

Mackenzie Printery and Newspaper Museum goes International

Heidelberg News, a German magazine which provides suggestions and tips for modern printers, published an article on the Mackenzie Printery and Newspaper Museum in its Fall issue.

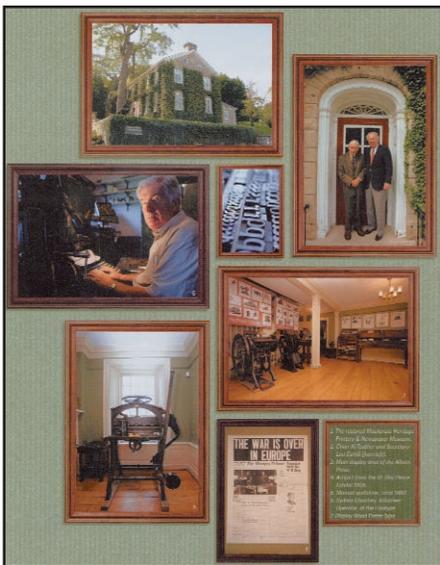


Photo spread of Mackenzie Printery and Museum in Heidelberg News.

The magazine is published four times a year, has a circulation of 130,000 copies and is available in over 80 countries throughout the world. The language versions German, English, French and Spanish are produced centrally in Germany.

History of the Printery and Museum

In 1837 Upper Canada's first press printed the province's first newspaper and began the development of the communications industry in Canada.

The Upper Canada Heidelberg News Cover



Gazette or American Oracle, Canada's fifth newspaper, was published April 17, 1793 in Newark (Ontario's original capital, now Niagara-on-the-Lake).

Thirty-one years later, editor and agitator for political reform William Lyon Mackenzie published the Colonial Advocate in nearby Queenston on May 18, 1824. For Mackenzie, publishing the paper began a career of public activism for the reformation of the government of Upper Canada which led to the ill-fated Upper Canada Rebellion at York (Toronto) in 1837.

In 1936, The Niagara Parks Commission undertook the restoration of the Mackenzie House from ruin. The rebuilt home was officially opened on June 18, 1938 by Prime Minister William Lyon Mackenzie King, Mackenzie's great grandson.

The original plan for the home was to house a printing museum. Unfortunately, those plans were put off and such heritage preservation and perpetuation did not take place until 1991.

After discussions between the Mackenzie Heritage Printery Committee and the Niagara Parks Commission, members of the volunteer committee assembled a collection of working heritage presses and an interpretive display on the history of printing. The museum opened in April 1991 for its inaugural season. Leadership and initial funding was provided by Henry Burgoyne and Al Teather of the Burgoyne Newspaper Group in St. Catharines.

OCNA has supported the Printery since its inception.

From these plans, formulated more than 10 years ago, the Mackenzie Heritage Printery Committee and The Niagara Parks Commission continue a successful operating

Continued on page 7

Al Teather to receive Honourary OCNA Life Membership

Al Teather, Past Chair of the Mackenzie Printery and Newspaper Museum's Board of Directors, will be receiving the Honourary OCNA Life Membership.

OCNA President Mike Williscraft will be presenting a newsman statue to commemorate the honour during the Saturday Breakfast at the 2007 Spring Convention.



Teather, a former OCNA Board Member and a retiree of the St. Catharines Standard/Rannie Papers, was Chair of the Printery and Museum from its inception in 1989 until 2006.

a word from OCNA...

