



CRTC's new Telemarketing Rules and iOptOut.ca

The new Canadian Do-Not-Call List for telemarketers came into effect September 30, as publishers and circulation managers have known for some time. Although the Canadian Newspaper Association (CNA) lobbied successfully to exempt newspapers from the requirement to abide by the DNCL in telemarketing, newspapers still need to meet some new requirements. For complete information on the new telemarketing rules, visit the DNCL site.

For example, the new regulations require all telemarketers to register whether or not they are exempt. There is no fee for this. Another requirement is for exempt organizations to maintain their own do-not-call lists, which newspapers have long done as a matter of course.

It is important that newspapers understand their obligations, not just because of the fines that can be levied as a result of the investigation of a complaint, but also because of the sensitivities of consumers around telemarketing and the possibilities for consumer backlash due to confusion and frustration.

Many newspapers have already begun wrestling with these issues. CCNA's CEO John Hinds welcome your feedback and any advice or direction you wish to provide to assist your association in managing this file. Here is more information that newspaper personnel need to know about the legislation. Please pass it along to others in your office.

What Newspapers Should Tell Readers

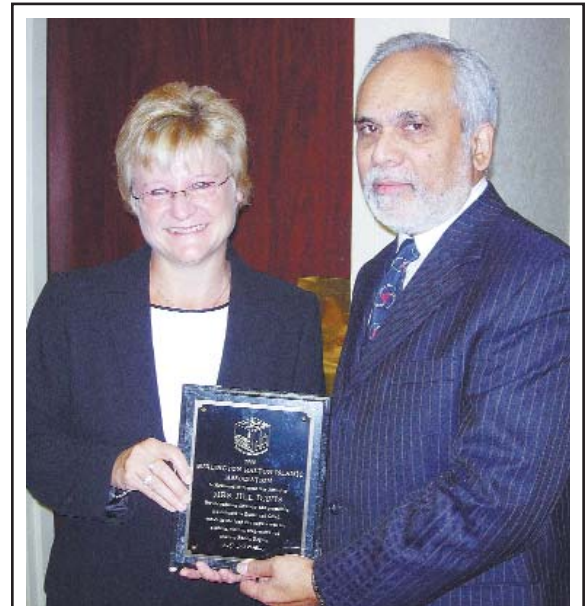
Many consumers who register with the DNCL will continue to receive telemarketing calls, and to reduce confusion, the CCNA and CNA believe it is important that they understand why. First, 31 days are allowed for DNC requests to take effect. Second, consumers who have existing business relationships with companies will still receive calls from those companies, unless they tell them not to call. Third, market research companies, charities, newspapers and political parties have all been exempted from the requirement to exclude DNC registrants from their calling lists. This is because Parliament recognized that all these groups serve the public interest in one way or another.

If consumers receive a call from a company they no longer wish to hear from, there's no need for panic. They simply have to request, on the call, that they not be called again. It's as simple as that. However, consumer advocates and others who may have an interest in creating hysteria around this issue may wish to spin it negatively, at the expense of companies that have responsible, consumer-sensitive policies on telemarketing.

We suggest therefore that newspapers explain clearly to readers:

- why some people will still get telemarketing calls even if they have joined the national DNCL;
- that some organizations are exempt, but obliged not to call again if so instructed;
- that newspapers take personal privacy very seriously, and;
- here's how to get on this newspaper's do not call list.

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Promoting diversity

Jill Davis, Editor-in-Chief of Metroland Media Group's Halton Division, was honoured by the Halton Islamic Association recently at the Burlington Holiday Inn. Siddiq Burney, representing the association, presented Davis with a plaque that thanked her for "recognizing diversity and promoting its richness, which, in the long run, augers well for a strong, vibrant, progressive and tolerant Halton Region." Several hundred people attended the dinner, which celebrated the end of Ramadan, the month of fasting for Muslims.

Editorial...

Verb-al abuse is killing me

By Anne Lannan

OCNA Member Services

I am writing *out* this article as I think *up* examples of how verbal abuse is killing me. Feel free to write *down* more examples as you find *out* about them and you can print *out* your comments to mail *in* to me or fax *in* depending on your preference. However if you want to meet *up* with me to start *up* a conversation about it, I may have to come *up* with a reason to back *out* of the meeting so I can drink *down* my ulcer medication. If you haven't already closed *down* this file, I'll continue...

I'm convinced this kind of verbal abuse started as children when our parents taught us incorrectly from day one. They would say 'stand up', 'sit down', 'eat up', 'wash up', 'climb up'.

They would also say 'climb down' which isn't even possible since climb means to move in an upward direction.

Then kids learn to use a computer and the first thing Bill Gates says to them is 'Windows is starting up'. When they finish, it continues with 'Windows is closing down'. I think Adobe says 'opening up'.

Let action verbs do their job

Action Verbs really can stand on their own. Our journalism professors use to tell us the word 'that' was used 75 per cent more than it needed to be, but they never talked about the abuse of in, out, up, down, and out. You just don't need them with action verbs so let these strong words speak for themselves.

Here are a few examples I've heard lately:

Separate out the broken ones.

Divide up the cake in equal slices.

Give out Halloween candy

Call up your friend; call out for help; or call in to make a pledge.

CTV's Lloyd Robertson was talking with Mike Duffy about pre-election tactics. "Is all this leading up to an election?" he asked. Well it's not leading down to an election.

Then another night he asked a reporter about the US government "buying out" the

banks in regards to the mortgage crisis.

Strike out at someone; strike up a conversation

He jumped down from the stairs.

Add up the number of mistakes.

The radio announcer was talking about a new candy store. "It's opening up in Hamilton."

Tally up

Close down, close up

National Post article says, anyone who puts the written word down in digital form

Even as they cheer on aspiring chief executives.

Print out, print off

Mail in; mail out, as I will mail out the package today. One newspaper used mail out as a noun instead of using the word mailer, or even mailing. They were so confused about it, they used mail-out, mailout, and mail out in the same article. I think the headline was MP in trouble over illegal mail-out.

Send in; send out

Fax out; fax in

Team up with someone

I received an invitation to 'meet up' with someone - sorry I'm busy.

