipal Affairs and Housing John Gerretsen introduced a series of long awaited changes to the Municipal Act - Bill 130 http://www.ontla.on.ca/documents/Bills/38_Parliament/session2/b130_e.htm. The bill is a complex list of changes, both big and small, that will give new decision making powers aimed at recognizing municipalities as a competent level of government. While many of those changes will be of interest to individual members based on specific local circumstances and history, one set of changes that should concern all OCNA members deals with open meetings.

OCNA has been a big supporter of the fight to end the abuse of in camera meetings by municipal councils, school boards, hospital boards and other taxpayer funded organizations with the ability to make decisions that effect Ontarians. Most recently we supported Bill 123 - The Transparency in Public Matters Act, a private member's bill that would have restricted when a council could go in camera, force them to disclose their reasons for it, minute the closed door session, release as much info as possible to the public and allow the Information and Privacy Commissioner to quash any decisions made resulting from an improperly held secret meeting. The bill passed second reading and was ready to be read a third time when its mover Caroline Di Cocco (Sarnia-Lambton) was promoted to cabinet as the Minister of Culture. As cabinet members cannot sponsor private member's bills and no one offered to takeover, her bill died. After meeting with the Ministry of Municipal Affairs and Housing

we were told that elements of Bill 123 would be incorporated into the upcoming changes to the Municipal Act. However, the changes they decided to include weren't quite what we were hoping for.

While Bill 130 does include some provisions of Bill 123, including taking of minutes of in camera sessions, requiring expanded reasons as to why the meeting needs to be held in secret and the power of the public to file complaints if they feel a meeting was improperly held in private, the majority of the changes do little to aid the drive for open government and creates new loopholes for municipalities.

Of greatest concern is a new provision that would allow for unminuted closed door meetings 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." (Bill 130, Section 101 (1)).

According to Municipal Affairs the intent of that clause is to allow for councils to do high level planning and discuss broad themes or ideas for the upcoming year rather than specific projects but, intentionally or not, it creates a new class of über secret meetings. OCNA is concerned that this new class of secret meetings would be abused in the same ways the current system is abused by some municipalities. It would be up to municipal councils to define whether or not the topic for discussion would materially advance the business or decision-making of the council and some councils have shown in the past a willingness to stretch the reasons for going in camera to almost absurd lengths. Since these meetings would be unminuted it would make it hard for a journalist or a citizen to prove that a meeting of this

type was held improperly if they filed a complaint. This one change creates a potential loophole so large that it almost negates the positive steps taken towards more open meetings in Bill 130.

And while the inclusion of a process to hear complaints about closed meetings is a victory for openness advocates, the devil is in the details. Ontario's provincial Ombudsman has been designated to investigate all such complaints and would be fully independent and arms length from the municipality being investigated. Municipalities do have the power to appoint their own Ombudsmen or other investigators to look into such complaints. However, these investi-

“Of greatest concern is a new provision that would allow for unminuted closed door meetings”

gators could be municipal employees with their terms of reference set by the council they're investigating. It would cause a flagrant conflict of interest for council members. At the end of the investigation a public report would be issued but the municipal Ombudsman (or in the event the provincial Ombudsman) would have no power to punish a council for their improper actions or disallow any decisions made from an illegal meeting as was suggested in Bill 123. Essentially, they could find that a council broke the law, suggest changes to how in camera meetings are handled, recommend revisiting the issue in public that was decided in secret and be blithely ignored, with council continuing to hold closed door meetings as before.

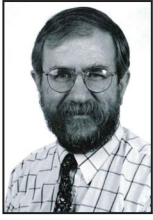
OCNA recognizes that

municipalities are mature and responsible levels of government but that does not mean abuses of the system can't take place. To prevent the misuse of the privilege to hold closed door meetings, it is important that the provincial government set out real consequences for meetings designed to prevent the public from finding out what is being done in their name and not create loopholes that could be used to get around the improvements to the system that Bill 130 offers. Unfortunately, the changes proposed under Bill 130 lack the teeth and the strength of commitment shown to the principle of open meetings present in Bill 123.

