



July/August 2008 Vol.22, No.7

John Hinds appointed CEO of national associations

The boards of directors of the Canadian Community Newspapers Association (CCNA) and the Canadian Newspaper Association (CNA) have announced the appointment of John Hinds to the position of Chief Executive Officer for the associations' jointly managed office in Toronto.

Following the announcement of a co-management agreement at the annual conference in Toronto in early May, a joint management committee was formed comprising board members from both the CNA and CCNA. The joint committee conducted interviews and made the hiring decision, as part of a two-year plan to amalgamate the administrative offices of the associations.

"The board of directors of CCNA greeted the unanimous decision of the co-man-



John Hinds has been appointed CEO of the Canadian Community Newspapers Association and the Canadian Newspaper Association.

agement committee with enthusiasm and confidence that John is the ideal individual to take on this new task," said CCNA president Brian McCristall.

"During his five-plus years with CCNA, John has proven to be an outstanding leader, innovative thinker and tireless worker on our behalf. We certainly believe that John is the right person at the right time for both associations to take full advantage of new opportunities to promote our industry."

"I'm very excited and I think we have a tremendous opportunity to work on behalf of all newspapers in Canada," said Hinds who is at jhinds@ccna.ca.

Brian McCristall can be reached for comment or questions at 604-525-6397 or by email at brian@tricitynews.com.

Sales program for new hires takes off online

It happens to even the best ad managers. You hire a great person with little experience. You want to train him/her thoroughly, but you also have an unmanned territory just sitting there losing revenue. Plus, you have that special section closing later in the week that could use a few more ads.

Wouldn't it be nice if a salesperson could quickly learn everything they need to know to take over, stabilize, and begin growing a territory fast? That's exactly what OCNA's online training program for new newspaper ad reps is designed to do - turn a brand new hire, even one with absolutely no experience, into a seasoned, savvy newspaper advertising salesperson quickly and inexpensively. As you'll see in the outline below, the course covers every topic imaginable, interjected with advice,

tips, and tricks that only a newspaper advertising sales expert can provide.

"This course saved my year," said an Alberta publisher who ran two staffers through the course and saw his page count jump by 200 in November and December 2006.

Containing over 165 pages, OCNA-member newspapers and their staff will be able to gain access to first-rate training content from an easy-to-use online platform. On top of that, each member newspaper will have its own secure, private access to staff learning histories and reporting.

Don't miss a free Webinar on Wednesday, August 13th at 11:00 am for a one-hour 'How-To' on OCNA's new Online Training Centre. Learn how easy it is to use dozens and dozens of programs, and

why you shouldn't miss this great training tool. Learn how to register and train your employees 24/7, right at their desks, and all at very affordable rates! Bob McInnis, creator of the training program 'Sales 101: an Introduction to Community Newspaper Advertising Sales', will also be on hand to explain OCNA's main feature for the training centre. Contact Karen Shardlow at 905-639-8720 ext 232 or k.shardlow@ocna.org

Here's a quick outline of the content:

Lesson 1: The newspaper's departments
Salespeople first get an overview of the newspaper to better understand each department and how the advertising department relates to each.

Cont'd on page 7...

WHAT'S INSIDE

Morry Barr celebrates 90th • Page 2

Murray Skinner retires • Page 3

Support for online video • Page 4

Helfenstein writes a book • Page 5

Critical design mass • Page 7

Technology with Kevin Slimp • Page 8

Editorial...

Bad words and bad language

By Jim Stasiowski
The Writing Coach

A colleague once said to Winston Churchill, "I admire the exaggerated way you tell the truth," and really, that quotation is all I ever needed to fall in love with the way the British communicate.

I suppose many of us competently speak and write our brand of English.

But there's something about the British style and cadence and care with the language that appeals to me.

Some of the British usages, however, should be as extinct as the Redcoats.

Take, for example, the British habit of using collective nouns in plural constructions, such as, "The cabinet are meeting this morning."

No way. Cabinet is a collective noun, obviously singular, so such a meeting deserves the singular verb "is."

But OK, we'll let the British indulge in their idiosyncrasies, as long as they don't tax our tea.

