

Additional Hall Of Fame Inductees Announced

The Ontario Community Newspapers Association launched the Hall of Fame Awards earlier this year, and received a number of nominations outlining the achievements and initiatives of a wide variety of newspaper pioneers. Nine extraordinary individuals have been inducted into the Hall of Fame, to be celebrated and remembered for their tremendous contributions to community journalism.

Once a week, for nine weeks, the association announced one Hall of Fame Award winner and shared their extraordinary newspaper biography. This was done in alphabetical order, via e-mail to OCNA members and the Hall of Fame inductees. You can also find the announcements online at www.ocna.org/hall-of-fame-award.

In the last issue of Newsclips, Joanne Burghardt, Director of Content, Torstar Corporation Community Brands and Arthur (Art) Carr, Publisher, Palmerston Observer had been announced as inductees of the OCNA's inaugural Hall of Fame. Since then, the remaining seven outstanding newspaper people have been announced. They include:

Jim Cumming, Publisher, Fort Frances Times Ltd

Jim Cumming was born with ink flowing through his veins. His father, grandfather, grandmother and several aunts and uncles all worked in the newspaper industry, from Ontario through to Saskatchewan.

Sure enough, Jim followed in the footsteps of his relatives and began working as a newspaper carrier for the Fort Frances Times, which his family owned and operated. He took a break to pursue a University Degree in Chemistry, but when he was unable to find a job in that field, Jim returned to the newspaper. He was hired as a salesperson and reporter, on the condition that he could sell enough additional and new advertising to pay his salary. As you can probably guess – he did.

In the 1980s, Jim and his siblings, Don and Linda, purchased the Rainy River Record. Together, they transitioned it to desktop publishing, buying some of the first MAC computers for production. They always believed keeping up with technology was important.

In fact, shortly after Jim took on the role of Publisher of the

Fort Frances Times in 1995, his first major task involved launching the newspaper's website. The first online archives date back to 1997, when most people were not even connecting online.

"Jim, at the helm of the Fort Frances Times since 1995, is everything a publisher should be: he is a person with vision, dedicated to and knowledgeable about the newspaper business, and engaged with his community," said Abbas Homayed, Vice President and Publisher of Sudbury Northern Life.

Not long after, Jim became a director of the Ontario Community Newspapers Association board and climbed the ranks to President. He was instrumental in the creation of the ComBase readership program and pushed to broaden the OCNA's membership criteria, to recognize multicultural and geographical communities.

Following his leadership role on the provincial board, he served as President for the national board, the Canadian Community Newspapers Association (now known as News Media Canada).

In 1997 Jim received the Community Award in Memory of Mary Knowles.

Jim and his publications have hired some 40 student reporters over the years, helping young journalists get their foot in the door, and ensuring the newspaper industry remains a career option for younger generations.

While he officially retired from the Fort Frances Times on October 3, 2019, Jim continues to write a column and helps with deliveries across the district when needed.



Rick McCutcheon, Publisher Emeritus, Manitoulin Publishing Co. Ltd – The Manitoulin Expositor

Rick's long career and love for the newspaper industry began in 1967, after answering an ad he spotted in the Globe and Mail looking for a reporter at the Gore Bay Recorder on Manitoulin Island. When asked if he could type, Rick replied 'yes' and quickly purchased a typewriter to learn. He was hired and made the move from North of Toronto, where he was born and raised.

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WHAT'S
INSIDE:

Association Events

July 24, 2020

BNC Awards Announcement

Join the OCNA on Friday, July 24 at 1PM from the comfort of your office or home as we announce the winners in each category of the 2019 BNC Awards virtually. Please stay tuned for more details coming soon.

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

November 6 - 7, 2020

Independent Publishers' Retreat

The OCNA is carefully monitoring government announcements and recommendations surrounding COVID-19. As the province slowly re-opens in stages, planning for this year's Independent Publishers' Retreat continues. We hope you can join us from Friday, November 6 to Saturday, November 7 at the Hockley Valley Resort in Orangeville.

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A Note To OCNA Members

From Caroline Medwell, Executive Director, OCNA

Many of you have asked for insights and facts that will help you talk to your local advertisers about why or how they should consider advertising again with your newspaper. Aside from cost, businesses have three main concerns about advertising while the COVID-19 crisis is still upon us:

- Is it appropriate to advertise now?
- Are newspapers safe?
- How has the newspaper audience been impacted by COVID-19?

Is it appropriate to advertise during a crisis?

Most experts agree: businesses that communicate effectively, consciously and thoughtfully during a crisis are more likely than those that don't to gain consumer confidence and loyalty. Below is a link to an overview of the keys to successful advertising during a crisis, from Oglivy and Environics, which can be summarized as "think about your consumers, not your brand":

- What is your brand or business doing to contribute to positive change in the community?
- How are you helping consumers or supporting those who are helping them?
- Are you supplying a value, product or service that can be useful now?
- How are you ensuring that it is safely and fairly accessible?
- What have you done to keep your employees and suppliers safe and well?
- Explain any special offers that help consumers afford needed products or services
- Ensure you are delivering strong value
- Be sensitive: supporting a luxury or high-ticket item is probably not going to be well received

See actual report at <https://ocnaorg.shoutcms.net/uploads/files/COVID19-AdvertisingInACrisis-April-2020-final-COMPRESSED.pdf>.

