

news clips

Celebrities from near, far shook us up

By OCNA Staff

We promised our members we would be shaking things up for the 2004 annual spring convention. We delivered.

Attendees over the two-day March event were treated to some of the tops in entertainment, and the cream of the news-paper world through trade show displays, various panels, discussions and interactive sessions.

Up to the last minute, OCNA staff were shaken up as well, with news the Lieutenant Governor of Ontario was unable to attend the 2003 Ontario

Junior Citizen of the Year awards dinner due to illness. His Honour's Chief Aide de Camp, Lt. Col. Sandy Cameron, stepped in at the last minute and brought the prestige and poise of the office with him.

Even when the Friday dinner's entertainer called in sick, a last-minute replacement, with an hilarious mix of juggling and self-deprecating humour, couldn't have offered a better night if we had planned it.

Our Tembec Breakfast included several treats, this time ones that we had planned for, including a speech from

Ontario Premier Dalton McGuinty, and an impromptu performance from our Elvis for the weekend - Tim E. from London, Ont. While

McGuinty and his media entourage stepped next door for a scrum immediately following his speech, Elvis per-

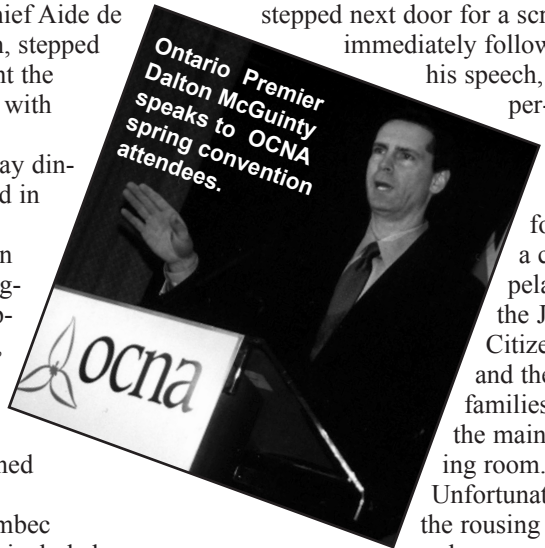
formed a cap-pela for the Junior Citizens and their families in the main dining room. Unfortunately, the rousing applause could be

heard next door, where McGuinty joked with reporters about the less-rousing reaction he'd received. He noted he should have worn his black leather too.

For other highlights and honours handed out during the weekend, see pages 4 and 6.



Elvis impersonator Tim E. made fans out of Barry Richardson, Tembec Paper Group, and Shelley Ford-Kohler, OCNA's Director of Financial Services. OCNA photos



Ontario Premier Dalton McGuinty speaks to OCNA spring convention attendees.

Community newspapers honour Shaw's memory

By OCNA Staff

The community newspaper community across Ontario has responded with shock first, and generosity next with news of the sudden death of Stephen Shaw, the award-winning reporter of Oshawa *This Week*.

Shaw, 34, collapsed while lining up with fellow Oshawa staff for a group photo following the OCNA Better Newspaper Awards ceremony March 6 in Toronto. The cause appears to be heart failure.

He had just been honoured with Reporter of the Year and Investigative News Story awards, two more honours added to several past OCNA wins: Reporter of the Year a few years earli-

er, and Best News Story three times.

To honour Shaw's memory, and to help support the young family he leaves behind, wife May, an eight-year-old son and four-year-old daughter, several awards and accounts have been created. Donations for the trust established to assist the family can be made by cheque to: 'Friends of Stephen Shaw,' care of Metroland Durham Regional Media Group, 865 Farewell St., Oshawa, ON, L1H 7L5; or a deposit can be made at any TD-Canada Trust bank branch #3200, account number 6222306.

In recent years, Stephen had become a regular speaker at Durham College's journalism program, sharing his experiences and offering guidance. Just before his death, the students were using his work as a study case for an ethics class.

Continued on Page 2



Just a thought

by Don Lamont

Marketplace changes affect OCNA

Change: Industry associations mirror changes in their membership and the markets they serve – and that's certainly true for OCNA. OCNA's services always changed notably because of evolving technologies but now its revenues are down substantially due to structural changes in the newspaper and newsprint market in Canada.

We certainly don't foresee any more rebates to members because of surplus OCNA funds. In fact, we are tightening up our already taut organization and looking for new sources of revenue. Fortunately, network classified sales are strong.

