

Call for 2019 Ontario Junior Citizens

Help us recognize the incredible determination, imagination, and spirit of outstanding young citizens between the ages of 6-17 who are bettering our communities. If you know someone who is involved in worthwhile community service, is contributing while living with a limitation, has performed an heroic act, demonstrates individual excellence, or is going above and beyond to help others, then please nominate them for a 2019 Ontario Junior Citizen Award.

To help recognize as many of the best and brightest of Ontario's youth we would respectfully ask that you consider spreading the word amongst your network of contacts.

All information about the program, including the nomination forms, is available at www.ocna.org/juniorcitizen.

The deadline for submissions is **December 13, 2019**.

The Ontario Junior Citizen Award is coordinated by the Ontario Community Newspapers Association (OCNA) on behalf of its 240 members. It provides the weekly publications with the opportunity to showcase the contributions of young people in their own communities.

All nominees will receive a certificate of recognition. The 12 final recipients, along with their family members, will be invited to a special ceremony in the spring of 2020.



Brent Rankin, Publisher, North Shore Sentinel Receives Prestigious Award

Brent Rankin, publisher of the North Shore Sentinel in Thessalon was presented with the Community Award in Memory of Mary Knowles, during the OCNA's annual Independent Publishers' Retreat earlier this month in Muskoka.

The award commemorates the late Mary Knowles, a dedicated volunteer and staff member at the New Hamburg Independent, who passed away in 1996 as a result of breast cancer. Each year it recognizes one individual who is dedicated to the newspaper industry and heavily involved in various activities that benefit their community.

Brent certainly fits the description, which is why the Ontario Community Newspaper Foundation was proud to present him with the prestigious award.

The citation read during a dinner amongst his peers cited that "Brent is a true example of an independent publisher. He produces each issue of the North Shore Sentinel entirely by himself, with only one other employee at the newspaper who is responsible for accounts receivables"

"He is the powerhouse behind the paper, which he convinced his family to buy in 1991. He is committed to delivering relevant and insightful news to his readers."

In addition to running the paper, he is also co-manager of several other family-owned businesses including an auto parts store and repair garage, an office supply retailer, a home-heat fuels supplier and an excavating business. He's even the longest serving Mayor in Thessalon's 127-year history. In fact, he was the youngest elected Mayor after joining municipal council at the age of 21.

He truly cares about his community, which is why he also serves on the Algoma District School Board, the Sault Area Hospital Board, the Algoma District Homes for the Aged Board, and the Algoma Public Health Board of Directors (each of which require travelling at least one hour both ways for regularly monthly meetings).



WHAT'S INSIDE:

ADREACH DIGITAL NETWORK UPDATE

The OCNA has succeeded in launching the Ontario Digital Network for Independent Community Publishers

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REPORT TO THE CANADIAN GOV'T

The Journalism and Written Media Independent Panel of Experts has submitted a report with recommendations to the Government of Canada.

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BE A BETTER LISTENER

Improve your listening skills, and your ideas will get better reception.

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MARK YOUR CALENDARS!

April 3, 2019

Spring Convention, BNC Awards Gala + Ontario Junior Citizen Awards

Join the OCNA at the Hilton Garden Inn in Vaughan on Friday, April 3, 2020 for a jam-packed day of industry-focused sessions and networking opportunities. This year the 2019 Ontario Junior Citizen Awards will be presented during lunch, when 12 outstanding youth will be recognized for making a difference. The evening will conclude with the Association's coveted event, the BNC Awards Gala, when 1st, 2nd and 3rd place winners of the competition will be announced.

For more information regarding the convention or gala, please contact Karen Shardlow at k.shardlow@ocna.org or 416-923-7724 ext. 4432.

For more information regarding the Ontario Junior Citizen Awards, please contact Kelly Gorven at k.gorven@ocna.org or 416-923-7724 ext. 4439.

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Seaway News Celebrate 34 Years

By Nick Seebruch, Editor, Cornwall Seaway News

The history of the Cornwall Seaway News, present and future of the paper can be summed up in numbers. It has been 34 years since the paper was founded. It goes to nearly 39,000 homes every week and reaches hundreds of thousands more online every month.

