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## Government to draft regulation on PST issue

The December 12 announcement by Finance Minister Dwight Duncan that the Ontario government will circulate a draft regulation to address tax discrimination against community, ethnic and campus newspapers has been met with cautious optimism.

The issue centres around newspapers which publish less than weekly or whose pages are bound as they do not qualify as newspapers under the provincial sales tax regulations which exempt newspapers from the tax. Many have been assessed with back tax bills in the hundreds of thousands of dollars.

OCNA has been working on this issue for months with pub-

lishers affected by dealing directly with the minister's office, various levels of the provincial government, and the opposition. The association has developed proposed definitions for the new regulations to level the playing field for the publications in question.

To complement these efforts, many of these publishers banded together to form a coalition called SAVE OUR VOICES! The group announced its plans at a press conference at Queen's Park on December 12. The Finance Minister's announcement soon followed.

The government's response is a positive first step, says SAVE OUR VOICE! "We welcome the Minister's announcement



**Members of the Press Gallery on Dec. 12.**

and look forward to working with the government to ensure that all ethnic, campus and community newspapers are protected," said Sima Sahar Zerehi, a spokesperson for SAVE OUR VOICE!

The group's intent is to speak out to ensure all ethnic, community and campus newspapers are recognized as newspapers, no matter how often they are printed, and whether or not they are stapled. They said that the assessments will mean staff layoffs, price hikes or even closures.

"This has been a very active file for OCNA," said Executive Director Robyn Matravers. "From our meetings and dealings, we were given every indication that the Minister would move on changes following the election so we are pleased to

see the follow through."

At present it is unknown whether the promised draft regulation will protect some or all of the affected newspapers. Nonetheless, SAVE OUR VOICE! is greeting the government's announcement as an encouraging sign of goodwill. "This is a great first step," said Zerehi. "Our coalition will remain active until the government treats all newspapers the same. "We will not rest until the government treats ethnic newspapers the same as English newspapers, rural newspapers the same as big city papers, and campus papers the same as the mainstream press."

Matravers has been pleased to see the results of efforts made when committed individuals band together for a common cause and share resources.



**SAVE OUR VOICES!** representatives (left to right) Sima Sahar Zerehi, Dat Nguyen and Les Weller at a Queen's Park Press Conference on December 12 to launch their new coalition.

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## a word from the President...

### In and around OCNA



By **Rick Shaver**  
OCNA President

**A**t this time of year we are all busy getting our last papers of the year to press. For most, Week 52 is here but before we begin our new Week 1, we need time to reflect on the year past. I hope that during this reflection you are smiling at a year that was financially and professionally successful for you and your staff.

In keeping with the traditions of this dynamic industry, community newspapers and our association have experienced many changes again this year. We continue to see a growth in circulation and community participation within our membership. Our recognition in the communities we serve pays back dividends so I ask that we all continue in the next year to be

involved and cover events to make our communities better places to live.

As a member of the CCNA Newspaper Exchange program, it makes me proud to see all the great holiday features we produce at this time of year. There are so many great ideas for small advertisers. New this year were some great campaigns on the Shop Local issue with the U.S. dollar so low, or our dollar so high. It was great that we took the lead and produced these features. Make sure you send them on to your MP and MPP. Maybe community newspapers might get a few government insertions the next time they run border identification ads. It's a shame community newspapers did not receive their share again from the government buys on this issue. We don't get any answers but a no. I assure you AdReach will be looking into this and with all the ComBase numbers and Market Analyzer stats we have, a future buy looks promising. If there was ever a new year's resolution, this will be

mine.

I am pleased that OCNA has ended the year with the launch of our new Online Training Centre. Committed to professional development, OCNA and our Ontario Community Newspapers Foundation are now able to present a full line-up of training options available whenever the need arises. Please take a look at this fabulous offering and include this affordable training feature in your 2008 budget. There's a resolution for you.

