

OCNA Golf Days: Hole in one fun!



ABOVE RIGHT: Metroland's Peter Marsh and Murray Skinner, the Tillsonburg News' Walter Kleer (Men's Low Gross), and Ingersoll Times' Pat Logan (Women's Low Gross) took on the challenging hills of Burlington's Tyandaga Golf Course.

ABOVE LEFT: Enjoying themselves in Huntsville are, left to right, OCNA Executive Director Robyn Matravers, *Sudbury Northern Life* Publisher Abbas Homayed, *Cornwall Seaway News* Publisher Rick Shaver, and *Parry Sound North Star* Publisher Fred Heidman. Robyn, a beginner to the game, says there was an awful lot of laughing going on that day. Unfortunately her fun memories are tainted from days of back pain following the game. She's now in training for next year's event. For more pictures, see page 6.

National Newspaper Week is Oct. 7-13

Each year since 1940, the Newspaper Association Managers from across the U.S. and Canada have sponsored National Newspaper Week. This year's logo and many other materials—from columns to editorial cartoons to house ads—are available at <http://www.kypress.com/nnwkit/default.asp>. Also, International Newspaper Carrier Day is Oct. 13. Ads are available to download through the Newspaper Association of America site at <http://www.naa.org/Resources/Articles/Circulation-International-Newspaper-Carrier-Day-Ads/Circulation-International-Newspaper-Carrier-Day-Ads.aspx>

WHAT'S INSIDE

A word from the President ● Page 2

A word from OCNA ● Page 2

Industry news ● Pages 3, 4, & 5

A message about libel claims ● Page 9

Technology with Kevin Slimp ● Page 11

Writing with Jim Stasiowski ● Page 12

a word from the President...

In and around OCNA



By Rick Shaver
OCNA President

The OCNA Board of Directors had its fall meeting last week and is quite pleased with the actions the Association is taking. The highlight of the meeting was an afternoon session on the direction we will be taking in the next year.

Anne Lannan, with the aid of Robyn Matravers, our Executive Director, will aggressively pursue new business for newsprint in Ontario, the endorsement of the Awna's Digital Archive system to our members for their own personal and local use as an archive, e-subscription and local digital tearsheeting service, plans for our new structured spring convention, our new 2x2 network program, and the hiring of two new sales people at Ad*Reach.

Movement toward an online advertising system for Ad*Reach continued this summer. An OCNA summer student collected the online rate cards from the majority of our members. Sean Lind and Robyn will now review and analyze the material and develop a strategy for implementation. Our Member Survey was reviewed and we are pleased with the results. Once again the need for more advertising from Ad*Reach topped the list and we are working on this.

Gordon Cameron continues to work on the PST issue for OCNA membership (in conjunction with many of our members). In July, a small delegation met with representatives of the Ministry of Finance to outline our concerns. As a result of that meeting OCNA developed a newspaper test (based originally on the Canadian Magazine Fund's test) that would ensure all OCNA members would qualify for the same tax treatment. This issue has been

brought to the attention of all political parties and they are taking the issue seriously. Unfortunately, the issue will not be resolved until after the election. To that end, OCNA has begun the second phase of this project by encouraging papers impacted by the regulation to make both their readers and local candidates aware of the problem and the potential cost to the community if the definition isn't changed. OCNA is handling getting the message to the various campaigns to make them aware of it at the highest levels. So far this approach has borne much fruit. At a debate sponsored by the Canadian Ethnic Media Association, the finance critics from both the NDP (Michael Prue) and the Green Party (Bruce Hearn) pledged to fix this issue if they come to power. Minister Sorbara reiterated his pledge to continue to work on the problem and study the solution that OCNA has proposed. (One of his aides said afterward that if the PST issue wasn't on his radar before it sure is now.) OCNA has also obtained a commitment from the Liberal brass, prior to the debate, that this issue will be on the Minister's agenda if they are returned to power. The PC's Tim Hudak was very interested but non-committal.

On the lighter side, the directors had a chance to play some golf with some publishers and staff. On Sept. 20 we had a great afternoon in Burlington. A big thank you to *The Burlington Post* and *Huntsville Forester* for supporting these events and to Les Weller of Weller Publishing for supporting Closest to the Pin hole. Walter Kleer won Men's Low Gross, and Pat Logan won Women's Low Gross. On Sept. 21 we enjoyed a great day with area publishers and staff in Huntsville. Michael Hill, of the *Bracebridge Examiner* was Men's Low Gross while Sharyn Kingshott of the *Parry Sound North Star* was the Women's Low Gross winner. The members of the board look forward to next year's Golf Day.

a word from OCNA...

OCNA members now have a new means to train advertising sales representatives in an effective, efficient and economical way. The OCNA Board has just approved a recommendation from the Training Task Force to implement an online training program for members, called Everything You Need to Know to Start Selling Newspaper Advertising Tomorrow.

The user-friendly program, written by sales trainer Bob McInnis, has been designed for sales representatives who are new to the community newspaper industry and usually takes about eight hours to complete. The beauty of it is that you can train staff instantly as the need arises. Publishers can register staff online for this user-friendly experience that staff can complete on their own schedule day or night, seven days a week. Certificates of completion are presented after successful completion of the

exam. The cost is only \$100. per registrant.

In reviewing the program, some publishers said they would enroll front office and production staff as a refresher and to get a better understanding of the advertising departments responsibilities.

The program has different modules that cover everything from ad layouts, to media kits, reserving space, spec ads, territory management, the sales call, to selling ads to your Web site. The program is now being customized for OCNA members and will be up and running in the next three weeks; just in time to prepare for the fall season. We will send correspondence with information on how to access the site.

