

news clips

Students start mag to get published

By Gordon Cameron
News Clips Editor

What can you as a first year journalism student do when you feel that you aren't getting enough of an opportunity to hone your skills on an actual paper? For a group at Sheridan College they start their own publication.

Tra:Vis (an amalgamation of the names of the school's two campuses Trafalgar and Davis) is the brainchild of editor-in-chief Michelle Titus, who recruited four other students from the first year print journalism program to form the core of the magazine.

"The biggest problem was that the program doubled in size and the school did nothing to accommodate that growth," said Titus. "It seemed very disorganized. A lot of people were writing stories and they were not getting printed."

"We all worked on the [Sheridan] Sun (the J-School's paper) in blocks," added



Gold Quill in Glencoe

Walter VanderKwaak, owner/publisher of the Glencoe Transcript and Free Press, was honoured with a Gold Quill Award to recognize 50 years of service to the community newspaper industry. VanderKwaak began his career as a Printer's Devil in his native Netherlands before immigrating to Canada in 1956. He continued his trade here and later worked at the Harriston Review. In 1963 he purchased the Alvinston Free Press. Three years later he purchased the Glencoe Transcript and merged the papers to create the Transcript and Free Press. Now, 42 years later, he continues to serve as publisher and editor, and has been very involved in his community over the years. VanderKwaak is shown at the awards presentation during a local council meeting with OCNA's Anne Lannan.

Stuart Thompson, Tra:Vis' layout designer. "So we didn't end up touching the paper until the last three weeks of school."

(The school did add a number of supplements to the Sun in an attempt to give

students more hands on and is adding an online magazine to the program for 2005-2006 to help give the students more hands-on experience.)

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Changes coming to in-kind advertising

By now you should have received a letter outlining the coming changes for the 2005 Blue Box in-kind advertising program. It is important that you make note of the differences from last year to ensure your paper meets its full commitment under the program without having to give any more space than is required.

This year all material will be sent using the Ad*Reach Ad*Line. In 2004 Ad*Reach booked the ads but the municipalities were responsible for sending the creative directly to the papers. This caused problems as sometimes they failed to send material on time or would send ads to a paper that had not been approved as part of the program. Papers that ran unapproved ads did so at their

expense as they didn't count towards their in-kind requirements. Any paper that publishes recycling ads other than those received through Ad*Reach this year will also have to publish the approved ads to meet your in-kind advertising obligations.

Ads will be spread out over a longer period of time because the 2005 in-kind advertising plan was approved earlier than in 2004. Tentatively in-kind ads

will be sent out between June 30 to October 31. This allows members to absorb the cost of running the ads over a longer period of time while running them at times when ad volumes are historically lower. Please note these dates are tentative only. It is possible that some member papers could received approved ads before June 30 or after October 31.

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OCNA's Lending Library is a hidden gem

By Gordon Cameron
News Clips Editor

One of the hidden jewels of OCNA is our Lending Library which contains hundreds of books, disks, CDs and tapes on almost every conceivable topic related to the newspaper industry - all of which are available free for members to borrow for up to three weeks.

"We want to provide educational and learning opportunities to our members that are affordable," said OCNA's Education Coordinator Laraine Hall who looks after the library. "This gives our members the ability to do self-directed training in their own time and at their own speed."

The library allows OCNA to provide training to its members that focuses on the individual needs of the papers. Materials are purchased or acquired based on the reported needs and wants of those within the association.

"With some of our members switching to Adobe InDesign we have a plethora of InDesign resources including manuals and tutorials," said Hall. "Materials on layout are also popular. Every year we get the latest Best of Newspaper Design book and that's always very popular. We keep our ear to the ground and when we hear rumblings about new materials coming out that might be of use to our members we pick them up."

Ingersoll Times editor Jennifer Vandermeer is a frequent user of the lend-

ing library, mostly for materials on story ideas and layout and design. She said the material she has borrowed has been quite useful.

"Some of the material I've borrowed would have been cost prohibitive to buy," she said. "Using the lending library I can do the training I need without costing a lot of money."