Over the next few months OCNA will be working to ensure that these problems are addressed in the final version of the Bill (Bill 130 has been designated as one of the issues to be discussed with MPPs and Ministers by OCNA publishers at our Queen's Park Day on September 28th) and we will be asking our members for their help in this regard. We are asking members to send in your horror stories about your local council holding improper in camera meetings. The examples don't need to be on-going but should have taken place within the last few years. If you could give us a rundown on what was discussed, what reason they used to close it, if the council was informed that the meeting should be in public, what their response was, any stories, editorials or columns your paper ran on the controversy, the public reaction and if the incident resulted in any changes to the in camera meetings policies and practices for the council. Because Bill 130 only deals with municipalities, please only send stories involving municipal boards and councils. To help the cause you can send your stories to Gordon Cameron at g.cameron@ocna.org.

writing/editorial

Do journalists need a heart?



By Jim Stasiowski
Writing Coach

In 30 years in newspapers, I have met only one reporter who did not have a heart. Bill would not lie, but he would do anything else to get a story. He had no compassion for sources. If he was interviewing a grieving parent, and the parent let slip an embarrassing fact about the dead child then pleaded with Bill not to use it, Bill would be unmoved. He would use it. I didn't like Bill. He was an outstanding reporter, far better than I, but rather than take Bill's bulldozer route, I sometimes opted to weaken a story and retain my humanity.

I hadn't thought of Bill in a long time, until a reporter -- I'll call her Laura -- came to me at the break in a seminar and posed this situation.

Laura had been interviewing the mom of a newsmaker. The idea for the story was inspired. Everything possible had been written about this newsmaker, everyone had interviewed him, he had exhausted all of his colourful quotations and profound insights.

So Laura, thinking creatively, called the mom, wondered whether mom would give a different view of her son, and mom said, "Sure, come on over, we can talk."

In the interview, mom volunteered a fascinating anecdote about her son, an anecdote that the note-taking Laura immediately recognized as the cornerstone of her story. But, as soon as mom said it, she followed with the dreaded words: "But you can't use that in the newspaper."

In an instant, Laura went from euphoria to deflation. She knew that, technically, she could use the anecdote. Mom, bless her naivete, hadn't gotten Laura to agree that the anecdote was off the record, so clearly, Laura could have done the Bill thing and burned mom.

But Laura's heart overruled her scoop lust. The anecdote stayed hidden in the notebook.

As Laura was laying out her experience, I grimaced, and Laura took that to mean I thought she should have used the anecdote.

"No," I said, "that's not the case. I grimaced because I, too, have let sources off the hook, no doubt to the detriment of some of my stories."

We've all been in that situation. Here are some ideas for handling it.

First, if the source is savvy and experienced, and he or she tries to talk you out

of using something that slipped out, ask yourself: How valuable is the material to the story?

Obviously, if the fact or quotation is of little value anyway, you may agree not to use it. In other words, if it is funny or embarrassing, but otherwise does not help develop the story's theme, leaving it out seems reasonable. But judge the fact or quotation on its value, not on your sympathy for the source.

Do not lose an important news story just so you can keep a savvy source happy.

Second, if the source is unaccustomed to reporters' attention, the issue is more sticky.

Do not lose an important news story just so you can keep a savvy source happy.

Try reasoning with the source. Let's say you're interviewing the mom Laura interviewed, you get the same juicy anecdote, and mom asks you not to use it.

Start by saying, "Oh, geez, that's really good, really revealing. If I use it in the story, it'll help readers understand your son. Don't you see that it will make him sound very human?"

If that doesn't work, temporarily relent. But later, call mom and say, "You know, I've been thinking about that anecdote, and if I leave it out, readers will be missing something valuable. That anecdote makes your son come alive. I hate to write a story without it."

Subtly, you're implying you may not write any story unless you may use the anecdote.

The theory: When you were with mom, you planted the seed that the anecdote was special, so after you left, she probably thought about what you said. Maybe you had edged her toward agreeing, but she wouldn't make the first move to call you. Further, if she thinks you're thinking about abandoning the story, she may soften even more.

Another option is actually to write the anecdote as it would appear in the story, then read it to mom over the phone.

Inexperienced news sources often cannot visualize how a fact, a quotation or an anecdote will look in the newspaper, and they assume the worst. If you show mom you're handling the anecdote responsibly, her misgivings may evaporate.

