

news clips

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OCNA looks forward to new Conservative government

OCNA is cautiously optimistic about Monday night's election result and feels the new Conservative minority government could be a good thing for Community Newspapers. While the national seat lead went to the Conservatives, Ontario still broke for the Liberals winning 54 seats, with 40 for the Conservatives and 12

for the NDP. The good news is that the majority of Conservative seats in Ontario come from rural or suburban ridings - the traditional heartland of Community Newspapers. This, coupled with the party's Western origins, should make it easier to advance our issues with the new federal government. Given the minority status of the government it might be difficult for Prime

Minister elect Stephen Harper to enact some of his legislative agenda but with the Liberals in a leadership race that party will want some measure of stability to get its house in order. There are several major issues upon which the two parties can cooperate including those that will benefit Canadian business. This new Conservative government will likely last between 18 to 24 months before another election

is called. If the new Liberal leader is strong and the party threatens to bring down the government then we could see several major government advertising campaigns put on hold indefinitely so as not to conflict with the next election. CCNA anticipates no major changes to programs that directly affect its members, such as

Continued on page 2

Hot times awaiting you at OCNA's cool convention

By Carolyn Mullin
NewsClips Contributor

The mild weather in most of Ontario has already heralded the news - it's OCNA's spring convention time. But while the crocus bulbs are trying to poke through the soil, and the delicate tree buds have been making appearances all over southern Ontario, these images are NOT what brings to mind this year's annual provincial gathering of community newspaper people.

Instead, opposites will attract at the Airport Renaissance Hotel March 31 and April 1, as OCNA presents a convention that is both cool and hot ... Fire and Ice.

It may seem like months away, but it's really only about eight weeks, and there are plenty of agenda items that need your participation right now.

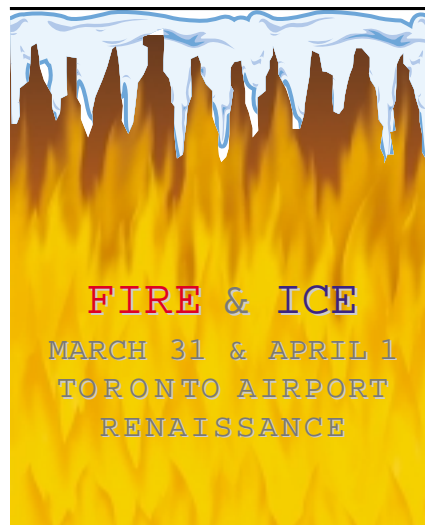
Besides great food, guests, fun, awards and education, this year's version will have some hot new agenda items, as well as a cool twists on old favourites. Here are some of the highlights:

Too Cool for School

Educational experience for everyone in the areas of technology, editorial, advertising, circulation and distribution. Jim Stasiowski handles editorial questions; Chuck Nau is on the advertising block; technology guru Kevin Slimp handles those never-ending computer questions; and Robert Bobber will present a Friday afternoon panel on circulation and distribution. Stasiowski will focus on creativity in stories as well as how to find the right word for the right occasion (in game show format). Nau will present a two-part session: one on survival tips when business is tough, and one on demystifying the Internet and introducing the basics of online advertising.

Slimp will focus on new technology and software and what they can do for you. Production staff will have a chance to work with Slimp hands-on for an afternoon session as well. Bobber brings 33 years of experience in newspaper circulation and promotion into the afternoon panel, which will feature several other experts in the field.

Continued on page 3



OCNA thanks Shelley Ford-Kohler



Your association staff got together for a luncheon to thank OCNA's Director of Financial Systems Shelley Ford-Kohler for her seven years of service to the association and the Community Newspaper Reciprocal Insurance Exchange. Shelley left on January 12 to begin her new position as Accounting Manager for a legal firm in Toronto. Her replacement should be announced soon.

Continued from page 1
the Publications Assistance Program (PAP), and is excited about the promised reforms to the Freedom of Information Act and expansion of the role

of Information Commissioner that will benefit the free press across Canada. The CCNA is also optimistic about issues related to Canada Post.