Spring Convention

OCNA is pleased to announce that our Spring Convention and Better Newspaper Awards will be held on Saturday, April 5, 2008 at the Delta Chelsea Hotel in down-

town Toronto. The OCNA Convention will be a scaled back version in 2008 as the combined national convention of CCNA and the Canadian Newspaper Association (CNA), which represents daily newspapers, will be held in Toronto in May 2008.

In order to help as many members attend both events, OCNA has negotiated with the Delta Chelsea to increase its contra advertising program in community newspapers, and in effect increase their business through the reach of community newspaper advertising. The Delta Chelsea has graciously agreed to increase the number of community newspapers in its program from approximately 18 to 90 and is now preparing a proposal to publishers. They will permit the contra nights to be booked the weekend of the OCNA convention if the publisher books the first night at the standard convention rate of \$139.

industry news

Mississauga News launches online daily

Need your news before you start your day?

The Mississauga News has met that need with the launch of a daily, online newspaper that's published six mornings a week.

The Mississauga News Today is available to download at 9 a.m., Monday to Saturday and e-mail blasts are sent to thousands of registered readers to let them know their morning news is ready to read.

Jam-packed with overnight news and sports results, The News Today also includes columns that offer advice and information about parenting, cultural issues, teen-friendly Web sites, seniors' issues and environmental concerns, along with Canadian content crossword puzzles.

The News Today is published in a convenient 8.5" x 11" paper size for ease of



printing and reading.

Anyone can register for e-mail alerts by going to <http://today.mississauga.com> or by visiting mississauga.com to access The Mississauga News Today.

Real news junkies can now get an hourly fix by logging into The News on Demand webcast.

The News on

Demand is updated hourly, Monday to Friday, from 9 a.m. to 6 p.m. with breaking news, sports and entertainment stories and video clips.

Saturday and Sunday, The News at Noon will continue to provide breaking news, along with video features.

Log on to mississauga.com to tune in.

With more than 300 members, it can be difficult for us to keep track of the comings and goings at your newspaper. Please notify us of any changes in staff or e-mail addresses so we can keep on top of getting you all the information you need. Please e-mail l.fenton@ocna.org with your updates.

Ottawa Region Media Group sponsors online auction

Who doesn't love an auction? Now you can experience the adrenaline rush of a bidding war from the comfort of your home thanks to a new online auction sponsored by Ottawa Region Media Group (formerly Runge Newspapers).

It's as easy as clicking www.ottawaregionauction.com and registering. From there, you can view a number of items and services offered for auction from local businesses—and place your bid. The winning bidder will receive a gift certificate for the item or service.

You can track your bid and keep an eye on the items you are interested in, and should someone outbid you, you'll receive an e-mail notice so you don't miss your chance to go higher.

If you hold the winning bid, you'll be contacted by e-mail. It's that easy.

Full rules and complete information on how to register can be found at the Web site.



Prizes will vary as bidders lock horns to try to land an item near and dear to their heart. There will be something for everyone, according to Bryan Wiltsie, general manager with the Ottawa Region Media Group.

"The possibilities are endless for the items people may see up for auction on our site," said Wiltsie. "Everything from restaurants, holiday packages, spa packages, oil changes or a gift certificate towards the purchase of a new car. People have to check us out."

It's fun for bidders and great for advertisers as they will see their items

promoted on the Web site and in all of the Ottawa Region Media Group's community newspapers.

By simply registering as a bidder on the site, your name will also be entered into a weekly draw for Ottawa Senators tickets. The earlier you sign up, the more chances you have to win!

Visit www.ottawaregionauction.com today.

industry news



AND THE WINNER IS...Julia Belluz of Ryerson University, Toronto, has won the \$1,000 first prize in the Fraser MacDougall Journalism Prize competition sponsored by the Ontario Press Council.

Belluz won for an article—published in the *Ryerson Review of Journalism*—that discussed efforts to circumvent efforts by repressive nations to restrict access by their citizens to the Internet.

The \$500 second prize went to Michelle Collins of Carleton University, Ottawa, for an article about the challenges facing journalists embedded with Canadian forces in Afghanistan.

Prizes of \$250 went to Mirelle Christou of Ryerson for an article about the reaction to an interview with a white supremacist published in the *Ryersonian*, and Alexander Baker of Carleton for a story criticizing efforts by Second World War veterans to have the Canadian War Museum change references to the Second World War bombing of German cities.

The 2006-07 competition was for articles, newly written or previously published, dealing with freedom of expression and/or freedom of the press.

ON SEPT. 5, Alexis Komon joined the OCNA team as Advertising Coordinator for Ad*Reach in the Burlington office. Alexis can be reached at 905-639-8720 ext. 243, or a.komon@ocna.org

TOM WALSH AND TED BREWER have also joined the Ad*Reach team and will work out of the Toronto office. Tom Walsh is the new Director of Sales. He is responsible for overall sales of Ad*Reach and management of the Ad*Reach office. Tom

can be reached at: 416-350-8398, or tom.walsh@ocna.org. Ted Brewer is the new National Accounts Manager and will focus strongly on new national sales. You can reach Ted at: 416-3502107, or ted.brewer@ocna.org.

CONGRATULATIONS to Pam Munn of the *Fort Frances Times*—winner of OCNA's Network Classifieds sales contest.



THE NOW EMC newspapers in Ottawa have expanded their local sales team to better serve their customers. Dale Hovdebo and Andrew Calder joined The NOW EMCs in August. Both Dale and Andrew developed their advertising expertise working with dailies.

The NOW EMCs publisher Maurice Perron also wanted to share this story, which illustrates the power of his publications and the respect they garner in his community. The Mayor of the City of Ottawa recently used EMCs urban editions to spread the word about his motion to share the oversight on new contract hirings and consulting contracts with the City Manager over the last quarter of this fiscal year. As a result the city was inundated with calls from ratepayers expressing their opinions. Ottawa's A-Channel News carried the story as a headline on its evening news September 13.

"We are proud to have been helpful in getting the message out to households across our communities," said Perron.

