

news clips

VOL. 18, NO. 6

Never mind the Cup, bring on Stanley's Can

By Spirit Staff

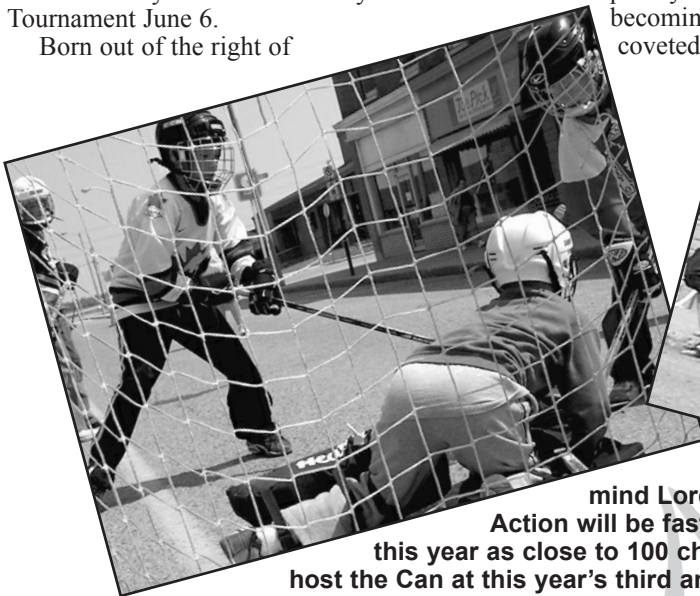
The Spirit of Bothwell, along with close to 100 area children, will be taking the good old game of hockey to the streets – literally – as Bothwell's community newspaper plays host to its third annual Stanley Can Road Hockey Tournament June 6.

Born out of the rift of

every red-blooded Canadian to stop traffic and play a little road hockey every now and then, the Stanley Can will see Bothwell's Main Street shut down for the day as boys and girls, ages five to 13, play for the coveted Stanley Can (A milk can painted silver, but hey, it's quickly becoming coveted,

according to Spirit staff).

In its first two years, well over \$1,300 was raised for the local United Way. This year the money raised will be staying in Bothwell and going to the John Kish Memorial Skateboard Park, being built by the Optimist Club of Bothwell. It is anticipated that more than \$1,000 will be raised this year alone.



Never mind Lord Stanley's Cup: Action will be fast and furious once again this year as close to 100 children battle it out for a chance to host the Can at this year's third annual Bothwell Stanley Can Road Hockey Tournament, scheduled for June 6 on Bothwell's Main Street.

Spirit photos

Outlook for print media worldwide optimistic

By Don Lamont

A recent Financial Times edition carried an interesting story about the print industry worldwide. After difficult years, many industry observers are optimistic about the future of print, especially in the short term. A brief summary of the story follows:

Some analysts are uncertain about the general outlook for the printing industry worldwide because the decline in advertising spending has reduced the volume of business they've done, while consolidation in the printing industry and advances in technology have enabled fewer printers to do more work. Many printers are operating below capacity.

Most agree the printing industry will only see a true recovery

when an upturn in advertising takes hold. The short-term outlook for global spending on advertising is brightening and newspapers are finally benefiting from increased spending on advertising.

For example, the Newspaper Association of America says newspaper advertising expenditures increased 2.5 per cent over last year, while total annual spending in 2003 was up 1.9 per cent over 2002.

It's still early in the economic upswing, but some wonder if advertisers will mostly increase profits by increasing revenues or cutting costs like advertising. Print advertising is often slower to rebound than other media.

Continued on Page 2



Just a thought

by Don Lamont

Optimism there, but tempered

Continued from page 1

And there are concerns advertising might migrate to other outlets.

