

news clips



Mississauga News photographer Rob Beintema makes friends during his recent trip accompanying a medical team to China. Photo: Arthur Uyeyama

Getting down to business

By Don Lamont
OCNA Executive Director

The OCNA Board of Directors met in late September in Toronto during the Suburban Newspaper Association of America conference to monitor OCNA's progress on various fronts. Before each meeting, the directors call/e-mail members to keep in touch. The feedback received before the meeting said OCNA should tell members more about what's happening. Here goes:

Budget: A key item was OCNA's 2005 budget and plan. After a turbulent first few months of fiscal 2004 with newsprint sales down due to low demand and sharp price competition, OCNA's financial position has stabilized and the outlook for the near term is optimistic as Network Classified revenue continues to grow, up 174 per cent since 1997. Traditional sources of Ad*Reach revenue (auto dealers and governments) are down reflecting market conditions, but new business is up nicely in light of recent investments in research, improved service and branding.

Continued on Page 2

Smile China lived up to name

This summer, the Mississauga News published a 16-page editorial only, special section, chronicling the heart-wrenching journey of a medical team's trip to China. Award-winning staff photographer Rob Beintema was part of an expedition to the Gansu Province in China. The Smile China medical mission team visited

the country to perform facial plastic surgery on children and adults from the country's poorest regions to repair cleft palate and cleft lip conditions. The mission saw more than 40 operations during their stay. This excerpt from Mr. Beintema's journal captures the hope and longing of parents and their children:

Continued on Page 4

Flurry of newspaper sales so far in 2004

By OCNA Staff

We reported back in the August issue of news clips the first half of 2004 saw six newspapers change hands as a result of three purchases. Our sources, at the time, told us about four owners representing up to 14 newspapers had also shopped their publications. Our prediction wasn't far off with five other owners selling since then.

Here is what has changed hands so far in 2004:

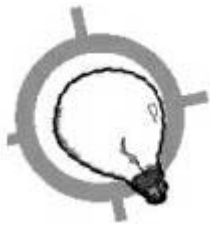
March

- Metroland purchases Grimsby Lincoln News and Niagara West This Week from Mike Williscraft. Niagara West This Week became that region's edition of the new Niagara this Week.
- Metroland purchases Thorold News from Doug Youmans and Bob Liddycoat. This paper closed and the staff now work for Niagara this Week.

June

- Runge Newspapers buys Advance Printing publications from Brian Crawford.

Continued on Page 2



Just a thought

by Don Lamont

Unpaid ads key part of program

Continued from Page 1

Since 1998, corporate members have bought about 47 member newspapers once owned by independents. This hinders the growth of Ad*Reach sales. We now expect to balance the OCNA budget in 2004 and to do the same in 2005.

Recycling: The Board also discussed Stewardship Ontario and the cost of recycling newsprint, which is escalating for the reasons cited below.

1. Municipalities are passing on significantly more costs for Blue Box recycling,
2. Municipalities likely aren't getting top dollar for the sale of old newspapers already and there are threats to material quality that could lower ONP prices in future, e.g., single stream recycling,
3. The government is mandating higher diversion targets – Ontario has an inefficient province-wide recycling system and higher diversion could lead to more tonnes of newsprint recycled at incrementally higher costs,
4. The packaging industry and retailers using printed papers are applying pressure to reduce their costs by passing on more to newsprint,
5. The dynamics of the formula used to assign costs to Blue Box materials will likely pass on more costs to newsprint users in future years.

Companies under \$2 million annual sales and OCNA members using less than 75 tonnes of newsprint are exempt from making cash payments to Stewardship Ontario for recycling newspapers; but they must contribute to the \$300,000 of unpaid advertising offered by all OCNA members, which is applied against the bill for newsprint. OCNA members over the exemption must also pay cash.

Along with other industries, OCNA has been pushing to freeze municipal cost increases and to ensure fair costing for newsprint. During the recent meeting, the board also debated the wisdom of volunteering more unpaid advertising to offset the growing cost of recycling newsprint, but no decisions have been made about this matter yet.

Digital Archive: Next, the board discussed, the Digital Archive project announced in last month's news clips. This project would enable members to archive recent editions and to search them like microfiche; sell current and recent editions to readers by subscription; offer searchable media monitoring or (self) clipping service to governments and associations, special interest groups, and public affairs companies and departments, genealogists; as well as deliver electronic tearsheets to advertisers.

OCNA expects to meet with other associations shortly to iron out various details related to this project. We are pressing to speed up timelines as we move forward and will be letting members know the next steps.

For more on board work and member input, see page 7

Flurry of sales

Continued from Page 1

(Kemptville Weekly Advance, Iroquois Chieftain, Ottawa South This Month)

Runge now has 11 OCNA titles.

July

• Metroland purchases Port Perry Star and Star Marketing from Don MacLeod. (Port Perry Star and Weekend Star, Whitchurch/Stouffville This Month and non-member Newmarket This Month) Metroland then merged Port Perry This Week operation with the Star, keeping the Port Perry Star title, Aug. 1

August

• Osprey Media Group purchases the Espanola Mid-North Monitor from Judy Skidmore

September

• Osprey Media Group purchases the Haliburton County Echo and Minden Times from Len Pizzey

October

• Metroland purchases the Port Colborne Leader from Gail Atkinson Todd
• Torstar CityMedia Group purchases the Caledonia Grand River Sachem and Sachem Extra and Glanbrook Gazette from Neil Dring

OCNA now has an Active membership of 285 newspapers, of which 55 per cent (156 titles) are independently owned. Of the 129 corporately-owned titles (45 per cent of membership), the majority of these titles are in the larger urban/suburban markets and have controlled circulation. These newspapers represent 62 per cent of first edition circulation in the province, or 2.5 million of the 4.1 million papers distributed.