SNEURO'S CARTOONS

For only \$35/week OCNA members may print the weekly Sneuro cartoon based on national or international current events.

Please contact the artist directly by e-mail at luc.alain@videotron.ca and subscribe to Sneuro asap! Subscribers will receive a fresh jpeg format cartoon every week with monthly billing by e-mail to follow.

For more details call 819-595-8941 or visit the Web site (still under construction): <http://sneuro.com/default.html>

KEEP US POSTED!
 You can tell us about any new staff...Have you published any special features or editions...Has there been anything particularly newsworthy happening in your community that relates to the industry...Any special accomplishments or successes you would like to share with us that we should cover in News clips? E-mail a.modesto@ocna.org.

industry news

OCNA farewell luncheon and baby shower



LEFT: The celebrated trio from left: Sean Lind, Nancy Burman, and Minna Schmidt holding little Natalie. OCNA bid a fond farewell to Ad*Reach Manager of Marketing Sean Lind, and Nancy Burman, OCNA's Newsprint Sales and Marketing Representative. Sean has taken an excellent opportunity in Ottawa, while Nancy will take some much deserved time off before pursuing other interests. OCNA also celebrated the adoption of Minna's daughter Natalie Su Yin.



RIGHT: The OCNA staff all came out to celebrate Minna's new addition and to say goodbye to Nancy and Sean.

Make Thousands This Holiday Season!

Entice advertisers and excite your sales staff with the all-new, **bigger and better than ever** 2007 *Holiday Advertising Service*. Packed with ready-to-sell greetings ads, electrifying artwork and more colour options than ever before, it is your best resource of holiday imagery for this all-important, end-of-year selling season.

If you're like most publications, the end-of-year season is **vital to your annual bottom line**. Ordering now saves you time and money, and ensures you'll have the *Holiday Advertising Service* in plenty of time to **plan your sales strategy** before the big crunch.

Call today and **save 10% on this year's service** by joining our automatic shipping list and get the *Holiday Advertising Service* sent to you each year at the guaranteed lowest price!

Order TODAY!
800.223.1600

METRO Holiday Advertising Service • Metro Creative Graphics, Inc. • www.metrocreativegraphics.com

OCNA Golf Days



CLOCKWISE FROM LEFT: Left to right are Robert Szelazek from the Polish newspaper *Zycie*, Les Weller of Weller Publishing who sponsored the Closest to the Pin Hole, and Karsten Mertens from the German newspaper *Neue Welt* who relax after a long day on the course. Cathy Lacroix, Andrew Wagner-Chazalon, Jake Good and Janet Back from the *Bracebridge Examiner* enjoyed the challenging course. Feeling at home is the *Huntsville Forester* team, left to right, Bill Allen, Michael Hill (Men's Low Gross), Doug Pincoe, and Bruce Hickey. The Best Dressed Team was from Parry Sound. Left to right is Cindy May Barnes (Most Honest Golfer), Jack Tynan, and Sharyn Kingshott (Women's Low Gross).



Want more **eye-catching** art and ads?
Look no further. News-Net has you covered.

Contact us at - sales@news-net.ca.
NEWS-NET (905) 844-0524 • www.news-net.ca

Did you miss the last Webinar?

OCNA's educational and entertaining Webinar series continued on Sept. 6 with an insightful session hosted by John Young on the topic: Motivating Sales Staff.

Though geared toward sales staffs and advertising departments, the lessons learned in this Webinar are applicable to anyone.

According to Young, the ability to lead—not manage—a sales team is a great motivator. He said leadership is about:

TRUST: As a team leader, lead by example—don't hide in your office all day.

ABILITY: Cold call potential clients with your sales team and visit your top-ten accounts on a regular basis.

VISION: Set goals and objectives for your team—NOT quotas.

DETERMINATION: Follow-up if your newspaper loses a sale or if you have a dissatisfied customer.

RESPONSIBILITY: Your team is your family—treat them as such. Back them up and don't play favorites. If you must reprimand someone, do it privately.

ENABLING WINNERS TO WIN: Continually get training for yourself and teach your team any new skills you learn.

Being the great leader that you are, you will challenge your team, create a desire to win and inspire a quality of work. But what else motivates workers? Rewards. Extrinsic and intrinsic.

Extrinsic rewards can be monetary or something as simple as a pat on the back. Catch someone doing a good job and praise him or her in front of your boss. Rewards don't have to be expensive; give little prizes or make a game out of garnering sales—the first person to sell an ad that day gets \$5.00, and another \$5.00 for every subsequent sale made that day.

Not everyone of course will be motivated similarly. Young told the story of a member of his sales team—Jerry—who was a terrific sales person—so good in fact that he made such a great living a cash reward was not enough of a motivator to top his sales goals. Young knew that Jerry was an avid golfer. He purchased a set of golf clubs, brought them to the office and told Jerry if he increased his sales, the golf clubs were his. Jerry got those golf clubs.

Young also pointed out that rewards needn't be so tangle—intrinsic rewards are

just as motivating. These are rewards within an individual and can be job satisfaction or personal accomplishment.

How else can you motivate or reward your team? Young breaks them down into three categories:

SHORT-TERM MOTIVATORS

- Bonuses
- Commissions
- Recognition awards
- Signing bonuses
- Paid time off
- Extra vacation days
- Benefits

ENVIRONMENTAL MOTIVATORS

- Flexibility
- Training
- Job sharing
- Decision making
- Team spirit (have a picnic!)
- State-of-the-art equipment

RECOGNITION MOTIVATORS:

- Tuition grants
- Gym membership
- House-cleaning service
- Day-care provided
- College education fund

“All in all,” says Young, “recognizing successful salespeople may be the single most critical way to boost sales results.”

Emphasize successes rather than failures. Only an ineffective leader misses the positives by focusing on the negatives.

