

news clips

VOL. 18, NO. 5

Perspectives 2004 offers truly national flavour for convention

By OCNA Staff

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

Perspectives 2004 is a merger of the Canadian Community Newspapers Association's (CCNA) and Les Hebdoms du Québec's yearly conferences being held June 3 to 5, at the Hilton Lac Leamy in the National Capital Region. This joint effort will see the entire Canadian community newspaper industry represented in one place.

Prior to joining The Globe and Mail in 2002, MacGregor worked for the National Post, the Ottawa Citizen, Maclean's magazine (three separate times), the Toronto Star and The Canadian Magazine. He has won numerous journalism awards, including the National Newspaper Award and several National Magazine Awards. He is



For full details and convention registration, go to www.communitynews.ca/convention/2004/

also the author of some 30 books, 17 of them in the internationally successful Screech Owls Mystery series for young readers.

With the early deadlines and the cut-off for overnight room reservations coming fast, forms were mailed recently by CCNA, and PDF registration forms are available online at www.communitynews.ca/convention/2004/.

Early Bird prices are available for CCNA members only, but they close on

May 14. The convention rate for overnight accommodation at the Hilton Lac Leamy is \$170/night but book by May 9.

At previous CCNA conventions, a highlight has been the annual Great Ideas Exchange. The cooperation between CCNA and Les Hebdoms du Québec has launched this annual favourite into the all-star competition Best Ideas of 2003 (previously submitted ideas), complete with trophy and cash prizes.

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

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

The CIDA awards were started to reward community newspaper journalists who write stories about how local Canadian individuals or organizations are making a difference in communities around the world.

Continued on Page 3

Ad*Reach still riding high on ComBase

By Ad*Reach Staff

Members might be tired of hearing it, but Ad*Reach is still riding the wave brought about by ComBase to put OCNA members in front of national advertisers – and this includes presenting members participating in ComBase to advertisers as well as those that don't.

We are about to finish our initial ComBase orientation to the top 40 advertisers in Toronto. This orientation program requires us to go back to the advertisers several times to touch base with different specialists inside the agency – media planners, buyers

and research personnel. Depending on the audience, our presentations might focus on the findings of ComBase by market, the technical aspects or standards for readership research, or we might share special analysis with research departments within large agencies.

From these calls, we present proposals to strengthen existing campaigns with these advertisers, adding papers or frequency or upgrading ad sizes.

And, we also analyze other accounts these advertisers serve and make pitches to include community newspapers in these campaigns.

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combase

Headway visible in national advertising

Continued from Page 1

We are always looking for leads about prospective campaigns by networking, scanning newspapers and magazines and we quickly call the advertisers to learn more about their needs so we can bid for the business. Now, with a clearer sense of the audience our industry delivers to, we can identify and target categories of business that suit our medium. Therefore, in addition to our regular callbacks to retain business we earned in the last buying cycle, we have a list of 'category' prospects we are working on. Such companies include those selling financial products or direct marketing computers, or advertisers now using media we know we can beat, or those looking for rural markets or focused heavily on females. ComBase documents our strength in these latter areas and gives us ammunition to prove our audience to these prospective advertisers.

Excluding governments and auto dealers, here are the current categories of business realized by Ad*Reach (see percentage the category takes of total sales):

Agriculture supplies & products	10%
Communications	03
Energy	17
Financial/ Insurance	15
Food, Drug & Beverage	06
Hotel & Travel	03
Institutional - Non Gov't	14
Non-profit	11
Recreation/ Entertainment	04
Recruitment	09
Retail (non-insert)	10
TOTAL	100%

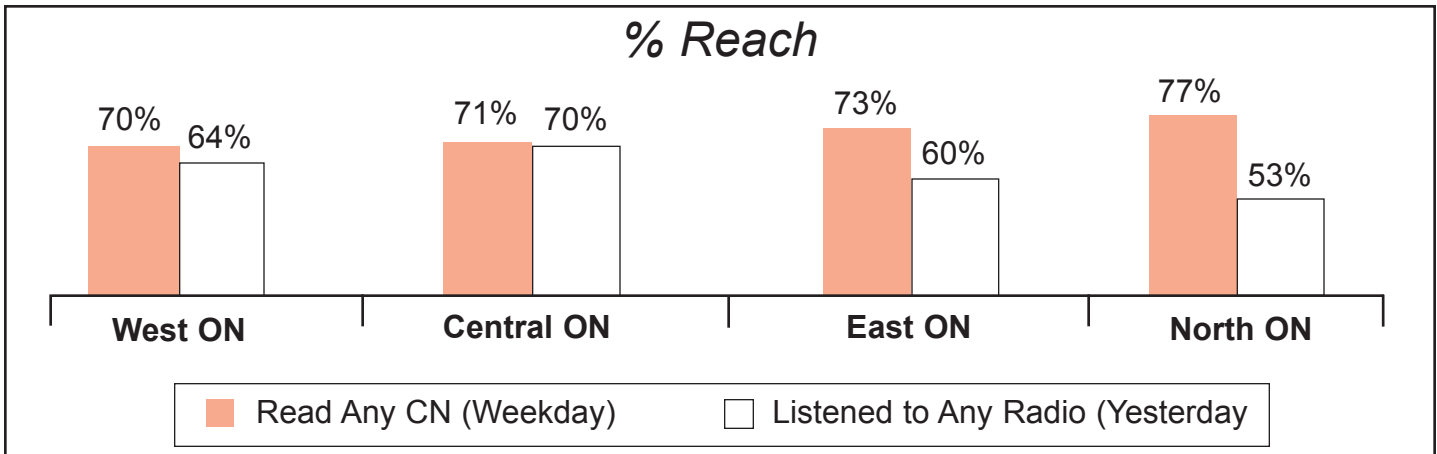
For example, community newspapers generally perform better than radio in their markets, as the following chart shows for regions of Ontario. The data is more pronounced for individual markets when you see how well individual community newspapers do compared to individual radio stations. Ad*Reach can now approach advertisers highly leveraged in radio and show how much better we can do for them (see chart below).

