

# news clips

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VOL. 20, NO. 10

## Almaguin News joins Metroland family

*Reprinted with permission from the Huntsville Forester - Wednesday, September 20, 2006.*

The Almaguin News, the Highlands' long-standing flagship Wednesday community newspaper, was purchased by Metroland Printing Publishing and Distribution Ltd on September 15.

A deal to purchase the News and its Friday paper the Marketplace had been in the works for several months between Metroland and the newspapers' publisher Peter Barr, whose father M. W. Barr first started running the paper in the mid 1960s.

The News will continue publication on Wednesdays, with the Almaguin Forester moving from a Thursday to a



**PUBLISHERS:** A new chapter of the Almaguin News' 120-year plus history is being written after Peter Barr, centre, passed the reins over to the Metroland family. Now guiding the paper is general manager Bill Allen, left, and Joe Anderson.

Friday publication date. The Almaguin Forester will replace the Marketplace newspaper.

"Our goal is to have the News remain a vital part of the community. It has served the Almaguin Highlands extremely well for many decades, and we will strive to continue to deliver quality journalism that reflects the many communities the newspaper serves," said Almaguin News general manager Bill Allen.

For the last 28 years Allen has worked in the newspaper business. He has been in Muskoka since the 1980s, and last year helped to launch the Almaguin Forester. He serves as general manager of Metroland North Media's products across the Muskoka and Almaguin regions.

Allen said his driving phi-

*Continued on page 2*

## Queen's Park Day a success!



Ontario Premier Dalton McGuinty posing with Metroland President Murray Skinner at the Queen's Park Day Reception.

To read more about Queen's Park Day go to page 7.

## Encouraging today's youth

Autumn! As 2006 begins to wind down, we start to reflect on the past year's accomplishments. It is also nomination time for inspiring youth to receive a 2006 Ontario Junior Citizen of the Year Award.

The annual program is now in its 26th year. Long time sponsor Tembec is delighted to welcome TD Canada Trust as a co-sponsor for this year's awards program, says JP Bradette of Tembec Inc.

"TD believes that encouraging education and involvement by young Canadians is one of the best ways to invest in the future of communities across Canada. Supporting awards that provide the opportunity to recognize youth who are making a difference in their communities is a natural fit for TD's community focus," says Scott Mullin, Vice President Government and Community Relations at TD Bank Financial Group.

"The Association is del-  
*Continued on page 9*

a word from OCNA...

# The future of community newspapers

By Anne Lannan  
OCNA Member Services

**L**ike so many other businesses, community newspapers have come to accept that change is inevitable and change is fast, especially in the past ten years. But if community newspapers are to remain leaders and innovators in Ontario's media market, they must have the ability to adapt to change faster than other industries.

This was the message put forward by leaders of Ontario's corporate community newspaper groups during a publishers' roundtable session on the Future of Community Newspapers following last week's Queen's Park Day.

Organized by OCNA, the event featured discussions with Osprey Media's President and CEO Michael Sifton, Metroland Media Group's President Murray Skinner, and Sun Media's Senior Group Publisher Cam McKnight in a serious but light-hearted dialogue covering a number of topics, moderated by Jim Cumming of the Fort Frances Times.

Sifton challenged publishers to rekindle the spirit and passion that brought them to this industry as passion and courage are the two key leadership traits that are needed to have the drive to be successful.

Community newspaper's advantage over other media is our hyper-local content and connection with our communities, said Skinner. If we are fast on our feet to adapt, we will continue to be the leaders. Industry trends, says McKnight, come at us from around the world and many are more oriented to niche markets. Community newspapers need to learn how to capitalize on them.

The panelists say trends and competition come in many forms, including the Internet which newspapers are beginning to make money from. Skinner cited Metroland's relationship with Workopolis and how they upsell their help wanted classifieds to the online career site. Durham Region's Group Publisher Tim Whittaker told the group how they are posting daily video newscasts online at [durhamregion.com](http://durhamregion.com) with great response from readers/viewers.

When asked the questions about how involved and active community newspapers should be in their communities, all panelists stressed that both the business and its staff should be committed to their towns and cities. Publishers around the room gave examples of how their participation in community events and fundraisers, such as the building of new arenas, has helped their communities as well as benefited the business. A strong and vibrant community goes hand in hand with a strong and vibrant community newspaper. Newspapers need to be and should be seen as leaders in their communities as they are at the hub of communications in their towns.

The panelists were asked to comment on the value of newspaper industry associations and all said associations like OCNA, CCNA, and CNA for the daily newspapers, must continue to be relevant to the needs of their members, citing programs such as government advocacy and industry awards as examples of core services. Of the 302 member newspapers of OCNA, 163 or 54 per cent are corporately owned by companies operating both weekly and daily newspapers.

OCNA wishes to thank all those involved in the event for their participation and support.

## Almaguin News joins Metroland

*Continued from page 1*

losophy is keeping 'the community' in the community newspapers that he manages. He is well aware of the history of the News – a history that stretches back to 1885 – and the first issue of the Burk's Falls Arrow.

