

# newsclips

VOL. 20, NO. 5

## Happy 35th Birthday, Ignace Driftwood!

**By Dennis Smyk**  
Ignace Driftwood Editor & Publisher

In the autumn of 1970, as a teacher at Ignace School, I started a newspaper with my Grade 7/8 class, using it to promote grammar skills. Ignace Eye, named by the students, lasted a few months.

My wife and fellow teacher, Jackie, saw the need for a newspaper in what was then a community of fewer than 1,000 residents. On April 14, 1971, the first issue of Ignace Driftwood was published. The name came to me in one of those 'middle-of-the-night' inspirations.

In my first Editorial, I wrote, 'Anything which is washed upon these fretted shores is liable for printing in this paper. News, views, clippings, opinions, poetry, and whatever else which might meet the public's fancy.'

The first issues rolled off a Gestetner printer on letter-size white or coloured paper (the first cover was gold!) with black or colour inks. Each colour had to be printed separately, so, for

Copy was typed or hand-drawn on waxy stencils; we also had access to an electronic stencil cutter so we could copy illustrations. However, each electronically-

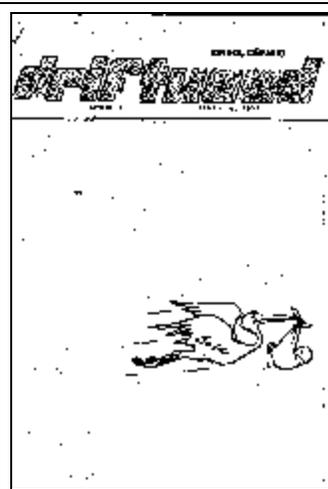
produced stencil had to be run separately as well! There were no photographs. Annual subscription for the bi-weekly Driftwood was \$3.

We eventually changed to tabloid, getting printed in Steinbach, Manitoba. Cut and paste copy was

for five years. Driftwood reappeared on newsstands with a Christmas issue in 1978, and went weekly during Ignace's Centennial year, 1979. Those first newsprint (It looks like a newspaper!) issues were produced with a typewriter; larger type was either hand-drawn or done with stencils. Photographs were sent to the printer separately for 'screening' until we learned to do our own. Copy was cut and pasted onto full-page paper. Over the years we progressed through a series of used type setting equipment. To obtain various fonts and different sizes, our first machine required changing a negative-style strip for each font, and belts and pulleys for sizes. The print was projected onto photographic paper which was then run through chemicals to obtain copy. Sometimes, due to an error, nothing appeared! That meant starting over...

We progressed to more elegant typesetting equipment which allowed us to change fonts and sizes with a click of a button, and produce text on var-

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Front page of the first edition



Front page of a recent edition

example, a page with two colours per side had to run through the printer four times. It was a messy process; we ended up with ink on equipment, on us, and often on the page in unintended places.

sent by bus first to Winnipeg and then transferred to another bus to Steinbach; the finished paper was shipped on a reverse route.

We ran for three years until we quit teaching and left Ignace

## Online auctions keep readers bidding for more

**By Traci Folkins and John Knowles**  
The Mississauga News

The Mississauga News offers advertisers the opportunity to auction-finance print campaigns by participating in continuous auctions, and in the process the newspaper increases revenue, business and readership.

Among the advertisers in the latest issue of The Mississauga News is Skin Deep Phototherapy, a new client that, not long ago, considered newspaper advertis-

ing costs out of reach for their business. Today, it boasts increased foot traffic and an expanded customer base generated through print and online advertisements. Skin Deep Phototherapy is also now among our most loyal advertising clients.

What program captured their attention and is delivering results for this advertiser and dozens of others like it? Continuous online auctions.

By working with CityXpress, our auction provider, we were able to cre-

*Continued on page 3*



a word from OCNA...

# Programs and services for all members

**H**ere is a list of programs and services available to all member newspapers offered by the Ontario Community Newspapers Association and some of CCNA's programs.

What services have you not taken advantage of yet? We'd be happy to provide more information on any of them; just let us know.

- 1. Ad\*Reach - regional national advertising sales
- 2. CommunityMedia Canada sales - integrated national advertising sales (all regions)
- 3. Industry promotion and marketing in such publications as Marketing, Strategy, CARD
- 4. ComBase Readership Research to assist with national and local retail sales and marketing

- 5. Government Advocacy; Provincial Advertising, WDO (recycling), ComBase funding, Provincial Tax Credit Community economic development, Interpretations Act, Property Taxes, Municipal Act Federal Advertising, Infrastructure support (ComBase), PAP, Canada Post

- 6. Network Classified Advertising program for weekly classified advertising and revenue generation

- 7. Human Resources Specialist for information and guidance on HR issues

- 8. Weekly Ontario Press Service for news releases and PSAs and Editorial Board Conference Calls for direct access to politicians and leading companies

- 9. Information and Communication Services: Information and advice available to members about market conditions and how to run newspapers, e.g., Best Practice bulletins, Lending Library, Training Library

Other information requested about the industry Member communication through weekly Ontario e-clips bulletins and monthly News clips newsletters

Web site and Members' Intranet site  
National communication through weekly electronic bulletins and the monthly Publisher newspaper  
Information about Co-op Advertising  
Career/Employment online service

- 10. Education and Networking Services: OCNA Spring Convention and Trade Show  
CCNA Annual Convention  
Fall Conference  
Regional, Onsite and Internet based training programs  
Regional Road Show and Independent Publisher's meetings  
Community Newspaper Review critique program

- 11. Verified circulation audit

- 12. Ontario and National Better Newspapers Competition

- 13. Ontario Junior Citizen of the Year public service and Industry relations program

- 14. Newsprint Sales

- 15. OCN Foundation

- 16. Administer CNRIE Media Insurance

OCNA is here for you with a list of programs and services!