Rome wasn't built in a day and we won't increase our share of the national advertising market overnight, but we are

making headway. For example, PHD Canada recently asked us how volume discounts might apply as they increase their level of spending because of ComBase. M2 Universal has used ComBase data to do an intensive study of print media for GM and we expect to receive news about their plans shortly. ComBase data recently helped secure business from Union Gas, Saturn, Health World, Winners, Quantum and Unilever.

Provincial up

For the first third of the year (Dec-Mar), provincial government advertising is up over last year. The federal government is down slightly – likely influenced by the continuing sponsorship scandal. Auto dealer advertising is down significantly over last year – Ford and GM are up but Chrysler is down sharply. Chrysler has closed plants to retool product lines. The Brampton plant has been closed since December 2003. Once their new products hit the market, we expect Chrysler advertising to improve.



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ccna convention

OCNA offers coast-to-coast themed event

Continued from Page 1

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

Below is the program for the 85th CCNA convention, including the joint events being held with Les Hebdomas and the Association de la presse francophone.

THURSDAY, JUNE 3

• 8 to Noon
CCNA Executive Committee and Board Meetings

• 1:30 to 2 p.m.

Community Newspaper Reciprocal Insurance Exchange (CNRIE) Annual Meeting

• 2 to 4 p.m.

CCNA Annual General Meeting

Chairman Jim Cumming presiding

• 4 to 5 p.m.

CCNA Board of Directors Elections

• 6 to 7 p.m. Welcome Reception

• 7 p.m. President's Banquet

FRIDAY, JUNE 4

• 6:30 AM

Golf tournament participants depart from hotel for Mont-Cascade Golf & Country Club

• 7:30 a.m. to 1:30 p.m.

Golf tournament

Mont-Cascade Golf & Country Club

This joint event with Les Hebdomas du Quebec includes transportation, breakfast and lunch.

• 7:30 a.m. to 2 p.m.

Breakfast, Professional Development Sessions and Lunch for non-golfers.

• 7:30 to 9 a.m. Breakfast

• 9 a.m to 10:15am

Verified Circulation Steps to Success

Session

• 10:30am to 12 noon

Understanding and Using ComBase

Readership Research

• Noon to 2 p.m. Luncheon

• 2 to 3:15 p.m.

Opening keynote speaker

This is a joint event with Les Hebdomas du Quebec

• 3:30 to 5 p.m.

The future of the community newspaper industry - Panel Discussion

Leading industry insiders will share their opinions on current trends affecting the future of the sector in this moderated discussion - joint event with Les Hebdomas du Quebec and the Association de la presse francophone

• 7 p.m.

Out on the Town: A Coast-to-Coast Reunion

Empire Grill, in downtown Ottawa's Byward Market hosted by the Ontario Community Newspapers Association and a joint event with Les Hebdomas du Quebec

SATURDAY, JUNE 5

• 7:30 to 8:30 a.m. Breakfast

• 8:30 to 11:15 a.m. Best Ideas of 2003

An interactive session featuring the top 20 previously-submitted, promotional and advertising ideas of 2003. Sponsored by Weeklies' Toolbox and a joint event with Les Hebdomas du Quebec.

• 11:15 a.m. to 12:15 p.m.

Plenary Session: Civic Literacy: How Informed Citizens Make Democracy Work with Henry Milner, Professor of Political Science, Vanier College

• 12:30 to 2 p.m. Luncheon

2005 CCNA Convention presentation

• 2 to 5 p.m.

Professional Development Sessions:

Choose from

-Tools, Techniques and Type: Better Newspapers by Design with Phillip Ritzenberg

-Digital Photography Tips

-Advertising Sales Strategies

• 6 to 7 p.m.

2004 CIDA Awards reception and presentations sponsored by the Canadian International Development Agency

• 7 p.m.

2004 Better Newspapers Competition awards banquet and presentations. Guest speaker and awards host Roy MacGregor, author and The Globe and Mail columnist on 'My Experience with Community Newspapers'

For updates on the latest developments in Perspectives 2004, go to www.communitynews.ca/convention/2004/.

Family entertainment

Delegates taking their families to Perspectives 2004 will enjoy the onsite services of tourism bureau representatives who can help them plan their day's activities. The hotel itself contains the Casino du Lac-Leamy, and is only a short way from Ottawa's Byward Market. For history and architecture aficionados, Doors Open Ottawa is being held the same weekend as the convention.

Ottawa and Gatineau offer a wide array of rich cultural and exciting entertainment activities in addition to the sites of national heritage and historic significance. For those who would like more information on the region, these links are a great start:

<http://www.city.ottawa.on.ca>

<http://www.ottawagetaways.com>

<http://www.ville.gatineau.qc.ca>

<http://www.outaouais-tourism.ca>

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member news

Journalist writes Hockey Heroes book

By OCNA Staff

Jim Barber, sports editor for The Barrie Advance, and assignment editor for the Collingwood-Wasaga Beach Connection, has just published his first book.