The collection is divided into seven categories: Newspaper publishing - which includes resources for newspaper leader-

to common legal problems newspapers face; technology - which deals more with computer technologies, not necessarily related to newspaper production; personal development - which includes books on time management, setting personal goals, dealing with difficult people and improving self-confidence; and miscellaneous - which includes general resources on the industry.

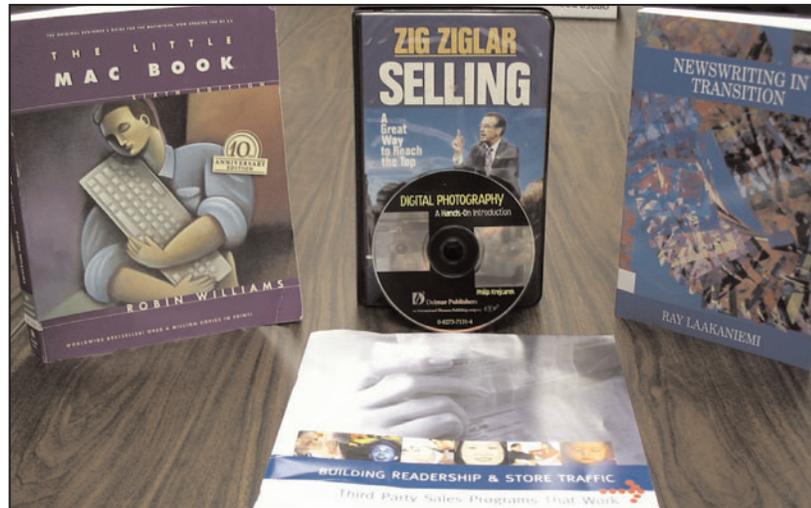
A list of the current holdings, along with the order form, are available on the members' Intranet site. To order any material print the order form and either fax or mail it to the Burlington office. If the material is available it will be sent out collect by Canpar. If it isn't your request will be placed on a waitlist and will be sent out as soon as the material returns. Members have weeks from the time they receive the material to make use of it before it is due back.

Because the collection is constantly being updated Hall has a list of members

who are informed of any new additions to the lending library. If you'd like to be added to the list please e-mail Laraine at: l.hall@ocna.org.

With such a variety of materials in the library available for no charge to OCNA members, it's a wonder why more people don't take advantage of it.

"It's an inexpensive way to access information and ideas that can help us do our everyday jobs within the newspaper," said Vandermeer.



ship from budgeting to hiring; advertising and sales - which includes information on improving your ad and subscription sales along with ways to improve the quality of your ads; production and technology - which includes manuals for various computer programs used in the industry and tips on how to improve the production quality of your paper; editorial and legal - which covers everything you need to know about improving the editorial quality of your newspaper and offers a general guide

To view the list of materials in OCNA's lending library or to download an order form please visit http://members.ocna.org/AFS/Training_Library_Best_Practices/Lending_Library

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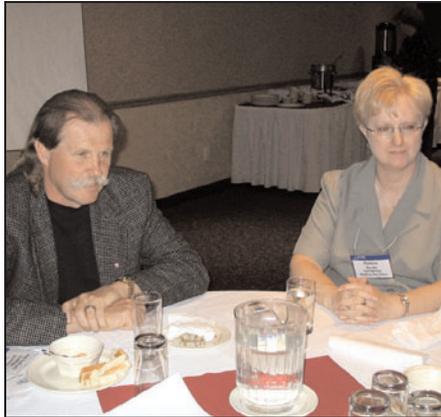


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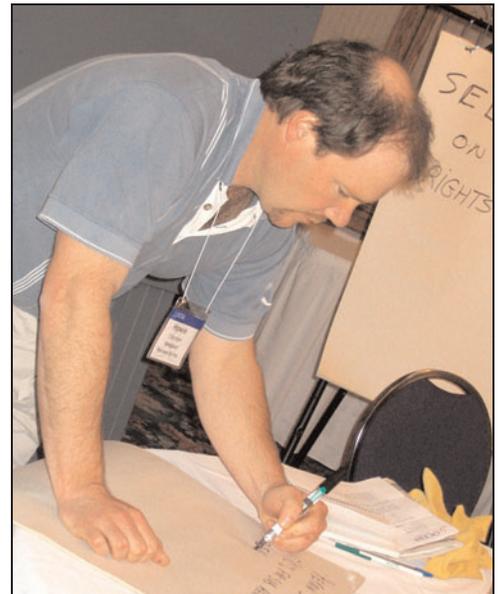
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OCNA training goes on the road