Deliver recognition in an open and public way—it's like getting a gold star in kindergarten, and who didn't enjoy that?

Recognize a contribution close to the time an achievement is realized. Praising someone weeks after the fact weakens its impact.

And recognize those who recognize others. Does your workplace have an office cheerleader? Reward them for that for they play an important role in boosting office morale.

Young summed up his Webinar with perhaps the most important motivator of all.

“Sales people,” he said, “real sales people, are already motivated. The challenge you face is channeling that motivation, and maintaining it at peak levels, week in and week out. Creative, well-conceived commission programs and bonus plans can certainly help in this regard. But here's the deal, the most important decider lies at the

heart of your business itself.

“If a sales person identifies with the product, culture and purpose of your company, and feels some sense of ownership in its future, then you will most likely have a loyal, motivated employee who will give you consistent performance levels.”

For more information, please go to: www.getjohnyoung.com, or e-mail John at: john@getjohnyoung.com.

Sign up for OCNA's last two Webinars

**Thursday, November 1, 2007 -
Developing Successful
Solicitation Techniques**

Learn eight techniques required by all advertising sales representatives for community newspapers. These techniques will help you increase sales and build better relationships with your clients. Advertising trainer Bob Berting will also explain the three call selling system, the purpose behind each call and the results you will achieve. Berting is a professional advertising trainer and speaker who has worked with small and medium sized organizations to increase their productivity and profits.

**Thursday, December 6, 2007 -
Details to be announced**

Time: 12:00 p.m. noon - EST

Cost: \$55 per session (use one speakerphone and one computer and you can train as many staff as you like for one low price.) If you would like to register, please contact Lynn Fenton at 905-639-8720 ext. 232 or e-mail l.fenton@ocna.org with the name of your newspaper (with billing address), contact name (number of participants who will be on the call), and your e-mail address & telephone number.

Cancellations are permitted without penalty 5 or more business days prior to the start of the Webinar session. Individuals who cancel their session less than 5 business days prior to the session will be charged the full amount.

government relations

By Gordon Cameron
Government Relation Associate

While your editorial staff has spent the last month reviewing the platforms of the major parties and asking questions of the local candidates to help readers determine who to vote for on October 10th, OCNA has been studying the same material to see how the parties stack up on issues important to the Community Newspaper industry. Please note: OCNA does not support any political party and is not making recommendations as to who its members should support or vote for. This guide is for information purposes only. All promises listed below come from a party's election platform as available on its Web site unless otherwise noted. Policies to include were chosen based upon OCNA's current policy interests or are of a general business nature.

Business and Taxes

The campaign platforms of the four major political parties offer widely different takes on the province's economic future and what it will take to fulfill their campaign promises, keep the provincial treasury sound and ensure that Ontario's business sector continues to flourish. We have focused on tax changes, increases to the minimum wage, changes to regulations and a loophole in Regulation 1013 to the Retail Sales Tax act which means some Community Newspapers do not receive the same tax-exempt status as other newspapers.

Liberals:

- Eliminate the capital tax.
- Reduce provincial property taxes on business.
- Raise the minimum wage to \$10.25 by 2010.
- Reduce regulations by removing an old regulation every time a new one is added.
- Continue to work with OCNA to close the loophole in Regulation 1013 (not a platform commitment but made at a public debate).

PCs:

- Fix the current property assessment system or scrap it and start over.
- Raise the minimum wage based on advice from social, economic, labour and business experts.
- Reduce the regulations on small business and require the government to justify every new regulation.
- Study OCNA's proposal to close the loophole in Regulation 1013 (not a platform commitment but made at a public debate).

NDP:

- End to the Employer Health Tax exemption for the first \$400,000 of payroll for companies with payrolls in excess of \$1 million.
- Corporate taxes up to 14.5% (up from 14%) for banks and insurance companies (However, there will be no tax increase for manufacturing and small businesses).
- Immediate increase in the minimum wage to \$10/hour followed by increases to match inflation.
- \$200 million of Hydro One and OPG profits to go to affordable industrial hydro rates in exchange for conservation and job commitments.
- A commitment to close the loophole in Regulation 1013 (not a platform commitment but made at a public debate).

Greens:

- Shift taxes from profits to resource use to encourage companies to produce clear, green products and services (for the Community Newspaper industry that could mean a gradual elimination of taxes based on the amount of money a paper makes, but an increase in taxes on non-recycled newsprint usage).
- Raise the minimum wage to \$10.25 an hour by June of 2008.
- Panel to review small business regulations to combat "one-size-fits-all" regulations.
- A commitment to close the loophole in Regulation 1013 (not a platform commitment but made at a public debate).

Blue Box Recycling

Liberals:

- Work with retailers in the private sector to encourage diversion and further reduce packaging.

PCs:

- Implement an integrated waste management strategy that will focus on increasing diversion and using new technologies to improve waste management.

NDP:

- Nothing explicitly mentioned in their platform.


Greens:

- Establish a product stewardship program that places the responsibility for the entire life cycle of products with the manufacturer, moving all costs from municipalities to industry.

Freedom of Information and Open Meetings

Perhaps the biggest disappointment to OCNA is the almost total lack of party platform support for media and democratic issues like Freedom of Information and Open Meetings. While nothing in the written platforms or in what the candidates have said gives OCNA any reason to believe that any party will make the current situation worse, there is also no indication that they will make anything better for journalists either. The Progressive Conservative platform talks about accountability, but focuses on the provincial government (with no mention of municipalities, school boards, etc.) and deals mostly with administrative changes to the government spending and business practices along with reporting on justice system statistics. The Green Party's plan involves some democratic reforms, mostly involving provincial elections, referenda and the elimination of carry-over of funds by candidates between municipal election campaigns.

If you have any questions about the issues OCNA has outlined please contact Gordon Cameron at g.cameron@ocna.org or (905) 639-8720 ext. 239.



