

## Mackenzie Printery and Newspaper Museum commemorates Lou Cahill

The following is a speech given by Mackenzie Heritage Printery and Newspaper Museum's retiring chairman Al Teather during the official season opening of the Printery in Queenston on May 13. A special tribute was made to public relations guru Lou Cahill as the 91-year-old is retiring from official duties with the Printery.

"Ladies and Gentlemen, distinguished guests and friends of Mackenzie Printery and Newspaper Museum.

Sixty-eight years ago this rebuilt house of publisher and printer William Lyon Mackenzie was officially opened by Mackenzie King, the Prime Minister of Canada and Grandson of William Lyon Mackenzie. Plans were to open it as a museum recognizing the efforts of his Grandfather by the Niagara Parks Commission (NPC).

Lou Cahill stood at the bottom

of these steps and reported the opening for the St. Catharines Standard.

Fifteen years ago in 1991 after some obstacles were overcome, this building was opened as the Mackenzie Printery and Newspaper Museum as it is now known.

Lou Cahill is the only one here who was present at both of these events.

Lou's involvement with the Printery began in the late 1980s, when a small group with financial help from Henry Burgoyne and approval from the Ontario Community Newspapers Association Board of Directors, resulted in meetings with the NPC.

As secretary, Lou was involved with every aspect in our growth. We now have a written agreement with the NPC outlining our duties. The display changed for each season,

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PHOTO BY ANNE LANNAN

Al Teather, retiring chairman of Mackenzie Heritage Printery and Newspaper Museum presents Lou Cahill with a commemorative plaque at the official season opening on May 13 in Queenston.



PHOTO BY LAURA LENNIE

Brabant Newspapers will change its name to Hamilton Community News June 8. Management and editorial staff are excited about how the name reflects the papers' commitment to cover and serve Hamilton communities.

## Hamilton Community News builds on unique attachment to communities

**B**rabant Newspapers which operates four award-winning Community Newspapers in the Hamilton area, will change its name to Hamilton Community News effective June 8. The company's mission - to provide high quality newspaper products and offer outstanding value to advertising clients - will remain the same.

Newspaper and other products under the new Hamilton Community News banner include the Ancaster News, Dundas Star News, Hamilton Mountain News, Stoney Creek News, New Home News and Real Estate News. These publications reach 110,000 homes.

"The name change to Hamilton Community News builds on a strong mar-

*Continued on page 4*

## a word from OCNA...

# In and around OCNA

**Bill Laidlaw**  
OCNA Executive Director

**W**hen I first joined OCNA more than nine months ago I really did not appreciate the magnitude of my new role. I recognized that OCNA provided me with a mandate for change to move our organization into areas it had not been before. The Board asked me to lead the initiative to have OCNA become a full-fledged business trade association with the best business practices associated with that mandate.

Well it is time to provide you, our members with a report card as to how well we are doing.

We commenced the process last August with the production of a solid business plan that was approved by the Board. OCNA made the decision to strengthen its capabilities in public affairs, sponsorship, membership development, human resources and training. We also decided that we would look at ways to improve our revenue generating centres that included national advertising, network classifieds and newsprint sales. Job descriptions for the new positions were created and recruitment for these key roles commenced.

We were fortunate to be able to promote Gordon Cameron to the new role of Government Relations Associate. We hired Wendi Krulicki as our Human Resources Associate and Shari Willerton as our part-time New Business Development Coordinator working on memberships and sponsorship.

On the government relations front I have been working with Gordon to establish a full-fledged government relations department that is fast becoming one of the best GR shops in the business. We are establishing a very strong presence at Queen's Park and we have already moved a number of our issues forward in the process. An Issues Management Task force has been established to develop and clarify each issue impacting our industry. With our existing issues we have already developed strategies to implement these in order to bring about legislative and regulatory changes. A successful MPP and public servant contact program has been implemented and is ongoing. We have a regular communication vehicle on the issues effecting our industry called Issues Update going to each MPP in Ontario and we are communicating regularly with each of our members as to what is going on in the Legislature and how we are moving our issues forward through News Clips, e-clips and a new monthly GR newsletter g-clips.

OCNA has initiated a very successful conference call program that connects our members with political and business leaders

which has been very favourably received by our stakeholders and our members. Our Queen's Park Day on September 28 will see publishers and editors from many of our newspapers journeying to Toronto for the day to meet with their MPPs to discuss our issues and build upon relationships. This will also involve our members taking a tour of Queen's Park, sitting in Question Period and a reception at 5 p.m. for MPPs and our members.

The success of the Government Relations function will lead to major savings for all our members and to an improved business environment for Community Newspapers to grow and prosper. All of these successful relationships will lead to more provincial government advertising as those in government become better educated with the reach, readership and influence OCNA members possess.

On the human resources front everybody recognizes that our most important asset is our people and we all recognize the importance of developing and managing them. To assist our members with their challenges OCNA moved forward with the addition of a human resources capability, and this function to date has been very successful in determining the human resources needs of a large number of our members. Our training programs through the Web have been very well received and we are working to develop this program further. We are having members contact our new resource person on a number of issues relating to human resource matters. Wendi is also getting out to our members in the field to meet with them and personally respond to their challenges. This program is still in its early stages but the program seems to be working. The net result of more productive and happy employees will be more profitable newspapers with improved readership and circulation.

In the area of sponsorship we now have an aggressive business plan with a number of OCNA value propositions for industries to consider. We are now in the process of going out and meeting with potential industry partners to sell them on a relationship with OCNA. We have focused on several major business sectors that should have a natural affinity with our newspapers. This new revenue will allow OCNA to be more customer focused in providing programs and services to our members.