Season's Greeting, Merry Christmas, With Best Wishes, A Very Merry Season To You, This Is the Holy Season, With Warm Wishes At Winter Solstice, Feliz Navidad, 'tis the Season..., Felices Fiestas, DIA de Reyes, Noel, Espiritu Navideno and Paz Y Felicidad.

On behalf of the OCNA Board of Directors, I wish all of you and your families, all the best this holiday season. Rick

## a word from OCNA...

### OCNA Online Training Centre launched



By **Robyn Matravers**  
OCNA Executive Director

**I**hope you are all coming to the end of a hectic and successful season.

When you get a moment to breath again, I would like you and your staff to get introduced to our newest Member Service - our Online Training Centre. Brought to you by the Ontario Community Newspapers Foundation, this web-based training centre offers a number of training programs available 24/7 right on your own computer, and all at very affordable rates.

On Thursday, Dec. 13, an e-mail was sent directly to each OCNA member Publisher with a user name and password for you to begin accessing all the wonderful and affordable options now available to you. This password will allow you to follow your staff's progress with their training. Employees can access the main site by going to <http://ocna.protraining.com/index.cfm>

The main feature of the training programs is Sales 101: an introduction to Community Newspaper Advertising Sales. Ideal for new sales representatives to the industry, it contains 11 chapters covering everything from your publication, territories, ad layout, media kits, reserving space, spec ads, new accounts, selling your product, territory management, the sales call, and online ad sales. It takes approximately 8 hours to complete. All for \$100.

You will also find a series of Business Skills Videos, Desktop

Computing training, Personal Skills Development, and Technical Software and Web Design. I'm sure you will be impressed with the offerings. More programs will be added in the future so make sure you continue to return to the site. The home page features a user guide to the site.

So please take the time to review the Online Training Centre. We'd appreciate your feedback.

For myself and all the staff at OCNA, have a wonderful Christmas and happy holiday. We look forward to being of service to you throughout 2008.

Robyn

**OCNA and Ad\*Reach offices  
will be closed Monday, December 24  
until Wednesday, January 2, 2008**

**while our staff and their families enjoy the  
holidays**

**Please download any Ad\*Reach material  
and Network Classified ads  
at your earliest convenience.**

# industry news



CRAIG SIMPSON, former editor and publisher of the *Creemore Echo*, has relinquished his editor role to serve solely as publisher of the *Echo*.

**AN EMC WEDDING!** Stacey Roy, a reporter for the *Smiths Falls Record News*, and editorial coordinator of the *St. Lawrence EMC*, married Desmond Devoy, an editor for *Now EMC Ottawa East*, on Oct. 26. Congratulations!

VETERAN REPORTER/PHOTOGRAPHER Tamara de la Vega has accepted the position of news editor at the Huntsville Forester. Tamara has been a part of the Forester team since 2000, covering a variety of beats. Congratulations!

## CLASSIFIEDS

### Looking for a new column for your paper?

Weekly column 'Heart 2 Heart' is researched based, focused on relationship issues, and has a wide appeal to people of all ages. It has been published weekly in The Chronicle Journal in Thunder Bay for over ten months and has received very positive feedback. The column has 3 parts:

- a write-in question and answer part that poses a question and answers it.
- current research on that type of problem , and
- a summary of how everyone can use that information to impact their own lives.

There may be a number of organizations interested in advertising in relationship to an column like this i.e. local events, classes, various products and services..

Author Marsha Reinikka is a graduate student who is currently doing research for the Northern Ontario School of Medicine. Contact her at [mreinikk@shaw.ca](mailto:mreinikk@shaw.ca) or call her at: 807-344-9998 to see samples of Heart2Heart.

