



news clips

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Court coverage has to be balanced, Press Council

The Ontario Press Council has upheld a complaint by Rachel Schug of Niagara Falls that the Niagara Falls Review failed to provide “full and fair coverage” of two trials in which her husband was acquitted of charges of sexually abusing students.

The case speaks to the obligation of all newspapers, large and small, to produce balanced court coverage even when their resources are thin, the Council said.

Dana Schug was acquitted at his first trial in Sept, 2002, and also at his second trial in Jan, 2007. He had pleaded not guilty to three counts of indecent assault arising from allegations by former students who claimed he had molested them at two Niagara Falls schools in 1976-77, 1982-83 and 1985-86.

Mrs. Schug complained that the Review’s coverage of both trials overemphasized the evidence of the complainants while downplaying or ignoring evidence favourable to Mr. Schug.

“My family and I have been irreparably damaged by the allegations, the police investigation and the sustained adverse effect of the press, which never recognized that Mr. Schug was victimized rather than being the victimizer,” she wrote.

The Review responded that because criminal trials are becoming longer and more complex, “it would be inappropriate for the Ontario Press Council to hold newspapers to a standard of

reporting that would oblige them to attend every day and follow every development over a period of years.”

The newspaper also cited the longstanding prohibition against recording devices in courtrooms and lack of timely court transcripts as reasons why higher standards of reporting “are not realistically achievable.”

The Review argued its editors did not have the means to ensure coverage was fair, since only its reporters, not its editors, attended the proceedings. It also said lack of space prevented it from publishing a better account of a judge’s verdict.

Resources taxed

The Press Council accepts that a small paper’s resources can be taxed by coverage of a lengthy criminal trial but holds that any newspaper which endeavours to report on a trial assumes the obligation to do so in a fair and balanced manner, especially where the allegations have the potential to destroy a person’s reputation.

The Council says fair coverage does not mean a newspaper has to send a reporter to court every day, or that it must cover every twist and turn in the evidence. Still, the paper can provide basic fairness and balance.

First, editors can assign coverage in a balanced way of a trial’s key days (e.g. opening and closing statements from both sides). They can more closely oversee reporters’ accounts to ensure they are scrupulous about

capturing the highlights of the judge’s verdict and reasons.

The council does not accept that the prohibition on recording devices can be an excuse; reporters, guided by editors, should be able to take notes with sufficient competence to provide fairness.

In examining this complaint, the Press Council identified a pattern of omissions in the Review’s coverage over the course of several years that left readers unaware of volumes of court evidence that reflected favourably on the accused’s claims of innocence.

The Council does not accept the Review’s defence that the logistical challenges it faced excused it from meeting a minimum standard of balanced coverage.

For example, the Council does not accept the Review’s defence that the paper had insufficient space to publish any portion of the judges’ final statements in favour of the credibility of the accused.

In reporting the second acquittal, the paper ran the following: “I am not stating I do not believe the complainants,” Justice Peter Hambly said Thursday in Superior Court of Justice in Welland. “And I make no finding that I believe the accused.”

The complainants, he said, are upstanding members of the community, working in both the public and private sector...

“Why would three men, all settled into their lives, all

approaching middle age, come to court?” Judge Hambly asked when delivering his judgment...

The judge said it was difficult to comprehend how a teacher could molest a student during class.

“One would expect some student at some point would have seen what happened and raised the alarm,” Judge Hambly said. Yet, the judge’s remarks also contained the following:

“(Mr. Schug) has introduced substantial evidence of his reputation for honesty and integrity to show that he is a person who should be believed and that he is not the kind of person who would do the acts alleged. It is difficult for a person to give evidence of events that he says never took place.

“Schug answered the questions put to him both in examination-in-chief and in cross-examination fully and carefully. He was not evasive. Generally, I found him to be a credible witness.”

In summary

The potential damage to the reputation of someone - particularly a teacher - accused of the sexual abuse of children is difficult to overstate. In upholding the complaint, the Press Council stresses that anyone reporting to the community on criminal proceedings has an obligation to ensure its accounts are fair and balanced and, at a minimum, inform its audience of the court’s reasons for vindicating someone accused of heinous acts.

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industry news...

Lou Cahill: public relations pioneer dead at age 94

From Niagara This Week

Lou Cahill was someone who could always be turned to for quiet, confidential advice.

Quite often the advice he gave left recipients wondering why they didn't think of it before.

"He gave you some incredible - what appeared to be obvious advice -- only after you heard it from him, though," said Rick Mauro, the vice-president of marketing for CAA Niagara and one of the many public relations professionals who considered the man a mentor.

"He looked at things in a very uncomplicated fashion in a world where a lot of us look at things and make them a lot more complicated than they need to be. He had an incredible ability to do that."

Dubbed the 'Dean of Public Relations' in Canada, Cahill died on Nov. 12. He was 94.

While working for the St. Catharines Standard, Cahill founded the Niagara News Bureau, which would later become OEB International, in 1936, a time when few in business understood the power of effective communication. His company worked with numerous large accounts and handled many significant events, including the Victory Bonds program during the Second World War, organizing the first live television program in Canada in 1948 and acting as press officer for the royal visit by King George VI and Queen Elizabeth in 1939.

At OEB, Cahill viewed his job as stay-



Lou Cahill is shown here going over details of the Colonial Advocate celebrations with members of the marching band in Niagara-on-the-Lake.