We won't predict how many transactions might take place during the rest of the year but it's unlikely there will be more than in the last eight months.

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*

member input

Toronto journalists go ga-ga over Bill Clinton

By Tom Korski
Ottawa Hill Times

My first boss used to bark at the rookie reporters, “There are no slow news days, only slow news-men.” He later quit journalism to become a ballpark announcer, thus proving the point.

I was reminded of the slow-news theory by media treatment of Bill Clinton's appearance at a Toronto bookstore to sell his memoirs. A crowd of 1,500 gathered. Clinton signed autographs. Then everybody went home.

The coverage was breathless.

“Wild and Willie!” headlined the Toronto Sun. “Mr. President Worth The Wait,” panted the Star.

The National Post told readers, “A 10-year old boy tugged at the tailored sleeve of America's 42nd president in a downtown bookstore yesterday, imploring him to personalize a copy of his autobiography My Life. ‘Please, Mr. President,’ the boy said. ‘Sign it William Jefferson Clinton’...”

It's embarrassing when journalists go gaga over celebrities. I once saw Herb Gray walking down Sparks Street, and you don't hear me bragging about it.

But Clinton's promotional visit was deemed newsworthy by every big TV network and the largest daily newspapers. CBC Radio had a reporter at the scene who broadcast to the nation that Clinton signed autographs “at the rate of six a minute.” The event was immortalized with a front page photo in The Globe and Mail. The Post even printed a facsimile of Clinton's signature.

Why?

It was a slow summer day. The only other news of note was the Roughriders' 24-20 loss to Montreal, and an item from Moscow that Russian MPs had voted to curb beer advertising.

It was so slow the beer story made the New York Times.

But the Clinton coverage was also the work of slow journalists. The “story” was in Toronto, home of the major networks, dailies and wire services. Editors could cover it in minutes for the cost of cab fare.

Cheap and easy

That's why Canadian media carry a disproportionate amount of Toronto “news.” It's cheap and easy. CTV National News once reported a dog had strayed onto Toronto's 401 expressway, reporting that the incident alarmed drivers “on Canada's busiest highway.” CTV didn't tell viewers it covered the dog story because it happened in front of the network's 401 studios.

If a stray dog in Toronto can make national news, imagine a stray president.

The Canadian Press reported Clinton was “wearing a navy suit, bright salmon-coloured tie and light blue dress shirt.” The Post reported the tie was actually “pink...with a black pattern.” Salmon, pink, which was it? Get your facts straight, people.

Other journalists tried to extract interesting quotes from Clinton, though it was like jack hammering cement. Asked by Canada AM why people waited in line for his autograph, Clinton replied: “I'm not sure...”

The Globe's front-page coverage quoted Clinton as saying “it's great to be

back” and that “I hope you enjoy my book.”

The Globe continued: “Mr. Clinton was signing and shaking hands with a broad smile at the rate of about 10 people a minute. A few got lucky. ‘I went up to him and asked him for a kiss,’ said Valeria Lema, 21. ‘His skin is really soft.’”

At this point the Russian beer story is starting to look good. But wait, there's less.

The Post reported that, “asked what would happen should a reporter in a navy blue Gap dress throw a pair of panties at the former president, one police officer replied: ‘We'll send you to Syria.’”

The Toronto Star was more reflective: “The scene was not for the faint of heart. Brigitte Gaspar, a Unionville housewife, was one of the last in the Clinton line. She had just wanted to catch a glimpse of him.

But she got left behind, pushed and shoved aside by those younger and faster who ran ahead of her. She was unable to even get a quick peek at her hero. After he had long gone, she hung by the barricades, sadly looking down the sidewalk just in case.”

The rich fabric of life was there for all to see on a Toronto street corner the day Bill Clinton came to town – or so I read in the papers.

If this kind of journalism keeps up, the nation will never run short of ballpark announcers.

Reprinted with permission from an August issue of Ottawa Hill Times. Aren't you glad summer is over and we can start once again reporting on the more meaty issues of our communities?!

• 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

industry news

Trip changed lives

Continued from Page 1

“Picture the ward where the children wait for their operations. There are six large rooms with up to six beds, subdivided into smaller rooms with shoulder high walls which house two beds in each, two children and families assigned

to each cubicle. Everyone is crammed in tight, but the staff’s dedication is unquestioned. Some of the young patients’ parents’ have sacrificed everything and travelled long distances over hard territory to get this one chance to change their children’s lives.”

National advertising still ranks high for members

Member Feedback: Each year OCNA conducts a survey to assess member satisfaction and to set priorities. Below we show how members rank OCNA services in 2004 on the importance and satisfaction scales.

Member satisfaction remains high, but there are areas where we will do better in future.

	Importance	Satisfaction
Ad*Reach	1	4
CCNA’s Verified Circulation	1	1
Government advocacy/lobbying	2	8
Conferences (Spring and Fall)	6	5
News clips	4	2
Weekly E-Clips bulletin	2	3
Best Practices Bulletin	3	2
Requests for specific information	7	5
ComBase Readership	6	9
Training workshops & programs	5	6
Better Newspaper Competition	4	4
Junior Citizen of the Year Awards	8	3
Media Pros Co-op Adv. Program	8	7
Lending Library	10	6
Newspaper Review/Critique prog.	9	7

Related information on the OCNA Board priorities and initiatives can be found on the following pages.

