



## Lenyk's departure marks the end of an era

**R**on Lenyk is going to miss the community, but not as much as Mississauga will miss him, say local civic leaders. "I sometimes wonder what he did at The Mississauga News," longtime Mississauga Mayor Hazel McCallion joked Monday when asked about the mark Lenyk has left on the city.

"He's everywhere," the mayor said of the publisher of the newspaper, who'll leave that job May 8 after 31 years at the helm. Lenyk is being promoted to a new post at Torstar Corporation, The News' parent company, as vice president of strategic newspaper support.

"He's been a major proponent of the Mississauga community," added McCallion.

"He knows everybody. He's well-liked and he gives full-time to the community. I always say that, if he ever runs for mayor, I'm in trouble."

Administrators of several charities in Mississauga told The News that convincing Lenyk of their cause opens doors that lead to promotion in the newspaper, instant connections to an array of other potential board members and volunteers and opportunities for fundraising that wouldn't be possible otherwise.

Lenyk is the city's top go-to guy when it comes to charities looking for an emcee who's funny, and well-connected enough to fill seats at their annual fundraising galas.

"His networking abilities are just phenomenal," said Keith

Tansley, executive director at Community Living Mississauga, where Lenyk has spent the past 25 years on the organizing committee for the annual tribute dinner. "He's been huge for us and I'm sure you'd hear the same thing from every other charity."

Jayne Gaspar, who heads Heritage Mississauga, where Lenyk has assisted with several projects was "shocked and dismayed" to read of his departure.

"But I know he'll still be around; it's in his blood," said Gaspar. "He just can't stop working in the Mississauga community. He's been an incredible help for heritage."

Lenyk's good friend and partner in numerous charitable pursuits, local car dealer Laurie Williamson, jokes that the publisher pursues charity work like he plays tennis — all out, all the time. "The guy can't walk (because of bad knees), but there he is rushing to the net," said Williamson, whose daughter Taylor will marry Lenyk's son this fall. "Everything's full speed once the game is on. He was usually the key to getting sponsorship for these groups and, boy, could he sell tickets and raise money."

Lenyk, 62, said his job and his community work have, basically, blended into a single entity over the years.

The publisher, who moved to Mississauga at age 16, laughed when asked if he'll miss his dozen-or-so "dates" every week at community events with



**Ken Nugent, left, has been appointed vice president and regional publisher of a newly amalgamated Peel Region and South West Ontario Division of Metroland. Ron Lenyk, right, leaves the Mississauga News after 31 years to head to Torstar.**

McCallion. "I wish it was only 12," he said.

When Lenyk told McCallion last year that he hopes to work until age 75, the 88-year-old mayor accused him of being a "quitter."

"She's my mentor. I don't always agree with her, but she's shown me to never give up on your life," said Lenyk. "She's 88 going on 21. She's what being human is all about — let's live as long as we can and be as productive as we can."

Metroland Media Group has named Brampton Guardian publisher Ken Nugent as vice president and regional publisher of a newly amalgamated Peel Region and South West Ontario Division.

In his new role, Nugent will oversee the previous Peel North and Mississauga Divisions of Metroland, which include The Guardian and Mississauga News, in addition to being responsible for several other news publications in southwestern Ontario. Nugent originally joined Metroland in 1973 as an advertising sales rep at The Mississauga News.

"I am delighted to have been selected to lead the newly combined Peel Region division of Metroland," Nugent said. "This is an opportunity to bring together two of Metroland's strongest operations and to continue to produce 'best in class' products in both Brampton and Mississauga."

# industry news

## This is My Day-Week-Year-Life

The Oklahomo Press Association has developed an industry advertising campaign called This is My Day-Week-Year-Life that features individuals at their member newspapers.

The association went with a campaign that focuses on what newspapers really are – people who live in your community, have very interesting jobs and lives, and who are very proud of what they do.

The ads all begin with the header This is My Day - or Week - or Year - or Life. Some of the more experienced publishers/editors have had very interesting careers (This is My Life) and been a major force on things in their state. This series celebrates that a career in newspapers is a career of accomplishment. Other people have such interesting days, or weeks, or years, that the association wanted to give them that option also.

So far 16 ads have been created, and OPA Executive Director Mark Thomas said the series can probably go on forever. "We can talk all we want about our industry, but if our people don't take pride in what they do or accomplish then we, as an industry, will not progress. We must attract people of accomplishment who want to make a difference. The way to do that, it seemed to us, was to promote who we are and what we do. If people want to join us, we will be pleased to have them. If not, we're proud of what we do anyway."

## Members approve new OCNA bylaws

The bylaws governing the Ontario Community Newspapers Association have been amended following member approval at the Annual General Meeting of the association on April 17. The last time the bylaws were amended was 2002 when multicultural newspapers were able to qualify for Active membership.

OCNA members defeated the proposed change to criteria for full Active membership that would permit six or seven day a week daily newspapers to apply. Existing criteria, that states must publish less than six times per week but at least once per month, remains in effect.

Other new amendments cover a number of house-keeping items and bring the language up to date. The Associate membership criteria was changed to permit specialty publications and online community news sites to apply, although Board policy does not permit them access to association services such as AdReach, Networks, and Better Newspaper Awards.

New bylaws for your records have been mailed.

## This is my year:



- ✓ Starting out fresh, looking at the opportunities the year presents and assessing what those mean to readers.
- ✓ Volunteering with a number of community and professional organizations, both to keep the paper visible, but also to make sure the paper is connected and aware of changes around us.
- ✓ Working with staff and managers to address the dozens of situations that crop up daily.
- ✓ Talking with readers one-on-one, whether it's a story idea or a general comment about the paper, trying to make sure we're paying attention.
- ✓ Talking with advertisers and making sure the product we're producing can be a viable component of their success.
- ✓ Addressing the various crises. You can count on at least a couple a year, from weather-related concerns, or one of those incredible news situations that requires us to put all hands on deck to tackle the situation.
- ✓ Getting my hands dirty on occasion. There's no better way to understand the various tasks than to do them yourself. It's not a day-to-day thing, but occasionally it's the best way to get a handle on certain aspects of the operation.
- ✓ Look back at the end of the year and assess how we did. A little reflection's always valuable when we spend so much time caught up in the moment.