## New look for INMA Magazine

**I**t's a new day for INMA's ideas magazine, and here's an opportunity for you to get a sneak preview. Last month at the INMA World Congress in Chicago, INMA announced that ideas magazine has been redesigned, full colour has been introduced for the first time, the number of pages have expanded, and a bi-monthly publishing schedule has been adopted.

INMA hopes the magazine's look and feel reflect the aspirations of INMA members and the image of INMA.

To give you a sneak peak at what will arrive on your desk soon, click here to view the newly redesigned edition online: <http://www.inma.org/magazinequickview.cfm>.

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# Online auctions grow advertiser base

*Continued from page 1*

ate an ongoing or "continuous" auction program that taps into the unique value and capabilities of a suburban newspaper like ours. The benefits are tangible in an expanded advertising base, increased revenue, and an energized sales force.

We discovered early on that strategies that work for the big dailies don't always translate for regional or community newspapers like ours, where a large part of our potential advertisers tend to be smaller local businesses that may not have large budgets for advertising. Using the continuous auction program, we are able to offer local businesses an opportunity to 'auction finance' their advertising in a way that makes sense for their business.

Our ongoing auction site at [www.mississauganewsauktion.com](http://www.mississauganewsauktion.com) offers a limited number of items that change each week, attracting a growing and stable base of bidders from the community.

Here's how it works:

The representative approaches the manager of Skin Deep Phototherapy, who has never advertised with the newspaper, with an advertising campaign valued at \$1,000 to promote their new spring line in four months. The campaign includes weekly advertisements over a six-week period.

To auction finance the advertising credits, the Skin Deep manager provides ten \$100 gift certificates that The Mississauga News will offer in the online

auction over an eight-week period. Each \$100 gift certificate will earn \$100 in advertising credits that Skin Deep can combine with other credits and use for future advertising in print or online editions, as well as special or seasonal sections.

It's a low-risk proposition because the gift certificate doesn't impact cash flow, and Skin Deep receives the full retail value of the certificate as a future ad credit.

Not only is the continuous auction a win-win-win for everyone involved, but The Mississauga News lands a new advertising customer that it hadn't been able to reach before. And when new customers auction finance their print campaigns, we earn higher margins on fulfillment line rates.

The Mississauga News today generates approximately \$320,000 USD in annual revenue from the continuous auction, has 7,000 registered bidders, and offers 60 to 70 products from about 100 active advertisers for bidding on a weekly basis.

In addition, approximately

20,000 unique users visit the site each month, which is about one-quarter of the traffic to the newspaper's home Web site.

Using CityXpress' continuous auction program we have been able to increase our revenue, target advertisers that before seemed out of reach, give our advertisers a practical way to finance their ads, and give our sales reps a new tool that they can use to turn a 'no' into a 'yes' and change the way we do business.

*Traci Folkins is business development manager and John Knowles is manager of advertising at The Mississauga News, a division of Metroland Printing, Publishing & Distributing based in Mississauga, Ontario. Folkins can be reached at [tfolkins@mississauga.net](mailto:tfolkins@mississauga.net) and Knowles can be reached at [jknowles@mississauga.net](mailto:jknowles@mississauga.net). The auction site is at: [www.mississauganewsauktion.com](http://www.mississauganewsauktion.com).*

## Tips for establishing a successful continuous auction site

1. It's ALL about the bidder. Growth in the bidder community is key to the success of the auction. Provide a good mix of auction items every week to help make the auction responsive and engaging to the bidders.
2. Manage the product mix. A diverse product mix is essential to keep bidders checking back each week. Limit the number of like items and maintain demand.
3. Make the 'auction-financing' option part of the sales calls. The ongoing nature of the continuous auction makes it easy to integrate into standard sales calls.

## Casey DeGraaf visits OCNA



Staff at OCNA's Burlington office were delighted with a recent visit from former G & B Sales Manager Casey Graaf who worked with OCNA's supply division from 1975-1997. He is shown here with Accountant Lucia Shepherd who has been with OCNA for 18 years. Casey works part-time with News-Net selling supplies to newspapers across Canada. He and his wife Joan continue to be involved with the Children's Aid Society on a volunteer basis.

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HR tidbits

# Employee Assistance Program helps with workplace stress

By Wendi Krulicki  
OCNA HR Associate

**T**he Human Resources & Training Survey sent to members on March 29, specifically asked questions about employee benefits. One of the benefits that OCNA can provide to members is the use of an Employee Assistance Provider at a discounted rate. This article provides further information on Employee Assistance Programs (EAP).

**What is an EAP?**

An EAP, or Employee Assistance Program, is a confidential, short term, counseling service for employees with personal or workplace problems affecting performance at work. EAPs are usually purchased or funded by the employer and services are typically provided by an external organization. EAPs should be an integral part of an organization to promote wellness, involving written policies and supervisor and employee training.

**What is the purpose of an EAP?**

The EAP offers help resolving problems that are affecting work. These problems, however, do not have to be caused by workplace issues. Employee Assistance Programs are designed to help people understand or overcome their personal problems as well. While most EAPs offer a wide range of services, they often refer to other professionals or agencies that can offer more or extended care in particular areas.

