

# news clips

## Protect sources, says OPC

**S**ources of information the public deserves to know would soon dry up if journalists could not guarantee protection of their identity, the Ontario Press Council says in support of Hamilton Spectator reporter Ken Peters.

Peters was cited for contempt of court after he refused to reveal the identity of two people who handed over documents at a 1995 meeting that became the basis of a series of newspaper articles.

Peters was subpoenaed to testify in a \$15.5-million civil suit launched by St. Elizabeth Villa, a Hamilton retirement home, against public officials. Although Mr. Justice David Crane of the Ontario Superior Court conceded identity of one of the individuals should be protected, he said the promise of confidentiality did not include the second person. Mr. Peters said identifying one would ultimately reveal the identity of the other.

## SANTA'S PUBLISHING ELVES



**SANTA PUBLISHERS.** Newspaper publishers, from left Ken Nugent of the Brampton Guardian, Ron Lenyk of the Mississauga News, Mike Goldbloom of the Toronto Star and Tim Whittaker of the Ajax News Advertiser, help launch Torstar's Santa Fund which provides gifts boxes to 45,000 needy children over the holidays. Rene Johnston, Toronto Star

"A journalist's right to withhold the name of a confidential source may not be formally written into law but the principle is important to press freedom and the

public's right to know, and may vary in the particular circumstances of the issue," said Doris Anderson, Chair of the Press Council. *Continued on Page 5*

## Ads That Did Not Run and Tearsheets

By Don Lamont  
Executive Director

**Q**uestion: Name two of the favourite topics in advertising sales departments within any community newspaper?  
Answer: Ads that did not run (DNRs) and tearsheets.

So it should be no surprise when Ad\*Reach wants to discuss these topics with OCNA members. Generally speaking the process of booking ads with national advertisers and then having them run in many OCNA papers simultaneously works surprisingly well when you look at the big picture. It's when you

look at the details you see room for improvement - the dollars lost and the disappointed advertisers.

We estimate members collectively lose over \$100,000 annually for ads booked by AdReach that get missed by the papers. Ad\*Reach usually does not find out about these omissions until we follow-up looking for tearsheets several weeks after the run date. Not only do members not receive much desired advertising revenue, advertisers end up exasperated. It also makes agencies reluctant to do business with us again. What? My time sensitive ad did not run? Advertisers cannot understand how it could happen.

But it does. And it happens primarily because people simply misplace insertion orders. This is clearly something that can be *Continued on Page 2*

# New tearsheet policy to ensure timely delivery

*Continued from Page 1*

prevented. It's important to emphasize the need to have good processes in place for handling orders when they arrive in the office, carefully read any special instructions that have been provided and to making sure there is a proper system or process in place to follow through on these instructions - so nothing falls between the cracks.

A few years ago Ad\*Reach started sending weekly ad reminders to summarize the orders that are scheduled to run in the upcoming week. These reminders have helped reduce the incidence of DNRs tremendously. We simply ask members to ensure designated staff use the reminders to double check that all the ads scheduled to run have been booked in the paper. If you are missing an order please call Lynn Fenton or Carolyn Press at Ad\*Reach. They will be glad to provide any information you may be missing.

Now on to tearsheets: Currently Ad\*Reach guarantees payment for an order if the tearsheet is received within 60 day of when the ad is run. Sixty days.

When you graph the response pattern it becomes evident that most members send their tearsheets within two weeks. As expected, there are always a few members who regularly send tearsheets after the sixty-day period.

It's the tyranny of the few. The deadline could be set at 90 days and we would see the same pattern with the same newspapers stretching the due date.

These few members continually hold up payments for themselves as well as members who promptly send tearsheets. In order to invoice an advertiser, Ad\*Reach needs tearsheets from all the papers participating in a buy. Split billing is labour intensive for Ad\*Reach and confusing to the client so we do not subscribe to this practice.

The bigger the time period between the campaign run date and the date the client is billed the more likely there will be a delay in receiving our money.

We'll be notifying members in writing shortly and giving notice about a new practice. In future, Ad\*Reach won't be able to guarantee payment for tearsheets received after 45 days.

## OCNA Update

Around this OCNA year-end period and the beginning of the New Year is always a busy time for OCNA as we activate ramp up towards the Spring Convention

and Trade Show. We are winding up year-end audits for the upcoming Annual General Meeting. We send out offerings from members to be judged for the Better Newspaper Awards. Junior Citizens are also being selected.

OCNA redesigned and last week launched a new web site - two sites in fact. One site is for the general public (about OCNA and community newspapers) the other is for members.