My radio station traffic reporters are unbelievable. I listen to them every morning and evening tell me that the traffic is 'jammed up' on the QEW. They tell us when the road or lanes are closed down, clearing up, opened up, backed up, blocked up, etc.. I think they are inciting road rage with abuse like this.

A Global newscaster reported that the school was 'serving up' a nutritious breakfast for the students.

Finish out the year.

How's this for a headline? Alitalia hangs out for sale sign. I had to read it twice just to understand it.

A Globe and Mail article explained that CanWest was 'paying down' its debt. Others have said 'paying off' a debt, but paying a debt works just fine.

Toronto Star headline, Titanic survivor selling off mementoes

Another article said Niagara Falls would be lit up in the charity's colours

Sort out

Interviewer: What can they expect if they go down to the audition? It wasn't being held in the basement.

Say it with one word instead

The second kind of abuse is not realizing that less is more. If you need a verb and have to use two words to make your point - with one of them being in, out, up, down, or off, chances are there is a better verb. I challenge you to edit your copy and change any instance with examples like this, which only perpetuates the problem with action verbs.

Work out our problem - how about resolve
Break it out or break it down - how about separate

You tell the kids, cut it out - how about stop

Make up your mind - how about decide or choose

It could take days to set up interviews - how about arrange or organize

Find out - how about learn, discover, research

Picking up - how about collecting, gathering, cleaning

Sign up - how about register, complete

Came up with the idea - how about developed, conceived

He was recruited to head up a new online venture - how about launch, create, develop

The package will go out on - be sent

Look up the answers - how about find

Call off the wedding - how about postpone or cancel

I found out there are others out there - learned, discovered

Since we're on the topic...

'As this age group grows older - you can't grow younger, so say 'As this group ages'. 'The charity was created in 1999 when group X and group Y were merged together, creating a new organization with a new mission and vision.' Could they merge apart? Just say merged.

The car dealer sign read, 'Get More Out Of Your Service'. 'Out of' has replaced 'From', just like 'How Come' has replaced 'Why'. 'What's up' with that?

So take some time to edit your copy to remove in, out, up, down, and off. If you are using an action verb, let it do its job alone. If you're using these words in conjunction with other verbs, find another verb that says it better. The next generation will thank you.

Mark your calendar
Friday, April 17, 2009

OCNA Spring Convention, Trade Show, Career Fair,
and Better Newspaper Awards Gala
Toronto Bloor Yorkville Marriott

OCNA News...



Metroland Simcoe Region's Group Publisher Joe Anderson enjoyed his time with his local MPP Aileen Carroll who serves as Minister of Culture and Minister Responsible for Seniors.



Abbas Homayed, Publisher of the Sudbury Northern Life and President of OCNA, right, chatting with Speaker of the House Steve Peters, MPP from Elgin-Middlesex-London.

Community Newspaper Publishers, MPPs, Ministers and their staff met at Queen's Park on October 1 to talk about the strengths of Community Newspapers and public policy issues. It was a great opportunity to raise awareness for the 110+ people in attendance.



Deputy Speaker and Essex MPP Bruce Crozier, left, with Dr Henry J. Jacek, director of the Ontario Legislature Internship Programme.

OCNA's Queen's Park Day

OCNA would like to acknowledge our appreciation to Sun Media, Metroland Media, Multimedia Nova Corporation, and Transcontinental Media for their assistance in sponsoring the Reception at Queen's Park.



Keith Roulston, Publisher of the Blyth/Brussels Citizen, talking agricultural issues with Lambton-Kent-Middlesex MPP Maria Van Bommel, Parliamentary Assistant to the Minister of Children and Youth Services



Timmins-James Bay MPP Gilles Bisson, Commission of the Board of Internal Economy, centre-right, is shown here with Queen's Park Interns and Staff.



Gordon Cameron, City Editor with Multimedia Nova's Town Crier newspapers and former OCNA Government Relations Associate, knew many of the MPPs and their staff attending the event. He is shown here talking with Linda Plumridge of the Fort Frances Times.

FOR ALL YOUR TRAINING NEEDS...

OCNA WEBINARS

Oct. 30 **Understanding Freedom of Information**

This seminar, as presented by Dean Beeby of The Canadian Press, will outline some basic tips to help you overcome the many roadblocks to success in the FOI world. There's no magic trick, but these time-tested strategies will increase your chances of success. Participants will be shown a series of real-world examples, each starting from the generation of a story idea, to the filling out of the form to the final publication of an FOI-based story.

To register go to:
<https://www1.gotomeeting.com/register/833996630>

Cost: \$60. (Use one speakerphone & one computer and you can train as many people as you like)

Cancellations are permitted up to 24 hours prior to the start of the Webinar session. All other registrants will be billed for the session. Please forward cancellations to k.shardlow@ocna.org

Nov 6 **Revenue Opportunities for Community Newspaper Web sites**

Nov 20 **InDesign** With Adobe's Sebastian DiStefano

Dec 4 **Police Reporting** With Rob Lamberti, Crime Reporter for the Toronto Sun

Jan 8 **The Municipal Act** - council, in-camera meetings, agendas, etc. With City of Ottawa Solicitor Rick O'Connor

Rates for OCNA members are \$60. For more information contact Karen Shardlow at k.shardlow@ocna.org, 905-639-8720 ext 232

CNA WEBINARS

Oct. 22 **TV Book: New Options**

The TV listing guide has been a circulation booster in the past, but now newspapers are looking for other alternatives such as opt-in publishing. Our presenter, Robert Rubrecht, director of circulation marketing for the Newspaper Association of America, will provide an update on best practices throughout North America. This Webinar is suitable for circulation, marketing and ad sales managers.

To register go to
<https://www2.gotomeeting.com/register/790577470>

Nov. 12 **Understanding new libel and fair comment defences**

Nov. 26 **Reverse Publishing: Online to Classifieds**

Rates for OCNA members are \$60. For more information go to www.cna-acj.ca

OCN FOUNDATION'S ONLINE TRAINING CENTRE

<http://ocna.protraining.com>

Register online and train at your own pace, 24/7

Sales 101: Intro to Community Newspaper Advertising Sales

This course has been written specifically to train new sales representatives who have no previous newspaper experience. We know you'll love it!!