Apple offers automation option for folder actions

Tech Corner
With Ian Youseman

In a recent Apple Tip of the Week, I found this gem for those using Apples OS X (10.2 and above) for adding automation through folder actions:

At the office, I'm on a network and I have a Drop Box where my co-workers (freaks that they are) can send me files. However, for a long time, if a freak puts something in my Drop Box, I wouldn't know it unless they called or e-mailed me and told me so. But now anytime one of them drops something in my Drop Box, a message dialog appears that says, "Something freaky is in your Drop Box." This is a simple AppleScript (think of an AppleScript as a built-in automation for your Mac, just like Photoshop actions add automation to Adobe Photoshop). Mac OS X includes some cool sample scripts (actions), or you can download about a bazillion from the Web for free.

To assign a script to a folder, Control-click on that folder and choose Configure Folder Actions from the contextual menu that appears. This brings up the Folder Actions Setup dialog, where you toggle vari-

ous scripts assigned to folders on and off, or even edit scripts (if you know how to write AppleScripts). Click the plus sign (+) button at the bottom left of the dialog box, navigate to your folder and click Open). Once you do this, a window will pop down with a list of built-in sample scripts you can assign to this folder, and their names give a cryptic description of what they do. Pick the one that sounds like what you want to do (to replicate my Drop Box warning, choose add — new item alert .spt) and click the Attach button (you'll see your newly assigned script appear in the column on the right of the dialog). Now click the Enable Folder Actions checkbox at the top-left corner of the dialog.

This is a global on/off switch, so any folder to which you've attached scripts is now activated.

By the way, once you've applied actions to a folder, you can turn Folder Actions on or off globally by Control-clicking on any folder and choosing Enable Folder Actions or Disable Folder Actions from the contextual menu.

Ian Youseman is the OCNA IT technician and general technology assistant. E-mail him at i.youseman@ocna.org

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Better Newspaper Awards highlight April 1

Continued from page 1

Junior Citizen of the Year Awards

Friday's opening dinner reception is also time to honour the 12 deserving Ontario Junior Citizens of the Year, traditionally hosted by the Lieutenant Governor.

Tembec Breakfast

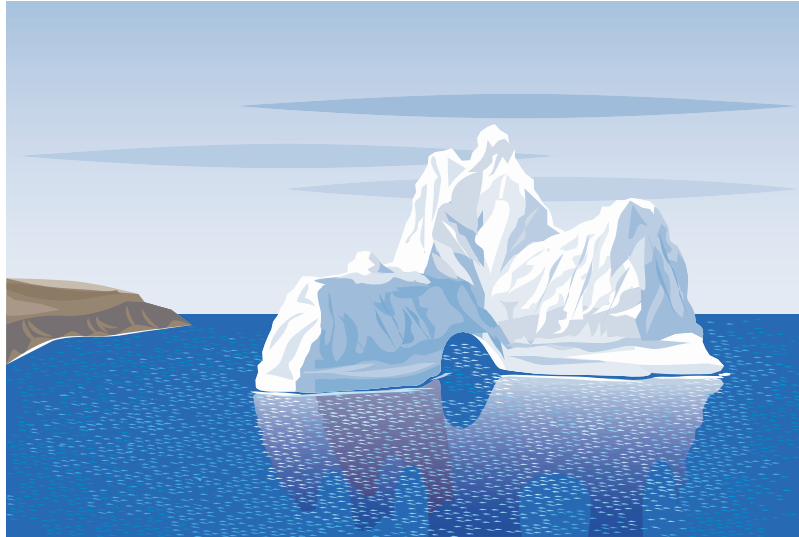
Saturday's first meal will offer political insight from either a provincial or federal elected official. We initially invited Prime Minister Paul Martin, and while he may have a bit more time on his hands these days, we would like to hear from a member of the ruling party. Details coming...

Lunching with Tory

John Tory is the invited guest for the Saturday lunch as we introduce the 2006 OCNA Board of Directors and honour those who have completed their service. The passing of the gavel from president-elect to president is always a treat, and rarely takes place without a few laughs (and tears).

Better Newspapers Awards Gala

The top three



finalists will be released online Feb. 14 in more than 50 categories. If you have been selected as one of the top three, expect a request for a PDF of the nominated item (story/photo/page, etc.) for reproduction purposes. The ballroom will be transformed into party central (following the Fire and Ice theme, of course) to help celebrate great achievement in community newspapers.