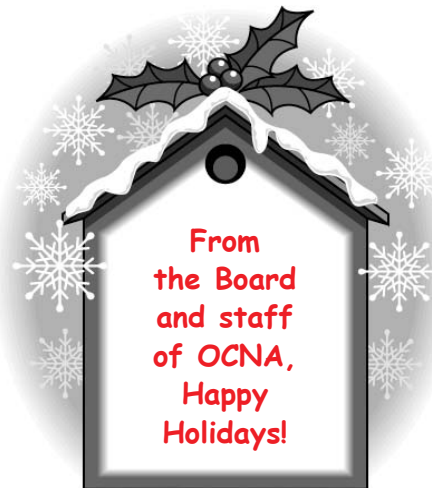
Early this winter we are planning to launch a series of workshops for small independent publishers to help them maximize their revenues. In December we met with colleagues from around the country to prepare plans for a digital newspaper archive - a project introduced to members in an earlier edition of news clips. The same day we evaluated and strengthened CommunityMediaCanada, the brand and process established to enable community newspaper associations to sell ads in other provinces.

Elsewhere, Ad\*Reach is gathering 2005 rates from members and preparing a new rate card. Negotiations are underway for auto dealer advertising rates. Ad\*Reach is completely redesigning its marketing and sales material. We recently hired a new Manager of Marketing, Sean Lind, and we are organizing ourselves to launch new initiatives to promote the community newspaper brand among national advertisers. Included among these initiatives will be a series of Lunch and Learn presentations to national advertisers about community newspapers.

This winter OCNA will speak at hearings scheduled for the Transparency in Public Matters Act (about in-camera meetings), and we'll renew our efforts to bring about changes leading to a greater share of provincial government advertising, as well as speak to government officials about amending the provincial Interpretations Acts to broaden the definition of a newspaper (make us eligible for certain types of government advertising). Progress is being made at the national level to promote community newspapers to federal government advertisers - a project jointly funded by regional associations.

During the week we gather information from various sources for news clips and for your weekly electronic bulletin, e-clips. Friday is production day when we pull everything together and send out e-clips.

All the while we are out there selling display ads, newsprint, Network Classifieds, press releases and sponsorships to make money for OCNA and members.



## THINKING OF SELLING YOUR PUBLICATION?

We specialize in serving the needs of small and intermediate independent publishers.

**All inquiries confidential**

**(877) 670-1085**

**WATERSHED PARTNERS**

*Traditional and New Media  
Investment Banking*



ocna

# Plan to attend Spring Convention April 8-9

**M**aking plans for the new year is just the right time to be making plans for the Convention. Spring convention. If you can't guess the 2005 theme by the clues deftly left by convention coordinator Laraine Hall, then you have truly been living in a hole underground for the past 40 years:

The date sneaks up on us every year ... but just like 007, we are ready – ready for a look into the future, ready to learn new methods and strategies, ready to network, ready to celebrate and salute the best of the best. OCNA's annual spring convention is booked for April 8 and 9 at the Toronto Airport Renaissance Hotel. The 2005 lineup will bring together all the elements to help make your community newspaper more sophisticated and ready to face whatever the future holds.

We expect a Thunderball of attention

at our opening session – a look into the future of community newspapers, from editorial to advertising, publishing to readership. For Your Eyes Only, experts in the areas of leadership, demographics, sales, ROP, flyers, printing will give you a glimpse of tomorrow and answer your questions.

Diamonds are Forever, but none shine as brightly as the young people we will honour as the 2004 Ontario Junior Citizens of the Year. You could become the Writer with the Golden Pen as writing coach (and news clips contributor) Jim Stasiowski will be on hand to lead editorial types through the yes's and the (Dr.) No's of better writing, reporting and interviewing. Add to this a Career Fair to encourage journalist, advertising, graphics and photographer students/grads to work at community newspapers.

Ontario Premier Dalton McGuinty has

been put on the special VIP invite list, and we are hoping to lure him as a speaker once again – this time with the promise of not being upstaged by Elvis in a nearby room...