Independent publishers lay their needs on the line

OCNA understands small independent newspapers have special needs and that is why the association has an Independent Publishers Task Force - to serve you better.

To help determine those needs and establish programming for them, the association sent a survey to our 100 independent owners who operate 156 newspapers. Most operate paid, weekly newspapers with small staff working in small markets. Their responses are enlightening.

Many had to do with **advertising and their market:**

- 88% have other media in their market posing serious competition for a share of a relatively small pie.
- 77% are worried that they are not aggressive enough searching out ways to tap every conceivable dollar in their market or that they are not adapting properly to changes in the market.
- 88% say the economic base in their community is eroding and/or larger retailers hindering Main Street retailers' inclination to advertise.

Other responses were about the **internal structure** of their businesses:

- 66% don't have a current plan for their business sketched out on paper in some form or other.
- 66% are experiencing difficulty finding the right kind of expertise, when needed, to help with different types of problems or opportunities.
- 50% have other family member's or long time friends working at the newspaper which makes it more difficult to implement important changes.
- 55% of respondents are concerned about succession planning and retirement while 27% are very new to the business and trying to find their way.
- 61% wonder if they are deploying staff to maximum advantage
- 66% often feel exhausted after getting the paper out with little time or energy to deal with underlying problems or to improve things.
- 66% feel a little isolated or alone without someone to confer with about the challenges facing their business.

And other concerns were about **circulation:**

- 38% reported that the circulation of their newspaper is lower today than what it was 5 years ago; but when OCNA compared their results with our database of historic circulations, we find, in fact, that 72% of respondents have lower circulations than five year ago.

The Task Force will now take this information and devise a method of training, network and dissemination of information that could include regional workshops, telephone and/or web conferencing, mentoring, on-site visits, and reading materials.



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

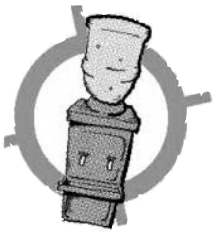
Your Resource For:
Photos, Images & Ideas
Auto & Real Estate Ads
Themed Spec Ads
Themed Editorial Features
Inspirational Tearsheets

Call now for your free MCC trial.

Metro Creative Graphics, Inc.
metrocreativegraphics.com
800.223.1600

Looking for Community Newspaper Industry Promotional Ads?

Go to www.ocna.org - News Releases - Creative Advertising Competition folder and download the three top choices from the OCNA contest.



Water Cooler

compiled by
Carolyn Mullin

- The Toronto St. Lawrence & Downtown Community Bulletin has changed its name to the **Toronto Downtown Bulletin**. The new ad manager is Alister Sutherland, and the new phone/fax is 416-929-0011. They have not moved offices.
- **The Barrhaven Independent** has increased its frequency from once every two weeks to weekly, Friday. Its circulation is 16,300.
- **Ottawa South This Month** has increased its frequency from twice monthly to weekly, Thursday, and changed its name to **Ottawa South Weekender**. Its new circulation is 17,000.
- Derek Puddicombe left the part-time world of editorial staff of the **Runge** newspapers recently for a job with the Ottawa Sun.
- Lianne Lahaie-Tysick recently joined the staff of the **Perth Courier** after spending several years as a photographer/reporter with the Carleton Place Canadian and Almonte Gazette.
- The **Stratford Gazette** beefed up its staff over the summer by adding Victoria Noble to the sales team, and Tony Carter to the composing room.
- **The Barrhaven Independent** welcomes April Scott as a reporter. Scott was working as a contributing editor of a youth magazine.
- Deborah Aarts recently stepped into the shoes of sports reporter at The **Elliott Lake Standard** after graduating from Queen's University.
- The **Spirit of Bothwell** bid farewell to its editor Paul Mayne this past summer with a Spirit cake and fond memories.
- Former co-op student Blake McKim has returned to the editorial staff of the **Prescott Journal** and its sister title, the Leeds and Grenville Business News.
- Marg Burgess went in to place an ad at her local newspaper and ended up working in its office off and on for the next 36 years. The office worker, who also served for a short time as assistant editor, left her post this summer at the **Almaguin News** for retirement.

send updates to c.mullin@ocna.org

CLASSIFIEDS

Used Equipment

OCNA is offering a Used Equipment section in news clips to encourage members with redundant equipment (computers, cameras, scanners or anything) to place free classified ads with us, c/o OCNA, 103-3050 Harvester Rd. Burlington ON L7N 3J1.

Columns available online

Looking for regular or semi-regular columnists for your newspaper? Check out the OCNA web site. 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://www.ocna.org> - News Releases section - Syndicated Work folder.

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.

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.

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.

Help Wanted

Classified Advertising Salesperson needed for new Toronto bi-weekly publication, The Marketplace - Your Community Classifieds. Please send resumes to maiamaster@sympatico.ca.

Powerful Tools for Ad Sales

By subscribing to Media-Pros multi-faceted co-op recovery system...your ad sales team will build extraordinary relationships with prospects and advertisers alike...and undoubtedly increase ad sales revenue and volume. No other product or service will have such a profound effect on sales outcome! What could be better than helping your advertisers find, manage and ensure they receive every possible supplier dollar they are eligible to...in order to advertise with you? They win...you win!