OCNA Active Members By Ownership and Title

| | '97 | '98 | '99 | '00 | '01 | 02 | 03 | 04 | 05 | 06 |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| a. Independent owners with 1 paper | 97 | 96 | 86 | 82 | 79 | 83 | 79 | 75 | 68 | 70 |
| b. Independent owners with 2-5 papers | 29 | 23 | 26 | 24 | 23 | 22 | 22 | 25 | 20 | 19 |
| c. Independent owners with up to 12 papers | 05 | 06 | 03 | 01 | 02 | 02 | 03 | 02 | 01 | 02 |
| i. Total independent owners | 131 | 125 | 115 | 107 | 104 | 107 | 104 | 102 | 89 | 91 |
| ii. Number independent titles | | | 163 | 135 | 122 | 155 | 147 | 157 | 128 | 140 |
| d. Corporate groups | 06 | 04 | 04 | 04 | 04 | 05 | 04 | 04 | 04 | 04 |
| iii. Number of corporate titles | | | 101 | 122 | 135 | 117 | 106 | 118 | 161 | 162 |
| e. Total owners | | | 119 | 111 | 106 | 112 | 108 | 106 | 93 | 95 |
| f. Total titles | 263 | 266 | 264 | 257 | 257 | 272 | 263 | 274 | 289 | 302 |

Independent titles 46%

Corporate titles 54%

First edition circulation 4,666,472: Independent titles - 1,644,881 - 35% Corporate titles - 3,021,591 - 65%

Ontario's community newspaper membership continues to grow

By Anne Lannan
Member Services Manager

As you will see from the chart above, OCNA's community newspaper membership has continued to increase over the years, but the landscape itself has changed. OCNA now represents 302 newspapers across the province, an increase of 45 newspapers since 2001.

This increase is due in part to the addition of community newspapers serving ethnic communities. OCNA has accepted seven such members in 2006 alone and continues to attract attention from this growing market. These papers serve the Dutch, Tamil, Italian, Spanish, Portuguese, South Asian, and Six Nations communities.

What is not reflected in this chart is the acquisition and retention rate of OCNA member newspapers. Although we accepted 19 new members in 2006 (13 independently-

owned, 6 corporately-owned), five newspapers ceased publication and two others merged.

Since 2001, OCNA has accepted 81 new members, while another 26 have ceased publication and nine have merged (19 previous publications into nine).

Ownership of Ontario's community newspapers has changed over the years as well, with corporately-owned newspapers surpassing the 50 per cent mark of membership for the first time in 2005. Corporate groups now own 162 OCNA titles or 54 per cent, while independent publishers have 140 titles or 46 per cent. The majority of newspapers publishing in urban and suburban markets are both corporately owned and have controlled circulation. Therefore corporately-owned newspapers account for 65 per cent of OCNA's first edition circulation as detailed above.

In OCNA's membership, Metroland Media Group operates 100 newspapers, Osprey

Media 29, Sun Media (Bowes Publishers) 30, and Transcontinental 3.

The rate of newspaper sales in 2006 was low compared to the three years prior. Only seven titles or two per cent of membership changed hands - Metroland bought four; Osprey one; Transcontinental one; and an independent publisher one. This is in compari-

son to 37 titles in 2005 (32 purchased by corporations/four independents); 16 in 2004 (13 purchased by corporations/three independents); and 28 titles in 2003 all purchased corporately.

Membership in the Ontario Community Newspapers Association continues to grow, and your association continues to strive to meet your needs.

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OCNA BNC launches advertising competition

Calling all Creative Ad Designers!! Show off your talents in OCNA's Industry Promotional Advertising Competition. See your work published in Community Newspapers across Ontario and win a one night stay for 2 at your choice of one of the following Vintage Hotels: Prince of Wales, Queens Landing or Pillar and Post*.

Who: This contest is open to all creative and talented people at OCNA active member newspapers. More than one designer per newspaper may submit an entry.

What: This ad must be set up as a template to be used in any member newspaper to announce their standing in the Better Newspapers Competition to their readers.

Where: One finalist will be chosen and the ad will be supplied to OCNA member newspapers free of charge, to be used as industry house ads whenever space is available.

When: Entries must be submitted by **Tuesday, February 9, 2007**. Winners will be announced in E-clips and News Clips.

Why: These ads will be a uniform way for member newspapers to announce that they are finalists in the OCNA BNC Awards to their readers and clients.

Ad content: It must contain one of the following tag lines: 'The Power to Persuade'; 'The Voice of the Community'; 'Relevant. Respected. Reaching'; and 'Enlightening. Engaging. Informing.' The ad must also contain the OCNA logo which can be obtained from s.queshi@ocna.org.