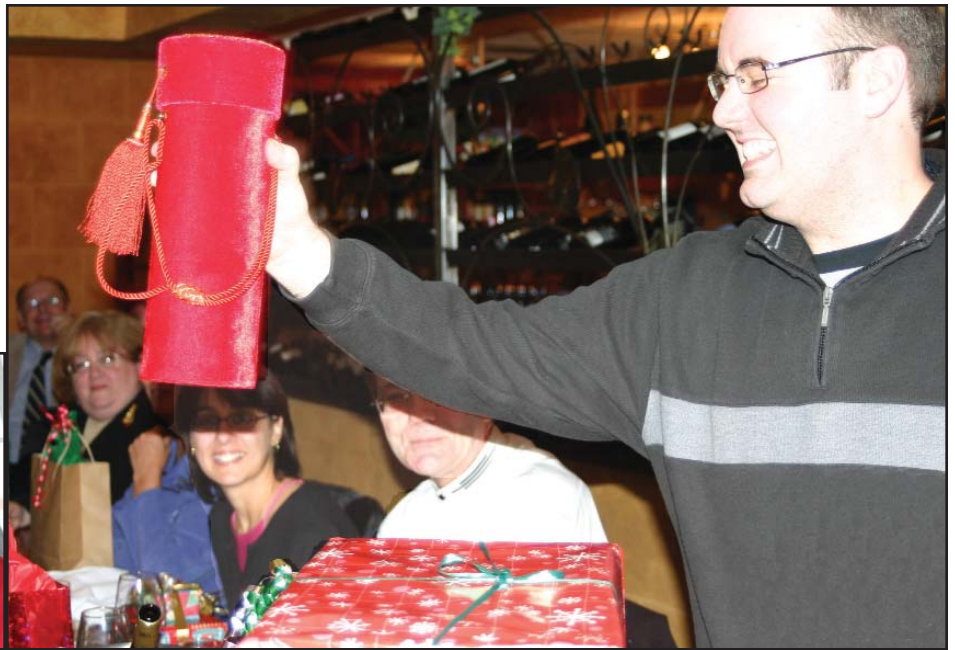
Saturday night will be filled with celebration during the Better Newspapers Awards Gala where the (golden) eyes will be on the prize and the (gold) finger will point at the winners. We hope to surprise the Living Daylights out of you with special prizes and competitions at the convention. The world is not enough ... and of course, Tomorrow Never Dies, so keep your bookmark on the web site and stay tuned for details. In the meantime, we will meet you at the martini bar.

(Just in case you read all the way through and you still need help: The spring convention theme "Shaken, Not Stirred," in honour of fictitious British secret service James Bond.)

**CHRISTMAS** came early for the employees of the Ontario Community Newspapers Association. Newest employee Sean Lind (pictured right), Ad\*Reach's manager of marketing, takes a turn with the Secret Santa game. Wasting no time getting down to swiping business, this colourful present was taken a few different times before landing in front of Nancy Burman (below). Next time you talk to Nancy, make sure to ask her about its contents...

Best wishes for the holidays to everyone!

OCNA PHOTOS



• TV LISTINGS • EDITORIAL • PAGINATION • AD SALES • TV ONLINE •

# THE FUTURE IS BRIGHT @

*We thank you for 10 years of success.*

info@tvmedia.ca  
1-800-205-7471

tvmedia.ca

member news

# Investing in editorial, design pays off for News

By Wallaceburg News Staff

**A**n increasing number of local residents are now turning to The Wallaceburg News for local news and information.

A readership study in Wallaceburg, conducted by the firm SES Canada Research Inc., recently showed 94 per cent of people in Wallaceburg are regular readers of The Wallaceburg News.

Daryl Smith, publisher of The Wallaceburg News, was pleased with the results.

"First and foremost, I would like to thank our read-

ers," said Smith.

"Through the hard work and dedication of our staff, we have been well received in the community.

"We will continue striving to bring our readers the best local news coverage possible."

When The Wallaceburg News was purchased by Osprey Media Group in 2002, research pegged the readership level at 65 per cent.

In 2003, the readership jumped to 81 per cent, due to an investment in additional editorial staff, a redesign of the product, and change to a broadsheet format.

SES was retained by the

Osprey Media Group to conduct a public opinion survey on the reading habits of Wallaceburg residents. A total of 200 interviews were conducted Nov. 13, 2004.

The key finding of the report said: "Over the past 12-month period, readership for The Wallaceburg News has increased from 81 to 94 per cent."

Nik Nanos, president and CEO of SES, said the increase in readership is remarkable.

"The findings show the change in the format of the newspaper has been well received in the community," said Nanos.

"This should be considered

a dramatic improvement."

Statistics show readers have come to rely on The Wallaceburg News for local coverage.

"Mathematically, when you have 94 per cent readership, you have the whole market," said Nanos.

The margin of accuracy for the aggregate research is 7.1 percentage points, plus or minus, 19 times out of 20.

