

news clips

VOL. 20, NO. 3

Our sweet angel has been called home

By Larissa Barlow

Chatham Sun - February 15, 2006

Myles McLellan, the Chatham boy who battled through a devastating cancer diagnosis to help raise thousands of dollars for medical research -- while at the same time touching the hearts of thousands -- died last month.

He was 13.

Myles died at 10:30 a.m., February 16 after a four-year battle with cancer. In remission and relatively healthy for some time, the cancer returned quickly and aggressively in January.

First diagnosed on his ninth birthday with a brain tumour, Myles fought hard against his illness, turning his energy to helping others.

With his mother, Susan, the young boy founded Myles' Miracle Mission, and devoted himself to raising money for research and bringing awareness to juvenile cancer.

Participating in the Canadian Cancer Society's Relay for Life, Myles became one of the youngest top fundraisers in Ontario



history.

And his fundraising efforts stretched into other areas. Myles lent his time to raise money to send young cancer victims and their families to Camp Trillium, where they

could vacation while receiving treatment.

Those who knew Myles or who had worked with him over the years struggled with their emotions as they remembered a young man who in his short life had touched so many lives.

"He was a great kid," said Rick Paxton, manager of Competitive Edge Health & Fitness, which held a bench press competition last May to raise money for Myles' cause.

"He always had a smile on his face," Paxton said, who noted that a photograph of Myles with the competitors is displayed in the gym.

"We gave him a shirt from Competitive Edge and he was wearing it around proud as a peacock."

Paxton's father Bill had died of cancer last March, and Paxton said he can empathize with the McLellan family.

"It's tough. It's an empty feeling that there's nothing you can do about it. You feel helpless," he said.

"Myles was a great kid, we'll all miss him."

Myles also touched the hearts of the

Continued on page 2

Spring Convention just around the corner!!

By Shaba Qureshi
News Clips Editor

I hope everyone has had a chance to send their registration forms in, because the OCNA Spring Convention is approaching.

March 31 to April 1 at the Toronto Airport Renaissance Hotel.

It will definitely be worth your while as the Office of the Premier of Ontario has confirmed that Dalton McGuinty will be our keynote speaker at

the Tembec breakfast at the Convention. Mr. McGuinty will be addressing the gathered publishers, editors and staff from OCNA member newspapers at the April 1st event. His remarks will run for about 15 minutes with a question period to follow. Also, John Tory, Leader of the Ontario PC Party & Leader of the Official Opposition, will be there as the lunchtime speaker sponsored by CARDonline.

Lieutenant Governor James Bartleman will present the Junior Citizens with their

plaques Friday night. We have a line-up of fabulous editing sessions with writing coach Jim Stasiowski, advertising sessions presented by Marketing Magazine with sales trainer Chuck Nau and production and publisher sessions with Kevin Slimp. This year Ron Bremner will host the BNC Awards. Bremner's background is in publishing, radio and television.

Also, remember to come by the Silent Auction table. This year you can bid on items such

as wine tours and tasting, helicopter tours, and tickets to various shows, theme parks, museums and sporting events. Also, please bring an item from your community. Feel free to offer a local company a complimentary all-Ontario network classified ad at \$424, if they donate an item valued at \$150 or more. Proceeds support the Ontario Community Newspapers Foundation.

For Trade Show information go to page 9.

a word from OCNA...

Paid promotion phenomenon

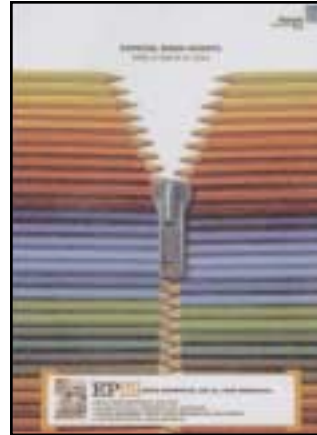
By Anne Lannan
OCNA Member Services

Last month we talked about some observations made by Earl Wilkinson, Executive Director of the International Newspaper Marketing Association (INMA), about ways daily newspapers are trying to reverse the downward trend on their circulation. He talked about such things as the switch from broadsheet to paid formats and free circulation dailies, as well as the profitable practice of offering readers paid promotions.

The INMA web site features

a presentation made by Miguel Pereira, Director of Marketing with El Pais in Madrid and showcases their successful promotions. Go to www.inma.org and keyword search 'paid promotion' to view his May 2005 presentation which includes examples of their creative advertising campaigns.

Pereira says readership was on a steady decline until they switched from free promotions to paid promotions in 2002. This is when the promotions started to turn to profits and circulation began to increase, therefore reaching two of their three goals with the third being



Paid promotion featured in Miguel Pereira's presentation on the INMA web site.

to reinforce their brand image. Circulation began to increase as 60 per cent of promotion buyers were non-readers.

The types of products they sold varied from adventure novels to literature masterpieces to encyclopedias to recipe books to travel guides to classical music cds and dvds. Yet all were promoted through creative ads in print, on television and through outdoor media. Once they started marketing dvds, their promotions included e-mails, inserts and personal messaging.

Many paid promotions in
Continued on page 3

Past Junior Citizen Myles McLellan passes

Continued from page 1

community's fire fighters, who often lent their time and energy to raise funds for the teen's organization.

"Myles had tremendous spirit in all this and has showed a lot of grit," said Chatham-Kent fire chief Bob Crawford.

"Despite his young age, he has demonstrated all those qualities we value as Canadians."

Crawford said he wishes the family peace during this difficult time, and that the fire service as a whole "would be honoured to provide any kind of assistance to the family with respects to the arrangements for their son."

"I dare say there's not a household in Chatham that isn't affected by this," Crawford said.

One of Myles' last major

efforts was launching a cancer mapping web site for Chatham-Kent, which is designed to provide information for a future study of the illness in this area.