**What types of services does an EAP offer?**

The range of areas typically managed by an EAP provider include:

- personal issues
- job stress
- relationship issues
- eldercare, childcare, parenting issues
- harassment
- substance abuse

- separation and loss
- balancing work and family
- financial or legal
- family violence

Some EAP providers are also able to offer other services including retirement or lay-off assistance, and wellness/health promotion and fitness (such as weight control, nutrition, exercise, or smoking). Others may offer advice on long-term illnesses, disability issues, counseling for crisis situations (e.g., death at work), or advice specifically for managers/supervisors in dealing with difficult situations.

**Who can use an EAP?**

EAPs are open to all employees and members of their immediate families.

**What happens when someone calls an EAP?**

In most cases, an EAP phone number is posted or otherwise distributed to staff members.

When an employee voluntarily contacts an EAP provider, a confidential record is opened. The EAP provider will collect any necessary information and, depending on the severity of the problem and the capabilities of the EAP personnel, will decide if the problem can be handled by the provider or if a referral is needed to an outside resource (such as a particular substance abuse program). Interviews are typically offered to the employee within a set period of time (e.g., interviews will be conducted within 24 or 48 hours) unless the situation is judged to be an emergency.

**What type of results can employers expect from an EAP?**

- Greater staff retention
- Reduced disability costs on

short-term, long-term disability and WSIB

- Lower staff absenteeism
- Heightened workplace wellness
- Maximized productivity
- Minimized disruption

If your organization is interested in offering employees this type of program, please email me at w.krulicki@ocna.org, or feel free to call me with any questions you may have. I can be reached at 905-639-8720 ext 245. If you are interested, OCNA will contact a supplier to obtain further cost information.

## Workplace Facts

- Workplace stress and related illnesses cost the Canadian economy an estimated \$5 billion a year. (Canadian Mental Health Association)
- Depression at work - which can manifest as alcoholism, absenteeism, low productivity, attitude problems, injury and physical illness - affects about 10 per cent of the workforce, but only 6.5 per cent of those receive proper treatment. (Round Table Report on Mental Health)
- 51 per cent of Canadians say that their work and workplace is a major source of stress. (Canadian Mental Health Association, 2001)
- 25 per cent of men and women (aged 25-44) report being severely time stressed. (Statistics Canada, 1999)
- 50 per cent of the working population are providing care to children, older family members and those who are recovering from illness (Statistics Canada, 1998)
- 52 per cent of stress can be attributed to child or eldercare issues and stress - in an aging population - results in a greater number of physical problems (heart disease, stroke and other conditions). (Heart & Stroke Foundation of Canada, 1999)
- The inability to balance work and family life costs Canadian employers an estimated \$2.7 billion per year in lost time. (The Conference Board of Canada, 1999)

## Sustainable Future

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production/design

# Giving readers the runaround—the right way

## A runaround can make you look professional—or sloppy

By Ed Henninger  
Henninger Consulting

**T**he use of runarounds in text offers designers the opportunity to make a visual element an integral part of the package. The text and the visual become inseparable—such treatment helps readers understand that neither is complete without the other.

But a poorly-placed runaround can make you appear sloppy. OK, the more pleasant term for it is 'unprofessional'—but readers would say 'sloppy.'

The reason is that the text adjacent to the runaround, especially with today's narrower column widths, tends to space badly. Often, there's enough space between words to march an entire Army battalion through!

Following are some thoughts—and tips—on how to handle runarounds:

### WHATCHAMACALLIT:

Part of the fun of this business is that the lexicon has never quite been graven in stone. Some call these 'runarounds,' others say they're 'notches.' Still others call them 'wraparounds' or 'text wraps.' Whatever name they go by at your place, they're formed by placing an element in the side of the text, wrapping the type around the element.

### PLACEMENT:

Do we place the element to the left or right edge of the column of text? The answer is: 'Yep.' If it makes more sense to place the map on the left side, do so. But if the person in a mug shot is looking to the left of your page, you may want to place that mug toward the right side of the copy.

remember what peace there may be in silence.

As far as possible without surrender, be on good terms with all persons. Speak your truth quietly and clearly and listen to others, even the dull and ignorant; they too have their story.

Avoid loud and aggressive persons; they are vexatious to the spirit. If you compare yourself with others, you may become vain and bitter, for always there will be great-



Henninger

like the text in the story. Not locking text to the baseline? You should.

### USE PROPER SPACING:

If the space you're using for the runaround is too tight, elements almost seem to blend together. Use spacing that's too wide and there's too much separation. During the past few

remember what peace there may be in silence.

As far as possible without surrender, be on good terms with all persons. Speak your truth quietly and clearly and listen to others, even the dull and ignorant; they too have their story.

Avoid loud and aggressive persons; they are vexatious to the spirit. If you compare yourself with others, you may become vain and bitter, for always there will be greater and lesser



Henninger

### MAKE THE ELEMENT SMALLER:

Time was, we used to use mug shots at 6 picas wide by 9 picas deep. But that was back in the days of hot type and 85 line screens. Most of us are now using smaller mugs. For the past few years, I've been advising clients to size mugs at 4x6 picas. Even at that smaller size, they reproduce well, thanks to improved prepress and press work.

Runarounds are an important part of your design repertoire. Use them badly and your paper looks sloppy. Use them correctly and your paper looks—and becomes—more professional.

FOR A LIST of tips on how to adjust the type adjacent to a runaround, visit Ed Henninger's Web site at [www.henningerconsulting.com](http://www.henningerconsulting.com) and leave a request with an e-mail address. We'll send the list to you right away.

