



Gearing Up For National Newspaper Week 2018

There are just about six weeks until the kick-off of National Newspaper Week in Canada, which is taking place this year from October 1 – 7.

For News Media Canada and OCNA members, it's an important opportunity to raise awareness of - and support for - the industry among important stakeholders.

As News Media Canada finalizes plans for National Newspaper Week, they have provided an update on the work to-date. The following are some key ways that you can provide support at a local level.

THE NATIONAL CAMPAIGN

The theme of the National Newspaper Week 2018 campaign is "Now More Than Ever". The storyline through all public-facing communication will reinforce the message that the in-depth, credible, independent reporting done by newspapers is more important than ever, but that newspapers are facing a number of serious threats.

Beginning in late September, Canadians will be challenged to go online to newspapersmatter.ca, a site currently in the works, to coincide with National Newspaper Week, to send a message - to Canadian businesses, advertisers, to all levels of government, to newspaper journalists and to their fellow citizens - that newspapers matter now more than ever.

National Promotional Support

Traffic will be directed to the online hub through a national advertising campaign in English and French.

Local Publisher Support

Print and digital ads promoting the campaign will be available during the first week of October. for all members to run.

Social Media Campaign

In addition to the power of print and digital newspapers, a paid social media campaign will be launched to amplify the message that Newspapers Matter.

GRASSROOTS COMMUNITY SUPPORT

In addition to this advertising support, a toolkit will be available with ideas on ways to support National Newspaper Week.

Here's a sneak preview of a few things you may want to consider:

- Dedicate an editorial in your paper during National Newspaper Week to the theme of "Now More Than Ever".
- Host a "Now More Than Ever" breakfast for advertisers in your community to kick-off National Newspaper Week.
- Connect with local schools in your community to see if there might be opportunities to work together on National Newspaper Week programming. A field trip to the newsroom, perhaps?
- Rent a local theatre and host a reception / movie screening of the award winning film Spotlight. On request, News Media Canada will provide a digital copy of the movie and cover the cost of licensing the film (approximate \$350 value) to a limited number of participating community newspapers, as part of funding from the Department of Canadian Heritage.
- Find local influencers or spokespeople in your community and ask them to post a photo on their own social media channels, reading a copy of their favourite newspaper (in print or digital form) while tagging #NowMoreThanEver to publicly show their love of newspapers and to support the campaign.



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A good set of books will make all the difference.

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MAKE YOUR SPECIAL SECTIONS, SPECIAL

Key elements to remember when dealing with special sections.

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Zero tolerance policy is not advisable for all employers.

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MARK YOUR CALENDARS!

October 1

BNC Award Call for Entries

Prepare your entries and watch your inbox for more information regarding the Better Newspapers Competition. The competition will open on October 1 and the deadline for submissions is October 31.

November 2 - 3

Independent Publishers' Retreat

Independent Publishers are invited to join the OCNA for its annual retreat on Friday, November 2 and Saturday, November 3 at the JW Marriott The Rosseau Muskoka Resort & Spa.

Network with peers during this two-day event, designed with the specific business needs of community newspapers and independent publishers. Also included - lots of social time!!

For more information on either event, please contact Karen Shardlow at k.shardlow@ocna.org or 416-923-7724 ext. 4432.



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The Importance Of Tracking Your Numbers

By **Dave Adsett**
 Publisher, Fergus Wellington Advertiser

A couple of years ago we started publishing the Business Leader as a business-to-business publication in our trade area. Its focus is to celebrate business people and be a forum for discussion.

Here in part is a column from one of its first issues:

From one businessperson to fellow businesspeople, we offer the best business advice ever.

Get a good bookkeeper. And when we say bookkeeper – that term includes everything from an internal employee doing books to the chartered accountants larger companies need to manage their financial performance.

This advice sounds so simple, but it reflects a conversation we have had dozens of times over the years with successful operators. Just like advisers, a bad bookkeeper can kill a business – a good one can be worth their weight in gold. There is no better time to adopt the attitude of keeping good books than when starting out and expanding offers a chance to up the game.