On the membership front we have a major initiative to attract Community Newspapers from the ethnic market. OCNA already has 15 members who serve linguistic or ethnic communities, but there are over 200 papers in this category, who are not yet members. With the addition of these members who meet our membership criteria, OCNA will have a much larger and diverse membership that better reflects the population of our province.

We had a very successful Spring Conference where both

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PHOTO BY TIM CHEVRIER

OCNA Executive Director Bill Laidlaw (left) with Premier Dalton McGuinty at the 2006 OCNA Spring Convention.

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# advertising It's NOT all about revenue!

By **Chuck Nau**  
Murray & Nau, Inc.

**Y**es, it is. No, it isn't! Publishers, senior managers and advertising managers often tell me that looking at the revenue numbers for an individual in their advertising department tells them whether they have a 'star' or an 'also ran' on their team.

In my opinion, nothing could be further from the truth!

Numbers, revenue numbers are important, but they are far from the whole truth and do very little to meet the strategic goals of your management team and your newspaper.

To get a clearer picture of your sales team and achieve BOTH your revenue goals and strategic goals for your newspaper, a wider focus needs to be undertaken.

Simply put, as a manager, it is your responsibility to clarify BOTH expectations and outcomes to your sales team and to your newspaper in a clear, forthright and timely fashion.

Outlining your management's vision to your sales team can and will be accomplished by adopting, with your sales team's input, a series of expectations or standards of performance. Reviewed on a monthly basis, your standards of performance allows you the opportunity to coach, direct and motivate individuals on an equal basis with other sales team individuals. On an annual basis, your standards of performance form the catalyst for your individual annual performance reviews with your sales team.

Growing your newspaper's revenue or, at the very least, maintaining it in a challenging economic environment is indeed paramount. It can never, ever, ever be the only focus, though!

If your newspaper has recently made a substantial investment in technology or creative support and also finds itself in the throes of a competitive encroachment, the following standards will help point your sales team in the right direction to MAXIMIZE their new resources while MINIMIZING the threat from your competitors and at the same time protecting or increasing advertising revenues!

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♦ Achieve Annual Revenue Goal	100%
♦ Achieve Individual Qtrly Incentive Goals	75%
♦ Adjustments - As a Percent of Annual Sls (Less than 1/2 of 1% of Revenue)	0.5%
♦ Spec Ads - Presented - Monthly Average	6
♦ Spec Ads - Sold - Monthly Average	3
♦ Achieve Annual New Advertiser Contracts	25
♦ Meet Special Section Annual Lineage Goals	100%
♦ Sales Presentations Per Quarter	10
♦ Competitive Sales Presentations Per Quarter	3
♦ Exceed Previous Year's	

Ad Count by 10% 100%

Adopting a standards of performance model helps your sales team, both individually and collectively, understand and contribute to your newspaper's overall strategic initiatives.

It is NOT about evaluating your sales team's efforts.

It is NOT about counting the number of advertising accounts this month compared to last year or number of accounts that were up or down in revenue against last year ...those methods are sophomore and do nothing to focus and direct your sales team in meeting and achieving BOTH your newspaper's revenue and strategic goals.

It is ALL ABOUT clarifying, articulating, motivating and directing your sales team's performance.

Standards of Performance work ... it takes a little bit of time, research and fine tuning. It's NOT working harder, it's working smarter and in the final analysis, standards of performance pay big, big dividends. If you expect the best ... you'll get the best!

*© Murray & Nau, Inc. 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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## HR tidbits

# Health and Safety Legislation

## When do I need to worry about compliance?

By Wendi Krulicki  
OCNA HR Associate

**M**any of our members are unsure of when the Occupational Health and Safety Act applies and when they need to worry about complying with the Workplace Safety and Insurance Board (WSIB) requirements.

The answer is easy. When it comes to the Occupational Health and Safety Act, the legislation applies to all workplaces in the province except for servants in private residences and on farming operations.

In the Courts:

**Ministry of Labour**

A recent visit to the OHS

CANADA Magazine Web site <http://www.ohscanada.com/headlines.asp> shows notable prosecutions resulting in fines respectively being given to different organizations across Canada.

To prevent incidents like these, review your company's procedures and policies and ensure that your employees and outside contractors follow proper lock-out procedures before starting any maintenance or adjustment work on equipment. The Industrial Regulations require an employer to have this procedure in place and that your supervisors and workers follow the practice.

**WSIB**

A visit to the WSIB Web

site (<http://www.wsib.on.ca>) shows a continuation of prosecutions involving companies who have not registered with WSIB. A company has 10 days from the start of operations to register as an employer. If you are unsure as to whether or not your company is one of the businesses that must carry mandatory WSIB coverage, call your local WSIB office <http://www.wsib.on.ca/wsib/wsibsite.nsf/public/contact>.

The rules for WSIB coverage and where the Occupational Health and Safety Act apply are not always the same. Case in point, your home or 'private residence' is exempt from the Occupational Health and Safety Act but if you have a domestic worker, 'a servant', working for

you for more than 20 hours per week, you must have WSIB coverage for that person.

The WSIB Web site also shows a continued trend of workers being prosecuted by the WSIB for failing to report changes to their employment earning status. Please remember to inform your employees that they must report their earning to the WSIB properly and update any of their information if they are able to return to work or start working at other workplaces.

If you require further information on Health & Safety Legislation please contact Wendi Krulicki at [w.krulicki@ocna.org](mailto:w.krulicki@ocna.org).

## Brabant Newspapers changes name

*Continued from page 1*  
ket position and is a reflection of the unique attachment we feel to the areas we serve," said Publisher Rob Leuschner. "Our readers will continue to receive the newspaper published specifically for their community. The

name change is used more from a marketing perspective as we continue to publish more vertical products that serve all Hamilton markets.