Are newspapers safe?

Some advertisers, readers and distributors have asked for assurances that COVID-19 cannot be transmitted on a newspaper. All experts insist that regular, thorough handwashing is a continued necessity for all of us. Most experts agree frequent handwashing should protect most of us from picking up the virus from any surfaces we have touched. Nobody can confirm yet how long the virus lasts on various surfaces.

The latest update from www.canada.ca states:

"The COVID-19 virus has a finite time of activity. SARS-CoV-2 is a membrane envelope virus with glycoprotein spikes. Without disruption by disinfectants, the bi-layer lipid membranes which envelope microorganisms, including these types of viruses, degrades with drying and exposure to air. As the information on persistence of the COVID-19 virus is still developing, guidance is based on research on previous human coronaviruses. The SARS virus, SARS-CoV, was found to lose most infectivity by 6 days and all infectivity by 9 days at room temperature. This conservative estimate for persistence, a week to 9 days, will likely stand as

a recommendation until more testing of SARS-CoV-2 is done.

Influence of contaminants and surface characteristics on viral persistence

Research examines added materials to suspensions and dry surface tests of viruses to measure their effect on persistence. Proteins have stabilized viruses on dry surfaces extending persistence significantly by slowing degradation. Viruses mixed with contaminants are most often tested on representative hospital surface materials as there is elevated cause for concern for infection in hospital settings. Metals (stainless steel and copper are common test coupons) exhibit some differences in persistence among themselves and can overlap with organic porous substrates (paper, cardboard, cloth). Metal ions (zinc in particular) are part of essential virus protein structures and there is evidence that copper and silver interfere with virus proteins which is a basis for these two metals in disinfectants. Hard plastics sometimes stand out with longer persistences. High surface texture (fabric) versus smooth can reduce transfer from the surface to human skin, but make it harder to see or treat contaminations. Contaminations which are obvious may attract disinfection activity leaving less obvious overlooked areas more likely to cause infection.

Persistence does vary with characteristics of the surface material and the presence of other contaminants (see box). Smooth surfaces, like metal and hard plastics, exhibit greater viral persistence and permit more transfer than porous surfaces, like paper and textiles."

I found this information in the heritage collection section at: <https://www.canada.ca/en/conservation-institute/services/conservation-preservation-publications/canadian-conservation-institute-notes/caring-heritage-collections-covid19.html>

Community Newspaper Audiences:

By all accounts, media consumption has increased dramatically across Canada. More people are spending more time with their media devices, from in-home onscreen entertainment and games, to online communications, learning and business. Paper products are also enjoying increased consumer engagement: jigsaw puzzles, board games, playing cards, magazines, signage, books and yes, newspapers.

And the local news product has seen the most increase of all. Although we do not yet have firm statistics on Canadian news consumption, there is plenty of anecdotal data showing:

- Canadians of all demographics are watching or reading more news content during the COVID-19 pandemic
- Local news reporting is considered extremely important during the pandemic, as citizens are eager to understand their own particular local situation and available resources
- Most OCNA member newspapers have reported dramatic increases in website visitors and subscribers
- Most OCNA member newspapers experienced an increased connection with their community as a result of the pandemic
- Many OCNA members who supported their communities throughout this crisis are seeing that support returned from local

Hall Of Fame Inductees Are Newspaper Industry Pioneers

>>> Continued from front page

In 1968, he took on the editor role for Northern Ontario's oldest continuously published newspaper in nearby Little Current, the Manitoulin Expositor, established in 1879. By 1970, he had purchased the paper.

In 1982, the Manitoulin Expositor received the Michener Award for public service journalism and was the first community newspaper to do so.

The Michener Award website states: "The Expositor, covering Manitoulin Island on the north shore of Lake Huron, had been concerned for 10 years about a suicide rate it estimated in 1981 was running at about 20 people per thousand or twice the national rate. A constant stream of information and opinion and finally, the concerted action it stirred up in the community, led to a 24-hour telephone link to a Sudbury Telecare system that resulted in the saving of two lives in the first few weeks."

The Ontario Community Newspapers Association recognized Rick with the J. Earl Morrison Award for his years of service to the industry in 1983. In 2017 he was honoured with a Gold Quill Award during the OCNA's annual BNC Awards Gala for dedicating more than 50 years and making substantial contributions to the newspaper industry.

In the spring of 2000, Rick purchased the Gore Bay Recorder (now named the Manitoulin West Recorder), coming full circle to where it all began.

Both of Rick's children have followed in their father's footsteps, contributing to the newspaper at various times in their lives. His eldest, Duff, graduated from Ryerson University with a BA in Journalism. He is currently the manager of communications for Professional Engineers Ontario. Rick's daughter, Alicia, graduated with a BA in Communications from Laurentian University, followed by a diploma in Print Journalism from Cambrian College. She has held the title of Editor of the Manitoulin Expositor for the last six years and has now taken over as publisher as well.