Photoshop
Managing Change
Excel
Negotiating
and many more...
Web Publishing
Project Management
Sales and Marketing
Grammar

OCNA members have User Names and Passwords to access the system and register. For more information contact Karen Shardlow at k.shardlow@ocna.org, 905-639-8720 ext 232

TECHNOLOGY WEBINARS WITH KEVIN SLIMP

Intro to Adobe Flash: Basics of Creating Online Newspaper Ads

Oct 30 3 p.m. (EST)

Intro to InDesign: Working with Text

Oct 31 12 p.m. (EST)

Creating the Perfect PDF File (Part 1 of the PDF Trilogy)

Nov 5 3 p.m. (EST)

Finding Problems in PDF Files Before They Become a Problem

Nov 19 3 p.m. (EST)

For more information or to register online, visit:
<http://www.braincast.biz/association.html>
OCNA is also pleased to report that OCNA members will receive a 15 per cent discount for his technology Webinars. To register go to the address above and enter the code: PRASSOC in the Promo Code field.

LOOKING FOR OTHER TRAINING TOPICS? LET US KNOW... [K.SHARDLOW@OCNA.ORG](mailto:k.shardlow@ocna.org)

advertising...

Presentation without demonstration is only conversation

By **Chuck Nau**
Advertising Trainer

Presentation without demonstration is only conversation! Years ago, someone said that to me, time and time again. I now find myself saying it.

As you manage your account list or sales territory, do you have meetings with clients you believe to be sales calls, and your clients see them as just conversation? When was the last time you made a 'presentation' to your top five, ten or 15 revenue accounts? When your competition calls on your potential advertisers or clients are they selling? What are the important elements and steps to a presentation? Where does a presentation fit in the big picture of selling?

The key to developing and giving successful sales presentations is that it is all about offering a business solution (to a potential advertiser), meeting an identified need, concern, or issue on the part of your client, or seizing an opportunity in the marketplace and then developing strategic goals and helping your client to achieve them through the use of your newspaper products.

Presentation is one of the four PLUS one elements in the sales process.

- **Step One - Preparation** Research the marketplace to learn all you can about your potential advertiser. Your sales objective is to gather information, to learn more, and further qualify your identified retailer or service provider. One of the best strategies to warm up those cold calls (... as in the next step opening the call) is through a Recon Mission, which will take place at your potential advertiser's place of business. Visit, walk around, and look (eyes to see - ears to hear). As you gather your information, a picture of your potential advertiser should begin to form.

- **Step Two - Preliminaries or Opening the Call** or more simply, is the prospect interested? That's determined by asking questions and listening PLUS your own observations gathered through a recon mission.

- **Step Three - Investigation (or Interviewing)** Obtaining and providing some information, sharing feedback, encouraging trust, and beginning to develop a business relationship based on open and honest communication (TRUST). Don't tell to sell ... ASK QUESTIONS!

- **Step Four - Presentation** Demonstrate how your newspaper or newspaper products



Water Cooler

- Susan Muszak, Sun Media's Senior Group Publisher, South Central Ontario, has appointed **Linda Leblanc** to the position of Group Publisher for South Central Ontario. In addition to her current role as publisher of **the Londoner** and Forever Young, she will assume responsibility for the following operations: Webco London, Stratford Printing, Ontario Farmer publications, Strathroy Dispatch, West Lorne Chronicle, Business London, London City Life, St. Thomas Times Journal and The Elgin County Market.

Linda started her career in newspapers 28 years ago at the Kapuskasing Northern Times, and then moved to Timmins to take the helm of the Timmins Times and Norweb printing facility. In 2006, she and her family moved to Sarnia where she was group publisher of the Boves publications in that area. For the past year, she has been publisher of the Londoner / Forever Young as well as being part of the Corporate Production Team.

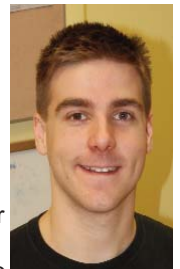


- **The Port Perry Scugog Standard** is pleased to announce the appointment of **Rik Davie** as Publisher for The Scugog Standard and Standard Special Publications. Davie is an honours graduate of the Durham College Journalism Program and was one of the founding staff members of The Scugog Standard. He has worked as a crime reporter as well as an education and municipal reporter and has written for a number of national periodicals. He was the 2007 winner for Best Spot News Photo from the CCNA. He will continue to hold the post of Managing Editor, working with sales and management staff to publish a growing number of government-sponsored and private information publications while maintaining the high quality and integrity of our flagship, the OCNA award winning Scugog Standard.



- **The Vankleek Hill Review** is pleased to welcome **Philippe Morin** to its editorial team. Morin is a graduate of Carleton University's journalism program. After school he moved to the Northwest Territories and spent almost three years in Inuvik. He wrote for the territorial newspaper **News/North** and was also a producer and occasional host of CBC radio, while also creating a popular photo blog. His first book of photos ("Inuvik: Northwest Territories") is scheduled to be published this year as a fundraiser for the Inuvik Food Bank.

Phil is especially interested in multimedia journalism, and plans to use sound and video online at The Review. He is a fluent francophone and is a fan of serious stories told in comic books. (See: 'Persepolis' by Marjane Satrapi, 'Last Day in Vietnam' by Will Eisner, 'Louis Riel' by Chester Brown, 'Epileptic' by David B.)



will meet the needs of your potential advertiser or client. It is also demonstrating proof - proof positive - that you can and will deliver identified benefits. It is offering a business solution, being a problem solver.

- **Step Five - Close ...** Actually, it is not closing at all, rather asking for the business. It is asking to open the door on a new business relationship. While you ask for the business, you reiterate the benefits your newspaper products offer, the solutions that your newspaper will bring to your advertiser's business, and you, once again, demonstrate proof (... testimonials!!!). How might you best prepare and develop a presentation? What should be some of the key processes, thoughts, and ideas?

