

news clips

Disaster on deadline

By Etobicoke Guardian News Team

The newsroom was just closing the door on another edition when the story broke: A plane had overshot the runway at Pearson International Airport and burst into flames.

Managing Editor Tony Poland called Tempo (our printer) as soon as the story broke to let them know the Etobicoke paper would be coming a little later.

Were there any survivors? What were the circumstances of the crash? Human error? Wind shear?

As reporters Tamara Shepherd and Joanna Lavoie dove into action - one at the scene and the other working the phones - photographer Dennis Hanagan tried to get as close to the scene as possible and find some of those answers.

The team managed to pull together, in an impressively short amount of time, a strong news story that hit the streets the same day as every other newspaper in Toronto.

But the team wasn't content to report just what happened. Between the time the story broke and the weekend, Tamara, Joanna, Hanagan, Lou Piacentini and Tony worked feverishly to pull together a highly informative and readable package of followup stories.



Deadline or no deadline this story has got to go

The editorial staff of the Etobicoke Guardian were almost out the door when they got the news of a crash at Pearson Airport. Writers, photographers and editors all pulled together to get as much information as they could on the accident and get it into the paper for the next day.

The results, if you haven't seen them already, can be found on the paper's Web site and make for an incredible read. Congratulations are certainly in order for the team for its perseverance and commitment to quality community-based journalism.

Remember when you decided you wanted to pursue journalism as a vocation? For many of us, it was precisely this kind of event that

drew us to the profession. We wanted to not only witness history unfold, but to record it - in context - for newspaper readers.

This is a timely reminder for all of us as we toil with community calendars and event briefs. There is much, much more to community-based journalism and that has been demonstrated with Etobicoke's response to this story.

ComBase looking for feedback

By Gordon Cameron
News Clips Editor

For many advertisers and even some publishers the data produced by the ComBase readership study came as a revelation. Not only did it prove empirically that Community Newspapers are well read but it showed that

compared to other media they are a credible alternative for advertisers.

With the first two waves of the study now complete ComBase is looking to see what it can do to expand the number of papers involved and bring the cost down without sacrificing the quality of the data collected.

"We want to know the spe-

cific components of the cost value equation that goes into papers decisions to participate or not in the study," said ComBase President Elena Dunn. "Members find the study useful but some are struggling with whether it has brought in extra advertising. We feel the study should pay for itself but should it come over the short term or the long term?"

From a number of conference calls and a faxed questionnaire Dunn has learned that members and non-members alike want to reduce the cost of the study while keeping the quality of the data high.

"They don't want us to do anything that will allow our competitors to poke holes in our study," she said.

Continued on page 8

inside ocna

Looking for newsprint? Call OCNA

By Gordon Cameron
News Clips Editor

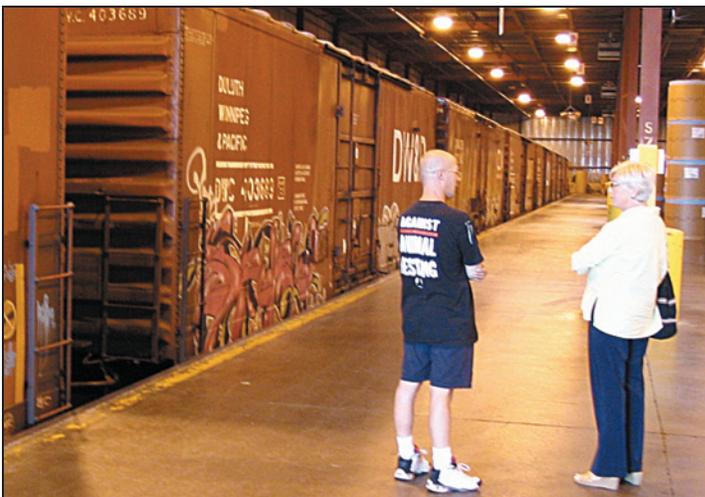
Editors control the quality of the stories, graphic designers control the look of the ads, publishers control the overall feel of the paper, but without quality newsprint the best stories will be illegible, the best ads will look muddy and the best newspapers will appear like the worst to the reader.

