

news clips

VOL. 18, NO. 2

You will “Thank Us Very Much” for this spring convention lineup

By OCNA Staff

We promised our members we would be shaking things up for the 2004 annual spring convention. We are about to deliver.

In last month's NewsClips, we suggested, with tongue in cheek, that an informal theme could be All Shook Up because we have changed our location and our date, while revamping some of the details of a streamlined convention.

Once we took a look at our lineup, we decided to take our own suggestion seriously, and we've named this convention All Shook Up.

Since then, we've been humming Elvis tunes, regaling colleagues with our King sightings stories, and planning for a great weekend March 5 and 6 at the Inn on the Park in Toronto.

Participants will have a chance to take part in interactive sessions Friday afternoon, Saturday morning and Saturday

ALL SHOOK UP
at OCNA's Annual Spring
Convention
March 5 & 6, 2004
Inn on the Park
Toronto

For full details and convention
registration, go to
[http://www.ocna.org/Events/Spring
Convention.htm](http://www.ocna.org/Events/SpringConvention.htm)

afternoon. Sessions will look at topics in the areas of advertising, editorial, technology, and administration. Friday's lineup

includes a newspaper critique session with award-winning newspaper designer Tony Sutton. Ten newspapers have had their names drawn already for the critique, but the session is open to anyone who wants to see the master at work.

Anthony Stoken, retail trend analyst, will moderate a Friday panel looking at big-box stores in relation to advertising.

Saturday's advertising sessions will be lead by Joe Guertin, including a continuation of the big box theme in the morning, and Streetfighter Selling in the afternoon. He will help participants look at ways to obtain the big box ad dollars, and then help reps get organized in their selling strategies. An action plan will be provided.

Representatives from both Adobe and Quark will discuss operating systems and software in relation to the future of the newspaper industry. A digital photography session features a hands-on component

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PIPEDA applies to business, not newsrooms

By OCNA Staff

The Personal Information Protection and Electronic Documents Act, known as PIPEDA, came into force in January 2004 and newspapers have been dealing with the creation of policies about how they gather, use, store and dispose of personal information about individuals.

This legislation was enacted in response to public concerns about personal privacy issues, especially since the advent of the Internet, e-commerce and advance data mining of information about individuals. Personal information is defined as is information about an “identifiable individual,” but does not include the name, title, business address or business phone number of an

employee of an organization. It does not apply to information about corporations. The Act applies to the privacy of individuals, and applies to all aspects of the operation of a newspaper, except the newsroom— because of the Journalistic Exemption granted in the Act. Newspapers use personal information in every edition and in every electronic publication. The issues addressed by PIPEDA could, on the surface, revolutionize how newspapers operate and it could be seen to stifle the media. However, PIPEDA does not make newspapers start dealing with personal information they use in their publishing activities any differently from what they have done in the past.

This exemption was put into the legislation to protect the ability of media enterprises to continue their practices of gather-

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Just a thought

by Don Lamont

Size may really matter for this industry

Did you ever read articles about some topic and then have people mention things to you out of the blue about the same subject? Then a light goes on – all of a sudden something dawns on you: Some call that an epiphany. Maybe I just had one.

First, I received an e-mail article last November from Len Kubas saying tabloids were the way of the future. He believes there's been more activity involving new format newspapers in the last three months than there's been in the previous 30 years citing 24 Hours (Sun Media's new subway paper), two new daily newspapers in Dallas, Washington, New York City, and others in Spain and Poland. The Hamilton Spectator recently changed its sports section to the tabloid format.

At the end of 2003, OCNA had 193 Tabloid newspapers and 79 Broadsheet (29 per cent); back in 1995 there were 166 Tabloid and 99 Broadsheet (37 per cent). Tabloid newspapers appear to have shaken the rap that they somehow symbolize poorer quality journalism.

Len Kubas says for the most part new and reformatted newspapers are tabloid because:

- They are more compact and easier to read.
- Busy readers, particularly younger people, seem to prefer the tabloid size and format.
- New presses have significantly better reproduction capabilities, printing slightly smaller images and type sizes with good legibility, even on tabloid or smaller page sizes.
- Tabloid formats can be put online with less reworking, and are also easier to read on line
- Tabloid newspapers usually consume less newsprint per copy.