The demand for print advertising long-term remains weak. Figures supplied by ZenithOptimedia show worldwide spending on advertising fell from 1.9 per cent of gross domestic product in 2000 to one per cent last year, but are expected to rebound to 1.03 in 2005-06. Apparently, the share of advertising going to print fell from 51.5 per cent in 1991 to 43.3 per cent last year. By 2006, print may account for only 42.1 per cent.

Print publications face the same structural problems they did before the downturn in advertising: Newspapers and magazines are struggling to attract young readers and increase or maintain circulation – although some free newspapers seem to be making inroads with younger audiences. Generally newspaper audiences are getting older and grayer.

Newspapers need to be more creative, finding ways to attract advertisers, e.g., selling the corners of a page. Some observers feel magazines are taking excessive risks to do this by using advertorial sections too much to attract advertisers – thus compromising their standards, and objectivity in the eyes of the reader.

Newsprint prices continue to fall in Europe and demand in the U.S. is flat. The demand for newsprint reflects change in the newspaper business. To maintain margins, many newspapers are downsizing, going to fewer copies and less waste. With increased pagination, many magazines look at page yields and increased prices.

Online publishing has also influenced declining demand for print to some degree. The article talks about the 50-year debate concerning how much information will shift from print to electronic media. Many feel only a limited amount of printed material will be replaced by electronic media and therefore the structural trend toward electronic media replacing print will only have a limited effect on growth rates for printed material.

Because print and electronic media often are complementary rather than substitutive, the amount of printed material could continue to grow.

Despite these challenges, newspapers and magazines have the advantage of their relationship with readers. As audiences fragment even further, advertisers become more interested in publications that have a loyal following with an identifiable group of consumers. In fact, people reading newspapers and magazines generally are the most desirable targets because they are engaged – educated opinion leaders, early adopters. Newspapers need to promote this attribute.

Why So Much To Radio?

I have been calling many publishers recently to talk about how they can use their ComBase readership data to sell against other media. After analyzing the audience radio has in many markets in Ontario, I keep asking myself why does so much of the local advertising dollar go to radio. Between radio and community newspapers, radio takes 52 per cent of the local advertising pie.

I know radio is economical and immediate, provides for frequency and promotional opportunities but their audience is limited. On average, about 25 per cent of Ontario adults don't listen to the radio on an average day. And 40 per cent of adults listen to radio less than 3.5 hours per week. A fair number listen to CBC, but the public broadcaster doesn't run commercials.

In a number of markets, our member community newspaper has greater reach than all local radio stations combined. In the vast majority of markets, our member delivers many times more readers than the best radio station has listeners – and you would have to consider all-day tuning to accurately compare the reach of both media because a high percentage of community newspaper audiences read all or most of the paper. Radio ends up being expensive and of little value in building reach.

One strategy to take away advertising from radio is to encourage the advertiser to combine community newspaper advertising with radio – because using both media in combination, applying the strengths of each medium, could increase the effectiveness of the overall campaign.

Stoking the fires keeps member interests up front

By Margot Anderson
Ad*Reach

You probably are tired of hearing it but we keep stoking the fires of opportunity presented by the launch of

ComBase to cultivate advertiser interest in community newspapers. We continue to do new analysis of the data to present community newspapers in unique ways. In the last month, we've developed 'reach/frequency' case studies to show how and when community newspapers build more audience at lower costs than other media.

In May, considerable time was spent putting together a comprehensive analysis of community newspapers for Elections Canada for the upcoming federal election. Our media was used less than it should have been for the last federal election so industry representatives have been keeping in touch with Elections Canada and its media planning agency ever since.

This time we showed the government's planning agency the household penetration of each member newspaper for every riding in Ontario and Canada (percentage of households covered), and compared our community newspapers to other print media serving these ridings. When available, we also supplied ComBase data to prove readership.