Years ago OCNA was almost like a corporate headquarters for members who for the most part comprised smaller, independently owned newspapers. It made sense for members to band together, pool resources to secure services and collectively deliver services individual publishers could not deliver themselves working alone.

It's different today because of ownership changes now taking place. About 43 per cent of OCNA member papers are corporately owned. The number of OCNA member papers owned by four large corporations is now 118 (of 274 members) up from 101 in 1999. Correspondingly, the number of independent owners (not newspapers) stands at 102, down from 131 in 1997.

Ad*Reach: In 1998 newspapers now corporately owned comprised 45 per cent of Ad*Reach sales. In 2003 those papers comprised 23 per cent of Ad*Reach sales, down 44 per cent in actual dollars sold because corporate members essentially represent themselves.

Sales for independents have grown from 55 per cent of all Ad*Reach sales in '98 to 77 per cent of all sales in 2003 – a 54 per cent increase in actual dollars sold over five years. These remaining independent newspapers tend to be smaller circulation newspapers representing about 25 per cent of OCNA member circulation for all editions. Ad*Reach is moving forward, but we must swim upstream vigorously because of the current coming the other way.

Members will remember the consultation back in 2000 about the future role of Ad*Reach. For those discussions OCNA prepared projections about the impact of future changes in ownership on Ad*Reach sales. The scenarios ranged from no impact to about \$3.5 million in lost Ad*Reach sales. Looking back now, it looks like we actually landed somewhere in the middle, or better.

Newsprint: Structural changes in the newsprint sales niche occupied by OCNA have had an even more dramatic impact on OCNA revenues. For example, web presses that took about 50 per cent of the tonnes OCNA sold in 2000 are not now available to due in part to corporate acquisitions – big corporations have their own sources of newsprint. Once again, we forecast the potential impact of these changes on sales and interestingly enough it took four years to materialize, but we actually landed in the middle of the potential scenarios.

OCNA is striving to replace these tonnes by finding new accounts in a very competitive, price-conscious market, with newsprint supply outstripping demand. Many people say they haven't ever seen a newsprint market with this much uncertainty.

But OCNA will adapt and change, just like we always have.

Continued on Page 4

send ideas to don.lamont@ocna.org

A journalist's legacy

Continued from Page 1

In honour of his outstanding contribution to community journalism, Shaw's friends in the newsroom are establishing an ongoing scholarship to support journalism students at Durham College.

Contributions to this endowment can be sent to Joanne Burghardt, c/o Metroland Durham Region Media Group, 865 Farewell St., Oshawa ON L1H 7L5. Cheques should be made to 'Durham College Foundation.'

Metroland employees across the company are reporting various events to raise funds as well, including barbecues and donations of bonus money.

Ontario Power Generation, sponsor of the Reporter of the Year Award, has agreed to rename it the Stephen Shaw Memorial Award.

See related story Page 3

Commitment to Network works

Thank you to our Network Classified participating newspapers for their support of the program as it continues to be a success. For 2003, OCNA was able to send more than \$225,000 back to the 180 newspapers who run the ads each week.

Just a reminder all ads provided each week must run in their entirety, according to the network contract. If the camera ready version provided is too large, you have the option to integrate the ads into your own classified section using the text file provided.

On a related note, we are in the midst of updating the Network Classified Monitoring program. Watch for an e-mail requesting either an electronic PDF file of your classified page (including the network classifieds) or a faxed/mailed tearsheet of the network classifieds. Monitoring will occur randomly, once per month, for each participating paper to ensure the smooth running of the program. Thank you for your co-operation.

If you have any questions about the program, contact Rachel Aback, program clerk, at 905-639-8720, ext. 244.

remembering

Stephen Shaw left his mark on Durham Region

By Joanne Burghardt
Editor-in-Chief, Durham Region

The day Stephen Shaw walked into the office, I wondered what this young, skinny, bespectacled scribe would bring to the newspaper.

Stephen died March 6 without warning and the question now is how we will get along without him.

When Stephen joined us eight years ago, he was only a year out of journalism school and had just finished an one-year stint at the Haliburton County Echo. The Echo proved a tremendous training ground where the staff is small, the newspaper mighty, and in Stephen's words: "If it moves, you write about it."