How: Create your design in ¼ page (3 3/8" x 100 agates) format. Please send both colour and black and white versions. Maximum of two separate designs per entrant.

To submit, please send PDF files. The winner may be asked to submit a Quark, Word, InDesign file so all newspapers will be

able to include their own logos in the ads. Send your files to s.queshi@ocna.org and name your files with your newspaper name. In your e-mail message, please include name of the designer and the name of your newspaper with all contact information.

For any questions or concerns please contact Shaba Qureshi at 905-639-8720 ext. 244 or s.queshi@ocna.org. Judging will be done by a panel of industry experts. Judges decisions are final.

**Valid from March - August 2007 - Not Valid Fri/Sat June/July/August.*

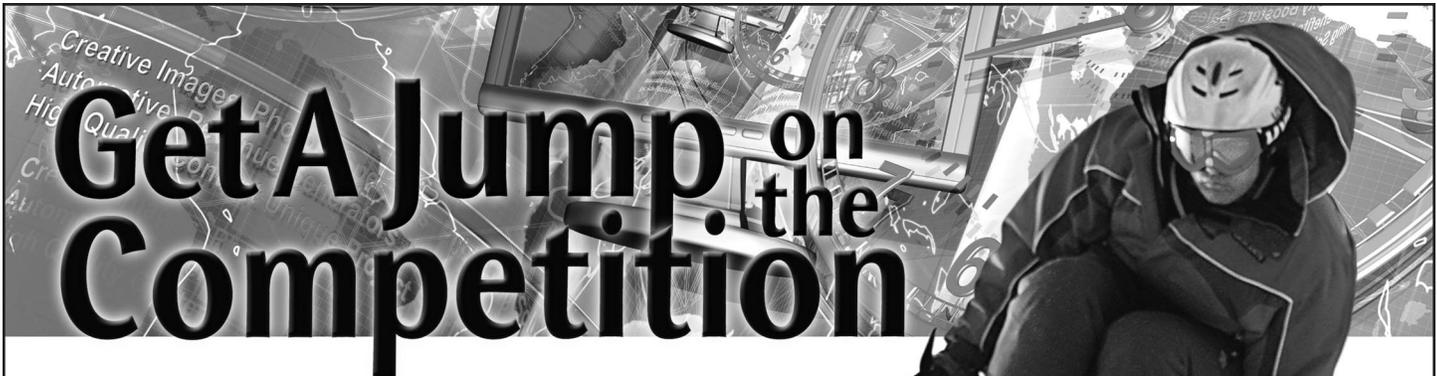
OCNA Sales Training Session coming to Western Ontario

OCNA is offering a sales training session for Advertising Personnel. This session, geared towards new and mid-level sales people, will be facilitated by Dave Martineau, Publisher of the Niagara Falls Review.

DATE: Wednesday, February 14th; TIME: 10:00 am – 3:00 pm; LOCATION: Best Western Stoneridge Inn, London, ON.

Topics covered will include: Analyzing Customer Needs, Relationship Building, Benefit Selling, Package & Campaign Selling, Effective Headline & Copy Writing, Cold Calling & Prospecting, Overcoming Objections and Closing the Sale.

Registration fee is \$75.00 (plus GST) and includes lunch. Deadline for registration is Thursday, February 1st, 2007. Be sure to register early as space is limited! For more information or to register, please contact Karen Shardlow at 905-639-8720 Ext 232 or e-mail k.shardlow@ocna.org.



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The changing scene in newspaper recruitment advertising

By Peter M. Zollman
Classified Intelligence

The Monster.com newspaper classifieds? Yup, it's true. Likewise, it's true about Yahoo HotJobs classifieds.

Following the lead of Tribune and Knight Ridder, which began branding their newspaper recruitment classifieds sections as CareerBuilder way back in September 2001, Monster and Yahoo have gotten into the act. Yahoo HotJobs has signed hundreds of newspaper alliances during the past few months; Monster.com is in the dozens. Hundreds more are likely in 2007.