Here is a list of other clients we are working with: Prairie Naturals, PhD (agency contract), Maytag, Ontario Lung Association, Ontario Kidney Foundation, Swiss Herbal, Soya World, Herbal Magic, Kia, and Union Gas.

send ideas to don.lamont@ocna.org

history

Mackenzie exhibit focuses on wine label history

By OCNA

The Mackenzie Heritage Printery and Newspaper Museum in Queenston is turning to the roots around it this year for its annual exhibit.

Impressions, which opened in late May and runs until October, showcases the wine labels of Ontario. This visual display of many diverse labels from across the province shows the development of the label as a key aspect of packaging – in fact, the first impression of the product as seen by the consumer.

It has been said: “The label sells the first bottle, the wine sells the second.” Thanks to sponsor the Wine Council of Ontario, with the assistance of Doug Hulley, publisher of Wine Regions of Ontario, visitors will put this adage to the test.

In a competitive market, wine labels must be attractive, noticeable, easy to read and able to promote brand image from a distance. With over 75 Ontario wines on the shelf in an LCBO store, and 50 per cent of purchase decisions are made in-store; colour, shape, and boldness are important aspects for wine labels.

As many wineries do not have a marketing budget to advertise their brands, the label can be the reason a consumer buys or doesn't buy a specific brand. On a label, there are many aspects that make up a label: Name, typestyle, colour, size/scale, copy, and tagline. These all must work together to make a label appealing and memorable to the consumer. Many wines are purchased because the consumer remembers the label.

Over the past years, wineries wine labels have been designed and sometimes

themed within brand families. One winery produced its premium wines with each vintage having a painting from the Group of Seven, another winery uses nature scenes: butterflies, birds, flowers, etc.

Along with the design for a wine label, there are also some guidelines and restrictions from the Alcohol and Gaming Commission, Liquor Control Board of Ontario and Vintners Quality Alliance that govern the labels on wine in Ontario.

On every wine sold in Ontario, the following information must be on the front label: Alcohol percentage, quantity, descriptor (red wine, white wine, etc), Product of Canada, brand name and, either front or back, the address of the producing winery.

In 1988 the vintners of Ontario established the Vintners Quality Alliance (VQA) to define the standards by which Ontario wines of better quality would be recognized. This appellation system formally mapped the better-growing areas and established standards of production.

The VQA marque on a bottle allows the consumer to trace and track the origins of the place from which the wine was grown and the standards of production to which it has compiled.

Each year, the Mackenzie Heritage Printery Museum mounts an informative and educational exhibit that helps to illustrate the variety of ways printing touches our lives. The printery is a partnership of the Niagara Parks Commission and the volunteers of the Mackenzie Heritage Printery Committee.

Past special exhibits have included the history of playing cards, circus posters, lithography and commemoration of the 200th anniversary of The Upper Canada Gazette or American Oracle.

Set in the heart of Ontario's wine country, the impressive limestone building and former home of William Lyon Mackenzie is located just off the Niagara Parkway in Queenston, between the mighty Niagara Falls and the historic town of Niagara-on-the-Lake. Website is <http://www.mackenzieprintery.ca>

Sutton chimes in on line rules

Editor's note: The following is a response to a question on line rules posed by member Ken Johnston, managing editor, Rainy River Record (see May 2004):

The most logical use of rules in newspaper design is to separate items that are unrelated – as an aid to reader comprehension. Using them between every column of text is counter-productive; then they have no function, other than to decorate the page.

However, there are exceptions to every rule, and I'd say that placing hairline rules between columns of text that are set ragged can be an aid to reading

because they act as a barrier to stop the eye from skipping to the next column. And putting rules between the legs of long runs of text on feature pages, first making sure there is more white space between the columns, is perfectly acceptable.

The main point, though, is there are no hard and fast rules – just use your common sense: If you're happy with it and if it looks good, do it. But, if the readers burn down the building the day after publication, you can assume you've probably gone a bit too far ...