### CHECK AND FIX:

Let's just repeat that, for emphasis. Check and fix. Check and fix. Check and fix. Once you've placed the element in the runaround, check the type adjacent to it. (See: FOR A LIST...below). If you fail to adjust the type as needed, you will look sloppy.

### LOCK NAMELINE:

If your visual element is a mug shot, make sure the name-line is locked to the baseline,

years, my standard spacing has been four points—but I open the spacing in a package like a feature, where I use more liberal spacing throughout. Don't cram.

### CHECK ABOVE AND BELOW:

Proper spacing also demands that you don't run type too tight to the top and bottom of the wrapped element. Here, too, use proper spacing.

*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. E-mail: [edh@henningerconsulting.com](mailto:edh@henningerconsulting.com) On the web: [henningerconsulting.com](http://henningerconsulting.com) Phone: 803-327-3322.*

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**Thank you for visiting us at the OCNA Spring Convention.**

OCNA employee profile

# OCNA's New Business Development Coordinator making headway

**A**s OCNA continues to offer additional 'value-added' services to our members, there have been new additions to the OCNA team. In last month's edition we profiled Todd Frees our new Controller. This issue we profile Shari Willerton, our New Business Development Coordinator.

Shari Willerton started as OCNA's first New Business Development Coordinator in February 2006. Her position entails developing and overseeing OCNA's sponsorship programs and sales opportunities, developing initiatives to benefit the OCN Foundation and membership recruitment, with a focus on ethnic markets.

Shari has spent the last 18 years working in corporate communications, sponsorship, promotions and event planning, retail and executive recruitment sectors and financial institutions. Her previous position was National Manager of Corporate Sponsorships at CIBC, managing numerous properties from both regional and national perspectives.

"Coming from a sponsorship background, I can identify with what sponsors are looking for from a property and there-



fore market OCNA's assets accordingly," said Willerton.

She has been involved in several sponsorship properties in the past such as CIBC Run for the Cure, CIBC's \$4.3 million agreement with the Canadian Soccer Association, the YWCA Women of Distinction Awards and a variety show to support Gilda's Club of Greater Toronto, to name just a few.

Willerton is already making great headway at OCNA, as she was able to get new sponsors for the 2006 OCNA Spring Convention that was just held March 31 to April 1.

"We welcomed four new sponsors and one existing sponsor expanded their financial commitment with us. This helped pay for some of the costs associated with the Convention."

Thanks to Willerton's efforts, attendees of the BNC Awards Gala enjoyed a glass of wine, compliments of Peller Estates.

"Increasing our revenue streams means we can do more for our members," said Willerton.

Her biggest challenge is understanding the industry and the target sponsors. "Which organizations would be interested in building relationships with our members and would provide services that our members are interested in?"

Anyone who is aware of potential corporate sponsors for our upcoming Fall Conference or 2007 Spring Convention, or has a connection with community newspapers serving ethnic communities, can contact Shari at 905-639-8720, ext. 222 or at s.willerton@ocna.org.

## Ignace Driftwood

*Continued from page 1*

ious widths of photo paper, quite an improvement we thought, until we entered the computer age!

Our first computer - black-and-white tiny screen with no memory capacity to speak of - seems rather archaic today, but it was a wonderful, awesome change in the way we did our newspaper! The iMac I currently use is worlds beyond our first Mac, but somewhat primitive in this rapidly changing computer world. However, it serves us well. Until a couple of years ago, we still used 'cut and paste' to lay out pages. Now copy is sent electronically to the printer in Kenora. One of the greatest advantages of the computer age is how articles and ads can be sent electronically. Digital cameras have taken the darkroom out of our lives. I used to take pictures, then process a week's worth of film and print the photos, meaning most of my work piled up on weekends. Not only has the digital camera made life easier, but our readers contribute photos via email, saving us a lot of running around, and ensuring coverage of events we are unable to attend.

There have been times when I worked through the night, or through illness. There have been missed busses, and papers that went missing. There have been equipment problems and associated harried phone calls. We had part-time staff now and then. We even had an office in a plaza for a short period, but find working out of our home not only convenient for us but also for our contributors. We've experienced the boom and bust cycle that many other businesses in Ignace have gone through.

We are one of the smallest circulation newspapers in Canada (CCNA statistics), perhaps third smallest. Although small, we are in integral part of our community and continue to fulfill our stated mandate:

"Ignace Driftwood is a weekly publication dedicated to awakening and/or implanting a strong feeling of appreciation of Ignace and the surrounding area. It contains history, local writing, coverage of community events... everything that is a written or photographic means to the aforementioned goal."

We have produced almost 1,500 issues of Driftwood without missing a deadline!

### Fast Facts on Shari Willerton

**Born:** St. Catharines

**Lives:** Burlington, ON

**Previous position:** CIBC, National Manger of Corporate Sponsorships

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writing/editorial

# Spend more time in the real world



By **Jim Stasiowski**  
Writing Coach

**O**n March 31, 2006, we surrendered. On that date, The New York Times ran a remarkable

Page One story.

At first, I thought that, for the front page of the world's newspaper of record, the topic of the story was merely odd: In a cutesy-poo headline, I learned the story was about 'Admission Angst,' that is, the fact that many high school seniors are in a mad sweat about whether they will get accepted by their first choice of colleges.

Because such mad sweating is an annual ritual that began about 10 minutes after the first college opened its doors centuries ago, I thought, "Why in the world would The New York Times waste its precious front-page space on such a routine, mundane, obvious topic?"