"In September 1985, we produced and delivered our very first Seaway Shopping News," said Seaway News co-founder and General Manager Rick Shaver. "Circulation was 29,850 and the Internet wasn't even a word yet. Our friends at Remax (Terry and Jamie) bought our back page and still advertise with us today. Out of the 39 advertisers that day, we still have a handful including Remax, Cornwall Square, Accesoware, Farm Boy, Julius Miller (now Leons) Cameron Real Estate, Rogers Cable TV (now Cogeco) and Brookshell (now Seaway GM) who are active clients."

While the numbers grow, the close-knit team has grown as well.

The team, which began with co-founders Rick Shaver and Dick Aubry (who has since retired) has grown to include long-time members like Jennifer Mayer, Colleen Benton-Parette and Kim Froats.

Sales Coordinator Jennifer Mayer has been with Seaway News for most of the past 34 years and remembers the wonderful people she's worked with in that time. She remembers the many changes and evolutions that have taken place in the business. But one thing that has not changed is the close-knit character of the team that makes Seaway News possible.

"There are a lot of memories," she said. "Too many good ones to list. We've had great staff over the years."

Colleen Benton-Parette began at Seaway News as an intern and has risen to become the manager of the Production Department and a liaison with the business' owners and administration.

Kim Poirier-Froats has worked at Seaway News for 15 years in the Production Department. She and Colleen Benton-Parette make all the business products, the paper, the magazines and even some components look beautiful.

"It's pretty awesome when you have a career where you don't mind going to work," she said. "You know how people always ask you "How's work?" I always answer "great, I love my job!" Also, my co-workers ... they are like my second family. We all get along."

Shaver said that he was proud of the work accomplished at the paper by his Sales Coordinators and Production Department.

"Both are instrumental in our ad order system," he said. "Their contribution is as important as Editorial and Sales."

The paper has grown and added new sections over the years. Every week included with Seaway News is Cornwall Express for French readers who want to read local stories about their community. The paper's cartoonist of 25 years, James Lapierre has brought a lot of fun and laughter to the editorial page. And Seaway News has also added popular columnists such as Claude McIntosh of Mac's Musings and Nick Wolochatiuk of Dances with Words.

Rick Shaver explained that in its 34th year, Seaway News is committed to growth and being a leader in news in Cornwall.

"This year we will not only focus on the growth of our paper, but on reaching hundreds of thousands more online," he said. "Who would have guessed that 34 years later, our shopper would become the blanket news coverage for our area?"

For myself, being Editor at Cornwall Seaway News for the past three years has been a great experience. There is nowhere else where I could grow the way I have, and I feel privileged to be able to tell the stories of the community I grew up in.

"Seaway News staff are the success of the business. We wouldn't be able to do what we do without our Editorial team of Nick Seebruch and Shawna O'Neill, or without our sales team of Patrick Larose, Steve Jasmin, Stef Kolbinger and Brett Conway. Our products are beautiful thanks to Colleen Benton-Parette and Kim Poirier-Froats and because of our Sales Coordinators Jennifer Mayer and Pamela Horton. Every member of our team is a valuable piece of our operation," said Shaver.



Seaway News General Manager Rick Shaver and journalist Shawna O'Neill

Remembering Jean Morrison, Long-Time Publisher Of The Napanee Beaver And Picton Gazette

The following is a piece written by Adam Prudhomme, Editor of the Napanee Beaver.

Jean Morrison, publisher of the Napanee Beaver and Picton Gazette passed away peacefully in her home on Sunday, surrounded by family at the age of 97.

Jean Morrison (nee Bier), was born in New Hamburg, ON. She graduated from the University of Western Ontario and taught math at Napanee District Secondary School before marrying Earl Morrison, who was then a reporter at the Kingston Whig-Standard.

Together in 1953, she and her husband fulfilled what she described as a 'journalist's dream', acquiring the Napanee Beaver from the Templeton family.

In 1965 they purchased the Napanee Post-Express - once known as the Deseronto Post - to become the lone community newspaper in the area.

In 1973 they adopted three children - Christopher (13), Tracey (11) and Leslie (9). She'd go on to be grandmother to six as well as great-grandmother in 2018.

In 1977 the Morrisons purchased the Picton Gazette, the oldest continuously published community newspaper in Canada, printed since 1830.

With the unexpected death of her husband in 1978, Jean continued as owner and publisher of the Napanee and Picton papers.

Her career in the newspaper industry took her all over the world to International Press Conventions, where she met many heads of states including John Diefenbaker, Queen Elizabeth II, Nelson Mandela and Indira Gandhi.