Media-Pros provides many tools for ad sales departments all of which are focused on providing maximum advertising exposure for each brand in a twelve month cycle. Services include:

- online supplier databases for co-op information like accrual, ratio, contacts, eligibility information etc.
- monthly co-op accrual ending periods. When you know that Honda, Pentax etc. accrual periods end on the 31st of a particular month, you know that any and all eligible 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!
- Lead of the Week sent out every Monday morning 6am for sales meetings along with accompanying sales idea and supplier logo.
- AF Authorization Program verified co-op dollars-to-date
- Sales Ideas/Planners
- Tracking System
- Logos (15k Illustrator EPS)
- Event Planning
- Training

To find out the full extent of services visit our web site.

Media-Pros

Brand Management Sales &
Support Programs
www.media-pros.com

on the move

TEEING IT UP IN CORNWALL



ABOVE:
Enjoying the OCNA Cornwall Golf Day last month are, front row/left to right, Dick Aubry, Mike Mount, Don Lamont, Ryan Sharp, Bonnie McDonald, JT Grossmith, Rick Shaver. Back row, Kevin Hoover, Terry Tyo, Kevin Macdonald, Sam Laurin, Abbas Homayed, Mike Laurin, Bill Barclay, and Sam Moss.

Metroland's President Murray Skinner made a presentation to the 300+ delegates at the Suburban Newspapers of America conference in Toronto at the end of September. OCNA photos



SNA SMILES

Enjoying a reception at Windows on SkyDome are Deb Small, editor of SNA's Suburban Publisher, and Mike Mall, the director of major accounts for Patuxent Publishing Company of Maryland.



Take your workflow digital with AdWorks™ Or endure the consequences.

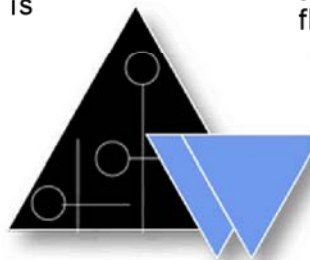
Are you still behind the digital curve?

Do you take a lot of heat from your printer about those sticky pasteup boards? More importantly, how much time and money is this costing you?

Desktop publishing alone can't do everything. You still have to figure out how to handle your advertising.

It doesn't have to be this way. Not anymore. Not with AdWorks™ from News-Net™.

AdWorks™ is a complete ad system with ROP, classified and full Accounts Receivable in one package. It's affordable. It will even work on your Mac or PCs. You can book, invoice and report on classified and retails ads.



AdWorks™

And because it works hand in hand with MEI's AdForce™ and ClassForce® ad layout solutions, all your ads can flow straight into pagination with editorial. Completely digital. You'll create production-ready pages your production partners will love.

You save time. You save money. You save face.

Call or e-mail us today for more information and to schedule your FREE web demo of AdWorks.

FOR A LIMITED TIME GET BUNDLED PRICING WITH PAGINATION SOFTWARE FROM MEI

Need more publishing solutions? We offer a full line of automated workflow systems. Contact us today. Call **905 844 0524** visit **www.news-net.ca** e-mail **sales@news-net.ca**
News-Net 1184 Speers Rd , Oakville ON L6L 2X4 Canada

member news

Community newspaper promotion high priority

Continued from Page 2

Small Independents: Elsewhere in News clips we provide information about another survey on the needs of small independents. The OCNA Board wants to devise special programs to address the unique needs of this segment of the membership. A national survey also will be conducted to assess interest in subscription services for paid newspapers.

Salary Survey: The OCNA board took a quick look at the salary survey recently returned by members and concluded salaries in our industry seem low in many cases. The survey will be sent out to participating members shortly.

News Hole: The board also had a brief discussion about the amount of news in community newspapers – growing, declining, and staying constant? OCNA staff has been directed to involve members in stories about this matter in News clips. Stay tuned.

Industry Data: The lack of data about community newspaper advertising sales continues to hurt our industry. It is one of the last areas where we simply are not on the radar. The board wants to work with other regions and members to generate data about advertising sales by category and to incorporate this data in adver-

tising intelligence reports published by Nielsen Media Research and Media Director's Council. Media professionals look to these sources to determine advertising strategies.

grant from the provincial government to fund ComBase was turned down. Last summer OCNA pitched Management Board of Cabinet proposing media planning guidelines or

tisan government advertising). The intent is to increase our share of advertising by taking any biases out of the media planning processes used by advertising agencies retained by the government – and by insuring these agencies do their homework. OCNA staff are preparing a report about how community newspapers should fit within the government's advertising strategies and how we might help them save money.

PRIORITIES

Listed below is the OCNA Board of Director's current list of priorities: Respondents of this year's OCNA Member Survey rated each priority in terms of its importance to their newspaper(s). As indicated, board and member priorities align closely. Based on the survey results the OCNA board decided to stay the course.

OCNA Board's Priorities	Member Priorities
1. Generate more national ad sales through Ad*Reach	1
2. a. Promote CNs to national advertisers generally	1
b. Promote CNs to readers	4
3. Improve the standing of CNs with government	2
4. b. Help indep. papers more with their particular challenges/make their business successful	3
a. Build relationships and involve corporate members	5
5. Recruit and serve CNs published in languages other than English	7
6. Provide more information about new approaches to digital distribution	2
Enable members to sell digital copies, digital tearsheets. An online searchable archive	5
7. Integrate services of Canadian associations serving CNs	6

Interpretations Act: After receiving word of two instances where municipalities were excluding the community newspaper from carrying notices under the Planning Act, the board agreed to again approach the provincial government about changing the definition of a newspaper contained in the Interpretations Act. That definition now excludes controlled newspapers – or 51 per cent of OCNA members.