But the woody lifestyle of Haliburton wasn't ideal for the kid from Toronto, so he and wife May soon found themselves looking south. We're happy they looked at us.

A slight, unassuming guy, Stephen quickly established himself as a dedicated, tenacious reporter whose organization and attention to detail were a perfect match for the challenging task of crime reporting.

Accuracy counts, but in court it can be mean the difference between covering the story and becoming the story.

Any journalist who has inadvertently breached a publication ban can tell you it's no fun to throw yourself at the mercy of an outraged Crown attorney or furious judge.

A reporter is only as good as his contacts in the community, and Stephen Shaw was the best. Whether he was covering a breaking news story, researching a 50-year-old murder, or following a contentious issue within the justice system, he knew what buttons to push to find the

honours for Best News Story at the Ontario Community Newspapers Association (OCNA) awards.

In 2001, he was named OCNA's Reporter of the Year for a number of stories that weren't on anyone's public agenda, including tracking down the daughter of a murdered woman and exploring why the insane killer was released into the community.

The judge said it best: "Shaw has an instinct for justice, and the compulsion to uncover the disturbing implications."

That same year, he was awarded first place for Best News Story after investigating the case of a 50-year-old murder in Oshawa.

The judge's comments: "It's impossible to look at this lengthy piece and not be aware of the legwork behind the words, but the writer's gift for story telling ensures that the wealth of detail never becomes a burden to the reader."

In 2002, he was awarded Best News Story by the Canadian Community Newspaper Association for a series of stories on the criminal investigation of an ex-Crown attorney.

How cruel a twist of fate that on the day he died, Stephen Shaw had once again been named OCNA Reporter of the Year, as well as winning Best Investigative News Story for an investigation that brought the 2001 Reporter of the Year story full circle; a feature detailing the newspaper's two-year court battle to expose the system that set an insane killer free.

We will truly miss you, Stephen.



Image courtesy of Metroland

information. And if he didn't, he knew the person who would.

The news bug can't be taught: Either you have it or you don't. Whether he was scheduled to work or not, daytime or night time, if there was a breaking story we never had to wonder if there was someone on it – we had Stephen. He never needed an invitation; his high standards and drive to be the best were all that were required to get him moving on a story.

And move he did. A story about the arrest of local graffiti artists and the ensuing investigation sent Steve to the podium in 2000 when he captured third-place

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just a thought

ComBase participants seeing results

Continued from Page 2

Members Need ComBase: This Project Will Succeed

It's been five months since the first round of results of the national ComBase study were announced - and life at Ad*Reach has not been the same since. Clearly, ComBase and other industry initiatives have moved community newspapers to another level in the eyes of media planners. You can detect the change in many subtle ways. For example, last year we had trouble enticing advertisers and media magazine writers to come to the Better Newspaper Awards. This year we had two full tables of guests. We're in vogue!

That doesn't mean we are going to be flooded suddenly by insertion orders. It does mean we are positioned to make inroads over time.

Members have high expectations for Ad*Reach sales. You want to see money. But it's unrealistic to expect much when we send sales reps out in a competitive marketplace armed with a peashooter. Now we have real, live ammunition.

Ad*Reach and ComBase have received many requests for data. We have pushed out data in numerous quotes and sales presentations to advertisers and governments. It's gives us an opportunity to see media planners and it's easier to get appointments because people want to see us. We have made technical presentations about ComBase to research departments, and sales presentations to media planners. We are even teaching advertising agencies to

use media planning tools.

At least three participants in Ontario have generated new business through sales they made. In January, Fort Frances received three ads for the Royal Bank in process colour. Sudbury Northern Life secured a national Ford campaign as a result of ComBase data. Another ComBase participant received new auto dealer advertising based on their ComBase results.

The government of Ontario has signaled its interest in seeing how community newspapers might be used more often for advertising, based on presentations made using ComBase data. The Canadian Cancer Association has asked its 'agency of record' to do a study on adding community papers to its media mix. We are optimistic about acquiring some of their business because our reach is much stronger than what they've been getting from radio in many markets.

We are being asked to quote on jobs that advertisers wouldn't even consider before. We have doubled the sales for one major account, TD Canada Trust. Ontario Pork Producers have used community newspapers before but ComBase data convinced them to run them the campaign two more times and they added four more papers.