**I'm proud to work at a newspaper.**

## This is my life:



- ✓ Grab the camera, hop on an available motorcycle to help round up a stray bull.
- ✓ Rush to the airport for a ride in a law enforcement helicopter.
- ✓ Ride in a biplane flown by the author for a story about experiences in the plane.
- ✓ Ride in a seismographic "shaker" to learn about the oil and gas exploration process.
- ✓ Crawl on hands and knees through a natural cave for a story on women outdoors.
- ✓ Drive the back roads, walk across a muddy field to reach the site of a train derailment.
- ✓ Interview senators, representatives, governors and other state and national politicians.
- ✓ Go to the dog pound to photograph animals for adoption.
- ✓ Find work boots that fit to ride in a train engine for a story on railway safety.
- ✓ Interview a World War II Prisoner of War.
- ✓ Cover the trial of a mother accused of murdering her child and disposing of his body.
- ✓ Research how much poop a horse produces annually for a story about a change in the city's animal ordinance.
- ✓ Ride in a fire truck, including being lifted on the tip of the ladder.
- ✓ Stake out a suspected drug house during a police raid.
- ✓ Remove a small snake from under a co-worker's desk.
- ✓ Speak to high school classes about writing for a newspaper.
- ✓ Photograph a burning gasoline tanker truck.

**I'm proud to work at a newspaper.**

To view other This is My Day-Week-Year-Life ads go to <http://www.okpress.com/2009-house-ad-campaign>



# industry news

## Long-term service recognized with Silver Quill Awards

Congratulations to OCNA members who were recognized at the OCNA Spring Convention with Silver Quill Awards to commemorate 25 or more years of service to our industry.

Recipients were presented their awards by OCNA President Abbas Homayed, left, and CCNA President Brian McCristall. OCNA First Vice President Don MacLeod is shown on the right at right.

To download a Quill Award nomination form (Bronze, Silver or Gold) go to <http://www.ccna.ca/quills/>



Fred Runge, recently-retired former owner of the Ottawa-area Runge Group, with 29 years of service.

Bill Allen, Regional General Manager for Metroland North Media, with 27 years of service.



Dave Sykes, Group Publisher of the Goderich Signal-Star Group, with 33 years of service.

Ron Wassink, General Manager of the Elmira Independent and Fergus/Elora News Express, with 35 years of service.



George Schmidt, Composer and Press Operator for the Ayr News, with 31 years of service.

Ann Brunton, Composer and Page Designer for the Ayr News, with 29 years of service.



Rick Shaver, Publisher for the Cornwall Seaway News, with 31 years of service.

Derek Walter, recently retired Publisher with the Runge Group of Newspapers, with 40 years of service.



# industry news

# OCNA Spring Convention



Peterborough This Week's Editor Lois Tuffin examines the winning entries to the Better Newspaper Awards during the BNC Reception sponsored by Ontario Lottery and Gaming Commission.

## Information, Education, Excellence, Networking, and More...

The OCNA Spring Convention, held April 17 in Toronto, brought newspaper professionals from across the province for editorial and advertising sessions, an Independent Publisher's Day, visits from politicians, the Annual General Meeting, Trade Show, and Industry Awards.



Assistant Deputy Minister of Finance Steve Orsini, left, with Manotick Messenger Editor Jeffrey Morris, details the new harmonized tax system to OCNA publishers.



Trade Show Exhibitor Mike Desrosiers from CanWeb Printing talks about the industry with Caledonia Grand River Sachem Publisher Neil Dring.



Niagara This Week's Director of Editorial Mike Williscraft, second from left, is the proud recipient of the Molson Community Award in Memory of Mary Knowles. He is shown with sponsor Tonia Hammer, Community Relations Coordinator with Molson Canada, left, as well as Knowles' children Ben and Emily Riche.

## Montréal, je t'aime

Attending a conference doesn't have to be all business. Bring someone you love along to Ink and Beyond and enjoy the romance of May in Montreal.

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# success all around



### Premier McGuinty talks with publishers

Ontario Premier Dalton McGuinty addressed OCNA's membership at the President's Premiere Luncheon during the convention. He took time to mingle with newspaper publishers from across the province, including Thornhill Salam Toronto Publisher Mohsen Taghavi above.



### Your newly elected OCNA Board of Directors

Front row, left to right, Mike Mount, Second Vice President, EMC Newspaper Group; Rick Shaver, Past President, Cornwall Seaway News; Abbas Homayed, President, Sudbury Northern Life; Don MacLeod, First Vice President; Dave Harvey, Treasurer, Metroland West Media Group; back row, left to right, Jim Cumming, Fort Frances Times; Mike Williscraft, Niagara this Week; Anne Lannan, OCNA Interim Executive Director; Peter Winkler, Fairway Group; Andrea DeMeer, Paris Star; Gordon Cameron, Multimedia Nova Corp.; Mohsen Taghavi, Thornhill Salam Toronto.



Congratulations to the grant recipients of the Dills Family Fund for small, independent newspapers. Shown here receiving her cheque from CCNA President Brian McCristall is Sara Hershoff of the Creemore Echo. Other recipients were the Essex Free Press, Tavistock Gazette and Deep River North Renfrew Times.

## Newsmakers



### Flyer Distribution Standards Association

FDSA will be hosting its Annual General Meeting of Members on Tuesday, June 2 from 12:00-2pm at the Toronto Congress Centre. Representing a billion-dollar industry, the Flyer Distribution Standards Association addresses issues shared by retailers, distributors, printers, binderies, transport companies and media agencies. Its mandate is to establish standards for the retail flyer process, from technical specifications to processes and terminology, to increase efficiency for the entire industry. For details contact Mary Markou, Coordinator, Special Projects, at (416) 922-0553 ext. 236, or [mmarkou@retailcouncil.org](mailto:mmarkou@retailcouncil.org).

### Freelancer Class Action Suit Settled

The 13 year old class action suit against the Globe and Mail parent company CTVglobemedia, Thomson Reuters, and the Gale Group has been settled for \$11 million. The group of freelancers said they were not properly compensated for the electronic reproduction of their work. OCNA has a sample Freelancers Agreement online for member's use.