One other possibility: If you're losing the battle anyway, ask mom to call her son to see whether he minds if the story includes the anecdote. The odds are you're going to lose, but letting the son know you know about the anecdote may help. He may think, "What the heck, if a reporter already knows about it, it's bound to come out eventually, so why not just let it out?"

Or, the son may tell mom he thinks the anecdote is harmless, and she'll let you use it.

Of course, if you're interviewing Bill's mom, use the anecdote no matter what she says. And call me. I have some really juicy stuff to add to any story about Bill.

THE FINAL WORD: I recently paid \$6 for 'Interpretive Reporting,' a 1938 textbook by C.D. McDougall, a journalism professor and the kind of cranky editor we all need.

I loved the section in which McDougall condemned 'journalese,' phrases reporters invented, then beat to death. Back in the '30s, one of our oft-repeated phrases apparently was 'cynsure of all eyes.' A 'cynsure' is a person or thing that is the centre of attention or interest.

Hmmmmmm, McDougall's criticism seems to have killed that cliché.

Writing coach Jim Stasiowski welcomes your question and comments. Call him at 410 247-4600 or write to 5812 Heron Drive, Baltimore, Md. 21227.

Don't miss upcoming OCNA events:

Newmarket Workshop -
Managing Your Priorities, Sept. 13
Toronto - OCNA Queen's Park Day,
Sept. 28
Toronto Workshop - Understanding
Workplace Accommodations,
Thurs, Oct. 12
Guelph & Cobourg Workshops -
In Design with Kevin Slimp,
Oct. 26 & 27
Ontario Junior Citizen of the Year
Awards - call for nominations -
Sept. - Nov.

Custom artwork is the way to go



By Kevin Slimp
Institute of Newspaper
Technology

When I take a break between sessions at a convention, it's not unusual for a software representative to attack ... I mean approach me to share information about a product or upgrade. Such was the case in Miami a few weeks ago when Jill Addy, Senior Vice President at MultiAd, approached me about their custom artwork feature. At first, I feigned interest. Then, as she showed me what they were up to, I realized MultiAd was onto something.

AdBuilder, a division of MultiAd, is an online service that provides clip-art, stock photos, spec ads and other materials to newspapers on a subscription basis. I'm not sure how many customers they have, but it seems like somewhere between a third and half of the newspapers I visit subscribe to AdBuilder.

I've always liked material from AdBuilder and Metro Creative Graphics, another artwork service used by a lot of newspapers. Both vendors have had a lot in common over the years. In the 'olden days,' newspapers primarily received their material from these providers on disk. As time moved on, both developed online access to their materials. Both services offer products at such great prices, I've often recommended that newspapers subscribe to both. OK. Back to the story.

So Jill Addy approaches me and tells me I've got to see a new feature from



This artwork was created for The New-Star in Monroe, LA upon request at AdbBuilder.com

AdBuilder. She takes me to the AdBuilder home page (AdBuilder.com) and clicks on a link titled, 'We'll Create It for You.' Doing so brings up a form that allows users to input their names, addresses, etc., along with an area to describe the type of

artwork needed.

I turned to Jill and asked, "You mean AdBuilder will create custom artwork for your customers?" Following her affirmative reply, I asked the obvious follow-up question, "How much?"

That's when the conversation turned from somewhat interesting to, "I can't believe that," interesting. It turns out that subscribers to AdBuilder pay nothing for custom artwork. That's right. Nada, nilch, nothing. One reason I found this so hard to believe is that back in the 'old days,' when I owned a graphic design firm, I used to pay anywhere from a few hundred dollars to a thousand dollars for a custom art design. To think I could get it at no additional fee is pretty impressive.

Finally I asked, "How long does it take?" I figured a few weeks or so would be a good response. The answer almost floored me. "Five days is the normal turnaround."

Last week, I decided to test the folks at AdBuilder. I have an AdBuilder account, so I simply logged in at AdBuilder.com and entered my password. On the home page is the link titled, 'We'll Create It for You.' I clicked on the link, completed an online form and described the type of artwork I wanted. I described a piece of art, full colour, that included two newspaper designers working on their computers at deadline. In addition, I asked for a publisher pushing them to get the paper out. Yesterday, I received an e-mail from the art department at AdBuilder. Attached were two EPS files, one each in colour and grayscale. It was exactly what I had asked for.