That, of course, leads us to ask the question about the actual 'giving' of our presentation. Let's take a quick overview of these questions. In developing your sales presentation, remember to review your recon mission information plus your client research and interviews. Organize and structure your presentation following this simple structure. What's the problem or perception? What's the solution you and your newspaper offer? How will you demonstrate proof? How will you help your potential advertiser or client visualize the benefits? Be sure to consider the format (visuals) you will use, and determine if there should be handouts or leave behinds. Be sure to clarify your primary

Continued on next page...

advertising...

How to write better ad headlines

By John Foust
Raleigh, NC

In the 1980s, International Paper ran an award-winning Power of Print ad campaign, featuring a series of educational subjects – each delivered by a well-known literary figure. Here's a sampling:

- How to write a business letter by Malcolm Forbes
- How to read faster by Bill Cosby
- How to write with style by Kurt Vonnegut
- How to read an annual report by Jane Bryant Quinn
- How to enjoy poetry by James Dickey
- How to make a speech by George Plimpton
- How to improve your vocabulary by Tony Randall

What do these headlines have in common? By using the two simple words 'how to', each ad clearly states a benefit. Readers instantly know what they will gain by reading the rest of the ads. If you want to accomplish the same thing in your ad copy, here are a few points to keep in mind:

1. Start with a relevant benefit.

The vital first step in the process is to gather as much information as possible about the product or service you are advertising. Ask questions, probe for details, and look at the situation from the target audience's point of view. Although all features have at least one corresponding benefit, remember that not every benefit will be a deal-maker to your audience.

Are your typical buyers most concerned about selection? Price? Location? Find the benefit that is most important to your audience, and build the advertising around it.

2. Use the words 'how to'. These two words lead directly to a benefit – by way of a verb that puts the reader in the driver's seat. You've seen this strategy in book titles, such as Dale Carnegie's *How to Win Friends and Influence People*. The title tells you exactly what the book is about, and promises a benefit.

3. Be specific. The words 'how to' will not work unless they are connected to a specific statement, as illustrated in this simple progression:

- a) How to save money and How to save a lot are vague and ineffective.
- b) How to save money on your new car is a little better because it at least pinpoints a product category.
- c) How to save money on your new Widget-mobile is another step in the right direction because it identifies a name brand.
- d) How to save \$2,000 on your new Widget-mobile is even better. It clearly states what the ad is about, and promises a specific benefit.

When you're talking about saving money, it's always smart to specify a percentage or a dollar amount.

4. Consider dropping 'how to'. One of the most interesting things about this 'how to' copywriting technique is that it can work without the words 'how to'. Crazy as it may sound, you can often eliminate the opening without changing the meaning. For example, Save \$2,000 on your new Widget-mobile says the same thing as How to save \$2,000 on your new Widget-mobile.

Headline writing is an important advertising skill. You have to be willing to tweak the words until they're just right.

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E-mail John Foust for information about his training videos for ad departments, jfoust@mindspring.com

Steps to closing the deal and opening new business

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AND secondary goal. Consider using 'spec ads' and testimonials. Be prepared, think through and anticipate possible questions or objections. Ask yourself if you and your presentation will be understood and flow easily. Practice, practice, practice.

Giving your presentation should, again, not be perceived as the 'hard sell'. Rather, you are meeting a need, offering a business solution, and demonstrating a benefit. As you begin your presentation, strive to develop some rapport (icebreaker conversation...) and put both your potential advertiser and you at ease. Outline your presentation BEFORE you actually begin (...any questions, necessary time commitment...), stating the potential advertiser's need as the objective of your presentation. Moving to a benefit statement, involving the client ("Chuck, you mentioned..."), asking for confirmation (questions), restating/resolving objections, gauging your audience, pausing and listening, summarizing, asking for the order and then reiterating the plan or proposal restating benefits are all elements of a successful presentation.

Last but not least, don't forget to establish the next steps. If you were successful, what should be planned for follow up? Be sure to confirm it in writing and send a thank you note. If you were not successful, what are the client expectations and what objections need to be overcome or revisions made to your strategic plan? Stay with it. You have a good newspaper, it will work for your potential advertiser.

One last point. I have outlined a more formal or structured selling presentation. Don't overlook the informal or casual selling presentations ... when you walk your potential advertiser or client through your newspaper demonstrating and pointing out successful advertisers or noteworthy ads, a new feature, the impact colour has in the paper and in ads, a reader or advertiser testimonial.

© Murray & Nau, Inc. Chuck Nau of Murray & Nau, Inc. is a Seattle area based publishing consultant and sales and management trainer. He has been a speaker for and conducted advertising, marketing, management and sales training workshops with newspapers, niche publishers, publishing groups and press associations, throughout North America. Comments and questions are welcome and may be directed to Chuck via email: murnau@nwlink.com or at (425) 603 - 0984.

MR. MARTIN, SINCE YOUR CAREER IS ALMOST OVER, PERHAPS I MAY SUGGEST A FINE BIOGRAPHER?



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 <http://sneuro.com/default.html>

members in the news...



Reporter Stephanie Hounsell receives an award from Crime Stoppers International for an article she wrote about Halton co-ordinator Gary Gold (centre) when he first took the position. Gold was honoured with the award for Co-ordinator of the Year for his efforts in Halton. And John McGhie, editor of the Georgetown Independent and Free Press, received an award for Best Newspaper Crime of the Week.

Crime Stoppers recognizes newspapers

It's great when the Milton Canadian Champion is able to help promote Crime Stoppers' cause through a compelling story. When we win an international award for doing so — well, that's even better.

Milton's local paper was informed it had been recognized with a media award at Crime Stoppers' worldwide conference, competing against more than a thousand papers from more than 30 different countries. The award for Best Newspaper Special Report or Feature was presented for a story written by reporter Stephanie Hounsell in February, 2007.

"This is a big deal to take top honours in this competition," said Tom Suddaby, chair of Halton's Crime Stoppers program. "It's truly world class recognition." The award was announced recently at the 29th annual Crime Stoppers International conference in Iowa. The Georgetown Acton Independent Free Press was also recognized, taking the award for Best Newspaper Crime of the Week for highlighting the theft of a bronze memorial marker. It had been installed at a local park in memory of a former Citizen of the Year in Acton who died after a brief battle with leukemia.