If you know a young person, aged 6 to 17, who is involved in worthwhile community service; a special person who is contributing while living with a life challenge; youth who has performed an act of heroism; or a 'good kid' who shows a commitment to making life better for others, doing more than is normally expected of someone their age - help us recognize their contribution - nominate them today!

Nominations are now being accepted for the Ontario Junior Citizen of the Year Awards

The strength of our community lies in solid citizens. Today's youth are tomorrow's leaders.

Follow the leader... leading by example

Nominations will be accepted until December 28, 2007

Contact this newspaper or the Ontario Community Newspapers Association at www.ocna.org or 905.639.8720.

ACCEPT THE CHALLENGE - NOMINATE SOMEONE TODAY!



ONTARIO JUNIOR CITIZEN OF THE YEAR AWARDS

Sponsored by:  Co-ordinated by: 

cnrie

Canadian Libel Insurance

By cnrie



A message about libel claims from CNRIE

By Todd Frees
General Manager for CNRIE

Over the last few years, The Community Newspapers Reciprocal Insurance Exchange (CNRIE) has experienced an increase in claims occurrence among our insured—many of which have been deemed avoidable. The Advisory Board directed staff to extract common mistakes from recent claims and communicate them to our subscribers. The following are some statistics from recent claims:

- 43% of claims overall pertained to articles with factual errors.
- 23% of claims pertained to articles with factual errors provided by a third party, by way of "Letter to the Editor" or a published quote.
- 17% of claimants were elected officials, and 14% were public servants.
- 11% of claims came from police reports, most of which contained factual errors.
- 17% of claims pertained to articles with an aboriginal connection (i.e. the claimant was an individual of aboriginal descent, or a governing body from an aboriginal community).

Here are some tips to share with your reporters and writing staff to help avoid libel:

- Be mindful of making subtle errors when reporting legal matters. These could open the door to a lawsuit. Here are examples of two errors that we've seen a number of times:
 - 1) Reporting the wrong charges (e.g. saying an individual was charged with "trafficking" a controlled substance, when the actual charge was "possession of").
 - 2) Reporting the wrong legal entity charged (i.e. saying an individual was charged, when it was actually a private corporation

charged, of which the individual is a controlling shareholder).

- Check facts in letters to the editor and quotes. Remember, you can be held liable for facts (as opposed to comments/opinions) that are not true.

- Be extra careful with articles about individuals in the public eye. This may go without saying, but people who rely on their image/reputation to earn a living stand to lose more if defamed, and therefore are more likely to sue, so watch those facts!

- Beware of deep pockets. This is somewhat related to the preceding point. As with people in the public eye, individuals who can afford to pay for a lawsuit are more likely to file one. After looking at recent claims history, we've noticed some common professions among claimants; namely doctors, lawyers, and politicians. Another group to be careful of are local businessmen, as they also depend on their public image.

In the end facts are facts, but it's only good journalism to get the facts right!

The above also emphasizes the importance of carrying libel insurance. CNRIE is a not-for-profit organization with 20 years of experience offering libel, copyright, and plagiarism insurance to newspapers, magazines, Web, and other publications across Canada. We offer:

- Affordable premiums geared to the size and frequency of your publication.
- Low deductibles.
- Pre-publication advice from media lawyers (included with your premium).
- Prompt claims resolution by our legal team.
- Group discounts.

Call 905-639-8720 ext. 234 for a no obligation quote today, and look for our new branding in print and on the Web.

Call for entries — BNC Awards

Members, please note that all entries for the competition must be received in the OCNA office by **OCTOBER 31, 2007**, or bear a postmark of four days before this date. **NO LATE ENTRIES WILL BE ACCEPTED.** Prior to submitting your entry, please read the instructions carefully to ensure that all requirements are being met. First, second, and third place rankings will be announced at the OCNA Awards Gala at the Delta Chelsea Hotel in Toronto on Saturday, April 5, 2008. For more information please go to our members' Web site at : http://members.ocna.org/listall.php?path=/var/www3/AFS/Better_Newspapers_Awards

Henninger on design

Focusing on your work

By Ed Henninger
Newspaper Consultant

Focus groups are an opportunity for us to meet with readers and advertisers one-on-one. They give us the chance to chat with those readers and advertisers and learn—directly from them—what matters most to them about our newspaper.

I know of no survey that can do this. Moreover, surveys don't give us the option of stopping in the middle of a conversation and doing a 180-degree shift, allowing readers to question us about what we do and why we do it.

During a recent round of focus groups, I realized once again that our readers and advertisers really want us to succeed on two levels:

1. Readers rely on us for honest, complete and balanced reporting of what's going on in their town.
2. Advertisers want us to be a popular, well-read newspaper so they can be sure they're reaching all of their target audience. Focus groups are a conversation with our readers and advertisers that help us to succeed—and to respond to their needs on both levels.

Here are some suggestions for focus groups:

IDENTIFY WHAT IT IS YOU WANT TO LEARN—even before you begin listing questions you want to ask. Do you want to know about reaction to your opinion page? Do you want to know about the quality of your reporting? What if your questions are about home delivery concerns?

CREATE A LIST of key questions you want answered. If you're organizing a group of sessions to consider your content, don't let the design of your newspaper...or circulation problems...or other issues onto the list. Stay on target.

DECIDE UPON the makeup of the group. Do you want a cross-section of your demographics? Do you want readers only? How about advertisers? Is gender a factor? Age?

SET UP a venue for your session. I prefer something on "neutral ground"—a nearby restaurant, a library conference room or the



A focus group can help you bring your work into...well...focus.

like. Make sure it's comfortable and quiet, with items you may need such as a whiteboard or an easel with flip paper.