The boy's many efforts were widely hailed, earning him many honours. Among his distinctions, he earned the Ontario Junior Citizens of the Year award in 2004, the Young Miracle Worker by CIBC World Markets, and TV Ontario's Agent of Change Award.

Myles was also the subject of a film documentary by Artists Raising Consciousness, and was frequently on TV and in newspapers discussing children with cancer.

But to his elementary school principal Patrick Weiler at Our Lady of Fatima, Myles was just a normal young man, but one

who inspired others to do great things.

"He was treated like any other Grade 7 child," Weiler said yesterday. "He participated and had friends and got in trouble, but in everything he did, the helping hands, the Myles mission, he was always an inspiration for the other kids."

In his two years at Our Lady of Fatima, Weiler said he came to know a boy who loved to laugh and make jokes.

"I'll remember his smile, his cheerfulness, his little quirks of sarcasm. He could always say something funny," Weiler said.

"He'll certainly be missed by our family in school, but we know he's in a better place."

The school held prayer services throughout the day on Thursday, and will hold a

memorial service in Myles' honour in the coming days.

For friends like Jill Addy, who has been side by side with the McLellan family during the resurgence of Myles' cancer, his death is devastating.

"Our sweet angel has been called home," she said yesterday.

"There's not just one thing I'll remember (about him), there's so many things. It will be everything."

The family is asking in lieu of flowers, to send donations to Myles Miracles Mission, so the organization can go on in the young boy's name.

Donations can be sent to Myles Miracle Mission Cancer Assist, 416 St. Clair Street, PO Box 20085, Chatham, Ont., N7L 2M3.

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OCNA employee profile

OCNA welcomes new Human Resource Associate

As OCNA continues to offer additional 'value added' services to our members, there have been new additions to the OCNA team. In last month's edition we profiled Gordon Cameron the new Government Relations Associate. This issue we will profile Wendi Krulicki, our new Human Resources Associate.

Wendi Krulicki, OCNA's new Human Resources Associate has been in the HR industry for 11 years and with OCNA since February. She graduated from George Brown College in Toronto with a Diploma in Human Resources, and has been certified by AchieveGlobal and Development Dimension International as a trainer, which provides training programs for organizations to develop the skills and performance of their people, such as hiring and selecting employees, leadership and teamwork.

At OCNA her responsibilities involve providing guidance and information to members along with assisting them with human resource management, employment legislation issues, health and safety, training and development, labour relations, compensation and evaluation and recruitment.

"The bottom line is, your business is only as good as your employees, and if you do not manage your people issues you



are neglecting your biggest asset. Hiring the wrong person can be a very costly lesson, however, disciplining and terminating employees when not handled correctly, can cost you a lot more," Krulicki said.

Because this is a new position, Krulicki feels it is challenging but at the same time is gathering valuable intelligence and understanding of the needs of the members, which will help the position to evolve.

Krulicki is spending some time with members to understand industry better. She has already spent the day with Port Perry Scogog Standard and plans to visit other papers throughout the province. This will help her understand the dynamics of the newspaper business and give members a chance to understand

what services she can provide and how those services can be beneficial to them.

"In the near future I will be sending out a survey to members to get feedback on what they feel they need in regards to human resources and training," said Krulicki. "I am also planning to send monthly promotional packages to members, with guidelines and templates that would help them organize and establish some HR guidelines."

Krulicki is currently arranging a variety of lunch and learn Webinars once a month, targeting editors, advertising staff and publishers. She is arranging a training calendar to be set-up on the OCNA web site. This will allow

members to review the sessions in advance and plan for their employees to attend.

Although Krulicki has been at the position for just over a month, she already senses OCNA's commitment in helping members and adding value to the membership.

"I want to be a part of the OCNA commitment from a Human Resources perspective," she said. "People are your most valuable asset, and I want to help in any way I can."

Fast Facts on Wendi Krulicki

Born: Mississauga, ON

Lives: Burlington, ON

Education: Human Resources diploma, George Brown College

Previous positions: HR Specialist, Law Society of Upper Canada; HR Generalist, Taro Pharmaceuticals; HR Supervisor, Kia Canada

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Challenge your advertisers to be different

By Bob Berting

Berting Communications

Today there are sequels to movies, and many times a second or third sequel is nowhere near the creative attraction of the original. We see automobile styles that are almost look alike. We see shopping malls that look alike. Too many retailers and their newspaper ads look alike. Maybe it's a lack of creativity, or maybe it's a lack of courage to be different or the concern of being criticized for being different.

A basic rule of creative advertising is to be instantly recognizable either by a distinctive layout style, use of type faces, unique style of art, use of a particular colour or some other element that is different from the competition. Another important factor is to understand the optical weight of an ad, which is the upper left quadrant of the ad. Creativity can start in that quadrant namely with a newly designed logo, the start of a provocative heading, a dominant, eye-catching graphic, and possibly spot colour.

What is really interesting is how focus groups look at high profile retail advertisers and how they perceive one store versus another. A series of full pages might be presented with the logos covered. The members of the group would be asked to identify which ads belonged to which stores. Surprisingly, few made the right identification.

Encourage your advertisers to identify themselves more creatively. Then provide guidance on how to accom-

plish that task. Awaken their creativity. Challenge them to be different. Here are a few suggestions:

1. Localize the business: use the name of the city or shopping community in the signature section of the ad or an illustration of an immediately recognizable landmark place nearby.

2. Use testimonials and pictures of actual customers praising the business, merchandise, or service (you need a signed release to do this).

3. Use the business salespeople in the ads, talking to customers or individually speaking to the reader.

4. Use humour, particularly a humorous slogan. Also, a campaign can be developed using clever and provocative headlines. Readers will gravitate to that type of advertising because they are intrigued by this approach and want to see what will happen each week.