This project was completed in accordance with the standards of the Professional Market Research Society of Canada and was registered with the Canadian Survey Research Council, of which SES is a member.

## Iannuzzi lived motto he proudly printed on his newspaper

Nearly all Daniel Iannuzzi's accomplishments point to his tireless work as a pioneer of multiculturalism in Canada. The entrepreneur, idealist and visionary died suddenly Nov. 20 while in Rome.

Iannuzzi was a third-generation Canadian of Italian origin. Born in Montreal, he had resided in Toronto for the past 50 years. Fluent in English, French and Italian, his loyalty and commitment to Canada began at an early age, while he dedicated his entire adult life to multiculturalism in Canada and pursued it through a life-long career in international and multicultural media. He was chairman and presi-

dent of Multimedia Nova Corporation, a public company whose subsidiary, Multicom Media Services Ltd., produces Corriere Canadese, the Italian daily newspaper which he founded in 1954, and Tandem, its weekend edition.

Other Multicom Media newspapers includes multinational publications and the nine Town Crier newspapers.

He was also the president of World Television Network/Le Réseau Tèlémone Inc., licensee of two national multicultural specialty services in Canada's official languages.

He was a founder-share-

holder, director and executive producer of multilingual programming at CITY-TV from 1972-79. Iannuzzi served as president and executive producer of CFMT-TV Channel 47, the regional multilingual television station which he founded in 1979.

Awards include: the EXPO '86 Award for Excellence and Contribution in pioneering multicultural communications, the Order of the Republic of Italy, and being named "Man of the Year" by the Canadian Italian Business and Professional Association.

Iannuzzi was vested in The Order of Ontario in 1989, and became a member of The

Order of Canada in 1990. In 1999, he was awarded the Order of Merit for lifetime accomplishment and dedicated service to the community by the National Congress of Italian Canadians in Toronto.

Dan Iannuzzi was "Fiercely Canadian and Proudly Italian," a statement he printed as part of the Masthead of the daily Corriere Canadese. His family, friends and acquaintances, and employees are deeply saddened by his passing, but know their lives have been deeply touched and enriched by a great Canadian visionary.

Iannuzzi will forever be regarded as a pioneer of Multiculturalism.

KYOTO  
BILINGUALISM

Try the fresh, new eclectic  
450-word weekly column



by John P. Maclean

Life Member  
Canadian Parliamentary  
Press Gallery

O JESUS  
ANIMAL CRUELTY

Print four samples **FREE** and check your audience reaction. Then sign on for weekly downloading at just \$25 per month. Click on <http://members.ocna.org> and go to Syndicated Work

# Sun Media partners with TV Media

Sun Media Corporation has chosen Ottawa-based TV Media Inc. as its sole provider of TV listings for their Sunday TV listing books across Canada. The agreement will see TV Media Inc. provide the television listings data and related entertainment content for Sun Media's flagship daily newspapers including the Ottawa Sun, Toronto Sun, London Free

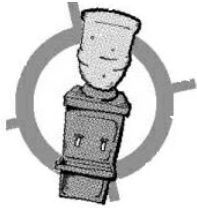
Press, Winnipeg Sun, Calgary Sun and Edmonton Sun.

The agreement also extends the services to Bowes Publishers Limited, a subsidiary of Sun Media Corporation, adding nine community daily newspapers and 20 weekly publications.

"Sun Media's Sunday TV books are a quality product and well read within their respective communities," said Don Piché,

TVMedia Inc. president. "We look forward to bringing TV Media's quality data and resources to the mix."

Canwest Global Communications Corporation has awarded TV Media Inc. an agreement to produce the Montreal Gazette's weekly TV book. Combined, the new titles add approximately 1 million Canadian readers to TV Media.