Lou Cahill is shown here on the left, along with Al Teather of the Mackenzie Printery and Newspaper Museum, at a 1993 ceremony to mark the 100th anniversary of the first newspaper in Upper Canada

ing behind the scenes and putting his clients front and centre. This suited his personality, said OEB Vice President John Armstrong.

"His style was markedly understated," he said. "It was always behind the scenes. It was never about the limelight."

Cahill, an OCNA Honorary Life Member and one of the driving forces behind the Mackenzie Printery and Newspaper Museum, is revered in the industry for much more than his longevity. The strategies he pioneered have become textbook public relations.

Before anyone else was doing it, Cahill was organizing so-called fam-tours - familiarization tours - for journalists. While working with longtime client Ontario Paper Co. he would take journalists out into the wilderness to get a first-hand look at the harvesting process. He also helped convince the company to get involved in a replant program.

And during the bitter labour-business environment of the 1970s, Cahill convinced executives of the need to issue public statements during negotiations rather than keeping all communication confined to the boardroom.

"He was in it before there were any books about it," Armstrong said. "He really in many ways helped to shape the industry from those early days."

Cahill's influence was recognized in 2006, when the Canadian Public Relations Society not only gave him its lifetime achievement award but renamed it in his honour.

But Cahill's reach extended far beyond the public relations industry, as he helped found Brock University, and convinced Canada Post to issue commemorative stamps for both the 100th Henley Regatta and Welland Canal founder William Hamilton Merritt. He also co-ordinated the Niagara Grape and Wine Festival for many years.

He was awarded with an honorary doctorate at Brock in 1991, and in 2006 a communications scholarship was established at the school and named in his honour.

Because he enjoyed what he did so much, Cahill never stopped doing it, and he continued at OEB until he was 91.

Mauro recalled that back in 1995, when CAA opened a service centre on Lake Street, Cahill made the suggestion that dignitaries arrive by driving into the facility and crashing through a welcome banner.

"Ninety-one years old and still giving me advice and giving me better advice than anyone else in the room," he said. "He just had that capacity."

OCNA member newspaper lineage allocations for the Waste Diversion Ontario 2009 in-kind advertising program will be sent to publisher at the beginning of January.

industry news

Creative Advertising Competition

Wow, we're impressed with the quality of ads that have been submitted for the OCNA Creative Advertising Competition for new industry ads. The deadline for submissions was Friday, November 30 and we have since had 13 designers who have submitted 18 ads in one of two categories – advertising in tough economic times and newspaper advertising sales as a career choice. The top three winners will receive a voucher for overnight accommodation at either the Toronto Hilton, Deerhurst Resort or Isaiah Tubbs Resort.

OCNA will distribute the winning submissions to all member newspapers at the beginning of December. Good luck everyone and thanks for sharing your talents with OCNA.

Former NHL referee, now weekly columnist - The Way I See It!

If you want a column in your newspaper that is sports related and will appeal to readers of all ages then you will want to include my weekly column *The Way I See It!*

I am Bruce Hood and I write weekly articles that are of interest to all Canadians and enjoyed by those who now get the chance to read them. As a referee in the NHL for more than 20 years starting back in the Original Six era, I have an abundance of hockey stories to share. Plus I make comments - some general, some caustic and some humorous - on the latest happenings in and around hockey and the many other sports. I have written two best-seller books on hockey - one sold near 40,000 copies, and also several travel and sports features over the years.

(*'The Way I See It'* - is a takeoff of the accusation of referees having eyesight problems.....)

To view a few samples of my column, please go to <http://members.ocna.org> – Syndicated Columnists folder. I would love to have you try my columns free of charge for four weeks to prove they will be popular in your publication (thereafter the cost is minimal). I can be reached at bruce@brucehood.ca. Thank you.
p.s. A good 'selling tool' for your ads folks!

Newsmakers



Changes taking place at The Community Press

The Community Press is now being delivered on Thursdays. We are making this move in response to our business communities and our readers. Many of our advertisers have sales beginning on Fridays and they wanted our papers out on the street so our readers could take advantage of those sales. Our readers also wanted the early delivery to be able to take advantage of those sales. At the top of the change foodchain is our new publisher, Ron Laurin and new general manager and advertising director Brian Tipping, both of whom put heavy emphasis on the "community" in our name. Tipping lives locally and has a solid business background, coming to us from Kingston This Week. He has been heavily involved in the community at all levels and has an open door policy for those who wish to talk about the newspaper. Tipping has spearheaded another change at The Community Press, working diligently over the past few months to establish a new distribution system designed to get the papers on your doorsteps on Thursdays. On March 31 of this year, Ross Lees took over as Managing Editor and has put his 30 years of community newspaper experience to work to try and give The Community Press readers an interesting and provocative newspaper to peruse each week. As part of the growth, The Community Press has established a centre of excellence production facility managed by production manager Sharron Tyson and facilitating all prepress functions for a variety of Sun Media publications. The Community Press. People can often be seen working in our offices from early in the morning until early the next morning. So as you can see, we've be modifying, revising, adapting, reshaping and evolving into a product we think will respond much more appropriately to the changing times and conditions of our service area and the needs of our customers and readers.