Challenge your advertisers to be different

Sometimes getting attention can be as simple as creating a large dominant headline in a small ad with a lot of white space and very little copy. Never underestimate the power of being unique and different. Your newspaper can stand out in media-marketing by being the leader and taking creative initiative.

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6330 Woburn Drive, Indianapolis, IN 46250
317-849-5408, 800-536-5408
Fax: 317-849-5408

tech corner with

Ian Youseman

Removing the Classic environment from a Mac OS X system

Many of you probably upgraded your Mac from OS 9 to OS X and used the Classic environment to access programs such as QuarkXPress, PhotoShop etc., that you didn't upgrade at the same time. Now that you have upgraded all the programs to OS X compatible versions, do you need the Classic environment and all the programs that ran on OS 9?

Well, if you are confident that OS 9 is behind you then I suggest you remove all traces of the old operating system. By removing the Classic environment from your Mac OS X startup volume you can save about 1 GB or more of disk space depending on how many programs you used under OS 9. The result will be a leaner, meaner machine.

There are two ways you can remove Classic and all its components from the drive.

If there are any data files on the startup drive, move them to another drive or machine on the network, reformat your drive and install OS X. Because there is no OS 9 for the installer to detect, the Classic environment will not be installed. Install the programs you use plus any data you copied to another drive and now you have an OS X only machine.

If you simply want to remove Classic, the steps are as follows:

First, make sure Classic isn't running via the Classic pane in System Preferences.

Next, drag the 'System Folder' folder (NOTE: 'System Folder' NOT 'System') at the root level of your hard drive to the trash. If Mac OS X won't let you delete the folder, open it and trash all of its contents. Restart, and you should now be able to delete the folder itself. (Alternatively, type the following in the

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technology

Don't miss Kevin at the OCNA Convention in April!

Review of new and updated software



By Kevin Slimp
Institute of Newspaper Technology

My desk has been piling up with products

I've been meaning to review. The past few months have been overwhelming with several new and updated software titles. Let me tell you about a couple of them.

Extensis Suitcase Fusion

I've been living on the edge the past two years. For several years I had been using Extensis Suitcase for font management. A couple of years ago, I loaded Diamondsoft (now Extensis) Font Reserve so I could review it for a column. Before I knew it, I was running two font management utilities at the same time! When you demonstrate newspaper technology in front of live audiences for a living, the last thing you can afford is a font that doesn't load when needed. After installing the second font management utility, I found that both Suitcase and Font Reserve had to be running for fonts to load correctly. Aarg!

It was with much anticipation that I read a press release from Extensis concerning Suitcase Fusion, a font utility that merged Suitcase and Font Reserve into one application. My big question was "Will it work?" I would soon find out.

I began by installing Suitcase Fusion, instructing the installer to import the information from my previous version of Suitcase. Next, I ran a utility to import my Font Reserve databases into Suitcase Fusion. After installation, I ran into several issues. Most notable was the tendency of InDesign to crash without warning. After a couple of days spent restarting InDesign, I contacted the Extensis product support area found at Extensis.com. It was a pleasant surprise when I received a response a short time later instructing me to clear the Font Vault in Suitcase Fusion and recreate my font list. Sure enough, Suitcase Fusion has worked perfectly since making the necessary changes.

Suitcase Fusion's Font Sense technology ensures a smooth workflow by locating and activating the exact fonts used in a document. This enables Suitcase Fusion to successfully manage multiple fonts with the same name while enhancing the capability of an application to activate the exact version of a font. Font Sense works in all Suitcase Fusion plug-ins and allows for true font identification within QuarkXPress, InDesign and Illustrator documents.

Currently available only on the Mac platform, Suitcase Fusion retails for \$99. An upgrade from Suitcase or Font Reserve is available for \$49. System requirements are considerable. They include a Mac with OS X 10.3.9 or higher, a G4 processor running at 1GHz or faster and 256MB RAM (512MB recommended). A free 30-day trial version can be downloaded from www.extensis.com.

Speaking of Extensis, they sold several of their Photoshop plug-ins to onOne Software recently. In addition, onOne picked up some other nice Photoshop plug-ins to add to its suite of products. The last time I reviewed Genuine Fractals, it was a product of LizardTech Software. Now up to version 4.1, Genuine Fractals Print Pro deserves another look.

Genuine Fractals Print Pro 4.1

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Genuine Fractals enables photographers and designers to create print-ready enlargements from image files of any size or resolution. In previous versions there were some issues with Genuine Fractals that kept me from including it in my list of recommended products. For instance, I wasn't too crazy about the idea of having to save all my files in STN format. Now, Genuine Fractals works as a Photoshop plug-in, meaning I can save my files in any format I desire. Basically, Photoshop users select File>Automate>Genuine Fractals PrintPro and a window appears on the screen. The user is asked to determine the size and resolution of the final image.

Does this mean you can simply increase the size of a small image to make it print perfectly at a larger size? No. But it does mean you can increase the size of images with far better results than using Photoshop's bicubic resampling. You will find Genuine Fractals Print Pro a valuable tool for increasing the size of screen images that need to be printed at an 85 or 100 line screen. It's also nice for those low resolution images, sent by readers, taken with inexpensive digital cameras.

Continued on page 11

Updated Utilities Provide Relief for Photographers and Paginators

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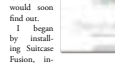
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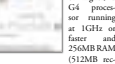
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Genuine Fractals Print Pro is available on both Windows and Mac platforms. System requirements include Windows 2000 or XP, Adobe Photoshop 7, 8 (CS) or 9 (CS2) and 512MB RAM. The Mac



version requires OS 10.2 or higher, Photoshop 7, 8 or 9 and 512MB RAM. Genuine Fractals Print Pro retails for \$299. Upgrades from previous versions are \$99, and they also offer Genuine Fractals 4.1 (not Print Pro version) for \$199. This version works with RGB images, but not CMYK. Download a 30-day trial version of Genuine Fractals of Genuine Fractals Print Pro at www.ononesoftware.com.