That's why to ensure our members have access to the prime newsprint they need, at a competitive price and with extensive technical support, OCNA is in the business of selling newsprint and specialty paper to printers across Ontario.

OCNA sells 48.8 gsm (grams per square metre) and other basis weights of newsprint from the Tembec mill in Kapuskasing. Specialty grade paper is also available to customers in a full range of products for both their newspaper and the other printing jobs their presses take on.

And it's not just the quality of the paper that matters either. When you need to talk over a problem you might be having, will there be someone available to give you the answers you're looking for? If you're a customer of OCNA and Tembec then the answer is a resounding yes.

While OCNA has been in the



OCNA's Nancy Burman discusses newsprint transportation issues with Glen Van Hees at Tembec's warehouse. OCNA keeps a stock of newsprint at the Toronto-area facility so customers can receive it when they need it.

newsprint business for the last 30 years, the program is currently run by Nancy Burman who coordinates sales, delivery and works with the customer and the suppliers to meet their needs with the best possible terms.

"Our relationship with OCNA has always been very good," said Patrick Callaghan, the Operations Manager of Webnews Printing, which handles the printing for around 200 different publications including OCNA members Thoi Bao and Wladomosci. "OCNA is very flexible and is always trying its best to facilitate all our needs. We're very, very happy with Nancy."

The competition in newsprint

sales is quite fierce, with numerous independent brokers all trying to vie for the same customers. Where OCNA has an advantage is the flexibility it can offer.

"When I talk to a new customer I want to know what we can do to meet your paper supply requirements," said Burman. "I tell them we offer competitive pricing and I ask them to tell us what their needs are and we'll find a way to meet those needs."

But it's more than price that sets OCNA's newsprint sales apart from others in the business. The relationship doesn't end with the rolls being unloaded at the printing plant, it continues on until the roll is finished and the

papers go out.

"Tembec's got a wonderful customer service oriented team," she said. "Their products are fully backed by a qualified technical support team who are available to discuss any issues or concerns that may arise with the paper's runability. When you buy paper from a broker that's all you get, the paper. If there's a problem you're on your own."

To bring paper closer to its customers Tembec has warehouse space in Concord, just north of Toronto, where it stores paper for OCNA and other customers in Southern Ontario, Michigan, Ohio and New York. The loads come in via rail car and are unloaded in the facility's 14 car dock, with seven cars parked side by side and metal bridges placed between them.

"OCNA cars are fun to unload," said Tembec's Glen Van Hees. "Because they contain so many different sizes of paper."

Once the paper is ordered it is shipped by truck, each of which can hold between 60 to 65 rolls, to the printer.

"A lot of paper that's shipped out of the warehouse is on the press the same day," said Burman. "Printers don't like to have inventories of paper lying around so we try to provide just in time paper for them when they need it."

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Publisher puts his money where his mouth is