Every facet of business revolves around the books. An owner needs to know in real time if they are profitable, hemorrhaging red ink or what parts of their business are succeeding vs losing. As important, but still a thorn in the side, is the need to be on top of government reporting and remittances. If you are in business, you must remit taxes accurately and on time. Very quickly, if not on top of this function, an entrepreneur’s time can be diverted from making money to putting out fires with agencies and institutions that have all sorts of manpower and clout.

Like most things in life those who wait or put in the effort to read and learn gain an advantage over others. We hope readers make use of our best business advice ever.

For those of us in the newspaper business, the books can sometimes take a back seat to mission critical which is publishing a newspaper and making deadlines.

I still hear from business people that their profit or loss isn’t known until the accountant finishes up the year end. Since corporate tax has a six-month window to file, almost a year and a half or 18 months of data can hang in the winds. This is not how to succeed in the newspaper business certainly with the headwinds our industry currently faces.

Consider this past year where many newspapers faced newsprint increases from their printers. Add in the recent increases to minimum wage and other supplier increases. An unaware proprietor could actually be losing money and not even know it. While publishers often worry about client retention and fail to raise rates often enough, successful customers understand costs are rising and won’t begrudge a corresponding increase.

All the corporate filings required by the government have serious penalties for not filing on time. Imagine a 10% penalty for not filing HST or corporate taxes on time. For every \$10,000 worth of taxes owed, the penalty could be assessed at \$1,000. That can add up to a lot of money over the course of a year, not to mention the interest charged on overdue accounts.

Of course, businesses now have access to powerful accounting programs which make much of this work easier. If your business is not large enough for an on-staff bookkeeper, spend some time searching accounting programs that will maximize efficiency and give as many reporting options as possible.

A good set of books will make all the difference to the success of your operation.

OCNA MEMBER SPOTLIGHT

JULIE CASHIN-OSTER PURCHASES THE ORONO WEEKLY TIMES JULIE CASHIN-OSTER

For the fifth time in its 81 year history, the Orono Times is changing hands. The new owner, Julie Cashin-Oster (pictured left), is no stranger to the community and brings with her a wealth of print journalism experience.



We Want To Hear From YOU!!

The OCNA would like to feature your success stories!

The new column will be called “We Tried This And It Worked” and will feature innovative efforts that helped boost a newspaper’s success.

To participate, contact
Newsclips@ocna.org

Common Traits

What do successful newspapers have in common?

By Kevin Slimp

In my previous columns, I've mentioned other newspapers I've visited recently, and I can't help but notice a trend. Every paper I've visited over the past few months seems to be doing well.

The \$64,000 question is this: why are some papers successful, while others seem destined to eventual failure? Why are some papers profitable, with healthy readership and growing ad revenue, while others seem to base their future revenue on reduced expenses and personnel reductions?

I've made the decision to focus on the positive today. The following are some of the common practices I've noticed during my recent visits to successful newspaper operations:

1. Successful newspapers have publishers who are engaged.

Someone asked me last week what a newspaper publisher does. My answer was simple, "Anything from nothing to everything."

Two months ago, I received a message from a young, new publisher. Her question, "What does a publisher actually do?" made me chuckle. I jokingly answered, "Work on your golf game."

True enough, I've seen more than my share of publishers who seem to spend more time away from their newspapers than on-site. Not lately, though. In my recent trips, I've found publishers who are engaged with their staff, working side-by-side with their writers, editors, ad reps and production managers to improve every aspect of their newspapers. Successful newspapers have staff that are happy. In every paper I've visited over the past few months, it was obvious the staff loved their work.

It's been my experience that happy workers are harder workers. Let's face it, I put in long hours because I love what I do. You may do the same, or you may do as little as possible because you hate your job. Successful newspapers have staffs who are happy.

2. Successful newspapers plan for growth.

None of the papers I've visited this year have been cutting staff, reducing print cycles or moaning about impending death. They expect to be healthy because they are used to being healthy, and plan accordingly.