CHOOSE A GOOD FACILITATOR. You need someone who can keep the conversation moving and keep the discussion on topic. Occasionally, there's someone in the group who wants to dominate the discussion, or someone else who shies away from the conversation. It's the facilitator's job to make sure the discussion doesn't get bogged down by personalities and to ensure the steady flow of the conversation.

TAKE GOOD NOTES. Designate someone from your staff to keep a steady flow of notes. And it's okay, provided the participants approve, to record or videotape the session. If a tape recorder or camera seems threatening to the participants, don't hesitate to turn it off. Note-taking is usually expected as part of the process.

TAKE CARE TO FOLLOW UP. Evaluate what you've learned. No, you don't have to act on it if a reader tells you she just isn't interested in sports and thinks it's a waste of time and paper. But you may want to consider increased coverage of real estate if there are suggestions that your paper just doesn't do a good job covering the real estate boom in your town.

A focus group is an effective tool you can use when you're taking a close look at your product and your work. And your readers and advertisers will applaud your efforts to stay in touch.

Check out Ed Henninger's recently released e-book on newspaper design! 'Henninger on Design is a winner because it condenses all the fundamentals, the rules, the options and the how to's of newspaper design into a manual that's easy on the eye and mind, and downright fun to use.' Ken Blum | Black Ink Publishers' Auxiliary Find out more about Henninger on Design by visiting Ed's web site: www.henningerconsulting.com ED HENNINGER is an independent newspaper consultant and Director of Henninger Consulting. Offering comprehensive newspaper design services including redesigns, workshops, design training and design evaluations. www.henningerconsulting.com edh@henningerconsulting.com 803-327-3322.

The deadline for Junior Citizen nominations is **DECEMBER 28, 2007**. Advertising insertion orders and nomination kits will be mailed next week.

technology

Kevin answers your technical questions



By Kevin Slimp
Institute of Newspaper Technology

While traveling from the East Coast to the West Coast and back three times over the past three weeks, I've noticed a significant increase in the amount of e-mail I receive from readers of this column. Trying to answer the dozens of questions I get each day can become overwhelming, but I try. With this in mind, it seems like a good time to answer a few questions that come up the most:

Q From Perri in Arizona: I have thousands of photos that I can't ever seem to keep track of. I was wondering if there was a specific photo cataloging software that you could recommend?

A Kevin: If money is no object, there are several options for you, Perri. But for us mere mortals who live in a budget conscious world, I'd recommend Extensis Portfolio. For under \$300, you will have a top-notch asset management application that will keep track of your photos as well as other files. Portfolio is available on both the Mac and PC platforms.

Q From Bob in Tennessee: I have a colour separation

question in InDesign CS2. I have a colour logo that was scanned into Photoshop. I purposely divided it into black & magenta to get everything on only two sheets for me to use in our print shop. My black separation prints perfectly, but the magenta separation also has the black part of the logo printing on it. No matter what adjustment I seem to make to the logo in Photoshop, I still get the black parts showing on both the black & magenta plates. Any clues?

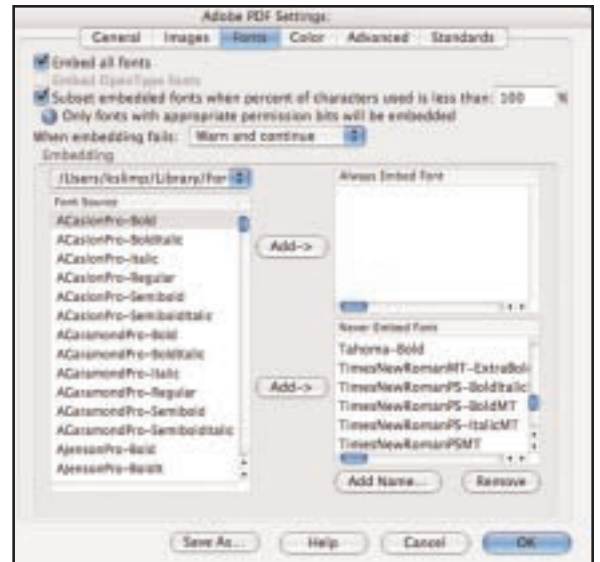
A Kevin: As Bob learned, this was a Photoshop issue, not InDesign. I asked Bob to send me the logo and, sure enough, the black was overprinting the magenta. I simply selected and copied everything on the black plate, then went to the magenta plate and hit my delete key. This created a "knockout" in the magenta plate. Bob tells me the file worked perfectly after making the change.

Q From Amy in New Hampshire: When you make an ad in Photoshop CS2 how can you make sure the text will not come out screened and jagged when printing to film?

A Kevin: There is a simple answer to Amy's dilemma. When using small text in Photoshop, the file should be saved as an EPS file. Be sure to check the box marked "Include Vector Data" when saving the file in Photoshop. This saves the text as vector data rather than pixel data, much like InDesign or QuarkXPress.

Q From Nancy in Saskatchewan: I received a request for help from an ad designer and I have no idea how to answer. How should the paper option and dot gain be set in Photoshop's colour settings? How about separation type, black ink limit and total ink limit?

A Kevin: There are no "set" answers to these questions, Nancy. However, there are some safe settings that usually generate much better results than Photoshop's default settings. Select Newsprint (SWOP) as your paper

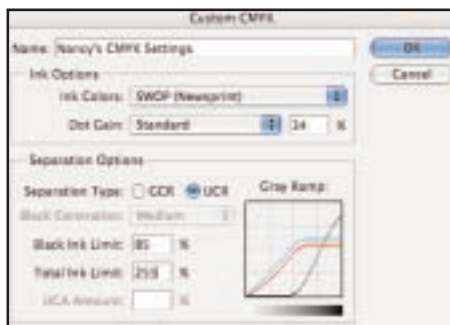


When creating settings in Acrobat Distiller, be sure there are no fonts listed in the "Never Embed" list in the Fonts area.

type. Set the dot gain to 34% and the separation type to UCR. Try setting the black ink limit to 85% and the colour ink limit to 255%. These should work out well for you.