Here at home she spent many wonderful moments on the Napanee River, where she was delighted by the wildlife and changing light of each season. She enjoyed strolls along the Napanee River and outings to Springside Park. Her hobbies included curling, golf, skiing and music as a long-time member of the Napanee and District Church Choir, and played clarinet in the Napanee Silver Band.

She valued her community and was an active board member for many local organizations and a proud supporter of many charities in Napanee, the County of Lennox and Addington and beyond. She was an integral and beloved member of the Napanee Community.

She will be fondly remembered for her outgoing, friendly nature, her adventurous spirit and her remarkable contributions and legacy.



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Digital Investigation By Competition Bureau

The Competition Bureau is investigating digital companies and their impact on the advertising market. They are particularly interested in small markets, and are calling for information on potentially anti-competitive conduct in the digital economy.



To understand the facts of this investigation, visit: <https://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/04494.html>

If you have pertinent information to share, please use this link for News Media Canada's guide for members to submit: <https://nmc-mic.ca/news/heres-a-how-to-guide-on-how-to-submit-your-information-to-the-competition-bureau/>

Newspapers Matter: 2019 Industry Promotion Campaign

Let's keep the conversation going and work together to remind Canadians about the critical role that newspapers play in our society!

Creative elements from National Newspaper Week 2019 have been revised so that newspaper publishers can continue to run these features year round.

Ads can be customized by replacing the News Media Canada logo with your own – working files are available in order to create custom ad sizes as well.

You can download a variety of print sizes along with digital material by visiting <https://nmc-mic.ca/ad-resources/industry-campaign/newspapers-matter/>.



Turtle Island News Puts Out Paper Despite Devastating Newsroom Fire

Lynda Powless, owner and editor of the Turtle Island News, a Six Nations newspaper in Ohsweken, received a call from a security company around 5AM on Monday, October 28. The alarm at the newspaper's office had been triggered and when she arrived at the scene 10 minutes later, fire fighters were already on sight battling a blaze.

It's still unclear how the fire started. "Police told me we were targeted," Lynda said in an interview. "This was an attack on free speech and a free press in First Nations communities."

Lynda said security video shows a (suspected stolen) black pickup truck driving into the north end of the one-storey building. After the collision, the cameras melted in the fire and no images of the perpetrator were captured, she said.

Six Nations Police could not confirm, nor discuss whether the fire was intentional. No arrests have been made.

Hours after the devastating fire, staff appeared back at their desks, determined to get the latest issue of the paper to the printers on time. The team of 12 employees got to work, avoiding puddles and staying clear of the cordoned-off area in order to put out the paper Tuesday evening.

Damage costs are pegged at \$100,000, which includes damage to the north side of the building and ceiling, along with computers and photography equipment. Insurance should cover most of the cost, according to Lynda.

Irreplaceable, though, is the paper's photo archive, which documents 25 years of happenings in the community.

"We have no idea why we are being targeted, but understand that this is a question every Indigenous journalist working in our community asks themselves as they put themselves at risk covering news in First Nations communities," Lynda said.



MEMBER SERVICE SPOTLIGHT

PRESS CARDS

Are you sending a reporter to cover an upcoming event? The OCNA can provide you with laminated, business card-sized Press Identification Cards with photos and authorization. Purchase the first three for \$10 and pay \$5 for any additional ones after that.

The OCNA offers a wide variety of services to its members, including events, awards, and training courses.

Visit www.ocna.org/press-cards to download the Publisher's Authorization Form, or contact Kelly Gorven at 416-923-7724 ext. 4439, k.gorven@ocna.org for instructions

Local Journalism Initiative: What You Need To Know About LJI Reporters

From News Media Canada

Across the country, LJI reporters will hold politicians and public bodies to account and shine light into dark places, with the goal of providing accurate, diverse and relevant news about civic institutions to communities.

How many? The Local Journalism Initiative is looking to hire a minimum of 93 reporters. Of these, 84 will be allocated on a regional model based on population, and 9 reporters to Indigenous media.

Who can be an LJI reporter? LJI reporters will be experienced journalists who can respond quickly and accurately to news as it develops, and dig deep into stories on civic institutions and issues. There is no age limit. Reporters are required to adhere to journalistic standards and have strong knowledge of Canadian Press style.

What must they cover? The Local Journalism Initiative is intended to support the creation of civic journalism; therefore, LJI reporters are required to cover civic issues and civic institutions such as courthouses, city halls, band councils, school boards, Parliament or provincial legislatures and the like.