Speaking at a conference near you in 2006:

- Indianapolis IJSP: Mar 16-17
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- Toronto (OCNA): Apr 1
- Peoria, IL (IPA): Apr 6
- Des Moines (MPP): Apr 21-22
- Worcester, MA (WOCNA): May 3
- Miami, FL (MPP): May 5-6

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His past columns can be found at www.kavslimp.com

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Your readers want your newspaper to be well designed. They expect that just like they expect you to be thorough, accurate and balanced in your reporting. They also want a design that's more than just 'pretty'. They want a design that works. For them. Every issue.

The best way for you to make that happen is to remember your reader with every design you do. The most important question you can ask yourself with any design is: "Does it work for my readers?"

Here are some simple steps you can take to make your design work:

1. Put things in their place. Lock key content in the same position from issue to issue. If you place your opinion page on page 4, keep it there. If your obituaries are on page 6, keep them there. Only rarely should you shift content even if it's just national and wire news—and only then for good reason. One of my former clients thought it was okay to 'float' the comics page from section to section each day. But his readership information showed there was greater readership (nearly 80 per cent daily) for the comics page than the opinion page (nearly 20 per cent daily). We fixed that during the redesign and kept the opinion

page in position as well.

2. Avoid jumps. For decades, readers have been telling us they dislike jumps. Empirical studies demonstrate time and again that readers do not follow jumps. Yet we continue to design front pages with four or five stories that jump. I don't get it. Neither do readers. Let's renew our efforts to write shorter and to segment stories so readers know we're working for them.

3. Don't 'break' obits. An obituary is 'Bible material.' Loved ones of the deceased would like to be able to cut out the obituary in one piece, rather than having to tape or staple pieces together. Let's do our best to give them that small consideration in a time of sadness. Keep the obituary in one column or in two or three columns with even legs and a centred headline.

4. Give text type ample size. One of the most frequent complaints from readers is that text is too small to read comfortably. In some cases, that's because we're running our text too small. In other cases, it's because the type we're using just won't do the job. Test your text: run a prototype with some options and then put those in front of a group of readers, they'll let you know what they like.

5. Create layers where needed. Sometimes a lead headline just doesn't do the job. It may get reader attention but it just can't tell the story

completely. That's where we can make sound use of sub-heads and summary paragraphs. If you don't have these in your arsenal and your style guide now is a good time to work on some options for these elements.

6. Use infoboxes. Readers often like to get their information in the form of raw data. And nothing does that for them as well as an infobox. And an infobox often serves another purpose: it's a 'hook' that will often get readers into a story.

7. Use maps. Got a road detour in your area? Show readers the map. Directions aren't much help because readers struggle to visualize where they'll be driving. A map is much simpler, much clearer. And you can get that map just for the asking: call your city or county road engineer's office.

8. Make your briefs brief. Few things are more frustrating for readers than being presented with a 'briefs' package in which the 'briefs' are six inches, eight inches or longer. These are not briefs. They are stories and they should be placed elsewhere under separate headlines. Readers see through an attempt on our part to make them believe a longer story is a brief. Let's keep briefs to about two to four inches.

9. Make your paper interactive. Use refers to send your readers to your web page and refers on the web to get them to the print edition. If you're

doing a survey on your web site, offer the answer in print or ask the question in print to send them to the web. And give your readers a list of e-mail addresses in your print edition. You can do this by creating a reporter contact line with e-mail address and phone number to run at the bottom of bylined stories. Create design elements that help your readers reach you.

10. Be a booster. Y'know, it's okay for you to splash the story on page 1 if your girl's volleyball team wins the regional tournament. Running a teaser on page one with the story played big on the Sports front is okay, too but what other newspaper is going to give that story the ride you can? Don't be afraid to let people know you feel good about your town, your kids and your readers.

Remember who your boss is: your readers. Focus on reader needs and your design is bound to succeed.

ED HENNINGER is an independent newspaper consultant and the Director of Henninger Consulting. Offering comprehensive newspaper design services including redesigns, workshops, staff training and evaluations. E-mail: edh@henningerconsulting.com. On the web: henningerconsulting.com. Phone: 803-327-3322.

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A good writer must be aware



By Jim Stasiowski
Writing Coach

Don't read this column.

I'm serious. Skip this one. If you really are interested in improving your writing, I recommend you read something else right now.

It's a novel.

"What novel?" you ask.

Any novel.

I recently had a revelation. A high-school journalism teacher invited me to speak to her class. As I was finishing up my hour in front of 30 eager students, I asked for questions.

The teacher said, "What journalism Web sites do you regularly read?"

I stood there speechless, an unnatural condition for me. Finally, I said, "None."

That stunned the teacher.

Hey, I'm like anyone else with Internet access. I look at Web sites. And I happen to know some really excellent journalism and newspaper-oriented Web sites and blogs out there.

But I rarely visit them.

Why do I stay away?

Because I think we journalists already talk to each other way too much. I think we often get so caught up in talking about our occupation -- its problems, its traditions, its blunders, its clouded future -- that we neglect the world at large.

Here's an example of what I mean.

In that class I visited, one of the comments I heard was about the spate of plagiarism, deception and outright lying we've all witnessed in the last few years in newspapers and magazines. The students had discussed at length such ethical lapses.

Now, I do recognize the seriousness of

those lapses, and I'm glad the students know the consequences of lying. But when I talk to students, I don't bring up ethics. Instead, I emphasize storytelling, the need to keep their eyes open for stories that others see as just the daily humdrum.

To me, good writing means being aware of the world outside the insularity of the classroom, the newsroom and the Internet. It means being the sharp-eyed observer, the only one in the crowd who spots the contradiction or who howls in protest at the collective wisdom.