What happens, however, is that in terms of the language, we tend to adopt the worst options available. That is the phenomenon called Bernstein's Second Law, identified by Theodore M. Bernstein, the imperious language arbiter who once reigned over the copy desk of The New York Times.

Bernstein's Second Law (don't ask about his First) is that bad words drive out good. For instance, there is a wonderfully descriptive word, 'enormity,' that people constantly misuse. Its misuse has made it, in Bernstein's opinion, a bad word. (More about 'enormity' in THE FINAL WORD, below.)

Because Bernstein died in 1979, I have revised his Second Law to include not just 'bad words,' but also bad language. Please, do not notify his heirs.

A writer pointed out that newspapers often use the British form of pluralizing pronouns with singular antecedents, a mongrel cousin of the British 'cabinet are' construction.

Here's one: 'The company is new to the city, and they are eager to fit into the business community.'

Oh? And just who are 'they'? 'They' is a plural pronoun, and any pronoun must have an antecedent, a noun preceding it that agrees with the pronoun in number (singular or plural) and gender (masculine, feminine or neuter).

Obviously, the writer of 'The company is new to the city, and they ... etc.' intended the antecedent to be 'company.' But 'company' is a singular noun, so how can 'they' and 'company' cooperate like a respectable noun and respectable pronoun linking up in a respectable American sentence?

They cannot.

Cont'd on page 5...



Longtime Newspaper Friends Gather to Celebrate Morry Barr's 90th Birthday

Above: Newspaper friends from a wide section of Ontario communities joined Morry Barr in Sundridge to mark his 90th birthday in mid July. Jean Morrison (Napanee), Jo Ruby (Goderich), Marion Pratt (Tillsonburg) and Shirley Dills (Milton) were among the 150 guests extending special greetings. Morry is the former publisher of the *Almaguin News* at Burks Falls and a former OCNA Director.

Below: Former newspaper publishers who formed friendships through OCNA functions over the years were well represented at Morry Barr's 90th birthday at Sundridge in mid July. Thirteen friends gathered for a "group photo". Front: Jean Morrison, Napanee; Marion Pratt, Tillsonburg; Marilyn Clauws, Dresden; Kay Dills, Acton; Jo Ruby, Goderich; Marg. Wright, Temiskaming. Standing: Al Wight, Temiskaming; Jean Baker-Pearce, Alliston; Shirley and Jim Dills, Milton; Dave Dills, Acton; Gord Clauws, Dresden; Bill Pratt, Tillsonburg.



Murray Skinner retires as Metroland's President



Murray Skinner has retired after 40 years in the Community Newspaper business. He has spent the past 32 years with Metroland Media Group where he was Vice-President of Marketing for 19 years before being appointed President in 2000.

Top right. Skinner is presented with a Silver Quill Award from the Canadian Community Newspapers Association, for more than 25 years of service to the industry, by OCNA President Abbas Homayed, left, and CCNA First Vice-President Mike Williscraft.



Above, Skinner and Metroland's new President Ian Oliver greet more than 700 guests at Skinner's Retirement Party in Toronto.

Left, Skinner and his wife Jo-Anne were entertained by their three children, shown here in their 'do you see a family resemblance? get-ups.

industry news...

Consumers show willingness for ad-supported, free online video content

While the majority of digital video consumers say advertising is a reasonable expectation, their willingness is driven by content format

As more consumers go online to stream or download video content, the number of advertising-subsidized online video services is also growing. With all these new models hitting the market, the question on marketers' minds remains: How will consumers react to the growing proliferation of advertising supported video services? Recent research conducted by Ipsos MediaCT suggests that the majority of digital video consumers will find the inclusion of advertising a "reasonable" expectation for accessing free online video content.

Results from MOTION, Ipsos MediaCT's ongoing digital video tracking study, show that at least three in four digital video consumers say they would find it "reasonable" for advertising to be included in the free digital distribution of full-length TV shows and movies, while around two-thirds say the inclusion of advertising would be reasonable with free access to music videos, short news or sports clips.