Where will they be based? With you, the news organization. An LJI reporter will be your employee.

Will their stories be shared? Yes, across the country. LJI stories will be available for republication by accredited media organizations across the country through a Creative Commons license, broadening and strengthening the reach of the content and coverage.

Who are LJI reporters? Hire them and we'll find out.

Why We Need To Ask Why

By Ed Henninger, Henninger Consulting

When we were kids, many of us drove our parents to distraction with 'why' questions. The classic, of course, is 'why is the sky blue?'

You can be sure there were others:

- Why is it dark at night?
- Why is the water wet?
- Why is up?
- We were full of 'the whys' back then.

As designers, we can take a good lesson from that. We can remember to ask 'why.'

As in:

- Why am I putting this in a box?
- Why am I jumping this story?
- Why am I using this color?

Sound design demands that every element on the page needs a reason to be there. If its existence cannot be explained, then it's extraneous—and therefore bad design.

There are basics to good design, such as contrast, unity, focus and the like. Every element on the page needs to contribute to sound design approach.

You see, design isn't 'playing with the page'. It isn't 'Let's see how this looks'. It isn't 'Throw a tint behind that story and see if it works'.

Good design is a discipline. It's a cabinet maker using his measuring tools, remembering to 'measure twice...cut once'. It's that same cabinet maker using his plane to smooth the surface of a dresser.

And it's that same cabinet maker running his fingers along the grain of the wood, using his years of experience to feel for those places that are still a bit rough, still a bit unfinished.

When he finds those spots, he'll work to remove them. Because they don't belong.

One of our tasks as designers is to use our experience to find those elements that don't belong—and remove them.

We do that every time we ask ourselves 'why.'

Ed Henninger has been an independent newspaper consultant since 1989 and is the Director of Henninger Consulting in Rock Hill, S.C.

HE recently developed FasTrak, a breakthrough redesign process created exclusively for smaller dailies and weeklies. With another of Ed's redesign programs, PowerWeek, your newspaper can be redesigned in only one business week. A third innovation Ed has developed is called SelectDesign. With this plan, Ed works with you to redesign sections, pages or elements you choose for improvement.

HEALTH

Contact us at life@dailyjm.com or call (864) 882-2375
Wednesday, September 33, 2022

SHE'S B-A-A-CK:
Shania Twain has a hit on her hands with her first new album in more than five years. **2C**



BY FRED PFARQUHARDT
THE JOURNAL

Exercise caution in your business affairs, for the world is full of trickery. But let this not blind you to what virtue there is; many persons strive for high ideals; and everywhere life is full of heroism. Be yourself. Especially, do not feign affection. Neither be cynical about love; for in the face of all aridity and disenchantment it is perennial.

Take kindly the counsel of the years, graciously surrounded the things of youth. Nurture strength of spirit to shield you in sudden misfortune. But do not distress yourself with imaginings. Many fears are born of fatigue and loneliness. Beyond a wholesome discipline, be gentle with yourself.

You are a child of the universe, no less than the trees and the stars; you have a right to be here. And whether or not it is clear to you, no doubt the universe is unfolding as it should.

Therefore be at peace with God, whatever you conceive Him to be, and whatever your labors and aspirations, in the noisy confusion of life keep peace with your soul.

With all its sham, drudgery and broken dreams, it is still a beautiful world. Be cheerful. Strive to be happy.

Go placidly among the noise and haste, and remember what peace there may be in silence. As far as possible without surrender, be on good terms with all persons. Speak your truth quietly and clearly; and listen to others, even the dull and ignorant; they too have their story. Avoid loud and aggressive persons; they are vexatious to the spirit. If you compare yourself with others, you may become vain and bitter—for always there will be greater.

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You are a child of the universe, no less than the trees and the stars; you have a right to be here. And whether or not it is clear to you, no doubt the universe is unfolding as it should. Therefore be at peace with that which is God, whatever.

HOW YOU CAN HELP
Go placidly among the noise and haste. Remember what peace there may be in silence that is golden. As far as possible without surrender, be on good terms with all persons. Speak your truth quietly and listen to others. Avoid loud and aggressive persons. If you compare yourself with others, you may become vain and bitter. Remember what peace there may be in silence that is golden. As far as possible without surrender, be on good terms with all persons. Speak your truth quietly and listen to others. Avoid loud and aggressive persons. If you compare yourself with others, you may become vain and bitter. Remember what peace there may be in silence that is golden.

