

news clips

<http://members.ocna.org>

VOL. 20, NO. 11

Algoma news editor passes away



By Wawa Algoma News Review Staff

Gloria J. Avis, managing editor of the Algoma News Review and secretary-treasurer of Wawa Print & Litho, Inc. died on September 27 at the Lady Dunn Health Centre. Gloria fought the good fight against cancer for nearly 10 years.

Born Gloria Jean Harrison in Goderich on December 24, 1942, she lived her early life in Stratford where she served as a legal secretary after leaving school. She married Edward Burford and followed him to Dubreuville and later Wawa where she became a high school teacher from 1965 to 1975. The couple had two children, Leanne and Charlene who both grew up in Wawa.

In 1984, Gloria was remarried to Bob Avis and has been the guiding light for both the company and Bob ever since. In this marriage, she also inherited three stepsons, Ronald, Richard and Roland, all of whom

live and work in Wawa.

Jointly with Bob, Gloria carried out a number of reorganizations and expansions of Wawa Print & Litho, publishers of the Algoma News Review.

Member of the Rotary Club of Wawa, Gloria was very proud of becoming only the second female president of the local club. She served in Rotary from 1994 and was president in the 2001-2002 term.

Gloria and her husband enjoyed a camp (cottage) on Hawk Lake for over 20 years where they would often both be seen riding about on their four-wheel ATVs.

Having only touched on the depth and complexities of Gloria, let it be noted that she was so organized that she had largely planned her own funeral service, including her choices of non-traditional music during the ceremony. All this more than two years before. We will miss you. Goodbye!

Toronto Community News launches fully interactive Web site

By York Guardian Staff

Toronto Community News, the publishing group that includes the York Guardian, has launched decisiontoronto2006.com, a fully interactive Web site designed to simplify the election process for Toronto voters.

In addition to the extensive coverage of the issues, candidates and individual races provided by the Mirror, the Guardian, the Villager and the Moment newspapers, the site will also include ward and candidate profiles

Continued on page 7

Happy trails, Wilma

Veteran community editor is retiring to New Brunswick

**By Krissie Rutherford
Oakville Beaver**

Since August 11 1975, Oakville has been Wilma Blokhuis' beat. Now, after 31 years and two months with the Oakville Beaver, the veteran community editor is retiring, packing her bags and moving to New Brunswick.

On Friday, October 27 she filed her last story, read her last e-mail, layed out her last Community Update page and drove away from the Oakville Beaver's Speers Road office for the last time.

While she's covered beats including politics, crime and entertainment over the years, it's the human interest stories, profiles and features that shed light on Oakville's residents and organizations that Blokhuis is best known for.

'But after 31 years, the native of Holland says she's ready for a change.

"I've always wanted to retire early, and even thought I would retire at 50," she said.

The second youngest in a family of nine, Blokhuis

Continued on page 9



Photo by Barrie Erskine

a word from OCNA...

From audits to awards

By Anne Lannan
OCNA Member Services

It seems our member newspapers are especially busy with the municipal election looming and the Christmas advertising rush now on. Here are quick snippets to keep you posted on association happenings.

Verified Circulation

The CCNA Board of Directors approved changes to the Verified Circulation program last week, that will allow electronic subscriptions to be counted as part of your audited numbers - for both paid and controlled papers.

There are certain requirements that will have to be met but they appear to be very reasonable. In the case of controlled electronic circulation, a subscription may only be counted if it is as a result of a personal or company request. Papers will need to record an e-mail reply confirming their wish to receive an electronic edition.

A subscription to both print and electronic editions will only be counted once. Renewals and cancellations will have to be recorded annually.

Ontario Junior Citizens

It's nomination time! This is YOUR program that OCNA coordinates on your behalf. Our newspapers are leaders in their communities and this program allows you to recognize outstanding young people in your own community. Please promote the Awards through editorial and advertising coverage. Display the poster and brochures in your front office and promote on your Web site. Nomination deadline is November 30. Newspapers may nominate someone as well.

Canada Post Issues

Canada Post would like to pull its \$15 million from the \$65 million Publications Assistance Program through Heritage Canada. Paid cir-

ulation Community Newspapers draw some \$7 million annually from this fund to cover reader subsidies when mailing their newspapers. CCNA Executive Director John Hinds suggests publishers tell their local MPs how important this program is to their newspaper.

Health and Lifestyle Day Cancelled

The Health and Lifestyle Reporting for Community Newspapers, originally planned for November 8, has been cancelled due to low attendance. Our speakers, which included the Minister of Health, the Medical Officer of Health, and representatives from a number of health and lifestyle industry associations, were disappointed but are willing to speak with our members at a later date. OCNA will reformat the program into a series of webinars for the new year.