Hockey Heroes of the Georgian Triangle profiles five men who came from the Collingwood-area and who went on to do great and interesting things in the world of hockey.

They include Hockey Hall of Famer Reg Noble, OHA star of the 1910s and '20s Ernie 'Rabbi' Fryer, former Olympic high jumper-turned NHL defenceman Jack Portland, IHL star Don Westbrooke, and Olympic silver medalist and 1961 World Champion, Darryl Sly.

The book was published by St. Catharines-based Looking Back Press, an imprint of Vanwell Publishing. It retails for \$22.95 plus GST, and includes rare interviews and photos.

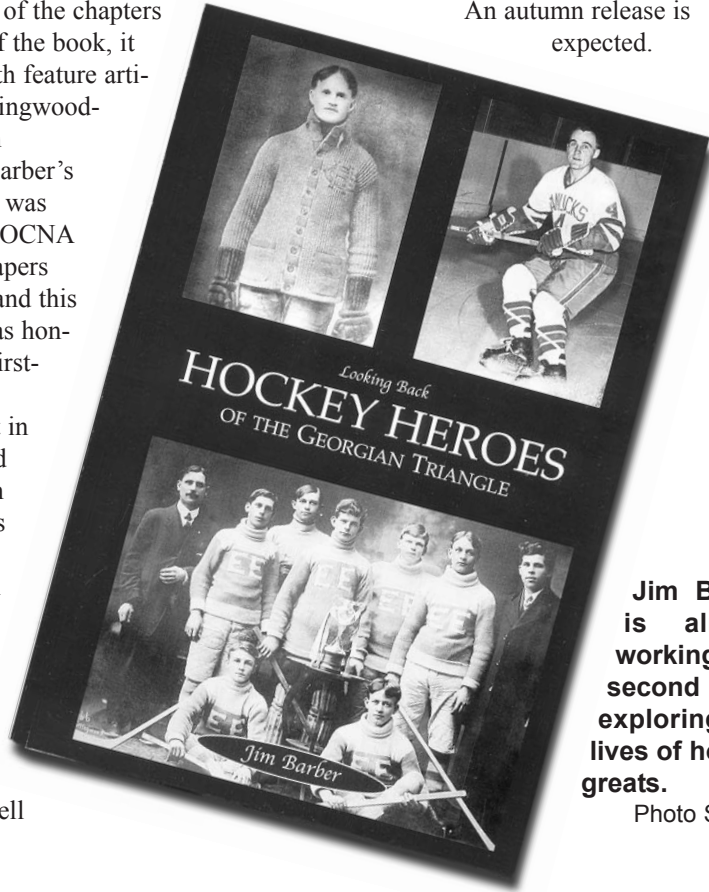
For more information, call Vanwell at 1-800-661-6136, or visit www.vanwell.com. Barber can be reached at (705) 726-0573 ext. 266, or (705) 444-

5272.

Before one of the chapters became part of the book, it was an in-depth feature article in the Collingwood-Wasaga Beach Connection. Barber's story on Fryer was entered in the OCNA Better Newspapers Competition, and this past March was honoured with a first-place finish.

His interest in the subject and reception from the readers has lead him to begin work on a second volume of Hockey Heroes of the Georgian Triangle, as well

as a book about the Toronto Maple Leafs. An autumn release is expected.



Jim Barber is already working on a second book exploring the lives of hockey greats.

Photo Special

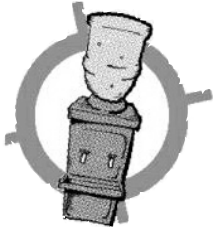
QUILL AWARD HONOURS FOR LONGTIME SERVICE



OCNA Past President Ron Wassink, on April 14, had the honour of presenting a Gold Quill to John Hafermehl, owner/publisher of the Mildmay Town and Country Crier, for 50 years of service to the community newspaper industry. He also presented a Silver Quill to Marie David, publisher of the Hanover Post, for 25 years in the business. Congratulations to both!