Independent paper continues to thrive

The Essex Voice has seen its second increase in circulation for our four and a half year old independent community newspaper. We started with a controlled circulation of 5,000 in April 2004, and have grown twice to a controlled circulation of 7,400. In today's competitive market, we are very proud of our community's response to and support of our publication. Receiving little national advertising support, we attribute our continuing success solely to the support of our local advertisers.



Newspaper Recycling Efforts

The Wawa Algoma News Review has developed a way to reduce our waste (since we don't have a recycling program here). We have started bundling our returned papers and sell bundles of 25 old newspapers for a \$1.00 donation. We send the money to local charities. Customers have caught on to it very well and purchase the bundles for starting their woodstoves, for training pets, etc.

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Charitable Donations

Looking to make a year end charitable donation? Don't forget the **Ontario Community Newspapers Foundation** which supports educational endeavours for our industry including journalism and advertising scholarships, **Molson Award for Community Service**, and the **Online Training Centre**.

How about organizing a staff fundraising function in 2009 and making the Foundation your recipient? Tax receipts offered.

Contact **Todd Frees, Controller**, 103-3050 Harvester Rd. Burlington ON L7N 3J1 905-639-8720 ext 234 t.frees@ocna.org

members in the news



Seaway News publisher and editor Rick Shaver accepts his Media award. Also present in the photo are, left to right, Yves Savoie (President of the Multiple Sclerosis Society of Canada & Ontario Division), Karen Torrie-Racine (Ontario Division Board director & local volunteer office manager) and Pauline Tardif (Vice President, Ontario Division).

Rick Shaver honoured by MS Society

It was 23 years ago when Rick Shaver and Dick Aubry began a little paper, the Cornwall Seaway News, that they hoped would serve the city and area. Serve it has. Making it in the paper business was ambitious, especially when the area had a daily paper. Their 'little paper' could easily have been swallowed up by the big Ottawa, Montreal and Toronto papers as well. The history of Seaway News will one day be documented as the little paper that could.

Rick Shaver, publisher and editor, was recognized in Toronto by one of the charities he so richly supports. The Multiple Sclerosis Society of Canada, Ontario Division recognized Shaver at its fall conference in order to pay tribute to the generosity of the many people who put forward their time on a regular basis. The Cornwall and District chapter nominated Rick to receive the prestigious Certificate of Exceptional Achievement in the Media category.

Shaver understands everyone has a role to play in making a difference in people's lives. He has proven that his huge heart knows no boundaries and as a result. The Media award is in recognition of support above and beyond by allowing the chapter to gain exposure for its fund-raising events and to promote its mission. Shaver was recognized by Pauline Tardif, Vice President of Ontario Division.

"I couldn't be prouder at a time like this. Sharing a little goes a long way," said Shaver reflecting on his efforts.

"The local chapter is proud to call Rick Shaver and Seaway News their friend and colleague in the efforts to end MS." said Karen Torrie-Racine, Ontario Division Board director.

The Ontario Community Newspaper Foundation is pleased to announce the Online Training Centre

Community Newspaper professionals are now able to get affordable and convenient training on their computers 24/7. Learn when you want - where you want.

Featuring **Sales 101: An Introduction to Community Newspaper Advertising Sales.** This 11 Chapter program has been written specifically for new sales reps to our industry. It's a comprehensive crash course that is sure to advance the career of any new hire in approximately 8 hours! Registration is only \$100.

Other online offerings - with more to come - include:

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- * Excel 2003
- * Excel 2007
- * Office 2003 - What's New
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- * Office XP Upgrade

- * Paint Shop Pro 5
- * PowerPoint 2003
- * Project 2003
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- * Word 2007

Personal Skills Development

- * Basics of Business Math
- * Building Relationships
- * Business Ethics
- * Customer Service
- * Dealing with Difficult People
- * Effective Business Communication
- * Effective Presentations
- * Fundamentals of Business Management
- * Grammar
- * Instructional Design
- * Management Skills Introduction
- * Managing Change
- * Motivation
- * Motivation Methods and Strategies
- * Negotiating
- * Project Management
- * Project Management Professional

Certification 2005

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- * Sexual Harassment in the Workplace
- * Stress Management
- * Teams That Work

Technical Software and Web Design

- * Dreamweaver MX
- * Dreamweaver MX 2004
- * Dynamic HTML
- * Flash MX
- * Flash MX 2004
- * FrontPage 2000
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- * Internet Marketing
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PDF Guru Part 3: Fixing Problems in PDF Files

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Intro to Adobe Flash: Creating Animated Ads for Websites

Thursday, Dec 18 12 p.m. (EST)

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OCNA is also pleased to report that OCNA members will receive a 15 per cent discount off the \$79 registration fee. To register, go to the links above and enter the code PRASSOC in the Promo Code field.

CNA/CCNA WEBINARS

Wed. Nov. 26 -Online Measurement Metrics – 12 noon EST

How can you identify success in attracting new readers and how can you frame these successes to attract new advertisers? Presenters from the Media Rating Council, based in New York, point out new trends in metrics and explain the strengths and weaknesses of each type.

George Ivie is Executive Director and CEO and David Gunzerath is senior vice president of the Media Rating Council, Inc.

Webinars are computer presentations with conference calls. Sign up once and use one phone line and computer to train multiple employees.

CNA Webinar Cost: \$60 (CNA and CCNA members), \$90 (non-members)

Use the US conference call number on your invitation. Cancellations are accepted up to 24 hours before the webinar. All other registrants will be billed for the session.