### Looking for special interest column?

'Vet Talk' by Dan Watkin DVM is what your publication is looking for. A veterinarian with 28 years experience, Dr. Dan brings topical and relevant issues to light in a manner that is enjoyable and informative. Dr. Dan offers practical hints and tips that your readers will find valuable and insightful. Dr. Dan Watkin is a practicing veterinarian living in Amherstburg, Ontario. In addition to practicing veterinary medicine, Dan is an experienced outdoor writer. He wrote a weekly outdoor column for the Windsor Star for 11 years. His material is also published regularly in many of the large outdoor and fishing magazines in both the United States and Canada including Outdoor Canada, Bob Izumi's Real Fishing Magazine, Canadian Sportfishing, Canadian Sportsman, Muskie Hunter, Walleye Insider, the Ohio Outdoor Beacon, Michigan Outdoors and In Fisherman Magazine. He has presented many seminars at outdoor shows in Ontario and Michigan, and has appeared on several T.V. shows. For syndication rates and information contact: Dan Watkin at [danwatkin@hotmail.com](mailto:danwatkin@hotmail.com).



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!

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

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

**Follow the leader... leading by example**

Nominations will be accepted until December 28, 2007

Contact this newspaper or the Ontario Community Newspapers Association at [www.ocna.org](http://www.ocna.org) or 905.639.8720.

**ACCEPT THE CHALLENGE - NOMINATE SOMEONE TODAY!**

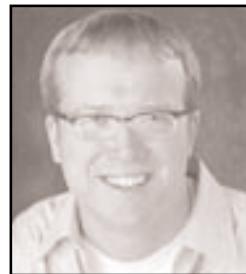
## Brad Holden named *Echo* editor

By Craig Simpson  
*The Creemore Echo*

**O**n behalf of our entire staff, it gives me great pleasure to announce the appointment of Brad Holden as editor of the *Creemore Echo*. Brad has steadily taken on greater responsibility for gathering and reporting the news since joining the *Echo* in February of 2005 as senior writer.

Brad's writing has earned both provincial and national awards, and he has been instrumental in spearheading the development of the new [creemore.com](http://creemore.com) Web site.

In the process he has become an active participant in



Creemore life, and at the same time earned the respect of all the key stakeholders in our active and diverse community. Not only does this appointment represent deserving recognition for Brad, it also provides a strong foundation for the *Echo*'s future. It has been a privilege for me to serve as editor for the past six and a half years, and I look forward to continuing my role as publisher. Our staff remains

committed to ensuring that the *Echo* continues to publish the "news and views in and around Creemore" in an accurate and objective manner, and that the [creemore.com](http://creemore.com) website does the best possible job of serving the community.

## Liquor Advertising Guideline updated

**N**ewspapers will be pleased to hear that Advertising Guidelines regarding the sale of liquor have been changed to permit more flexibility. They were updated in July of this year, which was the first time since 2003, and now allow licensees to advertise liquor prices and brands.

Terry Nakagawa from the Alcohol and Gaming Commission of Ontario told OCNA that prior approval of advertising is not necessary, and although the guidelines allow for increased flexibility, all advertising must be done in a socially responsible manner. Ultimately it is the licensee's responsibility to ensure advertising conforms to the guidelines. The sale price of liquor can now be sold as low as \$2.00 and the price can be advertised – but watch the wording as you can't say things like 'drink 'til you drop at these prices'. Brand names can also be advertised.

To view the new guidelines, go to:

[http://members.ocna.org/AFS/OCNA\\_Documents\\_Reports/LiquorAdvertisingGuidelines2007.pdf](http://members.ocna.org/AFS/OCNA_Documents_Reports/LiquorAdvertisingGuidelines2007.pdf)



ONTARIO JUNIOR CITIZEN  
OF THE YEAR AWARDS

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cnrie

# Defending a libel claim...

**L**ibel and slander is a peculiar area of law, in that one is guilty until proven innocent. If sued for publishing defamatory statements, you must be able prove, with evidence and witnesses, that the statements in question are 'more likely true than false'. This is commonly called the *Truth defense*. Other common defenses against libel claims are:

*Fair Comment* - in which the statements made are an expression of opinion on an issue that is of public interest. This is a valid defense even if the comments are defamatory, although the statements that are the basis for the opinion must be true and must clearly be expressed as an opin-

ion, not fact;

*Qualified Privilege* - is another valid defense in which the statements made were in the public interest. This privilege exercised when covering the activities of elected officials or government. The law instance allows statements to be published regarding allegation or rumour, even if it harms the reputation of the person in question.