April Fool's Day

The photo contest is back, but with a new theme: April Fool's Day. All you need is a camera and a great sense of humour. Take a photo that relates to newspapers and April Fool's Day. It can be candid or posed, colour or black and white, digital or film. It may or may not have been published in your newspaper. It cannot, however, be one of the photos entered in the Better Newspapers Competition, nor can it be dig-

invited to vote for their favourite image. Online voting begins Feb. 28. The winner will take home a \$250 gift certificate for Henry's Photo Video Digital.

Scorchin' Bloopers

What kind of April Fool's Day would it be without a chance to laugh at ourselves. We are bringing back the Bloopers at the convention, and we would love to see yours. Send those little mistakes by e-mail to l.hall@ocna.org or by mail. We will be accepting bloopers until March 1.

Watch the mail, paper and digital versions, for your copy of the OCNA spring convention registration form.

itally altered or technically enhanced.

E-mail it to l.hall@ocna.org or mail to Laraine Hall (address on page 8) before Feb. 14. Photos will be posted on the website and members will be

Dates to Remember 2006

- Feb. 10: OCNA Ski Day, Georgian Peaks
- Feb. 14: BNC and General Excellence finalists announced
- Feb 14: due date April Fool's photo contest
- Feb. 17: OCNA Ski Day, Calabogie Peaks
- Feb. 28: Online voting begins for photo contest
- March 1: Bloopers due!
- March 31-April 1: OCNA Spring Convention, Toronto Airport Renaissance Hotel

For information on any of these items, e-mail Laraine Hall at l.hall@ocna.org



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Marketing tidbits to ponder in cyberspace

By Lisa Dixon
AdWorks

Consumers today encounter anywhere from 3,500 to 5,000 marketing messages per day versus 500 to 2,000 in the 1970s, according to Yankelovich consumer and marketing research. The result? Fierce competition across all industries vying for customers to maintain and grow market share.

Today's consumers pose an increasing challenge to marketers (and newspapers!).

Ad agencies and marketers are looking for ways to deliver their marketing messages by integrating new and alternative media (media which is fast becoming standard) as part of their traditional marketing mix.

Fundamental technological changes affect how U.S. consumers consume. Wireless devices, DVDs, TiVo, search engines and the Internet, in general, have given the consumer control over when, where, what and how they receive information...be it news, entertainment or advertising.

The iPod is symbolic of these changes, especially among the much-sought-after younger demographic. It offers a personal, individualized experience. It offers control. With control comes power. The power of the consumer to choose. No longer do you have to buy an entire CD. Radio playlists are a thing of the past. Music companies don't have the clout, nor are they the star makers they once were. The ability to download music has shaken and is revolutionizing, the music industry.

What does the future hold? Here are some interesting marketing tidbits that should provide some food for thought...

• Consider the estimated 70 million Echo Boomers, those born between 1977 and 2002, who have never known life

without cellphones, laptops and the Internet. Echo Boomers are much less likely to respond to traditional marketing. They're independent and tech savvy. They place a high value on self-fulfillment, flexibility, and are a generation of multi-taskers adept at answering e-mails on their Blackberrys while talking on cellphones while trolling online.

• There's a lot of money to be made in age-related products. The youngest baby-boomers entered middle age. Those 76 million boomers born between 1946 and 1964 have had, and will continue to have, an enormous impact on society. Marketers are mapping ways to cash in on this aging market segment. Brent Green, baby boomer author, says the smart money is on products and services designed to help boomers stay healthy and fit.

• Procter & Gamble, the powerhouse that popularized the concept of mass-market advertising, has turned its sights to in-store marketing. Believing shoppers make up their minds about a product in the first three to seven seconds they notice it on the shelf, they're changing their marketing strategies to tap into this important marketing opportunity. This new focus by the consumer-products giant has shaken the ad agency industry. No longer is the traditional, and very profitable, TV buy king.

• Speaking of in-store marketing, WalMart Stores Inc.'s in-store TV network is reported to reach 130 million shoppers a month according to Nielsen Media Research findings.

• Brewing giant Anheuser-Busch hired JibJab studio, the shop behind the This Land presidential election spook that spread across the Web to an estimated 80 million viewers, to help them reach their core young, male audience.

• Craigslist.org has been described as an Internet classified market, a public forum site,

a giant Internet bulletin board. It's large audience has grown 799 per cent, from 401,000 unduplicated U.S. visitors a month in August 2001 to 3.6 million in August 2004, according to Nielsen/Net Ratings. One reason the audience is so large is most everything is free. The site has expanded to include listings for 57 cities – 48 in the U.S. They all look alike, but have local listings. Their growing following buys and sells, looks for dates, cars, homes and jobs, and vents about politics. They've built a sense of community in addition to a profitable business model from job postings.