Tony Sutton
Design Expert

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member news



PITCHING-IN: Kingston This Week employees, from left, Paul Gurnsey, Tracy Walker, Joyce Cook, Courtney Cook, Steve Serviss, Publisher Ken Koyama and Bonnie Smith, were among 12,000 participants from 250 businesses, organizations, service clubs, schools, families and individuals helping to clean the city of Kingston during the annual Pitch-in day in April.
Kingston This Week photo



HONOURS: Brockville's St. Lawrence EMC was awarded the Helen G. Wood Business of the Year award from the Greater Brockville Ad and Sales Club, May 12. The award was presented at the club's annual general meeting held at the Brockville Country Club. Seen here are Dave Ashton, vice-president of the club (left) and Adrian Nicholls, associate publisher of the EMC.
Brockville Photo

Engage your Perspectives in Hull

By OCNA Staff

Time is running short, but registrations are still available for the upcoming Perspectives national community newspaper convention in Hull.

Globe and Mail columnist and author Roy MacGregor, has been confirmed as the guest speaker and host of the Better Newspapers Competition awards presentations at Perspectives 2004 Saturday, June 5.

Perspectives 2004 is a merger of the Canadian Community Newspapers

Association's (CCNA) and Les Hebdomas du Quebec's yearly conferences being held June 3 to 5, at the Hilton Lac Leamy in the National Capital Region. This joint effort, supported by the Ontario Community Newspapers Association, will see the entire Canadian community newspaper industry represented in one place.



For full information, PDF registration forms are available online at www.communitynews.ca/convention/2004/.

At previous CCNA conventions, a highlight has been the annual Great Ideas Exchange. The cooperation between CCNA and Les Hebdomas du

Québec has launched this annual favourite into the all-star competition Best Ideas of 2003, complete with trophy and cash prizes.

Watch here for the announcement of finalists in the CIDA Awards for Excellence in Writing on International Cooperation on April 26th, 2004.

Another highlight back for this year is the Canadian International Development Agency (CIDA) Awards for Excellence in Writing on International Cooperation.

The Ontario Community Newspapers Association role includes a special evening Friday at the Empire Grill and Byward Market as we host Out of Town: A Coast-to-Coast Reunion.

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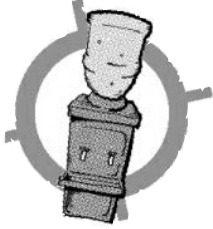
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Water Cooler

compiled by
Carolyn Mullin

- The **Goderich Signal-Star** welcomed Carissa Pertschy to its editorial staff May 5. Pertschy last served as reporter with the Port Colborne Leader. A native of Crediton, Ont., it's a homecoming of sorts for Pertschy, who returns to Huron County. As part of Pertschy's hiring, staff at the Signal-Star have shuffled their beats with Editor Matt Shurrie adding the sports editor portfolio to his title and reporter Jennifer Hubbard adding various assignments to her schedule.
- Sarah Millar has joined the editorial department at the **Kincardine News** as reporter/photographer. She replaces Kelly Young, who resigned in April.
- **Kingston This Week's** managing editor Karen Smith is on maternity leave for one good reason: Erin Eileen May, born April 20, in Kingston. Stepping in as acting managing editor is Lynn Rees Lambert, a senior reporter with Kingston This Week and award-winning columnist. Lambert was recently honoured by the Registered Nurses Association of Ontario with an Award for Excellence in Health-Care Reporting. Kingston This Week photographer Rob Mooy is a finalist in the Canadian Community Newspaper Association best feature photo competition. Mooy is also a multi-award winner, receiving national and international awards for his efforts.
- Nella Forrest has decided to end her 17-year run as a columnist with the **Sioux Lookout Bulletin**.
- The **Temiskaming Speaker** said goodbye to Shannon Burrows this spring, while the reporter said hello to a job at the Samia Observer.
- The **Fort Erie Times** welcomed Joel Hoidas to the position of reporter/photographer. Joel is a life-long resident of Mississauga and graduate of Humber College.
- The **Brighton Independent** has entered a few months of changes, including the addition of editor John Dunford. Dunford, who had much success working with the Brabant group of newspapers in the Hamilton area, gave up journalism for a public relations job. He then came to his senses a year later, and landed in Brighton.
- Rob Hart has been named director of advertising for the **Mississauga News**. The long-time marketing and sales businessman will oversee the staff of 50.
- Carl Warren has returned from the wild world of Toronto journalism to take on the editor's desk at the **Cochrane Times-Post**.