In the past media planning giant, Cossette, seldom recommended community newspapers because of the lack of data. Now after a series of presentations about ComBase, Cossette Toronto is taking another look at community papers for Bell

Sympatico; while the Quebec office of Cossette recently booked FIDO business in Ontario markets.

ComBase has helped get flyers business as well. New Holland Tractors have used rural community newspapers in the past for distribution but because of ComBase they increased the number of papers on the buy by five over the last booking. ComBase has also helped secure advertising with Windsor Salt, Brother's, Canadian Medical Association and the Sportsman Show.

Ad*Reach staff are still analyzing ComBase data to fully understand the strengths and weaknesses of our industry. We know when and how to show advertisers the benefits of scaling down investments in other media and "heavying up" with community newspapers because we can now do reach/frequency analysis to show the benefit of this strategy. We can compare costs per reader and shows advertisers the value of advertising in so-called 'D' markets. As in the case of Canadian Cancer Association we can demonstrate how they can get more value from community newspapers than the media they used for their last campaign.

There is always risk in ventures of this kind. Successful investors say if there is no risk, there likely will be no significant gain.

Our industry took the risk to do something to increase our market share. We are just starting to see some of the benefits.

Now the stakes are even higher. Our destiny is in our

own hands: We must keep members in ComBase and add more participants.

We can't even think of the consequences for our industry of not doing so - and taking a step backward in the eyes of advertisers.

Remember, our deadline for adding new newspapers for the next wave of interviews, starting this September, is June 15 this year. Our current members must also reconfirm their commitment by that date. If you have any questions, call Elena Dunn at 1-800-481-6580 or e-mail at e.dunn@combase.ca.

Daly one of great 50

Laura Daly of Mount Forest, a longtime news correspondent for The Mount Forest Confederate who was honoured for her contributions to the newspaper industry, has died. She was in her 91st year.

She began contributing social notes from Lower Drew to the local newspaper when she was only 15, along with her sister Lulu. Mrs. Daly's news included social notes, church news, Legion-sponsored activities for seniors, births and deaths. She retired only when her health deteriorated and she moved to Saugeen Valley Nursing Centre.

Four years ago, in April 2000, Mrs. Daly was honoured by OCNA as part of the OCNA 50th anniversary celebrations.

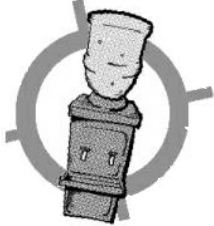
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Water Cooler

compiled by
Carolyn Mullin

- **Peterborough This Week's** assistant circulation manager Aimee Quinlan has taken over the role of special projects manager. Ms. Quinlan has worked at her hometown paper for four years and has led its addressed-mail division Signed, Sealed, Delivered, to new heights each year of its three-year lifespan.
- **The New Hamburg Independent** has a new managing editor. Former reporter Doug Coxson takes over managing editor duties from Jana Miller, who accepted a position in the communications and marketing department with the City of Kitchener. Recent Humber College grad Kate Schwass has joined the news department as reporter/photographer.
- **Dunnville Chronicle** said goodbye to Angus Scott, who went to the company's nearby daily The Welland Tribune, as a reporter, and said hello to new managing editor, Darryl Mathers. The Chronicle staff includes reporters Shelah Brooks and Doreen Hoover; ad reps Judy King and Doug Whiting; Mary Williams in classifieds and Cindy Ryckman in circulation.
- After 48 years at the **Essex Free Press**, Wilber R. Brett has retired from the position of Editor and Publisher. As the grandson of the paper's founding owner, Richard R. Brett, Wilber has witnessed first-hand the dramatic changes in newspaper production, from hot lead and linotype to computers and digital imaging. This independent newspaper will continue "serving Essex and community since 1896" with another Brett at the helm: Wilber's daughter, Laurie Brett.
- Sherry Haaime, editor of the **Arnprior Chronicle-Guide** and the **West Carleton Review** left at the end of March to have her second baby. Her maternity leave will find Steve Newman filling in while Sherry is away. Steve is an experienced journalist having worked in the Ottawa Valley for many years.
- Gemma Robillard, a reporter at the **Renfrew Mercury**, is now on maternity leave until next spring. Gemma is expecting twins. Derek Walter, group publisher of the Renfrew Mercury, Arnprior Chronicle-Guide and the West Carleton Review, has finally tied the knot with his long time soul-mate Monika. The couple were married in a private service Jan. 13, 2004. Ashley Kulp has joined the reporting staff at the **Arnprior Chronicle-Guide**. Ashley is a graduate of the Humber College journalism program and previously worked at the **Carleton Place Canadian**, a sister paper of the Chronicle-Guide.

send updates to c.mullin@ocna.org

Reach out to OCNA members

Please remember, member newspapers receive complimentary word classifieds in newsclips. Whether you are looking to buy or sell items, or hire new staff, your association can help you get your message to more than 270 community newspapers across the province.