He was a member of the Little Current Volunteer Fire Department in the 1970s and for more than half a century he has been a member of the Little Current Business Improvement Area, serving in roles as chair, secretary, and treasurer. From 1976 to 2013, he served on the Manitoulin Tourism Association.

Rick is credited with advancing tourism on Manitoulin Island through various newspaper initiatives, special editions and Manitoulin Publishing's own tourism guidebooks called This Is Manitoulin and Manitoulin's Magazine. Over the past 50 years, he has enjoyed chronicling the growth and development of First Nations residents and communities growing out of early European settlements, of which Manitoulin is almost equally divided. A spirit of cultural appreciation and mutual support is always evident in the stories told through the Expositor.

Jean Morrison, Publisher, Napanee Beaver and Picton Gazette

Jean (nee Bier) Morrison was an integral, active and admired leader in the community newspaper business for many years.

Born in New Hamburg, she was a teacher by trade. After graduating

from the University of Western Ontario, she taught mathematics at Napanee District Secondary School before marrying newspaper Editor, Earl Morrison.

The couple bought the Napanee Beaver in 1953 and became pillars in the Lennox & Addington community.

In 1977, they expanded and purchased Canada's oldest community newspaper, the Picton Gazette. But tragedy struck the Morrison family one year later when Earl passed away unexpectedly.

"I found inspiration in the way she was able to pick up and carry on after the untimely and sudden passing of her husband J. Earl Morrison," said Jason Parks, Editor of the Picton Gazette. "She more than likely could have sold her newspapers and found something else to do. In that time of the late 1970's, the Kay Grahams of the world were few and far between. But Mrs. M soldiered on. Charted her own path, wading into the male-dominated fray of the publishing world. And she succeeded."

She became one of the few female publishers of a multi-newspaper chain in Canada and set the highest of standards for journalism and advertising excellence.

In her own words in a forward in Lennox & Addington, a historical account of the people and places of that municipality, Jean Morrison admitted she managed her newspapers in her own style, exhibiting her own flair and foresight.

"I have been managing the newspaper now for more than 30 years, but not necessarily in the style that Earl might have. That was his dream. As publisher, however, I have enjoyed my many years in this warm and friendly community."

"When covering events in the community early in my career, interview subjects would frequently turn the questions around on this reporter, inquiring as to how Mrs. Morrison was doing," wrote Adam Prudhomme, Editor of the Napanee Beaver, in an article. "They'd then share stories of how they knew Mrs. Morrison, whether it was through curling, golfing, the newspaper, or even from her days as a teacher."

A woman of many talents, Jean filled her spare time with a variety of hobbies. She loved to golf. She was an avid curler until she turned 90. She sang in church choir and played clarinet in a band into her early 80s.

Jean valued her community and spent many years on boards for local organizations and was a proud supporter of many charities.

She was a long-time member of the Canadian Community Newspaper Association, the International Press and served as President of the OCNA in 1987. She was always keen to make a difference and lend a helping hand when it was needed.

Her most notable act of kindness, however, dates back to 1973 when she and Earl adopted three siblings, aged 13, 11 and 9, who were then living in a foster home. She would later become grandmother to six and great grandmother to one in 2018.



The Picton Gazette was extremely saddened to learn of Mrs. Morrison's passing at the age of 97 in October of 2019. "The commitment she has shown during her tenure as publisher of this newspaper is something every local resident should be thankful for," said Jason Parks. "In a tumultuous time for local newspaper reporting, our dear publisher has remained dedicated to her passion of presenting the news in a fair and balanced manner while providing an independent voice for Prince Edward County. Her legacy here will be one of enduring commitment to our island community."

"Though she was in her 98th year, the news still came as a shock to the staff at the Beaver office because she always gave off the energy of someone much younger. Working well into her 90s, she continued to have the final say in all business decisions, overseeing two newspapers that were vital to their community through a time when others across the country were disappearing," wrote Adam.

Rixon Rafter, Owner, The Arthur Enterprise News



Born in 1885, Rixon lived to become recognized as a pioneer in weekly newspapers, despite losing his eyesight as a youth.

With an intense love of journalism, and a degree from Queen's University, he purchased a weekly newspaper, the Arthur Enterprise News (then known as the Arthur Enterprise) in 1908. He retired after 45 years of devoted service to the community.

He had a printer to do the mechanical work in the shop, but Rixon dedicated himself to gathering news, writing editorials, and securing advertisers. It is rumored that on many occasions, Rixon wrote entire

columns and reported council meeting proceedings without taking down a single memo. His mind and memory were the only notebook he needed.

In 1954, he was named Weekly Newspaperman of the Year by the Ontario Division of the Canadian Weekly Newspaper Association.

"Now this is by no means the first time that a blind person has risen above his disability to a place of success and influence in the world affairs, but such prominence has usually been attained in some field where the sense of hearing or of touch was of more importance than that of sight. But Rixon Rafter, of Arthur (Ont.) Enterprise, chose a profession which no blind man in Canada had ever chosen before him. He spent a lifetime as the editor of a small-town weekly paper."