• The entrepreneurial spirit remains steady. A study by the Kauffman Foundation found entrepreneurs started an average of 550,000 new businesses monthly. Entrepreneurship is key to growth because start-ups create most new jobs that fuel the economy (schedule a small business seminar in your market in 2006).

• Consumers today demand an easy online experience. They're unlikely to buy from, or even return to, a website after being annoyed by some element of it, including...the use of pop-up ads, dead links, confusing navigation, registration log-on pages that block access to online content, ineffective site-search tools and the need to install extra software.

Prepare and position yourself for the future by keeping an eye on today's changing marketplace, shifts in consumer preferences, new technologies and their applications.

Lisa Dixon has 20+ years professional experience in advertising and marketing. She conducts small business advertiser seminars for newspapers nationwide and has spoken nationally and internationally at press association conferences. Call Lisa at 972-818-5472 or e-mail LADixon@aol.com.

Make your donation to NABS through the United Way Payroll Deduction program

Hey guys! Did you know that you can give all or a portion of your United Way Payroll Deduction donation to the National Advertising Benevolent Society?

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Can your typing be as fast as those shortcuts?

By Ed Henninger
Henninger Consulting

Shortcuts have been there since the beginning. Still, there are far too many paginators and designers who don't learn or understand the keyboard shortcuts built into design and pagination software.

Some software, like Adobe InDesign, even allows you to define and edit your own keyboard shortcuts.

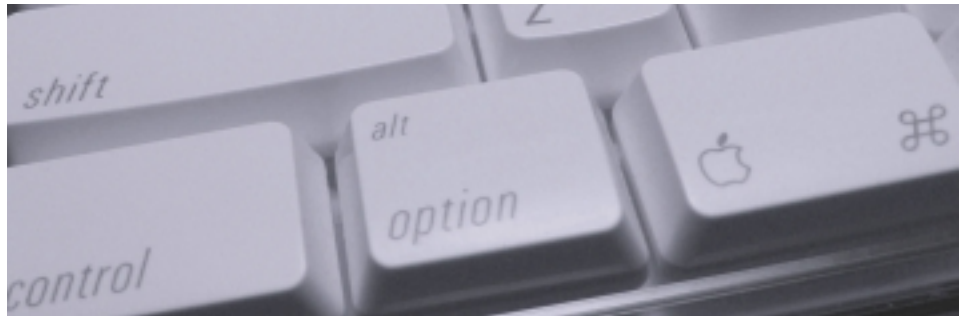
Still, some designers and paginators insist they are actually faster with a mouse than if they were to use the keyboard shortcuts to work on a page.

Bunk.

In my 16-plus years of consulting, I have probably designed and paginated thousands of mockups – and I just can't imagine doing that without the power of keyboard shortcuts to assist me in my work. In the past couple of years, I have made it a point to become 'bilingual' in shortcuts for both QuarkXPress and InDesign. And it wasn't a difficult decision to make or a difficult task to master.

In many cases, the shortcuts are identical or at least similar. Yes, sometimes the transition from one client's Quark pages to those of an InDesign client make me perform mental gymnastics. Still, the overall time and effort involved in creating a mockup is much less than the time I'd spend 'mousing around.'

Imagine: every time you want to copy or paste an item, having to mouse up to the menu, hope for good eye-hand coordination (after a few hours already spent at the computer), find the exact line for 'copy', let the menu close, go back into the same



Knowing how to make the best use of Shift, Control, Option and Command keys is a secret to saving time and effort as you design.

menu, hope again for good eye-hand coordination, find the exact line for 'paste', and then go on to something else.

Seems a lot easier to me – and to hundreds of thousands of other computer users – to just use Command-C, then Command-V.

In my work with designers and paginators, I'm occasionally struck by the realization some of them don't even know the shortcuts that are available to them..

Here's one example:

Take, say, a dozen mug shots of basketball players that you want to align in three rows of four photos, across a package three columns wide. In QuarkXPress, this is a chore if you're setting up guides and nudging the photos north, south, east and west until they align. But there's a simpler method:

Use the command-, shortcut for 'space/align' items to set up the 12 mug shots with equal spacing between rows and columns. As a test for this column, I aligned the photos in less than 30 seconds. It just can't be done in the same amount of time with guidelines and nudging.