# industry

## Farewell to former publishers



**Roy Forrester**

**Former Orono Weekly Times publisher Roy Forrester** passed away at the end of January at the age of 87. He began serving as publisher of the Orono Weekly Times in 1951, when he took over the

helm from his father who began the paper in 1937. Roy retired from the paper in 1995 after 44 years of service to his community. A true community leader, little happened in the village that he was not part of in some way. Roy was very well respected in his community. Always looking at the big picture, he had a wonderful ability to get things done in his own low-key manner.

\* \* \* \*

**Former Thamesville Herald publisher Orval Schilbe**, who dedicated 37 years to his newspaper, passed away at the end of January from cancer. He was 70.

Orval and his wife of 49

years Mae operated the newspaper until their retirement in 2000 when they sold to current publisher Allison Humphrey. With six grandchildren as his pride and joy, Orval spent his retirement in hockey arenas and wherever his grandchildren's activities led him.

Orval started his career at the Clinton News Record before the couple purchased the Thamesville Herald in 1963 from Bill Seaton who had operated it since 1956.

Orval was famous for his Stetson hat and you were hard pressed to ever find him not wearing.

Usually an easy going man, those who knew him were aware he could also get worked



**Orval Schilbe**

up when it came to politics. He ran for Reeve in 1988 and was successful in his bid. He remained in that position until amalgamation in 1997. A strong advocate against amalgamation, he worked hard to make a difference in the lives of those in his community. When Orval believed in a cause, no one fought harder for what they thought was right than Orval.

### The Ontario Community Newspaper Foundation is pleased to announce the Online Training Centre

Community Newspaper professionals are now able to get affordable and convenient training on their computers 24/7. Learn when you want - where you want.

Featuring **Sales 101: An Introduction to Community Newspaper Advertising Sales.** This 11 Chapter program has been written specifically for new sales reps to our industry. It's a comprehensive crash course that is sure to advance the career of any new hire in approximately 8 hours! Registration is only \$100.

Other online offerings - with more to come - include:

#### Business Skills Videos

- \* Career Development (Videos)
- \* Coaching (Videos)
- \* Communication (Videos)
- \* Customer Service (Videos)
- \* Finance (Videos)
- \* Leadership (Videos)
- \* Leading Teams (Videos)
- \* Management (Videos)
- \* Managing Within The Law (Videos)
- \* Sales and Marketing (Videos)
- \* Self-Management (Videos)
- \* Six Sigma (Videos)
- \* Work and Life Balance (Videos)
- \* Workplace Environment (Videos)

#### Desktop Computing

- \* Access 2003
- \* Excel 2003
- \* Excel 2007
- \* Office 2003 - What's New
- \* Office 2007
- \* Office XP Upgrade

- \* Paint Shop Pro 5
- \* PowerPoint 2003
- \* Project 2003
- \* Word 2003
- \* Word 2007

#### Personal Skills Development

- \* Basics of Business Math
- \* Building Relationships
- \* Business Ethics
- \* Customer Service
- \* Dealing with Difficult People
- \* Effective Business Communication
- \* Effective Presentations
- \* Fundamentals of Business Management
- \* Grammar
- \* Instructional Design
- \* Management Skills Introduction
- \* Managing Change
- \* Motivation
- \* Motivation Methods and Strategies
- \* Negotiating
- \* Project Management
- \* Project Management Professional

#### Certification 2005

- \* Sarbanes-Oxley Act
- \* Sexual Harassment in the Workplace
- \* Stress Management
- \* Teams That Work

#### Technical Software and Web Design

- \* Dreamweaver MX
- \* Dreamweaver MX 2004
- \* Dynamic HTML
- \* Flash MX
- \* Flash MX 2004
- \* FrontPage 2000
- \* GUI Design
- \* Internet Marketing
- \* JavaScript
- \* Photoshop
- \* Photoshop 7
- \* Photoshop CS
- \* Web Design & Graphics
- \* Web Publishing and Design with HTML 4.01 and XHTML

<http://ocna.protraining.com>

# FOR ALL YOUR TRAINING NEEDS...

## TECHNOLOGY WEBINARS WITH KEVIN SLIMP

**Photo Editing and Color Correction Tips in Photoshop CS-CS4**

**Wednesday, May 20 2 p.m. (EST)**

Webinar Instructor: Kevin Slimp

Register Online at:

<https://www.telspan.com/Registration/AnonymousLandingPage.aspx?EventNo=3650>

**An Introduction to InDesign for the New User**

**Wednesday, May 27 2 p.m. (EST)**

Webinar Instructor: Kevin Slimp

Register Online at:

<https://www.telspan.com/Registration/AnonymousLandingPage.aspx?EventNo=3652>

OCNA is also pleased to report that OCNA members will receive a 15 per cent discount off the \$79 registration fee. To register, go to the links above and enter the code PRASSOC in the Promo Code field.

## OCN FOUNDATION'S ONLINE TRAINING CENTRE

<http://ocna.protraining.com>

Register online and train at your own pace, 24/7

### **Sales 101: Intro to Community Newspaper Advertising Sales**

This course has been written specifically to train new sales representatives who have no previous newspaper experience. It is also great for staff in other departments for cross-training and promotional purposes. We know you'll love it!!

Photoshop	Web Publishing
Managing Change	Project Management
Excel	Sales and Marketing
Negotiating	Grammar

and many other courses also available...

OCNA members have User Names and Passwords to access the system and register. For more information contact Karen Shardlow at [k.shardlow@ocna.org](mailto:k.shardlow@ocna.org), 905-639-8720 ext 232

## SNA WEBINARS

**Top Online Business Categories: Where's the Money? Wednesday, May 20**

At this Webinar you'll learn:

- Who's spending the most local online ad dollars
- How to develop a Web site strategy to capitalize on these opportunities
- What kind of products and services to implement
- How to get more ad dollars

**Online Promotions: Untapped Sales Revenue Wednesday, June 3**

Online promotions (non-ad) were a \$10 billion marketing category in 2008. We expect it will nearly triple over the next five years, surpassing every online advertising category. The big windfall is just beginning online, where the utility nature of the Internet is prompting local businesses to shift more dollars from traditional media to interactive, direct-to-consumer marketing campaigns. Some local media companies have already identified this trend and are capitalizing on it.

