

news clips

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John Morris' family remembers, celebrates one far-reaching life

By Jeffrey Morris
For news clips

Dear Dad: It was a beautiful weekend. It was just as you would have wanted it. In fact, it was the first real weekend of summer that Eastern Ontario has seen this year.

We lowered your ashes into your plot Saturday while Dixieland jazz music provided a soothing backdrop. It was just as you requested. Your plot is in such a beautiful spot at the Blue Church Cemetery. The sun sparkled off the St. Lawrence River while the long vines of the two willow trees that your headstone faces danced in the cool breeze.

Being a historian and an author, it is only fitting that you are in that cemetery. There is so much history there. So many names that are so prominent in your book now share the same resting place with you. Many of the great people that helped shape Canada in the 19th and 20th centuries are resting there, yet, so many of your old friends and friends of the family are there. It's just so appropriate.

Sometimes I imagine you sitting around talking history with some of these



John Morris' extended family is pictured with his beloved MG. Photo, PJ

chaps, as they tell tales of the War of 1812 or different anecdotes on Eastern Ontario's rich history.

On Sunday (Sept. 5), we had your party and brought in more than \$5,000 for the St. John's Anglican Church restoration fund. It would have been your 69th birthday.

You knew you wouldn't be with us to

see it when you planned it, but it was just what you wanted – except for the part where you wanted us to prop you up in the corner with a vodka and tonic in one hand and a bottle of scotch in the other.

Hundreds of people came. They were people who knew you and people whose lives you had touched. There were aunts

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Digital distribution is coming from OCNA

By Don Lamont
Executive Director

Growing Market: The demand for digital versions of newspapers is increasing and OCNA has an exciting new opportunity to enable members to respond. We are pleased to introduce what we call for now, the Digital Archive. The Alberta newspaper association developed the Digital Archive and all

other community newspaper associations in Canada are joining so one day we might have a national community newspaper archive online.

Phase One: Private Newspaper Archive: In the first phase, the Digital Archive enables members, at no charge, to archive pdf versions of their newspapers and to search them by key word. This service only pertains to forward archiving and does not encompass back editions, e.g., pdfs created by digitizing microfiche/film.

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Full implementation now will benefit all

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Work is still being done to figure out how long pdfs will be archived. No party other than your newspaper would have access to your newspaper's archive.

Phase Two: Subscription Sales: Later in the second phase of this technology, perhaps in the winter, members would be able to sell access to digital editions by subscription, after we work out financial arrangements, copyright and licensing. The technology is about to be built to offer subscriptions sales online.

Phase Three: Media Monitoring: In the third phase, we would offer a searchable media monitoring or (self) clipping service to governments, associations, special interest groups, public affairs companies, genealogists, etc. Other operators now provide this type of service for daily newspapers for a fee and there is growing interest among these groups for access to community newspapers. Members could also search the archive to see the stories other community newspapers are doing about topics of common interest.

Phase Four: Tearsheets: Finally, advertisers are looking increasingly to digital tearsheets and plans are afoot to allow the Digital Archive to perform this function to make community newspapers as easy to do business as other competitive media. Digital tearsheets would reduce your mailings costs.

Capitalize on The Opportunity: As you can see the Digital Archive provides a wonderful opportunity for individual newspapers and our industry collectively to meet growing demand for digital newspapers and to create new revenue streams. Our preliminary analysis of the economic model looks very promising. Lots of details still must be worked out but the concepts are solid. We'll convey more details as soon as the information is available.

The Digital Archive enables community newspapers to leverage their content, spread it more widely and use it more often by satisfying emerging demands for digital access among current readers and by attracting new readers (beyond

those in the local circulation area) – and through new or different uses (including those only interested in seeing what's being said about certain issues). There likely are other applications for this technology we have not even thought about.