Kubas also says most broadsheet newspapers in North America have already slimmed down their width to 12.5" (31.5 cm). In addition, new models producing shorter depth pages are replacing many of the remaining long cut-off presses. In North America, it doesn't seem likely that broadsheet newspapers can become much narrower, while maintaining their existing cut-off lengths.

Second, in early January I received notice the International Newspaper Marketing Association (INMA) had published a new report titled 'Does Size Matter For Newspapers? The Trend Toward Compact Formats.' INMA finds that while there is an underlying theme of consumer research favouring compact newspapers worldwide, there are pervasive reasons within many countries that prevent conversions from larger to smaller formats. Such reasons don't exist with new products, and INMA believes it is no coincidence the vast majority of new newspaper, supplement, and section launches in the past decade have been in compact formats.

Now INMA's website features various articles on the topic of newspaper sizes.

Third, later in January Newspapers & Technology online contained an article about the reasons why newspapers are moving to smaller formats.

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Sample policies

Continued from Page 1

ing information for journalistic purposes and handling such information as they see fit in the circumstances. A newspaper will NOT have to start telling people it is holding information about them and is considering using it in the newspaper at some point in the future. The Act protects the traditional ability of a journalistic enterprise to decide what of the information it has gathered becomes public, how it is stored and what will not be published.

The exemption from PIPEDA only applies to personal information that is collected, used or disclosed for journalistic purposes and NOT personal information it collects, uses or discloses for any other purpose. Therefore, the PIPEDA obligations (e.g. consent of person to collection, storage and use of information about her/him) would apply to the data newspapers collect and use just as any business that employs people, pays taxes and has such operations as:

- (a) information coming to the newspaper from customers (advertisers) which is not to be published in the newspaper,
- (b) subscriber information,
- (c) complaint letters about the newspaper which are not intended for publication,
- (d) personal data from persons applying to the newspaper for a job,
- (e) personal information about newspaper staff (such as employment records, performance reviews, payroll, benefits, SINs, home contact information and health records), or
- (f) any other information "that would not reasonably be expected to be published or used as background in support of the publication of related information."

To help newspapers prepare for PIPEDA, OCNA distributed information and sample policies to publishers. Members wishing to get another copy can e-mail anne.lannan@ocna.org and a file will be sent to you.

member letter

Some laws protect fish better than people

This editorial comparing the big difference in penalties for wildlife poaching and drunk driving, has been updated and was just published in Lakefield Herald. The editor thinks others might want to publish something similar. Mark Cripps' editorial in last month's NewsClips prompted this entry:

This year's festive season effort by the police to catch as many of Ontario's impaired drivers as they can shows that too many drivers don't seem to care about the consequences, and continue to drive after drinking too much.

In the four weeks leading up to Christmas, the Ontario Provincial Police roadside checks across the province resulted in more than 360 motorists charged with impaired driving, and another 800 "borderline" drinkers who had their driving licences suspended for 12 hours. In that same four weeks, eight people were killed in collisions where an impaired driver was involved.

Not only is there the increased possi-

bility of damage, injury or death for drinking drivers or others, but also the penalties from the police and courts.

But are those penalties enough?

The fact that this year's total of drivers charged with drinking offences is about the same as a year ago, and up in some weeks, seems to indicate the deterrent effect has already reached all who are fearful of the existing penalties. For better safety on our roads, the lawmakers should be planning some increased penalties to further impress more of those who, so far, seem to want to take the chance they might not be caught, and if caught, the penalties seem worth the risk.

One inequality our politicians at Queen's Park could look at is a comparison with the penalties provided by Ontario's conservation laws compared to those for impaired driving. There has been a vehicle provision for many years with respect to the poaching of fish and wildlife that seems to be lacking in the drinking and driving laws. If someone threatens the fish or wildlife by poaching

them, and transports that fish or game in a vehicle, that vehicle can be seized along with the fishing or hunting equipment. If there is a conviction in court, all the items seized can be forfeited, in addition to fines and other penalties. But, with the exception of certain repeat offences, the vehicle of a drinking driver is not seized.

In making that comparison, a drunk can drive down the street and threaten the lives of all the people in the path, but not risk losing the vehicle, but illegally catch a fish or shoot an animal and try to drive it home and the vehicle can be seized.

According to those laws, fish and animals are better protected than people. It's time to make people at least as important, if not more important. The vehicle driven by someone charged with impaired driving should be impounded until the case is heard in court, and the penalty of conviction should include the loss of that vehicle.