**Directories Online: Ad Revenue Success Wednesday, June 17**

If you haven't implemented business directories online you are losing out on big ad spending growth. Directories are the perfect match for the consumer and the utilitarian nature of the Web. More people now search for local business information than they do local news. Learn how to capture the fast growing small and medium size business ad spending in your community.

**Social Networking: The New Content Model Wednesday, July 15**

The buzz on mobile advertising continues, but the big dollars are not there yet. We'll examine the "realistic" revenue available and the various business models. How can you tap in and be prepared for the eventual shift in ad dollars to mobile when the time comes? We'll examine this and the various applications available to get started in the space.

**Mobile: From Content to Ads Wednesday, July 29**

The buzz on mobile advertising continues, but the big dollars are not there yet. We'll examine the "realistic" revenue available and the various business models. How can you tap in and be prepared for the eventual shift in ad dollars to mobile when the time comes? We'll examine this and the various applications available to get started in the space.

**The Online Insert Wednesday, August 12**

Flyers and circulars online? Newspapers need to be aware that the wagons are circling on this lucrative category. Specialty consumer sites are cropping up that will take the Sunday paper to the electronic level online. This is an area for newspapers to own, if they get to work now.

HOW DO I REGISTER OR GET MORE INFORMATION ABOUT UPCOMING PROGRAMS? Register online at [www.newspaperwebinars.com](http://www.newspaperwebinars.com). This Web site also includes links to webinars offered by other press associations, as well as additional webinars in this online revenue series.



# Reporters give up on sources too readily

By Jim Stasiowski  
Writing Coach

**M**y collars (mostly) are buttoned-down, I have never owned a car with power windows, I like my newspapers papyery and messy and inky and crinkly, I own a cell phone, but people curse me because I almost never turn it on.

My charming passive-aggressive resistance to being hip amuses denizens of the modern newsroom.

But they are bewildered by my devotion to such antiques as the telephone book.

Arnie, a reporter, had several sources for his story, but their answers sounded so similar, I said, "We need a dispassionate observer. How about a university professor?"

Arnie called one at his office and got voice mail. It was past quitting time.

I said, "Look up his home number in the phone book."

The glare Arnie shot me could not have been more incredulous if I had said, "Assassinate a dachshund."

The name was listed, Arnie called, the professor answered, the story was finished.

Another reporter, Andrea, told me that Marvin was the one source crucial to her story.

But Marvin had informed her that he had "a hell of a week" coming up, and he wouldn't have time to talk.

I said, "Call Marvin anyway. Tell him you too are having 'a hell of a week,' and your week is just as important as his."

Andrea didn't want to, but she called. Marvin told her he didn't have time to talk right then, but he promised to call her that night at her home. He did.

Sally told me her story needed Margaret, who was out of town.

I said, "Call Margaret's assistant, say how desperate you are, get Margaret's cell phone number."

Sally didn't want to do it; Margaret was on vacation.

But Sally tried. The assistant said no. Sally sent Margaret an e-mail, but got no response. The story had to wait until Margaret returned.

We worry so much about wrecking friendly relationships with sources, we lose perspective. The only reason to have such relationships is to get information when we need it.

Being pushy is defensible because our sources hold all the cards. First, they have the information we need. Second, they have excuses, some even true, for not respond-

ing: in a meeting, on vacation, at the gym, out to lunch (or supper, or breakfast, or midlife crisis), at a soccer game, etc.

Thus, we have to exploit every possible edge. Here are the common mistakes reporters make:

First: They call once, leave a message, then wait. I won't let two hours pass between my calls, and when deadline is upon me, I will call every couple of minutes. (I always apologize for being so pushy, of course. I've probably apologized to sources more times than Bill has apologized to Hillary.)

Second: They rely on e-mails. A lot of reporters use e-mail to set up interviews. Why should I e-mail someone so that, later, I can call him or her? Why not just call in the first place?

Third: They don't look for ways around rejection. Let's say I urgently need to talk to Susan, the source. I call her office, get her voice mail. I call her four times and no luck.

At that point, I'm going to call: (1) her secretary or administrative assistant; (2) anyone else who works in Susan's office; (3) Susan's boss.

Most people hate to lie. If I do reach someone in Susan's office, and Susan is avoiding me, then the person I get hold of has to lie to protect her. Very few people lie willingly or comfortably.

Fourth: They call at the wrong time. Many sources are heavyweights, and they arrive early at their desks to get work done before the daily cavalcade of corporate nineties makes demands on their time.

Start calling those desks no later than 7 a.m., and keep calling regularly over the succeeding two hours. After 9 a.m., the nineties take over.

Fifth: They don't like to intrude on sources' personal time. Yeah, I don't like to do that, either, but in a pinch, I will.

Call people at home, call early, call late. Most news is too important for us to worry about whether we appear rude.

Sixth: They automatically call public-relations specialists, many of whom think that evasion is mankind's pinnacle of achievement.

Reporters should be like plumbers: If one path is blocked, you route the pipe around the blockage.

Seventh: They refuse to go see a source in person. If Woodward and Bernstein had done everything by phone, they soon would be accepting their 40-year pins, plus early buyouts, from The Washington Post.

**THE FINAL WORD:** Do not use the phrase "one fell swoop" to describe just any swift and comprehensive act. The adjective "fell" means "of terrible evil or ferocity."

Writing that the enemy destroyed an army in "one fell swoop" is okay, but don't write that the children picked the daisies in "one fell swoop," unless the children were armed.

*Jim Stasiowski, the writing coach for the Dolan Media Co., welcomes your questions or comments. Call him at 775 354-2872 or write to 2499 Ivory Ann Drive, Sparks, Nev. 89436.*

## SNEURO'S CARTOONS

For only \$35/week OCNA members may print the weekly Sneuro cartoon based on national or international current events.

Please contact the artist directly by e-mail at [luc.alain@videotron.ca](mailto:luc.alain@videotron.ca) and subscribe to Sneuro asap! Subscribers will receive a fresh jpeg format cartoon every week with monthly billing by e-mail to follow.

For more details call 819-595-8941 or visit: <http://sneuro.com/default.html>

MR. MARTIN. SINCE YOUR CAREER IS ALMOST OVER, PERHAPS I MAY SUGGEST A FINE BIOGRAPHER?