<https://www2.gotomeeting.com/register/255236102>

OCNA WEBINARS

Thurs, Dec. 4 - Police Reporting - 12 noon EST

The crime beat is the most difficult to work in. Police don't have to say anything. Lawyers are biased and Crowns won't for the most part say anything at all until trial's end, often a year away for major incidents. It's important that writers not rely on cops as the only source of information.

This Webinar, presented by Toronto Sun crime/beat reporter Rob Lamberti, will explore issues of rules for off the record, background/unnamed sources and attributed sources.

Lamberti believes part of a journalist's job is to hold up a mirror and report what's seen, heard and experienced.

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

To Register go to: <https://www1.gotomeeting.com/register/347988699>

January 8 The Municipal Act

January 22 Strengths and Pitfalls of Using the Internet for Research

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Determine meaning of off-the-record

By Jim Stasiowski
Writing Coach

The most maddening sound in newsrooms is this from a reporter: "So, can you tell me off the record?"

Getting information off-the-record can be useful. Reporters should know as much insider information as possible. Thus, unlike some journalism purists, I accept an occasional off-the-record discussion with a source.

But I object when reporters are offering the protection of off-the-record. Make the source ask for it.

Reporters have too few weapons for getting sources to give good, usable information. The reporter who gets the reputation for liberally offering to go off-the-record is inviting a lifetime of wimpy responses.

Let's start by agreeing on the unagreeable: No one is sure what "off-the-record" means.

Even experienced, savvy reporters and editors argue about it. Some journalists say that when a source goes off-the-record, what he or she is saying is usable, but only if the reporter uses it to pursue other reporting.

Others - and I'm in this group - insist that "off-the-record" means the reporter can do nothing with the information. In other words, off-the-record information may not venture outside the reporter's brain.

An editor I worked for would explode whenever he heard a reporter allowing a source to go off-the-record. His point was that if journalists cannot agree about what "off-the-record" means, we can hardly expect our sources to know.

He told me: "When a source asks to go 'off-the-record', tell him or her to stop talking. Then ask the source to define what he or she means by 'off-the-record'. After you know what the source means, decide what to do about the source's request."

That's sage advice. When most sources say "off-the-record", what they really mean is: "You may use this information if you can get it elsewhere, but don't use it until you get it elsewhere, and don't tell anyone you first got it from me."

According to a document from The Poynter Institute, The Washington Post recognizes an in-between term, "for guidance", which is neither "off-the-record" nor "for attribution". "For guidance" means the source is giving the reporter confidential information that the reporter may feel free to chase.

If "off-the-record" means we can do

nothing with the information, we probably should never grant a source such protection.

Let's say we call Source A, and after exhausting his on-the-record help, he requests to go off-the-record. We agree. He then says, "Source B had tax problems five years ago."

Now, even if we were planning to check Source B's tax records, the off-the-record comment makes such checking dangerous. If the story includes Source B's tax problems, Source A may assert that we violated the off-the-record agreement.

Of course, the reporter's conscience would be clear; even before talking to Source A, the reporter had planned to check on Source B's taxes. But Source A would have cause to no longer trust the reporter.

That's the beauty of spelling out, in plain language, what the source means by "off-the-record".

In a larger sense, the use of the off-the-record agreement is yet another confirmation of how weak we reporters are. Here's the nightmare example.

Sally calls Source A and has an extremely relevant big question to ask him. After going through the preliminary conversation and questions, Sally arrives at The Big One.

Source A is ready. He immediately says, "off-the-record?"

Uh-oh.

Sally agrees, and Source A gives a candid, meaningful answer.

She cannot use it. And, if Source A strictly interprets "off-the-record", he has

just skillfully put Sally in the position of not being able to chase that information.

Then, let's say Sally and Source A go back on the record. Sally, still needing an answer to The Big One, repeats the question, and Source A delivers an evasive, fancy-sounding but meaningless quotation.

At that point, Sally is stuck. She obviously cannot write either, "Source A could not be reached for comment", nor, "Source A had no comment". Instead, Sally, who got the truth off-the-record, is stuck with writing something that misleading.

We are too quick to grant a source's request to go off-the-record, and we make matters much worse when we offer that refuge. We offer it, I fear, because it's a collegial, collaborative thing to do. In short, we want our sources to like us.

Our sources want us to want them to like us. For them, it beats telling the truth.

THE FINAL WORD: Inexplicably, most writers love to use the adjective 'roughly' to mean 'about': 'The county has roughly 3,800 acres of parks.'

To me, 'roughly' conveys the antithesis of the image we want readers to get from our newspapers. 'Roughly' implies ragged, untidy, unrefined. It seems to say we're happy to settle for being somewhere in the neighbourhood of the truth. Choose 'about' for most such instances.

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.

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advertising

Don't live on Feature Mountain

By John Foust
Raleigh, NC

Preston has built his business with smart marketing. He carefully researches each advertising option, and bases his media-buying decisions on that research.

Ask Preston about his advertising experiences, and you can count on a clearly spoken opinion. "Over the years, I've met with a lot of sales people, and I've heard hundreds of presentations. The good sales people realize that it all boils down to two things: One, find out about my marketing problems. And two, show me how their product can help me solve those problems. It sounds simple, but most sales people don't do that. Most of them live on Feature Mountain."

Feature Mountain?