## Water Cooler compiled by Carolyn Mullin

- Metroland Printing & Distributing welcomed Doug Lamb recently as vice-president of corporate development, which means he will help the company with future acquisitions and expansions.
- **The Napanee Guide** is available online at [www.napaneeguide.com](http://www.napaneeguide.com).
- Louie Brennan recently left the **Ottawa Valley News** to pursue higher education. Anne-Marie MacDonald now has Jessica Gordon to help with the day-to-day tasks of running the paper.
- **The Grimsby Independent** recently welcomed new reporter Shella Gardezi from a stint as a reporter in British Columbia.
- **Peterborough This Week and Kawartha Lakes This Week** staff worked for six months to discover how best to redesign the newspaper, including an increase in the type size for sight-challenged readers!
- Doris Bouchard has taken over as editor at **Les Nouvelles**, a francophone newspaper in the Timmins area.
- Simon Whitehouse has joined the editorial staff of the **Carleton Place Canadian**. The Ontario native brings with him experience working for the federal government in rural Alberta.
- **Kingston This Week** recently went through a number of editorial changes, including eliminating old-style columnists and adding new features aimed at broadening the appeal to the readership.
- Angela Crich recently left column writing with **Sarnia This Week** to become a graphic designer for another publication within the city.
- **The Londoner's** growing pains of late have included a "new and improved" redesign of contact placement into three main sections. The paper's MegaDrive section focuses on automotive, while the Londoner 2 features a pullout section for readers.
- **The Turtle Island News** was recently given the prestigious honour of representing Canadian aboriginal newspapers at the historic opening of the Smithsonian Institute's Native American Museum. Reporter Edna Gooder was sent to the site for the opening.
- Kristina Chryssanthis recently joined the staff of **Barry's Bay This Week** after trying her hand at daily newspaper reporting. She says when she met a woman for a story one day, toured her farm and met her spitting lama, she knew she would find her place as a small-town community reporter!
- John Barker, a veteran journalist whose previous posts took him as far away as Yellowknife, has returned to Ontario to be closer to family and work at **The Brighton Independent**.

send updates to [newsclips@ocna.org](mailto:newsclips@ocna.org)

## Journalist fined largest sum yet

*Continued from Page 1*

"Whistle-blowers in society are gradually gaining legal protection, but without a medium to spread their messages, the benefits of their courage would be lost."

The Council, established in 1972, has 221 daily, community and specialty newspapers in its membership. It is governed by 21 directors – 11 representing a broad cross-section of the Ontario public and 10 employed by member newspapers.

It is mandated by its constitution to defend the freedom of the press on behalf of public and press alike and to review and report on attempts to restrict access to information of public interest.

EDITOR'S NOTE: At press time, the judge in the civil court ordered Peters to pay \$31,600 for refusing to reveal a confidential source – the largest contempt of court penalty handed out to a journalist or media outlet in Canadian history. The fine, which covers legal costs related to the contempt charge, will be paid by the Spectator. Meanwhile, The Spectator will appeal the ruling.

## CLASSIFIEDS

### Used Equipment

OCNA is offering a Used Equipment section in newsclips to encourage members with redundant equipment to place free classified ads with us, c/o OCNA, 103-3050 Harvester Rd. Burlington ON L7N 3J1.

### Life 101

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

### 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 for your column.

### Columns available online

Looking for regular or semi-regular columnists for your newspaper? Check out the OCNA website. Columnists William Thomas, Eric Dowd, and now John Maclean upload their column for your use at a nominal charge. John Maclean is a veteran observer in the Parliamentary Press Gallery. Go to <http://members.ocna.org> and go to the Syndicated Works folder.

### Newspaper for Sale

Independent weekly for sale in South-western Ontario, 2300 verified Circulation Paid, plus small commercial printing plant. Only third owner since 1870. Looking to retire. Interested parties e-mail in strict confidence to [chuter@porch-light.ca](mailto:chuter@porch-light.ca)

## OCNA launches new web sites

<http://www.ocna.org> is for advertisers, the government and the general public.

<http://members.ocna.org> is the Members' Only Intranet site filled with information for community newspapers. Check it out...



## advertising

## Interactive classifieds keenly important now

By Peter Zollman  
Interactive Insider

The Los Angeles Police Department recently filmed three short action films to recruit new officers. They'll be shown in movie theatres; on the department's own web site, JoinLAPD.com, and on Monster.com.

In a nutshell, that sums up the problem facing newspapers in classifieds.

There are a lot more places to advertise than ever. Hiring? Selling your car? Buying a house? There's a wide range of options for advertisers, buyers and job-seekers.

To reach young men and women of various ethnic backgrounds and interests, the L.A.P.D. goes into movie theatres. Other employers use billboards, radio, television, Craigslist, direct mail, employment sites like Monster and CareerBuilder, and their own web sites to supplement – or more and more often, supplant – newspaper classified ads.

That's why it's more critical than ever for your classified services to be complete, comprehensive, local and highly effective – in print and especially online. And please, emphasize the local part of that equation, because it's a unique element you can offer that can make your services stand out from those others.

At Classified Intelligence, we follow the changing classified advertising marketplaces. Our global group of analysts watches the trends, with an eye on practical ways to turn them in your favour. We keep in touch with newspapers, web sites, yellow pages, employers, advertisers and classified-advertising users to see how those changes will affect your business.