The goal is for member newspapers to make money through increased subscription sales and transaction fees; and for OCNA to recapture costs and be rewarded for helping to further sales to third parties. Because community newspapers throughout Canada are using the Archive, and we are building our own technology, our prices will be first-rate. Equally as important, the goal should be to build circulation by retaining and capturing new readers and attracting advertisers. For example, it might help solve some distribution problems faced by paid newspapers in rural areas.

To realize the full potential of this service, every member should participate and upload their pdfs to the Digital Archive. The market is unfolding and time is of the essence. We need to get started. Later

this year we will be approaching members with more information to encourage you to upload your pdfs into the Digital Archive). As mentioned (see Phase One above), at this stage only the OCNA member will have digital access to their newspapers unless terms have been worked out for other forms of access.

Here is one final benefit of this Digital Archive: Members now send their newspapers to OCNA by mail. OCNA screens these newspapers to ensure they meet the membership criteria. Digital Archive technology now makes it much easier and less expensive for members to do this. The upload process is simple and quick - members can effortlessly incorporate it into their regular routine - and use the archive yourself to find stories and information from past editions.

Next Steps: If you want to know more about the Digital Archive please call Don Lamont, Anne Lannan or Shelley Ford-Kohler at 905-639-8720 or e-mail don.lamont@ocna.org. We'll keep you posted about the next steps.

CMC and ComBase powerful

Let's look at the Combined Impact of CMC and ComBase:

While advertising is slow at Ad*Reach – with GM and Chrysler because their business is down, and with the provincial and federal govern-

ments because of deficits and ad scandals – new business is booming. The nice thing is this new business seems directly related to calls and presentations made in recent months in combination with new initia-

tives undertaken in the last few years – namely ComBase readership research and the one stop, national buy offered through CommunityMedia Canada.

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member reflection

Jeffrey following in John's literary footsteps

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and uncles and cousins and nieces and nephews. There were people who you had known as friends and people you had known as colleagues from Chesterville and Prescott and Kemptville and Manotick and Barrhaven and Tupper Lake. I wonder if you ever really knew just how many people you touched in your life. Your passion for the community made all of those places, in some way, better places to live.

The Dixieland jazz band was great too. I know you wanted to share your love of music with people and it is such happy and positive music. Some people might have thought it strange to have such festive music at a memorial event. But they didn't realize that this party was your gift to them, not something where you should be mourned.

We will never forget your sense of humour, as twisted as it was. That's why I had no problem telling everyone that the guys doing the barbecue sacrificed 80 chickens to the ghost of John Morris, and that's why the weather was perfect. We didn't have a real chicken sacrifice - we're saving that for when the Sens face the Leafs in the playoffs again. We won't talk about that though, because people who might read this may not be Senators fans and they wouldn't get it.

We had your 1965 MG there too. Tim from the Prescott Journal was taking pictures of people sitting in it, and we had a big family photo taken around it. We are trying to find a good picture of you that we can Photoshop into it, sitting in the driver's seat. People think that's kind of dark, but we know you would like that.

Mom thanked everyone for coming, but she was choking back tears. She misses you, Dad. She misses you dearly, but she is so damn proud of you. It's been tough on her, but she is doing great.

I'm having fun with the things I am doing. I have taken over writing your column for you, and I can't tell you what an honour it has been for me to carry on the tradition. I haven't quite pissed off as many people as you managed to, but I'm working on it.

I have been covering a number of topics, but most columns carry the theme of a Canadian looking at our community and our culture from the outside. I guess I'm a conservative, like you, but not on all topics. On some issues I am liberal. I'm trying to get people in the communities to realize that not all Americans are as dumb and stupid as we like to portray them, and that maybe we Canadians are not as culturally and morally superior as we like to see ourselves. But most of all, I'm trying to get people to think.

Some of the reactions have been good, some haven't been. In fact, one guy

called me a neo-conservative Republican Party cheerleader and made references to the Hitler Youth when I suggested schools adapt school uniforms to prevent sexual attire being worn by third to eighth graders in school. Funny how intolerant the tolerant liberals can be. Regardless, I'm glad the column makes people think, and I'm glad they write letters if they agree or disagree with the opinions I express.