Independent publishers across Eastern Ontario got together this month to discuss ways to maximize advertising dollars in their communities. Shown here, left to right, are Stasha Conolly, Brighton; J.T. Grossmith, Alexandria; Diane Banks, Kemptville; Derek Walter, Amprior; John Clement, Perth; Howie Crichton, Westport; and the Ottawa meeting group (l to r) John Clement, Perth; Bryan Wiltsie, Kanata; Mike Wollock, Ottawa; Adrian Nichols, Brockville; J.T. Grossmith, Alexandria; Derek Walter, Amprior; Rick Shaver, Cornwall; facilitator Fred Sanders; front row Kathy Barnett, Deep River; Louise Sproule, Vankleek Hill; and Diane Banks, Kemptville. OCNA will be back in the Ottawa area in June with an advertising sales skills session.

Independent Publishers meetings in Ottawa and Belleville



Dates to Remember

June 1-4 - CCNA Convention, Banff Alberta

Clinton Golf & Country Club, Clinton, Ontario.

June 23-24 OCNA Board Meeting, Toronto (tentative).

September 23 Northern Ontario Golf Tournament, Fort

September 16 Western Ontario Golf Tournament,

Frances, Ontario (includes ComBase training session).

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Berting's sales manual offers some helpful tips

By Gordon Cameron
News Clips Editor

Ad sales are the economic lifeblood of the newspaper industry. But if it's just the same old advertisers year in and year out without any growth in your revenues something's wrong. It's not that the sales staff or the publisher aren't doing their jobs, but it just might be that they could be doing better.

Bringing new ideas and reviewing old skills might be what the doctor ordered to jumpstart ad sales and start those numbers heading upwards once again.

While hiring a professional sales trainer to motivate and share the latest sales techniques with your staff will be helpful, it can be cost prohibitive, particularly for smaller newspapers. So as an alternative it might be better to consider purchasing a sales manual written by a sales expert so you could learn on your own schedule and for less cost.

One of the newer manuals on the market is *Dynamic Advertising Sales and Image Power* by Bob Berting of Berting Communications, a frequent con-

tributor to OCNA's Best Practice Bulletins. With a background in community newspapers and as the owner of an advertising agency, Berting understands what players on all sides of the field are looking for in an ad sales transaction.

The book is broken into 13 chapters covering everything from the basic principles behind sales to the ins and outs of co-op advertising and getting reluctant ad agencies to take you seriously.

Overall the manual is an easy read, with short, often bulleted, passages that allow the reader to quickly grasp Berting's point. In many cases even if you don't read beyond the bold points in any given chapter you can still learn the basics of what he is talking about. But reading beyond the headlines is certainly worth the time.

Of particular note is the chapter on hard to please customers. Here Berting breaks down seven types of hard to please customers cataloging both their characteristics and strategies to help the sales staff to productively deal with them. What is particularly good about this chapter is how the different customer types are described as several have similar characteristics but com-

pletely different methods of dealing with them. For instance, Pit Bulls and Powder Kegs - Both can get out of control and yell and scream but the Pit Bulls do it out of a form of toughness while the Powder Kegs are overly critical about everything. Because the underlying cause of their nastiness is different how to handle them is different and what will work for Pit Bulls doesn't necessary work for Powder Kegs.

While most of the manual could be used quite effectively at newspapers of any size some tips, including creating spec ads and bringing graphic designers to sales presentations, may not be practical for smaller papers with small staffs.

Overall, Berting's manual provides the reader a good overview of sales techniques along with some innovative ideas and suggestions on how to turn everyday situations that in the past might have resulted in a failure to make a sale into opportunities to create a new and lasting customer.