# Communicate with heart

By John Foust  
Raleigh, NC

The advertiser laughed as he told me about a media salesperson who had recently met with him. "None of that poor guy's examples were relevant to my business. He didn't make an effort to see things from my point of view, and he obviously gives the same presentation to everyone."

The advertiser's story reminded me of a concerned mother who described a visit to a doctor who was treating her eight-year-old son for a minor heart defect. To explain the problem, the doctor sketched a circle on a small notepad and said, "This is your heart." Then he divided the circle into four sections and drew a small dot to indicate the problem area.

With no warning, the little boy burst into

tears. The woman put her arms around him and said, "Son, we've talked about this before. Why are you so upset?"

Between sobs he said, "I'm a monster."

"A monster? What do you mean?"

He drew a Valentine shape in the air with his fingers and said, "Everybody else's heart looks like this. But he says mine is round. I'm a monster."

Realizing his mistake, the doctor said, "Of course, your heart looks like everybody else's. I just wasn't thinking when I drew a round heart." Then he continued his explanation, making an extra effort to communicate on his young patient's level.

The little boy's heart defect was not life-threatening. And from what his mother said, the only time he ever resembled a monster was when he went Trick-or-Treating on Halloween.

Three points come to mind:

1. **Use relevant examples** in your sales presentations. Each person – each business – is unique. If you do not tailor presentations to your individual prospects, you're wasting their time (and your efforts).

How do you achieve relevance? Before the presentation appointment, research the industry and the prospective advertiser's business. Then during the call, ask questions to learn about the specific marketing problems he or she faces.

2. **Be flexible.** You could say that the doctor had it easy, because the child's tears signaled that something was wrong. With adults, it's not quite that simple. As a result, it is important to be on the lookout for signs that you are being misunderstood – or indications your prospect is losing interest.

The surest way to take an interest-pulse during a call is to continue to ask questions. Strive for a two-way dialogue, not a one-way monologue. If you're off course (and we all are at one time or another), you'll be in position to make adjustments.

3. **Develop reserve power.** Good communicators have more than one way to describe the same thing. Do you have an arsenal of examples and analogies to illustrate the particulars of your paper's readership? Do you have several easy-to-understand charts to show how your paper compares with the competition? Do you have testimonials and success stories?

These things will give you reserve power – a deep well from which to draw.

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*E-mail John Foust for information about his training videos for ad departments: jfoust@mindspring.com*



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Tel: (905) 639-8720  
Fax: (905) 639-6962  
http://www.ocna.org  
E-mail: a.lannan@ocna.org

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Todd Frees, Controller;  
Lucia Shepherd, Accountant/Newsprint Coordinator, Carol Lebert, Network Sales Coordinator, Susana Czynrek, Network Classifieds/Accounting Coordinator; Karen Shardlow, Member Services Coordinator; Lynn Fenton, Carolyn Press, Erica Leyzac, Minna Schmidt, Ted Brewer, Carla Alexander, Robin Press Ad\*Reach;

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## technology

# Review of CS4 is impressive



**By Kevin Slimp**  
Institute of Newspaper Technology  
kevin@kevinslimp.com

**E**xcuse me, but I have to sit down. It's time to let you know about a few of the new features in Adobe Creative Suite 4. And after taking a fresh look at these applications, I need to catch my breath because some of the features are incredible. No, make that unimaginable.

No, let's stick with incredible. Wow.

There's so much to cover when pondering a review of CS4. The number of applications alone is mind boggling. My copy of the CS4 Master Collection includes InDesign, Photoshop, Illustrator, Acrobat, Flash, Dreamweaver, Fireworks, Contribute, After Effects, Premiere Pro, Soundbooth, OnLocation, Encore, Bridge, Version Cue, Device Central and more.

Think you'll never use Soundbooth? Think again. I can't believe how much better the audio sounds on my recordings. No idea what Fireworks and Flash do? It's time to learn, my friend.

For today, however, I'm going to discuss two features of an application you're probably already using: InDesign.

The feature that most impresses me in the latest rendition of InDesign is the Preflight. I know, I know: InDesign has always had a great preflight function; however, the gang at Adobe has taken it up a notch or two or three thousand. Two things stand out about CS4 preflighting. The first is the ability to create your own preflights that look for just about any potential printing problem.

Like previous versions of InDesign, users can search RGB in images, missing links and more. Now users can select from dozens of potential problems for InDesign to detect before a file goes to print or is converted to PDF. My favourite preflight criteria is the ability to find OPI links in images. You may not know the difference between OPI and LZW, but InDesign knows and will share its knowledge with you before you have a printing issue.

Something else that you will love about InDesign's new preflight: It provides a continuous preflight as you work. That's right. There's a little green light in the bottom corner of InDesign's desktop. If that light turns red, watch it. That means you've hit a snag. Man, I could have used that ten years ago.

To test the new feature, I created a preflight that included the following checks, among others:

- missing links
- OPI information
- RGB images or text
- lab and spot colours
- overprinting of white text
- CID fonts
- missing fonts
- image resolution problems

Next, I created three InDesign documents that each contained some of these issues. Guess what? Yes, InDesign caught them all. Every single error. Every CID font. Every photo with RGB. PDFs

with OPI information.

As we're forced to do from time to time in the South, I had to sit and have a cool drink before looking any further. Not to worry. You're going to love what I found next.

You've seen them: Those cool magazines and newspapers on Web sites that allow you to grab the corner and turn the page. That's right. You can create a Flash (swf) file that contains everything you need to convert your newspaper to a Web publication in InDesign CS4. I am not lying. I've done it myself.

Soon after discovering this incredible treasure, I received a request for advice from an advertising group in New York. The question: Should they purchase a system that would create Flash documents like this of their magazines and other periodicals? I quickly opened a 30-page outline that I give to classes and exported it as a Flash file from InDesign CS4, then uploaded the file to a Web site so they could see it. I received an e-mail a few minutes later: "We just ordered InDesign CS4." Enough said.