So that's how things are going down here, Dad. I think of you all the time and always wonder how you are coping in your adventure in the next life.

When people ask if there is anything they can do when you come up in conversation, I tell them to do something for their community. Make it a better place to live. That was what drove you, and it's a challenge you have left for me, and for everyone else. I'd say I miss you, but that wouldn't really be the right choice of words.

I celebrate you. Each and every day.

With love and respect,
Jeff

Former editor Jeffrey Morris drove from Seattle to Prescott recently to be at his father's burial service. He can be heard regularly on Fox Sports Radio as a humorist and analyst and also writes a regular hockey column for ESPN.com.

Nearly \$1 million in first-time advertising generated in 2004

Continued from Page 2

CommunityMedia Canada, our coalition of association rep houses across Canada, affords advertisers the ease and convenience of buying community newspapers anywhere in Canada at one stop.

Last year, the first year

CommunityMedia Canada was introduced, Ad*Reach presented many proposals but did not secure any buys including community newspapers in other provinces. However, in the first eight months of fiscal 2004 almost \$700k has been generated with 60 per cent of the

sales going to OCNA members. If you count other new accounts, almost \$1 million in first-time advertising has been generated already in 2004 - around 40 per cent of this category of business - about 150 per cent more than we did in twelve months last year.

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industry news

Long-term service to newspapers awarded with Quill program

By OCNA Staff

Looking for a way to recognize long-term employees? The Canadian Community Newspapers Association pays tribute to all who have so faithfully served the weekly newspaper profession in Canada by honouring them with Quill Awards in three levels: bronze, silver, and gold.

Bronze Quill Certificates are presented by publishers to employees who are recognized for their long-term service. Nominations come from the newspaper publisher and presentations are usually done at a newspaper or community function.

This recognition is appreciated by longtime and retiring employees.

Silver Quill Awards are presented to any person engaged in the weekly newspaper business for a period of 25 years or longer who has been or is for a part of that period an owner, executive officer of the owner,

editor or publisher.

At least five years of military service may be included in the 25-year period. Silver Quills are usually presented at the OCNA Spring Convention in Toronto.

Gold Quill Awards are presented to any member of the Association who has been actively engaged in the weekly newspaper business for a period of 50 years or longer who has been, or is for a part of that period, an owner, executive officer of the owner, editor, or publisher, or has served as President of the Association, giving freely of time, energy, talent, and ability for the betterment of the Association.

At least five years of military service may be included in the 50-year period.

Gold Quills are usually presented at the CCNA Summer Convention.

Nomination forms are available by calling OCNA at 905-639-8720 or CCNA at 416-482-1090.

Information may also be found on the web site at www.ocna.org

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The Simcoe County division of Metroland Printing Publishing and Distributing serves a population of 450,000 people in 133,000 households through 8 community newspapers and multiple specialty publications. Eighty per cent of all adults 18 and over in the market read one of our publications weekly. Simcoe County is one of the fastest-growing communities in Canada.

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editorial

We need to find more ways to dazzle

By **Jim Staskiowski**
Writing Coach

Should you get as far as the end of this sentence, say aloud:
Infrastructure.

It is an ugly word. It sounds technical, complicated, out of reach. We grapple to define it: Does infrastructure mean roads or sewer systems, tunnels or stoplights?

Now say aloud: Dazzle.

Do you like the sound? It's a fun word, isn't it? And you know, without struggling, what it means. Plus, it is a word used so seldom, it catches us by surprise, it has the power to delight.

And yet, I will read, in newspapers this year, ten thousand uses of infrastructure before I come to the very first dazzle.

How about this sentence: "It is hard to dazzle us, but for 25 years the United States space program has been doing just that." That is from a speech by President Ronald Reagan on Jan. 28, 1986. He was talking to the nation about the explosion of the space shuttle Challenger that day.

I love speeches, especially those written by and delivered by people who know what sounds good, what stimulates vivid thoughts in listeners.