The deadline for the May issue is April 16, 2004.

E-mail your copy to c.mullin@ocna.org

Don't forget to send staff changes, innovation and awards news as well!

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NEW MEMBERS

OCNA welcomes the following new probationary members, bringing the organizations total newspapers served to 274:

- **West Carleton Review**, weekly tabloid, circulation 6,386, publisher Runge Newspapers, Derek Walter.
- **Canadian Jewish News**, Toronto edition, weekly tab, circulation 25,226, general manager Gary Laforet.
- **St. Marys Journal-Argus Weekender**, weekly tab, circulation 7,000, general manager Bill Huether.

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industry

Metroland making circulation history

By OCNA Staff

April will bring much more than rain showers for the Niagara region this spring. Metroland Printing Publishing and Distributing is launching a total market community newspaper in the region this month that will make history.

According to CCNA statistics and the company's news release, Niagara this Week will become the largest press-run community newspaper in Canada when it launches April 16 with a weekly circulation of 185,000.

The new publication will be a full-colour, free weekly tabloid managed by the Halton Division and headed by Ian Oliver.

"It is important for us to establish and maintain links within the communities in Niagara," stated Oliver.

Before this announcement, Niagara – which consists of 12 municipalities – did not have a regional newspaper. Several independent community newspapers exist in its small municipalities; three small-market dailies are operated by the Osprey Media Group in its three main cities; and Osprey also operates

several community newspapers in smaller municipalities. Reacting to the news, Osprey has also launched three new weekly community papers in Niagara, all called Niagara News serving the communities of St. Catharines, Welland, and Niagara Falls. The first of the Friday products launched March 26. Combined with their other newspapers, their total circulation will be 170,000.

With the creation of Metroland's Niagara this Week, three of the independent newspapers in Niagara have been sold and folded into the new title. Grimsby Lincoln News and its sister publication Niagara West This Week reported they have been sold, with founder/editor Mike Williscraft taking on duties of NTW's west-end section.

The Thorold News reported to its readers March 22 it is bringing its operation (staff included) over to Niagara this Week. The last issue of that newspaper ran March 27.

Grimsby Lincoln News started seven years ago, while Williscraft launched Niagara West This Week with 19,000 circulation last September. The Thorold News has been in operation in its current form since late 1995.

"This community has entrusted us with the sacred task of telling its stories and you have enriched our lives by sharing those stories with us. That simple formula – people talking to people – sums up everything we've always been about," wrote Doug Youmans, editor/co-publisher of the Thorold News, March 22. "That communication must not be allowed to end, and it won't."

Youmans reports he has been given the job of news editor. He has joined staff at the company's new Thorold office, where four versions of the same publication will be produced weekly to target four different areas.

Though they will all contain some news and advertising that is common, different ads and editorial will appear in each version for zones to encompass all of Thorold, St. Catharines and Niagara-on-the-Lake; Niagara Falls and Fort Erie; Port Colborne, Welland, Wainfleet and Pelham; the Grimsby, Lincoln and West Lincoln area.

On the Net: www.metroland.com.

OCNA will keep you posted as this story unfolds.

Internet help for print classifieds

By Ross Nitschke
Bowes Publishing

ClassEfind is a program that combines the power of print and the Internet. Imagine being able to instantly search through the classifieds of 100 different newspapers; to sort the results geographically based on newspaper or postal code, and to organize the results by price. ClassEfind.com delivers a wider audience for the classified section of your newspaper and creates an added value for customers.

We host daily, weekly and monthly publications. The system is always current with your latest issue – what you send to ClassEfind is what appears online. It will make the classifieds page of your website

one of your most highly visited pages.