Photos courtesy of the Hanover Post





Water Cooler

compiled by
Carolyn Mullin

- Derek Swartz has taken on the role of editor at the **Pelham News** after Greg Furminger, editor for the past three years, moved back to the paper's parent daily, the Welland Tribune.
- Julianna Kerr has been appointed as a reporter at the **Cambridge Times**. Julianna is a graduate of the journalism program at Conestoga College. For the past five months, she has been a freelance reporter for the Cambridge Times. Along with reporting/photographer duties at the Times, Julianna will be covering regional council for the Times, **Waterloo Chronicle** and the **New Hamburg Independent**.
- Mark Dills started the new year as director of production for all Halton **Metroland** community newspapers, Formula Publications, QE Web and Silva Litho. He previously held numerous positions within Metroland, including most recently production manager in Halton Region. Manuel Garcia, an 18-year veteran with the **Oakville Beaver**, has taken on the production manager's title at this newspaper.
- **The Mitchell Advocate** and its sister paper, the **Huron Expositor** in Seaforth, welcomed a new reporter last month: Jason Middleton, a student at Conestoga College's Print-Journalism program.
- Rick Vanderlinde, most recently assistant editor of news at The Era-Banner, has been appointed editor of **The Richmond Hill Liberal**; former editor Jeff Bower will focus his efforts as editor of **The Vaughan Citizen** -- these moves are a reflection of the growth of The Citizen, launched just under two years ago.
- Linda Tracey, editor of the **Signpost** since January 2001, got married to Fred Egan, April 17, 2004 in London. Linda and Fred met thanks to the Signpost; Fred's mother, Bev Egan, has worked at the Signpost for more than 25 years and she set them up!
- Susan Duguay has been appointed to the position of sales representative, careers & classified advertising with **Metroland Corporate Sales**. Susan has more than 10 years of sales experience and has won several top performer awards.
- After nearly two years at the **Goderich Signal Star**, Chris Colborne has left to pursue the domestic engineer's career. He is a stay-at-home dad in Kingston while his wife pursues her career.
- **The Lakeshore Advance** recently welcomed William Tells as a reporter/photographer. The former elementary school teacher is now employed in an area formerly just a hobby.
- **The Stratford City Gazette's** two new advertising sales representatives are Jason Jackson and Crys Newland.
- Dan Charuk has traded the budgets and deadlines of the management side of journalism for the tried and true reporting side. The sometime managing editor of the **Hanover Post** and **Durham Chronicle** has returned to his former job of sports reporting.
- A cross-media partnership has been formed between Metroland's **durhamregion.com** website and the local community television station. Channel 12 CHEX TV has started incorporating the website's information into its programming, while durhamregion.com in return is including round-the-clock programming features, guides and discussion forums regarding the television content.
- **The Turtle Island News** started the new year with an impressive expansion project. The national native weekly has opened an office in the London area to serve seven aboriginal communities in southwestern Ontario. Lester Green has taken on the position of office manager at the new location.

send updates to c.mullin@ocna.org

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Reach out to OCNA members - Do you have used equipment to share?

Member newspapers receive complimentary word classifieds in news clips. We would like to have a regular Used Equipment section here for newspapers looking to share their used equipment with other members.

The deadline for the June issue is May 14, 2004.

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

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member news

James Publishing: 150 years strong

By OCNA Staff

With files from James Publishing

James Publishing Company Limited is known for celebrating the printed word by keeping up with the latest technology in printing. And while 2004 is a year of reflecting on 150 years of service to the community, it is also an opportunity for the Bowmanville company to continue building its reputation as one with leading-edge technology.

Although the printing methods may be far different than in 1854, James Publishing is still out in front with the installation of the world's first Computer-to-Plate system for smaller printers.

In association with Heidelberg Canada Graphic Equipment Limited, James Publishing agreed to test the ECRM Newsmatic imaging system in May of 2003. The new equipment eliminates film and chemicals from the printing process and produces printing plates for James' sheet-fed and newspaper web presses. The new system greatly improves quality and turnaround time in the prepress department.

At the completion of the test in December of 2003, James Publishing agreed to purchase the next generation ECRM system that features

additional automation and quality controls. Final installation of the new system was completed in March 2004 at a cost of

and quality produced by the newest Computer-to-Plate system," stated Rick James, president of James Publishing and the fourth generation of the family to own the privately-held company.

"This allows us to compete against larger printing companies for quality and turnaround time. We specialize in short-run printing and this system has allowed us to eliminate a film-based system that required two or three people to prepare plates. Now, one person can easily handle that function making more people available for other areas of production."

Continued on Page 7



TOP PHOTO: The staff of The Canadian Statesman pose for a picture outside the company's current office on King Street West in Bowmanville, circa 1915. Standing in the doorway is M.A. James, the great-grandfather of current owner, Rick James. From left are, Stuart James, his parents, Lena and Norman James, as well as his sister, Dorothy James. Next to M.A. James is his wife, Sophie, and an unidentified staff member.

LEFT: The offices of The Canadian Statesman were very busy in 1946 with all departments sharing the small office. James Publishing's computer-to-plate system now occupies this space.

Photos: James Publishing

more than \$250,000.

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member news

James still leading pack in print technology

Continued from Page 6

The new system is already attracting a lot of attention around the world. James has welcomed printers from as far away as New Zealand to see the high-tech system in action and explain the benefits and consequences of switching to a Computer-to-Plate system.

James Publishing's latest investment in new equipment follows the purchase of a Heidelberg GTO 4 colour printing press in November 2003. This purchase allows James Publishing to keep process colour printing jobs in-house to provide greater control over scheduling, quality and cost. As well, James Publishing has been constantly upgrading its 12-unit, two-folder Goss Community press to ensure its quality meets the stringent colour demands of its newspaper customers.

Established in 1854 as The Canadian Statesman newspaper, the James family became involved when M.A. James purchased the weekly publication in 1878. His two sons, George and Norman were taken into equal partnership until Norman's death at the age of 47. George continued running the operation with Norman's widow, Elena, acting as a silent partner until her youngest son, John Mason James, purchased her share in 1955.

John M. James purchased George's remaining shares in 1957 and incorporated James Publishing Company Limited. John M. James' youngest son, Rick, worked with his father on a full and part-time from 1970 and became the sole owner when his father passed away in 1999.