Then chemists discovered that adding chlorine to drinking water would rid it of bacteria.

Why run a headline on a curve? In this package, it helps add interest and it works naturally with the illustration. The lower curved headline echoes the design at the top.

Time Management Tips

By Ron Guest, Senior Partner, TwoGreySuits

With the advent years ago of e-mail and voicemail, and now mobile computing, social media and device powered evenings, more and more managers are finding it difficult to get things done in a given work day or week. In today's world it seems many managers are being asked to take on even more with less staff to do the work.

In fact, in our view, time management represents perhaps one of the most significant problems/productivity issues in business today – getting things done that need to get done. Even otherwise good time managers are falling into the traditional traps – simply working more hours and not being able to say no to things.

Here is a generalized statement we hear quite often from people at all levels:

“I am finding it more and more difficult to manage my time at work. It seems I am constantly putting out fires or getting distracted by colleagues, e-mail and other interruptions. By the end of the day, my to-do list remains undone, and I leave work feeling frustrated and overwhelmed. This impacts my productivity, as well as my ability to manage and lead my team. How can I take control of my time at work?”

How can this be resolved?

Many people find it difficult to take control of their schedules. This is a significant challenge for sure. Being a decent time manager is a beautiful thing – but you have to work at this and be very disciplined in your approach to personal time management. The most effective and successful people we have ever met are coincidentally good managers of their time.

Even the most focused individuals can get derailed by poorly planned meetings, ad hoc requests and other activities that steal minutes from the day. A lack of focus and personal disorganization can also cause people to lose track of their time. Some senior managers we know say that they get so deep into thought and intellectually invested or deeply focused on things or projects they are working on that they miss very important things pre-scheduled into their work day.

On a personal note, I have been frustrated many times over the years by people that do not have any concept of managing their time. When it affects me, sorry, but I often take it personally, that the person cannot place any value on my own time that they are wasting. Of course we don't live in a perfect world either and s___ does happen. But when this is a repeated behaviour, it's a problem.

A few years ago, at an HR Consulting assignment I undertook, I saw perhaps the very worst time manager in my life. This was a senior manager, who didn't have a set schedule and who had a pile of paper on his desk, approximately 12 inches high. He came to work each day and simply responded to e-mails and phone calls (but not in a timely way) and when he had time he would simply pick off the top thing on his pile and start to work on it. People were constantly lined up at his door; he was always



behind on his commitments and was always working on urgent things. So many fires were burning you could almost feel the heat just walking by his office. This guy was a CA and MBA, so there were no intelligence issues, he just could not get himself organized. I understand he is no longer with that organization.

The good news is that the situation can be remedied by making some simple adjustments to the way you work. Following are some suggestions for better management of your workday:

- **Analyze your schedule.** (This is key if you are serious about truly managing your time) Keep a running tab of how much time you spend on each activity over the course of a typical week. Include everything you do during the day, including writing and responding to e-mails, handling requests from co-workers, attending to personal business, going to lunch, putting out fires, and participating in meetings. Be brief in your descriptions, though — after all, you don't need this task to throw you off schedule even more. Then, analyze how you spent your time and make adjustments accordingly. For instance, was the majority of your time devoted to your top priorities? If not, re-tool your schedule and minimize the attention you give to less-pressing responsibilities. Did you find that your week was consumed by last-minute emergencies? While you can't always avoid a crisis, you may find a pattern in the so-called fires and be able to address the root cause. For example, if the same project required your constant intervention, it could be that the wrong employee was assigned the task, and it needs to be given to someone else.
- **Schedule priority items when you're at your peak.** Are you sharpest before lunchtime, or does your mind focus best mid-afternoon? A simple way to make the most of your time is to schedule more difficult tasks for when you're at your best.
- **Block out time for specific tasks.** Set aside specific times

throughout the day when you will tackle low-priority items, such as making and returning non-urgent phone calls. Group similar tasks together during these periods. By focusing on a single type of task, you'll avoid wasting time and effort switching between one activity and another. Just make sure to keep an eye on the clock, and don't allow tasks allotted for one time frame to extend into the next, unless a high-priority situation arises that requires your immediate attention.