In acceptance of the award, Rixon said, "I will accept it, not because it might show any accomplishment on my part, but only in hope that it might reveal to sightless people an avenue of opportunity open to them."

The Rixon Rafter Scholarship Fund was created to honour his achievements. It is available to Canadian students who are legally blind and pursuing post-secondary education.

Richard (Rick) Shaver, Publisher, Cornwall Seaway News, icimédias



Rick Shaver started his newspaper career in 1978 after graduating from St. Lawrence College in Cornwall. His first seven years were spent in sales with daily papers in Cornwall, Kirkland Lake and Brampton. In 1985 he opened the Cornwall Seaway News where he has devoted an additional 35 years.

"In September 1985, we produced and delivered our very first Seaway Shopping News," said Rick Shaver in an article celebrating the paper's 34th anniversary. "Circulation was 29,850 and the internet wasn't even a word yet. Our friends at RE/MAX bought our back page and still advertise with us today. Out of the 39 advertisers that day, we still have a handful who are active clients."

Initially, the paper had a total of eight employees. Today, the Cornwall Seaway News has a full editorial department with an editor, reporter, cartoonist, 21 local monthly columnists, plus a bevy of freelancers, a sales team of five, a production department and additional office staff.

In addition to the weekly newspaper, the Cornwall Seaway News also produces and distributes seven magazines, a website, a number of social media accounts and a weekly podcast.

Over the years, Rick has been presented many recognition awards for his work within the community. He is credited with implementing many fundraisers, including the Cystic Fibrosis Pizza Night, which has raised over \$150,000 after 14 years. In 1989 Rick chaired the first of 32 years of the Cornwall Business Excellence Award evening, which provides recognition to businesses and individual dedication to city development. He joined the Journalism Program Advisory Board at St. Lawrence College, which allowed him to engage in the education of future newspaper graduates. His leadership on the Cornwall Carbon Reduction Committee is helping City Council implement the necessary steps to reduce the city's carbon footprint.

In 2017 he was recognized by the OCNA with a Community Award in Memory of Mary Knowles for being both a dedicated newspaperman and an avid community volunteer. He was awarded the Business Excellence Lifetime Business Achievement from the Cornwall Chamber of Commerce in 2018, recognizing those who have made their mark in the world of commerce while also enhancing the community as a whole, and he received the prestigious Queen Elizabeth II Diamond Jubilee Medal in 2012.

Rick has become a familiar face at association conferences. He dedicated nearly 20 years to the Ontario Community Newspapers Association board, serving in various roles including President, Vice President and Treasurer. He also served nine years on the Canadian Community Newspapers Association board.

In an article published in OCNA's member newsletter, NewsClips, in February 2019, Rick notes that being on the board was the step to take as publisher in order to build a better relationship with the industry.

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Hall Of Fame Announcements Cont'd

>>> Continued from page 5

"There are so many friends and colleagues in the same position, and there are answers out there for everyone, we just need to work together to find them," he said.

With 42 years of experience on his resume, Rick is still active at the paper and within his community and is happy to share his experience and knowledge with other publishers to achieve better success.

Donald George Spearman, Managing Editor, Leader Publications Ltd.

Donald George (Gummer) Spearman worked in the community newspaper industry in Ontario for approximately 45 years.

Born and raised in Dresden, he was hired in 1939, at the age of 17, as a reporter for the Dresden News, where he was eventually promoted to editor.

In the late 1950s, he spotted an advertisement in the London Free Press, placed by businessmen in Huron County looking for someone to start and run a community newspaper. The business group agreed to support the paper (called the Hensall Observer) with sufficient advertising for at least a year. Donald jumped at the opportunity. Unfortunately, when that year was up, ads dwindled, and the fortunes of the Observer declined.

In the early 60s, he returned to Dresden with his wife and children, and operated a printing plant called the Observer Press. His love of newspapers never left him.

In the 70s, he was hired as managing editor of Leader Publications, and as such, became editor of the North Kent Leader, a weekly newspaper in Dresden, as well as a string of agricultural newspapers serving five counties in Southwestern Ontario.

"Spearman hired me in March 1979 for a one-month work term that eventually became a summer job and then a full-time job," said Peter Epp. "I started work at Leader Publications on April 9, 1979. Today I serve as managing editor of the Chatham Daily News and the Sarnia Observer."

"Gummer was full of such wisdom," Peter wrote in a commemorative column in 2014. "For most of those 55 years that he had been hauling on a cigarette, two of his fingers had been flying over a typewriter, pecking away on keys to build a news story."

Suffering a serious loss of news for a small-town newspaper after the publisher burned bridges with a local funeral director who then refused to send obituaries, Donald took it upon himself to attend every funeral to report on the proceedings.

In addition, he covered local council meetings, meetings of the agricultural society, school board meetings, and more, because they all promised the possibility of a news story.