However, consumer reaction to this concept does vary by type of digital video content. Adam Wright, Director at Ipsos MediaCT, explains: "As might be expected, digital video consumers generally find it more acceptable to have advertising included within longer, professionally produced video offerings such as full-length movies or TV shows, should this content be available for free online. Fewer are ready to accept this 'price of admission' for shorter-form content or less-professional polished content. Still, for most video content types, the majority of these consumers find the trade-off between free video content with advertising to be a fair value proposition."

The one content type that may be the exception is amateur video content. Just over half (52%) of consumers age 12+ who have downloaded or streamed a video online say they would find it "not reasonable" to have advertising embedded within free amateur or homemade video offerings online. This finding is particularly interesting because some video sharing Web sites, such as YouTube, are beginning to diversify their content offerings to include longer, more professionally produced material that may be supported by advertising. "Ad-subsidized service models will have to be carefully considered by these video sharing Web sites, since their current audience has grown accustomed to free streams without any advertising," adds Wright. "As advertising starts to appear within their offerings, it has the potential to alter attitudes, perceptions and usage of these sites." Indeed, given its substantial usage levels among today's digital video consumers, YouTube would appear to have a lot at stake as it begins to experiment with ad-subsidized content.



Happy retirement Fred and Sharyn

Staff at the Parry Sound North Star were sorry to see two key players retire this summer. Fred Heidman and Sharyn Kingshott are shown here on the deck of the Charles W. Stockey Centre for the Performing Arts, in Parry Sound, where they were honoured with a retirement party July 2, after a combined 78 years at the Parry Sound North Star.

General Manager Fred Heidman retires after starting as a compositor at the North Star 47.5 years ago. He is an OCNA Past President and has served on many association committees over the years. Sharyn Kingshott, sales manager, has worked at the North Star for 31 years.



Find Out Yours In A

Race Against Time?

If so, then you need

Metro ADS On Demand™

Your Money Making Source For On-Call Ad Creation for Print and Web!

Wouldn't it be great if you could create as many print and Web ads as possible without overloading your creative staff or worrying if there was enough staff in-house to design and produce those ads on deadline? Wouldn't it also be great if those ads were customized for your clients and ready the next morning? With Metro ADS On Demand, all that is possible. This unique service gives you the extra hands and the help you need to keep your work flowing smoothly and your ad sales in full swing.

Win the race against time, and more sales, with Metro ADS On Demand. Call 800.229.7666 today!

METRO

Metro Creative Graphics, Inc., 519 Eighth Avenue, New York, NY 10018; E-mail: bethany@metro-email.com

Former publisher Carol Helfenstein pens book

Carol Helfenstein, former president of OCNA and former co-publisher of the Teeswater News, is back in the news. Her first book *Why Not? a memoir in black and white* will be available through book stores and through The Brucedale Press (www.bmts.com/~brucedale) by late August.

Carol's sense of humour and colourful language is visible throughout the book as she confesses to the bloopers she's made and the experiences she and her husband Harry shared. She even admits to a horrendous mistake in their paper even as the press was revving up to high gear at Goderich Signal Star, so bad that the press boss roared, "Stop the press!"

As much as this pair enjoyed their years, Helfenstein reveals the real truth of how difficult it was for them to make the huge leap from running a dairy farm for 25 years to running a paper for 12; as well she finds the words to describe the humiliation they faced from an outside critic.

She writes of the grand moments, of real people in Teeswater and Formosa,

Belmore and Kinlough. She writes of two sisters who adopted the Helfensteins, plying them with cookies and tea bags, treats they could not refuse. Mae was the local correspondent and Edna played the church organ unflinchingly in her community every week for 80 years. "I believe Edna Boyle should be recognized, even posthumously, as one of Canada's greatest volunteers. She inspired me as no other person ever has," says Helfenstein.

There are chapters devoted to helping to save a Fall Fair, of being attacked by a full-grown Holstein cow, and to covering a takeover bid of epic proportions of a local telephone company. She wrote from her well-earned perspective about the determined men and women called 'Line in the Dirt' who in 1991 fought to save their farms. She describes with passion the historical March on Ottawa the following January by 40,000 farmers who came to fight for their right to farm and be paid a living wage for honest labour. Carol was there on The Hill standing on wobbly scaffolding set up for the media, snapping photos, taking notes, even being



Helfenstein is proud to have her OCNA Out-going President's caricature by cartoonist Steve Nease used in her new book.

harassed by a rude reporter who challenged her right "to be up here with the real media". Fifty-four-year-old Helfenstein handled the situation as only her Newfie sense of honour would allow.