"Typical sales people come into my office and pile a mountain of features on my desk," Preston explained. "I guess they figure they can make a sale, if they build a taller mountain than the last person I talked to. They go on and on about their audience numbers, their state-of-the-art equipment,

their production standards, and how their creative departments have won all kinds of awards.

It's obvious that they give the same presentation to every business, whether they're talking to a real estate developer, a boat dealer or a widget store. Some of them use elaborate PowerPoint presentations, some of them show printed charts and graphs, some of them go through fancy brochures page-by-page. I know they're talking about something that is near and dear to them. But most of the time, all I hear is, 'Blah blah blah blah blah.' It's meaningless, because it's all about generalities. I don't need a mountain of useless information. I need to know specifically how they can generate more customers for my business."

Preston is not alone. There are a lot of advertisers who feel the same way. They're not looking for a laundry list of one-size-fits-all features. They're looking for solutions to their marketing problems. They're looking for relevance.

What is the best way to achieve relevance in a sales presentation? Let's take a closer look at Preston's advice:

1. Uncover problems.

This calls for a close examination of your advertiser and his or her business category. What kinds of offers work best in that particular industry? What kinds of promotions has that advertiser run in the past? What were the results of those promotions? Has the advertiser tried other ad vehicles (radio, television, outdoor, direct mail)? How important is a web presence? How do prospective customers learn about their web site? And what about their competitors?

Dig down until you learn significant facts.

2. Show how you can solve those problems.

Once you have a feel for the problems your prospect faces, you'll be in position to structure your presentation to address those specific needs. This will increase your chances of making a sale, because you'll be speaking in terms of your prospect's interests.

Makes sense, doesn't it? Climb down from Feature Mountain - and start structuring presentations that address your prospect's specific marketing problems.

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



Water Cooler

- Peterborough This Week has two new reporters in its newsroom. Jessica Lovell is a graduate of Sheridan College and comes to Peterborough after an internship at the Guelph Mercury. Joel Wiebe just graduated from Loyalist College. He knows the Peterborough area due to his interest in car racing and the nearby Kawartha Downs.

- Gordon Brewerton moved from Montreal to Cobourg in October to become the Publisher of the Cobourg Daily Star, Port Hope Evening Guide, and the Colborne Chronicle. He replaces Don MacLeod who accepted the position of Senior Vice President, Central North Division for Sun Media, and is now based in Barrie.

**OCNA Spring Convention
and Trade Show
Friday, April 17
at the Toronto Bloor-
Yorkville Marriott**



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technology

Got a nagging question for Slimp?



By Kevin Slimp
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Just like everyone else, my Inbox needs to be emptied on a regular basis. Here are some of the questions I've received from readers in the past few weeks:

We've been using the Lacie Ethernet Mini as our server for the past three years. We've had a couple of power surges lately and the Lacie seems to be acting up so we're going to purchase a backup to make sure we're ready when the drive dies. Are you still recommending Lacie externals as server or have you come across anything better?
Bob, Technology Guru, Tennessee

Bob,
You've learned an important truth I've tried to impress on my clients: never buy one Ethernet disk. Always buy two and use the second as a backup. Ethernet disks, like most drives, generally last approximately three years before succumbing to some hardware problem. The answer to your question is yes. I still recommend Lacie drives.

Our newspaper is looking at getting a Content Management System that can handle multimedia, advertising and classified. We have a daily free circulation of 35,000. We have just started our search and already the process seems so daunting. Do you have any suggestions, or can you point me in the right direction, of systems that would be good for us to look into? I appreciate any help that you can give. Thanks
Tricia, General Manager, Florida



Yes, Tricia, I can get you started in the right direction. There are several editorial workflow and ad placement systems out there. I would suggest you talk to the folks at Woodwing and Roxen. Woodwing has built a solid business around the world over the past few years and is making its presence felt in North America. If you're looking for an InDesign based system, as most newspapers are, Woodwing has some nice features. The Roxen Editorial Porter is a newer entry into the Content Management field, but it has started to gain fans in North America, Europe and Australia. Unlike Woodwing, which is plug-in based, Roxen is browser based.

One of our member papers is having problems with Microsoft Word docx files. They can't place them in InDesign CS. They are Mac based. Do you know of any tricks to get this to work?
Kent, Tech Guru, Missouri

Kent,
I'd advise them to get a copy of NeoOffice. It's free and opens .docx files. Just save them from NeoOffice as .doc files, then place in InDesign. By the way, docx files place in InDesign CS4. You can download a free copy of NeoOffice at www.neooffice.org/neojava/en/index.php.

Love your columns. How do I get hold of past columns, in particular the column about the H2 audio recorder and the flip video?

Steve, Publisher, New Jersey

No problem, Steve.
You can visit my Web site at kevinslimp.com to find most of my columns from the past five years or so.

Hope things are going well in your world. We finally made the move to Macs in our ad comp department and have a few cross platform questions and other things. Does the preview setting in Photoshop make a difference as far as saving as Mac or Windows compatible? We are still using PCs in editorial and building our final pages on a PC, but we are using PDFs for all the ads that are placed on the final pages. Also, is TIFF the best format for photos? Is there an advantage/disadvantage of using JPEG?
Craig, Advertising Manager, Texas

It's about time, Craig. I'm just playing with you, maybe. As far as the preview goes, I've never noticed that it makes a difference. However, to be on the safe side, you could save photos meant to go into ads with a Mac preview and others with PC previews. Frankly, I think you'll be fine either way. As far as the file format for photos, JPEG should be your last option for printed photos. It's the format of choice for pictures that go up on your Web site, but I'd stick with TIFF or EPS files for the printed versions.