Q From Shelly in North Dakota: I created a page in InDesign and sent it to our printer as a PDF. A font came out wrong when it was printed. Any idea what would cause this? We have been having lots of problems with fonts.

A Kevin: Shelly's problem was related to her settings in Acrobat Distiller. In the fonts area of the Distiller settings, there is a place to instruct Distiller never to embed certain fonts. This should be empty, by the way. You guessed it, the offending font was in Shelly's list of fonts never to embed. My work is done. Now it's time to fly to the other coast once again. Send your technical questions to kevin@kevinslimp.com.



Correct colour settings can make a significant difference in how photos print on newsprint. Note the settings for dot gain and ink limits from Photoshop.



By saving EPS files with vector data, text comes out clear from Photoshop.

Journalists: Be wary of complacency



By **Jim Stasiowski**
Writing Coach

One of my favourite journalism lessons had nothing to do with a news story.

One day 25 years ago, as I was talking to a copy editor, his phone rang. It was a reader calling with some question about ... something. I've forgotten the topic.

The copy editor was a friend of mine, but he also was a demanding editor. In our newsroom, he had the reputation of being tough and unyielding, frequently brusque on deadline.

And yet, he sat there patiently dealing with a reader he had never met. "I'll check on that," he said, then put the reader on hold and went to the newspaper's library to look up the answer.

It was some geography question unrelated to the newspaper, I think, or maybe it was world history. Doesn't matter. He found the answer, came back and satisfied a grateful reader.

After he hung up, I said, "Why did you do that?"

"Do what?" he said, scowling as he resumed his usual gruff personality.

"You could have switched that call to the library or to a clerk," I said. "Why did you think you had to answer the question?"

"Jim," he said, "if somebody thinks enough of the newspaper to call and ask a question, we should think enough of that person to get him or her an answer."

Instantly, my outlook changed as to what a newspaper is. We're not a building or a newsroom or a group of journalists. We're not special, we're not detached from our community.

We provide a service, and we exist only insofar as the users of our service find us useful.

I had a similarly eye-opening experience a few weeks ago.

I was doing one of my favourite seminars, one in which I help reporters and editors come up with story ideas. Before the seminar, I had walked around town and challenged myself to find 25 story ideas in a half-hour.

As I stood in front of that group of two

dozen reporters and editors, I went through my list. For instance, I described a strange, confusing sign I had seen. I asked, "What does it mean?"

A reporter promptly answered my question.

Next, "I stopped in the XYZ Store and talked to the owner. I looked around the

// If somebody thinks enough of the newspaper to call and ask a question, we should think enough of that person to get him or her an answer. //

store, and I concluded his business is really struggling." I then gave reasons for my conclusion.

An editor, getting a thrill out of making me look uninformed, said, "You're dead wrong. His store is in great shape. You don't understand his business. He's making lots of money."

Next: "I saw a group of kids dancing on a street corner. What's that all about?"

A reporter: "That's the (Such-and-such) group. They do that often."

And so on. With almost every idea I mentioned, people would shoot back a response or explanation that implied I simply didn't understand their town: "Oh, that's just such-and-such," or, "Yeah, we know about that," or, "That's been there for years."

They had fallen into my trap.

After I finished my list, I said, "It's wonderful that you know so much about your city, but my question is: Have you explained all that you know to your readers?"

Finally, I had said something for which no one had a swift, ready answer.

See, we know (or we think we know) one heck of a lot that we never consider telling our readers. Instead of seeing ourselves as one of our readers, we elevate ourselves to a loftier level, alongside the insiders and the elite. We are superior, we reason, because we know so much.

And I am saying: Why are we not telling readers what we know?

Once, when I was the city hall reporter, I got scooped, then I got chewed out, then I got smart (thanks to a wise editor).

A crusty old gent named Tom would show up each week at city council meetings and berate council members for either what they had done or what they had failed to do. His criticism was hilarious, but also, usually way off the mark.

After one meeting, a reporter at a competing paper followed up on something Tom had said and got an excellent story from it. I, convinced Tom was a loony, hadn't made the effort. I got beat, and my editor, usually mild-mannered, angrily wanted to know why.

"Tom is a crackpot," I whined. "I can't spend my time checking up on everything he says."

The editor responded, "Why not? Isn't that what we pay you for? And besides, even crackpots are right occasionally."

Ignorance is not what most threatens us; complacency is.

Through diligence, we can cure ignorance. Curing complacency is more difficult. It requires us to admit we are wrong. It requires us to get up and answer readers' questions.

THE FINAL WORD: Writers often misuse the French phrase "laissez faire." Literally, it means "Let (people) do (as they please)."

Often, however, I will read it as a synonym for nonchalant, as in, "(Name of baseball player) took a laissez faire attitude toward the fly ball, so it dropped for a single."

I suspect that happens because the word "laissez" sounds somewhat like "lazy." Properly, the phrase refers to government's staying out of people's lives.

Jim Stasiowski, writing coach for the Dolan Media Co., usually welcomes your comments or questions. However, he is moving from Baltimore, Md., to Sparks, Nev., and he will not be available for writing discussions this month. Next month, he will have a new phone number, a new address and possibly, a new idea to write about.

Participate in ComBase's next study

By Peter Josselyn

Canadian Community Newspapers Association

ComBase, the largest readership research study of community newspapers in the world has been moving province by province, signing up members for the next wave of its study. So far, the response has been very positive in the Western provinces. The focus is now on Ontario with a deadline of October 30, 2007.

Why is ComBase important?

There are many reasons to take part in a readership study. The most important is that it can become one of your newspaper's strongest tools for generating ad revenue. This can work at the local, regional, and national level. For most members, the study paid for itself with the gains in advertising.