Bob Berting's sales manual - Dynamic Advertising Sales and Image Power is available for \$24.95 as a download from www.bobberting.com.

In-kind amounts likely to rise to \$1.8 million

Continued from page 1

As of press time the total amount of advertising contributed by OCNA and CNA members is currently capped at \$1.3 million. However, the Minister of the Environment has asked that newspapers be allowed to cover their entire stewardship obligations, with the exception of administrative costs, through in-kind advertising. That means the \$1.3 million is likely to increase to \$1.8 million later this year. Once this occurs members will be notified of any additional in-kind advertising contributions they may be required to make beyond those laid out in any preliminary planning documents.

Like last year the amount of in-kind advertising each paper

will contribute will be calculated by taking the total amount the industry owes across the province to get the base number, i.e. \$1.8 million, and then calculating the amount that each recycling service will receive. Once the municipal number is set that amount will be divided between all the papers covering the area using their transient line rate as published in CARD. Once the ads have run tearsheets should be sent to Ad*Reach for you to receive credit for placing the ad.

If you have any questions regarding the program please contact OCNA's Director of Financial Systems Shelley Ford-Kohler at 905-639-8720 ext. 234 or via e-mail at s.ford-kohler@ocna.org.

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technology

Adobe CS2 combines useful design programs into a single bundle



By Kevin Slimp
Institute of
Newspaper
Technology

Adobe began shipping the

first copies of Creative Suite 2 in May; newspapers have a vested interest in this latest crop of design tools. Eighteen months have passed since the initial version of Creative Suite (CS1) hit the market, and Adobe promises significant advancements in CS2. Like its predecessor, CS2 includes three applications of great importance to many newspapers.

InDesign, which has changed the way many newspapers paginate, is now up to version 4.0. Photoshop, the standard for photo editing among newspapers large and small,

is in its ninth incarnation. And Acrobat Professional, which was released separately earlier in the year, is up to version 7.0. In addition, CS2 includes Adobe GoLive and Illustrator, applications that are used by many newspapers for Web site development and ad design.

Creative Suite 2.0 comes in two flavours. The first, Creative Suite Standard, includes InDesign, Photoshop and Illustrator - as well as Version Cue and Adobe Bridge, two features to assist in managing workflows. Creative Suite Premium includes all these plus Adobe Acrobat Professional and GoLive. In coming months we'll review these applications in more detail. For now, let's explore a few of the new features in Creative Suite 2.0.

It seems like Photoshop has been around as long as computer pagination. Versions 7 and 8 both added several impressive features to its arsenal. Photoshop CS2 (9.0) introduces some welcome additions, including a new Red

Eye tool that makes removing red in a subject's pupils as simple as clicking on the red part of the eye. The Spot Healing Brush allows users to remove blemishes from photos without having to sample a source area; simply click on the blemish with this new tool and it disappears. Camera Raw, which is gaining popularity among many papers, now works with multiple images at once.

Illustrator users will enjoy a couple of new features. The Live Paint tool makes it possible to fill areas with colour, much like paint programs. Live Trace will make my life easier. I still keep CorelTrace (part of the Corel Graphic Suite) on my computer, even though a Mac version hasn't been released for several years. CorelTrace does a wonderful job of tracing line art and bitmapped images and converting them to vector files. Illustrator's Live Trace works in much the same way, creating native Illustrator files from bitmapped images.

Possibly the most impressive new feature in InDesign CS2 is Object Styles. Much like Paragraph Styles, Object Styles will benefit newspaper composition teams as much as anyone. Let's say you have a look that is repeated on a regular basis, maybe a gray box with text and a drop shadow that is used throughout your publication. Suppose the box has a text wrap built around it and a

drop cap at the beginning of the first line of text. An Object Style can be created that includes all this information, allowing the user to apply all these settings to any text frame to create a consistent look throughout the publication. InDesign CS2 also includes the ability to save documents compatible with the previous version.