**Neil Boughen, Editor
Lakefield Herald**

PDF standards on 2004 industry wish list

Continued from Page 2

Fourth, to drive down costs and keep their margins up, many publishers are managing their newsprint costs more tightly than ever. Everyone knows the demand for newsprint is down – you only have to look at the stock price of newsprint companies to see that. Mills are paring back their production to cut their losses and help bring the supply demand equation into better balance.

Fifth, I recall hearing more than one community newspaper publisher within the last three months for the first time

talk about the magic figure of 20 per cent editorial content.

Sixth, knowing I work for the association, of late my friends say they have been reading community newspapers less because they contain less news. In recent calls I've made on provincial politicians, four volunteered the observation that the amount of news in community newspapers is shrinking. They also say people will read them less.

Seven, talking with Jim Cumming of the Fort Frances Times this same topic came up. It turns out Jim has been think-

ing the same thing and in fact has been doing some analysis on his own. I asked him to have a report on my desk at 9 a.m. the next morning. It arrived at 9:22 and now appears in this edition of NewsClips (See Page 4).

Jim's epiphany is this – not only is the size of newspapers declining, so is the absolute amount of news in them. And, that's what I was beginning to wonder.

Here's the next thought: If that's right, and 20 per cent is the new frontier, what does that mean for the community newspaper industry?

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member letter

The changing face and size of papers

By Jim Cumming
Fort Frances Times

We call our product "Newspapers." The idea is that we generate information about people and the events that affect their lives in the communities we live. That information is called "news" and surrounds the balance of the paper that we call "advertising"... information that can be used by our readers to help them make decisions about the food they'll eat, the vehicles they'll buy, the activities their children will be involved in, the churches they'll attend. News and advertising have been the battle ground at every paper I know. Both sides want preference over the other in the paper. It is a great philosophical argument.

When I first started my career in the newspaper industry, it was as a carrier. Today I can still remember how wide the broadsheet paper was. I went back into the files this past week to look at those papers and was surprised to measure papers that were 17.5 inches wide using a web that was 35 inches in width.

Consider:

- In 1963, those papers used an eight-column format and the printed page was actually 16.5 inches wide. Since that point in time, newspapers have been on a constant diet narrowing their widths on a constant search for the perfect profit margin.

- By the late 1980s, the web width shrunk to 32 inches.

- By 1990 newspapers across North America adopted the SAU measurement system with a common column width that

applied to both broadsheet and tabloid papers. The web size for broadsheet was 28 inches.

Shortly after that newsprint hit \$900 a tonne and newspapers across Canada, including The Toronto Star in 1992, lead a new change. The paper went on a diet and the common broadsheet format is now printed on a 25-inch web.

Downsizing to a 25-inch web was a costly affair for publishers. Folders on all newspaper presses had never been designed for such small widths and the conversion was expensive, but the projected savings in paper quickly recovered those costs. The papers increased their number of columns on the page from six to 10 and greatly increased revenue.

In an article printed in the November 2003 edition of *Newspaper & Technology*, broadsheet dailies are again looking to diet, cutting down their size to 24 inches. It is an additional four per cent saving in newsprint costs. The costs of conversion again will be costly on most smaller older offset presses.

The savings have not just occurred in paper, but also in newsroom costs. That paper that I delivered in the early 1960s had 50 per cent more news per page than today's papers at the new 25-inch web. That marks a considerable savings in staffing and production costs.

I have a customer who tells me that a page of advertising is a page of advertising whether it has 248 square inches of advertising or 165 square inches of advertising. It is still a page of advertising.

While daily broadsheet papers have been changed their sizes, tabloid papers have gone on similar diets. In the early 1960s a tabloid paper had a printing

depth of 16 inches. That continued to be a standard through the mid-1990s. Since then the page depth has been reduced from 16 to 15 to 13 inches, and now to 11.5 inches. The pages have gone from five to six to nine columns in width. Each height reduction has been offset with more columns on a page. Each page still generates as many dollars as the previous sized page if not more.

The volume of paper has also been reduced by 33 per cent.

Again the greatest savings occur not just in the cost of newsprint, but in the cost of news gathering and production. The amount of news per page has been reduced by at least 33 per cent.