I contacted Natalie Giroux, AdBuilder's Syndicated Product Manager, and asked how they can offer this type of service so quickly. I learned that Natalie works with 12 staff members, including artists, designers and two copywriters. All art requests are completed in-house. I was surprised to learn that they normally receive only 20 to 30 custom requests per week (I have a feeling that number will increase after this column is released). Requests include cartoons, realistic images and some spec ads. They advertise a five-day turnaround for art requests, but most artwork is delivered to the client within two days.

I was very surprised to learn that AdBuilder has offered this service for more than two years. After getting such a great response from AdBuilder, I contacted Metro Creative Graphics to see if they

offer anything similar to their customers. After visiting with Lisa Regina at Metro, I learned that Metro also creates custom artwork for its clients.

Looking For Something:

We'll Create It for You

Suggestion Box

Subscribers will find the 'We'll Create It for You' link on the AdBuilder.com home page.

Metro has a service called 'You Tell Us,' which allows subscribers to write for artwork they haven't found on the Metro Web site. After receiving a request, Metro routes the information to their Customer Relations Department, where a search is done to find if any existing artwork meets the criteria. If not, the information is passed on to Metro's planning team for inclusion in upcoming offerings.

Lisa added that if a request is urgent, the planning team doesn't wait to include the artwork in an upcoming release. They will create custom artwork, usually within a few days, and send it back to the customer via e-mail. Metro subscribers pay no additional fee for custom artwork.

To learn more about AdBuilder and Metro Creative Graphics, visit their Web sites at AdBuilder.com or MetroCreativeGraphics.com. For more information concerning custom artwork, contact Natalie Giroux (AdBuilder) at ngiroux@adbuilder.com or Lisa Regina (Metro) at lregina@metro-email.com.

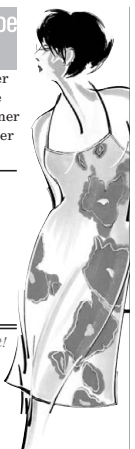
Stylish From Head To Toe

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Storewide savings that can't be beat!
We're stocking up for summer, and it's your chance to save on everything in the store.



Subscribers can request custom spec ads at AdBuilder.com. This ad was created for Cedar Falls Times in Oelwein, IA.

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with



"Canadian Achievers by Dick Drew"
[350 words] Interesting stories of living
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From the Lending Library



This month's new selection is Best In Print 2006. This INMA publication captures nearly 120 of the most powerful newspaper marketing campaigns from the past year. Explore full-colour reproductions of all winning print entries from the 2006 INMA Newspaper Marketing Awards competition. INMA reveals what the world's most innovative newspapers are doing to increase circulation, advertising, brand awareness, and public rela-

tions, as well as manage relationships with readers and advertisers. Learn how these newspapers are utilising print, outdoor and display printed materials, research and data books, and premium items in inventive promotions of themselves, their advertisers, and the communities they serve.

Contact Karen Shardlow at 905-639-8720 Ext. 232 or k.shardlow@ocna.org.

http://members.ocna.org/listall.php?path=/var/www3/AFS/Best_Practices/Lending_Library



Water Cooler

- Ron Wassink has been promoted to general manager at the **Midland Mirror**.
- Former **Midland Mirror** general manager, Leigh Gate has been promoted to director of distribution for **Metroland North Media**.
- The **Almonte Gazette's** newest reporter/photographer is Katie Mulligan, a photojournalism graduate from Loyalist College in Belleville.
- Kim Champion of the **Parry Sound North Star/Beacon** is leaving to become editor of the **Vaughan Citizen**.
- Duane Rollins, a journalism graduate from New Brunswick Community College is joining the **Wingham Advance-Times**.

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.

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Are you looking for punchy articles from an

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.

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On the first Wednesday of each month OCNA proudly presents the following 1-hour Lunch & Learn topics:

AUGUST - MANAGEMENT SESSION - Employee Terminations

SEPTEMBER - MANAGEMENT SESSION - PIPEDA - Privacy Legislation Ontario

OCTOBER - EDITORIAL SESSION - Newsroom Legal Issues

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.)

Option Discount Rate: Sign up for 4 sessions and the cost is \$195!

If you are interested in registering, please send an e-mail to 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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