"We will utilize the new name when identifying those publications, our marketing and

sales team is setup to promote and sell all of our Community Newspapers affiliated publications. Our editorial staff will continue with a structure that assigns editors and reporters to focus on specific communities and those individual titles."

Under the leadership of former owner Roger Brabant, Brabant Newspapers first acquired the Stoney Creek News in 1960. Over the years, and leading up to the sale to Southam Inc. in 1987, Brabant Newspapers added the Dundas Star News to its portfolio, and created new community

products in Ancaster and on the Hamilton Mountain. Brabant Newspapers was later sold to CanWest Global, Osprey Media and now is a division of CityMedia Group, which is owned by Torstar.

"Our newspapers have serviced this area for many decades, and our staff over the years have had a common commitment - to be the voice of the communities we serve," said Leuschner. "Under our new name, we will not only continue with this tradition, we will expand upon that mandate."

To celebrate the new corporate name change, a launch ceremony is planned at the Warplane Heritage Museum on June 8.

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## technology

# Converting Quark files to InDesign just got easier



By Kevin Slimp  
Institute of Newspaper  
Technology

For a while, it seemed like every column I penned had something to do with an Adobe product. Over the past few months, I've searched for other products to review, not wanting to favour one vendor over another. It's been five months now, so I feel relatively safe in reviewing a utility related to Adobe once again.

Q2ID is not an Adobe product. It's a utility from Markzware. You might remember Markzware as the creators of FlightCheck, a pre-flight utility that's been used by newspapers and others for quite a while now. Q2ID is a plug-in for Adobe InDesign that allows InDesign to open QuarkXPress files. OK. I can hear you saying, "I thought InDesign already opened Quark files without a plug-in."

InDesign does open QuarkXPress files as long as they are version 3.x or 4.x files. However, you might not be so lucky with QuarkXPress 5 and 6 files. Sure, you can open these files in Quark and save them down one version at a time until you get a file that will open in InDesign. As you might imagine, this process can get old pretty quickly. Q2ID allows you to open these files directly into InDesign, without having to save them in a compatible version first. To be precise, Q2ID opens Mac and Windows files saved from QuarkXPress or QuarkXPress Passport 3.3, 4.1, 5, 6 and 6.5.

In my testing, Q2ID worked very nicely. Among newspapers I've interviewed that use Q2ID, there was an overwhelming response in support of using Q2ID. I found that QuarkXPress files (I opened files saved in both version 5 and 6.5) opened almost as quickly as native InDesign files with the help of the Q2ID plug-in. Most page elements made it through the conversion perfectly. Sometimes those related to transparency

business, we don't have time to mess around with files that don't open as expected. This is one more tool to help alleviate that possibility.

Q2ID is now available on both Mac and PC platforms. Minimum requirements include OS 10.2 (Mac) and Windows 2000/XP or higher on the PC. \$199 (US) / \$199 (EUR) / \$249 (CAN) / \$299 (AUS).

Training for Newspaper Designers and Publishers Available in October.

Those of you who know me realize that most of my attention turns to the Institute of Newspaper Technology during the summer and fall. I have been directing the Institute since 1997 and it has grown to become one of the most respected programs of its type in the world. Classes led by the most recognized trainers in our industry are available. Topics include training in the latest versions of InDesign, QuarkXPress, Acrobat, GoLive, Photoshop and Creator. Classes for both novices and advanced users are available. Adobe InCopy, Digital Photography and Page Design are just a few of the many elective courses available at the Institute. Attendees are in for several special treats this year,

including presentations by Gary Cosimini (Adobe) and Joe Schorr (Apple) related to the future of newspaper technology.

For more information, visit the Institute of Newspaper Technology web site at [www.newspaperinstitute.com](http://www.newspaperinstitute.com).



On the left is the original page in QuarkXPress. On the right is the QuarkXPress page opened in Adobe InDesign with the help of Q2ID, a plug-in from Markzware. Q2ID allows InDesign users to open files saved from several different versions of QuarkXPress.

had to be tweaked to get the expected results. And because InDesign won't let you use fonts that you don't have on your system, fonts that had been bolded in QuarkXPress sometimes opened as non-bold fonts in InDesign.

What's the bottom line? If I have a newspaper converting to InDesign from QuarkXPress, I'm getting Q2ID. In our

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Thank you for visiting us at the OCNA Spring Convention.



## OCNA employee profile

# Communications is key for OCNA

**T**hey say turnabout is fair play and after writing profiles on OCNA's other new employees this month News Clips turns its attention to its editor, Communications Coordinator Shaba Qureshi.

Shaba Qureshi came to OCNA in January 2006 to replace outgoing Communications Coordinator Gordon Cameron who had been appointed the Association's first Government Relations Associate. While Qureshi was new to OCNA she came with a wealth of experience in both journalism and public relations including stints with Detroit Public Television, the RCMP and as the Associate Editor of the Muslim Observer, a national weekly newspaper for the American Muslim community.

"It was a small office so I got a chance to do a bit of everything," said Qureshi. "I delegated stories to reporters across the country, I did layout, wrote the stories for the Michigan insert, did administrative work. Coming from that environment I know the challenges that some of our members face each week to get their paper out."

While she no longer is responsible for a weekly paper she does keep her journalistic skills sharp by writing and editing News Clips, e-clips, designing the BNC book and Junior Citizen calendar and proofreading

major association documents before they are released. She also lays out the Network Classifieds, sends out Ontario Press Service releases, acts as administrator for Conference Calls and designs flyers and advertisements for OCNA events.