"Gummer got to know everyone in his small town and in the farms



that surrounded that small town," wrote Peter. He once confided that not much happens in a small town, but what does happen is just as important as what happens in a big city. It's just as important to the residents, "Everyone has a story to tell," he once told me."

Donald retired from the business in 1986 but continued to write a weekly column until his passing in 1994.

Charles (Charlie) Whipp, Publisher/Editor, The Petrolia Advertiser-Topic

A long-time newspaperman, Charlie was most recognized for his weekly editorials. He usually wrote three per issue! And they explored all topics and included everything from municipal matters to medieval engineering.

He worked for the London Free Press and the Windsor Star for several years in the early 1950s. He then moved on to editor and publisher of the Advertiser-Topic in Petrolia, taking on the role as owner from 1962 until 1979.

According to Heather Wright, Publisher of the Independent Serving Petrolia and Central Lambton, "his influence on the newspaper's pages was immediate when he purchased the paper; the reporting included investigative pieces and feature stories, presented in a fresh and appealing new design."

His son, Ted, who followed in his father's footsteps, said his father made the Petrolia newspaper a landmark.

"He had become an icon in the business...his editorials provided a voice widely-heard and widely-respected by readers, community leaders and local, federal and provincial politicians alike."

The Petrolia paper was not only one of the few community newspapers with its own press, but it was the first weekly to move from hot type into the new field of cold typesetting, a precursor to computerized newspapering.

"Charlie was always interested in new ideas and enjoyed pursuing innovation and improvements in the newspaper industry," said Heather. "He was not only enthusiastic about the reporting and writing side, he had a keen mind for the technical side as well."

He sold the Advertiser-Topic in 1979, and for a few years in the early 1980s, he operated Lambton Editorial Services from Petrolia, a freelance venture in which he continued to report and write stories for newspapers such as the Observer and the London Free Press.

Charlie moved to BC later in life but managed to remain connected with his hometown. When Heather launched the Independent in 2013, friends and family members would occasionally send him a copy. Roughly two years into the venture, she received a letter from Charlie offering encouragement.



Middlesex Banner Launches Online Retail Shop

Great for all family past-times, or excellent for gift-giving, Banner Land! offers all the terrific things that will make people turn off their computers and smartphone screens!

It's the Middlesex Banner's new store and can be viewed online at www.bannerlandbookshobbiesandart.ca.

The physical location is located at 71C Front St. W., Strathroy, Ontario (519-245-6116).

"We decided to group together many RETRO favourite past-times many of us enjoy: books (adult fiction and non-fiction, young readers, children's books), music CDs, DVDs, puzzles, models (planes, tanks, ships, cars, motorbikes), modelling supplies, original fine art, art supplies, magazines, as well as maps and map books for your next vacation or for work...guaranteed to work when GPS fails you!" said Brad Harness, owner of the Middlesex Banner.

Shipping is free for orders over \$100 and online purchases are eligible to be entered in a draw to win a \$100 gift certificate. Purchases over \$100 will receive four entries. The draw will be made on September 1, 2020.

Special Order products are also available if an item is not in stock.

Standard Newspaper Publisher Makes Custom Masks For Staff



Colleen Green, Publisher of the Standard Newspaper in Uxbridge made newspaper-patterned face masks for the paper's carriers, delivery people and staff.

Carrier Designs Dress And Hat Made Of Newspapers

Isla Williams is a 12-year-old resident in Uxbridge who has been delivering The Standard newspaper for more than eight months.

Inspired by a video she saw of a woman making a dress out of feedbags, and decided to use newspapers she had left over from her last delivery. to create her own unique outfit.

A large portion of the dress is decorated with paper flowers. Isla did not want to paint the flowers because she wanted people to know they were made out of paper as well. It took her roughly 10 hours to make.



Recycled Newspaper Contest

The OCNA is asking members to run a local competition, with winners from each local contest then vying for a provincial prize of \$1,000.

Getting creative with leftover newspapers is a great activity for families to do with kids while spending more time at home this summer, and a challenge for adults who find themselves "bored in the house". The resulting creations should provide some great visuals and stories for your paper, and generate community interest and engagement.

The OCNA will supply promotional material.

For more information, including contest rules, and to confirm your participation, please contact Kelly Gorven at k.gorven@ocna.org.

WEBINARS:

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

Think COVID Flattened Your Classifieds? Think Again.

Thursday, July 16, 2020

1PM - 2PM

In This Webinar:

Newspapers have weathered many challenges, from Craigslist, the Great Recession, now COVID 19. Is there a way to save your Classified revenue? Yes there is a way, but you have to be willing to fight the fight. Please join me for a checklist of what must be done to rebuild your classifieds and make them an important part of your newspaper again. No mask required.

About The Presenter:

Janet DeGeorge first started her newspaper career at the San Jose Mercury News over 20 years ago. She is a graduate of San Jose University with a degree in advertising and marketing and has completed all course work towards a master's of science in mass communications.