Gerald Tracey raises money for seniors housing in Eganville

By Gordon Cameron
News Clips Editor

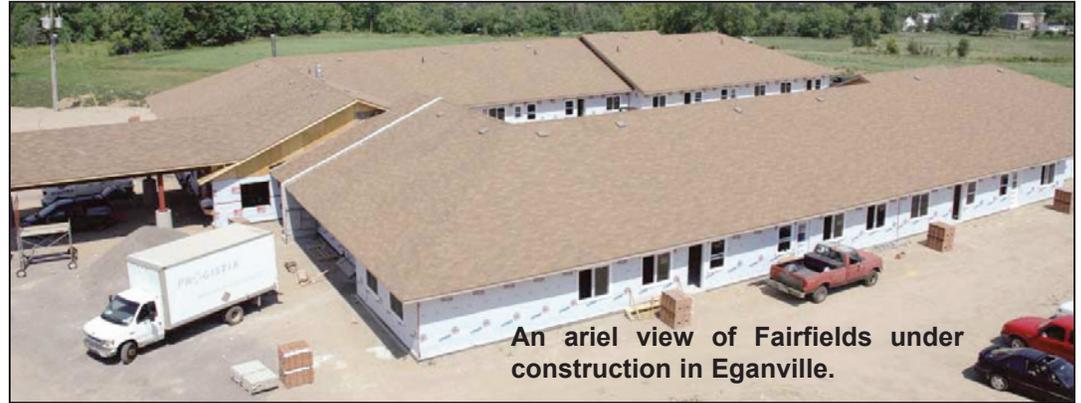
Community newspapers are an important part of the community, delivering the news to their readers with each edition. They are active and vital, the first to champion worthy local causes and to ensure that the community pulls together to get the job done. But for some that commitment goes beyond running stories, editorials and photographs in support; some use their own time to do what they can to make their community a better place to be.

Eganville Leader Editor and Co-Publisher Gerald Tracey is one of these people.

For the last 13 years he has been part of a group of citizens looking to bring a long term care facility to Eganville so older residents can stay in the community.

"It's a shame to export your elderly," said Tracey. "Nothing tugs at the heart strings more than seeing some one have to leave a community where they have spent 80 years of their life. There are facilities in Pembroke and Renfrew, and while they aren't all that far away, that distance could mean the difference between seeing friends and family once a week or once a day."

In 1991 a group was formed, now called the Eganville and



An ariel view of Fairfields under construction in Eganville.

Area Long Term Care Corporation (EALCC), to try to bring long term care beds to town. When a decision was made by the County of Renfrew to replace its existing Miramichi Lodge in Pembroke in 1998, the group tried to have 64 long term care beds transferred to a satellite facility in Eganville. However, according to Tracey the idea was defeated by the county's weighted voting system which places the balance of power along the Highway 17 corridor.

"We were just about ready to fold up after 11 years of not getting anywhere when we heard that a provincially funded facility in Deep River was planning to close," he said. "We talked to the Ministry of Health and they agreed to transfer the funding to Eganville if we could have the project up and running by fall of this year."

The assisted living complex, called Fairfields - the name for the area before it was Eganville, consists of 24 inde-

pendent apartments including 16 singles, six doubles and two bachelor suits and features a lounge, dining room, kitchen, nurses' station, tub room and an examination room. Construction began in March and is on schedule for an October 1 completion.

"It's like a miracle how well everything has gone," said Tracey. "Let's hope it continues to go that way. We only lost one day to weather. The Rotary Club purchased the land from a local woman who dropped her price in half when she found out what we were planning to do with it. We had a lot of local contractors and townships donate their time to help on the project. We ended up with about \$250,000 worth of donated work."

And it's looking for donations that is Tracey's specialty. He serves as vice president and chair of fundraising for the Fairfields project. With a projected cost of \$3.2 million he had a lot of work to do, but the

spirit of his community and the willingness of current and former residents to donate made it a little easier.

"I've been involved in a lot of fundraising and this is definitely the biggest challenge that I've faced," he said. "I haven't lost any sleep over it yet and I hope not to."

EALCC set a fundraising goal of \$950,000 and while they haven't reached it yet, (they've raised around \$750,000) they've been very successful. Individual donations ranged from \$25 to \$60,000 and a number of local groups have gotten into the spirit by organizing events like church suppers and golf tournaments with the proceeds going towards the Fairfields project.

"The last bit of money will be the hardest to get and the easy donors have already given," said Tracey. "There are a lot of people in the rural areas who haven't yet given so that's my challenge."

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Customer service a major commitment

Continued from page 2

Tembec's commitment stretches beyond customer service. For the last eight years the company has been the title sponsor for OCNA's Junior Citizen of the Year program which recognizes exceptional youth from across the province who demonstrate a community mindedness that serves as an inspiration to all.