"I like the fact that we're member focused," said Qureshi talking about what she likes best about OCNA. "The team here is great too. Everyone works really well together and it took

no time at all for me to feel like a part of the team."

When Qureshi isn't busy at work she likes to read, do yoga, try new and exotic foods and travel around the world. On the top of her list of

places to visit are Kenya, Italy and Turkey for both their beautiful landscapes and their fascinating cultures.

The next big challenge Qureshi faces at OCNA is the creation of a communications plan that will layout the best ways of communicating both with members and the general public about what OCNA is up to.

"A communications plan is vital for any organization, it helps improve the interactive nature of communication internally and externally. I will be conducting a communications audit, where I will be contacting members randomly to assess the level of success and be able to conclude what services need to be improved or changed."



## tip from techie

# BootCamp

By Ian Youseman  
OCNA IT Technician

**A**bout a month ago, Apple released beta software (note: BETA) called BootCamp. This will modify your Mac to allow for an install of Windows XP Pro, Service Pack 2, and run it.

The following was a test install of BootCamp on a Mac Mini Intel.

BootCamp, still in a Beta phase, allows for Windows to be installed on your Intel Mac and boot into it. Technically, it seems to alter the BootROM of the computer to recognize the Windows install (more likely it already has this capability and BootCamp just activates something in BootROM). Then, as part of the BootCamp install process, it allows you to build a Windows partition on the Hard Drive and install Windows XP Pro Service Pack 2. After burning Mac drivers for windows on to a CD and an install of BootCamp, Windows and the Mac drivers your Intel Mac is ready to go. With a simple hold of the OPTION key on boot, you will be able to choose your OS - OS X or Windows.

Well, this is how the install of BootCamp went on a Mac Mini Intel. BootCamp installed very easily, then asked for a blank CD-R to burn Mac drivers that will be needed on the Windows side to access certain Mac hardware not found on most PCs. Then, it asked for and allowed Windows to be installed. That went well too. With Windows installed, the Mac rebooted into Windows (scary to see) and all seemed well. We ran the install CD-R for the Mac drivers, and it stopped about half way through. Could it have been a Windows thing - don't know? When Windows was rebooted, the keyboard and mouse stopped responding. After some troubleshooting and a reload of Windows, it was found that the CD-R created has something odd about it that would crash the installer program when run from the CD. After a little more 'head scratching' it was decided to copy the installers to the Windows desktop and run from there which went without trouble. Upon reboot into Windows, access to the keyboard and mouse had been restored.

Not recommended for any impassioned Mac user with a heart condition or for that nice shiny 'needed all the time' Mac in the production department, but it is worth experimenting with and could be very useful in the future.

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# The difference between a clarification and a correction

A complaint by Guy Giorgio that the Toronto Star published a 'clarification' of a reference to him when it should have been called a 'correction' has been upheld by the Ontario Press Council.

The reference to Giorgio, a senior adviser in the Mike Harris government, was at the end of an article published Sept. 1, 2005, about the judicial inquiry into the shooting death in Ipperwash Provincial Park of Dudley George.

Citing the comments of Julie Jai, former director of legal services for the Ontario Native Affairs Secretariat, the sentence said:

"Jai testified that former attorney general Charles Harnick seemed sensitive to special native fishing and hunting rights, but those concerns didn't appear to be shared by

Hodgson, Hutton or Guy Giorgio."

After receiving a complaint that Jai did not make such a statement about Giorgio, the Star published what it described as a clarification. It read:

"An article on the Ipperwash inquiry that appeared in the Star Sept. 1 reported on the testimony given by Julie Jai, a former provincial bureaucrat. The Star wishes to make clear that she did not testify about the personal views of Guy Giorgio, a senior aide to then premier Mike Harris, on the rights of native or aboriginal people."

Giorgio wrote that in describing the item as a clarification the Star refused to acknowledge its error. A letter from his lawyer said a review of the transcript of the hearing showed that "at no point does Ms. Jai provide any testimony in relation to the personal views or position of Mr. Giorgio on the

issues of special native fishing or hunting rights." The letter added that the testimony speaks only to the government's position concerning these issues.

The Star's reply to Giorgio said:

"We agree that Ms. Jai was not testifying about anyone's personal views and it was not the reporter's intent to suggest that was the case. We do not believe a reasonable reader would conclude, upon reading the sentence in question, that the reporter was writing about your personal views...."

"On the unlikely chance that any reader would think the last sentence of the story referred to your personal views, we decided to publish a clarification."

Text of the adjudication:

Guy Giorgio of Toronto, a former senior adviser in the Mike Harris government, complained that the Toronto Star

published a 'clarification' of a reference to him when, in fact, it warranted a 'correction.' His complaint referred to the last sentence of an article published Sept. 1, 2005, about the judicial inquiry into the 1995 shooting death in Ipperwash Provincial Park of Dudley George.

The sentence, attributed to Julie Jai, former director of legal services for the Ontario Native Affairs Secretariat, read:

"Jai testified that former attorney general Charles Harnick seemed sensitive to special native fishing and hunting rights, but those concerns didn't appear to be shared by Hodgson, Hutton or Guy Giorgio."

What was described as a clarification, published Sept. 19, said:

"An article on the Ipperwash inquiry that appeared in the Star Sept. 1 reported on the testimony given by Julie Jai, a former provincial bureaucrat. The Star wishes to make clear that she did not testify about the personal views of Guy Giorgio, a senior aide to then premier Mike Harris, on the rights of native or aboriginal people."

The Star responded that it did not believe a reasonable reader would conclude, on reading the sentence, that the reporter was writing about Giorgio's personal views.