## LIMITING DAMAGES

If a claim arises because a misstatement is published, and the misstatement does not pertain to criminal charges, a newspaper can limit the plaintiffs award to 'actual' damages (as opposed to punitive or other

damages) by proving that the statements were published in good faith (no malice or agendas involved), that the misstatements occurred by mistake or misapprehension of the facts, and [perhaps most importantly] a full and fair retraction of all erroneous facts is published. The retraction must be published within three days of receiving the written libel notice, or in the next regular issue. The retraction also must be given equal or greater prominence within the newspaper.

# Canadian Libel Insurance

By cnrie



## 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:

### Business Skills Videos

- \* Career Development (Videos)
- \* Coaching (Videos)
- \* Communication (Videos)
- \* Customer Service (Videos)
- \* Finance (Videos)
- \* Leadership (Videos)
- \* Leading Teams (Videos)
- \* Management (Videos)
- \* Managing Within The Law (Videos)
- \* Sales and Marketing (Videos)
- \* Self-Management (Videos)
- \* Six Sigma (Videos)
- \* Work and Life Balance (Videos)
- \* Workplace Environment (Videos)

### Desktop Computing

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

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

- Certification 2005
- \* Sarbanes-Oxley Act
- \* Sexual Harassment in the Workplace
- \* Stress Management
- \* Teams That Work

### 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

### Technical Software and Web Design

- \* Dreamweaver MX
- \* Dreamweaver MX 2004
- \* Dynamic HTML
- \* Flash MX
- \* Flash MX 2004
- \* FrontPage 2000
- \* GUI Design
- \* Internet Marketing
- \* JavaScript
- \* Photoshop
- \* Photoshop 7
- \* Photoshop CS
- \* Web Design & Graphics
- \* Web Publishing and Design with HTML 4.01 and XHTML

<http://ocna.protraining.com>



# CNA/OCNA 2007-2008 Webinar Series



Next up:

**INDUSTRY FORECAST FOR 2008:** Don't miss the January 10 Webinar with Ed Sparagiel, Executive Vice President of Kubas Consultants, a Toronto research firm that specializes in consumer market analysis and newspaper marketing and performance.

What sectors will be star performers in 2008? Plan your advertising strategy with this webinar.

Date: Thursday, January 10

Time: 12:00 p.m. EST

This is a joint Webinar hosted by OCNA and CNA. The cost is \$60 for OCNA/CNA members and \$90 for non-members.

To register for this Webinar, please contact Lynn Fenton at [l.fenton@ocna.org](mailto:l.fenton@ocna.org)

## Your 2008 Line-Up:

Date	Topic	Theme
Jan. 10, 2008	Sales/Publishers	Forecast for 2008
Jan. 17, 2008	Editorial	Business literacy
Feb. 7, 2008	Editorial	Multimedia storytelling I-headlines
Feb. 21, 2007	Production/Sales	Designing attention-grabbing ads
Mar. 6, 2007	Sales	Building classifieds
Mar. 20, 2008	Production/Editorial	InDesign: Tips, tricks, & troubleshooting
April 10, 2008	Editorial	Newsroom legal issues
April 17, 2008	Sales	Internet strategies for small markets
May 1. 2008	Circulation/Dist.	Alternatives to Canada Post
May 15, 2008	Sales	Ads on steroids
June 5, 2008	Sales	Developing niche markets

●●● Contact Lynn Fenton to register at 905-639-8720 ext. 232,  
or e-mail [l.fenton@ocna.org](mailto:l.fenton@ocna.org)

**What is a Webinar?**

A Webinar is a combination of a conference call and a computer (Power Point) presentation. It's a low-cost way to offer valuable sessions: use a speaker phone and computer projector and the session can be shared with as many people as can fit in your board room. Register online, and we will send you the details and technical specs on how to join the meeting.