When you read this book you will understand that a small

town is the centre of the universe and the power of the pen can cause ripples to travel to the far-off Persian Gulf as well as into the homes of readers of the community paper.

Carol Helfenstein can be reached at helfenstein@tnt21.com

Singular and plural nouns confuse writers and readers

...Cont'd from page 2

From Fowler's *Modern English Usage*, here is an example of a typical British usage: 'When the jury retire to consider their verdict ...'

In American English, we would write: 'When the jury retires (singular verb) to consider its (singular pronoun) verdict ...'

Fowler's says the British usage allows for interpretation: If the collective noun, such as 'group' or 'jury,' refers to the whole, then the singular is acceptable; but if the collective noun refers to the members, then the plural is acceptable.

This, then, would be acceptable in either London or Lincoln: 'The Stasiowski family vacations (singular verb) in Warsaw every August.' In that sentence, 'family' refers not to the members, but to the whole clan.

By contrast, this would be acceptable in

British, but not American, English: 'The Stasiowski family never agree (plural verb) on where to go to dinner.' That sentence clearly refers to the disagreements among the family members.

In American English, however, we would write: 'The members of the Stasiowski family never agree on where to go to dinner.'

One last consideration: 'Company' is not really a classic collective noun. In business terms, a 'company' is a commercial entity. Granted, it usually has more than one employee, but when you hear or read 'company' in reference to a business, do you envision the people?

Almost certainly not. Your brain reflexively envisions a building or a corporate logo or a product that company sells.

Thus, even though I do not speak British English, I doubt even a lord of that sceptred

isle would use, 'The company are eager ...'

By contrast, a true collective noun, such as 'group,' creates an image of a cluster of people or things: softball players, pineapples, Dumpsters, even middling British officials who yearn to exaggerate as eloquently as Churchill.

THE FINAL WORD: The noun enormity refers to great wickedness, not mere large size. Thus, you would write of the enormity of a crime, but not, as sloppy writers do, the enormity of a football stadium.

For something very large, opt for enormousness or vastness, or apply any of a group of useful adjectives: immense, gigantic, mammoth, etc.

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.

Ed's Critical Design Mass theory exposed

By Ed Henninger
Design for readers

I have a theory. Been rolling it around for a couple of years. I think it makes some sense. Trouble is, I have no proof. If I did, it wouldn't be a theory. It would be a law. And I would be rich and famous. OK...famous. OK...not that, either.

I call it the theory of 'critical design mass.' It states that the design of a news page must include a well-proportioned combination of visuals (photos, charts, etc.), design elements (such as headlines and pull quotes) and text (such as, well...text). Oh...and negative space.

The four must work together, in good balance.

Probably nothing you haven't heard before—but the key lies in the words proportion and balance. Use too many elements and the page becomes cluttered and busy.

This is where the real critical mass part comes in: the way to guarantee the balance is to leave a large enough mass of text on the page so other elements aren't crammed against each other. The text acts as a buffer and a balance to give other elements the lighter background they need to stand out.

What's the formula? How much text-to-design elements? That's a tough one—and it depends on the number and the size of the visual and design elements needed in your packages.



The page on the left allows for some breathing room between elements. On the right, too many elements create clutter.

Speaking just for me, I like at least as much text on a page as design elements. So that would make my formula 50-50.

But it's not always that simple. What if the lead art is horizontal? What if the lead package is an amalgam of photos, charts and text? What if you're using a screen

behind a lead feature package? Then, the formula might have to be reworked.

Years ago, design pioneer Ed Arnold advised that if you could place a dollar bill on a page and it touched nothing but text, that area of the page was too typeheavy.

Nowadays, we hear so much about the need for entry points and visual elements that we may be trying too hard. Even with the need for points of entry—and strong visual interest—on a page, we still need to create a design that can breathe, a page that's comfortable and not cluttered.