**With that in mind, here are the key trends we'll be watching closely in 2005.** You'd better pay attention, too. More important, you'd better meet these threats and opportunities head-on.

- 'Meg and Craig': Merchandise classified ads are threatened with 'death by EBay.' The company, headed by the brilliant Meg Whitman, is growing its 'critical mass' in merchandise sales, while many newspapers don't have critical mass at all. EBay has spent about \$865 million (U.S.) in 2004 buying online classified advertising businesses worldwide, including about \$12 million to buy 25 per cent of the powerful free-ads community Craigslist.org. Craigslist keeps growing as a tough competitor - it's now in more than 65 cities – partly because it's run like a counter-culture service for friends, not a traditional business.

- Yellow pages and classifieds: This may become the online 'killer app' for finding local products and services. Combining the strong, frequently updated database of a local classified advertising publication with the rich directory data of telephone yellow and white pages may create the best local online shopping experience for users. Several of these combos launched in 2004; you'll see more in 2005. We're even working with one major, telco-affiliated directory publisher on its classified advertising strategy. Uh-oh, newspapers.

- Local search: As more users turn first to search engines for products and services, and Google and Overture (among others) surround those results with useful targeted ads, local advertisers are learning to post pay-per-click ads to generate business. If your site doesn't offer easily searchable ads, classifieds and advertiser lists, and contextual ads, you may lose out to "Google."

- Pay for performance: 'Pay per click' and 'pay per action' ads are increasingly popular with advertisers, who like to know exactly what they got for what they paid. Recently a smart newspaper ad executive told me he'd never offer PPC and PPA services; I say, 'Never say never.' One major paper I know is negotiating to give a real estate advertiser a test program of half-page ads that cost nothing up front but generate revenue based on leads delivered by those ads. Fascinating. (We'll see if it happens.)

- Accountability: Advertisers are getting smarter fast about learning how the money they spent on advertising actually brought customers into their stores, home-buyers to their agents, job-seekers to their chairs. Using web tracking, unique telephone numbers, call identifiers, targeted lead-generation systems and other techniques, advertisers can tell, for example, how much it actually cost to hire each of the people who came in through various specific sources. Powerful. A real positive development for media that deliver results; big trouble for those that don't.

- Web-to-print: Many newspaper publishers and non-traditional publishers like directory companies and web sites are using databases compiled online to output material for new print publications. Great cost-cutting potential; excellent new-product development opportunity.

- Self-service ad placement: Customers buy things online. They want to place ads online, too. And when they do, if you make it easy for them, they spend more money. These services are growing steadily, as

they should.

- Social / professional networking: Sites like LinkedIn, Ryze, Tribe.net and Orkut all purport to help you run your life better through networks of friends, colleagues, and friends-of-friends. Is there a long-term business model here? And will it affect classifieds? We'll see.

- Richer content online: The days of saying, "Sorry, we can't put a picture of your house on our web site" or "... in our newspaper" should be over. Sadly, they aren't. Online, advertisers can offer lots of photos, even video clips. They add value to house, apartment, car, even job ads. If you don't offer them, your competitors will.

Each of these trends is changing your classified advertising business. Keep an eye on them. Read my column. Visit our web site occasionally for free (and paid) reports about them. Sign up for our free Classified Intelligence Case Studies. But more important than watching, ACT. Improve your services. Upgrade your sales force. Add pictures, features and databases to your web sites. And make your classified marketplace the best - the only - place to go in your market for jobs, homes, cars and stuff. If you're that 'marketplace,' you'll have the foundation of a great business for the future.

*Peter M. Zollman is founding principal of Classified Intelligence, L.L.C., and the AIM Group, consulting groups that work with media companies to help develop profitable interactive media services. Learn about the company's services online at [ClassifiedIntelligence.com](http://ClassifiedIntelligence.com). Zollman can be reached at (407) 788-2780, [pzollman@aimgroup.com](mailto:pzollman@aimgroup.com).*

## You did it again!!

Thank you to all OCNA member newspapers for your generous support of the **2004 Ontario Junior Citizen of the Year Awards**. You have been successful in recognizing the outstanding achievements of more than 140 young people across the province. Editors will receive certificates of nomination for nominees within your community **for you to present during the month of January**. Final recipients will then be announced the beginning of February.

design

# Scaling back, forth to find great type

By Edward F. Henninger  
OMNIA Consulting

**M**any of you know it's possible for us to adjust the horizontal scale of type. Like many of the choices we make in design, that capability can be either a promise or a threat.