## Data Rescue II

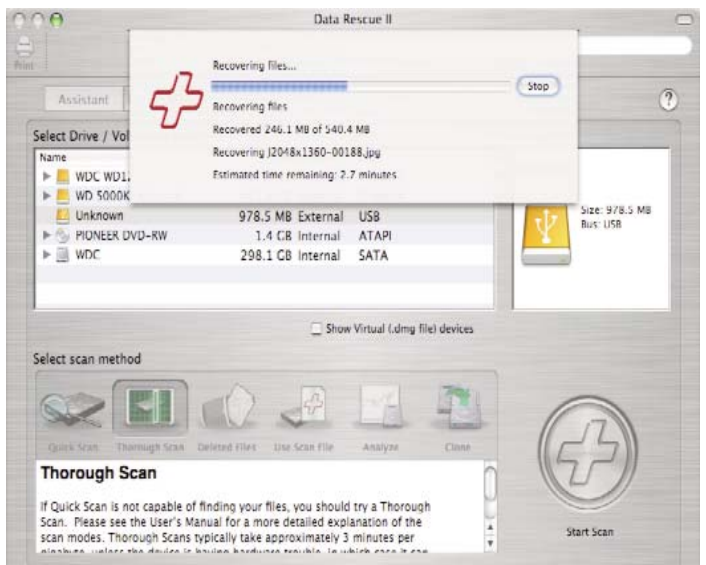
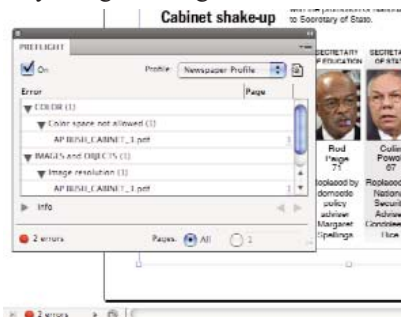
Gary Rudy, IFPA director, sent a panicked e-mail a couple of weeks ago. Seems the camera card that contained all of the photos from the IFPA national convention bit the dust.

After sending the card to an outfit that specializes in getting data from corrupted drives, he learned that the cost for this service was a mere \$700. He e-mailed to ask if there was a less expensive way to get the photos off the card.

A few days later, FedEx arrived with his corrupt card. Sure enough, when I put it in the slot in my iMac I was informed that the drive was bad and my only option was to format or eject the drive. Not so fast. I remembered that I'd recently received the latest version of Data Rescue II, from ProSoft Engineering. DRII promises to rescue data from dead drives. I figured, what the heck.

After installing the software, I slipped Gary's card into my card slot. Next, I instructed DRII to scan the card. Sure enough, hundreds of jpeg file names appeared in a list. I selected 'Recover Files' and, sure enough, those jpeg files were copied to a folder I had created on my desktop. A few minutes later I was burning the photos to a CD and completing a FedEx form. Gary was pleased.

For more information concerning Data Rescue II and other ProSoft products, visit [prosofteng.com](http://prosofteng.com).





marketing...

# Trust the Midas Touch



**By John Young**  
JCY Associates

**M**ost of you believe that the relationship with a client develops over time, and to some extent that's true. Prospects for the most part don't buy right away; they take time to see if they trust you, your product, and your company.

They have a multitude of choices in most cases, and switching to you from a current supplier means taking some mean risk, even if they're unhappy.

As it turns out, marketing and selling comes down to the experience a company has with you or another supplier and in a lot of cases it boils down to the trust issue. Even if they are miserably comfortable with company X, the prospect of making a change seems overwhelming in light of a chaotic workload that is the reality for most managers.

Sales professionals would tell you trust is built over a long-term relationship and that takes time. There is truth in that statement, but you can shorten the bandwidth in the initial meetings. Trust happens at a variety of levels, not just over time.

A closer look at the principles of trust show the critical path in the process:

- Self-interest – what's in it for me (you)
- Earned reliability – takes time to build
- Familiarity – show your humanity/bring a personal side to the connection
- Believability – be a straight shooter – be real

Each component brings a different slant to the relationship and the likelihood of conversion.

As a professional in the sales field, you should look for ways to help the client even if it doesn't line your pockets. Sometimes you need to offer other options that you may not be able to deliver. It shows them you're not just interested in your personal gain, but what's good for them. It boosts your believability (trust).

Your body language and unspoken signals can send the right signals as well. Occasions may arise where all it takes is a sympathetic glance, sincere smile or nod of acknowledgment to show your personal side.

Learn to recognize when a client is disturbed, distracted or vehement about something and acknowledge it by asking. It shows you are real, personal and not just about you or the prospect of doing business with them. Think "Open Kimono", honest and transparent in your discussions.

If you don't know the answer to something or you're confused say so; honesty goes a long way in demonstrating sincerity and believability. We're all vulnerable and we can't have the answer to every single question. You should know your product "cold" and anticipate

questions you'll be asked but be sure your answer rings true and pertains to their interests, not just you or your company.

Finally to shorten the earned reliability part of the equation, find little ways to demonstrate your zeal for delivering by completing shorter-term commitments. When you promise to send them data, samples or catalogues, send them FedEx the following day (or the same day with overnight delivery).

How you handle details speaks volumes on how you'll deliver on the big stuff.

*John Young, President of JCY associates is a marketing specialist; he gives seminars and workshops and conducts training programs on selling, marketing and advertising. He can be contacted at 905-991-1756, e-mail at john@getjohnyoung.com or visit www.getjohnyoung.com. For additional articles and marketing tips, visit the website and sign up for John's "Get Juiced®" E-Newsletter.*

## Newspaper 'Rules of Thumb'

Here is a look at the industry 'Rules of Thumb' for a given year as derived from the Inland Press Association's National Cost and Revenue Study for Daily Newspapers. These provide a more valid standard by which to measure newspaper performance.

The following 'Rules of Thumb' are benchmarks developed over many years and commonly accepted as the industry standard. What the Inland/INFE Cost and Revenue Study can do is test the validity of those standards and show what the "real" rule of thumb should be for a certain circulation newspaper. The following figures compare the standard industry numbers at four different circulation levels to the actual findings in the latest Cost and Revenue Study (data is from 2007, the latest study).