Reagan's speech that night was clear, simple and short. (Sound like a good description of a newspaper story?) It had moments of grieving for the seven astronauts who died, but like most of Reagan's speeches, it also had the golden dust of optimism, even in the face of horror.

"Dazzle" is not a word that presidents say, but there it is, glowing two decades later.

Today, let's think of one idea for our writing, the idea of emphasis.

Though Reagan uses it only once, "dazzle" dominates the sentence, it lingers. He accomplished emphasis by surrounding "dazzle" with bland words, "It is hard to" and "for 25 years ... space program," etc. Thus, "dazzle" is what sticks.

And, deftly, he uses the end of the sentence to say "dazzle"

FACTOID

When you struggle to write well, listen. Use emphasis as accomplished orators do.

without saying it: "... doing just that." Thus, we listeners supply the word. He didn't need to repeat.

So, repetition is bad, right? Well, let's listen to Winston Churchill, who defiantly led the British in World War II: "We shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender."

You can imagine a tin-eared, aggressive editor's saying, in his most acid voice: "Churchill, you don't need to keep repeating 'We shall fight.' Just say it once."

But it was June 1940. Great Britain stood alone. Pearl Harbor was 18 months away, and France was falling. The British needed rallying. The insistent "We shall fight" was imperative.

Repetition equals emphasis.

When U.S. Sen. Barry Goldwater accepted the Republican nomination for president on July 16, 1964, he

was thought by many to be dangerously bellicose. So he confronted his critics:

"Extremism in the defense of liberty is no vice. Moderation in the pursuit of justice is no virtue."

Notice the symmetry of those two sentences: a noun (the subject), followed by a prepositional phrase beginning with "in," followed by a prepositional phrase beginning with "of," followed by the verb "is," followed by "no," followed by contrasting words, "vice" and "virtue."

Breathtaking emphasis. The parallel structure chisels a thought in granite.

President Kennedy relished his reputation as a witty and cultured president, and one night in April 1962, he had a White House dinner for Nobel Prize winners.

Kennedy told the guests they made up "probably the greatest concentration of talent and genius in this house except for perhaps those times when Thomas Jefferson ate alone."

The sharp-eyed writer sees two sources of emphasis there. First, Kennedy used humour, and not merely a cheap laugh line, but one that had a sense of history, a sense of respect. Second, he saved the punch line. The place of most emphasis in a sentence is the end.

In his "I have a dream" speech on Aug. 28, 1963, Dr. Martin Luther King Jr. delivered this haunting sentence: "I have a dream that my four little children will one day live in a nation where they will not be judged by the colour of their skin but by the content of their character."

Like Kennedy, King built to a perfect climax. Notice also

the powerful but unobtrusive use of alliteration, the repetitions of the "k" sound: "... color ... skin ... content ... character." Notice that the first two uses of the sound are subtle, but the last three come rapidly and close together.

The "k" sound is harsh, it is a collision, a loud clap of anger, so even though King's words and practices were non-violent, he subtly interjected fierceness.

When you struggle to write well, listen. Use emphasis as accomplished orators do.

Winston Churchill died in 1965. Thank God he missed the era of "infrastructure."

Writing coach Jim Stasiowski welcomes your questions or comments. Write to him at 5812 Heron Drive, or call him at 410 247-4600.

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online

Craigslist: Better see what all the fuss is about

By Peter M. Zollman
Interactive Insider

If you haven't used Craigslist.org, you've missed a great opportunity to see the future, or at least a significant part of it. In fact, it's more the present than the future, because Craigslist is generating a reported one billion - billion with a "b" - page-views per month. If you have used it, you probably understand what the fuss is about.

Craigslist is a San Francisco phenomenon that's grown like Google - through word of mouth, because it's a better mousetrap, because it's viral, and with almost no advertising or promotion. Craig Newmark started it as an e-mail list among friends who wanted to make weekend plans. "Where's everyone going Saturday night?" quickly added "I need an apartment," "I'm selling a bicycle," "I want to find a date," "I saw you and thought you were really hot," "Who knows a good plumber?" and so forth.