Other Matters: Finally, the Executive Director updated the board on other initiatives - the launch of OCNA's new web site, strengthening relations with colleges and universities/training future community newspaper employees, upcoming conferences, advertising campaigns to promote the community newspaper industry.

Provincial Government Advertising: The board learned OCNA's request for a

best practices to incorporate into the regulations accompanying Bill 25 (concerning par-

Junior Citizens: Waiting to be discovered

The 2004 Ontario Junior Citizen of the Year Awards Program is in its first and perhaps most important stage right now.

Nominations for the prestigious award must be received in the OCNA office by Nov. 30. Each year, the best of Ontario's youth are recognized through this program, but it can only succeed by the strength of participation from you, the membership.

Promotion packages and nomination forms have been mailed out to all members as well as school boards and municipal offices in the province. Forms can be mailed directly to the Burlington office, but supporters may also be dropping forms off at your newspaper office. Please forward them as quickly as possible.

Remember, every young person nominated will receive

a certificate of congratulations from the local community newspaper, regardless of final placing.

Tembec Paper Group has taken on a leadership role once again as corporate sponsor, while our members have contributed materials and promoted the program in their papers.

For information on eligibility and the selection process, visit www.ocna.org

member news

Ina Scott's words defined her community

From the Gananoque Reporter

Gananoque lost a dedicated, energetic community leader when Ina G. Scott died peacefully Aug. 27, 2004. She was in her 100th year, having celebrated a birthday Aug. 12.

Mrs. Scott was best known for her weekly column *Between the Gates*, which she wrote for *The Reporter* for 42 years. At 87 years of age, her final column appeared in January 1992. Along with her late husband, Gerald A. Scott, they owned and operated *The Gananoque Reporter* for 50 years.

She was also author of *Yesterday's News, Today's History*, a collection of stories and photos about Gananoque and the 1,000 Islands, which she wrote longhand in six weeks and had published in time for the 1982 Old Home Week celebrations. She also produced two recipe book supplements for her hometown newspaper.

She was recognized for her contributions to her community and church in 1983 when she was named Citizen of the Year, and again in 1986 when she received the Distinguished Citizen's award from the Royal Canadian Legion, Branch 92. Mrs. Scott was also a life member of the Gananoque Historical Society,

Gananoque Horticultural Society and received the Ontario Trillium award.

Mrs. Scott was born in Gananoque, the second daughter of Oscar and Emily Sheets, and was educated at Punch

Bowl (Linklater) School and Gananoque High School. At age 21, she attended Ottawa Normal School and after graduation accepted a teaching position at Keelerville, north of

Kingston. In 1927 she began a nine-year teaching career at Linklater Public School. The Depression of the 1930s was very difficult and school supplies were hard to acquire. She was noted as a very innovative educator and caring teacher, always having biscuits in her desk drawer for pupils who arrived to her classroom having had no breakfast.

In June 1936 she married Gerald Scott of Gananoque. They had two children, Nancy Dianne and Paul Gerald.

They purchased *The Gananoque Reporter* from Byron O. Britton in 1937. The company was incorporated as 1,000 Islands Publishers

Limited in 1965.

Along with contributions to the choir and Sunday school at Grace United, Ina was actively involved in Young Peoples' Union (YPU) and it was here that she met

Gerald Scott.

They provided dedicated leadership to this group at the local and district level. She was a counselor and then camp director at Grippen Lake church camp. Further interests included Mission Band and Explorers for young girls as well as

Grace Church Mission Circle and the United Church Women.

Community work was her passion. In 1950 she organized the first Santa Claus parade after having seen the Eaton's Santa Claus parade in Toronto. At the 200th anniversary of the founding of Gananoque in 1992, her major contribution was making three, three-tiered anniversary cakes.

Throughout this period she actively supported her husband's church and community involvements.

In January 1951 her husband asked her to write a local

interest column for *The Reporter*. Through her *Between the Gates* column she chronicled and commented on numerous events, interests, and travels. She encouraged individuals, groups and organizations to work together to improve and beautify the community.

She praised the many accomplishments, but was not afraid to be critical when her deep convictions for community betterment dictated.

Her interest in local and area history is chronicled in her book which was a natural spin-off from writing historical and human interest stories for the summer publication, *1000 Islander and Rideau Lakes Voyageur*. She was instrumental in organizing the first Historical Society and the Gananoque Museum in the 1960s. Gananoque is a better place because Ina Scott lived between its gates.

She is survived by her daughter Nancy Abrams (Dick) and son Paul Scott (Carolyn) and grandchildren Jonathan (Kelly), David and Jennifer Abrams, Andrew, Christopher (Stephanie) and Angela Scott.

Also surviving are great-grandchildren Jack and Megan Abrams, and Olivia Scott, brother-in-law John W. (Jack) Scott and 14 nieces and nephews. Mrs. Scott is predeceased by her husband Gerald, sister Eva, and brother Ralph.



Ina Scott wrote a column for the Gananoque Reporter for 42 years.

Vankleek Hill Review creates old-fashioned feel in new home

The Vankleek Hill Review moved to new premises at 76 Main St. in Vankleek Hill after a four-month renovation project which reclaimed an empty, century-old brick building in the downtown business section of Vankleek Hill.