Critical mass—keeping enough text on the page so the page is a balance of all elements—is a key to that effort.

www.henningerconsulting.com
edh@henningerconsulting.com
803-327-3322

Looking for a new column?

Weekly column 'Heart 2 Heart' is researched based and focused on relationship issues. It has a wide appeal to people of all ages who are interested in the personal dilemmas of others and in learning new information. 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. She has been organizing singles events (including a matchmaking service) and getting familiar with situations that relationships typically experience. Contact her at mreinikk@shaw.ca to see samples of Heart2Heart.

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>

Online ad sales course worth its weight

...cont'd from page 1

Lesson 2: Getting to know your territory

Sometimes your first priority is just getting a warm body out into that empty territory; keeping current advertisers running; and getting advertisers who ran in last year's special section/feature/page running again this year. This lesson teaches salespeople how to identify and approach these accounts to maximize revenue from day one.

Lesson 3: Ad Layout

Even more important than selling skills at this early stage, the salesperson needs to know how to get these existing advertisers into the newspaper. The first step is learning how to properly communicate with the production department.

Lesson 4: The rate card and contracts

In this lesson, salespeople learn the ins and outs of the rate card. It covers how to calculate rates based on various rate structures as well as explaining all the other issues that's discussed there.

Lesson 5: Reserving space

After salespeople learn how to lay an ad out and are comfortable with the rate card, salespeople learn how to reserve space, including all the stumbling blocks to watch out for.

Lesson 6: Spec ads

Now that your new hire has learned to stabilize their territory, they can learn more about how to grow their territory fast. Since spec ads are the foundation of selling local newspaper advertising, this is covered here in depth

Lesson 7: New accounts

If everything goes well, your new salesperson will be selling accounts that haven't run before. This lesson teaches salespeople what's involved when their advertiser doesn't already have an existing account or needs credit. As with the rest of this course, we keep things general and direct the salesperson to ask how you deal with the

specifics.

Lesson 8: Your various products, your competitors, and what's important

In this lesson, we explain what types of products they may be selling at a typical newspaper as well as typical competitors. Also, salespeople learn about demographics, circulation, and readership and other ways to evaluate and sell against each medium, as well as better communicate their own products' advantages.

Lesson 9: More advanced approaches to managing your territory

In this lesson, salespeople learn solid territory management techniques with tips and tricks that only the most experienced salespeople know. We also discuss the pitfalls of territory management including not planning ahead, fear of cold calls, believing nobody wants to advertise, and not getting discouraged when everyone's telling them your rates are too high.

Lesson 10: The sales call

Here's where we teach your new hire about how to approach a sale. We believe in the consultative selling approach where the salesperson first listens to the account's needs and then, often in a second sales call, the salesperson recommends a strategy based on those needs. All aspects of the sale is covered, including how to deal with the typical objections they're likely to face.

Lesson 11: Online Ad Sales

This chapter will give ad reps a solid introduction into what's involved in online ad sales, including the different types of ads they'll be selling, how they're measured, how to quote rates, the benefits to advertising on the Web, how to design effective online advertising, and how to make a presentation. They'll learn about pixels, pop-ups, banners, buttons, and skyscrapers, static, animated, and rich media ads, as well as what hits, page views, impressions, click-through rates, and CPMs are all about.

More importantly, they'll find that

despite the cutting-edge medium and new terms, the vast majority of the process involved in selling online advertising--qualifying your prospect, lowering resistance, asking questions, creating a strategy, presenting the recommendation and overcoming objections--is be very similar to selling print advertising, so they'll be able to use much of what they've learned already in this course.

Your investment for Sales 101: an Introduction to Community Newspaper Advertising Sales is only \$100 per participant. Registrations are all done online. The program is available online 24/7 in a user-friendly format and takes approximately 8-10 hours to complete. Ad managers or publishers have secure access to view how their staff are progressing in the course and with the quizzes offered every few lessons. If you don't have your access code and password, contact Karen Shardlow at k.shardlow@ocna.org.

Check out the variety of other online programs offered at the OCNA Online Training Centre that range from courses to videos covering everything from soft skills to software programs.