- **Delegate.** Many managers spend hours on mundane tasks they should delegate to others. If your days are filled with tasks that could be accomplished by someone else on your team, such as creating a report outlining last month's expenditures or organizing a client meeting for the following week, it may be time to let them go. Delegating not only saves you time but also makes you a better manager: You empower your employees and enable them to learn new skills. Letting others take on more responsibility also allows you to focus on strategy and other responsibilities that only you can handle.
- **Designate uninterrupted time.** If chatty co-workers are common distractions, or if you just need to focus on a pressing project, close your door to gain uninterrupted work time. Just be open about your need for some quiet time, so that your employees don't misinterpret your actions. Above all, be flexible and realistic. Some days you will be more productive than others. Don't worry if you temporarily get off track, and make sure you create balance by allowing yourself a daily coffee or walking break.

Making more effective use of your time while on the job requires commitment, as well as good communication with your employees. By creating a plan for prioritizing and achieving key objectives, you'll be able to keep your to-do list from constant expansion. You'll also know exactly how your workday was spent and, most importantly, you'll have something to show for it.

TwoGreySuits is a leading-edge provider of online human resource management information, processes, tools and forms servicing the global market. We have integrated the HR practices associated with the key drivers of Employee Engagement within the well-organized information on the website. Our website is built on the premise that if you truly see the value and want to manage people professionally, using our tools and information, you will see increased employee engagement levels over time, a win for everyone!

Ron Guest has twenty-five years of business and HR experience as a practitioner, executive, executive coach and as a consultant to small/medium sized businesses in recruitment, management development, employee engagement, HR policy design and performance management. He has held executive positions in the Telecommunications, Computer, Hi Tech and Printing industries. Ron is a pioneer in behavioural interviewing and has interviewed over 8,000 candidates in his career. Ron has a Bachelor of Commerce degree from Saint Mary's University.

Ron can be reached at rguest@twogreysuits.com

Make Money With Network Classifieds

OCNA's Network Classified Advertising is an easy way for you to earn additional revenue. Upsell your retail and classified advertisers and receive a 35% commission.

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- > Real Estate - any agent with vacation properties, commercial properties and luxury homes. Buyers from outside your newspaper distribution area need to know
- > Events - Fairs, Markets, Shows, Theatre, Concerts or Sports. Spread the word to draw more people
- > Help wanted - Trades and other positions that individuals would relocate or commute to

Contact OCNA Network Classified Coordinator Lucia Shepherd for full details at l.shepherd@ocna.org or 416-923-7724 ext 4423.

The Power Of Restraint

By John Foust
Raleigh, NC

On an out-of-state trip, I saw a billboard that compelled me to pull off the road to take a closer look. What was so unusual? It had more words than I had ever seen on a billboard – 45 words. “What in the world were they thinking?” I asked myself. “I’m probably the only driver who knows what the billboard says, and that’s because I stopped to count the words.”

The person who designed that sign hadn’t considered what it would look like on the side of that two-lane highway. He or she had created it on a screen or layout pad, with no awareness of the fact that drivers would have only a few seconds to read it. For years, I’ve heard that eight is the maximum word count for a readable billboard. That one had 45.

The billboard needed what a lot of ads need – restraint. Here are three areas that call for that special brand of discipline:

1. The sales call. This is where it starts. It’s understandable for advertisers to be excited about their products and services, but they shouldn’t be encouraged to put unsubstantiated claims and exaggerations in their ads. Salespeople who are close to closing a sale often have a tendency to accept anything their clients want to run. But this is the time to hold firm and gather the raw material that is needed for an effective ad campaign. First, learn about the client’s audience. Then learn about what is being advertised – with a focus on features and benefits.

2. The ad copy. The next step is to translate that information into an idea, and then to transform that idea into convincing words and pictures. Even the best ad concept in the world will fall flat if it is not put together the right way.

It’s important to use restraint in writing copy. Readers don’t respond favourably to words like ‘unbelievable,’ ‘fantastic’ and

‘incredible’. They prefer to hear the truth, because that’s what they need to make informed buying decisions.

Specific language works better than generalities. ‘Save 40 percent on a new widget’ is more effective than ‘save money on a new widget’. ‘Three-year warranty’ is better than ‘great warranty’. And ‘one-acre lot’ is more descriptive than ‘large lot’.

3. The ad design. A store owner once told me about his philosophy of print advertising. “I think white space is wasted space,” he said. “I want my ads to be filled from corner to corner.” It was no surprise that his ads were bursting at the seams with illustrations and blocks of multiple colors. To make matters worse, he thought that all upper-case type made his copy more important.