Along with the purchase, the News is seeing some personnel changes. Staff from the News and the Forester have combined to form a single team, one that will soon make their home at the Almaguin Forester office, located almost directly across from the Burk's Falls OPP detachment.

"We are fortunate to have staff members from the News keeping up the strong commitment to the community newspapers," said Allen. "It is also exciting to be bringing the News and Forester teams together to create a strong new team."

Part of the plans include providing more resources to the News, helping to modernize its infrastructure in an attempt to make the paper more contemporary for its readers.

"We will continue to serve our readers and advertisers with quality service and a quality product, with a goal of enhancing the paper in the months to come. Feedback is always appreciated," said Allen.

### Better Newspapers Competition

#### CALL FOR ENTRIES

Don't miss the deadline of **October 31.**

Entry guidelines and submission tags can be downloaded from OCNA's Members' Intranet site at <http://members.ocna.org>

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## HR tidbits

# Employee Performance Management

By Wendi Krulicki  
OCNA HR Associate

**P**erformance management is the process of improving an employee's performance through the use of rewards, development, and discipline. It is important for employers to create a uniform performance management system in order to address these issues consistently for all employees.

### What is the Purpose of a Performance Management System?

Employers who develop an effective system are more successful at:

- retaining their best employees and giving them incentive to maintain their performance;
- dealing with poor performers and documenting any problems;
- reinforcing, correcting, and rewarding behaviours;
- providing useful feedback and encouragement to employees;
- promoting employee accountability;
- assisting employees with their professional development; and
- deciding management issues such as promotion and pay raises.

### Main Elements of a Performance Management System

The main parts that make up a performance management system include:

- a performance plan is negotiated between the supervisor and the employee (for a period of typically one year) whereby the supervisor and the employee set certain performance goals;
- a regular channel of communication throughout the year where the supervisor provides the employee with feedback (for instance, once per month);
- an annual review where the supervisor appraises the employee's performance and decides to either reward, develop, or discipline the employee; and

· a new plan is created by the supervisor and the employee for the following year.

In order to have an effective performance management system, employers must ensure that an employee's performance is objectively measured.

This can be accomplished by setting competency standards and explaining how each will be measured. Consequences for meeting and failing to meet the objective standards should also be included in the discussion. It is most important that employers ensure that the standards are:

- relevant and meaningful;
- comprehensive;
- valid and reliable; and
- clear and understandable.

### The Annual Review

An annual review begins with a review of the employee's job description, job performance criteria, and the goals that were set for the year. The supervisor and employee subsequently examine the employee's general performance who attempts to meet the set goals. Strengths and areas of improvement should also be discussed. These reviews should not be surprising for the employee, since the supervisor should have been providing regular and consistent feedback throughout the year.

In addition, the employee should provide a self-appraisal which should then be compared to the supervisor's appraisal.

Rewards usually include performance pay or promotional opportunities. Disciplinary measures for willful behaviour usually include dismissal, suspension, and loss of privileges. Development is used in situations where the employee cannot perform the goals competently.

### Need a performance management system for your employees?

OCNA presents an additional Webinar

on October 18 on Employee Performance Management. This one hour Lunch and Learn Management/Supervisory Webinar Performance Management will be presented by OCNA's HR Associate Wendi Krulicki.

All you need to attend the presentation is a phone and a computer with Internet access.

### LEARNING OBJECTIVES

This Webinar will provide tips and information on how to manage your employee's performance. You will be provided with a performance management system, as well as forms and templates to implement within your own Newspaper.

By the end of this hour-long online presentation, managers/supervisors will understand:

- the importance of performance management
- learn how to give both positive and negative feedback
- tips and forms on employee goal setting
- tools to implement a performance management system

Date: Wednesday, October 18, 2006

Time: 12:00 p.m. noon - EST

Cost: \$55 (use a speakerphone and one computer and you can train as many staff as you like for one low price.)

If you are interested in registering, please call Karen Shardlow at 905-639-8720 ext. 232 or at [k.shardlow@ocna.org](mailto:k.shardlow@ocna.org) with the following information:

Name of your newspaper (with billing address), Contact name (and the approximate number of participants who will be on the call) and e-mail address & telephone number.

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## Health & Lifestyle Reporting for Community Newspapers

Wednesday, November 8  
Pearson Convention Centre

2638 Steeles Ave. E., Brampton (at Mississauga border)

An informative day designed for Community Newspaper reporters and editors covering this growing editorial topic. Are you covering all the beats? Has your health and lifestyle reporting become trapped in the publication of recipes and disease awareness months? Come and get armed with all the issues and trends in this field, and leave invigorated with fresh ideas for your readers.