Go to

<http://ocna.protraining.com>

Technology Webinars

Aug 8: Become a PDF Guru, Part 2
(Finding Problems in PDF Files)

Aug 14: Become a PDF Guru, Part 3
(Fixing Problem PDF Files)

Aug 20: Intro to Flash: Basics of Creating Animated Ads for Newspaper Web sites

Aug 21: Intro to InDesign, Part 1: The Basics of Text and Graphics

~ ~ ~ Kevin Slimp and Russell Viers, technology gurus of the newspaper industry, have joined forces to offer webinars aimed at the newspaper design professional. Each month, classes are offered in InDesign, Photoshop, Illustrator, Acrobat, Flash and more. For more information or to register online, visit brain-cast.biz



Published monthly by the
Ontario Community
Newspapers Association
3050 Harvester Rd.
Ste 103
Burlington, ON
L7N 3J1
Tel: (905) 639-8720
Fax: (905) 639-6962
<http://www.ocna.org>
newsclips@ocna.org

OCNA TEAM

Robyn Matravers, Executive Director;
Anne Lannan, Member Services Manager;
Todd Frees, Controller;
Lucia Shepherd, Accountant/Newsprint Coordinator
Carol Lebert, Network Sales Coordinator; **Susana Czyrnek**, Network Classifieds/Accounting Coordinator; **Karen Shardlow**, **Alexis Komon**, Member Services; **Lynn Fenton**, **Carolyn Press**, **Erica Leyzac**, **Ted Brewer**, **Minna Schmidt**, **Carla Alexander**, Ad*Reach.

OCNA OFFICERS

Abbas Homayed, President, Sudbury Northern Life; **Don MacLeod**, First Vice-President, Sun Media; **Keith Roulston**; Second Vice-President, Blyth/Brussels Citizen; **Linda Plumridge**, Secretary/Treasurer, Fort Frances Times; **Rick Shaver**, Past President, Cornwall Seaway News
OCNA DIRECTORS
Kelly Baker, Metroland Interactive Initiatives; **Peter Winkler**, Metroland Fairway Group; **Mike Mount**, EMC Newspaper Group; **Tim Dundas**, Sun Media, Niagara; **Pat Logan**, Sun Media, Ingersoll; **Mohsen Taghavi**, Salam Toronto; **Mike Williscraft**, Metroland, Niagara This Week.

technology...

Want new technology? Post this on the bulletin board...



By Kevin Slimp
Institute of Newspaper Technology

It always surprises me when I visit a newspaper and see one of my columns posted on a bulletin board. I hear it all the time. "I've been trying to get the publisher to buy (fill in the blank) for years, but couldn't get him (or her) to budge. Then I showed them your column and, voila, they ordered it for everyone in the building!"

It works the other way, too. Publishers will tell me they read my column and decided to purchase new hardware and/or software based on what I wrote. Kind of scary, actually.

After noticing a lot of empty spaces on bulletin boards lately, I decided to do my part by sharing my list of products I'd have around if I were the king of your newspapers. (Note: Be sure to highlight the words "products I'd have around" before tacking this to your bulletin board.)

OK. Here's my list:

Computers: New iMacs for everyone. It never ceases to amaze me when I hear a publisher tell me how much production has increased after getting new computers. And the iMac is the computer to get. Two gigabytes of RAM is fine. Oh, by the way, buy some MacBook for your sales staff while you're at it. They're a mobile group, you know.

Video Camcorders: Ever since I wrote a column on the Flip video camcorder a few months ago, publishers have been stopping me at conferences to show me the ones they carry in their pockets. Everybody seems addicted to their Flip. At less than \$150 for the Flip Ultra, it seems like a "no brainer" to get one for each reporter. That way they can shoot a video for your Web site while covering a story.

Audio Recorders: Going to cover the county commission meeting? As exciting as they can be, it's possible to miss a thing or two. That's where the Zoom H2 Handy Recorder comes in. I finally spent my own money to get one last month, and it was \$199 well spent. Actually, I found it on sale for \$179. The Zoom records in brilliant stereo on a memory card just like you'd find in some of your digital cameras. Just copy the files from the card onto your computer and you have sound. It's also great for recording your daily podcast.