Better Newspaper Awards

Thanks to all the newspapers who entered the 2006 OCNA Better Newspapers Awards. The Burlington office is now officially besieged with thousands of tearsheets as the entry deadline was this

past Tuesday.

You will have noticed the changes instituted in the program this year. Many of the Premier Awards categories now cover single articles, instead of a series of articles or a special section. This change was made so our judges would be able to compare apples to apples, so to speak. Our BNC Task Force has also added a new category for a Series of Articles, above and below 10,000 circulation.

Feedback from members and judges for the General Excellence Awards was well received last year, so we will continue the three-person panel for this year's program.

Spring Convention

Mark your calendar now for OCNA's Spring Convention, planned for March 30-31 in Niagara Falls. We are developing the program which will include some time for you to enjoy the sites and attractions of the area. Our educational sessions on Saturday will be organized for 10 quick 25-minute sessions for our editorial and advertising streams. We will be utilizing the expertise of many of our members so if you have ideas for topics or speakers, please let us know as soon as possible.

E-mail Best Practices

Communication is key, but database maintenance can get us locked up trying to keep track of constantly changing e-mail addresses for staff members at our 300+ member newspapers.

OCNA would like to recommend newspapers establish generic e-mail addresses for each department, as opposed to individual's names. So editor@mynewspaper.com as opposed to johnsmith@mynewspaper.com. John can have two addresses and the messages can flow into one mailbox.

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HR tidbits

Employer's obligations on Election Day

By Wendi Krulicki
OCNA Human Resources
Associate

The Municipal Elections Act, 1996 sets out the obligations of employers to allow employees to be absent from work for as long as is necessary to vote provided the employee would not otherwise have three consecutive hours to vote on voting day.

Section 50 of the Act reads as follows:

Elector's Absence from Work

An elector whose hours of employment are such that he or she would not otherwise have three consecutive hours to vote on voting day is entitled to be absent from work for as long as is necessary to allow that amount of time.

Employer's Convenience

The absence shall be timed to suit the employer's convenience as much as possible.

No Deduction or Penalty

The employer shall not make a deduction from the employee's pay or impose any other penalty for the absence from work.

Final voting day is November 13, 2006 from 10 a.m. to 8 p.m. unless otherwise scheduled by the Municipality. If an employee has three consecutive hours to vote when they are not working within those polling hours, Section 50 does not require the employer to provide time off. For example, if an employee works from 8 a.m. to 4 p.m., they have four consecutive hours to vote between 4 p.m. and 8 p.m., and the employer does not have to

provide time off with pay.

On the other hand, if an employee works from 10 a.m. to 6 p.m., the employee will not have three consecutive hours to vote either before or after they start work and the employer will have to grant one hour of paid time off either before or after the employee starts work. Section 50 sets out that the absence shall be timed to suit the employer's convenience as much as possible.

A person who contravenes a provision of this Act is guilty of an offence and, if no other penalty is provided, is liable, on conviction, to a fine of not more than \$5,000.

For further details, please visit the Web sites below:

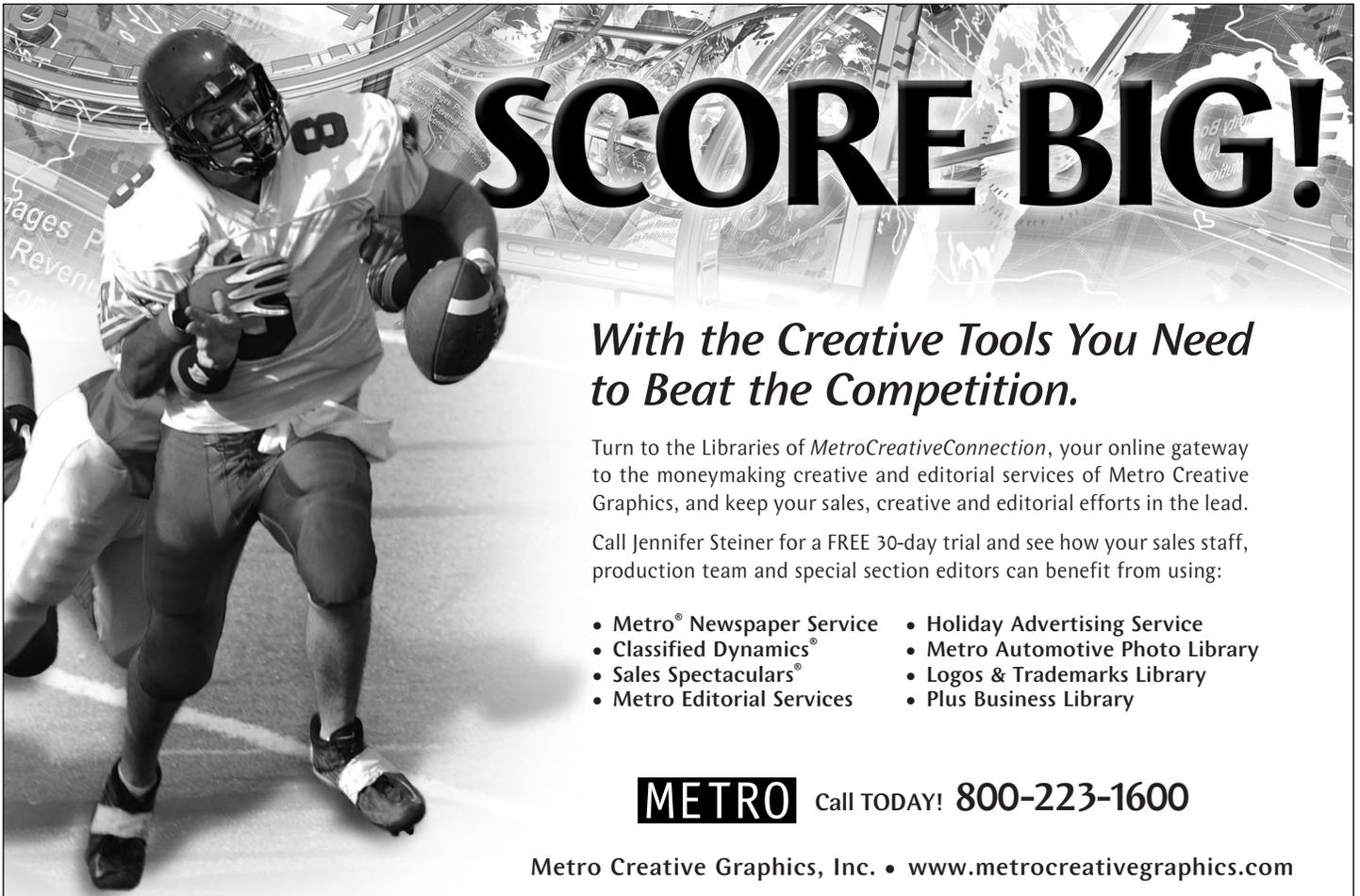
Canada Elections Act, Section 132 - Consecutive hours for voting:

<http://laws.justice.gc.ca/cgi-bin/notice.pl?redirect=/en/E-2.01/14658.html#section-132>

Canada Elections Act, Section 133 - No penalty for absence from work to vote:
http://www.e-laws.gov.on.ca/DBLaws/Statutes/English/90e06_e.htm#BK11

Ontario Elections Act, Section 6 - Employees serving or voting at an election:
http://www.e-laws.gov.on.ca/DBLaws/Statutes/English/90e06_e.htm#BK12

Municipal Elections Act, Section 50 - Elector's absence from work:
http://www.e-laws.gov.on.ca/DBLaws/Statutes/English/96m32_e.htm#BK65



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New fees and changes to Stewardship program proposed

By Gordon Cameron
 OCNA Government Relations
 Associate

After a lengthy delay, due in large part to the provincial government's decision to start a deposit return system for LCBO beverage containers beginning February 2007, the rates at which OCNA members will have to pay to the Ontario's recycling system have been set. For next year all obligated OCNA members, or their parent companies will be required to contribute \$5.03 of in-kind lineage per tonne of newsprint used to print OCNA or CNA member newspapers and pay \$1.98 per tonne in cash to cover the administrative costs associated with running the provincial stewardship program.

The new fees differ from those paid in 2006 when members were obligated to contribute \$5.47 per tonne of newsprint used for in-kind advertising and \$1.82 in cash per tonne. The drop in the per tonne in-kind amount relates to a removal of the subsidization that members were contributing to assist the stewards of other printed paper materials while the increase is attributed to a general increase in the costs associated with operating the stewardship activities in general and for the in-kind program in specific. Two other factors helped lower the overall obligation for 2007 - the removal of LCBO glass which reduced the system cost as a whole, and the distribution of \$3.41 million program surplus against the 2007 fees.