Sadly, his ads looked like indecipherable blobs on the page. I don’t think anyone would make the effort to read them.

Poet Robert Browning is famous for writing, “Less is more.” Although architecture later adopted the phrase, it is just as appropriate for this business of advertising. Less is definitely more.

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

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YOU!**

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“We Tried This And It Worked”

and features innovative efforts that helped boost a newspaper’s success.

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Newspapers Get Serious

IT'S TIME WE TAKE A SERIOUS LOOK TOWARD THE FUTURE

By Kevin Slimp

Like many of you reading this column, I've been in the newspaper business a long time. I began delivering daily papers for the Johnson City (Tennessee) Press-Chronicle when I was eight years old. It's amazing my parents allowed me to deliver papers after my brother, who was twelve at the time, was killed while walking home from his paper route six years earlier. So when I say newspapers are in my blood, I mean that literally.

For more than 25 years, I've worked as a consultant with thousands of newspapers in the US and abroad. In that time, I've seen a lot of changes, and not just in the areas of technology and production.

Some of the changes have been exciting. Working on the development of the PDF printing method in the '90s has been one of the highlights of my career thus far. Traveling to major universities and professional groups to discuss the upcoming digital revolution in the late '90s and early 2000s was another interesting time.

Being invited to address groups including the National Economic Association, the National Press Club, and others about the effects of various elements on the newspaper industry, as well as the effects of the newspaper industry on society in general, has been a highlight of my career to date.

An issue that has concerned me over the past ten or so years, has been the lack of unbiased leadership in our industry to keep us on track in accomplishing our core duties, while steering us away from negative influences that could be detrimental to our industry's future.

Whether out of a fear of upsetting powerful players in the industry, or just being too quick to take bad advice, we've taken more than a few wrong turns over the past ten or so years. That's why I'm so excited about some of the work I, as well as others, will be involved in over the coming months.

My schedule this fall and winter is probably the busiest of my career. A quick glance tells me I'll be in just about every corner of the United States, as well as a lot of states in-between, to work with groups who are serious about helping newspapers take steps toward a brighter future.

The North Dakota Newspaper Association Foundation hosted a gathering in Bismarck in October to gain a better understanding of how newspapers can play a more vital role in the lives of potential readers in their mid 20s to late 30s.

On the Foundation's 'dime', dozens of millennials from throughout North Dakota descended on Bismarck, spent an evening together, then spent the following day in focus groups, which I lead, all in an effort to learn what we can do to better meet the needs and interests of persons in this age group.

On December 6, I will be in Fort Worth, Texas, at the invitation of the Texas Center for Community Journalism, to meet with publishers to discuss digital journalism. There is no ulterior motive. No one has anything to sell. The goal is simply to spend a day together studying what

is working, what isn't working, what should be left behind, and where community newspapers should be considering as we face the short, and long-term future.

I've noted with great interest the work Al Cross is doing at the University of Kentucky Institute for Rural Journalism and Community Issues. The work being done by the Institute to deal with the issues of newspaper ownership and creation of new community newspapers could bear significant fruit.

A very successful young business owner stopped by to see me at my office last night around ten o'clock. Yes, it was a late day for both of us.

He is the owner of a very successful company with several offices around the world. His company is a leader in its industry and I've been quite impressed as I've watched this group of young executives dominate their market so quickly.

What the young owner said to me took me by surprise.

"You know," he began, "you've got what we all want."

I wasn't quite sure where he was going, so I asked.

He continued, "We have grown like crazy, we have employees around the world, and we're making a lot of money."

I was still lost. It sounded to me like he had what most people want already.

That's when he landed the punch. "You do important work," he told me, "and you love what you do." After a pause, he continued, "I would trade with you in a heartbeat."

I could have shared some of the difficulties of my work with him, but instead let his words sink in.

"Well," I told him, "I'd trade my age for yours, so how about we trade jobs and I get to be 28 and you be my age?"

We both laughed.

Let me leave you with this thought: We do important work...vital work. Don't let anyone fool you or lead you to think we don't.

I'm busier than I've ever been. I often work 12 and 14 hour days. It's 1AM as I write this column. I don't do it because I'm getting rich. Trust me, I'm not. I do what I do because our work is so important. It's vital.

As fall comes to an end, I'll share with you some of what we learn about millennials, the digital future, and anything else I learn in my travels that might be helpful.

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