The Review had been at its former location for 77 years. That building had been adapted over the years from an open

printing shop workspace into smaller offices to suit the changing work patterns of the newspaper business.

The new premises were designed with today's work flow in mind, with some private offices and some open work space for ease of communication. A new residential space was created in the second-storey of the building.

Original hardwood flooring was uncovered during the demolition and much of the original pine floor was retained for the apartment. Publisher Louise Sproule restored original 13-inch baseboards, purchased old doors and hardware at salvage outlets and hired a professional cabinetmaker to create an old-style wooden facade for lower

portion of the brick building. The overall design had to create a look which reflected the 110-year-old newspaper.

More than 400 people attended an open house in late September and *The Review* is now a landmark on the town's Main Street, just a few doors down from where the newspaper first opened its doors in 1893.

writing

Skip all the formulas – just tell the story

By Jim Stasiowski
Writing Coach

We live this curious double life, we reporters and editors.

On the one hand, we want freedom, we long to break away from the patterns and restrictions of tradition-bound journalism.

On the other, most reporters plead with me to supply a precise formula for writing well. Indoctrinated into the take-notes-and-memorize-to-get-a-good-grade form of learning, we crave a formula for writing, we demand three (or 10, or 24, pick a number) easy steps to excellence.

And that brings us to the most revered newspaper tradition of all: The five Ws and the H, the who-what-when-where-why-how questions.

When I speak to a roomful of reporters and editors, I exhort them to forget all the formulas and forms and formats and instead follow one guideline: Tell a story.

Upon hearing those words, some in the room will scowl malevolently, turn cranberry red and explode with indignation. “We’re supposed to be delivering information,” they will exclaim, aiming an accusatory finger at my skull, “not sugar-coating it in some artificial storytelling goop.”

Those scowlers are making a common mistake. They are assuming the tell-a-story technique replaces the traditional newspaper goal of gathering and delivering information. They are assuming writing is either-or; either tell a story or reveal the news.

I explain if you think of telling a story, you will gather facts and deliver them naturally. You will do it not because of a formula, but because the craft of storytelling is in your blood.

I was talking to my friend George. I knew his son, Greg, had gone to a junior college, mostly to play baseball. But months had passed since George and I had talked about Greg.

“What is Greg doing?” I asked.

George said Greg had given up baseball and enrolled in a four-year college.

“He gave up baseball?” I said. “I thought he wanted to play in the major leagues.”

Greg hurt his arm, George said, and he didn’t want to endure months of rehabilitation. Besides, Greg finally had realized he never would be good enough to play professionally.

“So, what’s his major?”

Accounting, George said, but skepticism was in his voice. I asked why he was skeptical.

George, an accountant, theorized the accounting major required a lot more work than Greg was willing to do. Accounting, George was sure, was a temporary choice.

Greg didn’t have a goal, and George wasn’t sure where he would end up.

Notice, in that conversation, I asked only two of the five Ws: What and why. The other three Ws and the H naturally poured forth as I prompted George to tell Greg’s tale.

In a story about Greg, I would deliver plenty of information, but in storytelling form. That is, I would show the change from determined jock in school just for baseball to confused young man reluctantly giving up a childhood dream and guessing he needs college to succeed.

But within that story would be who (Greg), a couple of whats (college and accounting), when (now), where (four-year college), why (bad arm) and how (his halfhearted commitment to accounting, with the likelihood of change).

Throughout my conversation with George, I never consciously sought answers to w-w-w-w-w-h; similarly, reporters who listen to a source and follow their natural curiosity will not need a formula. Reporters’ instinctive pursuit of explanations will do the work for them.

I am not dismissing who-what-etc. But many reporters get so obsessed with completing a checklist of requirements, they forget to see a whole story taking shape.

If you focus on gathering then delivering facts, you negate what makes you valuable: Your sense of how life’s conflicts unfold, your knack for connecting and explaining. When sheer facts become the goal, what should be a story instead becomes a list.

In casual conversation, we ask questions until we grasp an entire story. Reporting should be no different. But it

is, and the culprit is tradition. The tradition of gathering and recording facts gives us comfort; storytelling is more risky.

Too often editors demand reporters get answers to absurd questions, answers that do not advance the story. Too often reporters excuse the inclusion of an out-of-place element with, “Well, I put in that fact (or quotation, description, etc.) not because it helps the story, but because I thought I had to use it.”

Resist the urge to get bogged down in the technicalities of reporting and writing.

If you’re telling a good story, who-what-etc. will emerge gracefully; if you’re telling a bad story, who-what-etc. won’t save it.

Writing coach Jim Stasiowski welcomes your questions or comments. Call him at 410 247-4600, or write to 5812 Heron Drive, Baltimore, Md. 21227.



NewsMakers

compiled by Carolyn Mullin

- **The York Guardian** has received an award from CrimeStoppers for a Crime of the Week report dealing with a hit-and-run and a subsequent video re-enactment. The Guardian report dealt with explaining how CrimeStoppers produces the re-enactments.
- **The Haldimand Press** received a second place award for Best Feature Coverage of CrimeStoppers in the print media for its circulation class. The provincial award was given because of the paper’s coverage of a local awards event.
- Michael Atkins of **Sudbury Northern Life** was recently honoured by the Rotary Club of Sudbury with a Paul Harris Fellow. Atkins was selected for “his contributions to the community as the owner of influential papers, as an employer who invested in Sudbury when times were tough, as a far-sighted community leader and as a loving family man.”
- **The Packet This Week** recently added a four-page sports section each Saturday complete with various features, the scoreboard, national and international news.
- The fourth edition of awards honouring Italians living abroad included an award for journalist Elena Caprile, editor of **Corriere Canadese**. The awards are supported by the Ministry for Italians Abroad, for those who distinguish themselves in many fields.

send bragging rights to c.mullin@ocna.org

advertising

How will you tailor your three seconds?