The winning submissions were judged in the category for communities with populations of between 400,001 and 750,000; Halton's population is about 440,000. Suddaby said he's grateful for the strong media support Crime Stoppers of Halton has received.

David Harvey, General Manager of the Champion, said he too is happy with the ongoing partnership.

"The Canadian Champion is pleased to be able to assist Crime Stoppers in its ongoing effort to solve crimes within our community," he said. "Ultimately, we all share the same goal — to make our great community a safe place in which to live and work. This recognition is also a reflection of our dedicated editorial team members who ensure that all of the local news is covered effectively and efficiently."



Newsmakers

A few updates from **The Vankleek Hill Review**.

- The Review broke new ground during the October 14 federal election. Community groups organized an all-candidates debate on October 10, too late for news to be printed prior to Election Day. Using thereview.on.ca, journalists brought content to readers immediately, streaming live audio from the debate and providing unique commentary via a live blog.
- On Election Night, The Review did two more live blogs right from party election night headquarters and also partnered with local television station Cogeco TV 11 to stream audio from the broadcast on thereview.on.ca. In exchange for the audio feed, Review journalists conducted live over-the-telephone interviews with Cogeco anchors.
- While The Review is moving into new multi-media coverage, it is also planning a change for its paper size. In November, The Review will be reducing its current 15-inch broadsheet page width to 12.5 inches. In its 115-year history, the page size of The Review has changed six times. The last change occurred in the 1980s, when the page size went from 16.5 to 15 inches. With this latest change, The Review is actually reverting to the same page width of its first edition in 1893.

The Espanola Mid-North Monitor has had a busy year with a major focus on Espanola's 50th Anniversary of Incorporation and the big Homecoming Weekend at the beginning of August, but the fun doesn't stop there.

Last year, we introduced a photography contest. The winners were featured in the Mid-North Monitor 2008 calendar. We had 35 people enter 96 entries last year. This year, 70 people entered 333 photographs, and they are excellent. We will be announcing the final 13 winners (13 months in all) at yet another bash. The Mid-North Monitor is celebrating its 30th anniversary this year. We will have our Mid-North Monitor 30th Anniversary Decadent Desserts Gala on Thursday, November 27 at the Espanola Royal Canadian Legion.

We're hoping past editors, reporters, production staff and management will attend and extend a special invitation to them to contact us here at: editor@midnorthmonitor.com. I'm sure some of them are still out there in 'newspaper land'.

We will also have a special display set up by the Espanola Historical Society of how the Mid-North Monitor has created, and shared, the history of the area over the last three decades. And, of course, there will be plenty of birthday cake to top off the evening. Look forward to seeing some old, and new, friends there! Rosalind Raby, Editor

The Toronto Downtown Bulletin started printing on 38 lb. glossy stock in full colour in August. Our print run is now 76,000, with Canada Post delivering 71,000 of those, a private courier delivering 4,000 to houses in Leslieville and plans to further extend our mailed and delivery distributions that serve eight distinct neighbourhoods in Downtown Toronto.

Distillery takes the city to OMB

FUNNY GIRL

Argo Talbots true double bluff

BIA helps create jobs for homeless

On October 14 VOTE El-Farouk Khaki in Toronto Centre

Writing can be so 'dramatic'



By Jim Stasiowski
Writing Coach

The following sentence, which appeared in a prominent daily newspaper, has four errors, none of which is an error

of fact:

In the past few days, a chain-link fence has gone up around the Hennepin County Jail downtown and the City of St. Paul recently bought more than 200 Tasers so that all of their officers have one.

If you identify and correct the four errors, you have earned a valuable prize, although that itself may be an error of fact, depending on your philosophy of life. Truth is, I do not have a valuable prize to give, although one could argue that being right is a prize, albeit of the spiritual rather than material kind. (More later about that sentence and the prize.)

I'm in an error-spotting mood because, well, I'm always in an error-spotting mood, except at dinnertime. (You'd have to know my wife, Sharon, to understand. Her cooking is always perfect.)

For instance, I read that two buildings were in 'close proximity'. The noun 'proximity' means 'the state or quality of being near; nearness in space, time, etc.' Thus, 'close proximity' is redundant; just delete 'close' or 'proximity'.

But really, each is inefficient. Why not specify the actual distance between the objects you are writing about? Face it, 'proximity', no matter what modifier you dress it up with, is a lazy description.

Many reporters add italics, especially in quotations:

"I've watched the city work crews make an absolute *mockery* of the project," Morrison said.

I have no doubt that, in the interview, Morrison emphasized 'mockery'. The problem is that in every sentence, sources emphasize this word or that word, and if we start italicizing words every single time someone places emphasis on them, well, we'd be italicizing just about every other word. (I summoned all my willpower to keep from using an exclamation point at the end of that sentence.)

Don't use typographical tricks to add heat to a story. Follow this guideline: If the quotation has emphasis, it doesn't need our help; if the quotation doesn't have emphasis, our help will not make it emphatic.

How about a riddle: When is something dramatic without having any drama?

Why, when it is a 'dramatic increase', of course, and these days, any large increase (or decrease, or rise, or fall) automatically is labeled 'dramatic' in newspapers, on TV, on the Internet, probably even in modest ranch homes.

The dictionary does allow 'dramatic' to take the definition 'great, marked, strong, etc., (a dramatic increase in prices)'.

However, not every increase, decrease, whatever, is 'dramatic'.

Probably the first journalist to use 'dramatic' as a synonym for 'large' was thinking: "You know, this increase (decrease, whatever) is not only big, but also loaded with turmoil. I think I'll go with 'dramatic' instead of simply 'large.'"

And, in the early 1970s, when the increase in gasoline prices first jolted us from our sleepy complacency, the use of 'dramatic increases' was both colourful and accurate. But after a generation of large — there, I said it, plain, simple 'large' — increases in the price of gasoline, the drama is gone, even when the price hits \$4 a gallon.

Sure, the prices of gasoline and other energy sources have risen a lot, but the habitual overuse of 'dramatic' bleeds dry whatever sense of drama existed.