send updates to c.mullin@ocna.org

Reach out to OCNA members

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 July issue is June 18, 2004.

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

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

CLASSIFIEDS

Political Affairs Columns

Looking for a column on Ontario government and politics? Eric Dowd, who has been a member of the Ontario Press Gallery for more than 40 years, writes a column that is available on the OCNA website in the News Release section/Syndicated Work folder (http://www.ocna.org/cgi-bin/afsp7.pl?l=/Syndicated%20Work/Columnists/FOR_FEE_Eric_Dowd) and is posted every Friday. The cost is \$10 per column whether you choose to publish them weekly or less frequently. Call Eric at the Ontario Press Gallery, 416-325-7933, to make arrangements.

Reporter/Photographer available

Reporter/photographer available. Applied Photography Certificate from Mohawk/Sheridan Colleges. Have worked freelance for a number of community newspapers. Contact Ray Yurkowski at raywy@mountaincable.net or (905) 575-3750.

Paper Purchase Wanted

Looking to purchase a small market newspaper in Ontario, preferably by or close to the water. Father of three looking to relocate back to the province to raise family and operate a newspaper with a circulation of 10,000 or less. Please send information to Looking to Purchase Paper, C/O OCNA, 103-3050 Harvester Rd. Burlington ON L7N 3J1. Will keep any offers in strictest confidence.

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funds that the supplier makes available to dealers will end without exception!

Going in to see the dealers in your area and making them aware of this important date could save them hundreds or thousands of dollars!

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design

News planning meeting key ingredient

By Edward Henninger
OMNIA Consulting

Want a better designed newspaper? Tomorrow? Start conducting a news planning meeting for each issue.

"We don't have to plan," an editor recently told me. "We're right next to each other in the newsroom and we know what everyone else is working on. So doing a planning meeting would take more time than it's worth."

I don't buy that – not for a moment.

Yes, I understand some newsrooms are so small not much is needed in the way of a news planning meeting. But doing without any planning session at all opens the door to miscommunication and misdirection. And it certainly will keep you from designing packages that make sense to readers.

'Planning by osmosis' isn't really planning at all. Anyone who claims he can read the minds of other editors or reporters as a result of their close proximity in the newsroom is kidding himself.

A daily news planning session (or a weekly meeting if yours is a weekly newspaper) is essential to good overall planning, staff efficiency, proper leadership and a quality product.

Here are some of the essentials:

Who: Everyone who is important to the finished product should be involved in your regular news planning meeting. Editor. Managing editor. News editor. Features editor. Sports editor. Photographer. Graphic artist. Some will claim they're too busy to attend, they have more important things to do than to meet for a half-hour. Accept that argument from

any one of your participants and your meeting begins to matter less to all of them. Occasional absences may be necessary; AWOLs need to be corrected.

What: Each department should prepare a news budget to be shared with others at the meeting. With printed budgets in hand, it's not necessary for participants to read aloud from the budget – instead they can cover only key items and allow time for discussion of those items. That discussion also includes review of visual elements, formatting, placement and packaging.

When: Either daily or weekly, set up your news meeting so it's close enough to production deadlines to be useful but still allows enough time for flexibility. For a morning daily, a good time is 4 to 5 p.m. For an evening daily, it might be best to conduct your meeting about 6 to 7 a.m. For a weekly that must clear some pages by Wednesday afternoon with a final deadline of midday Thursday, the news meeting should probably come Wednesday morning – with a follow-up meeting Thursday morning. The follow-up meeting is also a good idea for dailies: There's no reason why editors can't quickly huddle a couple of hours before deadline – just to be sure everything agreed upon in the initial meeting is still

in the pipeline.