The Ontario Press Council believes clarifications should be reserved for statements that require further explanation but are not clearly wrong. In this case, it sees the reference to Giorgio as being incorrectly attributed to Jai and therefore a misstatement of fact deserving a correction.

The complaint is upheld.

## What's new at OCNA

### *Continued from page 2*

Premier Dalton McGuinty and Leader of the Opposition John Tory spoke. We are now planning our Fall Conference in September, which will include our Queen's Park Day. This will be combined with a day of seminars and workshops for our editors with a focus on health and education. This two-day event in Toronto promises to be well attended and a lot of fun.

On other fronts the team here has grown with the addition of Todd Frees as our new Controller, Shaba Qureshi as our new Communications Coordinator, Karen Shardlow has moved to our Member Services Coordinator position from Accounting Coordinator, which has been filled by Susana Czymek, and Erica Leyzac has joined our Ad\*Reach team as Advertising Administrator. Our Ad\*Reach office continues to prosper with a new e-mail service being introduced along with an improved process to meet the increased activity in sales. These investments promise to better meet the needs of our ever-increasing customer base.

OCNA is in the process of implementing a digital archive system to our operation. We now have a business plan that we are in the process of evaluating and moving forward with implementation. The advent of this new service to OCNA will provide considerable savings and efficiencies to our operations and our members.

Also, our sales in network classifieds continue to grow over the last year.

Each area of OCNA is also working on develop-

ing standard operating procedures. Each employee has a job description and a performance management program. In order for us to be seen as practicing human resources we have to make sure we do it right. Each of our staff meets regularly with their managers to discuss performance and personal development.

This summer and fall the staff at OCNA plans to be in the field more often meeting with our members in their place of work and learning about their challenges and opportunities. I hope that you will look forward to these opportunities to learn about our many services.

We have started working on our communications strategy for our organization as we recognize the importance of all our operations working in a coordinated manner singing from the same hymnal.

Overall there is an improved feeling of a team environment here with people working successfully as members of that team!

Lastly, our office on Harvester Road in Burlington has its lease coming to an end in March and we have decided to move our location somewhere else in Burlington. A decision will be made shortly and everybody will be informed. A party will be in order to celebrate our new digs.

Overall it has been a very good nine months and we owe it all to our staff and you our members that have made us successful.

Thank you again!

# Online ad placement improves revenue, customer service

By Peter M. Zollman  
Interactive Insider

**A**t lunch the other day, a friend told me about the ad he placed in the South Florida Sun-Sentinel to rent a condominium.

"I'd been thinking of placing a three-line, six-day ad, and expected it to run \$100 to \$200," he said.

Boy, was he surprised. More important, though, the Sun-Sentinel was surprised, too - by what happened next.

Instead of calling the paper's telephone room, he went to its Web site.

"They had all these nice additions, such as bold and shadows and boxes that could be added to see it live on the Web. So I kept working on it, and by the time I was done my six-day ad cost me \$640," he said. "Did I run the ad at that price? Yes I did - because it definitely stood out from the crowd, and you can't really say everything you need to in three lines anyway."

Pardon me for harping on this topic, but newspapers are leaving a lot of money on the table - and wasting a lot of staff

time that could be spent more productively - by encouraging people to call their phone rooms instead of placing ads online.

When you call Delta Airlines to buy a plane ticket, you hear a recording: "Lower fares may be available at Delta.com." Their lowest prices are on the Web, not in the phone room. If you speak to a human to buy a ticket, it'll cost

what the ad would look like in print; they didn't offer upsells; they didn't let advertisers add photos ... well, you get the picture (or not, as the case may be).

One newspaper - get this! - told us it charges more for ads placed online because it has to pay the company that provides the Web interface. Gee, we thought, "What are they thinking? Don't they realize they

placement, it was generally well-hidden. Most we spoke to admitted in-paper promotion was limited or non-existent; online promotion was rarely more than a 'place an ad' button or line somewhere on the paper's home page.

Back to my friend with the condo for rent: Did his ad work? In fact, it didn't. Was he unhappy about it? Surprisingly, not at all. I'm not saying that it's the fault of the ad. If I had to run it again, I'd do it just the same way.

"I don't buy those enhancements from a phone rep because it makes me feel like I'm being 'sold.' This way" - designing his own ad online - "just makes me feel creative. It took more time doing it this way ... but it was time well spent. I felt like I was creating a work of art."

When was the last time one of your private-party customers told you they thought their ad looked like 'a work of art'?

In a recent report about online ad placement, we offered 17 tips for making sure your system is as good as it should be. But even before you test your app against our 17 recommendations, make sure you take the basic first step and offer an effective, clear, user-friendly, 'what you see is what you get' online tool for placing ads in your paper.

*Peter M. Zollman is founding principal of Classified Intelligence, a consulting group that works with newspapers, dot-coms and vendors to improve classified advertising services. The company's report about online ad placement is available through ClassifiedIntelligence.com. Zollman can be reached at 407-788-2780, pzollman@classifiedintelligence.com.*

*Disclosure: Zollman is on the board of directors of AdStar; one of the companies mentioned in this month's Interactive Insider.*

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**"...newspapers are leaving a lot of money on the table - and wasting a lot of staff time that could be spent more productively..."**

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you more. Two ways. Aside from paying a higher fare on the phone, there's an additional \$10 surcharge for telephone bookings.

Yet when Classified Intelligence tested newspapers' online ad sales tools, we found many of them confusing or lacking. They didn't tell whether the ad would appear in print, online, or both, or for how long; they didn't show you

have to pay the reps in the phone room who handle the calls?"

As more ads are placed online, newspapers find they can convert reps from inbound 'ad takers' to outbound sales reps - making sales as opposed to 'taking orders.' And two papers we know of report that online ad placement volume has grown to the point where each reduced the staff of its phone-room staff by two reps.