Lack of knowledge about software shortcuts often is the result of lack of training – but not always. Sometimes staffers fail to take advantage of training by not using shortcuts – and, over time, forgetting them.

Regardless, to those who insist they can do the job just as well and just as quickly without keyboard shortcuts, I repeat: Bunk.

Want to get a list of keyboard shortcuts? For either QuarkXPress or InDesign? FREE? Go to www.henningerconsulting.com and leave a request with an e-mail address. We'll send the list right out.

Ed Henninger is an independent newspaper consultant and the Director of Henninger Consulting. Offering comprehensive newspaper design services including redesigns, workshops, staff training and evaluations. Phone: 803-327-3322. E-mail: edh@henningerconsulting.com. On the web: henningerconsulting.com

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technology

Slimp answers more questions on those pesky PDFs



By Kevin Slimp

Institute of Newspaper Technology

OK. I didn't mean to write another column about PDF files. After a week

at the beach with my family, I arrived at the office with plans to pen my annual favourites column, providing an overview of my favourite hardware and software products for 2006. My plans quickly changed when I found an inbox filled with desperate cries for help, all related to problem PDF files. Just four months ago, I wrote a column about creating the perfect PDF file. I failed, however, to mention what to do with those pesky PDF files you receive from other, good-natured, sources. Allow me to share some of the messages from my inbox, along with suggestions for curing these PDF woes.

From Brian in Illinois: "Any chance you could give me direction on these files? The one labelled MyMac.PDF causes Acrobat to quit when creating an EPS using Acrobat 7. The PDF labelled Teresa.PDF was created in Distiller 5 and OS 9. It created an EPS OK, but causes Quark 6.5 to crash."

Well, Brian, I'm not sure why Acrobat was crashing, but let me tell you what I've learned. Upon examination of the PDF files, using a Preflight Profile in Acrobat Pro (versions 6 & 7), I found these files were filled with OPI information. OPI information can cause some applications and imagesetters to act strangely. The problem was caused by faulty settings in the creator's Acrobat Distiller. In addition, the PDF file saved in OS 9 was saved as a ver-

sion 1.4 (Acrobat 5) PDF file. To be safe, set your Distiller to always create 1.3 (Acrobat 4) compatible files. This will help all applications understand the file when placed on a page. The fix for files with OPI information is to save the file as an EPS, then convert it to PDF using the correct Distiller settings. If the OPI information was causing the problem with saving the file as an EPS (I've not seen this before), you could use a PDF plug-in like PDF Enhancer (available at www.apagoinc.com) to remove the OPI information from the PDF file.

From Leanne in Alberta: "The original ad preflight indicated OPI problems. What do you think the 'X' through the OPI means?"

The 'X' is Acrobat's way of letting you know a problem has been found in the PDF file. I fixed this file by saving it as an EPS file (grayscale), then redistilled it using the appropriate settings in Distiller. This removed the OPI information altogether.

From Scott in Tennessee: "I received this file from a client this morning. When I send it to the RIP, the text prints in Courier and comes out on all four plates."

I feel your pain, Scott. You've run into two major problems, neither created by you. But, as the printer, you're expected to fix the problems and print the files. There are two ways to tackle this problem. The text separation problem could be quickly fixed using an Acrobat plug-in known as Quite a Box of Tricks (available at www.quite.com). The Courier problem was caused by fonts that weren't embedded. Not much you can do on your end about that. I called the offending party and learned their Distiller settings were faulty. Unknown to them, their settings instructed Distiller to remove many of their fonts from the PDF files. I also learned text was separating onto all four plates because they were using an

export filter in QuarkXPress to create the PDF file, rather than saving the page as a Postscript (or EPS) file first. After five minutes on the phone, they were creating PDF files with text on the black plate only and all



fonts embedded.

From Chuck in Alabama: "I attended your class in Birmingham recently. You said to send you this problem file. It looks OK to me, but Quark crashes every time I try to place the file on the page."

There were a couple of problems with this file, Chuck. First, it was exported directly from InDesign to PDF. The result is the file contains CID fonts, which can cause significant problems in some applications and printing environments. The chief problem with this file was that it was saved as an Acrobat 1.6 (Acrobat 7) file. Most applications don't know how to handle this level of PDF. I fixed the file by opening it in Acrobat Pro 7, running it through PDF Optimizer (found under the ADVANCED menu), then re-saving the file as an Acrobat 1.3 (Acrobat 4) file.