A friend who has no connection to newspapers except as a reader told me this story. In his local paper, he read an editorial with a serious factual error, so he wrote a letter to the editor.

Almost immediately, an editor called and interrogated him. The editor aggressively tried to discredit my friend's assertion. Instead of responsibly considering that my friend had something meaningful and worthwhile to offer, the editor lamely defended the paper's error.

That editor is so caught up in the internal workings of his newspaper, he has lost his grasp on the world outside his big brick building. Instead of worrying about how the paper relates to its readers, he is petrified by how his bosses will view a mistake. He needs to get out more.

I love newspapers. I talk to reporters and editors all the time. I spend my professional life talking about how we well-meaning journalists can make newspapers better.

But I treasure my escapes from those big brick buildings. I love reading novels. I learn from novels. I see how to create moods and limn characters. I see creative ways to use words so that when I am writing, I will explore possibilities outside the usual boundaries.

Writing a novel requires planning, pacing, discipline and the development of a conflict.

Sound familiar? Those are precisely the

qualities of a well-written news story.

I have saved a 1996 Newsweek story about Hunter S. Thompson, the brilliant, mercurial writer who taught a generation of journalists to challenge the mundane, to blow up the mundane, actually. Early in his life, the Newsweek story says, Thompson "used to type pages from Hemingway and Faulkner to absorb their rhythms and style. He soon developed his own."

A recommendation: Read any of Martin Cruz Smith's novels about a Russian cop named Arkady Renko. The first was a masterpiece, "Gorky Park." Renko is a flawed, worn-down but oddly intrepid detective. The world Smith creates is both dark and luminous, dark because of the dreary life in Russia, but luminous in the way Smith shines a light on places I've never been.

Right now, I'm reading "Wolves Eat Dogs," another Renko novel. I love Smith's descriptions. On Page 45, Smith says that when the Soviet Union broke apart, unemployed KGB agents went looking for work and "prospered, moving like crows to new trees." On Page 161, Smith wrote that the raindrops "dimpled" the surface of a lake.

I'll wager no journalism Web site has ever used crows in a simile.

THE FINAL WORD: I recently saw the word 'mantle,' and I assumed the writer had used it incorrectly. I was sure she wanted 'mantel.'

But she was right; I was wrong.

A 'mantle' is a cloak, and the usual use in writing is metaphorical, to mean a symbol of authority: "She assumed the mantle of leadership."

A 'mantel' is the shelf above the fireplace.

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

Classic Environment

Continued from page 5

Terminal: `sudo rm -rf '/System Folder'` -- you will be prompted for your administrator password).

You'll also want to delete /Applications (Mac OS 9) after rebooting. Some web sites say you can also delete the following files: /System/Library/Preference Panes/Classic.prefPane - to remove the Classic preference pane from System Preferences /System/Library/CoreServices/Classic Startup.app

But others maintain that these files are actually part of OS X and

should not be deleted but the system 're-blessed'.

So, I suggest you do the following to fix things so the Preferences pane doesn't appear, and the system doesn't think there's an OS 9 bootable part of the disk. (Please type the commands, in bold type, exactly as typed here).

In the Terminal (Applications > Utilities > Terminal):
\$ sudo bless - folder/System/Library/CoreServices

This will re-bless the OS X

folder, and remove any blessing from the now removed OS 9 folder.

You will also need to find the com.apple.Classic.some_number.plist file in ~/Library/Preferences/ByHost/, and remove it: \$ rm ~/Library/Preferences/ByHost/com.apple.Classic.some_number.plist

If there is a file at ~/Library/Preferences/com.apple.Classic.plist, remove that, too. \$ rm ~/Library/Preferences/com.apple.

Classic.plist

Additionally, there may be a folder at ~/Library/Classic containing a file called .LoadClassicPref. That should be deleted, too, after checking that there's nothing in the folder you want to keep: \$ rm -rf ~/Library/Classic

You may wish to repeat the above preference removals for all users.

After reading this you may have the urge to rush out and buy a new Intel based Apple Mac and start afresh ;-)

OCNA Spring Convention Trade Show Information

Canadian Heritage (Publications Assistance Program)

The Publications Assistance Program (PAP) ensures Canadian content reaches Canadian readers by providing postal assistance to more than 400 eligible Canadian community newspapers. The Canadian Community Newspapers Association (CCNA) whose majority of members receive the PAP, provides the Program with the Verified Circulation Reports. These reports are used extensively by the program officers to ensure the accuracy of the circulations as reported by the new and renewing clients to the PAP. The Verified Circulation Reports allows the program officers to analyse the applications submitted by the clients with more reliability and confidence. www.pch.gc.ca/pap

Weeklies' Toolbox

For the last six years, Weeklies' Toolbox has been offering community newspapers a monthly service of promotional ideas, advertising concepts and supporting articles. Weeklies' Toolbox was created specifically to help you increase your sales. In fact, by visiting our testimonial section on our Web site, you can witness for yourself the outstanding results that numerous publishers have achieved by subscribing to our service. Each issue is filled with ready-to-sell ideas that are proven winners to help boost newspaper sales. Salespeople will definitely benefit from its use. We can help publishers take care of their bottom line. By using the ideas and material we provide, publishers will increase their sales revenue and help their sales and production teams save time. www.weekliestoolbox.com. Don't forget to stop by our booth to get a free sample of our product!