The most noticeable addition to Creative Suite is Adobe Bridge. Much like Photoshop Browser, Bridge works throughout the Creative Suite applications to help users organize, browse, locate and preview graphics, text and files that are needed daily. Available from within Photoshop, Illustrator, InDesign and GoLive, Bridge lets the user quickly look through PDF, PSD, Illustrator, Camera Raw and InDesign files, in addition to the image formats already available in Photoshop's Browser (jpeg, tiff, eps, etc.). In compact mode, users can drag and drop any file from Bridge onto a document created in any CS2 application.

Creative Suite 2 includes too many features to cover in one column. I haven't even mentioned snippets, colour management improvement, and tighter integration between applications. The list could continue for some time. It's scary to think that one company could produce simultaneously so many of the tools needed for optimum design. With its recent merger with Macromedia, Adobe's future only looks brighter. Maybe I should have bought that Adobe stock a few years back.

For more information concerning Creative Suite 2.0, visit www.adobe.com.



Adobe Bridge for CS2



Photoshop 9.0 for CS2



InDesign 4.0 for CS2

classifieds

Ongoing battle for recruitment ad success

By Peter Zollman
Classified Intelligence

It's tough being a recruitment advertising director these days, whether you work for a newspaper or a dot-com (or both). Just as you thought your bruises would start to heal and hiring would pick up, it began to look like you're going to get beat up again.

In simpler times, you might have had to fight occasionally for your share of ad dollars, but you understood the fight just made you smarter, tougher - better - at what you do. You might have undercut your competitors' prices, if you had any competitors, but you never, ever, cut your prices so deep that you bled yourself to death.

There were winners and losers but everybody fought by the same rules of engagement.

Those times are gone.

There's a new generation of competitors who aren't out to beat you - they're out to nullify you. They might not even consider themselves competitors. They're not in the same business as you; they don't fight by your rules; they don't plan to make money the same way you do; they're after a different prize. They merely want what you have - recruitment listings - and they're willing to publish them for free. In doing so, they're commoditizing your products.

What Napster was to the recording industry, these guys are to you:

- They're free-ad Web sites like the popular and powerful Craigslist, which recently launched its 164th city worldwide. More free-ad sites spring up each month, including Fogster.com (San Francisco Bay area); Freecycle.org (free stuff); LiveDeal.com (run by a former EBay exec); Gumtree.com (Europe);

Recycler.com (no job ads - yet; growing into multiple cities very quickly), and many others.

- They're the new-breed of 'metasearch' engines - Indeed.com, SimplyHired.com and others - that scrape, trap and deep-link to your job boards and mingle those results with those from your competitors, plus company job listings that HR directors



Is the future of recruitment classifieds on line or in the paper?

wouldn't pay to place on your site or in your newspaper.

- And they're human resources executives themselves, who in a move to take control of their own distribution, won approval for a dot-jobs (.jobs) destination for company recruitment Web sites. Is that significant? If it makes it easier for search engines to index, or if it trains job-seekers to go directly to company Web sites - bypassing you - you bet it is.

How do you compete with free?

Service. And products. Your products must fit recruiters' needs; your Web sites must be a more satisfying consumer experience.

This is both the good news and the focus of the Classified Intelligence 2005 Recruitment Annual. In 142 pages, we look at the 'state of the art' in recruitment advertising. This isn't a report about the job outlook, or about economic trends. It's a report about how recruitment advertising is changing, and how media are working to get their share of the pie.

One key aspect: New products. Employers are using matching / qualifying / screening technology as a useful tool; some newspapers offer it as a service. HR directors don't need help reaching job candidates; they need help reaching the right candidates. Another successful product? Kiosks at sites where passive job-seekers may use them. More than a dozen newspapers offer these. They add revenue and reach new audiences. The report includes strategies, case studies, and a look at major technology vendors and what they're doing to help you meet recruiters' needs.

Putting the report together, we asked 17 human resource strategy-makers for their views on the industry and their prognoses for its future. Here's a small sample of their comments:

- "It's silly to continue to post your openings and hope the right candidates respond, when you can build databases of candidates, select those who match your requirements, and recruitment them over a period of time through one-to-one relationship marketing" - Carol Blankenship, The David Group (a recruitment advertising agency).