Rule of Thumb *	10,000 Circ.	25,000 Circ.	50,000 Circ.	100,000 Circ.
Newshole at 50%	56.6%	58.3%	56.4%	49.5%
Circulation profit of 46%	31.8%	34.9%	37.1%	39.3%
Local ad revenue (ROP and inserts) is 52% of total ad \$	57.8%	55.5%	55.0%	55.7%
Classified revenues at 35% of total ad \$	36.1%	35.9%	35.7%	35.6%
Composing hours per page to be 1.5 to 2.0	0.9	1.1	1.2	1.3
Pressroom (and platemaking) to be 2.3 hours per page	0.9	1.4	1.9	2.7
Newsroom staffing of 1.1 to 1.2 FTEs per 1,000 circulation	1.8	1.6	1.4	1.5
Newsroom expenses of 76-80% going to employee labor	76.5%	77.9%	79.0%	80.1%
Total newspaper staffing should be 5.3 FTEs per 1,000 circulation	6.9	6.5	5.6	5.7
Newsroom expenses should be 14-15% of total expenses	15.4%	14.8%	14.4%	14.0%
Newsroom expenses should be 12-13% of total revenues	14.2%	13.4%	12.8%	12.2%
Advertising expense should be 10-12% of total expenses	12.9%	11.6%	10.8%	10.0%
Advertising expense should be 8-10% of total revenues	11.9%	10.5%	9.5%	8.7%
Total production expense should be 12-14% of total expenses	11.3%	10.9%	10.6%	10.2%
Total production expense should be 10-12% of total revenues	10.5%	9.8%	9.3%	8.9%

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# technology

## Looking back, looking ahead

By Peter Zollman  
AIM Group

Ten years later. It's a great time to look back, and to look ahead. And that's what we did recently at the 10th International Symposium on Online Journalism, where the conversation covered many of the same issues of the first conference in 1999.

"What's the business model?"

"Will online journalism be supported by advertising? Or something else? If so, what?"

"Diverse business models – are we trying hard enough?"

Funded in part by the Knight Foundation, the conference looked at the big questions of how (and whether) newspapers will survive. It studied some of the new sites that are supplanting or replicating newspapers, like Politico.com and Malasiakini.com. We talked about social media and video and Twittering, and reviewed research on topics like "the effect of online news outlets on spreading democratic influences in China," and "the use of readers comments to online editorials."

While there were no easy answers, there were lots of directional recommendations:

--- Don't be afraid to experiment.

--- You'd better be actively engaged in video and mobile services, or you'll fall by the wayside.

--- Interactive media are not about posting the news, or local sports. They're about engagement and involvement. They demand participation, action and reaction.

--- The barriers to entry are still pretty low, so if you don't do it, someone else will!

\* \* \* \*

### Notes and quotes:

I spoke at the first symposium, in 1999, and was privileged to participate in an "update" panel this year with Gerry Barker of The Palm Beach Post, Steve Sullivan of The Baltimore Sun and Janine Warner of Artesian Media, a one-time director of online for the

Miami Herald. (The latter two are affiliated with the AIM Group.) A video version of the panel is (or will soon be) available at <http://online.journalism.utexas.edu/>. Ordinarily I wouldn't recommend that you spend time watching anything like that, especially because it seems horribly ego-centric, but it was a rockin' panel with a lot of value. Give it a peek.

\* \* \* \*

Three rules about generating revenue online, from Marion Streckler of UOL, the Brazilian portal:

--- Try, try, try.

--- Think about charging someone else

--- Think about charging for something else

Katie King of MSN-UK: "There are lots of business models for online journalism, but there is no one business model for online journalism."

\* \* \* \*

Paul Steiger, president and editor-in-chief of ProPublica.com, an online journalism site, said the business model he foresees online is one of "boutique publishers" who are "narrowcasting." To a degree they will replace metropolitan newspapers, which he equated to supermarkets or department stores. "These kinds of [boutique] operations attract enthusiasts whose coming together is facilitated by new technology."

Three likely areas for boutiques, Steiger said, are local reporting, international reporting and topic-focused boutiques like politics and healthcare.

"The future of newspapers is terrible, the future of journalism is good, and the future for journalists is mixed," he said.

\* \* \* \*

Local-media sites have to serve three functions – town crier, town square and town expert – according to Anthony Moor of the Dallas Morning News. The town expert needs to be a "crowd source" product, he said. Right now in traditional newsrooms, the "town crier" function is too big, the "town square" is too small and the "town expert" is tiny.

\* \* \* \*

The term "entrepreneurial journalist" came from Steve Sullivan, multimedia editor of The Baltimore Sun (and an AIM Group principal). He talked about how journalists have to now think about building audiences, and even building revenue, not just about reporting the story.

From Rosental Calmon Alves, a journalism professor at the University of Texas and organizer of the conference: "One of the things we have to be concerned about, teaching journalism, we have been training people to work for companies. Now we have to be concerned about training people to be an entrepreneur."

Gerry Barker, of The Palm Beach Post, quoted media analyst Ken Doctor: "This is the end of the beginning, not the beginning of the end."

*Peter Zollman is with the AIM Group - publisher of Classified Intelligence Report - a global consulting firm that works with media companies, dot-coms and broadcasters to help develop profitable interactive media services. The AIM Group offers strategic and tactical support, training, workshops, product development and research. Townsend can be reached at jim@aimgroup.com.*

## Need Press Identification Cards?

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2009



**RICK SHAVER**  
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**Cornwall Seaway News**  
613-933-0014  
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2009

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*A. Lannan*

Jan. 2, 2009  
Anne Lannan, Member Serv. Mgr Date



# Small is good too

By Ed Hennigar  
Design for readers

Newsprint costs being what they are, more and more publishers are toying with the idea of switching to tabloid format.

Some still feel that a tabloid has less integrity and readers just don't believe it's a "serious" newspaper. Reader feedback, however, shows they're fine with a tab format as long as the journalism is credible.

Readers also like the fact a tabloid is physically easier to read: It doesn't take as much space on the desk in the morning and it's easier to fold and handle.

The design issues with a smaller format derive from the fact it is...well...a smaller format. But small is good, too.