Now Craigslist has virtual sites in 45 cities from Albuquerque and Auckland to Tokyo and Washington D.C. It employs just 14 people - "we could use one or two more," Craig told me - and it's highly profitable. Even though almost everything on it is free.

What does Craig charge for? One thing only - job post-

ings. And those are free everywhere except in San Francisco, Los Angeles and New York. The job listings sell for about one-quarter to one-tenth of the going rate. While Monster.com and CareerBuilder.com are somewhere north of \$300 for a single posting, Craig gets \$75 in the Bay area, just \$25 (slowly going up to \$75) in New York and L.A.

What will he charge for next? Short-term, nothing. Long-term, possibly For Rent listings. But others, like homes for sale, cars and trucks, garage sales, parking / storage, electronics, collectibles, and many more, will remain free, he says. Why charge if you don't need the money? That's Craig's philosophy.

He's been offered tens of millions of dollars for the company, even though he admits it has a "bizarre model," but has turned down the offers. He says he just wants to keep his site growing, at least for now.

I finally met Craig a few weeks back. He's quiet and self-effacing, a really nice guy. Plays the role of nerd - "I prefer 'nerd' to 'geek'" - to the hilt. Seemingly, he's still not focused on a real business model for his community that has scared the hell out of every newspaper in the world that's paying attention. But the graphs he shows about his site's growth belie (at least to a degree) the aw-shucks-we-just-want-to-improve-the-world

posture. He knows how many page-views the Craigslist markets have each month, and he measures success through service, speed and response time. He "demoted" himself a while back, and now is "founder, chairman and customer service rep" of the for-profit company. Jim Buckmaster is CEO.

Craig's vision of the future for the site?

"We'd like to place a Craigslist everywhere on the planetary surface where people want one, where we're welcome. We have to maintain a high level of customer service, and the site has to stay fast," he told me. He talks that way. And means it. Very, very soft-spoken; sounds like the Web legend he's become.

"Do you understand," I asked, "that newspapers feel terribly threatened by you?"

"I know they're worried about us; I wouldn't say threatened. If they're worried about us, they're worried about the wrong thing. They need to be worried about the loss of circulation, the loss of ad revenues" - never realizing, it seems, he and Craigslist represent perfectly both of those threats to newspapers. "They need to worry about blogs, about their political coverage, about asking the hard questions." And he expresses admiration for Helen Thomas, the long-time United Press International White House reporter, now a columnist for Hearst Newspapers, who charged recently that reporters have gone soft and no longer ask tough, challenging questions.

He won't discuss who's offered to buy Craigslist, or for how much. "We've turned that down. The valuations we've heard are surreal. This is, in a way it's a distraction. In a way it's pleasant. But irrelevant. ...

"We're just doing our own thing and perhaps blissfully unaware of the real world. The fact is, we have a bizarre model."

Craig said the company will keep adding cities. "Now and

then Jim gets in the mood to add one. We may go into smaller cities - Boise, Anchorage."

He said the site hit 998 million page-views in July, and was crossing the billion page-views-per-month threshold in August.

Craig worked at both IBM and Charles Schwab, and at 51 he's "a card-carrying member of the AARP." He's "not 'poor,' but I'm not rich either," and he's not likely to have to look for a job any time soon. When he's asked about using the Web for that, he replies, "People have different styles, but if I were looking for a job I'd probably look at my site. But I'd probably be looking at Monster.com, too. You've got to use what's available." No mention - not surprisingly - of his local newspaper.

Peter M. Zollman is founding principal of Classified Intelligence, L.L.C. and the Advanced Interactive Media Group, L.L.C., consulting groups that work with media companies to help develop successful interactive media services. Zollman can be reached at pzollman@aimgroup.com, (407) 788-2780.