DeGeorge is a former vice president of the Western Classified Advertising Association, a key speaker at regional and national advertising conferences and has produced numerous articles and webinars regarding classified advertising. DeGeorge has been president of Classified Executive Training & Consulting since 2001. She specializes in classified sales training for sales reps and new managers, outbound sales training and the redesigns of print and online products and rate packages to uncover new revenue sources.

Keeping Up With Digital Trends In 2020

Thursday, July 23, 2020

1PM - 2PM

In This Webinar:

At the start of this year, Tyson identified 16 trends to watch for in 2020. Now that we're halfway through a year of dramatic and unexpected events, let's check in to see how these 16 trends impact the work journalists are doing. We'll also explore trends that have emerged as a result of the COVID-19 pandemic and seek to understand how they will affect our newsrooms and audiences in the months ahead.

About The Presenter:

Tyson Bird is from Sandpoint, Idaho and studied journalism graphics and entrepreneurial management at Ball State University. Bird currently works for Texas Highway Magazine in Austin, Texas as a digital strategy manager. He creates digital experiences that get audiences excited about travel and tourism in the great state of Texas. Bird loves talking about the many intersections of design, product and our world.

For more information and to register, visit:

www.onlinemediacampus.com

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MEMBER SERVICE SPOTLIGHT

QUILL AWARDS

Quill Awards are presented by the Canadian Community Newspapers Association to community newspaper owners and employees for long time service to the industry. Recognize someone today!

BRONZE QUILLS

Are given by the newspaper publisher to employees for their many years of dedicated service to the industry.

SILVER QUILLS

Are presented for 25 years of service to the industry. Silver Quills are often presented at the OCNA's Annual Spring Convention.

GOLD QUILLS

Are often presented at the OCNA's annual convention and recognize employees for more than 50 years of service to the industry.

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

Contact Kelly Gorven at k.gorven@ocna.org for more information.

Returning To Work During COVID-10...Here's What You Need To Know

By Ron Guest, Senior Partner, TwoGreySuits

Returning to work during COVID-19 raises questions about the steps that employers should be taking to train their employees and adapt their physical workplaces in order to continue operating (if they did not shut down during the pandemic) or return to work (if they did shutdown) in this COVID-19 world pandemic.

As is the case with many things HR, a return to the workplace during a pandemic is serious business and there is no substitute for good and proper preparation and planning for a safe return. Every business is unique, and there really is no one business continuity or return to work model that is recommended for all. Rather, employers must consider a range of issues in the context of their particular business needs.

Risks Associated with Operating a Business During COVID-19

Employers should also consider how the risks associated with COVID-19 affect their obligation to take reasonable steps to ensure a safe and healthy workplace under applicable occupational health and safety legislation. In particular, employers who fail to take adequate steps to prevent the spread of COVID-19 in the workplace may be subject to inspections, compliance orders and significant fines imposed by occupational health and safety officials. There is also the potential for civil liability where the spread of COVID-19 in the workplace leads to illness or injury for employees and third parties who do not have workers' compensation coverage.

If an employer fails to take adequate steps to prevent the spread of COVID-19 in the workplace, the risk of an outbreak among employees increases and sometimes very significantly. This, in turn, could require the implementation of stronger preventative measures, or re-closing parts of the employer's business, or the whole business, for an additional period of time. On the other hand, if the anti-COVID-19 measures adopted by an employer are too restrictive or onerous, the employer's business operations may suffer as a result. There are all sorts of opinions out there about what constitutes proper restrictions and some employers will under or overreact. Both cases can affect customers or employees in negative ways.

Plan, Plan, Plan...and take the proper time to plan!

As mentioned there is simply no substitute here for good preparation. Determine who the decision makers are that will be responsible for designing and implementing the COVID-19 Response/Return to Work plan. Steps involved in this process should include:

- Plan preparation, assess your workplace and develop an operational/return to work plan that clearly shows that you



have taken every reasonable precaution in the circumstances to prevent the spread of COVID-19

- Plan implementation, which includes developing an effective communication and training strategy for employees; consider an 'employee re-orientation plan' to review in detail all COVID-19 preventative measures in place at the workplace and also outside the workplace (social circles)
- Monitor compliance with and effectiveness of the COVID-19 Response/Return to Work plan, which includes regular review and consideration of applicable current and new government and public health guidance
- Response process to issues and problems as they arise and adjust/adapt the COVID-19 Response/Return to Work plan as necessary

Make sure your COVID-19 Response/Return to Work team have the necessary expertise, and pre-approve the assistance/use of consulting experts such as a medical professionals, occupational health and safety specialists and communications professionals.

Within your COVID-19 Response/Return to Work team, assign a person responsible to monitor/communicate recent updates regarding COVID-19, and business operation/return to work guidelines for employers. Federal and provincial governments have all established dedicated COVID-19 websites and online resources that are regularly updated. Advice for employers in each province and jurisdiction to limit the spread of COVID-19 in the workplace has now been posted to these locations.

For employees who have been laid off, plan how they will be recalled and decide whether any advance notice of recall will be provided. Decide

whether all employees will return to the workplace at the same time, or if the return to work will occur in stages, with some employees returning before others.