James Publishing continued to publish The Canadian Statesman until July of 1999, when the community newspa-

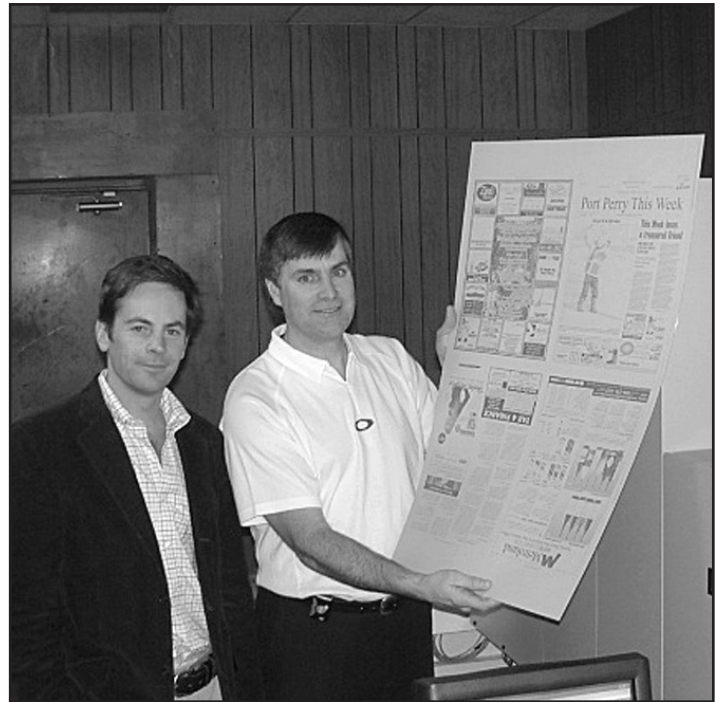
per was sold to the Metroland group of newspapers so James Publishing could focus all its resources on the printing side of the business.

James Publishing continues to print The Canadian Statesman and other community newspapers for Metroland.

For more information about James Publishing's 150 Anniversary celebrations, its products or new equipment, visit www.jamespublishing.ca or phone 905-623-8001.

Rick James demonstrates the ECRM computer-to-plate system to Matthew Horton, Chief Executive of Horton Media Ltd. of Auckland, New Zealand.

Photo: James Publishing



member letter

Are there rules for (line) rules?

I would like to thank the organizers of the spring convention for the opportunity to participate in the Tony Sutton paper critiques.

I found myself a bit nervous going into the session, but leaving felt very good about being "ripped apart." I found myself, almost immediately, thinking about all the things Sutton said would make our paper a better publication.

The first week back I made some changes and on week two we had just about completely reworked the way the Record looks and is structured.

Getting rid of gray-screens, changing type-faces and adding ruled lines to the pages has made a huge difference already. However, I have run into one dilemma that I can not seem to find an answer to: What are the rules for line rules? I have looked at countless other papers and layout

and design books and there does not seem to be any consistency as to where it is right or not right to use them. I have seen them break up stories to avoid the dreaded tombstone headlines. I have also seen them between stories and boxed ads or articles. The latter seems to me to be a bit much.

Perhaps Mr. Sutton would be willing to answer this question in News clips so all the

papers that are using rules can have a guideline to follow.

Again, thank you to OCNA for a great experience at the spring convention and for Mr. Sutton's constructive criticism.

Ken Johnston
Managing Editor
Rainy River Record

Editor's note: We are working on the question of rules. Stay tuned...

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technology

New books offer Adobe CS, Quark training

By Kevin Slimp

What request do I receive most often from newspapers? Lately, it's been for advice or assistance in moving up to full pagination using the Adobe Creative Suite. Here are a few new reference books related to Creative Suite and other applications:

Photoshop CS Visual Quickstart Guide

by Elaine Weinann & Peter Lourekas
ISBN 0-321-21353-X
Peachpit Press

The Peachpit Press Visual Quickstart series is an excellent method for people to learn about specific topics related to an application. This version, written with the Photoshop CS user in mind, is no exception.

Quickstart Guides work like reference books. You look up what you need and then get straight to work.

My favourite chapter: Shadow and Highlight Adjustment.

Real World Photoshop CS

by David Blatner and Bruce Fraser
ISBN 0-321-24578-4
Adobe Press

The Real World series from Adobe Press and Peachpit Press has become my favourite series for professional designers. The authors share their hands-on production techniques in 'real world' situations. Real World Photoshop CS is packed with four-colour illustrations and expert tips that will have you producing

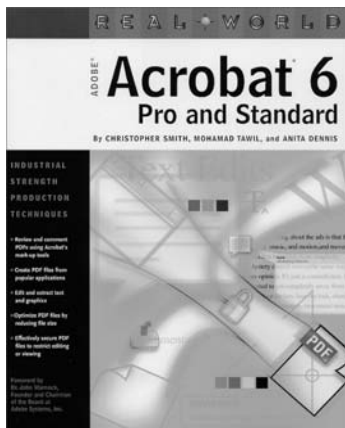
better graphics in no time. Questions covered include:

- Why is it so important that I set up the Colour Settings correctly?
- How do I calibrate my monitor, and should I?
- How do I bring out shadow detail without blowing away the highlights?
- How can I use my desktop printer to predict press output?