"They see the value in the

program," said Burman. "And are proud to be a part of it."

The ultimate hallmark of OCNA's newsprint sales service is the integrity that Burman brings to it. The commercial printing business is very competitive and she is privy to the plans and problems of her customers, information that could allow her other customers to react before the changes are made or the problems are fixed.

The newsprint industry: What's really going on

Of late there has been a lot of coverage given to the financial state of the Canadian newsprint industry which has been hampered by high hydro costs, which drives up the cost of production and a high Canadian dollar, which makes Canadian newsprint less competitive in the US market. The net result is that newsprint prices are at an all-time low, not withstanding a recent \$35 a tonne price increase by Tembec and a \$45 per tonne increase by other producers. To stay competitive Tembec has closed three saw mills and one paper mill and, along with the rest of the industry, is working hard to try to find ways to reduce costs.

"The most important change in the last year has been the closing of a number of mills and the idling of a number of paper machines which has reduced the overall output of the industry by about 340,000 tonnes," said Nancy Burman, who is in charge of OCNA's newsprint sales and marketing. "This should help to stabilize the market."

While the industry isn't in as healthy a financial position as it has been in the past, all the companies are working hard to return to profitability and none are in imminent danger of collapse.

"Tembec isn't going out of business," said Burman. "And there is no cause for concern amongst our customers. Tembec will be around, and supplying OCNA with paper for years to come."



In her nine years selling paper for OCNA Burman has never betrayed a confidence about the operations of one of her customers.

"In the past some customers

have been a little concerned if they tell me something that the next place I go I'll spill the beans," she said. "We're not like that. We're a high integrity sales operation. If a customer tells me something, it stays with me. I'm very protective of my customers. I'm here to help them in anyway I can, not hurt them."

That level of integrity is not lost on those who do business with OCNA. In fact, it is part of the reason that they continue to buy their paper from the association.

"We buy paper from OCNA predominantly because of the relationship we have with Nancy," said Callaghan. "She's always been able to do a quick turnaround if necessary and if I miss something on the order she will often call to make sure that it's correct. I get many offers from newsprint brokers for job grade paper but you can't rely on the quality and consistency of it and you don't have the level of service that Nancy provides."

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Project still waiting for federal-provincial grant money

Continued from page 3

To pay for the rest of the project EALCC has secured \$1.5 million in private mortgages at 8.5 per cent, after the banks refused to deal with them as they are a not-for-profit group and had no experience in the construction and running of an assisted living facility. They've also exer-

cised \$400,000 in loan guarantees offered to them by the surrounding townships. The two groups that haven't contributed any money at this point to Fairfields' construction are the federal and the provincial governments.

"Attempting to access federal and provincial funds for affordable housing has been a real challenge," said Tracey. "They're willing to pay up to \$25,000 per unit but in order to access that money the county had to pass a municipal facilities bylaw to request it, which they rejected two years ago. They felt that if something happened with the project they'd be financially liable. We had people lobbying in Toronto and we had people in government almost guaranteeing us money if the county would pass a bylaw."

In the end it took a rebuke from the area's MP Cheryl Gallant to spur the county into action and arrange an 11th hour meeting with EALCC. Initially the county was livid with Gallant for her comments and vented its spleen over it.



Eganville Leader co-owner Gerald Tracey has helped to raise around \$750,000 for a new seniors housing project.

"I said, look, you guys can argue over the MP's release, over who's right and who's wrong and have a fighting match in the media, or you can look at this project seriously," he said. "Either way I'm a winner."

The meeting led to the an agreement in principle to allow for EALCC

to apply for the 50/50 federal-provincial grant. If the money does come through it will mean between \$2 and \$2.6 million which would allow Fairfields to pay down the private mortgages, take the rest to a bank and receive a much lower rate as well as offer residents a much lower monthly rent.