3. Successful newspapers don't believe all the hype.

When I visit dying papers (whether they realize they are dying or not), there always seems to be a lot of talk about what others are saying about the eventual death of newspapers. They've read it all, from metro CEOs to digital experts, concerning the death of print.

Maybe successful papers are just too ignorant to know better, but they don't believe they are dying and they act as if they are going to be around for a long time.

As a young college student, I remember studying a popular theory in sociology called 'the looking glass-self theory'. Basically, the theory states that people become what they think they will become. Therefore, happiness and success are largely based on the perceptions we have about ourselves.

I was recently 'cornered' at a newspaper convention by a group of managers from a national newspaper group. Their basic premise was, "You have no idea what you're talking about. Print is dead. Newspapers are dying."

As I walked away from the group, I was convinced their papers will achieve just what they are predicting, and from what I see, that is the case.

Successful newspapers believe they are, and will continue to be, successful. They don't believe all the hype.

I know that some will read this column and say, "What an idiot. He's dreaming."

That's their prerogative. I've been hearing that for at least 10 years.

But I'll leave you with this. I've visited a lot of newspapers, probably thousands, over 25 years. And it only takes a few minutes after entering a newspaper office to get a good idea of what the future holds for that paper.

KEVIN SLIMP serves as director of the Institute of Newspaper Technology. He is a faculty member of the University of Tennessee College of Communication and Information.

A Strategy For Organizing Your Advertisers' Information

By John Foust
Raleigh, NC

I was talking to Greg, a veteran sales manager “Our sales team knows the importance of asking questions and gathering the right information,” he said. “But the key is to write it down accurately and keep it organized. When sales people review their notes later, they need to be able to move as quickly as possible to the next step in the process, whether that’s a proposal or the first ad in a new campaign.

“To deal with the challenge, I put together a simple format for note-taking,” he explained. “It has evolved over time, and I’m sure it comes from a combination of ideas I’ve seen in training programs and books over the years. Our team likes this approach, because it saves time and gives them a track to follow.”

Greg’s format can be used by anyone who takes notes in a meeting where several topics are covered. Although a sales person goes through a progression of questions, a conversation sometimes veers into other areas, and an important point can get lost in a sea of notes. “Simply use a legal pad and divide it into four sections,” he said. “Draw a line from top to bottom and another line from left to right. Label each quadrant with the titles you want – and you’re all set. On the next page, you can continue the same four categories or use four new ones.

Here’s a look at Greg’s favorite quadrants:

1. Put audience information in the top left quadrant. “This is for notes about the advertiser’s target audience,” Greg said. “Their demographics, their interests, their age ranges, and especially their buying motives. What about the similarities and differences between their existing customers and the customers they want to attract?”
2. Put information about products and services in the upper right quadrant. “This tightens their focus,” Greg explained. “Don’t let the advertiser get away with puffed up generalities like ‘fantastic’

or ‘incredible.’ Dig for specific features and benefits. When you review the notes, you’ll see some connections between audience motivators and product benefits.”

3. Write history notes in the bottom left quadrant. According to Greg, this is the place for the advertiser’s previous marketing experiences. What worked? What didn’t work? What media vehicles were used? What kind of budget did they allocate? In their opinion, what could they have done differently to generate better results?”
4. Put notes on ad plans in the bottom right quadrant. This is the spot to write ideas for new ads. Do some special tactics come to mind? What about testimonials? Or tie-ins between print and digital promotions?

“The system works like a charm,” Greg said. “If the advertiser mentions a product fact while history is being discussed, there’s no problem. Just put that product note in the proper section. We use this format in other meetings, too. For example, in creative strategy conversations, we may label the sections Offer, Headline, Illustration, and Schedule.”

It’s all about writing it down the right way. Worth a try, isn’t it?

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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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Make Your Special Sections, Special

By Ed Henninger
Henninger Consulting

All newspapers run special sections. It's part of our routine. For some, it seems, there's a special section every other week. For others, not so much.

Most are tied in with community events. Question: What community newspaper doesn't do a high school football section? Answer: That newspaper in a town that doesn't have a high school football team (or teams).