Clearly, newspaper recruitment advertising is changing.

Branding and critical mass have been important for a while, but they're becoming more important than ever.

To recap briefly, in case you missed the announcements: Eight newspaper companies in the U.S. (at this writing) have signed agreements with Yahoo for wide-ranging relationships including a branding and technology relationship with HotJobs. While most of the potential benefits are still in the 'to be determined' category, all of the newspapers will brand their online recruitment sites - and perhaps their print recruitment sections - with the Yahoo HotJobs name. Yahoo will add listings from HotJobs to the newspapers' sites, and vice versa; both sides may upsell into the others' products. (However, don't hold your breath waiting for HotJobs sales reps to ask their advertisers, "Would you like us to run your ad in the local newspaper as well?")

Monster, meantime, has also been forming relationships with newspapers, starting with the Philadelphia Inquirer and incorporating the Freedom newspapers, among others. (It also signed with the eight Freedom television stations - more evidence that broadcasters are muscling in on classifieds.)

The changes show branding is gaining importance as newspapers try to hang on to recruitment advertising, both in print and online. Print recruitment ads in the U.S. still generated about \$4.5 billion in revenue in 2006, almost twice as much revenue as online recruitment advertising. (We dispute reports to the contrary - the research methodology is murky and highly suspect.) But the growth in online is fast, while print recruitment revenue is sinking like a stone at major dailies and tapering off slowly or steadily at most small and mid-size dailies.

But what about 'branding' with your own newspaper's brand? Certainly The New York Times and The Washington Post

Beyond branding, critical mass and multiple products are two more crucial elements of a recruitment advertising business.

have done so successfully, while the Boston Globe and its BostonWorks brand has developed a strong presence in its area. Will that work for small newspapers which don't have major external competition?

One element of branding is name recognition, and if you hope to gain name recognition you have to realize 'promoting in the paper' isn't enough. In fact, to a recruiter who sees a Monster commercial on television, hears an ad for the local RegionalHelpWanted.com site on the radio, and watches CareerBuilder's monkey ads on the Super Bowl, in-paper promotion pales. In-paper promotion is 'preaching to the choir,' and the choir in most markets is shrinking.

Beyond branding, critical mass and multiple products are two more crucial ele-

ments of a recruitment advertising business. If there are too few jobs in a newspaper or on a local paper's Web site, the business quickly loses the element of 'marketplace' and people go elsewhere. So if Monster, CareerBuilder and/or Yahoo HotJobs have more jobs in your area than you do, it's time for an immediate strategy check and an immediate tactical push to improve your standing.

Multiple products? It's no longer enough to offer just "the newspaper and our Web site" for recruitment ads. Perhaps a stand-alone Spanish-language publication would be valuable in your market. Or job-seeker kiosks, or video clips or a daily or weekly broadcast or cable TV recruitment program. Or a direct-mail program. And certainly, participation in a national network is a must - whether it's CareerBuilder's, Monster's, HotJobs', or Adicio's private-labeled network.

Recruiters are increasingly finding alternatives to the daily and weekend papers for reaching potential candidates for the positions they have to fill. Here's a bet we'll make for 2007: If your recruitment advertising products look at the end of the year exactly as they did at the beginning of the year, you'll be well on your way to getting out of the recruitment advertising business.

Make sure you're offering the latest, most innovative, effective recruitment options in your market - or risk losing that business entirely.

Peter M. Zollman is founding principal of Classified Intelligence and the Advanced Interactive Media Group, consulting groups that work with media companies to develop profitable interactive media services. They provide research, strategic and tactical support, product reviews, competitive analysis, and sales training. Zollman can be reached at pzollman@classifiedintelligence.com, 407-788-2780.