Aside from his own time Tracey's paper, which he co-owns with his brother Ron, has contributed \$20,000 in cash, and about the same amount in advertising to promote the project.

"Sometimes when you're in the paper business in a small community you need the paper to lead the way," said Tracey. "I've always believed that to be a leader in your community you need to practice what you preach. This is the fourth major fundraiser I've been involved in and the paper has played an active role in promoting those projects. People do appreciate it and they realize what it costs you in lost time and space. Not everybody, but some people do make mention of that."



Meeting the press. OCNA's new executive director **Bill Laidlaw** (at centre), has begun to go out to meet members and discuss his plans for the association with them. Here he is welcomed by the staff of the Caledonia Grand River Sachem (from left) Katie Dawson, reporter; Nancy Plank, advertising; Neil Dring, publisher; Janet Hough, graphics; and (at front) George the office cat.

From the Lending Library



This month's featured material from the OCNA Lending Library is Best in Print 2005 which showcases the top new ideas in print marketing as judged in the 2005 INMA Marketing Awards Competition.

The full colour book shows off how creative house ads and other promotions can be with some easily reproducible concepts for every level of newspaper. Have a look at these ideas from around the world and see how you can adapt them to your local market.

Contact Laraine Hall at 905-639-8720 ext 230 or l.hall@ocna.org

Please note: The URL for the Lending Library folder is now at: http://members.ocna.org/listall.php?path=/var/www3/AFS/Best_Practices/Lending_Library

Correct Acrobat settings mean better printing



By Kevin Slimp
Institute of Newspaper
Technology

Wow!

What a response to my previous column concerning colour settings in Photoshop. I received messages and invitations from publishers around the globe. Apparently, a lot of newspapers would like to have a little more pop in their pictures.

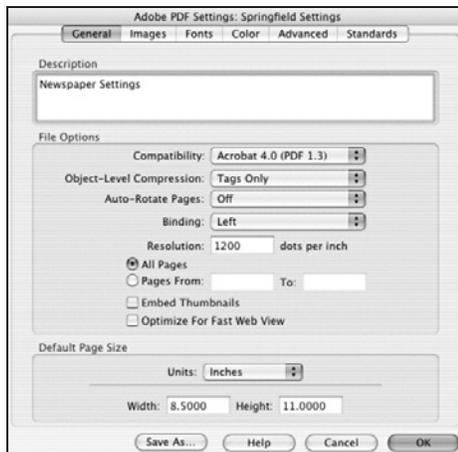
Another issue of concern to many newspapers is the ability to create PDF files that actually print as intended. Between Courier printing where Helvetica should be and extra plates spitting out of the imagesetter, there is a lot that can go wrong with a PDF file. Just like the settings we discussed in my last column, PDF settings are something I talk about so often I forget that everyone doesn't dream of downsampling options.

The following are a few of the most important things to remember when creating a PDF file for print:

Never export a PDF from an application unless you're sending the file to a single location that has printed this type of exported file before. Exported PDF files cause a variety of headaches for newspapers trying to print them. Always create a Postscript or EPS file, then convert the file to PDF using Acrobat Distiller.

Make sure your settings are correct in Acrobat Distiller. Whether you're using versions 4, 5, 6, or 7 of Distiller, be sure of the basics, including:

- Set PDF to Acrobat 4.0 (PDF 1.3) compatibility. Files crashed applications, incorrectly printed fonts and caused Postscript errors when set to later versions of Acrobat. These problems are directly related to the applications and printers that are used to output the files. Play it safe. Set compatibility to



Newspaper ads should be saved as Acrobat 4.0 (PDF 1.3) files. Use this option when creating settings in Acrobat Distiller.