The promise is that we can adjust type to further improve the design of our newspaper pages. The threat is that it's so easy to over-adjust and ruin the design as a result. Proper typography is a must – it tells your reader in so many ways (often subliminally) that your publication is either careful or sloppy.

A couple of years ago, Julia and I were helping our daughter and her husband as they assembled a Christmas toy for our granddaughters. The instructions (translated poorly as usual) repeatedly bore the admonition: "Do NOT overtighten." Throughout the evening, it became a joke of sorts. With each screw that was turned, we would join in chorus: "Do NOT overtighten." Even a couple of years later, the phrase echoes in our homes whenever someone is working with a screwdriver.

That warning applies whenever we adjust the scale of type. A typeface is much like a cinder bloc: it can carry a heavy load – to a point. When it has reached its load-bearing limit, a cinder block implodes, crumbling to dust. Type that is overly scaled also implodes.

Caslon 224 is one of the most elegant typefaces ever designed. In the days of the American colonies, it was said you could have any typeface you wanted – as long as it was Caslon. But Caslon is a

very round face that doesn't seem to fit well into the more vertical look of today's newspaper pages.

With care, however, Caslon can be adjusted to tighten its look. In a few of my designs, I've adjusted the scale of Caslon to about 80 per cent. The scaling actually gives Caslon 224 a stronger, more newsy feel. It appears even more elegant and more classic than the original.

The key to adjusting the scale of Caslon (and other typefaces) is knowing when you've gone too far. I often wince when I see headlines that are over-scaled and I believe that over-scaled type also appears incorrect to even the most casual reader.

When I adjust scale, my goal is to try to find the implosion point – that percentage when the typeface begins to shatter. Then I back off by a considerable factor – often more than 10 per cent – to be sure I'm allowing for enough margin of error.

Some other points about scaling type:

- Scaling works best for headlines and display faces. Adjusting the scale of text can create serious readability problems.

- Be careful to adjust tracking after you've adjusted scale. The two must complement each other.

- Test, test, test. Make sure your scaling percentage works well by showing it to as many others in your newsroom as you can. And when necessary, adjust your adjustment.

- Search for a common percentage. Choosing the same number for headlines and subheads, for example, will make life a lot easier for your editors and paginators.

Oh, and one more thing...

Do NOT overtighten.

*Edward F. Henninger is an independent newspaper consultant and the Director of OMNIA Consulting. Offering design consultation, redesigns, workshops. You can reach him at: 803-327-3322. E-mail: go2omnia@aol.com. On the web: omniaconsulting.org*



## NewsMakers

- **The Northern News** columnist Gary Ball has earned two prestigious awards from the Outdoor Writers of Canada national outdoor communications awards competition. His column on mastering the moose hunt earned top prize in the newspaper column category, while he also took first place in the Wetlands Appreciation category for a feature story called "Ducking the issue," which appeared in the Peterborough Examiner. Both national awards were administered through the Outdoor Writers of Canada.
- The **Voice of Pelham** recently opened a sister publication in neighbouring Thorold, appropriately named the Voice of Thorold. The newspaper company is the only independent one operating in Niagara.
- **Inside Oakville** recently launched as a weekly tabloid published by Our Oakville Publications. Long-time industry names Wendy Burton and Robert Burton are behind this venture.
- Staff not involved with the merging of the Port Perry Star and Port Perry This Week, have started **The Scugog Standard**.

send gossip to  
[newsclips@ocna.org](mailto:newsclips@ocna.org)

**MetroCreativeConnection**  
The online solution you can count on to truly fulfill your creative needs!

Your Resource For:  
**Photos, Images & Ideas**  
**Auto & Real Estate Ads**  
**Themed Spec Ads**  
**Themed Editorial Features**  
**Inspirational Tearsheets**

Call now for your free MCC trial.  
**Metro Creative Graphics, Inc.**  
[metrocreativegraphics.com](http://metrocreativegraphics.com)  
800.223.1600

## Superior layout & design software

- Layers • Creator Media Database Interface • Built-in PDF
- Open Type support • Tables
- XML in/ out • MagicWand
- Text On Path • Export PDF
- Easy Masking • Exports EPS
- Mac/OSX/Windows • Embed Fonts EPS • Scriptable
- Prints to non PS • Borders dbase • Matrix



### Powerful Products For Newspapers

**NEWS-NET** "Dedicated to the publishing industry"  
Tel: 905. 844-0524 [sales@news-net.ca](mailto:sales@news-net.ca) [www.news-net.ca](http://www.news-net.ca)

## advertising

# Got a problem with that? We say, "Good."

By John Foust  
Raleigh, NC

**O**n a road trip one summer, I ran across an interesting little AM radio station. It was obvious that the local commercials were produced on low budgets, because most of them were read by the station's announcers.