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OCNA helps to crack the door on closed door municipal meetings

Changes to the Municipal Act allow citizens to challenge the reasons for holding an in camera session

By Gordon Cameron
Government Relations
Associate

Almost every reporter who has ever covered municipal politics has a horror story about a time when the municipal council ordered the public from an open meeting so they could discuss an item or issue in private that the reporter, and likely many of the councillors, knew legally should be discussed in public. This situation has been allowed to persist because there was no method of judging if an in camera session was held for legal reasons. That is until now.

With the passage of Bill 130 http://www.ontla.on.ca/documents/Bills/38_Parliament/session2/b130ra_e.htm the drive for greater public accountability through open meetings got a huge shot in the arm as for the first time any member of the public has the right to request a formal investigation into whether or not a public meeting was improperly closed.

Under the new law a request can be made to either the Provincial Ombudsman's office or to an independent investigator appointed by the municipality (the independence of whom was added to the bill due to OCNA's advocacy efforts) to launch the formal investigation. The investigator, through the use of interviews with those who attended and minutes of the closed session, will pass judgement on the council's actions. If he or she finds that the law has been broken a public report will be issued detailing what happened which can include recommendations to prevent a similar situation from occurring in the future.

While this is a major step forward the new law has several flaws. Foremost amongst these is the total lack of any meaningful consequences for councils or their members who knowingly break the law. The Act does allow for the guilty to be shamed through a negative public report but that's it. OCNA had argued for a system that would allow for fines

based on the severity of the offence and included the ability for the Minister of Municipal Affairs and Housing to disallow any decision made during the illegal meeting. (There is currently a Private Member's Bill before for the Legislature, Bill 142 – The Transparency in Public Matters Act http://www.ontla.on.ca/documents/Bills/38_Parliament/session2/b142_e.htm, which, if passed, would allow the Information and Privacy Commissioner to void a decision made during improperly closed meetings.) Second, the Act only applies to municipal councils, committees and boards but not to school or hospital boards or other public bodies. (Bill 142 includes a long list of included agencies and boards.) OCNA will be meeting soon with Niagara Falls MPP Kim Craitor to discuss his bill and what members can do to help see it passed.

With the new power to challenge the validity of in camera sessions OCNA is encouraging its members to

request investigations of any meeting they reasonably feel was held behind closed doors for improper or illegal reasons. However, we would ask members to choose the meetings carefully to ensure the first test cases are likely to be slam dunk wins in order to prove both the value and the need for the new system. If your newspaper does make a formal complaint to either the Provincial Ombudsman or the municipality itself, please let OCNA know so we can compile a comprehensive list of challenges and results.

OCNA regards the passage of Bill 130 as a positive step towards greater municipal openness and accountability, but the battle isn't over. Our advocacy on open government issues at all levels will continue until all the protections afforded to those who keep the public in the dark to avoid personal/political embarrassment or simply because they can have been removed and the sun shines brightly on all aspects of government business.

Everything you need to know about Provincial Election advertising

By Gordon Cameron
Government Relations
Associate

This week the provincial government announced three byelections to be held on February 8th in the ridings of Burlington, Markham and York-South Weston. Members in those areas are reminded that these byelections will be held using the current riding boundaries (with a total of 103 ridings) and not the new ones (with a total of 107 ridings) which will be used in the general election in October.

Blackout Period

Media outlets may run

political advertisements starting 22 days before the date of the election (January 17th) and ending on midnight on the day two days before polling day (February 6th). Ads for: fundraising events, public meetings, announcement of the location of a campaign headquarters, volunteers, help by candidates with the enumeration of voters or revisions to the voters lists, services for electors on polling day or any thing respecting the administrative functions of any constituency association are exempt from the blackout period.

Any newspaper that publishes once a week or less and its regular publishing day falls

on either polling day or the day before polling day may publish political ads on those days.

The blackout period does not apply to news or editorial content, only to political advertisements.

Who can advertise?

Under the Election Finances Act any registered political party, constituency association or candidate or any person, corporation, or trade union acting with or without the knowledge and consent of the political party, constituency association or candidate can place political advertising during the permitted period. However, the ad must make reference to the group or individ-

ual who authorized (paid) for its publication.