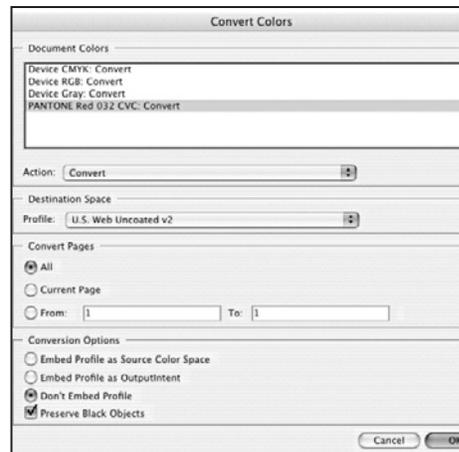
Acrobat 4.0.

- Set downsampling in Distiller to approximately twice your expected line screen. Most newspapers set their colour and grayscale downsampling to approximately 200 pixels per inch.

- Embed all fonts. I used to have lengthy discussions with other trainers and writers concerning this topic. I'm happy that most have finally seen the light. In Distiller, set your fonts to embed. Do not check the option to "subset embedded fonts."

Preflight PDF files in Acrobat Professional to find potential problems. Before sending or printing potentially dangerous PDF files, run them through a Preflight Profile, available in Acrobat Professional 6.0 and 7.0. It's a relatively simple task to create your own profile. At a minimum, newspapers should have profiles for CMYK PDF files, grayscale PDF files, and spot colour files. A few items to include:

- font not embedded
- PDF version not equal to Acrobat 4.0 (PDF 1.3)
- uses RGB colour



Acrobat Professional 7.0 includes the ability to convert spot colours to CMYK or to convert individual channels to specific spot colours.

- more than four plates (for CMYK file)

Use Colour Tools in the most recent versions of Acrobat Professional to correct mistakes. Versions 6.0 and 7.0 include the ability to find potential colour problems by using the Separation Preview (6.0) and Output Preview (7.0) tools. The same tool, with different names, allows you to view all the colour separations before sending a file to print. Acrobat Professional 7.0 includes two valuable tools for correcting many of these colour problems. The first, Ink Manager, allows the user to convert spot colours to CMYK before sending the file to print. The second, Convert Colours, does just what the name implies - converts individual colours to CMYK or to spot colour plates. Just as importantly, these changes can be saved permanently in the PDF files by utilizing the PDF Optimizer, also found in Acrobat Professional.

For those who would like to learn more about utilizing the tools in Acrobat Professional 7.0, a new book by Jennifer Alspach, *Adobe Acrobat 7 Visual Quickstart Guide*, just hit the shelves.

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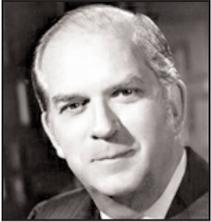
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Water Cooler



• **Cornwall Seaway News** owner **Jacques Francoeur** passed away on July 24th at the age of 80 from a brain hemorrhage. Before buying the Seaway News Francoeur owned a string of papers in Quebec including Le Soleil.

• **Record News Communications** - the publishers of **Smiths Falls Record News**, **Record News EMC** and **St. Lawrence EMC** has purchased **Ottawa News Publishing Company Ltd.** publishers of six publications including **Alta Vista News** and **Hunt Club Riverside News** from Michael Wollock who will stay on as associate publisher.

• **Osprey Media** has awarded its first Osprey Scholarship for Young Journalists to Caitlin McCormack who did a high school co-op placement in Coburg. The \$1,500 scholarship will help her attend Ryerson University's School of Journalism in the fall.

• Reporter **Craig MacBride** has left the **Oakville Beaver** for a job at the **Mississauga News**.

• Reporter **Janis Ramsay** has moved from the **Midland-Penetanguishene Mirror** to the **Alliston Herald**.

• The **Midland-Penetanguishene Mirror** has hired Leigh Rourke as a representative in its distribution department.

• **Bryn Weese** is joining the **Minden Times** and **Haliburton County Echo's** editorial staff. After getting his Masters of Journalism Studies in Cardiff, Wales, Weese was hired as the summer reporter at **Bancroft This Week**. He's moving to Minden to replace **Sheryl Loucks**, who was appointed as the editor of Bancroft This Week in mid-July.