My favourite chapter: Tonal Correction Fundamentals

Real World Acrobat 6 Pro and Standard

by C. Smith, M. Tawil and A. Dennis
ISBN 0-321-19440-3
Adobe Press

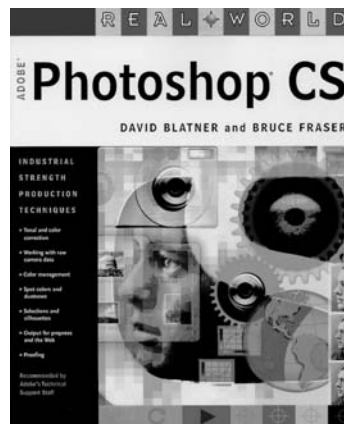


In 12 years of teaching newspapers about PDF files, I've yet to come across a perfect reference guide for newspaper designers. Real World Acrobat 6 is as close as I've seen. I found this helpful in

book especially explaining features of Acrobat 6 Professional that seem foreign to the everyday user. Some of the topics that are of particular interest to publishers include:

- Reviewing and commenting PDFs using Acrobat's mark-up tools
- Check and correct PDFs for high-resolution printing
- Converting paper documents to PDF

My favourite chapter: PDF: Future of Press



Real World QuarkXPress
by David Blatner
ISBN 0-321-19959-6
Peachpit Press

I was teaching an InDesign class a few days ago when a student asked, "Am I the only one who still likes to work in QuarkXPress?"

Of course, the answer is no. There are still – and will be for some time – a lot of QuarkXPress users in our business. Even with the current conversion to Adobe InDesign by a lot of papers, QuarkXPress still dominates the newspaper industry.

Real World QuarkXPress 6 is the world's number 1 reference on QuarkXPress. If you're a beginner, this book will help you get up to speed quickly. For advanced users, Blatner's tips, tricks and techniques will prove especially valuable. This is the authoritative guide to QuarkXPress.



My favourite chapter: Tools of the Trade

Adobe InDesign CS Classroom in a Book

ISBN 0-321-19377-6
Adobe Press

When I'm getting ready to teach a new class related to an Adobe product, the first place I usually turn is to the Classroom in a Book series. Adobe InDesign CS Classroom in a Book helps you learn the features of Adobe InDesign CS quickly. Developed with the support of

Adobe product experts, this reference contains 15 lessons, covering the basics of learning InDesign, along with numerous tips and techniques to help you become more productive. Also included is a CD containing files to go along with each chapter.

My favourite chapter: Working With Typography

Photoshop CS Down & Dirty Tricks

by Scott Kelby
ISBN 0-3757-1353-7
New Riders Publishing

Looking for something for the advanced Photoshop user? This is it. Scott Kelby is president of the National

Association of Photoshop Professionals and author of several best-sellers on this application. In every page, Scott includes a tip, trick or timesaving shortcut. Topics include:

- Tricks professional photographers use
- Effects used by Hollywood studios
- The latest cutting-edge photographic special effects
- Advanced effects that look hard, but are easy once you know the secrets

My favourite chapter: Advertising Effects

These reference guides can be found in many book stores. To order online, or for more information concerning these and other titles, visit www.peachpit.com.

Kevin Slimp is a favourite speaker and trainer in the newspaper industry. He can be reached at kevin@kevinslimp.com.

writing

Recognize your privilege when writing stories

By Jim Stasiowski
Writing Coach

I take bad writing personally, even when it isn't my own bad writing. That stems from my start in newspapers. A sympathetic editor hired me even though I had no journalism background, no experience and no clips. I did not deserve that job.

I know how lucky I am to have had 28 thrilling years in newspapers, so when I see someone who has the extraordinary privilege of writing for a living, but is not reaching for his or her best, I get angry.

For a seminar, I have been reading a bunch of sports sections from the 2004 basketball-tournament season. I read countless game stories, almost all of them predictable, focusing on the player who scored 35 points, or on the one who hit the winning shot, or on the one who bounced back from 2-for-13 shooting in the semi-final game to hit 10-of-15 in the final.

Discouraged by the lack of originality, I thought of what I once said to a sportswriter who settled for the obvious: The drunk in the top row of the gym could have written that story.

We write too many stories anybody could write. If a player scores 35 points, my neighbour, the postal worker whose favourite sport is horse racing, could write that story. It's the obvious story, the easy story, the one every other writer is writing.

Didn't the reporter notice a player who scored only five points, but played such brilliant defence he or she triggered the victory? Or didn't the reporter spot a single play, maybe early in the second half, that turned the game around? Did writing the obvious story give the reporter a thrill?

What happened to curiosity, to following a hunch, to looking at the other reporters and thinking, "I'm better than they are, I'm going to outthrust them, outthink them?"

I see the same predictability in government coverage. In the meeting, the mayor said, "Blah-blah-blah," to which his rival on council said, "But blah-blah-blah," and suddenly, that's a story, that the mayor and a council member disagree.

Again, the drunk in the back row of the council chambers could have written that story.

I read a story about a school starting random drug testing of students who are on sports teams or in other after-class activities. The reporter covered a meeting about the testing. The story was a review of all the issues. I didn't spot any new news.

The writing sounded bored, as if the reporter already had written a dozen similar stories.

Midway through the story, I found one paragraph in which an upset mom accused the school-district officials of targeting the wrong group of students. Kids in sports and activities, the mom said, don't use drugs. The slackers are the druggies, she was sure.

I have heard that argument a million times. The kids in activities are uniformly good kids.

But does anyone have any proof of that? Can anyone show me statistics that sedentary kids are more likely to use drugs than kids who play second base or the tuba?

Maybe that's a myth. Maybe it's the kind of thing that gets repeated so many times, we just accept it. I'd like to investigate it. If it's true, fine, I'll write that story; but if I find out it's a myth, I will have the thrill of writing one of the best stories of my life.