From John in New York: "This PDF file seems OK, but keeps crashing when I send it to my RIP. Is it a problem with the file or my RIP?"

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ALAP bought by Quark

Continued from page 6

Don't go buying a new RIP yet, John. The problem with the file you sent was the amount of information on the page. Apparently, the person who created this file decided it was a good idea to take a 17" x 30" photo and shrink it down to two columns on the page. Some RIPs could have handled the file. Most couldn't. I simply saved this file as an EPS file, then redistilled it. The file size was reduced from 23 Mb to 660 Kb.

Enough! No more PDF columns for a while.

Column Timely as Quark Purchases ALAP

If you read this column last month, you discovered some wonderful plug-ins by A Lowly Apprentice Production. They develop Xtensions and Plug-ins for QuarkXPress, InDesign and Acrobat. Two days after releasing my column, Quark announced the purchase of ALAP. This should be great news for Quark users. I suspect Quark will find a way to utilize some of ALAP's Xtensions in its products. I'm not sure what this means for InDesign users. As I write this column, ALAP is still offering InDesign plug-ins, as well as Quark Xtensions at www.alap.com.



Water Cooler

- **The Cambridge Times** has redesigned its website. You can now view the photo galleries and participate in online polls. Visit www.cambridgetimes.ca
- The inserting operation at **The Chatham Daily News** will be closing, effective March 11. Inserting of the newspaper will be automated at the regional printing and distribution centre in Sarnia. Twelve part-time and one full-time employee will be affected by the move.
- **The Oakville Beaver** won four editorial awards in the 2005 Suburban Newspapers of America (SNA) competition. An editorial cartoon, a story about a local poet, a hiking feature and a news series about Oaklands Regional Centre, earned them the awards.
- **The Metroland Durham Region Media Group**, which includes the Canadian Statesman, Ajax and Pickering News Advertiser, Whitby This Week, Oshawa This Week, Clarington This Week, Uxbridge Times-Journal and the Port Perry Star, won 19 awards and two honourable mentions at the 2005 Suburban Newspapers of America (SNA) competition.
- Editor-in-chief of the **Metroland Durham Region Media Group**, Joanne Burghardt, has been chosen Editor of the Year for non-daily newspapers by Suburban Newspapers of America (SNA).
- Rosalind Raby is the new editor of the **Mid-North Monitor** in Espanola.
- **The Oakville Beaver's** Wednesday edition is now a tabloid in keeping with its Friday and Sunday newspapers.
- On Jan. 12 the **Burlington Post** Wednesday edition will also become a tabloid.

send updates to newsclips@ocna.org

CLASSIFIEDS

Help Wanted

The Napanee Beaver, an independent, locally owned and award-winning community newspaper in Eastern Ontario, is currently seeking someone to lead our sales team as Advertising Manager. The advertising manager will report directly to the publisher. The main responsibility of the manager will be to maximize advertising, insert, colour and special section revenue by directing, co-ordinating, planning and controlling all aspects of the advertising department.

Experience in the field is a must. Leadership qualities and ability to direct staff professionally on a daily basis is required. Salary to be negotiated.

The ideal candidate should have the following qualifications:

- previous sales experience (college or university degree in business or marketing will be considered an asset);
- proven managerial track record;
- excellent communications and presentation skills, highlighted by an understanding of client-marketing requirements;
- strong organizational and time-management skills

Those interested in applying can send their resumes with cover letter and references to:

The Napanee Beaver
ATT: Jean Morrison, Publisher
72 Dundas St.E.,
Napanee, ON
K7R 1H9.
Fax: 613-354-2622
E-mail:

m.bowes@napaneebeaver.com
Only those requested for an interview will be contacted. No phone calls please.