- 9am - 10:40am** **Medical and Health Awareness Issues and Trends**  
Ontario Medical Association  
Ontario Pharmacists Association  
College of Physicians and Surgeons of Ontario (to be confirmed)  
Ontario Local Health Integration Network's CEO Michael Fenn  
College of Nurses of Ontario
- 10:40am - 10:55am** **Nutrition Break**
- 10:55am - 11:55am** **Nutrition and Fitness**  
The editor of Canadian Living Magazine (to be confirmed)
- 11:55am - 12:25pm** **Seniors and the Baby Boom Generation**  
A representative from the Canadian Association of Retired Persons
- 12:25pm - 1:15pm** **Lunch**  
Keynote speaker Ontario's Minister of Health and Long-term Care, George Smitherman
- 1:15pm - 1:35pm** **Dealing with Your Health**  
Conny Glenn, Executive Director of the Ontario Kinesiology Association
- 1:35pm - 2:35pm** **Editor's Roundtables and Nutritional Break**
- 2:35pm - 3:40pm** **Learn from the Leaders**  
Journalists from the Hamilton Spectator, The Toronto Star and the St. Catharines Standard
- 3:40pm - 4:30pm** **Planning for a Pandemic**  
Dr. Sheela Basur, Medical Officer of Health



**MEMBER COST:** Register before October 20, 2006 and the cost will be only \$89.00 + GST. Registrations after October 20, 2006 will be \$104.00 + GST. Send 2 or more people from the same newspaper and the cost will be only \$75.00 for each additional person!

**NON-MEMBER COST:** Register before October 20, 2006 for \$99.00 + GST. Registrations after October 20, 2006 will be \$115.00 + GST. Send 2 or more people from the same newspaper and the cost will be only \$80.00 for each additional person!

To register please contact Karen Shardlow at 905-639-8720 ext. 232 or k.shardlow@ocna.org.



# The Cambrian Project

By Chris Krejlgard  
Editorial Co-ordinator, The Cambrian Shield

The Cambrian Shield, the newspaper for Cambrian College's Journalism Program, is embarking on a two-year ground-breaking project.

The Shield will track five students from the first day at registration to their last day at the college. The objective is to provide readers and decision-makers with an intimate look into the lives of college students. The Shield will examine the challenges facing students in the early 21st century, how they meet these challenges, highlight their successes (and failures) and offer a glimpse of everyday college life. It will also look at the issues that affect students and their performance in the classroom. Students taking part in the project hail from Barrie, Garson, Kashechewan and Siberia (yes ... Siberia).

The Sudbury Star has committed to publishing articles and photos from the project for the first year. As well, another Osprey Media daily newspaper is considering a similar arrangement with the program.

OCNA members interested in publishing material from what we are calling The Cambrian Project, or who want more information, are welcome to contact me at 705-566-8101, ext. 7710, or at jckrejlgard@cambrianc.on.ca.

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# Time out! Time out to be one of the best!

By **Chuck Nau**  
Murray & Nau, Inc.

Time, ref." "Time out, Ref." As a referee, I find myself frequently being called on to allow a team a time out.

A time out only works if the requesting team has the allotted number of time outs remaining and all of the playing time has not expired. Typically, a time out is called to rethink game strategy, settle the players down, or substitute a player to maximize a scoring opportunity or minimize an injury impact.

In your busy work day, do you ever call 'time out'? Do you ever take the time to call 'time out' to rethink your selling or managing strategy for the day? Do you allow yourself time to recover from an emotional success or defeat? When do you substitute to maintain your physical, emotional, mental, and spiritual well-being?

Successful salespeople and managers know where their time goes and where it should go. They also know that time is not taken away by others, rather it is usually given away thoughtlessly by themselves.

Here's a quick refresher on time management. It is based on a three pronged premise I learned a few years back at Knight - Ridder Newspapers - planning time, organizing time, and controlling time.

- ♦ Do you know and understand how you have given away your time? Do you keep a time log, typically in 30 or 60 minute increments, to reveal where your time is used, abused, and wasted? Do you review your log on a regular basis, at the end of each month

- ♦ Have you established a strong priority system? Remember that a priority is a key activity that will be responsible for generating results and leading you to your goals. Identify each and every task as 'To Keep' or 'To Pass'. Any and all tasks that can be delegated

plan will assist you in allotting your time in a more beneficial and productive manner.

Last but not least, here are some time tested, (!) time saving questions to ask yourself and to share with your staff. What would happen if this task were left until later, or not done at all? Is there someone else who could do this, and possibly, do it better? Will this task, if assigned to someone else, help them grow and innovate or will it only waste their time? Is it possible to eliminate or possibly combine this task with another?

Incorporate the aforementioned questions in your daily routine, and you may suddenly find yourself with more valuable time on your hands ... time to invest in yourself!

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*Chuck Nau of Murray & Nau, Inc. is a Seattle area based publishing consultant and sales and management trainer. He has been a speaker for and conducted advertising, marketing, management and sales training workshops with newspapers, niche publishers, publishing groups and press associations, throughout North America.*

*Comments and questions are welcome and may be directed to Chuck via email: [murnau@nwlink.com](mailto:murnau@nwlink.com). or at (425) 603 - 0984.*

## Plan your workday BEFORE it begins, be specific

just as you do your sales or revenue reports to identify time opportunities and time takers (the telephone, e-mail, the Internet, unscheduled appointments or meetings, indecision and procrastination by you, inability to say 'no'. etc.)?