Some suggestions:

1. Even though you have less space on a page, you can still carry a dominant photo. It means you'll have to write tighter...again.
2. You can still carry teasers on page 1, but they have to be kept tight so you can have maximum space available for your front page news packages.
3. If you want to keep valuable page 1 space for stories and photos only, consider creating an inside teaser/index package for page 2. If you can give this package strong visual impact—perhaps by adding a teaser to an upcoming feature or two—you can probably find an advertiser who's interested in buying onto that page on a contract basis.
4. Create a template that calls for a four-column standard. This approach allows you to set up and sell modular ad sizes. Of course, this may require some chats with advertisers over the change in their ad sizes. Some may take extra hand-holding and convincing.
5. Five column design is possible on open pages. On those pages where you're going for a softer, feature look, three columns can work well.
6. Consider flush left type for your text. Properly set, it injects some needed negative space into your design and obviates the need to concern yourself with the word-spacing in text wraps.
7. Sequencing is an important issue to consider for a tabloid—much more important than in a broadsheet, which has the advantage of separate sections. For example, should your sports pages go toward the back, in front of classifieds—or do you place your lead sports page on the back page and go for-

ward to other sports pages?

8. A broadsheet may have the advantage of pullout sections but a tabloid has something that may even work better for you: A centrespread. Take those two pages smack in the middle of the tabloid and try something special with them. In one of my tabloid designs, we made it the daily feature package, much like the front of a broadsheet living section.

9. How about a pullout section? With a tabloid, you can do that whenever you want (make sure you promote it properly on page 1). Readers will find the occasional pullout a treat.

10. Don't forget the design of your classifieds. The temptation may exist to go to 6 or seven classified columns, especially if you're selling by the line. But take care to not run classifieds so narrow you create improper letter spacing and word spacing.

To most readers, a tabloid approach is just another way of doing things. Do it right, and they'll thank you for it.

*ED HENNINGER is an independent newspaper consultant and Director of Henninger Consulting. Offering comprehensive newspaper design services including redesigns, workshops, design training and design evaluations. [www.henningerconsulting.com](http://www.henningerconsulting.com) [edh@henningerconsulting.com](mailto:edh@henningerconsulting.com) 803-327-3322*

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**People were just glad we're back open and the flood was gone!**

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**Horse teams pull in crowds at fireman's carnival**

**People were just glad we're back open and the flood was gone!**

## Ethical Case Study

### Start the discussions in your newsroom....

Two gunmen hold up an electronics store in your town, taking some customers hostage. After several hours of negotiations, police storm the store and shoot the gunmen to death. In the gunfire, one of the robbers kills one of the hostages.

Later that day, the coroner tells your reporter that the dead hostage may have been committing a crime himself when the robbery happened; he had video equipment hidden in "apparel that shoplifters use", according to the coroner. As editor, it's up to you to determine whether this fact

should be reported in your news story. You decide:

- **Yes.** The fact that the dead hostage may have been killed in the middle of shoplifting should be reported. It's unpleasant to think of a slaying victim as a would-be criminal, but facts are facts.
- **No.** Because the dead man can't defend or explain himself, the apparent evidence of shoplifting has no place in your news story. Yes, it would lend an ironic twist to the story, but as editor you choose principle over titillation. Besides, the dead customer's family shouldn't have to endure shame as well as grief.

# Papers responsible to publish controversy

TORONTO – Newspapers have a right and responsibility to publish controversial statements by public figures even if they are likely to offend some readers, the Ontario Press Council says in dismissing a complaint against the Cobourg Daily Star.

John Hayden of Port Hope criticized the newspaper for publishing a letter to the editor from Gordon Gilchrist of Baltimore, a school board trustee and former Conservative MP, which concluded with these words: “Call your MP and tell him to turn off the immigration tap before it’s too late.”

“Most immigrants do not bring even a modest understanding of Canadian history or values,” he wrote. “Many bring their old-country feuds and hatreds, to be paraded and re-fought on Canadian soil. How could such people be expected to understand and offer a staunch Canadian loyalty to the future of this ‘Western’ country with its Western values when we don’t even ask, or require them to do so?”

Hayden wrote that the letter is “excessive and derogatory and oversteps the bounds of rational debate.” He added that it contains unnecessarily hurtful language about identifiable groups and he maintained that the harm wasn’t mitigated by the subsequent

publication of more than two dozen letters, mostly critical of Gilchrist.

Editorial Director Mandy Martin responded that although Hayden and others “may disagree with the conclusions Mr. Gilchrist has drawn from his facts, the facts are not in dispute.”

A column written by Eileen Argyris said: “We absolutely believe Mr. Gilchrist has the right to his views, whether we agree with them or not. Our newspaper would not have published his original letter if it had looked like a platform to incite hatred or retribution against any identifiable group, and it did not.”

Text of the adjudication:

John Hayden of Port Hope complained that a letter to the editor published in the Cobourg Daily Star Feb. 13, 2008, under the headline Turn off the immigration tap before it’s too late is “excessive and derogatory and oversteps the bounds of rational debate.”

The letter, written by Gordon Gilchrist of Baltimore, a school board trustee and former Conservative MP, said “the failure of imposed multiculturalism superimposed on the divisiveness of bilingualism may ultimately prove the downfall of this magnificent country.”

Hayden said the letter contained unnecessarily hurtful language used to describe identifiable groups – principally immigrants, including Muslims, Jamaicans, Lebanese and Sri Lankan Tamils.

“The language employed in the lengthy letter (more than 950 words) includes the following derogatory descriptions: ‘enemies,’ ‘aberrations,’ ‘quasi-Canadians,’ ‘gun-toting,’ ‘uninformed,’ ‘misfitting,’ ‘sometimes violent,’ ‘Trojan Horse’ ‘anathema,’ ‘extremists’ and ‘ghetto-like enclaves.’”

Responding to Hayden’s complaint, Mandy Martin, editorial director of Northumberland Publishers, said the examples of strife in Gilchrist’s letter “are based on widely reported incidents. . .but it is a matter of public record that they happened.”

“Although you, and others, may disagree with the conclusions Mr. Gilchrist has drawn from his facts, the facts are not in dispute. Mr. Gilchrist is not advocating mistreatment of anyone. For that reason, we saw no reason to exclude Mr. Gilchrist’s letter from publication.”

The Ontario Press Council recognizes that the remarks were offensive to many readers but agrees with the newspaper’s position that when public figures say controversial things, newspapers have a responsibility to report them so that readers will know where they stand.

The Council suggests that newspaper acted responsibly in subsequently publishing more than two dozen letters, many highly critical of Gilchrist, a few defending his right to freedom of expression, resulting in a lively and productive debate.

The complaint is dismissed.

\* \* \* \* \*

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