Where: Most news meetings are conducted in a conference room just off the newsroom or in the office of the editor or managing editor. That may work well for you but there can be a danger to the sit-down meeting: Too much chit-chat. When we're comfortably seated – and we know the meeting will usually go on for a set time (a half hour or more), it's easy to sprinkle stories and asides throughout the course of the session. An alternative: Do a standup session in the middle of the newsroom – and allow it to go no longer than 15 to 20 minutes. This is an especially useful approach to those of you who think you can't take the time to meet. The standup session keeps all participants focused.

Why: The news meeting is an essential to producing a credible, quality product. And if you want that product to be well-designed, the news planning session is a key to success.

If you fail to plan, you plan to fail.

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

Interactive Insider goes online to buy

By Peter M. Zollman
Interactive Insider

I bought a car a few months back, and it was only two weeks later I made a surprising realization: I never touched newsprint during the process. No newspaper, no AutoTrader, no AutoGuide. Although I still receive my local daily paper, it had become irrelevant to the local

search for the used 2003 Infiniti that I wound up buying.

And that, to me, proved the importance of local search in the future of advertising.

I didn't circle a single classified liner; I didn't flip through dealer display ads (or even look at the Infiniti dealers' print ads); I didn't pick up one of the many car magazines at the quickie-mart near my house.

Continued on Page 8

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advertising

Contrast old with new, theirs with yours

By John Foust
Raleigh, NC

You may have heard about the entertaining experiment which is often used to teach psychology students about the power of contrast. That is, when two things are experienced back-to-back, the second one is seen as more different than it is.

The students take turns sitting in front of three pails of water – one hot (but not dangerously hot), one cold, and one at room temperature. Each subject submerges one hand in the hot water and one hand in the cold water. Then both hands are moved to the luke-warm water – where the hand that had been hot now feels cold, and the hand that had been cold now feels hot. Strange, huh?

The point is simple: In a sequence of events, our first experience can exaggerate how we perceive the second experience – sometimes to an extent that defies logic.

Want another example? Lift a light object before lifting a heavy object, and the second object will seem heavier than its actual weight. Reverse the order, and the light object will seem lighter than it really is.

Successful sales people understand the power of contrast. Some real estate agents show one or two undesirable properties, before showing the house they want the customer

to consider. That makes the 'good' house seem better.

This principle can be a big help in presenting spec ads – as long as you customize it to fit the situation. Let's take a look at four possibilities, along with the advantages and disadvantages of each:

1. Contrast one of your client's old ads with the spec ad. The advantage of this approach is reality will be staring both of you in the face. The differences between the old and the new will be readily apparent. But the disadvantage is your client may be emotionally attached to the old way of doing things – and therefore, reluctant to change.

2. Present two spec ads, with the second being better than the first. The advantage here is both ads are new. Because the old advertising will be absent from the presentation, at least there will be some distance from the emotional attachment your client may feel. The disadvantage: it will not visually dramatize improvements over the old.

3. Compare a competitor's weak ad to your spec ad. This approach will appeal to clients with a competitive spirit. But the other ad may distract your client from the subject at hand – their own advertising.

4. Contrast your spec idea with an ad from another market. Of course, you should select one which has the same traits as the ads your client has been running. The advantage

of this approach is you can be more direct in your comments about the bad ad. The disadvantage is your client may see the outsiders ad as irrelevant.

The bottom line of all this is that it could help to include two ads in your next presentation: One in a starring role – and one in a supporting role.

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John Foust conducts on-site and video training for newspaper advertising departments. For information, contact: John Foust, PO Box 97606, Raleigh, NC 27624 USA, E-mail: jfoust@mindspring.com, Phone 919-848-2401.