Tempo Display

As North American leaders in the design and manufacturing of custom newspaper boxes, Tempo Display & Metal Products produces the highest level of quality available in the industry. The real story is in the many extra features that add increased value to the newspaper boxes. This design

innovation is exemplified by a number of exclusive patents with over four decades of experience that ensures years of trouble-free operation. Quality, durability and security are built into each box, factory tested and street ready. Tempo manufactures a complete line of display racks and vending boxes for every distribution requirement. If special design modifications or custom features are needed, Tempo has in-house expertise and equipment to fabricate exactly what is specified. The Tempo manufacturing plant is a modern production facility which is well-equipped to perform all aspects of customized fabrication. Utilizing heavy gauge galvanized steel with brake formed and welded construction results in a product that is long-lasting and extremely durable. Custom finishes are available in a wide variety of colours to match a publication's corporate identity. Tempo Display & Metal Products of Brampton has lead the newspaper box industry with design excellence that has endured the test of time. www.tempodisplay.net

News Canada

News Canada has been providing ready to use copyright free content to community newspapers at no charge for 24 years. News Canada features news content that covers almost every imaginable topic as well as timely seasonal information. Every month 800 to 1000 fresh new ready to use articles are available online, on our CD and/or camera-ready tabloid format. We hope you enjoy the chocolate we provide for you in your registration package, and look forward to talking to you this weekend about your publishing needs. www.newscanada.com

Metro Creative Graphics

Metro Creative Graphics, Inc. is today's advertising and creative resource specifically designed to make publications money. Now in its 95th year, it is the finest resource available for ready-to-use images, spec ads, stock-quality photographs, logos/trademarks, car manufacturer photos, ideas, marketing/sales materials, themed special sections and editorial features, accessible online in the

libraries of MetroCreative Connection. Metro's services fulfill the creative needs of multiple departments throughout an organization - from sales to marketing to production. Call Jennifer Steiner today at 800-223-1600 to sample any Metro service. www.metrocreativegraphics.com

Single Source Supply

Single Source Supplies Inc. supplies products for newspaper display and distribution such as wire racks, plastic racks, outdoor boxes both plastic and wire, plastic sleeves, collection card covers & rings, motor route tubes, posts, nuts & bolts, rubber bands and wobbly strips as well as abus discus padlocks. We also handle custom clear co-polyester racks, decals and a variety of other items. Even if the item and pricing is not listed within our booklet, 'it doesn't mean that we don't carry it'. You can call 1-888-477-4446 and ask for Salem Orenchuk to discuss your requirements or you can e-mail him at salemo@singlesourcesupplyinc.com or visit our website: www.singlesourcesupplyinc.com

Access Systems

Access Document Conversions division of Access Systems Ltd. is your solution for inexpensive long-term storage and preservation of newspapers. We offer 35mm Roll Microfilm, 16mm Microfiche as well as PDF Imaging of paper, microfilm or microfiche. We look forward to seeing you at the OCNA Spring Convention.

News-Net

News-Net of Oakville, Ontario was founded in 1979 to bring sophisticated functionality and flexibility to newspaper publishing systems. Since its inception the company has been a leader in the supply and integration of desktop software technology for newspapers (small dailies and weeklies), shoppers, advertising circulars, directories and magazines. Working as both a developer and a system integrator, News-Net has a large installed base of customers and provides services to over 700 hundred newspapers in Canada, United States, South America, and

Europe. The success of the company results from the combination of an excellent understanding of publishing processes, our ability to deliver proven, leading-edge solutions and the close co-operation with strategic business partners. We offer complete services for installation, configuration, set-up, user training. News-Net has the right combination of professionals and expertise for delivering quality solutions on time and in budget. Our aim is to be your total solution.

CCAB, Division of BPA Worldwide

CCAB/BPA Worldwide was recently awarded a two-year exclusive contract to perform accreditation audits for the Flyer Distribution Standards Association (FDSA) after the successfully servicing 74 markets during the latter part of 2005. CCAB/BPA Worldwide is the only auditing agency in Canada authorized to grant FDSA accreditation. The Canadian Circulations Audit Board, a division of BPA Worldwide, provides third party circulation auditing for the benefit of the ad-buying community and the Canadian federal government's Department of Canadian Heritage. CCAB/BPA Worldwide audits more than 100 daily and community newspapers across Canada, as well as 400 B-to-B publications and consumer magazines. BPA Worldwide has the largest membership of any media-auditing organization in the world, spanning more than 25 countries. For more information on a CCAB/BPA Worldwide or FDSA audit, please visit Neil at the CCAB exhibit or contact him at nta@bpaww.com or 416.487.2418 ext 228.

Marketing

The source for insight, intelligence, and inspiration for Canada's marketers and their suppliers. Marketing magazine is Canada's leading marketing and advertising industry trade publication with over 75,000, 100% fully paid readers. It is an ABC audited publication, and has a reader per copy rating of 6.5, one of the highest ratings in business publishing.

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Community Press is a natural stimulus

This is an excerpt from Lindsay Coad's thesis for her Master's in Journalism for the School of Journalism and Communication, Carleton University titled, Community Newspapers: A stimulus for civic engagement.

This paper will argue that the community press is far from irrelevant and, in fact, can be a natural stimulus for civic engagement. Above all other mass media, the community press holds the privileged advantage of being closest to its readers. And people have a stake in what is closest to their hearts and pocketbooks - what happened to the family down the street whose house just went up in flames, why a high school student is being honoured and what is being done about the lack of parking at a local beach. People are most likely to talk about such news because it is

happening around the corner and, thus, it is more immediate and accessible to people.

It is both a critical and exciting time to be discussing the social impact of community newspapers. There are several reasons for this. For one, researchers, policy makers and the voluntary sector have turned their attention to the concept of civic engagement. How are citizens involved beyond their own four walls, be it socializing with friends or as neighbours helping out in the community, or participating in politics? It seems the statistics paint a less than ideal picture. People know fewer of their neighbours as cities grow in size. Voter turnout is declining steadily. People are volunteering less often.