(Warning: Be VERY careful about the order in which you recall employees as emotions are running high and employees will read all sorts of things in to the order of recall – at least this is my learned experience so far with COVID-19 return to work protocol).

Some employees who are able to work or continue working remotely from home should be permitted or required to do so, while other employees may be required to return to the physical workplace. Some employers have adopted a work from home directive to the end of 2020. If you have a collective agreement with a union, review the recall and seniority clauses to ensure they comply with the business continuity/return to work plan.

Things to Consider in Your Business Continuity or Return to Work Plan

Here are the topics to be included in your Business Continuity or Return to Work Plan:

Communications and Training

Plan out in detail how the business continuity/return to work plan, and employee responsibilities under the plan, will be communicated to employees. Good idea to communicate this plan before employees return to work. Describe the process for how questions or feedback from employees will happen. Determine what signage will be needed in the workplace to ensure employees understand their obligations. List out what employees need to know about their obligations in terms of sanitizing, physical distancing, use of PPE and other matters. Consider whether managers require any special training to administer the business continuity/return to work plan. Finally, make sure your plan states that you will continue to adapt and make changes as necessary, and communicate those changes to employees. As mentioned earlier, consider an ‘Employee Re-orientation’ in a global pandemic.

Self-Reporting/Privacy

Establish clear guidelines so that employees know they are responsible to self-report a positive COVID-19 diagnosis for themselves or their family members, or where the employee or a family member exhibits symptoms of possible COVID-19, or where the employee has come into contact with someone else with COVID-19, or where the employee is subject to travel-related quarantine restrictions. Require employees to perform a self-assessment or complete a questionnaire prior to attending work, and to provide any other information to the employer such as COVID-19 test results. Decide if other forms of assessment such as temperature checks will be carried out at work. Decide if employees will be required or encouraged to download a government approved contact tracing app onto their cell phone, and make information from the app available to the employer on request. Understand what privacy protections are necessary in order to deal with any COVID-19 related personal information that is received by the employer.

Workplace Sanitization

Implement a thorough sanitation cleaning of the physical workplace before employees return to work, and communicate this to employees. Once employees return to the physical workplace, decide what cleaning schedules and protocols are necessary. Provide cleaning and disinfecting supplies such as alcohol wipes, hand sanitizer dispensers and communicate what rules will be enforced concerning their use by employees and third parties present in the workplace.

Personal Protective Equipment (PPE)

Decide whether employees will be required to use PPE, and if so which employees, in what circumstances and what specific PPE. Situational things will need to be addressed such as employees who take an elevator to and from the office each day and will they be required to wear a face mask during their elevator trips? Will PPE be provided or made available to employees required to use it, and if so what standard of PPE will be considered adequate (for example, will an N95 graded mask be considered necessary in certain circumstances, as opposed to another form of face mask). Will employees be permitted to use their own PPE if they prefer and, if so, are there any standards applicable here?

Regular Hours of Work, or Shifts and Staggered Start Times

You will need to determine whether regular hours of work will be maintained for all employees, or will shifts or staggered start times be required in order to reduce the number of employees at work at a given time, and promote physical distancing?

Entry and Exit Points

Decide the entry and exit points to the physical workplace, and whether these access points are controlled by the employer or a third party such as a landlord. If the landlord or other third party controls the access points, consult with them to determine what their plan is to reduce the risk of COVID-19 exposure for people using the access points, and whether the proposed measures are too lax or too onerous in the circumstances. For example, will there be limits on the number of people allowed to use the elevator at one time, and are those limits practical in the circumstances? Decide how lineups and bottlenecks at access points (for instance, people waiting to use the elevator) will be dealt with, and how physical distancing will be maintained in these circumstances. Determine if the number of access points to the workplace should be restricted so that the number and identity of people in the workplace can be better monitored and controlled. Understand how any such measures comply with fire code and other safety regulations. Communicate if any special monitoring equipment such as temperature checking devices will be used at access points, and what rules apply to that. Finally, decide how deliveries and other shipping and receiving issues will be dealt with, and whether items delivered to the workplace should be sanitized and how.

Physical Distancing of Work Stations

Consider whether the physical separation of work spaces is adequate and whether any changes to the physical layout of the workplace are advisable or possible. Consider whether other measures besides

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Creating A Return To Work Plan

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reconfiguring the workplace are possible, such as reducing the density of employees in particular areas, use of plexiglass screens or other physical separation equipment or the use of directional signage and floor markings.

Gathering Areas

In common gathering areas such as reception areas, lunch rooms and meeting rooms, decide whether any measures are required to promote physical distancing in these spaces. Decide whether all common or gathering areas in the workplace will be open, or whether some will remain closed.

Frequent Touch Points and Common Equipment

Frequent touch points such as door handles, light switches and elevator buttons must follow a detailed cleaning process/frequency and remain clean and disinfected. Review measures such as propping open doors, and how this can work in terms of safety and security concerns, fire code regulations and other considerations. Detail the steps to be taken to ensure that common equipment such as coffee machines, cups and glasses, microwave ovens, vending machines, water coolers and photocopiers remain clean and disinfected, and if all such equipment will remain in use or if some of it will be temporarily removed or shut off.