What is the easiest way to print a listing of your fonts on a Mac?
Matt, Publisher, West Virginia

Matt,
There's a nifty free utility called Font Parade that will do the trick for you. You can find it at www.brightpebbles.org/fontparade.

I need your help. I have InDesign CS3 and a client who sends ads in Microsoft Publisher format. By going through a bunch of steps in Photoshop, I eventually get them converted to CMYK and everything comes out fine except for the text, which looks bluish and shaky. What can I do to fix this? I have asked Adobe and Microsoft. No one seems to know. You're my last hope!
Celeste, Graphic Design, Alberta Canada

Hope is cheap these days, Celeste. What you need is a plug-in for InDesign called PUB2ID from Markzware. It allows you to open Publisher files in InDesign, converting them to InDesign documents. Sometimes it works perfectly; sometimes you'll have to do a good bit of editing. However, it's a lot better than fuzzy text. Find it at markzware.com.

I have the opportunity to upgrade my iMac, power PC G5 from OS 10.4 to Leopard. I did a little research to see if my current programs will run on Leopard such as CS and read some horror stories about upgrading. What are your thoughts on 10.5 and older programs?
Danny, Graphic Designer, Tennessee

Danny,
As you've correctly surmised, the latest versions of most applications (Adobe CS4, Quark 8, etc.) work just fine in 10.5. Actually, they work better than fine. They fly! However, not so much for a lot of older applications. Take my advice: Stick with 10.4. It will save you a lot of headaches. Then, in a few months when you've upgraded all your application software, take the plunge and update your operating system.

industry

America's Community Newspapers build vibrant connection between readers, advertisers

Strong communities are all about strong relationships and connections: citizens and their government; citizens and community businesses; local government and local businesses; citizens and local social or cultural institutions. Nothing facilitates or creates those relationships and connections like America's community newspapers. In cities and towns served by a community newspaper of 25,000 circulation or less, 86 per cent of the population read a community newspaper each week. No other media has that kind of reach into and throughout those communities.

This is among the findings of the 2008 research conducted for the National Newspaper Association (NNA) by the Reynolds Journalism Institute (RJI) at the Missouri School of Journalism at the University of Missouri. The findings are very consistent with two earlier research efforts by NNA and RJI's Center for Advanced Social Research.

The connection between community newspapers and their readers, and the resulting connection of those readers to local advertisers, remains strong in communities across America. To many readers, the weekly advertisements are a form of news: weekly specials or sales, the launch of new businesses and services, the introduction of new products, and even a barometer of the economic health and vitality of the community.

Along Main Street across the nation:

- 79 percent of adults 18 and older read the classified ads.
- 73 percent read the grocery or supermarket advertisements and/or inserts.

Half rely most on their community newspaper for grocery shopping information. That's twice that of the next most relied upon source: in-store promotions. And 10-times more than the third most relied upon source: direct mail.

- 72 percent of community newspaper readers read the hardware and home improvement advertisements.

Some 28 percent rely most on their community newspaper for home improvement shopping information. That's about 50 percent more than the next most relied upon source: in-store promotions. And three times more than the third most relied upon source: the Internet.

- 66 percent of community newspaper readers read the department store ads.
- 65 percent of community newspaper readers read the discount store ads.
- 62 percent of community newspaper readers read the public notice ads. 81 percent believe government should be required to publish public notices in the local paper.

Some 78 percent of all adults said they rarely or never use the radio to make purchasing decisions; 69 percent said they rarely or never used direct mail to make purchasing decisions; 59 percent say they rarely or never use the television to make purchasing decisions; 58 percent said they rarely or never used the Yellow Pages for buying decisions; 41 percent said they rarely or never used the Internet for buying decisions.

However, 71 percent found newspaper ads helpful in making purchasing decisions. That compares with almost 50 percent in 2007 and 41 percent in 2005.

"It's very clear that newspapers provide a very strong connection between local readers and local businesses and services," says John Stevenson, NNA president and publisher of the Randolph Leader in Roanoke, AL.

This year's survey asked a new set of questions that had been asked

in a similar Canadian study.

- Some 79 percent said they would rather look through newspaper ads than watch ads on TV. This compares to 61 percent in the Canadian survey.
- Three-quarters of adults said they would rather look through newspaper ads than view ads on the Internet.
- Just over 70 percent somewhat-to-strongly agree that they go looking for and through newspaper ads. This is comparable to the Canadian response.
- Nearly 70 percent somewhat-to-strongly agree that they enjoy reading advertising in their local paper. This compares to 66 percent in the Canadian survey.

"Buyers read newspapers," says Brian Steffens, NNA's executive director, "and our research shows there is no stronger media for connecting a community, its people, government and economic vibrancy."

- Some 78 percent of those surveyed said they planned to purchase health or medical products or services in the next year.
- 73 percent plan to buy women's clothing.
- 60 percent plan to buy men's clothing.
- 58 percent plan to purchase 'travel', air, hotel, cruise, rental car, etc.
- 52 percent plan to purchase lawn and garden supplies or services.
- 41 percent plan to buy electronics.

Newspapers and the Internet were tied as the most relied upon source for electronics shopping information.