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ClassEfind has been in operation since 1998. The database currently supports 600,000 searches every month, and we welcome inquiries from any Canadian newspaper that would like to become a ClassEfind affiliate. There are no membership fees – costs for participation are based on the number of ads you send. Contact Ross Nitschke at 780-513-3993 or e-mail classefind@bowesnet.com.

Junior Citizen Smiles



Lorenzo Berardinetti (left), MPP for Scarborough Southwest, presents a pin to 2003 Ontario Junior Citizen Eric LaPointe at Queen's Park March 5. OCNA Photo

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Participate now in Weekly Newspaper Operation Survey

It is time for Ontario publishers to participate in the Inland Press Association's Survey of Weekly Newspaper Operations, commonly referred to as the Cost and Revenue Study.

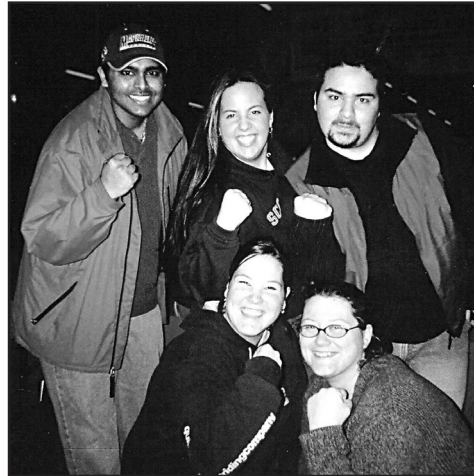
Interest about the value of the confidential report was spurred at the OCNA Publisher's Conference when publishers saw the potential revenue and cost savings, year over year measurements, and the significance of comparisons over similar sized newspapers. Publishers are able to see how their editorial, advertising, and production costs compare to other papers, as

well as such things as salary ranges and revenue levels.

OCNA will be co-sponsoring the study which has an investment of only \$79 US and a deadline date of **April 30**. All participants receive a copy of the study.

If we are able to get enough response from Ontario publishers, Inland Press will extract the Ontario data for our own report. If interested, please e-mail anne.lannan@ocna.org for a copy of the forms. If you have questions about the study itself contact Tim Bates at timbates@inlandpress.org or call him at 847-795-0380.

Community Spirit



The staff of the LaSalle Post and its sister publication, In Business, recently participated in Bowl for Kids Sake, an annual fundraiser for Big Brothers and Big Sisters for the second year. Pictured are: back row, Salem Ali, Sarah Solly, Angelo Montilla; front row: Amy St. Louis and Kristi Settington.

LaSalle Post Photo

SILVER QUILL HONOURS



Johns Hinds (left), CCNA executive director, and Peter Kvarstrom (right), CCNA first vice-president, presented Algonquin College's Joe Banks with a Silver Quill certificate during the recent OCNA spring convention. Hanover Post's Marie David was also honoured with the certificate, which recognizes 25 years in the industry. OCNA Photo



NewsMakers

compiled by Carolyn Mullin

- **Osprey Media Group** announced in March it had filed a preliminary prospectus with the securities regulatory authorities in each of the provinces of Canada for a proposed initial public offering of trust units of the Fund. A press release on the Osprey web site says proceeds of the offering will be used, among other things, to acquire and hold, indirectly, the business carried on by Osprey Media Group Inc. and to reduce Osprey's indebtedness. The securities being offered have not been, nor will be, registered under the US Securities Act of 1933, and may not be offered or sold in the US absent registration or applicable exemption from the registration requirements of such Act. The Globe and Mail, at the same time, reported Osprey, through the income fund, hopes to generate \$44.1 million in distributable cash per year. The preliminary prospectus says Osprey plans to expand its business in Ontario through new publications and products, including advertising features on car care, financial planning, gardening and wedding planning.
- **Peterborough This Week** may only publish two papers a week, but it is now offering news updates on its website five days a week. Its sister paper, **Lindsay This Week**, also updates stories on the site as they break on non-publishing days. Check it out at www.mykawartha.com

send updates to c.mullin@ocna.org

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Front, from left, Rick Shaver, Dave Armstrong, Cam McKnight, Mike Williscraft and Ron Wassink, and back, from left, Marie David, Gerald Tracey, Abbas Homayed, Doreen Sykes, Don Lamont, Linda Plumridge, Keith Roulston and Joe Anderson. Photo courtesy id digital



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