An increase in prices can be 'large'. It can be 'swift'. It can be 'massive'. It can even be 'gargantuan', although I would save that nuclear-powered adjective for an increase from \$4 to \$16 a gallon overnight. But it doesn't have to be 'dramatic', unless, of course, it is dramatic.

So, let's go through the sentence at the top of the story:

First, it needs a comma between "... and" and "the City of St. Paul ..." Without that comma, readers can read, "... a chain-link fence has gone up around the Hennepin County Jail and the City of St. Paul ..."

Second, the AP Stylebook says not to capitalize 'city' in 'city of St. Paul'.

Third, the plural possessive pronoun 'their' should be singular, 'its'. The antecedent of the pronoun is the singular noun 'city of St. Paul'.

Fourth, the clause "all of (its) officers have one" can be construed to mean that all of the officers will share just one Taser. Better: "... so that each of its officers has one."

And, for the record, the sentence was from THE NEW YORK TIMES.

THE FINAL WORD: Words that become trendy, such as 'dramatic', almost always become overused, and then lose their original meaning. Today, 'disingenuous' is on the verge of the overuse-bad-use syndrome.

It doesn't mean merely 'not straightforward ... insincere', as our standard dictionary says. Rather it usually is an accusation that a person is feigning naiveté or ignorance. As The New Oxford American Dictionary says, 'disingenuous' usually refers to 'pretending that one knows less about something than one really does'.

Jim Stasiowski, the writing coach for the Dolan Media Co., welcomes your questions or comments. Call him at 775 354-2872, or write to 2499 Ivory Ann Drive, Sparks, Nev. 89436.

Ethical Case Study for discussion at your newspaper

Someone stole a lawn trimmer, a chain saw, a power drill and various other tools from a shed on a local man's property. Your reporter is in the police station writing down these facts when the man who owned the tools comes in. "You're not going to put this in the paper, are you?" he asks the reporter.

"I don't want to have to talk about this to everyone I meet, and to have everyone know my business," he says. "I value my privacy. I was a victim when I was robbed. Please don't make me a victim a second time by putting this in the paper."

The reporter brings the man's request to you. He points out that printing just the man's address without his name won't be much help, because he lives in an isolated part of town. If the address is used, most people will know the man's name anyway. As editor, you decide:

- To print the story, with the victim's name and address, in the police news column. It's unfortunate that the man was robbed, but news of this type is important for other townspeople to know.

- Not to print the story. You agree with the man's argument that you would victimize him all over again if you reported that he was robbed. He, after all, is the innocent party, and he deserves to be let alone.

Case Studies provided by the Ontario Press Council. www.ontpress.com

Seeking nominations of Junior Citizens

It is time to seek nominations for the 2008 Ontario Junior Citizen of the Year Awards. This prestigious program has been co-ordinated by the Ontario Community Newspapers Association on our member newspapers' behalf for the past 27 years. The program allows community newspapers to show to their readers and advertisers that they are leaders in their communities by acknowledging young people who are actively involved in their communities. Each editor will present a certificate of recognition to each nominee from their communities.

OCNA member newspapers have been publishing the ad below as space permits over the past month. A quarter page version of the ad will also follow. Please include a promotion on your Web site with a link to www.ocna.org so your readers can download a nomination form.

Below, please find an editorial to promote nominations for the 2008 Ontario Junior Citizen of the Year Awards. Remember that nomination deadline is November 30.

Please change town/city to suit your community. Please change xxxxxxxx to your community name. Also change link to your Web site if you are promoting the awards there.

OCNA will send any nominations from your community to you, with a Certificate of Recognition, in December. Please remember that your newspaper can also nominate someone. It doesn't have to come from a reader.

Recognizing our young leaders

Our editorial team has spent the past six weeks covering political leaders in our community, so it only seems appropriate that we are now turning our attention to the young leaders of our city. We have been filling our news pages with stories of how our political candidates plan to invoke changes that will see growth and stability among our residents and businesses.

Now, we're going to show you examples of how so many of our youth are already giving of their time and energy to make this a great place to live and work. These young people intuitively understand what the word 'community' is really about and unselfishly give of themselves by volunteering with different local groups and clubs, at school, at churches, with sports, and more.

That's why this newspaper strongly supports the Ontario Junior Citizen of the Year Awards here in xxxxxxxxxx so we can provide recognition for outstanding young people who are, and will continue to be, leaders in our city. The awards program is co-ordinated by the Ontario Community Newspapers Association (OCNA), of which we are a member, and sponsored by TD Canada Trust.

Any Ontario resident aged 6-17 is eligible to receive an Ontario Junior Citizen of the Year Award. Please help us by nominating an individual in one of four areas:

- A person involved in worthwhile community service.
- A special young person contributing to their community while

living with a physical or psychological limitation.

- An individual who has performed an act of heroism in the past year.
- Good kids who show a commitment to make life better for others and do more than is normally expected of someone their age.

Each nominee will receive a certificate of recognition. Up to 12 of the nominees and one group will be chosen as the final recipients of the provincial Award and invited to a special ceremony held in Toronto in Spring, 2009.

Your vote counts with this newspaper. Nominate an outstanding young person today, and we will personally present them with a certificate of recognition and showcase their contributions in this newspaper. Help us to pay tribute to our leaders of today and tomorrow.

Nomination deadline for the 2008 Ontario Junior Citizen of the Year Awards is November 30. Nomination forms are available at www.ocna.org or by calling OCNA at 905-639-8720 ext 228.

OCNA Better Newspaper Awards Entry Deadline is October 31

Go to <http://members.ocna.org> if you don't have the entry guidelines

Mark your calendar now for the Awards Gala, Friday, April 17, 2009 at the Toronto Bloor Yorkville Marriott.

Looking for a new column?

Former NHL referee, now sports columnist!

Let me introduce myself - I am **Bruce Hood**, formerly a 20-year referee in the National Hockey League and a writer of two best-selling books about hockey. Over the years I have also written many articles/columns about sports, travel and life. Currently I write a weekly column *The Way I See It* about sports - mostly hockey but recent columns have been about pro sport salaries, golf, baseball's Cito Gaston, sports memorabilia, sport fishing, TV sports junkie, and even Don Cherry!