- ♦ Do you know yourself and the value of time? When is your best time? When are you most productive? Match your best time with those key challenges, and slack time with those lower priority goals. What's the value of your time? When is your creative time? Ask yourself what's the best use of my time at this instant. Take advantage, your best advantage of time.

**Plan your workday BEFORE it begins, be specific.**

should be marked 'To Pass'. Ask yourself if routine tasks have been minimized or delegated to others. The remaining 'To Keep' tasks should be either classified as 'urgent' or 'important'.

- ♦ Do you cluster tasks together due to their similarity in location, or resources needed, or simply and obviously they belong together?

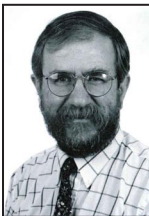
- ♦ Are you flexible? Typically, forty to fifty percent of your day can NOT be scheduled. Is the remaining scheduled half day or so truly worth the time, effort, and commitment you are making to it?

All of the above should help you identify where you are giving away your time and help you determine if retooling your

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# We all make excuses...



By Jim Stasiowski  
Writing Coach

**Y**ou probably do not remember the name *B e c k y Z e r l e n t e s*, but I wish you would.

Zerlentes, a woman boxer, died in 2005 after a bout in Colorado. An adventurer in her spare time but a teacher in real life, Zerlentes tacked up this motto outside her school office: "When you're good at making excuses, it's difficult to excel at anything else."

We all make excuses. For instance, this would be a better column, but because I got myself in a scheduling squeeze, I didn't have a whole lot of time to work on it.

And yet, when you read this column, you expect it to be worthwhile. You expect to learn about writing, about coaching, about how to do better what we too often do by habit.

Newsrooms overflow with dedicated, diligent, even passionate people who really, really want to publish excellent newspapers. But when I ask a simple question, I get such a disappointing (yet honest) answer, I feel like weeping.

Here's the question, directed at skilled, earnest editors: What responsibilities keep you from one-on-one coaching of reporters?

Because I am a writing coach, I also am a writing zealot. I know that a newspaper needs more than just stories; it also needs headlines, photos, charts, an inviting layout, etc.

But to me, an editor's first responsibility is to the quality of the writing in the newspaper. We even call our customers 'readers.' I think I'm safe in saying that the quality of the stories is a newspaper's No. 1 selling point, or, in the worst cases, the No. 1 reason it does not sell.

I recently was a discussion leader at the American Press Institute in Reston, Va.

I spoke to about a dozen city and metro editors of medium-sized papers. To prepare, I had the editors answer several questions, one of which was the one I referred to above.

Here are some of the tasks editors list to explain why they're not spending more time coaching: attending planning meetings; supervising, assisting with, or actually doing pagination; sitting on, or even being chairman of, corporate committees; handling problems with the Web site; answering e-mails (one editor said he receives 125 to 250 e-mails each day).

See why we have so little time for writing improvement?

Let's see if we can eliminate the items that have little or nothing to do with good writing:

(1) In my 30 years in newsrooms, I've sat in on hundreds of so-called 'planning meetings,' and with due respect to those who participate, I think most such meetings are worthless. Here's how I would plan. Each day, I'd walk around the newsroom and ask each reporter: "Do you have a good story for me today? How about for tomorrow? And for Sunday?" After less than five minutes with each, I would know who has good stuff, who has bad stuff, who has no stuff at all. Such one-on-one talking is real planning.

(2) Pagination should be left to copy editors. Most of the time, city editors who are paginating are doing it because designing is playful, much more fun than coaching reporters.

(3) Supervising editors should only very rarely serve on corporate committees. When the boss says to the editor, "I really want you to serve on this committee," the editor's response should be: "My service on that committee will not help reporters write better. Better writing is my No. 1 goal, and it's the reason you hired me."

(4) If Web site duties are intruding on writing-improvement duties, editors should go to their bosses and slightly amend the above response: "My working

on the Web site will not help reporters write better, and you hired me to improve this newspaper's writing."

(5) If any editor can show me that reading 125 e-mails per day is improving the newspaper's writing, I will back off. But until someone shows me that all those e-mails are contributing to the paper's improvement, I'll assert: Putting a city editor in charge of handling e-mails is comparable to asking the CEO of Nike to handle after-Christmas returns of ill-fitting shoes. E-mail is a nice, convenient tool, but if we allow it to, it will rule our lives and divert us from our most important responsibilities.

In fact, if you look at what meetings, pagination, committees, Web sites and e-mails have in common, you'll realize that all are welcome diversions from the much more arduous task of examining stories, looking for reporters' weaknesses, then instructing reporters in how to improve.

Too many editors (and their bosses) see writing improvement as a hobby, something we'll get to when things slow down. I think readers would agree with me when I say that excellent writing should be the reason editors have jobs.