Some newspapers have built their own online ad-placement tools, but most home-grown software we've seen doesn't measure up. (Some giant publishers have the information technology horsepower to design it right, but they're few and far between.) Several vendors - AdLizard; AdStar; Creative Circle Advertising Solutions / AdQic, and Future of News / Place My Ad, among others - provide well-designed, effective online ad sales products. It costs far less to buy one than to build your own - and those companies maintain, support and upgrade their services on a continuing basis.

Even at newspapers that offered effective online ad

## Lou Cahill commemoration

*Continued from page 1*

fundraising efforts, promotion releases, Pica number 17, our information release sent to our members and others. Full director's meetings were kept to two a year but both the NPC and the directors were always kept informed of other meetings and events of interest.

While many of us played our part in making the Printery a success, Lou was always the glue and details man for our actions.

As the outgoing chair I am very proud to now name our main display room The Lou Cahill Display Room in recognition of his dedicated service."

Their exhibit this year is on historic newspapers. The Printery is supported by the OCNA and we have distributed editorial material promoting the Niagara Printery as a tourist site. If interested in promoting our heritage, please go to <http://www.mackenzieprintery.ca/>.



# The sorry state of apologies

A new B.C. law will take the risk out of saying you're sorry. So what's the point?

*Reproduced with permission - Torstar Syndication Services. Originally printed April 2, 2006.*

by **Kenneth Kidd**  
Toronto Star

**D**ear Peter,  
Sorry about filing  
this story so late,  
I'm just filled with  
regret and really do  
apologize. I wish I could say the  
dog ate my notes, or some such,  
but that wasn't the case.

I should point out, however,  
that my apology only goes so far.  
Don't think it implies any respon-  
sibility or liability on my part.  
I'm not - repeat, not - saying I  
will somehow make it up to you.

That said, I really am sorry.

Sincerely,

KK

We Canadians, in general, are a pretty apologetic bunch. When two of us bump into each other going through doors, it's almost a race to see who says 'sorry' first. It seems, for us, to be the easiest of words.

But what, exactly, do we mean when we say "I'm sorry"?

Are we really expressing regret or is it a social nicety, another kind of etiquette that may or may not be sincere? *That's a lovely dress, darling.*

Or is there more to uttering an apology? Does it come freighted with other implications? *Of course I'll pay for the damages.*

Philosophers can spend hours parsing questions like that, but British Columbia is now proposing what purports to be a simple answer.

Last week, the provincial government introduced an Apology Act, which, if passed, would be the first of its kind in Canada.

(There are similar laws in California and Australia.)

The aim is mostly legalistic: to let people or institutions make an apology without fearing any legal liability or financial responsibility.

In introducing the bill, B.C. Attorney General Wally Oppal noted, "There are times when an apology is very important and

appropriate but the legal implications have long been uncertain."

In theory, the Apology Act would let governments apologize for racist head taxes or the sinking of a coastal ferry without worrying that every word might cost them thousands of millions of dollars.

But if you take responsibility and liability out of the equation, is it still an apology?

"You can say it's severing apology from responsibility [and] that's a bad thing, says Tom Hurka, a philosophy professor at the University of Toronto. "On the other hand, it's sort of leaving space for people."

A car accident, for instance, is just the sort of thing the B.C. government has in mind. Your immediate reaction might be, "It was my fault." And you may desperately want to say that out loud, but fret about the consequences.

"What the B.C. law is allowing me to do is think it over in future," says Hurka. "Maybe I go and see my lawyer and he says, 'Look, you weren't fully to blame, You *were* speeding but he was running a red light.'"

There is, in other words, a kind of 'cooling off' period after the apology, allowing you to reconsider; to shape a fuller, more textured response.

This later response is actually closer to the original meaning of apology. The word began life signalling a spirited defence or some defiant explanation in the face of critics, such as the famous Apology of Socrates in ancient Greece. (Charged with impiety and corrupting youth, his apology was, alas, sadly unsuccessful.)

There followed several centuries worth of apologia, as often as not uttered or written by religious figures whose views were a little beyond the accepted mainstream.

Some of that original definition - explanation and defence - still survives today, but with different layers of meaning.

Depending on the speaker and the audience, calling someone a 'Bush apologist' might be akin to saying they're defending the indefensible or relying lame excuses.

Everyday apologies aren't like that. We tend to think of them as admissions of guilt and expressions of regret about something we did or said. (This would include the journalistic favourite: "Retraction and Apology to Mr. Conrad Black.")

There is even a word to describe apologies and similar expressions, coined half a century ago by J.L. Austin, who taught moral philosophy at Oxford University. He dubbed them 'performatives,' because "the issuing of the utterance is the performing of an action."

You might feel sorry about something, but unless you say so or put it in writing, it's not an apology.

Performatives, in other words, make some thought or feeling explicit, such as when you express thanks to someone, make a vow or christen something.

A lot of these performatives also have a contractual element - you're making a commitment. If you say, for instance, "I bet," then you're promising to fulfill your end of the wager.

Are apologies like that?

Austin spent a lot of time trying to break down performatives into different sub-groups, and he eventually came up with the word 'behabitives' for the times we say things like 'sorry' and 'thank you'. They're expressions we use in reaction to the fortunes or behaviour of others.

But Austin, while not expressly dealing with apologies, also says behabitives often overlap with another category he called 'commissives,' meaning any expression that commits you to some future course of action. You do that, for instance, when you make a promise or guarantee something.

So, what makes an apology

meaningful?

We expect there to be some genuine regret, and sometimes even demand it. Former U.S. President Bill Clinton had to spend months repeatedly apologizing for the Monica Lewinsky affair. In the process, he went from simply acknowledging a 'mistake' to being "profoundly sorry for all I have done wrong."