Call for entries in the 2004 OCNA Better Newspapers Competition

Entry deadline is **October 29, 2004** for both Premier and General Excellence as well as for the College/University entries.

The top three finishers in each category will be announced in February 2005; presentations take place during OCNA's Spring convention, April 9, 2005 at the Renaissance Toronto Airport Hotel, 801 Dixon Road.

Questions? Laraine at 905-639-8720, ext. 230 or e-mail l.hall@ocna.org.

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design

Finish-line sprint not best approach

By Edward F. Henninger
OMNIA Consulting

Question: What's the No. 1 one reason many weekly newspaper editors are sprinting at deadline?

AnsWER: Because they fail to jog during the rest of the week.

Question: What in the world does this have to do with design?

AnsWER: Everything. If you don't give yourself the time to properly design, odds are you'll be throwing elements into the paper.

The key – yes, again – is planning. Long-term planning helps you work out what packages you'll offer to readers in the coming weeks. Short-term planning helps you work out those packages and pages you can clear during the course of the week so you'll only have a few pages to design on deadline.

For too many weeklies, charting the intensity of their work would show a slowly rising line for a couple of days, a needle-like vertical spike for a day or two, then a gradually falling line. It's no wonder weekly editors can grow to be curmudgeonly. They're always behind – and the design of their paper shows it.

No, I've never been a weekly editor. But I've worked with enough of them to feel the angst that radiates throughout their newsroom when they're behind deadline – for the gazillionth time. And I have also worked with other weekly editors who know how to plan the week so they can get the job done efficiently and on time – with a good design to showcase their work.

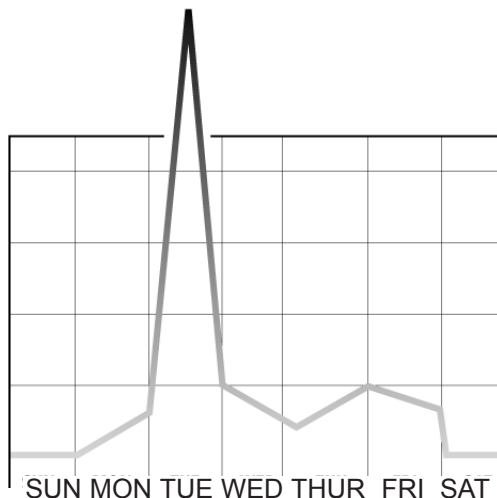
Those editors who plan will meet (and often beat) their deadlines. One of the ways they do that is by working with their advertising and production directors to set reasonable deadlines on a page-by-page basis, rather than one final deadline for the entire paper.

It's critical that advertising meet its deadlines to get layouts to editorial on time. It's not reasonable to expect an editor to make deadline consistently if advertising layouts on her pages are changing right up to her deadline – it's like trying

to hit a moving target... in the dark.

Once the layouts are in the hands of the editor, however, she should be expected to meet deadline. That's true, in part, because she has already cleared pages that aren't timely.

Let's assume the Weekly Bugle has a final deadline of Tuesday evening. For the Bugle's editor, here are some of the pages she can clear early:



Weekly editors who fail to plan experience a work week intensity that skyrockets on deadline day.

- **Opinion.** Unless there's a need to write an editorial on a late-breaking issue, this page can be cleared by Friday afternoon. The columns and other material are usually not timely and the design of this page is routine.

- **Local columns,** especially those on community pages that deal with local events and people. Quite a few weeklies run these community columns and it's reasonable to give the authors of these notes an advance deadline. These can be cleared by Monday at the latest.

- **Syndicated columns and features.** The editor can package these items, which are always timeless, on features pages that can be cleared on a Thursday or Friday.

- **Entertainment and events lists.** If the newspaper carries a rolling log of these items, it's easy for the editor to update them and clear that page on a Monday. If there are late entries, she can mention

those in a separate list or story on a page she's holding for deadline.

- **Milestones material,** such as weddings and engagements. Most newspapers set early deadlines for submission of this material, so it's logical to expect these can be handled late the week before. Such pages can be cleared by Thursday or Friday.