And if you do not agree, try this: The next time a reader e-mails criticism of a story, tell the e-mailer you would've made the story better, but you were in a meeting and didn't have time.

**THE FINAL WORD:** The use of the verb 'to parse' has become the recent rage. Writers tend to think it works as a universal synonym for 'explain,' as in: "The Pentagon spokesman spent an hour parsing Secretary of Defense Donald Rumsfeld's statement." 'To parse' has a clear, direct and unequivocal meaning: It means to take apart a sentence's elements and explain the function and grammatical form of each.

*Writing coach Jim Stasiowski welcomes your questions or comments. Call him at 410-796-0210 or write to 6310 Bayberry Court, No. 1007, Elkridge, Md. 21075.*

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# OCNA'S Queen's Park Day



Left to right: OCNA's Newsprint Sales and Marketing Rep Nancy Burman, Dan Hong from Thoi Bao and Secretary/Treasurer of the Fort Frances Times Linda Plumridge.

**O**CNA's Queen's Park Day was held on Thursday, September 28 and was a great success thanks to all the publishers who took the time to come to Toronto to lend their support to OCNA's efforts.

Members had the opportunity to meet privately with 18 of their local MPPs including the Ministers of Agriculture, Food and Rural Affairs; Government Services; Citizenship and Immigration; Northern Development and Mines; Natural Resources; and Tourism. Publishers disc-



Publishers, MPPs, Civil Servants mingling at the reception.

cussed issues such as the proposed Rural, Northern and Ethnic Community Newspaper tax credit and Open meetings provisions in the proposed changes to the Municipal Act (Bill 130) and found the MPPs to be quite receptive.

Linda Plumridge, Secretary/Treasurer of the Fort Frances Times and OCNA Board member, met with Kenora-Rainy River MPP Howard Hampton and felt the meeting went well.

"Howard Hampton, responded very favourably to both items we addressed.

The rural tax credit for northern and ethnic papers, is a natural, for him to support, as his riding is filled with papers who fall into this category. He listened to our position on bill 130, and asked pointed questions. Jim Cumming spoke with the executive assistant to the Minister of Finance at the reception about the tax credit, and he was receptive to receiving background papers from the OCNA."

During the afternoon session of the House, Minister of Northern Development and Mines Rick Bartolucci recognized the day as 'Community Newspaper Advocacy Day' and paid tribute to his local publisher and OCNA Board member Abbas Homayed from Sudbury.

The evening featured a reception at Queen's Park that attracted more than 100 guests including cabinet ministers, MPPs and senior staff from a variety of ministries. It was great that many of the publishers who could not attend sent copies of their newspaper for display, as they drew a lot of interest from our Queen's Park guests.

The highlight of the reception was a 20-minute visit by Premier Dalton McGuinty, who is known not to attend such events, he spoke informally with members about their concerns and those of the association.

Gordon Cameron, OCNA Government Relations Associate and Queen's Park Day organizer, was not only happy to see the Premier drop by but also to see the Deputy Minister of Communications and Special Projects in attendance.

"I was happy to see David Guscott the head communications person for the Ontario government attend the reception. His interest shows that the provincial government sees the importance of community newspapers."

The event was capped off by a dinner for the publishers at the University Club which featured a roundtable discussion on the future of Community Newspapers with Murray Skinner from Metroland, Michael Sifton from Osprey, Cam McKnight from Sun Media and moderated by former OCNA president Jim Cumming. All three panelists gave their unique insight into the role of the Internet in Community Newspapers, the level of involvement newspapers should have in their com-



OCNA President and Publisher of Niagara This Week Mike Williscraft speaking at the reception.

munity and the role of the various newspapers associations including OCNA, CCNA and CNA.

Mike Williscraft, President of OCNA and Editorial Director of Niagara This Week, felt Queen's Park Day was a great way to heighten the awareness of the Community Newspaper industry.

"I've been an OCNA board of director for six years and, in that time, we have tried a number of ways to heighten the awareness of our industry on a broader scale. As well, we have tried to showcase the association to our own members. Our inaugural Queen's Park Day for the community newspaper industry achieved both of those goals. The response and general interest was outstanding, to the point where virtually every government official

*Continued on page 8*



Panel discussion at dinner with Jim Cumming as MC (right) Mike Sifton from Osprey, Cam McKnight from Sun Media and Murray Skinner from Metroland.

# Ontario Junior Citizen of the Year Award

*Continued from page 1*

ighted to have Tembec and TD Canada Trust as corporate partners. Both companies have demonstrated a strong commitment to Ontario communities through numerous initiatives. We look forward to further developing these partnerships." adds Shari Willerton of the OCNA.

The Ontario Junior Citizen of the Year Awards program is coordinated by OCNA allows its member newspapers across Ontario to recognize young people in the communities they serve.