But regret can't be the only defining characteristic.

"If a person says, 'I regret that people took offence,' he's precisely not apologizing," says Hurka.

You see examples of that all the time, such as politicians who say they regret offending some group or other, but don't retract or disavow the original words that gave offence. That often comes off as an oily way of avoiding any personal responsibility or guilt.

But there are times when you can legitimately express regret without implying guilt. As Hurka puts it: "I can apologize for something that hurts you, even though [what I did] is perfectly within my rights."

Relationships are rife with that. "Let's say you and I both love the same woman, and I get her to marry me and I say, 'Look, I'm sorry. I would have loved for you to have the happiness of marrying her, but I just found myself too much in love with her.' I haven't done anything wrong."

Mostly, though, we tend to apologize when we have done something wrong - or think we have. And it often carries an implicit or expected pledge to make some kind of compensation. This, Hurka notes, is where the problems arise.

"If, when I say I'm sorry at the scene of the accident, my remarks carry a kind of binding commitment to pay compensation, then the apology has more weight, because I'm not just expressing feelings of sorrow. I'm binding myself to act on

*Continued on Page 10*

# Annual survey of advertising and related services

Statistics Canada released information last month that shows despite higher revenues along with an improved profit margin in 2004, the advertising and related services industry in Canada continues to face challenges that have kept a lid on growth.

The trend of multinational advertisers to use global advertising campaigns has resulted in decreased demand for Canadian creative content. At the same time, the rise of the Canadian dollar has reduced the industry's price-competitiveness internationally.

Revenue has also been siphoned off by increasing media costs, as well as by growth in forms of marketing outside the advertising industry, such as company Web sites and Internet search engines. Finally, the industry also had to contend with allegations surrounding the federal sponsorship program and the ensuing Gomery Inquiry.

Firms in the advertising and related services industry earned operating revenues of \$5.0 billion in 2004, up 5.5 per cent from 2003. Although broad-based economic growth in 2004 boosted the industry across the country, much of the 2004 rise was merely a rebound from industry declines recorded in both 2002 (-1.9 per cent) and 2003 (-3.3 per cent). Indeed, after accounting for inflation, total industry revenues in 2004 were still below the level reached in 2001.

Advertising agencies, which accounted for 45 per cent of total industry operating revenues, earned \$2.2 billion in 2004, an increase of 3.4 per cent over 2003. Operating revenues of the other more specialized advertising industries (such as public relations, display advertisers and flyer distributors) were up 7.3 per cent to \$2.8 billion.

Profit margins improved from 8.7 per cent in 2003 to 10.2 per cent in 2004 among advertising agencies, and from 5.8 per cent to 6.7 per cent in the remainder of the industry.

There were 11,900 establishments involved in advertising and related services in 2004, little changed from the previous year. Advertising agencies accounted for 5,300 of these establishments.

The bulk of industry revenue was generated in Ontario (57 per cent) and Quebec (26 per cent). Operating revenues in Ontario rose 5.9 per cent in 2004, following a 1.9 per cent decrease in 2003. In Quebec, operating revenues rose 3.7 per cent in 2004 on the heels of a 4.5 per cent decline the previous year.

Note: This survey covers establishments classified as Advertising and Related Services (5418) according to the North American Industry Classification System (NAICS) during the reference year. It comprises establishments primarily engaged in: creating mass-media advertising or public relation campaigns; placing advertising in media for advertisers or advertising agencies; selling media time or space to advertisers or advertising agencies for media owners; creating and implementing indoor or outdoor display advertising campaigns; creating and implementing direct mail advertising campaigns; delivering (except by mail) advertising materials or samples; creating and implementing specialty advertising campaigns; providing related services, such as sign painting and lettering, welcoming services and window trimming services.

This industry does not include advertising sales by newspapers, magazines, radio, television or Internet, which accounts for the majority of the difference between results of this survey and calculations of total advertising spending in the Canadian economy.

Results from the 2004 Annual Survey of Advertising and Related Services are now available. These data provide information on the industry's revenue, expenditures, salaries and wages, profit margin, and the distributions of revenue earned by type of service

and client base.

Data for 2001 to 2003 have been revised to reflect more accurate coverage of the target population for this industry.

Detailed tables at the provincial level for a range of industry characteristics are included in the data release package, which is available upon request. To order a copy contact Paul McDonald at 613-951-0665; fax: 613-951-6696; paul.mcdonald@statcan.ca, Service Industries Division.

## Biz Pix helps with local search advertising

Biz Pix has developed a local search advertising application that will provide newspaper owners a turnkey solution that is easily integrated into their Web site properties while complimenting their current offline advertising products.

The Biz Pix Objective: to establish a local centric marketing network made up of complimentary local newspaper and other media properties who share the Biz Pix local search advertising engine as a platform that ties in consumer access and subscriptions to each partners local content while supporting and promoting a unified online local search advertising model across each city/town, region and province in Canada.

Biz Pix will offer this solution free to Community Newspapers with no set-up or licensing fees.

The Biz Pix solution will allow established Community Newspapers to quickly build local search traffic, create the potential for online advertising revenues and deliver

*Continued on page 11*

## Is your apology sincere?

*Continued from page 9*  
them.”

But that could get expensive. B.C.'s separation of apology and compensation would, in theory, make people freer to say what they feel.

It would also protect those whose instinctive response to any problem or accident is to think it's their fault. Without an Apology Act, that puts them unfairly at the mercy of people who think they can do no wrong, something you see on the highways all the time.