One way to address this apparent disconnect, offered by political scientist Robert Putnam who has tracked declining levels of participation in the U.S., can be boiled down to this:

smaller is better for getting involved. He draws upon research that suggests it is easier to get to know people in a smaller setting, be it a school, town, or community. It follows that community newspapers are a prime channel, too: they rally support, display successes, and tell personal stories in a 'common space'. This paper builds on Putnam's observations.

While some critics may doubt the legitimacy of community newspapers, there seems to be little doubt as to how the reading public judges the community press. It's true, of course, that the community press has many faces - ranging from free 'shoppers,' which are mostly advertising vehicles, to volunteer newspapers, to subscription-based publications loaded with news. However, recent surveys suggest a healthy readership. In 2003, 69 per cent of Canadians surveyed read the last issue of their community

newspaper but only 47 per cent read yesterday's daily. Of Ontarians asked, 73 per cent read their community newspaper - that was a reach of about 5.8 million readers each week. That recent snapshot is the first ever by Combase, the new independent research arm of the community newspaper industry that gives advertisers a precise picture of readership. But an overall growth trend is tricky to decipher because survey data was sporadic and the methodology varied prior to the new Combase database. In 2001, however, 58 per cent of Canadians surveyed had read their community newspaper over the past week - suggesting a gain of readers in the last few years.

Readership is a fluid part of the equation in a market that has witnessed a seismic shift in the last two decades and beyond. Once-independent community

Continued on page 12

Look for scarcity

By John Foust
Raleigh, NC

Robert, a real estate developer, was telling me about one of his condominium projects. "Things weren't moving like we expected," he said. "So we included a countdown in our ads."

A countdown?

"We decided to create some urgency, by letting people know how many units were available," he explained. "For example, we'd say 'only five end units left' or 'only 12 three-bedroom homes left.' Sometimes we'd put a slash through the number in a headline, and put the new, lower number above it. Our traffic picked up noticeably."

Robert's countdown reminds me of a story my wife tells. As long as she can remember, her father's hobby has been gemstones. He cuts

stones, teaches gem identification - and has even studied abroad to become a Fellow of the Gemological Association of Great Britain.

When Suellen was in college, she often accompanied her parents to gem shows, where her dad displayed gemstones and high-end jewelry. On one occasion, she helped a lady who asked to see a particular ring in the display case.

"She tried it on and looked at it for a long time, before handing it back," Suellen recalled. "But instead of putting the ring back in the case, I put in on my finger. She walked away from the booth, then turned around and reached for her checkbook and said, 'I just can't stand to see my ring on your finger.'"

"I distinctly remember that she referred to it as her ring. When she saw me wearing the ring, it suddenly became more desirable. She realized that a lot of other people would notice it

as they walked by, and if she came back later, it might be gone. As a psychology major, I found that fascinating. From then on, when someone handed a ring back to me, I put it on - instead of putting it back in the display case. That simple strategy generated a lot of sales."

That simple strategy can generate sales for your advertisers, too.

Scarcity is a powerful buying motive. Suellen's customer understood that no two gemstones - and therefore, no two rings - are exactly alike. And Robert's customers knew they had to move quickly in order to get their choice of condos.

We've all felt the magnetic tug of scarcity. The last slice of chocolate cake is more tempting than the first. The last day of a vacation is more precious than the first. And the last red convertible on the lot is somehow more appealing than one of a dozen red convertibles.

As you work with your

advertisers, you'll find that there are two primary options for scarcity - product inventory and time. There are plenty of examples in your paper's archives: "Only three lakefront lots available"... "Limit one per customer"... "Only 14 shopping days until Christmas"... "Special gift for the first 100 people to take a test drive"... "Offer expires August 31."

Look for scarcity - and you might come up with a gem of an idea for your next ad campaign.

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John Foust conducts on-site and video training for newspaper advertising departments. His three new video programs are designed to help ad managers conduct in-house training for their sales teams. For information, contact: John Foust, PO Box 97606, Raleigh, NC 27624 USA, E-mail: jfoust@mindspring.com, Phone 919-848-2401.

Members must file report with Stewardship Ontario

This is a quick reminder to member newspapers of their requirement to file a report with Stewardship Ontario on the amount of Blue Box waste they generated between January 1st and December 31, 2004. The deadline is March 31, 2006. When calculating your newsprint tonnage do not include newsprint you pay commercial operators to haul away, or pre-printed inserts you print or deliver for others as they are responsibility of the company who commissioned them. Registration must be carried out online and those who have filed Steward's reports in the past can visit <http://www.stewardshipontario.ca/returning/returning.htm> to file their new report and keep themselves abreast of any changes to the program that might effect them. Those OCNA member papers that have not filed a Steward's report before and have less than \$2 million in gross revenue or used less than 15 tonnes of newsprint in 2004 are not required to file a report. However, OCNA recommends that you register with Stewardship Ontario regardless. If you haven't filed a report in the past and you're over the minimum threshold for 2004 you'll need to register at <http://www.stewardshipontario.ca/companies/new.htm> before you can file.

Due to an extension of the in-kind advertising program to cover the entire cost of OCNA/CNA members' obligations to municipalities, no members will be required to pay cash to cover a share of the net cost to recycle newsprint. However, members will still be required to make cash payments to cover the administrative costs of Stewardship Ontario.

Please note: All OCNA member newspapers are required to contribute in-kind advertising regardless of revenue levels or tonnage used in 2004.

The in-kind advertising program is constantly under threat from groups like the Association of Municipalities of Ontario (AMO), who, from time to time, have asked its members to pass resolutions calling for an end to the program. Due to the vigilance and good work of some of our local publishers, a number of municipal councils either voted against last year's AMO resolution or refused to discuss it. While the Minister of the Environment supports the in-kind program and authorized its expansion, all OCNA members must be aware that this issue may come up at their local councils. If it does please contact Gordon Cameron at (905) 639-8720 ext. 239 or at g.cameron@ocna.org.