The program has also been changed in a number of other ways for next year. Firstly, the numbers that you file in your next steward's report will be your tonnage for 2006 and not 2005. In the past, the current year's obligation was based on actual tonnage used two years prior (i.e. the 2006 fees were based on 2004 data). You do not have to report your 2005 tonnage to Stewardship Ontario as that year will be skipped in

favour of 2006. Second, new penalties have been put in place for stewards who file their steward's reports late. Those who file more than 30 days after the March 31st deadline will be charged a late fee of five per cent on the amount they paid in the previous year. If the report is over 90 days late then an additional 10 per cent penalty will be charged based on the previous year's fees. As most of OCNA's contributions are made in-kind, any late filing penalties would be changed only on the administrative fee, unless the company in question is the steward of another Blue Box material (i.e. non-OCNA/CNA newsprint, plastic bags used in delivery etc.) Third, any steward who had registered with Stewardship Ontario and filed a report but grossed less than \$2 million or used less than 15 tonnes of newsprint and was not required to pay fees will now face a \$500 fine for not filing every year. If you fall under both of the minimums and have not filed in the past OCNA recommends you do so as it will help give Stewardship Ontario a clearer picture of the total tonnages used by our members.

As before all OCNA members, regardless if they fall under the minimum levels, are required to contribute lineage to the in-kind program. However, they will not be charged the administrative fees that members or owners who use more than 15 tonnes a year and/or gross more than \$2 million are required to pay.

In-kind program Information

For those unfamiliar with how OCNA and CNA members meet their obligations to municipalities under the Waste Diversion Act here's a short explanation:

Under the Waste Diversion Act companies who produce or use designated Blue Box materials (like newsprint or glass, paper or plastic packaging) are required to pay Ontario's municipalities 50 per cent of the net costs to operate the recycling system (as it costs more to collect, sort and recycle these materials than they are worth on the market with the exception of Aluminium). That shortfall is then allocated to various material groups (including CNA/OCNA newspapers) based on the number of tonnes of material each municipality collects. That amount is then run through a formula that gives those materials with a high recycling rate (like newsprint) a discount in their fees at the expense of those items that are not well recycled (like plastic film). OCNA and CNA's total contribution is divided amongst the various municipalities based on the amount of OCNA/CNA newsprint collected. That dollar amount is then divided amongst all the papers servicing that municipality regardless of whether or not they use more than 15 tonnes of newsprint or gross more than \$2 million in the data year. (Stewards who fall under both benchmarks are exempt from paying fees.) Dollars are then converted to lineage using published CARD rates. Municipalities can only book ads that deal with waste diversion issues and all ads are sent through Ad*Reach.

All OCNA members are required to run the ads booked through the in-kind program on the date and size they are booked. Your paper will not receive payment, the ad itself is payment to the municipality for recycling services. Newspapers who do not use more than 15 tonnes of newsprint and gross less than \$2 million are required to participate in the in-kind program to ensure that every municipality in the province benefits from the program just as they would if we were paying cash.

Fast facts: 2007 CNA/OCNA rate to cover our industries' obligation to Ontario's municipalities - \$5.03 per tonne (paid through the use of in-kind advertising); 2007 CNA/OCNA rate to cover our industries' share of Stewardship Ontario and Waste Diversion Ontario's administrative costs - \$1.98 per tonne (paid in cash); Average rate paid by other Blue Box stewards - \$70.90 per tonne (paid in cash); Total value of 2006 of OCNA in-kind advertising program - \$549,009.40; Total number of lines given by OCNA members to the 2006 in-kind program - 429,455.

CCNA Board of Directors



Photo by W. Andrew Powell

Standing (left to right): Richard Holmes, Chris Ashfield, Frank McTighe, Greg Nesbitt, Nelson Becker, Brad Alden, Neil Thom, Paul McNeill, James Tennant, Rick Shaver, Abbas Homayed, Ken Sims, and George Bakoyannis. Seated (left to right): Brian McCristall, Coleen Campbell, Cam McKnight, Lynn Hennigar, Lana Meier, and Heather Dickson. Absent: Mike Williscraft

'Go local, go deep, position for the future'

By Peter M. Zollman
 Founding Principal of
 Classified Intelligence and
 the AIM Group

As audiences migrate online at a remarkable pace, too many newspapers are positioning for the past.

They're trying to convert twice-a-week readers into three-times-a-week readers. They're using every trick in the book to increase print circulation. They're focusing on selling more inserts, more classified 'liners' --- frequently giving them away --- and more small print ads to more small advertisers.

Great ideas, all. I wouldn't denigrate a one. But why not instead focus where the audience is going? Why not position for the future, instead of the past?