- "Online recruiting will continue to become more mainstream for all types of positions, including hourly / non-exempt, in all parts of the country, including smaller markets" - Tom Mohr, Knight Ridder Digital.

- "Newspapers provide a tried-and-true approach. People still use the newspaper to look for a job, especially in the lower-end job categories. Newspapers must do a better job offering opportunities to employers to reach passive candidates" - Nancy Lane, Suburban Newspapers of America.

Continued on page 8

GAULIN MEDIA



Online Recruiting

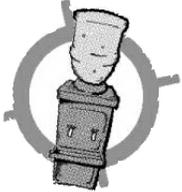
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Blanket/Network Classified coordinators from across Canada got together in Vancouver for meetings April 28-29 where they discussed customer service issues, how to attract new advertisers, upselling to other associations, doing due diligence on potential customers along with the nuts and bolts of the system. (from left) Laine Pilon, SWNA; Kim Magill OCNA; Andrea Carreau, AWNA; Carol Lebert, OCNA; Kerry Burgess, BCYCNA; and Marnie Owsten, QCNA.



Water Cooler

- **Patrick McConnell**, the former co-publisher of **Etobicoke Life**, is the new editor of the Daily Commercial News, a daily with national distribution covering the building and construction industry based in Markham. The paper is going through a redesign and McConnell is leading the way. It covers all stories from a-z which impact or touch on the construction and building industry including politics, labour, legislation, development issues, economics, new technological advances, and mover and shaker profiles and general interest features.
- **Brian VanderKwaak** is leaving his post as advertising manager of the **Glencoe Transcript and Free Press**. He has accepted a position with CAMI Automotive in Ingersoll.
- **Paul Burton** has joined **Runge Newspapers** as their new Director of Corporate Sales. Paul has spent the last 20 years working in the newspaper industry in the Kingston area in all facets of the business including production, editorial, circulation and advertising. He will be responsible for establishing a national sales department for the entire Runge coverage area and will work with each newspaper to develop consistent design standards for the group.
- Reporter **Jennifer Hubbard** has transferred from the **Goderich Signal-Star** to the **Clinton News-Record**.
- The **Canadian Champion** in Milton has moved from its long time office to a larger location to allow the paper to expand. Their new office is located at 875 Main Street East.
- **Doreen Sykes**, publisher of Osprey's **Collingwood Enterprise Bulletin**, has been named publisher of the **Midland Free Press** in addition to her duties in Collingwood. **Dave Mattingly** is now the ad manager of the **Collingwood Enterprise Bulletin** and **Midland Free Press**. **Stephen Carroll** is moving from the publisher post in Midland to be publisher of the **Orillia Packet This Week**.
- **Catherine Haller**, formerly the general manager of the **Alliston Herald**, has been promoted to general manager of the **Muskoka Group** of papers which Metroland purchased earlier this month.
- **Ron Wassink**, former publisher of Bowes' **Kincardine News**, has accepted the general manager position at the **Alliston Herald**. Wassink has been with the Kincardine and its sister papers since 1982.
- **Hugh Nicholson** is the new ad director at the **Barrie Examiner**.
- **Dave Martineau** has gone to the **St. Catharines Standard** as ad director.

send updates to newsclips@ocna.org



CLASSIFIEDS

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OCNA is offering a Used Equipment section in news clips to encourage members with redundant equipment to place free classified ads with us, c/o OCNA, 103-3050 Harvester Rd. Burlington ON L7N 3J1. Your 'trash' is someone else's 'treasure'.

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Columns available online

Looking for regular or semi-regular columnists for your newspaper? Check out the OCNA web site. Columnists William Thomas, Eric Dowd, and now John Maclean upload their column for your use at a nominal charge. John Maclean is a veteran observer in the

Parliamentary Press Gallery.

Go to <http://members.ocna.org> and go to the Syndicated Works folder.