• **Ashley Kulp** who was appointed the Editor of the **Kemptville Advance** and **Kemptville Weekender** in June has recently also been appointed as the new Editor of the **Manotick Review** and **Ottawa South Weekender**. Ashley is a former reporter/photographer with other Runge Publishing Inc. publications.

• **Jeff Hayward** has been hired as a staff writer at the **Uxbridge Times-Journal**.

• The **Atikokan Progress** has hired **Jessica Smith** as a reporter, with help, in part, from internship money from the Northern Ontario Heritage Fund Corp.

• The **Collingwood Enterprise-Bulletin** and the **Midland Free Press** have both moved their Tuesday editions to Wednesdays.

Send your updates to newsclips@ocna.org

CLASSIFIEDS

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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 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.

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The Backyard Astronomer Brings The Stars Down To Earth

Written for anyone with a sense of curiosity, The Backyard Astronomer, will turn on the light bulb inside your head and put a smile on your face. Author and amateur astronomer, John Crossen, brings a lively and informative writing style to a subject which he enjoys passionately. And his enthusiasm shows in an intriguing array of articles that entertain readers and score big as the universe on the "wow-meter." Updated weekly, they are available in half-page or quarter-page sizes. The handy PDF formats are an easy "plug-in" to your existing newspaper layout. And at just \$5.00 per article, they're also an easy "plug-in" to your budget. Who says a local weekly newspaper can't cover the cosmos. Certainly not The Backyard Astronomer. For samples in pdf format, contact: scnonolly@lakefieldherald.com

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ComBase questionnaire is available online

Continued from page 1

The cost for the next round of interviews will come down as all three companies who bid on it have come in with prices below the current \$105 per interview. (Each member is required to purchase at least 100 interviews.) Dunn said

the savings could be between 10 to 15 per cent depending on the final technical requirements of the study.

If you haven't yet returned your questionnaire or participated in a conference call you can make your opinions known by visiting [http://www.combase.ca/sur-](http://www.combase.ca/sur-vey/)

vey/ and filling out the online questionnaire.

"We're looking for a good representation of papers from all regions and of all sizes to make sure the decisions the board makes are the right ones for the program," said Dunn.

Attention Golfers

OCNA's 2005 Golf Tour is almost here

Do you ever get teed off with others in the industry? What would you say to taking your irons out of the fire and driving to a 2005 OCNA Golf Day?

Sept. 16, 2005



Upper Canada Golf Course
County Road 2, 11km east of Morrisburg
Hosted by the Morrisburg Leader
Tee off at 11:00 a.m.
Followed by Dinner and prizes

Each golf day will feature a chance to win **two tickets** anywhere

Air Canada flies in North America, including **Hawaii**, for a hole in one.

Sept. 16, 2005



Woodlands Golf Course
Hwy 8, 2 miles west of Clinton
Hosted by the Clinton News Record
Tee off at 11:30 a.m.
Hamburger Lunch prior to tee off.
Dinner, prizes and **guest speaker**
Bill Dempsey in clubhouse at 6 p.m.

What a wonderful opportunity to network with fellow publishers and newspaper staff. Why not say thanks to your best advertisers with a day of fun and relaxation? Or treat some of your hard-working staff to some well-deserved R&R.

Sept. 23, 2005



Heron Landing Golf Course
Fort Frances Ontario
Hosted by the Fort Frances Times
Preceded by ComBase training
Tee off at 12:30 p.m.
Dinner and prizes

To register individuals or foursomes, please fax OCNA at 905-639-6962.

Foursomes should also send a note indicating the names of those included in their group.

Sept. 30, 2005



BraeBen Golf Course
Mississauga, Ontario
5700 Terry Fox Way
Hosted by the Mississauga News
Tee off at 1:30 p.m.
Dinner and prizes

For registration info, please call Laraine Hall 905-639-8720, ext. 230 or email l.hall@ocna.org



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