“We have an accident,” says Hurka. “I immediately apologize and you say, ‘Damn right you should apologize you %&\*#, it was all your fault.’ Now I’m stuck.”

But will the B.C. law eventually colour how we look on all apologies, even those that don't have an obvious legal risk? Maybe.

“I say sorry when I think I did something wrong,” says Hurka. “And if I did something wrong, I should be willing to pay you compensation. I should be willing to make it up to you.”

“If you say, ‘I’m sorry,’ and make no offer to compensate, then

that shows your apology wasn't sincere.”

Is sincerity important?

Austin didn't think it was crucial for his definitions, partly because the person receiving the apology tends to believe it's sincerely given. And when someone says they're sorry, there is no easy way of telling whether they really mean it.

Or, as Hurka notes: “Long before the B.C. Apology Act, there were sincere apologies and insincere apologies.”

*Dear Ken,*

*Thanks for your note re: the lateness of your filing. I look forward to working late tonight to accommodate your personal schedule. It will be nice to take a break from my regular visit to the nursing home. Yes, my mother has come to count on her Friday evenings with her son, but what's life without a few unpleasant surprises? I'm sure her 92-year-old heart will bear the shock of my absence.*

*Peter*

## OCNA coming to London and Peterborough

OCNA will be hitting the road and heading to London and Peterborough to offer sessions for Publishers and Circulation Personnel with Tools to Increase Circulation and Employee Performance Management & Goal Setting. Stephen Hastings, Director of Circulation from the Toronto Star, will be facilitating the session to assist you with your circulation issues. Wendi Krulicki, Human Resources Associate from OCNA, will be facilitating the afternoon session on employee goal setting and performance management.

Topics to be covered will include:

Reviewing alternative ideas to increase circulation; developing a template and an annual plan to increase circulation; determining which employees in your organization will be responsible for each task; setting goals with employees and managing their performance.

Please select the workshop in the area closest to you:

**Western Ontario Session:** Thursday, June 8, 9 a.m. – 4:30 p.m. at the Residence Inn Marriott in downtown London, Ontario.

**Eastern Ontario Session:** Wednesday, June 14, 9 a.m. – 4:30 p.m. at the Holiday Inn in Peterborough.

Registration fee is \$40 for the first person, and \$20 for each additional person attending from the same newspaper.

If you are interested in attending this workshop please contact Wendi Krulicki, w.krulicki@ocna.org or by phone at 905-639-8720 xt. 245.

## Local search advertising

*Continued from page 10*

a value added solution to their Web properties, attracting more consumers, enhance local media content and keep users on their Web site longer.

Local newspapers are positioned to capture a significant share of what is becoming a multi-billion dollar online local search advertising market. Community Newspapers are known and trusted by local consumers and advertisers, and most operate Web site properties that can provide the perfect platform for effective local search based advertising. Visit our site at [www.bizpix.ca](http://www.bizpix.ca).



## Water Cooler

- The Blyth **Citizen** welcomes Carol Burns as a new reporter.
- The **Huntsville Forester** has launched a new Web site, [www.huntsvilleforester.com](http://www.huntsvilleforester.com).
- The **Simcoe Reformer** has been honoured for its four-part series Transforming Tobacco Town in the We'll Be There category in the Sun Media Dunlop Awards.
- Brad Sherratt has joined the **Northern News** team in Kirkland Lake as a reporter/photographer.
- **Your Village News** is a new member to the Hayter-Walden Publications, which includes The Forest Standard, The Parkhill Gazette, The Watford Guide-Advocate and The Glencoe Transcript and Free Press.
- **Metroland Durham Region Media Group** launched its Daily News webcast at [durhamregion.com](http://durhamregion.com). It is a comprehensive week-day report of on-demand news.

## CLASSIFIEDS

### The Backyard Astronomer Brings The Stars Down To Earth

Written for anyone with a sense of curiosity, The Backyard Astronomer, will turn on the light bulb inside your head and put a smile on your face. Author and amateur astronomer, John Crossen, brings a lively and informative writing style to a subject which he enjoys passionately. And his enthusiasm shows in an intriguing array of articles that entertain readers and score big as the universe on the "wow-meter." Updated weekly, they are available in halfpage or quarter-page sizes. The handy PDF formats are an easy "plug-in" to your existing newspaper layout. And at just \$5.00 per article, they're also an easy "plugin" to your budget. Who says a local weekly newspaper can't cover the cosmos? Certainly not The Backyard Astronomer. For samples in pdf format, contact: [sconolly@lakefieldherald.com](mailto:sconolly@lakefieldherald.com)

### Buying & Selling A Business Column

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.

**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:

[spaghet.tiforbreakfast@rogers.com](mailto:spaghet.tiforbreakfast@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!

### Life 101

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

### For Sale

Full service printing business for sale in Southern Ontario, involved mainly in web offset printing with some sheet fed capacity. Non-union. The web press is capable of both short and long runs. Company is operating at close to 50% capacity; complete plant utilization could greatly increase revenues. There are more than 150 regular clients. The equipment is in excellent condition. Recast EBITDA over \$770,000 in 2005. Owner/management will stay. For further information please call Patricia Silva at Robbinex Inc., 905 523 7510 or e-mail [patricia@robbinex.com](mailto:patricia@robbinex.com). Visit our web site at [www.robbinex.com](http://www.robbinex.com)

### Looking to improve your sales?

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





## OCNA 2006 Webinar Sessions

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

**JULY - EDITORIAL SESSION** - Generating Story Ideas

**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 1 Discount Rate:** Sign up for all 8 sessions and the cost is \$385!

**Option 2 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](mailto:k.shardlow@ocna.org) with the following information:

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

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



Published monthly by the  
Ontario Community  
Newspapers Association

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