Special sections let us give readers content that differs from the normal flow of news, features, sports, ads and other content in the newspaper.

But there are some key elements to remember when dealing with special sections. The following are ten points I think are important:

1. BE PROACTIVE

Advertising, news and production departments all need to be part of the creative and planning process for special sections. It's a mistake for the newsroom and production personnel to sit and wait for advertising to come to them with the plan for a special section. Getting involved in the beginning, all departments can come up with a concept that's sure to be more appealing — and a plan to get it done by deadline.

2. CREATE A GREAT COVER

A compelling cover is critical to getting readers to check out the special section. If the cover is dull or poorly designed, odds are many readers won't even give it a second glance. You've only got a few seconds to grab their attention...so make sure you do it with something unique and gripping.

3. TELL WHAT'S INSIDE

If your cover has grabbed your readers...and they turn the page...then let them know what's further inside. The more they know, the more inclined they'll be to go through the section.

4. CREATE AND USE A GRID

To create a uniform, clean look, decide early on a grid for your special section. Three columns? Four? Five? Different grids for some different pages, like calendars and lists?

Decide early...and make sure ad sizes will fit into the plan.

5. MAKE THE BEST USE OF TYPE

This is a place where you can break away from the look of the newspaper...but don't overdo. Find some fonts that work well with the content. And keep the selection limited. Best to stay with one typeface family for text, another for headings and a third for labels and other standing elements.

6. GIVE LISTS A DIFFERENT LOOK

Are you including a calendar of events? Schedules? Standings? Rosters? Give these a different approach. Try some sans serif, maybe a bit larger than the text. Perhaps centered...perhaps some even set flush right.

7. BE CONSISTENT

With good typography and a planned approach to handling photos and other visual elements, you'll have a design that looks organized and polished. Just what you want! The design should flow from page to page and have the same look throughout.

8. DECIDE AD SIZE AND PLACEMENT

Do ads go up the sides? Across the bottom? Both? What sizes are we selling into this section? Are they modular ad sizes? What are the rules...and what are the exceptions? What pages will have limited ads on them? How about the back page? What about the spread? Make these decisions before selling and you'll create a better section.

9. GIVE THE SPREAD GREAT PLAY

If you can, keep the centerspread open. It's the one place in a tabloid special section where you can give your designers a larger canvas to work with. Sure, some advertisers may be willing to pay a markup for that space, and if that's the case then they'll get it. But if not, if you can give an open spread to your designers, you'll increase the odds that you'll get something compelling and memorable.

10. REMEMBER THE PURPOSE

Why are you doing a special section? In most cases, it's to add to your revenue stream. Sure, you want those sections to appeal to readers, and there's content that readers will dive into. But underlying all the content and all the design is the goal of building your bottom line. And that's always a worthy purpose.

Now, go do something special.



Cover for a high school football tab, from the Greer Citizen

ONLINE MEDIA CAMPUS WEBINARS:

OCNA has teamed with the Online Media Campus to help the association fulfill its mission of providing affordable and relevant training to members.

■ Thursday, September 20 - SEO: Make It Work For You

Still struggling to see numbers on stories you're sure will find an audience? Discover what SEO expert David Stone is seeing in Google currently, and how you can drive your newsroom to produce more SEO-friendly content. Also, we'll explore examples of where a headline missed, and where it succeeded. Remember, this means more people will find your stories.

Meet the Presenter:

David Stone is the Senior Manager, Search Strategy and Content Distribution at GateHouse Media. He spends his time leading SEO tactics, training and technology. David loves working with the newsroom when breaking news happens.

■ Thursday, September 27 - Ten To Win-Top Ten Traits of Successful Media Consultants

Do you have what it takes to be a marketing adviser and top performer in today's competitive, complex and ever-changing environment? This session will describe the 10 attributes and activities that leading Advertising Executives possess and perform on a consistent basis. Before the session, take the challenge! Prepare a list of your top 10 and compare them to the shared traits.