By John Foust
Raleigh, NC

Before an ad can be read, it has to be noticed. As readers turn the pages, you have about three seconds to attract their attention. If you don't give them a reason to stop, they'll keep turning – and miss your ad entirely. So the question is, "How are you going to use your three seconds?"

This is especially important for smaller advertisers. To illustrate, I'd like to tell you about a couple of ads I recently saw. The first was a two-by-two ad which barely rated a glance. In the centre of the ad – which was slightly larger than a business card – there was a gray, heart-shaped blob of ink about the size of a postage stamp. Closer inspection (with a magnifying glass) revealed a photograph of a motorcycle in the centre of the blob. The person riding the motorcycle was small enough to stand on the head of the proverbial pin – or at least get a good foothold.

Now I get it. The ad was meant for people who love motorcycles.

Compare that to a shoe ad which ran in

the same paper. Both ads occupied the same amount of space, four column inches. But while the motorcycle ad blended into the background, the shoe ad jumped off the page. Nearly half of the space was devoted to a wearer's eye view of the toe of a man's wing tip shoe. Powerful visual.

That wing tip demonstrated how to use a picture as a graphic hook. Let's take a closer look:

1. Think big. Start with an enlarged image – and let it occupy as much space as possible. This simple technique creates a billboard-effect on the page. A billboard advertiser has to pack a visual punch to grab attention at highway speeds. Why should it be any different at page-turning speeds?

2. Think small. The next step is to crop (cut away) as much of the image as you can. After all, readers don't have to see the whole shoe to know it's a wing tip. The key is relevance. All that's needed is enough of the picture to communicate what the ad is about.

It reminds me of the old joke about the student who asked the famous artist how to sculpt a horse. "That's easy," the sculptor said, "I just take a block of marble and

cut away everything that doesn't look like a horse."

3. Think outside the lines. The final step is to extend the image all the way to the border. This signals readers the picture goes beyond the boundary of your ad – into someone else's space. In their minds, they "see" the rest of the shoe, although it's not really there. The result is an optical illusion that can make a small ad appear larger.

Now, I don't know how well those two ads worked. But the shoe ad definitely sounded better than the motorcycle ad.

Sound? Yes, print advertising has sound effects. Tick tock, tick tock, three seconds, tick tock.

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.

Media-pros offer helps newspapers with art integrity and logo challenges

Editor's note: Members of associations who have a subscription with Media-Pros will receive a 50 per cent discount on Media-Pros Logo~Art service during a special promotion. This amounts to \$9.50 per month for OCNA members, who would subscribe directly with Media-Pros.

Here is the information submitted by the company:

Missing or low quality logos and/or trademarks can bring ad production to a stand-still resulting in lost time and/or a logo that does not live up to the quality of the ad.

LOGO~ART from Media-Pros provides over 18,000 online logos and trademarks ... along with an art section. All are vector graphics, resizable without quality loss.

Here is the subscription special:

\$19/month – for weekly newspapers

\$29/month – for daily newspapers

Prices after Intro Promotion are available at:

<http://www.media-pros.com/pricing.htm>

To view logos, go to <http://www.media-pros.com/index2.htm>

One can send an e-mail to info@media-pros.com with the following information to receive download details and have your company invoiced monthly:

- Name:
- Position:
- Email:
- Company:
- Address:
- City:
- Prov.
- PC
- Tel:
- Specify Weekly or Daily:

Subscription rates are affordable and include other art sections like: Photography, Graphics, Clip Art, Sports, Vehicle etc.

THE ONTARIO COMMUNITY NEWSPAPER FOUNDATION

is the charitable arm of OCNA which provides funding for Journalism and Advertising scholarships; sponsors the Mary Knowles Award for Community Service; and other educational endeavours.

Donations are gratefully accepted by sending a cheque to The Ontario Community Newspaper Foundation, c/o OCNA, 103-3050 Harvester Rd. Burlington ON L7N 3J1.

If your staff performs fundraising activities throughout the year, please keep us in mind.

Tax receipts provided.

redesign

Proper redesign about paper, not designer

By Edward F. Henninger
OMNIA Consulting

“Well, Ed said the border needs to be half-point. I think it should be one point, but Ed said half-point works better.”

“Why do we use red here? Just because Ed said?”

“Ed said the space should be 2 picas. Doesn't that seem to be too much to you? Shouldn't we tighten it up?”

“No. I wouldn't do that.”

“Why not?”

“Because Ed said we need that space.” Please ... no more “Edsairs”.

Nothing should occur at your newspaper just because Ed said so. As your consultant, it's my responsibility to offer you what guidance I can to help your newsroom create a better-designed and easier-to-produce newspaper. As the client, it's your responsibility to take my findings and suggestions and to filter them through what you know is best for your newsroom and your readers. As a result, we make only those changes that make sense for you and for your newsroom and readers – not because of so many “Edsairs”.