Reporter Wanted

The Signpost, a subscription-based weekly newspaper in Dorchester, just east of London, is looking for an enthusiastic full-time reporter. If you are willing to cover assigned events, as well as initiate your own relevant story ideas, we'd like to hear from you. You must be willing to work flexible hours and do your own photography (no photography experience required). Please submit a cover letter, resume and samples of your writing, by mail only, to the editor, Linda Egan, at 15 Bridge Street, Dorchester, ON, N0L 1G2.

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Tra:Vis hopes to expand for next year

Continued from page 1

Titus approached Thompson, ad manager Sarena Cole and copy editors Patricia Jarosz and Patrick Teskey about her concept and they met to discuss ideas for Tra:Vis. Their consensus was to produce a magazine style publication written for students by students and to write about issues they felt weren't being covered by the Sun.

In their first issue reporter Jennifer Walker wrote a piece on changes to the school's technical illustration program which saw an extra year added, changing it from a diploma program to a bachelor of applied arts degree, and new faculty hired based largely on academic rather than professional credentials. The article quoted both students and long time instructors decrying the changes, including a third year student who described them as "a load of shit." The second issue featured stories on how relatively easy it is to hack into the school-owned laptop computers used in some programs, and exposing the fact that the school's pubs scan, copy and keep for seven years personal information from your driver's licence every time you enter.

The 12 page publication isn't just about exposing potential problems at Sheridan. Like all great community newspapers it also tries to appeal to as broad an audience as possible with reviews, humour and even spearheading community service projects including trying to get a sidewalk installed and raising the alarm about how facilities designed to make the campuses accessible to handicapped stu-



Tra:Vis founders Michelle Titus (left) and Stuart Thompson pose with their new magazine. They, along with Sarena Cole, Patricia Jarosz and Patrick Teskey, started the publication to give themselves more hands-on journalism experience.

dents are sorely inadequate.

"We wanted to create something that students would be interested in reading," said Titus.

"Something with the right flavour," added Thompson. "Because we are students we know what interests students."

Their passion for the paper goes beyond just the writing, photography and layout. In order to fund a small photocopied press run of 500, the group sold ads to business that target the student community.

"We broke even until we realized that we needed a stapler," said Titus. "So we ended up

losing money on the first issue and our second one was so close to the end of the year that most of our advertisers pulled out. So I looked at my bank account and we were able to print 420 copies."

Going into their second year of production, the Tra:Vis team has already assigned stories for the September issue and is looking for ways to both expand their publication and to ensure it continues after they graduate next spring.

"We're hoping to recruit a few first years who will take it over when we leave," said Titus. "We're also planning to talk to the student union to see if we can get some funding."

Not surprisingly the Journalism instructors at Sheridan are quite pleased with their students' initiative.

"It's a good application of what they've learned in class all year and gives them additional hands on training," said Roy Wilson, the faculty member who looks after the Sheridan Sun. "I see it as great entrepreneurial spirit as after only a semester and a half of study they are able to produce their own publication. It's a great comment on skills they've learned."

Aside from practising their journalism skills, the Tra:Vis team is improving it's portfolios for when it comes time for them to go out into the journalism job market.

"It'll help us stick out for sure," said Titus. "Besides, what's going to be better for my portfolio, five hard news stories from the Sun or a variety of articles from a publication that I helped to start?"

Get better, smarter, faster - or else

Continued from page 6

The report also features details on 'pricing and packaging' of recruitment classified advertising at daily newspapers in the U.S., based on research by Classified Intelligence and Belden Associates. As we've seen before, newspapers have a lot of work to do with their telephone teams - training, offering packaged products, presenting print and online more effectively, and selling rather than just taking orders.

Overall, our message is simple: It's time for newspapers - and all paid-ad publishers - to get better, smarter, faster - or else.

Peter M. Zollman is founding principal of Classified Intelligence LLC and the AIM Group, consulting groups that work with media companies to develop successful interactive media services. The Classified Intelligence 2005 Recruitment Annual is available through ClassifiedIntelligence.com. Zollman can be reached at pzollman@classifiedintelligence.com, (407) 788-2780.



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