## advertising

# The power of repetition

By John Foust  
Raleigh, NC

**T**he more a message is repeated - an advertising theme, for example - the more likely it is to be remembered. That's why there is a good chance you can name the advertisers who use these slogans:

- Just do it.
- Can you hear me now?
- Keeps going and going and going.
- The ultimate driving machine.
- With a name like \_\_\_\_\_, it has to be good.
- When you care enough to send the very best.

Of course, you didn't set out to memorize these famous advertising lines. You know them because you have been exposed to them for years. That's just what these internationally-recognized advertisers set out to do. From day one of their campaigns, they knew repetition would create brand familiarity—which in turn would create sales.

Elizabeth Arden, the marketing legend who built a cosmetics empire, once said, "Repetition makes reputation, and reputation makes customers."

Repetition works on a local level, too. There are merchants in your hometown who have built their businesses on the 'Repetition equals Familiarity equals Sales' model.

How many times does a message have to be repeated before it is remembered? I don't know. Individuals learn at different rates—and for different reasons. How

many times did you repeat the multiplication tables before you learned them? How often do you hear a new song on the radio before you know all the words? How many times do you need to repeat a person's name before it becomes part of your long-term memory? A lot depends on your interest in the subject. And a lot depends on the 'stickiness' of the message itself.

As you talk to your advertisers about ad frequency, here are a couple of points to keep in mind:

### Repetition equals Familiarity equals Sales. "

**1. Repetition is a solid learning principle.** Repetition plays a major role in any educational undertaking - whether a high school student is learning a foreign language, or an actor is memorizing lines from Hamlet.

Repetition helped you learn how to do your job. When you started, you had to repeat procedures a number of times before they became second nature. And today, each time a new work-related system is introduced, you go through the same process.

**2. The typical advertiser has 19,999 competitors a day.** For years, I quoted the figure of 2,000 as the number of advertising messages we're exposed to every day. But after reading Dr. James Twitchell's book *20 Ads that Shook the*

*World*, I'm convinced that number is closer to 20,000. According to Dr. Twitchell, there are only two times when people are not exposed to selling messages: when they're asleep, and when they're praying.

Take a look around. Even when you're not reading a newspaper or watching television, you're surrounded by brand names and images—on your pen, your coffee mug, your golf clubs, your kitchen appliances.

How can advertisers achieve top-of-mind awareness amid all this clutter? The answer is to find the right message—and say it over and over. And over.

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E-mail John Foust for information about his training videos for ad departments: [jfoust@mindspring.com](mailto:jfoust@mindspring.com)

## 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 2008 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



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**MultiAd®**

# Henninger on design

## Captions: break up the gang

**By Ed Henninger**  
Newspaper Consultant

This may be the best photo page you've ever designed. You've done more than a few in your time but this is page carries you to another level.

The photos are prize winners.

The structure is sound.

The spacing helps to set off each of the photos while maintaining the integrity of the group.

They're tightly edited and properly sized.

The frames are carefully selected.

The headline type face you've chosen for the caption is just right for the tenor of the page.

Even the typography in the caption is matched with care.

And yet the page fails.

Readers have trouble making sense of it. They just don't have the patience to figure out the design.

You're making your readers work too hard—by creating a ‘ganged’ caption. Instead of placing a separate caption below each photo, you assembled one caption that takes readers to every photo.

By doing so, you're forcing your readers to begin ‘...at left...’ and go to the photo (hoping to make sense of the caption) then

return to the caption (hoping to make sense of the photo) then go to the next photo (hoping to make sense of the caption) then back to the caption. And on and on.

Of course, each time your readers go from caption to photo, their odds of finding the correct photo are even, at best. And every time the return to the caption, they have to swim around for a moment or two to find where they left off.