Getting these pages out of the way early gives the editor time to focus on key news pages on deadline. The last pages to go: Page 1 and jump; sports front and jump.

Perhaps you've come up with a plan – or a set of early pages – works better for you. If so, let me know and I'll be happy to mention them in a subsequent column.

The key is that you can actually create time for yourself. All it takes is proper planning – and that planning is the secret to better design and a better newspaper.

Edward F. Henninger is an independent newspaper consultant and the Director of OMNIA Consulting. Offering design consultation, redesigns, workshops. You can reach him at: 803-327-3322. E-mail: go2omnia@aol.com. On the web: omniaconsulting.org



NewsMakers

- The Dunnville Chronicle, established in 1896, is in the beginning stages of a redesign, according to Darryl Mathers, managing editor. The last Chronicle redesign was done in 1997. Readers can expect to see the new-look Chronicle on Oct. 27.

- Niagara This Week, Canada's largest community newspaper, is expanding its coverage in Niagara Region by launching a Wednesday edition covering St. Catharines and Thorold Oct. 6. The second edition adds to the Friday edition going to 185,000 homes in Niagara and in Dunnville.

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advertising

A new principle of success: With-it-ness

By John Foust
Raleigh, NC

Howard, who is a school administrator, was telling me about a special term they use around their office. "We call it 'with-it-ness,'" he said. "Teachers who are in step with their students have with-it-ness."

According to Howard, with-it-ness is the opposite of cluelessness. "We've found that the best teachers know what's going on in their students' worlds. Of course, we don't want to intrude on anyone's privacy. But at the same time, we feel it's important to know what our students are interested in. That way, we can bring more relevance to the classroom."

I asked if with-it-ness and coolness are synonymous.

"They're worlds apart," Howard explained. "Being cool is a sort of self-expression and because of that, it is sometimes self-centred. With-it-ness is other-centred. The focus is on other people - understanding them, getting in step with them."

How about the orthodontist who subscribes to skateboarding and other teen-interest magazines? Before he puts the magazines in his waiting room, he takes a

few minutes to scan each one - so he'll know something about the interests and concerns of his adolescent patients. Some of them admit they actually enjoy their orthodontic appointments. Imagine that.

"With-it-ness starts with being interested in others," Howard said. "But it's also important to be aware of signs of trouble. At our school, we encourage teachers to be on the lookout for signs of drug use, gang involvement, problems at home."

With-it-ness covers a lot of ground. There's social with-it-ness, parental with-it-ness, business with-it-ness.

There's even corporate with-it-ness. Consider Southwest Airlines, the low-fare airline that is one of the biggest success stories in aviation history. They realize it can be stressful to fly (especially with no seat assignments on Southwest), so they try to make it fun. Flight attendants have been known to start pre-flight announcements by saying, "There may be fifty ways to leave your lover, but there are only three ways to leave this airplane. Pay attention, while I tell you where the exits are." That's with-it-ness.

The best sales people have their own brand of with-it-ness. I recall a conversation with a store owner who has advertised in her local paper for years. "I've

seen sales people come and go," she told me. "Nearly all of them knew some basic facts about their paper. Some of them had even memorized most of the rate card. But only a few really got to know me and my business."

She smiled at a memory. "Once, my favourite sales person of all time was waiting to see me, when a customer asked him if we carried a specific style of a specific brand of shoe. He said, 'I don't work here, but I know they have it. I'll be happy to find someone to help you.' He knew so much about the store that he could have worked here. Would it surprise you that we placed a tonne of advertising in his paper?"

No surprise at all. He had with-it-ness.

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John Foust conducts on-site and video training for newspaper advertising departments. His three new video programs are designed to help ad managers conduct in-house training for their sales teams. For information, contact: John Foust, PO Box 97606, Raleigh, NC 27624 USA, E-mail: jfoust@mindspring.com, Phone 919-848-2401.

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