Reporters, make this vow every morning of your writing life: "I am going to cover something today, and I am going to do it my way. I am going to see things other reporters do not see. Instead of walking into that game (or meeting, anything familiar) with a grimace and a been-there-done-that attitude, I'm going to get a tingle when I arrive, I'm going to recognize I am special, that today, I have the privilege to tell a story."

I don't like science-fiction, but I know Ray Bradbury's name. I know he is a truly inventive writer. I'm reading a book of his essays, and I have discovered that, although he and I differ on the charm of science fiction, we're identical in our attitudes about the thrill of writing.

When he was growing up, his so-called friends mocked him for his interest in things they thought dopey. At first, he surrendered to their small-minded prejudices, but then he fought back, and in doing so, he found his writer's voice.

Here's what he says about being an individual:

"In other words, I was not embarrassed at circuses. Some people are. Circuses are loud, vulgar and smell in the sun. By the time many people are 14 or 15, they have been divested of their loves, their ancient and intuitive tastes, one by one, until when they reach maturity, there is no fun left, no zest, no gusto, no flavour. Others have criticized, and they have criticized themselves, into embarrassment. When the circus pulls in at five of a dark cold summer morn, and the calliope sounds, they do not rise and run, they turn in their sleep, and life passes by."

I hope all, but I fear not many, reporters would write, as Bradbury did: "I did rise and run."

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



NewsMakers

compiled by Carolyn Mullin

- The Enterprise-Bulletin in Collingwood has overhauled its look, and a bit of its focus. The Friday edition will focus more on entertainment, lifestyle, and broader news features, while the Tuesday edition will concentrate on 'local' news (municipal councils, courts, etc.) The changes are the result of a staff-initiated marketing committee that came up with recommendations to attract new readers.
- As of April The **Mitchell Advocate**, the long established newspaper in Mitchell and area since 1860, changed from a six-column broadsheet to an eight-column tabloid. Owned by Sun Media, part of the Quebecor family, the Advocate needed a fresh look.
- Matthew Walls of the **Minden Times** is in the midst of a six-month internship at an international institute in Southeast Asia. The reporter won the internship to go to Singapore and write reports on trade and environmental issues in that area of the world. He hopes to parlay the experience into a similar career back home once done.
- Keith Roulston, publisher of the **Blyth Citizen** and OCNA director, was honoured this winter by his community for his efforts on behalf of Huron County. Roulston is the co-founder of the Blyth Festival and a driving force in the revitalization of the village's main street.

send gossip to c.mullin@ocna.org

advertising

Tailor advertising to customer, not vice versa

By Peter M. Zollman
Interactive Insider

These four local ad-sales reps were in a bar ...

Four ad reps are at a bar. One sells newspaper ads. Another sells yellow pages. The third works for Monster and the fourth for Google.

In the window is a hand-lettered sign, taped up, written on notebook paper: "Bartender Wanted."

Ever seeking commissions, each sales rep asks the proprietor if he'd like to run an ad.

"For only \$500, I'll put your ad in the Sunday paper complete with a big border to make it stand out," says the first. "And it will be up on our website for a week – after it runs in the paper, of course."

"Hmm," the barkeep says pensively, "let me borrow a pen." Each rep proffers a pen with their company logo on it. "Keep it," they say in unison. The owner grabs one and jots on a napkin.

"For only \$300," says the online rep, "I'll post your job on Monster.com and make it searchable the world over for 30 days – and you get a second posting for free."

The yellow pages guy jumps in: "For \$250, you'll get an eighth of a page in a book that lands at every door in town. It comes out six months from now, so you probably shouldn't advertise for a bartender. But for a few bucks more, you can put a help-wanted ad on our searchable website. People will see it every time they look for bar phone numbers. You can even build the ad yourself, and just pay when people click on it."

The owner grabs the calculator from next to the cash register. He punches in some numbers and transfers them to the napkin.

"You call that a deal?" the last guy says. "For only 10 bucks – maybe less – you can put an ad on Google that will come up any time someone searches for bars in this town. Just go to Google and submit a bid. If anybody outbids you, your ad won't come up first. But you can

always outbid them right back!"

The owner looks up from his figures, pleased.

"Fellas," he says, "this round's on me."

FACTOID

Life is local. Community counts.

There are various types of audiences. And your advertiser's needs aren't necessarily your own.



You all saved me a bundle of money."

The ad guys look perplexed. He points at the homemade sign. "I paid 89 cents for 100 sheets of paper. That's nine-tenths of a penny per sheet. I paid \$1.29 for a 100-foot roll of tape. That's roughly 13-thousandths of a penny per inch. I probably used three inches of tape, so that's less than a quarter of a cent. Even with the cost of the paper, my ad still cost me less than a penny to produce and post. I didn't figure in the ink because someone gave me the pen."

Okay. It's a roundabout way of making a point: If you build ad programs around your own needs, rather than advertisers' needs, you might end up drinking your lunch.

Niche markets

The interesting thing about this tale is that all four of those media really are after the local barman's business, along with dozens of their competitors. And the focus of employment advertising has once again turned toward local-local-local. To be precise, the industry's focus is on a more granular level – niche markets. Local markets are one important way to slice a niche. (More about that in the Classified Intelligence Employment Annual, now available through our website.)