- Nearly 35 percent plan to buy cell phones or cell phone service. Newspapers and the Internet were tied, right behind in-store promotion, as the most relied upon source for cell phone shopping information.

- 34 percent plan to buy financial or insurance products or services.
- 25 percent plan to buy furniture.

28 percent rely most on their community newspaper for information for home furniture shopping. That's about 4 percent more than the second most relied upon source: in-store promotions; and more than twice that of the third most relied upon source: the Internet.

- 16 percent plan to buy appliances.
- 26 percent rely most on their community newspaper for information for major appliance purchases, 7 percent more than the next most relied upon source: in-store information and the Internet (tie); and four times more than the fourth most relied upon source, magazines.
- 11 percent plan to buy a used vehicle.
- 9 percent plan to buy a new vehicle.

Readers rely equally on newspapers, dealerships and the Internet for information for new car purchases (about 18 percent each).

"That's a solid shopping list for Main Street America," Stevenson says. "And community newspapers help both buyers and sellers."

Established in 1885, the National Newspaper Association is the voice of America's community newspapers and the oldest and largest newspaper association in the country. The nation's community newspapers inform, educate and entertain more than 60 million readers every week.

Founded in 1908, the Missouri School of Journalism has set the standards for journalism and strategic communication training for almost a century. The proven 'Missouri Method' blends theory and practice through coursework and the university's own media, including a community newspaper, a network television station and a national public radio station.

technology

Self-serve ad ordering: cash while you sleep



By Jim Townsend
AIM Group

If your Web site doesn't let classified advertisers build, book and buy ads online, you could be missing out big time. In most cases, self-serve advertising sales lead to improved customer service, bigger buys, increased revenue and reduced costs.

When customers order ads from your Web site, they're in control. If upsells are available, they're more likely to pick those which they think will help their ads get noticed. Such upsells are hard sells on the phone. Customers end up spending more and are generally happier with the results. And it all happens 24/7, rather than restricted to business hours.

If you operate an Internet pure-play, you might think you've got this nailed. There's always room for improvement. If you're a broadcaster, pay particular note because classifieds aren't core to your culture. If you operate a printing press, managing Web-to-print sales adds a degree of complexity and expense, but it's worth doing well. If you're offering category-specific, free private-party ads online, why wouldn't you want to include a print upsell?

We're not suggesting self-service is a slam-dunk. There are pitfalls you should avoid. It's easy to make the system too simple or too cumbersome to be useful. Here are a few best practices. If you're already offering self-serve, this guide just might help you improve your results.

- Test and retest. Use your system before turning it loose. Focus groups and usability studies can identify problems. Use an external mystery shopper to periodically test your system from the perspective of a novice advertiser.
- Promote and promote. Sites that creatively marketed their self-service application reported higher revenues and usage.
- Upsell! We've seen too many sites that could have presented upsell options at various points of the ad-creation process, but did not. To be told, for example, that we would 'save \$X per day' by choosing a 10-day run instead of seven, might convince us to spend more and do more. Upsell opportunities are everywhere - don't waste them.
- Offer tips and customer-service help. Where possible, give advertisers tips or show related ads to help them compose a more effective ad. Include design and writing tips. Our favourite systems weave the

tips right into the ad-creation process.

- Offer a 'shopping basket'. In many cases, placing multiple ads is a hassle that requires users repeat the process from square one. Being able to park each ad in a file or basket, create additional ads, and pay for them all at once is a convenience that might lead to greater sales.

- Trust, but verify. An advertiser's credit card or other form of payment should be verified before an ad runs. There are many verification-service providers on the Net, so shop around for rates. Batch processing is usually cheaper.

- Offer human support. Even though people are placing ads online because they want to, make sure they can find a telephone support number on every page. Help them with online chat support if feasible. And offer lots of help screens and explanations so they can figure out what they're doing. Remember, it's about convenience.

- Post ads quickly. If you're already offering self-serve, do the ads go through an approval process before they appear on site? Some free-ad sites, notably, Craigslist, don't vet ads before the listings go live. There are virtually no standards for quality or acceptability. That said, these sites set a high standard for immediacy. Your customers will expect similar treatment. Don't let pending

ads languish in an approval queue. If you have an on-call tech staff, why not train them to review ads during off-hours?

- Keep it simple. While you don't want to offer too few upsell choices, you don't want to overwhelm customers with too many choices. Don't make your pricing structure too hard to understand, either. Newspapers take particular note: Your customers just want to place an ad - they don't want lessons on picas, points and column inches.

There are many technology companies that offer systems for ad-order entry as part of their suite of services or as stand-alone products. Some of these systems are sophisticated, elegantly designed with robust, flexible features. Others are fairly rudimentary, but straight-forward and relatively inexpensive to launch. If you need help deciding which system is right for you and your budget, give us a call.

Jim Townsend is a principal and editorial director of the AIM Group - publisher of Classified Intelligence Report - a global consulting firm that works with media companies, dot-coms and broadcasters to help develop profitable interactive media services. The AIM Group offers strategic and tactical support, training, workshops, product development and research. Townsend can be reached at jim@aimgroup.com, 1-281-998-2540.

ABC modifies Canadian newspaper rules

At its recent meeting, the board of the Audit Bureau of Circulations (ABC) agreed to several rule changes affecting U.S. and Canadian newspapers.