There is another movement on the horizon. Newspapers are looking to increase advertising content by 10 per cent so a paper would only have 20 per cent news content. Everything else would be advertising. It enables publishers to increase their margins while reducing their costs.

Advertising pays the bills.

Other models are also being examined. Presses come with gluing systems and can easily produce papers in the pony tab format that approximates a letter size page. That format has the potential to save publishers money. In communities with good public transportation systems, the pony-tab format is preferred by transit users. That style of newspaper again will see a reduction in the volume of news printed.

Jim Cumming is a past president of the Ontario Community Newspapers Association, and is past president of the Canadian Community Newspapers Association.

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member letter

Burghardt gives to community

By OCNA Staff

You would think being Editor-in-Chief of 12 Metropolitan Newspapers in Durham/Northumberland, as well as raising three children would leave Joanne Burghardt very little time for any extra-curricular activities.

You would be wrong! Somehow, Burghardt has made time to also become a leader in her community with countless hours of volunteer work. This dedication has earned her the prestigious honour of the 2003 Mary Knowles Award for Community Service.

In the past year alone, her commitment has included serving as chair for Glen Dhu P.S. Community Council,

working on many projects from fun fairs to resource nights for parents and teacher

appreciation events. She created a website for her school community, and serves as a hands-on Webmaster.

Durham District School board recently recognized here with a Volunteer of Distinction award. Burghardt served as governor on the newly-founded University of Ontario Institute of Technology through its initial growth, as well as sitting as governor of Durham College Applied Arts and Technology. Her ongoing interest in the field of education has

enriched the lives of many young people, creating and developing programs at many

levels to increase literacy and take the quality of life one step beyond where it sits.

The Ontario Community Newspaper Foundation, operated from

the OCNA office in Burlington, sponsors the Mary Knowles Award for Community Service.

This year's award will be presented to Joanne Burghardt at the Better Newspapers Awards Presentations March 6 at Toronto's Inn on the Park during OCNA's convention.



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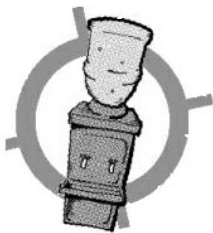
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Water Cooler

compiled by
Carolyn Mullin

- Gerry Rucchin recently joined the staff of the **Norwich Gazette** as a reporter. He is from London and has a background in broadcast journalism. Jennifer Vandermeer has now assumed the dual role of editor of the Gazette and **Ingersoll Times**.
- **Sarnia this week** and businessTrends magazine welcomed Dave Paul as the new editor late in 2003. Paul had done the job on an interim basis before taking over the post officially.
- Matthew Walls is settling into the role of reporter with **The Minden Times** after having spent two years teaching English in Japan.
- **The/LeWeekender** in Kapuskasing welcomed Karen McKinley to the reporter's chair after five years of post-secondary education, including an English literature degree from Laurentian University, and a journalism diploma from Cambrian College.
- Amy West has been named managing editor of the **Port Perry Star**. The local resident has had experience in magazine publishing and community newspapers in Ontario.
- The Thunder Bay Post has changed its name to **Thunder Bay's Source**, which more closely matches its other media property, www.tbsource.com.

send updates to c.mullin@ocna.org

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writing

Are your story quotes flowers or weeds?

By **Jim Stasiowski**
Writing Coach

At a writing-improvement seminar, I heard a common lament, one that reminds me of the old commercial in which the elderly woman, home alone, cries out, "I've fallen and I can't get up."

A reporter said of one of her stories, "After I wrote it, I knew something was wrong with it, but I couldn't figure out what."

On the one hand, her anguish is encouraging. Many writers do not think at all about a story once they have turned it in. In other words, they do not want to learn from their struggles.

On the other hand, when a reporter cannot look back and say, "Oh, now I realize where the story went wrong," he or she usually does not grasp and use the basics of storytelling.

Here are the most common problems I find in stories I review:

First, the writer hasn't narrowed down the story's central conflict.

Many newspaper stories actually are lists of facts. Fact-listing is the result of two colliding forces: the misconception that newspapers' only role is to deliver information, and the fear, epidemic among many editors, that a story will leave out something.

As a result, many reporters do not go enthusiastically searching for a story, that is, the development of a conflict; instead, they go fearfully looking for facts, facts and more facts.