Meet the Presenter:

For over 25 years, **Kelly Wirges** has helped companies increase sales in all facets of business. In 1993, she founded ProMax Training and Consulting, Inc. ProMax develops practical, customized solutions that help companies retain, develop and align talent with business strategies. She has authored over 50 training programs, has customized materials for hundreds of companies, and has helped over 200,000 ProMax alumni increase their success. Kelly understands the challenges and opportunities that exist in today's competitive and complex environment. With this knowledge she prepares and shares practical techniques that can be put-to-work immediately for increased success.

For more information and to register, visit www.onlinemediacampus.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.

LOGO ADS: OCNA recently introduced logo ads as an option. An All Ontario 25-word ad WITH LOGO and enhanced text is \$975.

You already know that advertisers in community newspapers get results. Help your advertisers extend their reach into a region of the province, across Ontario, or right across the country. They Win - You Win.

The Possibilities are endless:

- > Online Revenue - any retailer with a web site. Let the Networks drive traffic to their site for increased sales
- > 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.

PRESS IDENTIFICATION CARDS

OCNA can provide you with laminated, business card-sized Press Cards.

The cost is \$10 each for the first three, and \$5 for each one thereafter.

PRESS CARD

This certifies the individual identified has been awarded Press Credentials by the Publisher of this newspaper, and is to be used for identification purposes.



RAY STANTON
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This newspaper on the reverse side is, as of date of issue, a member in good standing of the Ontario Community Newspapers Association (OCNA) www.ocna.org

2018


Caroline Medwell, Exec. Director

Nov. 21, 2017
Date

To place an order, please contact Kelly Gorven at k.gorven@ocna.org or call 416-923-7724 ext 4439 for the Publisher's Authorization Form and instructions.



Marijuana In The Workplace - Zero Tolerance Policy Not Advisable For All Employers

By Ron Guest, TwoGreySuits

Legal marijuana will be here October 17, 2018. Whoever thought? What will this mean for employers or for the expected significant number of new recreational users who decide to partake now because it is 'legal'? Nobody knows for sure how people's views of marijuana will change now that it will be legal. For certain many people will be willing to try it out and this could lead to usage in the workplace.

I have heard many employers say, not to worry, we'll treat it in the same way we treat alcohol. This is very short sighted in my view, as alcohol is not seen as medicinal in the same way cannabis is, and the effects of marijuana are very different for each person. Unlike alcohol, there is no current consensus on safe limits for using cannabis. Also unlike alcohol, edible cannabis products leave no smell on the breath.

A zero tolerance policy can be problematic and even cause discrimination against those employees who use cannabis to treat or relieve the symptoms of a disability. However, in safety sensitive workplaces, a zero tolerance policy could in fact be a requirement to operate safely.

How will employers know when an employee using cannabis is unable to do their jobs effectively? What will be the signs? And what will an employer be able to do about it?

Perhaps with cannabis becoming legal, more people will seek it out as a means of dealing with their ailments and this may even increase the number of people registering to purchase medical marijuana. When people have a prescription for this and want to use it at work, what can employers do? Will benefit plans now be more accepting of medicinal marijuana?

The answer to many of these questions is that employers will need to have very clearly stated policies on cannabis use in the workplace,

including detection methods, how to approach people without discriminating, knowing where the limits are, determining if the company is safety sensitive, etc.

All this to say, TwoGreySuits is currently working on a comprehensive set of marijuana in the workplace policies and will be ready to post before October 17, so stay tuned!

TwoGreySuits is a leading-edge provider of on-line human resource management information, processes, tools and forms servicing the North American market. They have linked the HR practices associated with the key drivers of Employee Engagement in the form of an online training application for managers utilizing the vast amount of well-organized information on the website. The HR Power Centre and HR Hot Line is simple and free for OCNA members. Visit <https://ocna.twogreysuits.com/sign-up/> to sign up today.



Send Us Your Happenings!

- Do you have a new employee?*
- Has someone at your paper recently retired?*
- Are there any special projects you are currently working on?*
- Have you published any special features or editions recently?*
- Have you recently received recognition from the industry?*

Tell us about it!

Newsclips@ocna.org

Photos are always welcome!





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