With the hockey season now underway I am sure your readers would enjoy my column. The response about my articles has been great!

To view a few samples of my column, go to <http://members.ocna.org> - Syndicated Columnists folder. I hope you will give my column serious consideration for your publication and would appreciate the opportunity to discuss it with you. I can be contacted at bruce@brucehood.ca or at 519 833-9979.

OUR YOUTH... REACHING OUT AND MAKING A DIFFERENCE

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 limitation; a 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!

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

Nominations will be accepted until November 30, 2008



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

Sponsored by:



Making a Difference Together

Co-ordinated by:



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



Third party requests causing extra work

...continued from page 1

iOptOut.ca: What should newspapers be doing about it? We also suggest that newspapers inform readers of their privacy policies and especially their policy with regard to iOptOut.ca.

Many newspapers have already received DNC requests from a 'third-party' Web site operated by Michael Geist (currently only available in English, but he says French is coming). Geist is an Ottawa law professor and consumer advocate who has made it his personal mission to give consumers a way around the telemarketing exemptions allowed in the legislation, including the exemption for 'existing business relationships'. This latter exemption impacts every business in the country that uses telemarketing.

iOptOut.ca exploits a legal requirement that even exempted organizations must keep their own DNC lists. But it circumvents the organization's own processes for adding names by allowing consumers to identify with one keystroke organizations from which they do not wish to receive telemarketing calls. The Web site then sends this data to the organizations listed on the site. Currently, about 30 daily newspapers are listed. So are a few of the country's 80,000 charities, along with banks, insurance companies and other businesses.

Because about 75 per cent of iOptOut users simply check 'all' and do not distinguish among organizations listed, companies are reporting that they have received many thousands of DNC requests from individuals they would never have called to begin with.

For example, one regional newspaper has reported receiving as many as 50,000 'third party' requests to be placed on the paper's DNCL through this Web site, with only a small percentage of the phone numbers belonging to their marketing area. Others have complained that the requests need to be processed manually, which is

tiresome and costly. None of the requests are authenticated so you can't be sure they are from who they say they are, leaving some managers wondering if they should be processed at all.

Many other industries share these concerns. Surprisingly, the Chair of the CRTC has taken the view that third party requests from iOptOut.ca are valid and should be acted on by organizations receiving them whether they can be authenticated or not. Similarly, the Privacy Commissioner has taken the surprising view, in letters to CNA and others, that the onus of authenticating third party requests so as to comply with PIPEDA is on the organization receiving them, not on the third party that passes them on.

Both the Privacy Commission and the CRTC directed industry to "work out" any technical issues directly with Geist. The CRTC has clearly taken the view that they would like to see iOptOut work.

Legal Opinion

CNA obtained a legal opinion on this matter but because there is no case law on which to base it, it is somewhat inconclusive. We have been advised to suggest to members that if they choose not to accept

iOptOut requests, that they tell their readers clearly that this is the case.

Some industry groups believe it will be necessary to mount a legal challenge to Geist; others prefer to wait for a test case in the courts. The CCNA and CNA are still formulating their approach.


Business-To-Business

Please note that the Do-Not-Call requirements only apply to calls to consumers. Business-to-business communication is exempt.

Your Feedback and Next Steps

Newspapers will have to make their own decisions in regards to iOptOut and we advise them to seek legal counsel. CCNA/CNA Public Affairs would be happy to provide any CCNA member newspaper with documentation that has been made available to us, as well as with the response to our letter to the Privacy Commissioner. We also want your feedback and suggestions. Do let us know how your newspaper plans to deal with iOptOut requests.

If you have any other questions, or require further clarification, please contact CEO John Hinds at jhinds@ccna.ca.



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technology...

Outbound calling takes sales finesse - and a bit of science

By Beverly Crandon
Interactive Insider

Is there even such a thing as inbound ad sales anymore? With the inbound phone lines ringing less in contact centres, it's even more critical to reach out to present, past and future customers. Most ad publishers are finding it necessary to do so to incumbent customers for renewals and following the competition for new leads. If you're going to meet your revenue targets and market-share expectations, these activities are imperative.

That said, outbound sales must be done with some sort of science applied, to ensure your maximum potential. Outbound is never as simple as just picking up the phone, so below are a few things that will help ensure you are getting the most from your outbound program.

Whom should you be calling?

With DNC (Do Not Call) laws providing a solid barrier to new private-party ad acquisitions, it makes sense to focus on your renewal program first. A renewal is any customer who ran an ad with you in the past four weeks, but has since not initiated an independent renewal with you on their own. Moreover, if your call does not result in a sale/renewal, you will at least be able to get good 'product-relations' information: Why did the customer not renew? Did they sell the item already? If so, how long did it take? Were they unhappy with an element of your service? Did they opt to go with the competitor? A well-positioned renewal call will tell you all of this.

Dialing strategy

Dialing leads without a strat-

egy is one guaranteed way to burn through your invaluable leads.

-- If you're calling across time zones, first separate your list into regions you support. You will be surprised how regions differ from each other. Perhaps one region performs better in the 4 p.m. to 6 p.m. hour than do others. Your dialing reports will paint a picture of the best hours to dial, by region.

-- Separate your lists into weekly leads, guided by the renewal period. You will end up with four regional lists, each based on renewals of ads placed with you one to four weeks ago.

-- Have your team dial the leads starting with the one-week renewals and work their way to the four-week sheet.

If you do all of the above, you will find yourself with a dialing strategy that will make it easier for you to decipher pain-points in performance.

KPIs you must measure

Below is a list of KPIs (Key Performance Indicators) you must measure. There are others that could be added to the list, but they are secondary to the foundation stats.

-- Dials per hour/by team and by agent: it is important to measure this both by agent and by team. Team results will give you aid in forecasting performance, but agent performance tracking will allow you to see who is performing to efficiency expectations and of course who as a result will require a deeper level of coaching.

-- Right Party Contacts: This tells how many true customers your agents are speaking to and will help you forecast how quickly you will be able to penetrate a list.