If you have any questions or concerns about filing a Steward's report please contact Gordon Cameron at 639-8720 ext. 239 or at g.cameron@ocna.org or Stewardship Ontario at 1-888-288-3360.



Water Cooler

- Nicki Cruickshank has left **The Post** in Hanover for a position at the Barrie Examiner. Replacing her at The Post is Kristen Brownell, a journalism graduate of Humber College.
- **The Temiskaming Speaker** celebrated its 100th year of publication the week of February 15.
- Andrew Palamarchuk who covers the police beat for the **Toronto Beach-Riverdale Mirror** was honoured by Crime Stoppers at their media appreciation night.

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

Looking to improve your sales?

Have your sales fizzled? Light a fire under your sales team. acquireyourfire.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 spaghettiforbreakfast@rogers.com Previously published columns can be viewed on-line at <http://www.simcoe.com/sc/alliston/column/v-scv2/> Laughter is now on the menu. Order your weekly serving of Spaghetti for Breakfast today!

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.

Genuine Fractals Print Pro 4.1

Continued from page 6

low resolution images, sent by readers, taken with inexpensive digital cameras.

Genuine Fractals Print Pro is available on both Windows and Mac platforms. System requirements include Windows 2000 or XP, Adobe Photoshop 7, 8 (CS) or 9 (CS2) and 512MB RAM. The Mac version requires OS 10.2 or higher, Photoshop 7, 8 or

9 and 512MB RAM. Genuine Fractals Print Pro retails for \$299. Upgrades from previous versions are \$99. onOne also offers Genuine Fractals 4.1 (not Print Pro version) for \$159. This version works with RGB images, but not CMYK. Download a 30-day trial version of Genuine Fractals or Genuine Fractals Print Pro at www.ononesoftware.com.

Trade show info

Continued from page 9

Read weekly by industry professionals and top decision makers including Presidents and Vice Presidents of Advertising and Marketing, Brand Managers, Agency Executives, Media Buyers and Planners and their suppliers. Along with the weekly magazine, industries are kept informed through other channels of communication: Marketing

Daily - e-newsletter offering the latest in industry intelligence and news; Marketing Online - a web-based resource; Marketing Events - honouring excellence and best practices through awards programs, conferences, and seminars; Marketing Custom - inspired custom communications for clients and tailored working-knowledge seminar presentations.

Mary Knowles Award 2005

Mark Cripps - Brabant Newspapers

In these busy times, we have all heard remarks like this before - time is of the essence, there is no time like the present and simply - I wish there were more hours in the day. Time is a commodity we never have enough of in today's world. Yet somehow, there are those extraordinary few individuals who manage to miraculously pull off the impossible in the given hours.

Mark Cripps is one of those few. His selfless commitment



to give back to his community is not only impressive but also invaluable to his community members. Since coming to Hamilton in 1999, Mark has been involved in a number of community causes. He has been active in various capacities with the Dr. Bob Kemp Hospice, Hamilton's first and very needed residential hospital. Among other tasks, Mark helps design their newsletter, create their advertising campaigns and assist with fundraisers.

arena involve everything from game announcer and music director, photographer, writer, and scorekeeper. Outside the arena he leads continual fundraising efforts, seeks sponsors, and arranges special events such as the Christmas Food Drive, Community Clean Up, and a free hockey school for local children.

Mark is a three-year member of the Strengthening Hamilton's Community anti-racism committee. He serves as vice-chair of the Media Advisory Committee for this unique visionary group.

Mark is extremely passionate about his work with the Stoney Creek Warriors Jr. B hockey team. When he came on board with the team, he was able to clear the \$30,000 debt of the team in just under a year and re-establish the franchise's reputation. He has served as vice-president of the club for four years and his duties in the

Additionally, Mark serves on the board of the Homes For Kids committee of the Hamilton Children's Aid Society. In this capacity, he helped organize a colouring book project that may become a standard for Homes For Kids committees across Ontario.

In between all of his other volunteering activities, Mark has organized a teddy bear fundraiser for a local girl suffering from a devastating genetic disease. He has also worked with the local Mission Services to organize a golf tournament raising \$25,000 to provide shelter, food and services to Hamilton's poor.

We are proud to award the Mary Knowles Award for Community Service to Mark Cripps - an exemplary individual who truly embodies the essence of community spirit. Congratulations Mark!

Smaller is better

Continued from page 10

newspapers are still being snatched up by a handful of corporate chains in a bid to sell concentrated clusters of readers to advertisers - a strategy known as regional clustering. Central to this popular business model is the free newspaper which penetrates more homes, and is sought after by advertisers who realize there is money to be made in the community press.

Consider Torstar's subsidiary, Metroland, which is held up as the industry's archetype with over 60 community newspapers that blanket Southern Ontario. The enterprise is self-described as one of the 'great businesses' in Canada. And the Senate's Standing Committee on Transport and Communications, during its recent review of chain-owned media, heard from Metroland's executives who said they hoped to grow operating profit by 10 per cent each year.

Quebec-based Transcontinental Media is an empire in its own right, as a leading magazine publisher, printer, direct

marketer - and now the country's second-largest publisher of community newspapers. The media giant reports annual revenues over \$500 million and counts The Star in Orleans among its many publications.

And times are good in the Ottawa Valley too, where Runge Newspapers - described by industry executives as a "mini Metroland" - has a firm hold on the market with 18 community newspapers; a hefty mix of paid broadsheets and free tabloid-style weekenders. Sales are in the \$7 million range, owner Fred Runge says, and ad revenue has shot up 20 per cent almost every year since he started in the late '70s. "You buy Kanata and all of a sudden - bingo - there's half a million dollars in news sales . . ." Runge explains. More than 700 publications across Canada belong to the Canadian Community Newspaper Association and it reports membership has steadily increased over the years.

The industry is lucrative. Community newspapers' distribution is increasing.



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