Always intrigued by the routine and mundane, I dove into the story and found something even more startling than a mere waste of space.

The New York Times was devoting seven inches of its front page, plus another 25 inches of its Page A16, to a story about the students' 'Angst' as described on Web sites and in blogs.

In other words, the story was about messages written by people who may or may not be students at all, and thus their 'Angst' may or may not be real.

Have we journalists really stooped this low? Should we really be treating as news an unoriginal topic based on unattributed responses of unconfirmed 'students' on unregulated Internet sites?

If so, I can say only, :-(-

Here's the first sentence of the story: "'Help!!!" screamed one of the messages posted by a high school student this week on the Web site

www.collegeconfidential.com."

I give The New York Times its due as a powerful organization, but can it really be certain that 'a high school student' posted that message? Isn't it possible that some 45-year-old doofus with a computer, too much free time and a silly (or warped) sense of humor posted that meaningful message? And isn't it equally possible that all of the messages supposedly written by students are from that same 45-year-old, or others like him?

Grudgingly, I do give partial credit to The New York Times. In Paragraph 7 (on the jump page), the reporter acknowledged "(T)here is no way to verify the identify of bloggers and writers." Yes, 'identify,' not 'identity,' was what appeared in that paragraph.

(Paragraphs 26 and 27 spelled two different ways the last name of an 'education consultant,' whatever that is. When The New York Times errs, we're allowed to pile on.)

And grudgingly, I concede that the story asks at least one responsible question: Is this quasi-public airing of student angst healthy or unhealthy?

But I cannot accept that we journalists should be proud of writing a story just because a tired old activity is surfacing in the unreliable reaches of the Internet.

Furthermore, the reporter interviewed six apparently real non-teens for the story. I call them 'apparently real' because three of them were interviewed by e-mail. When we interview by e-mail, do we really know who is responding? It may be the source, or it may be the source's deputy or PR flack, or even someone answering without the source's knowledge or permission.

When The New York Times, a newspaper I profoundly admire, stoops to Internet-based stories and e-mail interviews, I profoundly worry that we journalists have surrendered to the pervasiveness of the electronic world.

I am no hard-news purist. I hope that

each day, every newspaper finds front-page space for light, even whimsical, looks at the world. And I would not condemn, sight unseen, every story about the Internet, nor do I think every e-mail interview is journalistically suspect. On occasion, interviewing by e-mail is necessary, but reporters using e-mail should explain why they could not do the interview in person or by phone.

I fear we are not far from publishing newspapers so dependent on electronic connections that we will know nowhere else to look for our sources and even for our story ideas. When The New York Times, with the universe as its beat, is so desperate for stories that its reporters are scanning the Internet and extracting the hackneyed, can the rest of us resist?

In a highlight from the story, Sally Rubenstone, the editor of collegeconfidential.com, says (by e-mail): "Sometimes high school seniors should head to a movie or out for a jog and away from the keyboard and admissions angst."

Spending less time in front of the computer and more time out in the real world is sound advice for not just high school seniors. I wish The New York Times would heed it.

**THE FINAL WORD:** A reporter was writing about a power company's decision to raise its rates. The story used 'consumers' and 'customers' as if they mean the same thing.

But the dictionary specifies that 'customer' applies to someone 'who buys from, or patronizes, an establishment regularly.' The definition of 'consumer' has no mention of the 'establishment' from which a person buys.

Thus, a power company has 'customers.'

*Writing coach Jim Stasiowski welcomes your questions or comments. Call him at 410 247-4600 or write to 5812 Heron Drive, Baltimore, Md. 21227.*

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# Verified Circulation fees increase

**W**ith the approval of the CCNA board of directors, Verified Circulation (VC) annual membership fees increased by 5 per cent January 1, 2006. New VC fees are as follows:

## CCNA Community Newspaper Members

- ♦ first edition \$288.75
- ♦ second + editions \$144.50
- ♦ third month interim report \$86.50

## CCNA Sustaining Members, Regional Association Associate Members and Vertical Publications

- ♦ first edition \$525
- ♦ second + editions \$262.50
- ♦ third month interim report \$157.50

## CCNA Non-Member Business and Consumer Publications

- ♦ each edition \$966
- ♦ all fees are subject to 7 per cent GST.

The Verified Circulation office also introduced a number of changes to administrative procedures, effective January 1, 2006.

## Does your paper serve an Aboriginal community?

**T**he CCNA would like to know which members serve Aboriginal communities. If your paper serves an Aboriginal community, please e-mail Peter Josselyn at [pjosselyn@ccna.ca](mailto:pjosselyn@ccna.ca) with details, such as the percentage of Aboriginals in the population and the band(s) they served.

Members must send payment for annual fees directly to the VC office within 30 days of the date of invoice. Do not enclose your payment with your annual report - delays in receiving payment may result in processing delays for your report. Auditor fees should

continue to be submitted to the VC auditor.

VC will no longer mail hard copies of the three mandatory forms. All forms may be downloaded from the VC Web site at [www.verifiedcirculation.ca/download/](http://www.verifiedcirculation.ca/download/) in PDF and Excel formats.

For more information, visit the VC Web site at [www.verifiedcirculation.ca](http://www.verifiedcirculation.ca).

If you have any questions, please contact administrative assistant Katrina Limgenco at 1-877-305-2262 ext. 21 or [vc-info@ccna.ca](mailto:vc-info@ccna.ca).