-- Conversion Rate: This met-



Fort Frances recognized by Safe Communities

The Fort Frances Times was awarded the Ambassador for Safety Business Award by Safe Communities Canada, which was established to recognize organizations that make an exceptional contribution to improving safety in their communities. It was presented by Fort Frances Fire Chief Gerry Armstrong and Grace Silander, with the Rainy River Valley Safety Coalition, to Times' co-owners Jim Cumming, Don Cumming, and Linda Plumridge.

ric tells how many of your true contacts you have been able to convert into a sale.

-- Sales per hour: This metric gives additional insight on how the team performs by hour and if this is tracked daily and hourly, you will be able to determine what your high producing hours are and then try to replicate the dynamics throughout other hours, which are not doing as well.

-- Average sale per customer: This gives you the true value on what a customer is worth in a dollars perspective.

Quality monitoring and coaching

If you don't already have a call monitoring and coaching program in place, you are strongly encouraged to do so. Monitoring calls will allow you to determine:

-- Who on your team is executing well.

-- Common areas of concern that could result in a refresher training session for your reps

-- Get a grasp on what customers are saying.

-- Determine if you are hearing

common objections and as a result, your rebuttals should be updated.

-- And most importantly, this helps in determining if the services delivered to your customers are in accordance to the corporate footprint.

When monitoring, try to use a spreadsheet (Excel or similar) that has the call dynamics listed with a weighting attached to each. At the end of a monitoring session and through using your spreadsheet, you will end up with an objective score and a tool to use to coach your representatives.

Beverly Crandon, of Toronto, is a new media and call-centre expert. She has more than 11 years of hands-on experience in strategic planning, publishing, business-unit development project and product management and contact-centre management. She led a 250-employee team for Trader Corporation, the largest classified-ad company in Canada. She leads call-centre consulting for Classified Intelligence and its umbrella organization, aimgroup.com. Reach us at 407-788-2780.

E-MAIL TIPS

CREATE E-MAIL ADDRESSES FOR EACH DEPARTMENT, EG EDITOR@ ADVERTISING@ PRODUCTION@ ETC. THIS WAY AS STAFF CHANGES, YOU WON'T HAVE TO UPDATE ALL YOUR CONTACTS AND MISS IMPORTANT MESSAGES.

technology...

Product releases provide affordable options



By Kevin Slimp
Institute of Newspaper Technology

I can't remember a time when so many exciting upgrades and products were released at once. After speaking to a room filled with newspaper owners and publishers at the National Newspaper Association convention recently, I was a little overwhelmed by the number of folks ready to make wholesale changes and upgrades in their operations.

I addressed the crowd in St. Paul on two topics: What Newspapers Need to Know about Trends in Converging Media and What's New and Coming in Newspaper Technology. While all this information is fresh, let me share some of the software and hardware products I recommended:

Cameras

So many new cameras to consider. A few noteworthy:

- Nikon D90. With a street price of \$1,299 (US), this camera packs a lot of punch. Boasting a resolution of 12.9 megapixels and 4.5 frames per second (fps) speed and the ability to shoot high quality video (up to 1280 x 720 pixels) and you've got a game changer. One camera for both still photos and video.
- Canon 50D. Canon users are going to love this. Priced at \$1,299, this camera doesn't boast the high quality video of the Nikon, but consider the following: 6.3 fps and a resolution of 15.1 megapixels. Sure, that's not the speed of a \$5,000 camera, but for the price it is incredible.
- Canon Rebel XS (1000D). At a price of \$689, this camera packs a lot of punch at an affordable price.



Canon lovers will fall for the Canon 50D

Scanners

Scanners are only made to work well for two years. After that, you can clean the glass all you want and still get noisy images. So it's important to replace your scanners every two years. Here are two good ones:

- Epson V200. For \$79, you'll see marked improvement in scans over your existing scanner.
- Epson V500. While the V200 offers excellent results, spend a few dollars more - well, \$100 more - and get this higher resolution version.

External Backup Drive

- Lacie Bigger Disk Extreme. Who would have believed it a few years ago? A two terabyte (that's 2,000 megabytes) triple interface (USB, Firewire 400, Firewire 800) drive for \$449.

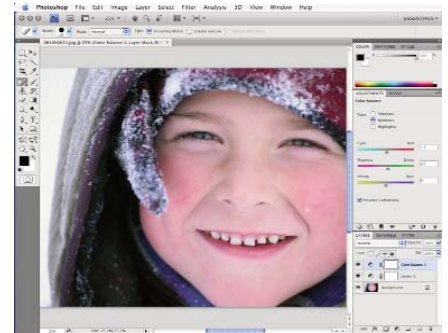
Software

- Quark 8.0. Man, Quark got it right this time. Finally stiff competition for InDesign.

- Adobe Creative Suite 4.0. I've been using CS4 for several months and can finally tell folks how great it is. Upgrades from \$499 allow users to get new versions of all their favourite programs like Photoshop, InDesign, Acrobat Pro, Dreamweaver, Flash and lots more. You'll be tempted to spend some of your savings - upgrades for Creative Suite owners start at \$1,199 - for the Master Suite.

Finally, it's affordable to own all the Adobe products you've wished for over the years.

- Acrobat Pro 9. Speaking of Acrobat, upgrade to this version. Take my word for it. I've never led you down the wrong path before.



Photoshop's upgrade is in CS4

Font Management

- Extensis Universal Type Server Lite. Finally, a network-based font management system that's affordable for the small newspaper.

In addition to hardware and software, those of us at the convention had honest discussions concerning the future of our business. Topics including Web site vendors, editorial workflow systems and the future of digital printing were tackled head on.

In tough economic times, it's fortunate that so many products are being released at prices much lower than what we were spending a few years ago. One publisher I spoke with summed it up well when he spoke of his surprise at the significant increase in production after upgrading his newspapers. "I was amazed," he told me, "with how much more we are able to get done since upgrading our computers and software."

Another publisher from Minnesota told me, "Since we upgraded our systems and software earlier this year, almost all of our production problems have disappeared."

In my next column we'll take a closer look at some of the latest upgrades to software that most newspaper use.



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