The program is open to Ontario youth, aged 6 to 17, who are involved in a worth-

**Encouraging today's youth**

**ONTARIO JUNIOR CITIZEN OF THE YEAR AWARDS**

Sponsored by:

Coordinated by:

The strength of our community lies in solid citizens. Here is your chance to nominate a young person, aged 6 to 17, who is involved in worthwhile community service; who is contributing while living with limitations; who has performed an act of heroism; or is a 'good kid' who is making life better for others and doing more than is normally expected of someone their age - help us recognize their contribution.

Nominations will be accepted until November 30.  
Nomination forms available at [www.ocna.org](http://www.ocna.org) or 905-639-8720 or contact this newspaper.

**Ontario Junior Citizen Of The Year Awards  
NOMINATE SOMEONE TODAY!**

while community service; who are contributing while living with limitations; who have performed an act of heroism; or who are "good kids" making life better for others and doing more than is normally expected of someone their age.

Nominations will be accepted until November 30th. Nomination kits are being sent to MP/MPP offices, Ontario school boards, libraries and municipalities for distribution. Nomination forms may also be downloaded from [www.ocna.org](http://www.ocna.org) or the member Web site at [members.ocna.org](http://members.ocna.org).

Should you have any questions about the program, please contact Anne Lannan at 905-639-8720, ext. 228.

## Your connection with your community through Junior Citizens

Two of OCNA's goals are to provide programs to member newspapers that they would not be able to provide alone, and to promote the community newspaper industry to readers and advertisers. We take pride in accomplishing this through the Ontario Junior Citizen of the Year Awards program.

Through this provincial program, individual newspapers are seen as community leaders by promoting the achievements of local youth; our leaders of tomorrow. Newspapers call for nominations from their towns and cities and are able to recognize each young person nominated by personally presenting them with a Certificate of Recognition and giving

them editorial coverage marking their community service contributions to their communities.

OCNA administers this coveted and respected awards program on behalf of our members, through the generous contributions of Tembec Inc. and TD Canada Trust. We also thank our generous Patrons who provide printing services for us. Member newspapers provide space to promote it to their readers and are involved in the recognition process.

OCNA also sends promotional kits with posters, brochures and nomination forms to all school boards, municipalities, MPP and local MP offices, library boards, and

some community groups, as well as online through [www.ocna.org](http://www.ocna.org).

### Your Involvement

We ask for member newspaper involvement in the following ways:

- Watch for your promotional kit in the mail in the next week.
- Hang the poster in your front office.
- Display brochures in your office.
- Publish the advertisement seeking nominations as often as time permits by the November 30 deadline.
- Write article and editorials

about your newspaper's involvement in the program and encourage nominations.

• Nominate someone yourself. You've been writing about these great kids all year! Send your nomination by the deadline of November 30.

• Link the Junior Citizen page on the OCNA Web site to your own Web site.

• Celebrate when you receive nominations from your community and feel proud that you have been able to encourage the efforts of young people in your community.

Questions, please call OCNA at 905-639-8720 ext 228.

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- A phone evaluation of your newspaper's design.
- Answers to questions about your newspaper's design.
- Answers to questions on design issues and trends.
- Answers to questions on type and typography.
- Answers to questions on color and color use.
- Answers to questions on advertising design.

## Queen's Park Day

*Continued from page 7*

said we should be sure to plan the day as part of our annual programming. At this early stage, I do believe that will be the case."

Overall, the day was both fun and useful, and well received. Both OCNA members and those within the government have expressed their hope that this becomes a regular if not annual event.

Of course this day could not have been as successful without our generous sponsors Metroland, Sun Media and Osprey. OCNA is grateful for their support.

If you have any concerns or questions or issues in regard to government relations please contact Gordon Cameron at 905-639-8720 ext. 239 or e-mail him at [g.cameron@ocna.org](mailto:g.cameron@ocna.org).



# Internet ad spending up 54%

By Barbara Shecter  
Financial Post - Thursday,  
July 27, 2006

Internet advertising rose 54% to \$562-million last year, and is expected to account for nearly 7% of the total \$12.5-billion spent on advertising in Canada in 2006, according to Internet Advertising Bureau data released yesterday.

Online advertising spending, which was just \$50-million in 1999, is expected to reach \$801-million this year, up a further 43% from 2005, said the study, which surveyed the top 100 sites selling advertising and used revenue data compiled by Ernst & Young.

"We are bound to see slowdowns in sectors such as radio and TV" as Internet ad spending approaches \$1-billion, said Carl Bayard, an analyst at Desjardins Securities Inc. in Montreal who tracks companies that rely on advertising.

Traditional advertising is still growing, but at a slower rate.

Mr. Bayard told clients in a note yesterday the trend is already underway in the United States. "In the U.S., radio is struggling to grow [in]

low-single digits, while cable TV is beginning to post flat results after years of double-digit growth," he said.

More Canadians go online in a given month than in the U.S., according to the Internet Advertising Bureau -- 62% of the population compared with 57% -- but that has not translated into more per capita spending online by advertisers. Paula Gignac, president of the bureau, said \$27 is spent for every online user in Canada, compared with \$71 in the U.S.