On the night of a recent redesign launch, the news editor broke out a bottle of bubbly to share with others. When she

FACTOID

You cannot have that pride if months later you are still wrangling over a design issue using “Edsaid” as an argument.

passed by the desk where I was seated – without offering me any – I was disappointed. Until I remembered what I had told her and the entire newsroom when I first met with them: “This is not my redesign – it is yours. I do not redesign this newspaper for you; you do it yourselves. Yes, I show you mockups and design elements and, yes, I make recommendations on how I think you should look. But this is your newspaper and it will be your redesign. At the end of this process – when that first new newspaper rolls off the press – I want you to congratulate each other on a job well done. My joy will come in seeing you take pride and delight in what you have done.”

You cannot have that pride if months later you are still wrangling over a design issue using “Edsaid” as an argument.

Really, the “Edsaid” shouldn't ever happen. If the redesign is properly done – and properly executed – it just shouldn't exist. Here's why:

- **The style guide.** A good style guide

(which I insist on when I work with you) puts into writing all the intricacies and all the rules and all the guidelines of your redesign. If there's a question on the details of a design element, the answer lies somewhere in the style guide.

- **Templates.** During our redesign process, we set up detailed templates that serve as the foundation to the new pages we'll create. By their very presence, these templates resolve many key questions about the design of certain elements, spacing, structure and the like.

- **Style sheets.** Created with templates near the conclusion of the redesign, style sheets control the use of typographic and design elements.

- **Training.** During the redesign process, key editors and designers receive training that helps them understand the details of the redesign. This training includes a heavy dose of the “whys and wherefores” behind your design.

With these tools in your kit, the “Edsaid” just isn't necessary.

To use an “Ed said” is to abrogate your responsibility to yourself, to your newsroom and to your readers.

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

Popularity has its price! The Advertising program at Sheridan continues to be Canada's No. 1 choice for education in advertising.

We are growing to accommodate the increasing demand, and that means we are looking for **PART-TIME TEACHERS**.

Courses typically are three hours a week, and can be scheduled at the beginning or end of the day (between 8 a.m. and 6 p.m.) to fit into people's work schedule. One person could do as much as six hours a week.

Qualifications are a minimum of five years' industry experience.

We need teachers for courses starting in January. Subject areas include:

• **Media** • **Ad Sales** • **Direct Marketing**

If you or someone you know is interested, please send a resume to:

Ian Fisher, Professor, Co-ordinator, Advertising Program
School of Business

The Sheridan College Institute of Technology and Advanced Learning

1430 Trafalgar Road, Oakville, ON L6H 2L1

(905) 845-9430 x 2759

Fax (905) 815-4010 Alternate fax: (905) 815-4174

ian.fisher@sheridaninstitute.ca

DNG coming

Adobe Systems Inc. is attempting to get ahead of the digital pack once again with a recent announcement. Digital cameras can use many different raw formats – the specifications for which are not publicly available – which means not every raw file can be read by a variety of software applications. As a result, the use of these proprietary raw files as a long-term archival solution carries risk, and sharing these files across complex workflows is even more challenging.

The solution to this growing problem? The Digital Negative (DNG), a new, publicly available archival format for the raw files generated by digital cameras which helps ensure photographers will be able to access their files in the future. Read more about the free software for conversions at www.adobe.com/products/dng/main.html

membership

What defines an OCNA member newspaper?

By **Anne Lannan**
Member Services Manager

The Ontario Community Newspapers Association represents more than 280 community newspapers across the province and provides a number of programs and services to help them thrive.

Our members are paid and controlled distribution newspapers; small circulation and large circulation; tabloid and broadsheet format; process colour and black and white; corporately and independently owned businesses.

But to actually define what a community newspaper is can be a difficult chore.

The OCNA Board of Directors, with input from its members, has developed the following criteria for Active membership purposes, as set out in our bylaws.

(i) an approved community newspaper shall be print publication and have a name or title and shall have a geographical area in Ontario;

(ii) shall have a known office of publication open to the public during normal

business hours where business is to be transacted;

(iii) shall publish less than six (6) issues per week but not less than one (1) issue per month;

(iv) shall be carried on with a view to profit;

(v) shall have a clearly defined editorial page with opinion and masthead, and with opportunity for letters to the editor from members of the public;

(vi) shall have a news - oriented front page; (maximum ad percentage of 49 per cent)

(vii) shall include news of general interest and news and information concerning current happenings and passing events of a political, social, religious, commercial, financial or legal nature and other miscellaneous reading material including legal or other announcements and notices, all in addition to advertisements;

(viii) shall contain local news of the area served by the community newspaper as a major portion of its news content;

(ix) on average, not more than seventy per cent (70 per cent) of the space in such

community newspaper shall be devoted to advertising exclusive of any pre-printed supplement included as part of any particular edition;

(x) shall be carried on in accordance with the highest ideals, ethics and traditions of the newspaper profession and in accordance with the objects contained in the Letters of Patent of the Association;

(xi) only active members may carry the name and the logo of the Association in the member newspaper;

(xii) must have a current, independent verified circulation audit, such as CCNA verified audits, ABC, CCAB, ODC; All new Active Members have six months after becoming a member to complete their initial audits.

(xiii) shall be available to the general public.

OCNA has more than 280 member papers, so it's hard to keep track of all those e-mail addresses and staff changes. Please remember to keep us updated when you change any of your e-mail addresses.
Send to info@ocna.org

GAULIN MEDIA



Online Recruiting

"A job for every journalist."

jobs@jeffgaulin.com

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:

c.mullin@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**, **Margot Anderson & Minna Schmidt**, AdReach; **Carol Lebert**, Sales Coordinator; **Angela Marques**, Network Classified/Press Service Program Clerk; **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.