Put together more than a half-dozen photos on a typical photo page and the ganged caption becomes a reader nightmare.

And a reference to the photo ‘...at left...’ fails if there's more than one photo placed to the left of the caption.

What's the best way to fix a ganged caption? Kill it.

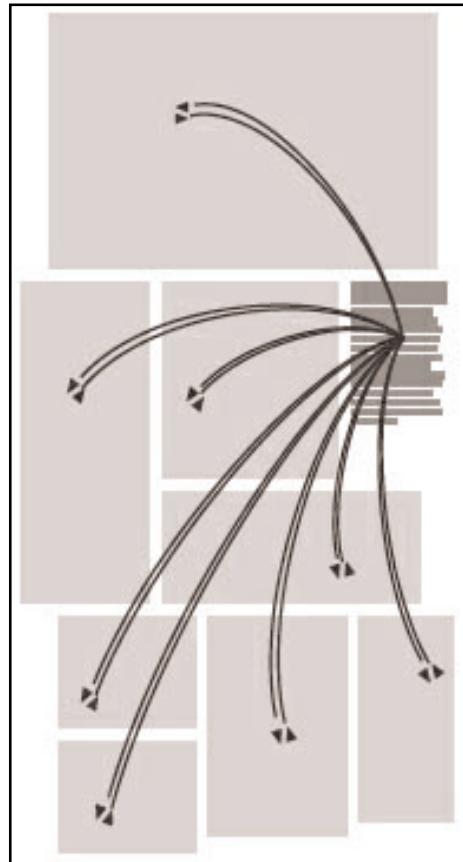
Instead, use the caption space to write a copy block that tells the story behind the photos.

And then go back...rework the page...placing a caption below every photo.

Can you still create a stunning page? Absolutely.

And underlying all of its visual power will be a page that is much improved—because it places the reader first.

[www.henningerconsulting.com](http://www.henningerconsulting.com) | [edh@henningerconsulting.com](mailto:edh@henningerconsulting.com)



Going from a ganged caption to each photo and back creates a 'route map' of round trips like those of a major airline.

### Ethical Case Study

**Start the discussions in your newsroom....**

The sister-in-law of a judge is arrested on federal charges involving a \$5 million cheque-kiting scheme she allegedly was involved in four years ago. The 60-year-old arrested woman has been married to the judge's brother for three years. Should news stories reporting her arrest and trial identify her as the sister-in-law of the judge?

- YES. If you don't mention the connection, readers may think you're protecting the judge. Reporting the relationship also helps identify the woman's standing in the community and ensures that she will not get preferential treatment by the courts.
- NO. Her alleged criminal acts were hers alone and committed before she married the judge's brother. Plus, the case is being tried in court.

If your answer was yes, should the relationship be mentioned in subsequent articles?

- YES. Some readers may be encountering the story for the first time and won't know about the family connection.
- NO. Once is enough unless the relationship comes up at the trial.



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# technology

## Publisher to InDesign conversion here



**By Kevin Slimp**  
Institute of Newspaper Technology

**A**re you sitting? Don't read any further unless you're sitting. The news I'm about to share requires that you be in a seated position before reading any further. OK, ready? You can open Microsoft Publisher files in InDesign.

Whoa! I can hear the sounds of publishers, editors and designers falling from their chairs from Sydney, Australia to Portland, Maine. Now, aren't you glad you were sitting?

You heard me right. I just received an e-mail from Markzware. You've probably bought their products before. They're the folks behind FlightCheck, ID2Q (InDesign to Quark) and Q2ID (Quark to InDesign). They have a new plug-in for InDesign called PUB2ID (Microsoft Publisher to Adobe InDesign). PUB2ID provides an easy method to migrate Microsoft Publisher content into Adobe InDesign documents. The conversion is enabled with a single click using the InDesign File->Open menu. No more re-creating documents from scratch; PUB2ID gives you a big head-start. OK. Take a breath. It caught me by surprise, too. One of the questions I get most often is from newspapers trying to figure out what to do with all those pesky Microsoft Publisher files they receive.