HVAC Systems

Decide if there are any changes or improvements to the HVAC system that should be considered to improve ventilation and air circulation in the workplace.

Third-Party Access

Outline whether any measures are necessary to limit or control third-party access to the workplace. Decide what physical distancing, sanitization, PPE or other requirements will be imposed on third parties present in the workplace, and what steps will be taken if a third party refuses to comply with these requirements. If there are any contractor employees present on site (for example cleaning personnel), decide what COVID-19 related rules apply to them, whether the rules are adequate and who is responsible for enforcing those rules. Decide if there are any alternatives to in-person third-party meetings that should be promoted or mandated through the use of technology. (such as Zoom conferences as an example)

Consequences for Failure or Refusal to Comply with the Business Continuity or Return to Work Plan

Decide what disciplinary or other measures will be applied to employees who fail or refuse to comply with the business continuity or return to work plan. As an example, will employees be sent home in these circumstances, and if so will they be paid or unpaid while they are away? When addressing the issue of discipline, take into consideration whether the employee's action constitutes misconduct, or if it reflects a legitimate concern involving human rights, privacy or the right to refuse unsafe work

under occupational health and safety legislation. Also decide what steps will be taken where a third party or contractor employee fails or refuses to comply with the business continuity or return to work plan.

Response to a Positive Diagnosis or Potential Exposure to COVID-19 in the Workplace

Know in advance what steps you will take if an employee or their family member tests positive for COVID-19, or if they are exhibiting symptoms of possible COVID-19, or they have been exposed to someone else with COVID-19. Will self-quarantining or testing be required in these circumstances, and what happens if the test result comes back positive or negative? What steps will be taken with respect to contact tracing among other employees, and who will be responsible for that? Will the business remain open while these steps are taken, or are there any additional protective measures that will be implemented in these circumstances? How will a positive test result in the workplace be communicated to other employees?

Response to Employees Who Believe that Returning to Work will Cause or Exacerbate a Disability or Health Risk

Some employees may believe that returning to work at this time will cause or exacerbate an existing disability such as anxiety, an autoimmune disorder or respiratory problems, or lead to some other increased risk to health and safety. Decide in advance how you will handle these concerns, including who these concerns should be directed to, what medical information will be required from the employee, whether any job protection exists under applicable employment standards legislation and whether the employee would qualify for short- or long-term disability benefits in these circumstances. Also consider whether any human rights issues could arise and, if so, whether the employee can be accommodated by working from home.

Spend enough planning time on your return to work plans, if not it will be painfully obvious, reflect poorly on the company and possibly put employees at an unnecessary risk level to contact COVID-19.

TwoGreySuits is a leading-edge provider of on-line 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!

Advertising Is A Problem-Solving Business

By John Foust
Raleigh, NC

When I heard the doorbell ring that Saturday afternoon, I did something I had never done before. I bought something from a door-to-door salesperson.

It was a pest control representative who was canvassing the neighborhood for new business. The logo on his bright green golf shirt matched his truck in the driveway. He introduced himself and said, "I see you have a vole problem. Have you tried anything?"

"How do you know there's a vole problem?" I asked.

"When I got out of the truck, I noticed the spongy ground next to the driveway. That's an obvious sign."

In just a few seconds, he had identified a problem. Obviously, he knew what he was doing. "You're right," I said. "We've had voles in our yard for several years. A company has been working on the problem, but that doesn't seem to be helping."

Voles are small mole-like rodents that burrow underground and feast on the bulbs and roots of plants. The ground in an infested area is spongy, because their tunnels are close to the surface. A mating pair can produce up to 100 voles in a year. In other words, if voles settle in your yard, you'll have a lot of them in a short period of time.

That salesperson caught me at the right time to make a sale, because he was observant. He knew without a doubt that there was a problem that needed to be solved. He said his company had a special treatment which was proven to have impressive results. I agreed to let them give it a try. Within a few weeks after their first treatment, we could tell a difference. Although the treatments haven't eliminated the problem completely (can anything do that?), it has dramatically reduced the infestation.

His approach illustrated the importance of being observant. His company's customer database probably revealed information about neighbourhoods with vole problems. And he looked for symptoms when

he pulled into the driveway.

Although selling advertising is not quite like selling pest control services, there are a number of things to observe before approaching an advertising prospect. Here are a few examples:

1. **History.** What promotions has your prospect run in past years? What were the results? What lessons can be learned?
2. **Time of year.** Is there a prime buying season for the widgets your prospect sells? People usually don't buy lawnmowers in the winter or snowblowers in the summer.
3. **News stories.** Have they announced the addition of a new product line? Is there going to be a grand opening of a new location? Has there been an ownership change?
4. **Ads in other media.** Are they running ads in other advertising outlets? That's a clear sign that they have a marketing budget and may be open to other ideas.
5. **Competitors.** What products and services are currently being promoted by their competitors? They're running those ads now for a reason. Maybe you could follow their example.

Who knows? One of these ideas might ring a bell.

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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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