Jingle Bells played in the background of one commercial. That had to be a mistake, I thought. This was summer. It was way too hot to expect people to imagine dashing through the snow.

The announcer said, "A bald man is all right, but bald tires aren't good," then explained the importance of checking tires for wear. And of course, the logical place to have that done was at a certain auto supply store.

Sure, the spot opened with a corny play on words. But the big issue was the music, which turned out to be a setup for the announcer's closing words, "I know you're wondering why we're playing Jingle Bells in July. Well, if you're driving around on bald tires, you're not going to be around to hear it in December, so we're playing it for you now."

The whole idea was such a stretch that it was laugh-out-loud funny. But it

demonstrated a powerful advertising technique: Problem-solution. Problem-solution can work in any medium. Denise, who sells ads for a paper in a large market, once told me, "When you get down to basics, every business exists to solve problems. As sales people, we spend a lot of time showing customers how we can solve their marketing problems. But we've got to remember that they're in the problem-solving business, too."

Well said, Denise. Every business is there to solve problems. To translate that into advertising, let's focus for a moment on two simple questions – what and how?

1. What? Naturally, the first step in using the problem-solution technique is to identify the problems in which your advertisers specialize. Go beyond lazy 'here to serve you' generalities. Think in specifics. For example, what clearly-defined problems do accountants solve? Or shoe repair shops? Or banks? Or building contractors?

"What" is only the beginning. If you stop there, you're limited to an obvious statement of fact, like the store that advertises, 'Can't find the right gift? Buy a gift certificate.' Or the lawn maintenance company who says, 'If you're tired of mowing and trimming, let us do the

work.'

(And there's always the famous blooper, 'Illiterate? Write today for free help.')

2. How? Here's the creative payoff. How can you dramatize the problem – and/or the solution? In other words, how can you make the target audience care?

This question will determine whether your advertisers connect with consumers. That little radio station used music – and what that music symbolized – to make tires important. In the print media, you have plenty of ways to accomplish the same goal ... before-and-after photographs, testimonials, cut-away drawings, guarantees, slice-of-life examples, comparisons, etc.

Dramatize problems and solutions – and your advertisers' cash registers will (pardon the pun) jingle all the way.

(c) Copyright 2004 by John Foust. All rights reserved.

*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.*

# GAULIN MEDIA



## Online Recruiting

"A job for every journalist."

[jobs@jeffgaulin.com](mailto:jobs@jeffgaulin.com)

[www.jeffgaulin.com](http://www.jeffgaulin.com)

Fax: (403) 374-0625



Published monthly by the  
Ontario Community  
Newspapers Association

3050 Harvester Rd. Ste 103  
Burlington, Ontario,  
L7N 3J1

Tel: (905) 639-8720

Fax: (905) 639-6962

<http://www.ocna.org>

E-mail to:

[newsclips@ocna.org](mailto:newsclips@ocna.org)

#### OCNA TEAM

**Don Lamont**, Executive Director; **Anne Lannan**, Member Services Manager; **Shelley Ford-Kohler**, Director of Financial Services; **Lucia Shepherd**, Accounting/CNRIE; **Jessi Rushton**, Accounting; **Nancy Burman**, Newsprint; **Lynn Fenton**, **Carolyn Press**, **Minna Schmidt**, AdReach; **Carol Lebert**, Sales Coordinator; **Laraine Hall**, Education Coordinator; **Ian Youseman**, IT Technician.

NewsClips Editor: **Carolyn Mullin**

#### OCNA OFFICERS

**Cam McKnight**, President, Sun Media; **Dave Armstrong**, First Vice-President, New Liskeard Temiskaming Speaker; **Mike Williscraft**, Second Vice-President, Niagara This Week; **Rick Shaver**, Treasurer, Cornwall Seaway News; **Ron Wassink**, Past President, Kincardine News

#### OCNA DIRECTORS

**Joe Anderson**, Metroland's Simcoe Division; **Marie David**, Hanover Post; **Linda Plumridge**, Fort Frances Times; **Keith Roulston**; Blyth/Brussels Citizen; **Gerald Tracey**, Eganville Leader; **Doreen Sykes**, Collingwood Enterprise-Bulletin; **Abbas Homayed**, Sudbury Northern Life.