The Backyard Astronomer Brings The Stars Down To Earth

Written for anyone with a sense of curiosity, The Backyard Astronomer, will turn on the light bulb inside your head and put a smile on your face. Author and amateur astronomer, John Crossen, brings a lively and informative writing style to a subject which he enjoys passionately. And his enthusiasm shows in an

intriguing array of articles that entertain readers and score big as the universe on the "wow-meter." Updated weekly, they are available in halpage or quarter-page sizes. The handy PDF formats are an easy "plug-in" to your existing newspaper layout. And at just \$5.00 per article, they're also an easy "plugin" to your budget. Who says a local weekly newspaper can't cover the cosmos? Certainly not The Backyard Astronomer. For samples in pdf format, contact: sconolly@lakefieldherald.com

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Spaghetti for Breakfast

by Catherine Cunningham is an award-winning humour column loved by readers of all ages is available for syndication at only \$7.00 per column. To receive a promotional package call 705-440-6771 or e-mail spaghettiforbreakfast@rogers.com Previously published columns can be viewed online at <http://www.simcoe.com/sc/alliston/column/v-scv2/> Laughter is now on the menu. Order your weekly serving of Spaghetti for Breakfast today!

Multi-million dollar fines for print companies

On January 9, the Competition Bureau released the following information:

The Competition Bureau announced today that Cascades Fine Papers Group Inc., Domtar Inc. and Unisource Canada, Inc. each pleaded guilty in the Superior Court of Justice in Toronto to two counts of conspiring to lessen competition unduly contrary to section 45 of the Competition Act.

Each company was sentenced to record fines of \$12.5 million for their part in the domestic conspiracy of carbonless sheets. A prohibition order was issued against the companies and key personnel involved in the conspiracy will be removed from their positions in the paper merchant business.

"Conspiracies of this nature destroy competition by interfering with private markets and hurt both business and consumers," said Sheridan Scott, Commissioner of Competition. "These record fines reflect the serious nature of this criminal behaviour and put corporate executives and employees on notice that they are accountable for their actions."

The Bureau's investigation, which

began in 2002, revealed the convicted companies conspired to avoid competing with one another in the carbonless sheet markets in Ontario from October 1999 to September 2000, and during 2000 in Quebec, contrary to section 45 of the Competition Act. Carbonless sheets are used by commercial printers in the manufacture of forms and receipts.

The accused corporations admitted that the illegal agreements extended to:

- respecting each other's market share to stabilize prices;
- coordinating a response to a new market entrant;
- implementing a common discount program;
- maintaining price discipline to avoid a price war; and
- sharing sales and pricing data.

Each of the companies shall pay the maximum \$10 million fine for their behaviour in Ontario – the first time the Court has imposed the maximum for a domestic conspiracy – and a \$2.5 million fine for their illegal activity in Quebec. The previous record fine for a domestic corporation in a conspiracy was \$2.5 million.

The Court ordered that each company is prohibited from the continuation and repetition of the offences or the commission of any offence contrary to sections 45 or 61 of the Competition Act.

The companies must educate its directors, officers, employees and agents about complying with the Competition Act and inform them of the identity of the key personnel removed from positions in their paper merchant businesses. For three years, each company must provide written proof of compliance with the prohibition order. For five years, each company must also provide any additional information or records requested by the Commissioner for the purpose of monitoring compliance.

The Competition Bureau is an independent law enforcement agency that promotes and maintains competition so all Canadians can benefit from competitive prices, product choice and quality service. It oversees the application of the Competition Act, the Consumer Packaging and Labelling Act, the Textile Labelling Act and the Precious Metals Marking Act.

Obscene words not to be used lightly in print: CP

Regarding the use of profanity in copy:

If you read the list of words new to Caps and Spelling closely, the word that begins with f and ends with k might have jumped out at you.

No, Canadian Press is not recommending this word be featured in our everyday writing (despite some media reports to the contrary).

Rather, we included a listing in the new edition because it is popping up more and more, and in variations such as f***, the F-word and effing. It seemed guidance was needed.

CP's advice on this word and other obscenities has not changed, however. And that is: Avoid with few exceptions. Casual obscenity is not wanted in our news report. Despite the proliferation of casual vulgarities in modern life, they are still considered offensive by many readers.

In general, we don't need to include casual vulgarity in copy, including quotations.

An exception would be when using the specific words adds a necessary element to the story; if for instance, the vulgarity was used in an unusual or unexpected setting

that made its use news (a Canadian politician utters it to the Queen) or if it was needed to convey some emotion that would otherwise be missing (the accused in a murder trial yells at the judge to "shut the fuck up"). If it passes this test, then spell it out – no euphemisms. However, if someone actually uses the expression "the F-word," then of course they should be quoted accurately.

Article from the Canadian Press, Copy Talk, November 2005, <http://www.cp.org/english/hp.htm>



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