How much you can charge

No media outlet can charge a candidate or other group or individual permitted to advertise an amount that exceeds the lowest rate charged for anyone else for the equivalent advertising space during that period.

For more information on the rules and regulations regarding political advertising during a provincial election or byelection campaign please see http://www.electionsontario.on.ca/en/g23_en.shtml?nocache=true or contact Gordon Cameron at (905) 639-8720 ext. 239 or at g.cameron@ocna.org.

writing/editorial

New Year's resolutions for editors/reporters



By **Jim Stasiowski**
Writing Coach

Of all the stupid things man has invented (energy drinks, reality TV, cummerbunds, et. al.), by far the stupidest is the New Year's resolution.

Think about it. On Jan. 2, your dim-witted cousin says, "I'm gonna quit smokin', but now I gotta wait 364 days to do it."

I have never made a New Year's resolution, but 2006 was so loaded with gloom about newspapers, I am suggesting these to ignite a bright, turnaround 2007.

We'll start with resolutions for editors:

1. I resolve to stop paying attention to expensive advice from so-called readership experts. Instead, I'm going to listen to my own wisdom born of experience and common sense. I know what good stories are, and I know what bad stories are. I'm going to stop running the bad ones, and I'm going to require reporters turn in good ones.

2. I resolve to make my newspaper stand out from the crowd. To do that, I am going to insist that, in every edition, we run at least one front-page story that no one will be able to find anywhere else. It should thrill, anger or elevate readers. It may be an investigative story, it may be a sad story, it may be a frivolous story, it may be a risky story, but above all, it will be this: unique.

3. I resolve that, in every edition, we shall run a bylined obituary about a local person who was not a newsmaker. People so recognized may have succeeded in life or failed, and their obituaries will explore how they lived. No obituary will include such well-meaning but hackneyed boilerplate as, "She was a people person," or, "He was a great dad." Instead, the obituaries will capture both the person's individuality and the sweet struggle common to us all.

4. I resolve that we shall not settle for weak stories. If, in a deadline pinch, we must run a weak story, I will make it as short as possible. Afterward, the reporter and I will try to understand both where we went wrong and how, in the future, we can avoid settling for such mediocrity.

5. I resolve that I shall grade each story this way: If I were not an editor, would I read it? Whenever my answer is "No," I will examine my own motives for using it.

6. I resolve to coach my reporters, to make time each day to review their work and guide them toward better ideas, better interviewing, better storytelling.

7. I resolve to remind myself each day that a newspaper is not merely a reflection of its community, but also the leader of its community. I resolve that each edition will motivate our readers to think about and talk about events, people, ideas and solutions.

Next, these are for reporters:

1. I resolve that, each day, I shall venture from the newsroom so I

can talk to at least one person I've never met before. Perhaps I will not get a worthwhile story from that person, but at least I will increase my understanding of my community and the cares of its people.

2. I resolve that when I am reporting a story, I shall think not of just facts-facts-facts, but also of story-story-story. As important as facts are -- and without them, we have no newspaper -- they are worthless unless I tell stories. Without stories, we have no readers.

3. I resolve that before I place my fingers on the keyboard, I will know what story I want to tell. I will know not merely facts; I will know also how I will weave those facts into a story that moves forward, has drama and colour, and, most importantly, interests me. I cannot always interest myself in the topic I'm writing about, but I can always interest myself in the writing.

4. I resolve to stop thinking, "How can I please readers?" and replace that with, "How can I please myself?" I will recognize that trying to please readers is foolish. The image of thousands of demanding readers will pull me in so many different directions, I will lose my focus. I know what a good story is. I do not need readers to remind me.

5. I resolve to turn in only those stories that are ready for publication. I resolve not to think, "Geez, I have a lot of stuff here, I'll just cram it all into sentences and paragraphs, then let the editor sort things out." I take pride in what appears under my byline, and if I turn in a half-

baked story in hopes the editor will straighten it out, I am handing over my reputation to someone else.