A readership study measures your newspaper locally, but taking part in a larger study puts your newspaper on the radar for national ad buyers. As agencies become more interested in community newspapers, up-to-date readership data becomes more important.

ComBase is the most authoritative readership study about community newspapers in Canada. Media buyers agree.

"ComBase provides valuable third-party readership information that allows us to make educated decisions on behalf of our clients. It puts community newspapers on the same footing as other media in Canada. We look forward to the time when ComBase becomes the industry standard for all community newspaper readership,"

noted Ian Kidnew and Maggie Fife, Group Media Managers for M2 Universal.

Why now?

The current ComBase database consists of data from 2003 and 2005 (this combination of data is called a rolling sample). Those in the advertising world agree that the lifespan of any media study is four years. This means that the 2003 data must be replaced. The single most effective way to simplify data collection and processing is to eliminate the rolling sample which means starting the survey from scratch.

Conducting the next study now achieves two objectives: the



aging 2003/2005 database is replaced, and the ComBase methodology is streamlined.

How much will it cost?

Pricing has been set at \$50 per interview. The recommended sample size is based on the size of the market as defined by Statistics Canada's Census 2001/2006. For regional publications in more than one town, the number of households in the Market Analyzer newspaper's distribution area will be used.

Deadline is October 30

households fewer than 500 = 100 minimum interviews = \$5,000 study cost

households 500-1,000 = 150 minimum interviews = \$7,500 study cost

households 1,000 + = 200 minimum interviews = \$10,000 study cost

Need for readership data

The need for comprehensive readership data has never been greater. Media buying agencies have many different choices and need data to justify choices to their clients.

David Stanger, president of DSA Media, observed, "At a time when the demand for 'proof' to justify advertising expenditures increases in intensity with every planning meeting I attend, the need for solid readership information has never been greater."

How do I sign up or get more information?

To confirm your participation or if you have any questions, contact Director of Client Services Kelly Levson at kellylevson@combase.ca or toll-free at 800-481-6580. For more information about ComBase, visit the web site at www.combase.ca.

The Board of Directors of the Ontario Community Newspapers Association wishes to welcome the following newspapers as Probationary Active Members at the September 20 Board meeting.

- Elmira Independent Weekender, weekly Friday, circ. 12,650, Metroland
- Vaughan Today, weekly Friday, circ. 65,000, Multicom Media
- Toronto, L'Express (French), weekly Tuesday, circ. 4,190
- Picton County Weekly News, weekly Friday, circ. 12,636 Sun Media (formerly Osprey)
- London/Lambeth Your Village News, weekly Friday, circ. 6,300 Hayter Walden Pub.
- Toronto Canada Kyunghyang News (Korean), weekly Friday, circ. 3,000
- Nepean Barrhaven News EMC, weekly Thursday, circ. 45,508, Performance Printing
- Innisfil Journal, weekly Friday, circ. 10,000, Metroland
- Toronto Kanadai-Amerikai Magyarasag (Hungarian), circ. 3,000, weekly Saturday

Ed Henninger of Henninger Consulting would like to provide OCNA members with the following services FREE!!

www.henningerconsulting.com

- A phone evaluation of your newspaper's design.
- Answers to questions about your newspaper's design.
- Answers to questions on design issues and trends.
 - Answers to questions on type and typography.
 - Answers to questions on colour and colour use.
 - Answers to questions on advertising design.

Lending Library

Take advantage of one of OCNA's great members' services. The Lending Library offers newspapers an opportunity to educate staff in a cost-effective manner.

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 http://members.ocna.org/AFS/Best_Practices/Lending_Library/LendingLibraryOrderForm.pdf

Contact Lynn Fenton at 905-639-8720 ext. 232 or l.fenton@ocna.org

CLASSIFIEDS

EMPLOYMENT WANTED

CAREER OBJECTIVE:
Copy Editor / Sports Editor / Reporter

PROFILE

A highly organized and resourceful employee whose personality is geared toward working with people. A practical and dependable person who strives for opportunities whenever possible and is qualified to manage numerous tasks, and able to utilize available resources and learn quickly. An effective problem solver and researcher and very resourceful.

Please contact:
ALGE BORUSAS at
905-546-1577 or
a.borusas@hotmail.com

Members: e-mail your **FREE** News Clips classifieds to a.modesto@ocna.org

GAULIN MEDIA



Online Recruiting

"A job for every journalist."

jobs@jeffgaulin.com

www.jeffgaulin.com

Fax: (403) 374-0625



Published monthly by the
Ontario Community
Newspapers Association

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

OCNA TEAM

Robyn Matravers, Executive Director,
Anne Lannan, Member Services Manager;
Todd Frees, Controller; Wendy Picken, Accounting/CNRIE
Susana Czymrek, Accounting Coordinator; Lynn Fenton,
Member Services Coordinator; Allison Modesto,
Communications Coordinator; Carolyn Press, Erica Leyzac,
Alexis Komon, Ted Brewer, Tom Walsh, Ad*Reach; Carol
Lebert, Sales Coordinator; Ian Youseman, Technical
Systems Coordinator; Gordon Cameron, Government
Relations Associate

News Clips Editor: Allison Modesto

OCNA OFFICERS

Rick Shaver, President, Cornwall Seaway News;
Abbas Homayed, First Vice-President, Sudbury Northern
Life; Don MacLeod, Second Vice-President, Osprey
Media; Linda Plumridge, Secretary/Treasurer,
Fort Frances Times; Mike Williscraft, Past President,
Niagara This Week.

OCNA DIRECTORS

Keith Roulston; Blyth/Brussels Citizen; Dave Sykes,
Goderich Signal-Star; Peter Winkler, Metroland Fairway
Group; JT Grossmith, Alexandria Glengary News; Tim
Dundas, Osprey Media; Pat Logan, Bowes Publishers;
Mohsen Taghavi, Salam Toronto