Font Management Software: Have you heard about the new server-based font management application from Extensis? Of course not. I haven't written about it yet. But I have it. And for those of you who have asked about server-based font management only to learn it could cost as much as a few dozen iMacs, I have great news. Extensis has just released Universal Type Server Lite, which allows server-based font management for up to 10 users for less than \$1,400. It works with both Macs and PCs.

AutoDesk Cleaner: Man, is it expensive (\$595). At least it's not as expensive as it used to be. But if you're going to have videos on your Web site, you'll want to make them as small as possible while retaining the quality. That's what Cleaner does. The PC version is called Cleaner XL. Don't take my word for it. Try the free demo at <http://usa.autodesk.com>.

Adobe Flash: I don't have enough space to get into the whole QuarkXPress 8.0 vs. InDesign CS3 (soon to be CS4) debate. But we can all agree on one thing: Every newspaper should have someone on staff who knows how to use Adobe Flash. Whether you use it to create animated ads for your Web site or to convert videos to Flash files, Adobe Flash is quickly becoming as necessary as Photoshop. OK, maybe I exaggerate. But Flash is something I wouldn't do without at my newspaper.

Scanners: Replace your desktop scanners every two years. Actually, every 18 months is a better idea. Scanners lose their quality after 18 months or so, and users spend all their time trying to clean up noise they didn't create. Fortunately, scanners cost less than a dinner for two (maybe one, with an appetizer) at Ruth Chris. Buy an Epson scanner. They're the best.



Miscellaneous Software: GIMP (it's free - and it rhymes with my name) for folks who don't have Photoshop on their computers. Visit gimpshop.com for more information. ProSoft Drive Genius 2 is a great utility for keeping Macs humming. Adobe Acrobat 9.0 Professional is a must for newspapers that haven't upgraded to 8.0 Professional yet. You need one of the two.

I could go on for days about hardware and software. But this is a good start. Now go ahead. Put it on the bulletin board.

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

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

Editorial...

Ethical Case Study for discussion at your newspaper

A man who is raising three sons is arrested and charged with physically abusing the middle child. The child, who has bruises on his arms and legs, is taken from school and sent to live temporarily with a family in another town. Your reporter has written an article that includes the name and address of the father and identifies the school the boy was taken from.

WHAT DO YOU DO?

- You publish the article, as written. It's important that people know what this man is accused of doing to his child. Also, this way, people in the neighbourhood and at the school can make sure no harm comes to the other two children.
- You publish the story about the father's arrest but do not include his address or the name of the school. This way, the crime will be reported, but the identity of the children will be protected.
- You don't publish any story. This is a sad family situation. Exposure in the newspaper serves no purpose and can only hurt the children.

Career Opportunity

Location: **The Welland Tribune**
Position: **Lifestyles/Page Editor**

Responsibilities

The Welland Tribune, south Niagara's daily newspaper, is seeking a page editor with a particular focus on lifestyles and entertainment.

The position is fulltime, reporting to the Managing Editor.

The successful candidate will be responsible for editing local copy and handling wire copy, doing layouts, providing feedback to reporters and page proofing under deadline pressure. Also required will be the development of the paper's lifestyle beat.

Qualifications

The successful candidate will work days and have a proven background in editing, headline writing, pagination and selection of photographs. The candidate must be proficient with Quark Xpress and Quark CopyDesk. A knowledge of Photoshop would be an asset.

Submission

Please submit a current resume, samples of at least three page layouts and three industry-related references. A covering letter would be enhanced by demonstrating knowledge of The Tribune, Niagara region and local issues.

Deadline: Aug. 22, 2008

Mail to: Angus Scott, Managing Editor
The Tribune
228 East Main Street Welland, ON L3B 5P5
tribme@wellandtribune.ca

Keep Us Posted!

We want to share your news with your peers. Send your updates and articles to anne.lannan@ocna.org



INSTITUTE

of newspaper technology

October 9-11, 2008
Knoxville, Tennessee USA

Training in:

Adobe InDesign • Quark XPress • Adobe Flash • MultiAd Creator
Advanced Photoshop • Adobe Illustrator • Animated Ads for News Websites
Dreamweaver • Audio Slideshows for Newspaper Websites



newspaperinstitute.com