6. I resolve that each day, when I walk into the newsroom, I will be enthusiastic about the chance I have to say something meaningful, colourful and forceful to the community. I will value my voice and my perceptiveness. I will report and write with this one intention: to uncover surprises.

Finally, for us all:

I resolve never to forget two things: (1) If newspapers are, indeed, failing, then I share in the blame; (2) newspaper work is the world's most fun job, and if I cannot continue doing it, I'll starve because I have no other skills, other than to be a contestant on a reality-TV show.

THE FINAL WORD: I may run into some disagreement about this one: I'm very tired of the fad word 'spike,' in the sense of a rapid rise, usually in the price of something. I'm always reading business stories about the 'spike' in oil prices, the 'spike' in airline ticket prices, etc. The word, I concede, has some charm: Its violent sound is colourful.

But with overuse, it has lost meaning. 'Rise,' followed by specifics, is preferable.

Writing coach Jim Stasiowski welcomes your questions or comments. Write to 6310 Bayberry Court, No. 1007, Elkridge, Md. 21075, or call 410-796-0210.

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From the Lending Library

This month take a moment to look through the full list of the OCNA Lending Library. And look forward to hearing about the new material arriving throughout 2007.

For a full list of the OCNA Lending Library material, please go to:
http://members.ocna.org/AFS/Best_Practices/Lending_Library/Lending_Library_list.pdf

To borrow this or any other publication from the lending library, please go to:
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Contact Karen Shardlow at 905-639-8720 Ext. 232 or
k.shardlow@ocna.org

Mackenzie Printery

Continued from page 2

partnership. The Commission owns and operates the museum, while the volunteer committee oversees and maintains the museum collection and secures necessary funding.

Each year the Mackenzie Heritage Printery Museum mounts an informative and educational exhibit that helps to illustrate the variety of ways printing touches our lives. Past special exhibits have included the history of playing cards, circus posters, lithography and commemoration of the 200th anniversary of The Upper Canada Gazette or American Oracle.

For more information on the Printery or Museum visit www.mackenzieprintery.ca. For more information on Heidelberg News visit www.Heidelberg-News.com.

DON'T FORGET TO FORWARD THIS EDITION OF NEWS CLIPS TO EVERYONE IN YOUR OFFICE OR PRINT A FEW COPIES AND POST THEM ON YOUR BULLETIN BOARD.



Water Cooler

- **Fergus Elora News Express** Publisher John Roberts is heading to Alberta. He will be working for Glacier Publishing as Publisher of the Saint City News in St. Albert, just outside Edmonton. The paper publishes 25,000 copies every Friday.
- **The Cobden Sun** welcomes two new members to its staff. Angie Olmstead has returned as office manager and Simon Tunley of Beachburg is now the part-time staff reporter.
- Sarah Murrell, Editor/Manager of **The VOICE of Pelham**, will be going on maternity leave as of March 2007. Her replacement will be Shawn Taylor, who is graduating from the Journalism-Print program at Niagara College this year.
- **The Minden Times** welcomes Jessica Young as its new reporter. A recent graduate of the University of Ottawa's communication program, she interned at IT World Canada and freelanced for Asian Wave before joining Osprey Media Group.

CLASSIFIEDS

JOB POSTING

NOW Magazine, Canada's leading alternative news and entertainment weekly, is looking for an exceptional Executive Assistant to provide support to our Editor/Publisher and NOW Group of Companies.

Knowledge and Skills Requirement

This position will be of interest to an administrative professional with a minimum of three years executive administrative experience.

The successful candidate must have the ability to work with minimum supervision, think and thrive in a fast-paced, high pressure and tight deadline environment. In addition, you must be a self starter, take initiative, and be assertive in anticipating the needs of the Publisher. Strong time management, interpersonal skills and the ability to be flexible are critical. It is also important that you are able to prioritize and adjust to competing initiatives within several stakeholders/departments. Proven ability to manage several on-going projects and assignments is required.

Experience with Microsoft office applications, web-based systems, and the Internet is essential. Post secondary education is an asset.