Then, they type those facts into sentences and paragraphs. They fail to realize our goal is not merely to list information, but also to persuade readers to read it.

To attract readers, each so-called story should tell a real story, develop a conflict, which is the attempt by any person, any group or any force to overcome anything.

Most stories that fail do so not because of too little information, but because of too much.

When you're having trouble writing or editing, fall back to this most basic of questions: Does this story develop one central conflict?

Second, the lead is noncommittal.

Many leads are attempts by writers to show off how clever, profound, witty or artistic they are. They think the lead is their personal canvas, and readers, biting their lips in anticipation, are awaiting yet another creative masterpiece.

FACTOID

No quotation should get into a story unless it surprises readers or reveals something meaningful about the source's attitude, personality, intellect or background.



I love creativity, risk-taking. But a lead is not a stand-alone work of art; instead, it is the most prominent element of a larger canvas, the thing that draws the eye to the rest of the story.

A pretty but unfocused lead means the writer was preening rather than planning. A lead should set a story's tone and show the writer has organized the material as meticulously as the architect designs a first floor to welcome visitors into a building.

Third, the quotations are more like weeds than flowers. Instead of blossoming and thus attracting readers, they fill lots of space and have no charm.

Reporters love a direct quotation because it absolves them from having to take responsibility. If the words are dull or the thought obscure, reporters may plead, "Hey, that's what the source said, I had no

control over it."

But we do have control over quotations. No quotation should get into a story unless it surprises readers or reveals something meaningful about the source's attitude, personality, intellect or background.

Furthermore, even the colourful or original quotation should not get into a story unless it develops the conflict. I constantly see colourful but irrelevant quotations in stories, and the only rationale for them is that the reporter simply could not bear to leave them out.

Fourth, the story starts many thoughts, but finishes few.

As an old political reporter, I appreciate this description: A politician keeps talking and talking and talking in case he or she has something to say. That also describes a lot of stories.

Often, a reporter will get a good anecdote or a good quotation or a good description, then dabble in developing it. When it goes nowhere, the reporter gives up and moves along to another idea, which also goes nowhere.

Too many reporters race back to the newsroom and cannot wait to write a sparkling but superficial description or anecdote. Story elements should not be baubles or confections; sometimes, they do not look glamorous or taste sweet, but they do the necessary grunt work of supporting a meaningful, worthwhile idea.

If you have a good idea, but you know you cannot finish it, leave it out. Leave it for another day.

And if you fall, if you write a story and it fails, don't be ashamed. We all fail.

The shame is in lying there helpless, in not working out a way to get up.

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

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advertising

New year, new materials for presentations

By Margot Anderson
Ad*Reach

We have finalized the 2004 member rates and are now communicating this information widely to current and prospective advertisers, and taking advantage of ComBase data to reposition community newspapers and Ad*Reach afresh in their eyes. We are about to receive an updated version of ComBase data and this requires Ad*Reach to rework its materials and presentations. For the next few weeks, we are con-

centrating on making sure the top advertising agencies understand how to use ComBase research.

Elena Dunn, ComBase president, will be in Toronto the last week of January to make presentations to these agencies accompanied by Ad*Reach staff. These agencies are MacPhee, Media Dimensions, The Media Company, MBS, Gee Jeffrey and Partners, PHD Canada, Initiative Media, and OMD. More will be added to this list.

There was a full-page article about community newspapers in Strategy Magazine (Jan. 12/04) and this is excellent cover-

age not only about ComBase readership research but as a reminder once again to advertising agencies and direct clients about the major leap forward community newspapers have made in the market place. Strategy magazine is well read by the national advertising industry.

CommunityMedia Canada,

which offers one-stop access to community newspapers across Canada, is beginning to show new leads to us slowly but surely.

Some new and repeat clients we are currently working with include Channel 500, Direct Buy, AOL, Quantum, WestJet, OMA and Bombardier.