NewsMakers

compiled by Carolyn Mullin

Goderich Signal-Star Editor Matt Shurrie was recognized May 5 by the Avon Maitland District School Board with the prestigious Excellence in Education Award. As reporter and now editor, Shurrie was called a community booster for Goderich District Collegiate Institute by consistently attending, photographing and reporting on school functions ranging from arts and sports to co-curricular activities and academics.

- The **Brabant** group of papers owned by Torstar have taken up a presence on the World Wide Web. The Stoney Creek News has taken its place on the Web at www.stoneycreeknews.com. The official website offers a sampling of items from the weekly, along with a search engine to access items from the archives, advertising rates and a plan to include special sections, advertising links and historical information. Similarly, The Dundas News is at www.dundasstarnews.com; Hamilton Mountain News at www.hamiltonmountainnews.com; and Ancaster News at www.ancasternews.com.
- Carly Foster, regional reporter with Metroland's Durham Region papers, was recently honoured by the Durham Region Employment Network with a media award of excellence for her series of articles which helped promote employment opportunities for people with barriers to jobs.
- The **Oakville Beaver's** outstanding series of articles and advertisements on behalf of the Big Brothers and Big Sisters in their area earned the newspaper a national award. The Media Award was given out by Big Brothers and Big Sisters of Canada.
- In addition to the twice-weekly issues of **Kingston This Week**, the newsroom recently launched a new venture: Business Outlook, a business-to-business paper distributed monthly to 7,000 businesses. The paper started publishing June 1.

send updates to c.mullin@ocna.org

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Local search may change ads forever

Continued from Page 6

I just looked online.

Online local search has become that compelling.

Local search will have a profound impact on the media that have underpinned the local advertising market for the last 100 years or so: Newspapers, yellow pages and local broadcasters. They all share in the local advertising pie, estimated at \$22 billion in the United States alone last year.

Newspapers, which got hit by a tsunami when employment advertising collapsed and classifieds started migrating online, will find this is even worse – a magnitude 9.6 earthquake. It may rupture everything they know about advertising, as retail patterns shift and local advertisers find they can pay only for advertising that works. Merchants, plumbers, attorneys, restaurants – all mainstays of newspaper and/or yellow page advertising – can now buy ‘pay-for-performance’ advertising where millions of people are looking for exactly what

they want, when they want it, like a used low-mileage Infiniti. ‘Goog-erture’ – comprised of the IPO-enriched Google, and Yahoo-owned Overture – are taking their new-found (and profitable) search muscle from the national and international stages and applying it locally.

In a report released this week, *The Geo-Google Threat: Search Engines Target Local Advertising*, my consulting group, the AIM Group, reviews the trends, the activity and the statistics. A few examples:

- The development of pay-for-performance business models by search engines and their impact on local advertising. Meineke Car Care Centers put pay-per-click ads at the top of the list in searches on some online yellow pages. CitySearch switched to pay-per-click charges of 30-40 cents for restaurants and 50 cents for hotels, and grew from 8,000 to 25,000 local advertisers within a few months of the conversion.

- A few newspapers have launched ‘integrated market-places,’ that merge data from print ads, print classifieds, telephone directories, local newspaper service directories and more, in hopes and expectation of capturing a larger portion of local advertising revenue (and perhaps even stealing market share from the print yellow pages).

Local Search cuts across almost all advertisers, products, services and ad categories. Internet users can compare prices locally and nation-

ally; review research about the products and services they’re considering – in some cases, even order online and get next-day or same-day delivery.

*A free preview of *The Geo-Google Threat* is available with pricing information at www.aimgroup.com. The report was published by *The Neil Budde Group* and the *Advanced Interactive Media Group*, headed by column author Peter M. Zollman, a long-time interactive-media consultant. E-mail Zollman at pzollman@aimgroup.com*



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