## Competition Bureau shuts down Internet-based job scams

**T**he Competition Bureau has successfully shut down two Edmonton-based Internet scams promoting resumé distribution services. Matthew Hovila, of Edmonton, Alberta, and Strategic Ecomm Inc. admitted to contraventions of the Competition Act and have agreed to pay a \$100,000 administrative monetary penalty, as part of a consent agreement filed today with the Competition Tribunal.

The settlement with Matthew Hovila and Strategic Ecomm Inc. addresses the Bureau's concerns of false and misleading representations, phoney testimonials and exaggerated ordinary selling price claims with regard to the resumé distribution services promoted on two commercial Web sites.

According to the Bureau's investigation, consumers registered on [www.oilcareer.com](http://www.oilcareer.com) or [www.governmentaljobs.com](http://www.governmentaljobs.com) hoping to find employment in the oil and gas industry or a government position in the United States. Consumers who contacted the Bureau complained they did not receive job offers and were unable to get a refund from the company. The Bureau received complaints from around the world, including Canada, the United States and Australia. While the majority paid \$397 (U.S.), some reportedly paid as much as \$1,197

(U.S.) to the Edmonton-based company.

"Consumers can be vulnerable, particularly when looking for work, and can fall prey to those offering supposedly legitimate employment services," said Raymond Pierce, Deputy Commissioner. "The Bureau is committed to applying the Competition Act to the online marketplace and pursuing scams on the Internet to ensure continuing consumer confidence in buying online."

Matthew Hovila and Strategic Ecomm Inc. made misrepresentations regarding the number of companies to which resumé were forwarded, their relationships with potential employers, and the effectiveness of their services. Further they misrepresented the validity of a 'money-back risk-free guarantee' and their endorsement by an online third-party watchdog. Matthew Hovila and Strategic Ecomm Inc. also provided phoney customer testimonials and misled customers to believe their services were 'on sale' for a time limited special price.

Under the consent agreement, Strategic Ecomm Inc. and Matthew Hovila, have agreed, among other things, to: admit to having committed reviewable conduct under the Competition Act; pay an administrative monetary penalty of \$100,000; publish corrective notices; and discontinue the offending conduct on the [www.oilcareer.com](http://www.oilcareer.com) and

[www.governmentaljobs.com](http://www.governmentaljobs.com) Web sites.

This investigation was conducted with the assistance of the Alberta Partnership Against Cross-Border Fraud, a law enforcement partnership established to combat cross-border fraud. Its membership consists of the Alberta Government Services, RCMP 'K' Division, the Calgary Police Service, the Edmonton Police Service, the United States Federal Trade Commission, the United States Postal Inspection Service and the Competition Bureau.

Consumers who suspect they have been the victim of deceptive business practices on the Internet or who want information on the application of the Competition Act should contact the Bureau's Information Centre at 1-800-348-5358, or visit the Web site at <http://www.competitionbureau.gc.ca>.

The Competition Bureau is an independent law enforcement agency that promotes and maintains fair 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.

To view a copy of the Consent Agreement, go to: <http://www.ct-tc.gc.ca>.

## technology

# Designing newspaper ads doesn't have to be dull



**By Kevin Slimp**  
Institute of Newspaper  
Technology

I'm in a familiar predicament. There are at least a dozen new software applications on my desk, all waiting to be reviewed. There's backup software, drive rescue software, photo editing software and word processing software, not to mention a pile of books. I decided to go with the most unique looking box. Comic Life, by Freeverse Software, fit the bill.

At first, you might think this is an application a newspaper would never use. Not so, my friends. I installed and opened the application. Within fifteen minutes, I had created my first comic. The comic I provided with this column was my second effort. It took about ten minutes to create. Let me tell you how it works.



After installing the software, I immediately opened Comic Life. The workplace was very user friendly. Basically, the left half of the screen is the template for your comic. I counted 16 templates to choose from or you can create your own. The right half includes a library of photos and all the tools. Comic Life gets its photos from your iPhoto library. Yes, this application is only available on the Mac platform. I added the photos I wanted to my iPhoto library, then headed back to Comic Life.

Laying out a page is as simple as dragging photos from the library into frames on the template. Once in the frames, pictures can be manipulated by dragging a handle, much as you resize photos in pagination applications. Each 'cell' of your comic contains an image. Comic balloons, bubbles and boxes are added to cells by choosing styles from the bottom area of the workspace. Text is created within each balloon or box. You can even move a balloon's tail by moving it with your mouse.

My favourite aspect of Comic Life is the ability to use filters to create a 'look' for your comic. I selected 'Color Pencils' to give my creation the look of an old-fashioned comic book. When completed, files can be saved in tif, jpeg and other formats.

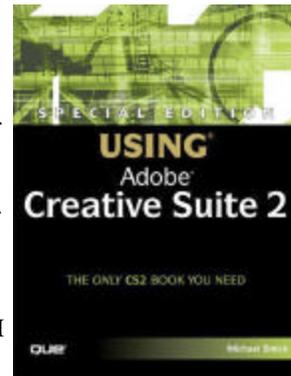
Why would a newspaper be interested in Comic Life? First, it's an easy way to be creative with advertising. Let's face it. We only have so much time to spend on each ad. Why not dazzle your client with an ad that looks hand drawn, but takes only ten

minutes to create? And second (are you sitting down?), The price. Comic Life retails for \$30 US / \$35 CAN / \$50 AUS. I can't remember a product that offered so much potential at such an affordable price.

Comic Life is available from most Apple software vendors or you can order it from [www.freeverse.com](http://www.freeverse.com). For more information, visit [www.freeverse.com](http://www.freeverse.com).