One Canadian venture that appears to be benefitting from the online advertising trend is Standard Interactive, an online music and entertainment network that says the growth of its traffic is drawing in major advertisers. It boasts 3.2 million unique visitors, up 570% in 18 months.

"The aggregated Web sites and mushrooming audience numbers have really caught the attention of advertisers, shifting budgets from conventional media buys," said Jean-marie Heimrath, president of Standard Interactive.

General Motors, Unilever and Warner Bros. have all used

Standard Interactive in their national campaigns, he said.

The Internet, on which individual ads still tend to cost much less than they do for traditional media, works particularly well to promote travel destinations, jobs and automobiles, say industry players. Proponents of Internet advertising say a major attraction is the ability to measure how long viewers spend with an ad.

Unlike magazines, for example, which rely largely on reader surveys to learn who actually reads an advertisement, clicks on a Web site can be easily tracked.

"You can measure it, but that doesn't mean it's good at launching a new brand of soap," said Doug Checkeris, president and CEO of The Media Company, which primarily places client money in online ads as a component larger campaigns that include traditional media.

"Clients are largely looking for integrated campaigns," Mr. Checkeris said.

For their part, traditional media companies are working hard to improve the way they measure audiences, to make sure advertisers continue to see the value of established

media.

In the U.S., TV audience measurement pioneer Nielsen Media recently unveiled plans to begin measuring ratings for commercials. And TiVo -- whose technology pioneered the personal video recorder -- is rolling out a tool to measure viewing by the second.

Nevertheless, the influence of the Web is evident as magazines and even TV shows are beginning to show up online.

"The forces [of traditional and online advertising] are somewhat in competition today. They won't be so demarcated in the future," predicted Mr. Checkeris.

Recent examples of the impact of the Internet include Time Inc.'s decision this week to close the print version of eight-year-old celebrity magazine Teen People.

But Time is maintaining Teen People's Web site, which demonstrates the publisher is following teens online where celebrity news is plentiful and instantly available, observers said.

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## Competition Bureau obtains agreement to stop marketing of Econopro, a bogus fuel saving device

The Competition Bureau has filed a consent agreement with the Competition Tribunal to prevent Econoco Inc. and its directors from making misleading representations to the public about the Econopro, which is marketed as a device to save fuel and reduce emissions.

"Consumers can easily be duped by false claims that can only be assessed by experts with specialized technical knowledge," said Raymond Pierce, Deputy Commissioner of Competition. "The Competition Bureau is current-

ly unaware of any credible scientific evidence that could demonstrate that such products can significantly improve fuel efficiency."

Under the terms of the consent agreement, Econoco Inc., president Réal Laroche and former vice-president Claude Tardif, have agreed to: stop all representations concerning Econopro or similar products for a period of 10 years unless adequate and proper tests are carried out; inform consumers of the agreement through

a public notice in newspapers; and pay an administrative monetary penalty of \$15,000.

The deceptive marketing practices provisions of the Competition Act prohibit mak-

ing representations that are false or misleading, as well as statements about the performance or effectiveness of products that are not based on adequate and proper tests.

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# Two cameras top the list of new hardware for newspapers



**By Kevin Slimp**  
Institute of  
Newspaper  
Technology

**T**wo or three times each month, I speak on the topic, New Technologies for Newspapers. Basically, it's a chance for publishers and other folks interested in newspaper technology to learn about the latest hardware and software for our market.

This week, while preparing to speak on the subject at a conference in Pennsylvania, I was impressed by a couple of new cameras and scanners that would fit nicely on the shopping lists of most newspapers.

When it comes to cameras, most newspapers seem to prefer one of two brands, Canon or Nikon. A couple of good lenses can cost more than a camera, so it makes sense to stick with cameras that work with the lenses you already have.

Recently, Canon released the 400D, also known as the Rebel XTi. It's hard to believe it's been three years since Canon turned the world of photography upside down with the Digital Rebel, a camera that allowed many newspapers to enter the SLR world for the first time.

Then in 2005, Canon released the Rebel XT (350D). I was so impressed, I shelled out \$1000 from my own pocket to get one of my own.



Nikon Front: The Nikon D80 replaces the D70, a favourite of many newspapers for the past three years.

In September, the Rebel XTi arrived. The XTi is a 10 megapixel camera, up from the 8 megapixel Rebel XT and the 6 megapixel Rebel. In addition to the higher



Canon 400D-front: The Canon 400D, also known as the Rebel Xti, offers 10 megapixel resolution.

resolution, the latest model includes a new dust removal system with anti-static surface coatings, low-pass filter vibration and software based dust pattern removal. The LCD monitor is larger at 2.5 inches, and the XTi includes an eye proximity sensor just below the viewfinder that turns off the LCD while you compose your shot.

At a price less than \$800 US for the body, I expect to see a lot of these new Rebels at newspapers in the near future.

For those of you thinking about a new Nikon, you'll be glad to know about the new D80, released in late September. This model replaces the D70, which came out just after the Canon Rebel three years ago. The D70 has been a favorite of many newspapers, both small and large.