If you are interested in pursuing this exciting opportunity, please submit a cover letter and resume by January 18, 2007 to: Human Resources Manager, 189 Church Street, Toronto, Ontario, M5B 1Y7 or e-mail hr@nowtoronto.com. No phone calls please. NOW is an equal opportunity employer.

Looking for that special interest column to grab the attention of your readers?

'Vet Talk' by Dan Watkin DVM is what your publication is looking for. A veterinarian with 28 years experience, Dr. Dan brings topical and relevant issues to light in a manner that is enjoyable and informative. Dr. Dan offers practical hints and tips that your readers will find valuable and insightful. Dr. Dan Watkin is a practicing veterinarian living in Amherstburg, Ontario. In addition to practicing veterinary medicine, Dan is an experienced outdoor writer. He wrote a weekly outdoor column for the Windsor Star for 11 years. His material is also published regularly in many of the large outdoor and fishing magazines in both the United States and Canada including Outdoor Canada, Bob Izumi's Real Fishing Magazine, Canadian Sportfishing, Canadian Sportsman, Muskie Hunter, Walleye Insider, the Ohio Outdoor Beacon, Michigan Outdoors and In Fisherman Magazine. He has presented many seminars at outdoor shows in Ontario and Michigan, and has appeared on several T.V. shows. For syndication rates and information contact: Dan Watkin at danwatkin@hotmail.com.

Life 101

Guaranteed laughs mean guaranteed readership. Give your readers ANOTHER great reason to open your paper. Life 101 by Mark Thrice. E-mail: jhollingworth@bowesnet.com.

The OCNA 2007 Webinar Series has begun

OCNA is proud to present the first Webinar of our 2007 series, Reporting on Youth Court, on Thursday, January 18th. Lawyer Stuart Robertson will present this one-hour Lunch and Learn legal Webinar starting at 12:00 noon EST.

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

The cost is \$55 (use a speaker phone and one computer and you can train as many staff as you like for one low price.) For more information or to register, please contact Karen Shardlow at 905-639-8720

Ext 232 or email k.shardlow@ocna.org. For a full list of our 2007 Webinar Series, please go to http://members.ocna.org/AFS/OCNA_Programs_Services_/OCNA2007WebinarSeries.pdf



The Molson Community Award in Memoriam of Mary Knowles was created by the Ontario Community Newspapers Foundation in memory of Mary Knowles, a dedicated newspaper person and active community member who died from breast cancer in November of 1996.

This award recognizes both the contributions of individuals and the intimate connection community newspapers have with their communities.

Nominations are now being accepted for the 2006 Mary Knowles Award for Community Service. This year's recipient will be invited to receive the award at the OCNA Better Newspapers Awards Presentations on Saturday, March 31, 2007. Travel and accommodation will be provided.

All nominees will receive a certificate recognizing their contributions.



2006 Molson Community Award in Memoriam of Mary Knowles

Nomination Criteria

1. Nominees will be considered for their outstanding personal, volunteer contributions in their communities. They are committed to the growth and development of their community; preserve their community's history and heritage, devote time and energy to the social and cultural aspects of their community, and make their community a better place.
2. Nominations must be made by an owner/employee of an OCNA member newspaper. Supporting documentation may come from the community.
3. Nominees must be over the age of 18 and be an owner or employee of an OCNA member newspaper, working in any department. Nominations may also be made for a couple, providing one person is an owner/employee of the member newspaper.
4. Volunteer contribution must have taken place in 2006 although length and duration of service will be considered
5. Judging will be done by three individuals from the community newspaper industry. Judges' decision is final.



Mary Knowles

This year's recipient will be announced in February 2007.



Deadline for nominees is Wednesday, January 31, 2007

The 2005 Mary Knowles Award recipient Mark Cripps of Brabant Newspapers (right) with Knowles' mother Doris Traplin and son Ben Riche.



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3050 Harvester Rd. Ste 103
Burlington, Ontario,
L7N 3J1
Tel: (905) 639-8720
Fax: (905) 639-6962
<http://www.ocna.org>
E-mail:
newsclips@ocna.org

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