## Book Covers Creative Suite Gamut

I've written reviews of books on just about every aspect of Adobe's Creative Suite. Recently I had a chance to review Using



Adobe Creative Suite 2: The Only CS 2 Book You Need, by Michael Smick. In 986 pages, the author provides detailed information concerning Photoshop, ImageReady, Illustrator, InDesign and GoLive. It might not be the only book you'll ever

need, but it sure covers a lot of ground. I appreciate the way the author offers simple explanations about what tools do, then supplies step by step instructions so users can begin using them right away. From Que Publishing ([www.quepublishing.com](http://www.quepublishing.com)). \$50 US / \$70 CAN / \$80 AUS. ISBN 0-7897-3367-6.

## Conference Call with Ontario Minister of Health

Here is your chance to participate in a Conference Call with Ontario's Minister of Health Jim Watson and Chief Medical Officer of Health Dr. Sheela Basrur mid-May to discuss the Smoke-Free Ontario Act, that will come into effect May 31, 2006.

The Act will ban smoking in enclosed public places and all enclosed workplaces, including restaurants, bars, schools, pri-

ivate clubs, sports arenas, work vehicles, offices and entertainment venues, including casinos, bingo halls, bowling and billiard establishments; will eliminate designated smoking rooms in restaurants and bars, permit residential care facilities to operate controlled smoking areas which are specially designed to ensure nobody outside the room is exposed to second-hand smoke; will protect home health care workers from second-hand smoke when offering services in

private residences; will prohibit smoking on patios that have food and beverage service if they are either partially or completely covered by a roof; will toughen the rules prohibiting tobacco sales to minors; will prevent the promotion of tobacco products in entertainment venues; and will immediately restrict the retail promotion of tobacco products and impose a complete ban on the display of tobacco products by May 31, 2008.

Conference Calls are a free member service, but you must sign up by Thursday, May 11th at 9 a.m. in order to participate.

When signing up please include your name, all the papers you will be representing, your e-mail address and phone number. To reserve your spot on the call, please contact Shaba Qureshi at [s.qureshi@ocna.org](mailto:s.qureshi@ocna.org) or call 905-639-8720 ext. 244. Don't miss out on this opportunity!!

## advertising

## Best of the best of business

By Chuck Nau  
Murray & Nau, Inc.

**W**hat are your small and mid size retailers telling you ... or more importantly what are you saying about your marketplace? That "business is bad ...".

No, business is NOT BAD!  
Business is tough to get!

Simple semantics, you might say.

'Business is bad' conveys that there is NO BUSINESS to be had or generated.

'Business is tough to get' conveys something entirely different ...namely, that in your market and, possibly, throughout Ontario, business is tough to get but POTENTIAL BUSINESS and its accompanying revenue do exist in the marketplace.

Help your small and mid-size retailers understand and realize that everyday, in every market, potential business does exist for their taking! Best of the best retailers know and understand this simple difference between business is bad versus business is tough to get.

How might you help some of your smaller and mid-size retailers become some of the best of the best, particularly when business is tough and local retailers are feeling the pinch - especially in these times of rapid change, growth, and increasing local retail competition?

Which action steps, which things to do now, which right moves should retailers undertake, in good times and bad, to be the best of the best? Reflecting on my many discussions with owners, managers, franchisees, regional managers, operational directors, senior management and others involved in retailing, the following traits consistently surfaced as benchmarks of the best of the best retailers who are in touch with their community and growing and changing as their community grows and changes.

o In good times or bad, best of the best retailers consistently assess their resources, acknowledging their strengths and weaknesses. Likewise, they also consistently assess their community, both today and tomorrow. Rather than trying to change the past, they focus on designing the future.

o In good times or bad, best of the best retailers, create an action plan, focusing on both their business and community assessment to put their resources and strategies to work for their

business ... they commit to themselves and to their business to DO SOMETHING...TO ACT rather than react!

o When business gets tough, best of the best retailers raise their standards, they sharpen their pencils, further enhancing their strengths and competitive advantages, working smarter (not necessarily harder) to do whatever they do in the best possible way.

How might you help your retailer develop a best of the best philosophy utilizing a focused, disciplined, and supportive (for themselves and their employees) environment?

Consider adding the B.E.S.T. principle to your pitchbook. First coined by the Newspaper Advertising Bureau in the late '70s and utilized by top retailers and service providers, use B.E.S.T. at every opportunity to walk your new and existing advertisers through a quick best of the best refresher ...

o Remind them that everyday they need to build their business. Their action plan, their continuity of effort, their consistency at enhancing their customers' perceptions all play a significant role in building, growing, and defining their business.

o Each and every day, your retailer, his employees, and their business should look for opportunities to excel... opportunities to excel in meeting their customers' needs or problems, opportunities to excel and overcome competitive encroachments and market changes, opportunities to excel, to position themselves and their business to capture new market share or grow a new product line or service.

o Selling, servicing, and offering goods or services are the lifeblood of your retailers' business. That lifeblood comes

with the realization that the goods or service your retailer, his employees, and their business offer (sell) are of value to their customers. Keeping the lifeblood flowing depends on core values ... integrity, trust, follow up, to name a few. Fate, the urgency to survive, the hunger to succeed will all test your retailer's core values ... don't let fate, the good times or the bad, tear down everything your retailer has built and destroy your retailer's business identity.

o Your retailer needs to be a teacher. To Teach their employees the ins and outs of the business they have joined is part of your retailer's responsibility. To teach employees their role in helping the business achieve its goals, identifying, understanding and working with its customer base, their personal and their business' core values, and most of all, helping employees understand that everyone (including the retailer) continues to learn and grow as the business builds and grows.