At \$999 US (body only), the D80 boasts a resolution of 10 megapixels. It includes an image processing engine similar to the more expensive D200 and D2X. Like the Rebel XTi, I expect to see a lot of these new Nikons at newspapers in the near future.

## New Epson Scanners Available

People often don't realize that scanners only last a couple of years before the quality begins to suffer. After about two years, dust and noise, along with colour

shifts, begin to pop up in scans. Fortunately, you no longer have to pay an arm and a leg for a scanner.

If you've been reading this column very long, you might remember that I favour Epson and Canon scanners. Both offer high quality reproduction at affordable prices.

This fall, Epson released the V series to its Perfection line of scanners.

The Epson Perfection V100 offers a resolution of 3200 x 9600 (very nice for newspapers) and a new slim design with a high rise lid that opens 180 degrees. Finally, I can scan book covers without having to maneuver the lid! And at \$99 US, the V100 is a steal.

For \$50 more, the V350 has a resolution of 4800 x 9600. Both models offer slide and negative scanning, although I wouldn't expect too much in terms of reproduction quality when scanning a negative on a desktop scanner.

The V series offers higher resolution at the same or lower price than its earlier models. I suspect Epson has a hit on its hands.

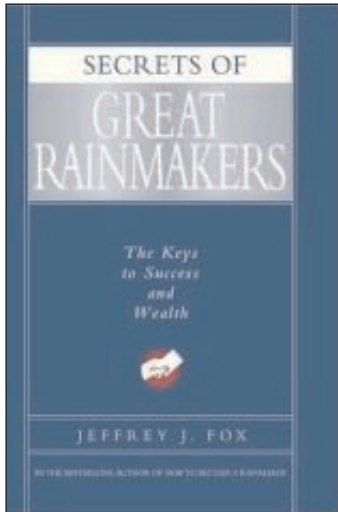


Epson\_v350: The new Epson Perfection V series scanners offer higher resolution at lower prices.

One added benefit - with these new cameras and scanner models arriving, it's a sure bet we'll see prices on existing models drop. It's a good time to be in the market for newspaper hardware.

**OCNA is looking for a new look for News Clips. If you have ideas/suggestions or would like to give your input please contact Shaba Qureshi at 905-639-8720 ext. 244 or e-mail [s.qureshi@ocna.org](mailto:s.qureshi@ocna.org)**

## From the Lending Library



This month's new selection is 'Secrets of Great Rainmakers' by the best selling writer of 'How to Become a Rainmaker', Jeffrey J. Fox.

Jeffrey gets to the heart of the matter, and condenses years of hard-won wisdom into memorable chapters guaranteed to increase sales.

They've already been proven! You'll learn how to outsmart the competition and set yourself apart from the pack. In over 50 interviews with industry leaders from a

wide variety of fields, you will learn the proven techniques and hard-won wisdom that have helped great rainmakers get ahead, along with his trademark brand of counterintuitive insight and commentary that have made his books so popular. Among the secrets, you'll find: - Rainmaker Mottos- Prepare to Be Lucky- Why Customers Want to Give Referrals- Relationships Are Bunk- Take the Word "Price" Out of Your Vocabulary- The Sales Prioritization System.

For a full list of the OCNA Lending Library material, please go to [http://members.ocna.org/AFS/Best\\_Practices/Lending\\_Library/Lending\\_Library\\_list.pdf](http://members.ocna.org/AFS/Best_Practices/Lending_Library/Lending_Library_list.pdf)  
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Contact Karen Shardlow at 905-639-8720 Ext. 232 or [k.shardlow@ocna.org](mailto:k.shardlow@ocna.org)



## Water Cooler

- Elena Dunn, **ComBase's** former President, has accepted a position as Advertising Director with 24 Hours in Vancouver.
- Cindy Laundry, staff reporter at the **Mid-North Monitor** for the past six years, is leaving.

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## ***OCNA 2006 Webinar Training Calendar***

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**OCTOBER 4th - EDITORIAL SESSION** - Newsroom Legal Issues

**OCTOBER 18<sup>th</sup> - MANAGEMENT SESSION** – Employee Performance Management

**NOVEMBER 1<sup>st</sup> - EDITORIAL SESSION** - Editorial Writing Skills

**NOVEMBER 15<sup>TH</sup> – MANAGEMENT SESSION** – Understanding Health & Safety Legislation

**DECEMBER - PRODUCTION** - Production tips and tricks when working with Adobe

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If you are interested in registering, please contact Karen Shardlow at 905 639 8720 ext. 232 or send an e-mail to [k.shardlow@ocna.org](mailto:k.shardlow@ocna.org) with the following information:

1. Name of your newspaper (with billing address)
2. Contact name (and the approximate number of participants who will be on the call)
3. e-mail address & telephone number

***Cancellations are permitted without penalty 5 or more business days prior to the start of the Webinar session. Individuals who cancel their session less than 5 business days prior to the session will be charged the full amount.***



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