If those four guys had been sitting in a pub in Manhattan, the owner might have been far more enticed to place a six-buck ad seeking a bartender on NYCBP.com, short for New York City Bartenders and Patrons. It's the perfect site for bartenders to use to find jobs (and for bars to find

them) in the Big Apple – because it's about the young, hip club-hopping crowd, with thousands of pictures of attractive women in various states of inebriation and undress (you can even buy posters).

There's a bachelor's party guide, info on upcoming 'booze cruises,' weblogs, and news, sports and current affairs – from a partygoer's perspective. Message board regulars hold 'meet-ups' for real-time gatherings at various taverns. Oh, the untapped sponsorship opportunities. And help-wanted ads are just \$6.

The site charges job-seekers \$15 for a 'position-wanted' ad. It's worth a look just to see how well some people sell themselves: "I'm fast, cute, sexy, fun, responsible, professional, a people person, likeable, and Smart! Qualifications: CPR qualified, lifeguard training and community aid and safety, bartending certified, bilingual in Chinese/English. Contact Diana ..." or "Hire me as a bartender! I have experience waiting tables and have almost 10 years of drinking experience!"

Local sells

Whether or not it's your cup of tea, NYCBP.com does more to reach clubs, bartenders and the people who spend money with them than traditional advertising media. If you were a bar owner, where would you run your ad first? A newspaper? Or on this site?

For folks who sell advertising, there are several lessons here: Life is local. Community counts. There are various types of audiences. And your advertiser's needs aren't necessarily your own.

Finally, this should go without saying: If you're going to drink, don't do anything that puts you on a poster – let alone the Web – unless there are royalties in it for you.

Peter M. Zollman is founding principal of Classified Intelligence, L.L.C., and the Advanced Interactive Media Group, L.L.C., consulting groups that help media companies to help develop profitable interactive media services. The Classified Intelligence 2004 Employment Annual is now available through classifiedintelligence.com. Zollman can be reached at pzollman@aimgroup.com

redesign

Beyond crayons – a designer's top 10 traits

By Edward F. Henninger
OMNIA Consulting

“I’m a design consultant,” I told a friend recently.
“Oh. Isn’t that nice,” she said.
Long pause.
“What’s a design consultant?”

“I work with newspaper publishers and editors across the country, helping them to improve the organization and the look of their newspapers. We develop better ways of delivering information to readers by repackaging that information and redesigning our approach to what we offer them.”

“Oh.”

Long pause.

“And they pay you for that?”

“Yep.”

Now that really had her perplexed. She couldn’t understand how a guy with a laptop in one hand, a box of crayons in the other and a few awards tucked into his pockets could get paid just to redesign someone else’s newspaper.

Frankly, I don’t understand that either. The problem here is that my friend thinks a design consultant is...well...a guy with a laptop in one hand, a box of crayons in the other and a few awards tucked into his pockets. The point is: Being a design consultant is much more.

Here are my 10 most important ideas of what a design consultant is:

1. **A professional.** The consultant doesn’t do the work because it’s fun (though it is!). He does the work because he has a way of helping others to see what he sees – and to do what it takes to achieve what they both see together. As a professional, he has invested his career and his reputation in his work.

2. **A visionary.** He knows the design he’s doing today will not be the design

he’s doing tomorrow. He looks for what will make that next project unique. He searches for ways to break new ground – without breaking his client’s newspaper.

FACTOID

The designer must remember a redesign is not about him or her.



It’s not about the work.
It’s not about the client.
It’s about the reader.

3. **Open-minded.** The consultant has to be ready to see things from other points of view. He must remember it’s his client – and his client’s readers – that he’s working for, not some other designer or an awards judge. He has to be ready to listen and to redirect his efforts if that’s required.

4. **Level-headed.** In the face of occasional impetuosity by his clients, the consultant stands firm and offers sound reasons for doing the job right. He applies his experience and his communication skills to convince the client the first move may not be the best move.

5. **Experienced.** This is the consultant’s stock in trade. He has been there, done that – many times over. For most of his clients, it’s the key to why they hired him in the first place. They’re eager for him to turn what he has learned to their advantage.

6. **Unafraid.** The consultant must be willing to take significant risk. Without that trait, his skills as a designer may shrivel. Sometimes he’ll create an element the client may not support – but that’s not a factor as long as the consultant is willing to try something new and different.

7. **Thick-skinned.** Every so often, the consultant’s work is met with criticism he may consider undeserved or unfair. The worst thing he can do is to become defensive. He must remember a redesign is not about him. It’s not about his work. It’s not about his client. It’s about the reader.

8. **Focused.** During the course of a redesign, situations may arise that can divert the consultant’s attention. At those times he must step back, relax, and then forge ahead. His mission is to create a solid redesign. Everything else is secondary.

9. **A teacher.** The consultant has to teach others how to design, how to redesign their thinking – indeed, how to redesign themselves. Unless he is a firm but gentle teacher, even the redesign begins to go away when he goes away.

10. **Caring.** I’ve saved the most important quality for last. To be more than just another hotshot shoot-from-the-hip-don’t-give-a-flip designer, the design consultant has to care for the people he’s working with. He must become a confidant, a comrade. He must remember he has two ears and only one mouth – that very often it’s how he listens (not what he says) that’s most important.

I often tell my clients: “I’m not just another design consultant. I’m a consultant ... who designs.”

Yep. They pay me for that.

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

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"Before we begin this interview, I just want to remind you how much advertising we do with your paper."

editorial

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