It gave final approval to a new rule that allows Canadian newspapers with total average paid circulation between 50,000 and 75,000 to be audited every other year, beginning in April 2009. A similar rule is being considered for U.S. newspapers, but the board deferred final approval to allow ABC advisory committees more time to review.

The board also agreed to modify the rule governing how newspapers report sales by price categories. Pending final approval, U.S. newspapers in April will be required to report subscription circulation sold above and below 25 per cent of basic price if more than five per cent of a newspaper's subscription circulation falls into the lower price category. The board voted to discontinue plans to require newspapers also to report an average price.

Merle Davidson, ABC's newly elected chairman of the board and director of media services at J.C. Penney Co., noted, "Many newspapers and their advertisers are under increasing economic pressure. The ABC board is finalizing the implementation of a broad set of sweeping rule changes that will help to lower costs, streamline audits, better define circulation categories, and provide greater pricing and marketing flexibility for publishers."

Directors and Officers Elected

ABC members re-elected 23 directors to serve on the board. They also elected the following slate of board officers:

Chairman - Merle Davidson, J.C. Penney Co. Inc.

Vice-Chairs - Charles Rutman, Chief Executive Officer, MPG; David Leckey, American Media Inc.; Brian Segal, President and CEO, Rogers Publishing, Rogers Media; Craig Sinclair, Vice President, Advertising, Walgreen Co.

Secretary - Vikki Schwartzman, VP, Corporate Media Director, L'Oreal USA

Treasurer - Dennis Skulsky, President and CEO, Publishing, Canwest
<http://www.accessabc.com>

Hiding in plain sight

By Ed Hennigar
Design for readers

You want to do a redesign. It's time to give your paper a new look and you've finally gotten the go-ahead from your publisher to give it a shot.

But he's made it clear that you have to do it on a shoestring. No pie-in-the-sky stuff - and make it happen at little or no additional expense.

You have your doubts. "How," you may ask, "am I gonna do a redesign with these same typefaces? Sheesh! New Century Schoolbook. Times. Helvetica. We've been using those for years and they're just tired! We just gotta get some new faces!"

Well, yes...and no.

Have you checked your typeface files lately? Yes, those typeface files that are hiding somewhere on your server - those typefaces that may work very well in your redesign. They may have been there all this time, hiding in plain sight.

You never knew you had them because, well, you've always used New Century Schoolbook. Times. Helvetica. Rarely, if ever, have you felt the need to use other type faces.

It's a design Catch-22: You haven't tried to use other type faces because you didn't know you had them - and you didn't know you had them because you didn't try to use them.

When I'm working with a client on a limited budget (and whose isn't?), one of my first steps is to take a look at their entire font

library. For me, it's like a treasure hunt.

Akzidenz Grotesk. Basilia. Berkeley. Bodoni. Caslon 224. Formata. Frutiger. Goudy. Lucida Bright. Myriad Pro. Photina. Utopia. You may have these typefaces in your system already, just waiting for you.

Some suggestions:

LOOK FOR THE CLASSICS: Stay with those fonts that you know work well. Don't go for Bernhard, for example, when Berkeley will do much better.

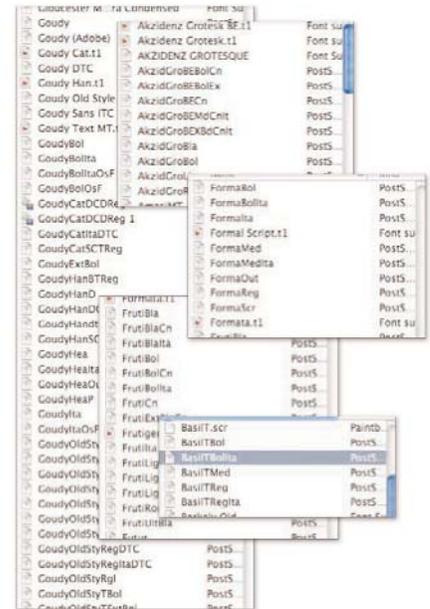
LOOK FOR NUMBERS: A typeface family with six or eight fonts will be more versatile than one with only four fonts from which to choose.

LOOK FOR COMPATIBILITY: You want the typefaces you choose to work well with each other. See if their letterforms complement each other.

LOOK FOR SIMPLICITY: Consider what I call the 'Rule of Three' - only three typeface families in the entire redesign. One for text (always a serif), one for display headlines (often a serif), one for accessory uses (often a sans serif).

Choosing new typefaces for your redesign can be an exciting process. But there's often no need at all to rush to buy type. Very often, the typefaces you need are already available to you.

All ya gotta do is look in the right place.



A look through your font files may show that you already own quite a few that will work well in a redesign.

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.
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Ethical Case Study

Start the discussions in your newsroom....

Your city has been troubled by gang violence. One day, two respected community leaders come to your office to ask that in any future stories about such trouble you not identify the gangs by name. Doing so gives them legitimacy, they argue, and it would benefit the city if the newspaper simply referred to "gangs" and "gang members" without using the various groups' names.

- You agree to do this. There's no guarantee that eliminating gangs' names will reduce the violence, but you think it's worth a try - especially because the suggestion came from people familiar with life on the street.

- You continue to name the gangs. "Who" is a vital part of every news story, and despite the community leaders' plea, you think the newspaper should not deny readers this important information.

With more than 300 members, it can be difficult 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
k.shardlow@ocna.org
with your updates.