NewsMakers compiled by Carolyn Mullin

- **Stratford City Gazette** increased its circulation by the end of 2003 to include more than 600 homes in the area surrounding Stratford. The weekly now goes to 240 homes in Crystal Lake and another 400 in Tavistock.
- Metroland Printing, Publishing and Distributing employee Valeria Rodd was recognized by the company for her creation of a logo for the **Metroland Simcoe County Media Group**. The logo reflects the diversity of the group's operations, which include web development, print media outlets, consumer shows, and telephone directories.
- The **Lakeshore Advance** has introduced a new front page banner and has changed its format from a metro broadsheet to tabloid size.
- The **Bancroft Times** has earned recognition from the Ontario Provincial Police with a Police Media Award. Luke and Barry Hendry were honoured at a ceremony, in which OPP officials noted they appreciated the Hendry's assistance in promoting police messages in the Bancroft area.
- Aureen Richardson, a columnist with the **Campbellford Courier** and other weeklies, was honoured by Campbellford's mayor recently. Richardson received a plaque commemorating her lifetime of recording local history. She has donated all her papers and files to the Trent University Archives.
- Mike Mount, CEO and president of **Performance Printing**, was named Smiths' Falls Business Person of the Year by the Smiths Falls & District Chamber of Commerce. Mount's company publishes The Smiths Falls Record, The Record News EMC, St. Lawrence EMC and Business Today. His success at growing a good company in tough times and contributions to the betterment of the community made him the ideal candidate.

send updates to c.mullin@ocna.org

Ad retrieval system revamped

OCNA has been working on a new system of ad retrieval for its members. Material will no longer be posted to the OCNA PipeLINE.

For Ad*Reach insertion orders sent to you, commencing Feb. 2, the material will be posted to the new server which is not part of the main website. Orders received before Feb. 2, regardless of their run date, will be available from the current system only (the PipeLINE).

Insertions will still be booked by Ad*Reach and communicated by fax as before, but the new system will offer both members and OCNA several advantages including pinpointing the time ads are available for downloading by members.

Once an ad has been posted, an e-mail will be sent to the production department notifying the ad can be download. The ad will

not be attached to this e-mail.

With this new system, several cosmetic changes have been introduced, and the URL address, User IDs and Passwords have also changed.

To access the system, go to <http://ads.ocna.org> (note there is no "www"). Type in your User ID and password when prompted and click OK. The ads should then appear as an index arranged in alpha/numeric sequence. Clicking on the folder will allow you to download the PDF, using Option + mouse click for Macintosh users, and a right button mouse click and select download to disk for PC users.

If you encounter any difficulties, you want to change the e-mail address for receipt of ads, or you haven't yet received a new User ID and password, please send an email to ads@ocna.org, or call 905-639-8720, ext. 242.

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ocna convention

Elvis may have left the building – you won't

Continued from Page 1

wherein participants will be assigned to take photos with their own digital cameras. They will return to upload the results and discuss them with an expert.

Dean Jobb, a journalist and university lecturer, will present a Media Law Primer for editorial staff, focusing on the legal limits on news reporting for writers and editors and including practical advice on access to courts and privacy issues.

Editorial reps will also have a chance to sit in on the State of the Industry panel, featuring Mel Sufirin, Ontario Press Council; Lou Clancy, vice-president Osprey Media; and representatives from CAJ and the Senate Committee on communications.

Convention highlights also include the Ontario Junior Citizen of the Year Awards, this year highlighting the accomplishments of 13 deserving youth from across the province.

Lieutenant Governor of Ontario James K. Bartleman has confirmed his participation once again.

During the afternoon Saturday, Elena Dunn, ComBase president, will talk about the results of the readership study and walk participants through reading and understanding the ComBase data, with an emphasis on how to use it for their own newspaper promotions.

Staff from the Canadian Community Newspapers Association will also be on hand to guide participants through the Verified Circulation auditing program.

Saturday evening, the main ballroom will be transformed into celebration station for the Better Newspaper Awards presentation. Throughout the convention, participants will have a chance to visit the Trade Show and bid on a

wide range of items offered through the Silent Auction. Auction proceeds benefit the Ontario Community Newspaper Foundation, which among other things, fund scholarships for print journalism students.

Saturday's lineup also includes the President's Premiere Luncheon, at which the new board and president will be introduced, and we will honour Ron Wassink, the out-

going OCNA president.

While we aren't sure of the exact time, we expect Ontario Premier Dalton McGuinty to join us sometime Saturday as a keynote speaker.

If you have not yet received an electronic registration form by e-mail, or to learn more, e-mail to l.hall@ocna.org or go to the website at www.ocna.org/Events/SpringConvention.htm



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Dedicated to the Newspaper Industry



Published monthly by the
Ontario Community
Newspapers Association

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Burlington, Ontario,
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