Windows-based newspapers can open the files in Publisher, then make a PDF of them. Still, that isn't a perfect solution. Mac-based newspapers have been at a total loss. There has not a program (till now) that can open a Publisher document on a Mac.

Then, on Friday, I received a general announcement from Mary Gay at Markzware - something about opening Publisher files in InDesign. She had my attention.

I've become a big fan of Q2ID and ID2Q, plug-ins that allow Quark users to open InDesign files and InDesign users to open Quark files. When I have the chance I tell every newspaper they should have one of these, depending on which application they use for layout. I couldn't help but wonder if PUB2ID would work as well as these.

Well, there's good news and bad news. The good news is InDesign will open Microsoft Publisher files with PUB2ID. The bad news is they don't open as cleanly as Quark files open in InDesign using Q2ID. I can't fault the folks at Markzware for this. There are plenty of notices on its Web site to let potential buyers know that Publisher files opened in InDesign will have to be adjusted. Things move around. Fonts, if the Publisher fonts aren't loaded on your system, change. Still, Microsoft Publisher files open in InDesign! For now, that's good enough for me.

I contacted Mary and asked if she could send a copy of PUB2ID to me. Upon downloading and installing the software, I was faced

with a dilemma. I didn't have any Microsoft Publisher files. I've gotten in the habit of discarding problematic files as quickly as possible, so I don't keep these lying around.

Fortunately, I remembered that a colleague does her company calendar in Publisher, and I know a church secretary who produces a newsletter in Publisher. After a couple of quick calls, I had two .PUB (Publisher) files in my inbox.

I quickly went to Adobe InDesign CS3 (PUB2ID works with the CS2 and CS3 versions of InDesign) and selected File>Open. After saying the magic words and sprinkling pixie dust on my keyboard, I selected the Publisher files to open. To my surprise, the six-page newsletter opened very nicely. Things were in the right place. Most fonts looked right, and I was able to adjust, using the standard InDesign tools, items that had shifted or otherwise needed adjustment. I used the handy find/change tool to convert missing fonts to fonts on my system, and I had a newsletter that looked like I had designed it in InDesign.

The calendar, however, didn't convert as well. Everything was there. All the text, clipart and lines were on the page. But it required a lot of work to get things where they needed to be. In fact, I wondered if it wouldn't be just as fast to create a new calendar in InDesign from scratch. To be fair, though, most Publisher files newspapers receive are more like the newsletter - a combination of graphics and text. The calendar was a tough conversion due to all the overlapping text frames and lines.

It seems most Publisher files that end up in newspaper inboxes are ads created by 'agencies' that don't have access to professional layout programs such as QuarkXPress and Adobe InDesign or Illustration applications like Adobe Illustrator and MultiAd Creator. These ads normally consist of a simple graphic or two, plus some text.

It was interesting to see how PUB2ID worked. Immediately upon opening a Publisher file in InDesign, the plug-in created a folder on the hard

drive that held all the links to the page. I found individual files for each graphic. These files could be opened and edited in Photoshop, if desired. They also appeared in the Links panel (or palette) in InDesign. Once the file was open, it was an InDesign document. I could do everything to the text, graphics and photos that I could do to anything created from scratch in InDesign. Quite impressive.

We've been waiting a long time to have an option to deal with these pesky Publisher files and now we have one.

To learn more about PUB2ID, visit [Markzware.com](http://Markzware.com). Both Mac and PC versions are available. The list price is \$199 (US). System requirements include Mac OS 10.4 and higher, InDesign CS2 or CS3, 128 MB of available RAM and 250 MB of free HD space (Mac) or Windows 2K, XP or Vista, InDesign CS2 or CS3, 128 MB of available RAM and 250 MB of free HD space (PC). OK, now you may stand up.