Helping the retailers in your community create a public awareness of who they are and what they do or sell helps your community, your retailer, your newspaper and you GROW. Newspapers, your newspaper, best represent your community. Through a local environment of news and advertising, your newspaper creates the marketplace for your community.

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

## OCNA's May Webinar session

### HIRING THE RIGHT STUFF!

Learn how to hire the right stuff! Discover the secrets to hiring the right people for your business. This webinar is a must for all business owners. The topics include: how to write a job description, how to interview, how to manage your new hire, and how to create a positive work environment.

- Help Wanted (writing the ad)
- The interviewing process
- Asking the right (and wrong) questions
- The right fit and managing the diversity of the team
- Probation
- Organizational orientation (do you have policies?)
- Managing expectation levels and giving and getting feedback
- Why good hires go bad

30 min

Presented by: [www.murrayandnau.com](http://www.murrayandnau.com)

Please note that the OCNA one-hour Lunch and Learn Webinar, 'Hiring the Right Stuff, Getting Good People and Keeping Them' originally scheduled for May 3rd has been re-scheduled for May 17th at noon.

# OCNA thanks Suzanne Vukosavljevic



OCNA said goodbye to Suzanne Vukosavljevic on April 7. She was hired temporarily to help with the planning and coordination of the OCNA Spring Convention, which as all of you who attended know, was a great success!!!

**PLEASE REMEMBER TO FORWARD THIS EDITION OF NEWS CLIPS TO EVERYONE IN YOUR OFFICE OR PRINT A FEW COPIES AND POST THEM ON YOUR BULLETIN BOARD. YOU DON'T WANT TO BE THE ONLY ONE LUCKY ENOUGH TO READ THIS MONTH'S ISSUE OF NEWS CLIPS DO YOU?**



## Water Cooler

• A Tillsonburg Independent News photo of wind turbine blades being affixed to a turbine in the Erie Shores Wind Farm taken by Jeff Helsdon, was chosen by the CCNA as its photograph of the month.

## CLASSIFIEDS

### 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 halfpage 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](mailto:sconolly@lakefieldherald.com)

### Buying & Selling A Business Column

Are you looking for punchy articles from an Ontario author who specializes in mergers and acquisitions? Doug Robbins is your solution. Doug writes columns to capture interest. Your circulation gleans valuable, useful tips regarding buying and selling a business. He is a member of the editorial board of a GTA newspaper. His fees are nominal. Call Joyce Hansen, Class Act Connections, 905-278-0952 today to book Doug.

**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](mailto:spaghettiforbreakfast@rogers.com) Previously published columns can be viewed on-line 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!

### Life 101

Guaranteed laughs mean guaranteed readership. Give your readers ANOTHER great reason to open your paper. Life 101 by Mark Thrice. E-mail: [jhollingsworth@bowesnet.com](mailto:jhollingsworth@bowesnet.com)

### For Sale

Full service printing business for sale in Southern Ontario, involved mainly in web offset printing with some sheet fed capacity. Non-union. The web press is capable of both short and long runs. Company is operating at close to 50% capacity; complete plant utilization could greatly increase revenues. There are more than 150 regular clients. The equipment is in excellent condition. Recast EBITDA over \$770,000 in 2005. Owner/management will stay. For further information please call Patricia Silva at Robbinex Inc., 905 523 7510 or e-mail [patricia@robbinex.com](mailto:patricia@robbinex.com). Visit our web site at [www.robbinex.com](http://www.robbinex.com)

### Looking to improve your sales?

Have your sales fizzled? Light a fire under your sales team. [acquireyourfire.com](http://acquireyourfire.com)



## **OCNA 2006 Webinar Sessions**

*On the first Wednesday of each month OCNA proudly presents the following 1-hour Lunch & Learn topics:*

**MAY - MANAGEMENT SESSION** - Hiring the Right Stuff - Getting Good People and Keeping Them  
**Note: Date Change to May 17**

**JUNE - MANAGEMENT SESSION** - Creating Sales Compensation Plans

**JULY - EDITORIAL SESSION** - Generating Story Ideas

**AUGUST - MANAGEMENT SESSION** - Employee Terminations

**SEPTEMBER - MANAGEMENT SESSION** - PIPEDA - Privacy Legislation Ontario

**OCTOBER - EDITORIAL SESSION** - Newsroom Legal Issues

**NOVEMBER - EDITORIAL SESSION** - Editorial Writing Skills

**DECEMBER - PRODUCTION** - Production tips and tricks when working with Adobe

**All you need to attend each session is a phone and a computer with Internet access!**

**Date:** First Wednesday of each month  
**Time:** 12:00 p.m. noon - EST  
**Cost:** \$55 per session (use a speakerphone and one computer and you can train as many staff as you like for one low price.)

**Option 1 Discount Rate:** **Sign up for all 8 sessions and the cost is \$385!**

**Option 2 Discount Rate:** **Sign up for 4 sessions and the cost is \$195!**

If you are interested in registering, please send an e-mail to [k.shardlow@ocna.org](mailto:k.shardlow@ocna.org) with the following information:

1. Name of your newspaper (with billing address)
2. Contact name (and the approximate number of participants who will be on the call)
3. e-mail address & telephone number

*Cancellations are permitted without penalty 5 or more business days prior to the start of the Webinar session. Individuals who cancel their session less than 5 business days prior to the session will be charged the full amount.*



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