Will newspapers still be printed for the next 20 or 30 years? Most probably. But will the generation that's now teenaged or younger suddenly come to rely on newsprint as it matures into a generation of 20s and 30s? Not a great idea to bet your future on that!

With that issue in mind, I spoke a few weeks back at the Western Classified Advertising Association. It's a wonderful group, and unlike many conferences I attend it focused heavily on the changes classified advertising departments face. (Contrast that with so many newspaper association conferences, where the classified presentations are all about protecting print from the "encroaching Internet").

As I spoke about the changes in real estate, recruitment, automotive and other classified categories, one theme came to mind: A local newspaper has several strengths, but its No. 1 advantage is clear --- its ability to out-local anyone else.

One recruiter called print less and less effective every year, as the new generations don't read the classifieds.

So the theme of my presentation was simple: 'Go local. Go deep. Position for the future.'

Should a local newspaper not provide national tools, or national content? Of course it should. And regional networks are extremely valuable --- news content, classifieds, regional retail advertising. But that newspaper should focus its effort on the place it can do the most good and have the most impact. Local. More local. And still more local.

A database of 'just the classified liners' from the paper is not enough to serve the audience. Not when the local multiple list-

ing service has lots of pictures of houses for sale. Not when auto dealers make the inventory of every car on their lot, and others, available for the viewing. Not when Ebay has items for sale in your market; when Craigslist offers free ads for just about everything you charge for. And not when **M o n s t e r . c o m**, CareerBuilder.com and niche sites of every stripe include long, detailed job descriptions of jobs in your market that aren't in your newspaper. (Don't believe it? Send me an e-mail and I'll prove it to you. No charge.)

Go local. It's obvious. None of the national sites knows your market better than you do. They won't capture school information with day-in, day-out coverage of the education scene in your area. They can't offer local video clips on a real estate site -- generic clips, perhaps, but nothing truly local.

Go 'deep.' What does that

mean? Ideally, your database of online ads will include information about every home for sale in your market. Every car on a dealer's lot, and every private-party seller's car, too. Every job in the area. And more. It'll include extensive editorial content about all of those verticals. Plus data about schools. Home prices. The largest, the best, the most 'family friendly,' the growing employers. Things a buyer can't find anywhere else.

Recently, Classified Intelligence and ERE Media surveyed recruiters about their advertising spending habits and trends. Almost half the participants said they plan to increase spending with online job sites this year over last; 43 per cent said they would cut spending on print. One recruiter called print "less and less effective every year, as the new generations don't read the classifieds".

(The report, Recruiters Rate Advertising Effectiveness,

Continued on page 7

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New reporter hits big story

By Louise Sproule
Publisher, Vankleek Hill Review

Algonquin College journalism graduate Matthew Talbot of Hawkesbury joined the Vankleek Hill Review's journalist staff in September. Talbot, who graduated from Algonquin's school of journalism this spring, received an exciting initiation into the world of small-town journalism when one of his first assignments was covering the devastating natural gas explosion which occurred in Vankleek Hill on October 2.

The blast destroyed three houses and damaged dozens nearby in a subdivision. Engineers have inspected dozens of homes and repairs were still underway weeks later. Talbot was on the explosion scene before the police arrived and took exclusive pictures at the



site which was soon cordoned off from spectators. Remarkably, no one was injured. The blast pictures were on the Review's Web site

within 25 minutes and were aired on CTV News within two hours of the blast. Talbot spoke about the blast and its repercussions on national radio and television. Talbot found it remarkable that people called their weekly newspaper immediately to find out what was going on . . . some people called the newspaper before calling anyone else.

The Review has been congratulated on its coverage of the explosion; the township declared a state of emergency for about two days, as people were evacuated from their homes. On the day of the blast, the

Review posted pictures and hourly updates (on the day of the blast) plus an interview with Talbot on its Web site. More than 7,000 unique visitors kept tabs on Vankleek Hill on the day of the blast and up to one week later.

See more pictures from the blast at <http://www.thereview.on.ca/explosion%20gallery.html>.

Retired Tillsonburg News owner celebrates 50th anniversary

Bill and Marion Pratt celebrated their 50th wedding anniversary Saturday, October 28 at the Tillsonburg Soccer Club Hall. Over 100 guests attend-



ed. Bill Pratt was editor of the Tillsonburg News for 36 years and respected as one of the best editors in the business. In 1952 he became part-owner with Chuck McKnight and saw their hard work turn Otter Publishing into a strong company with nine newspapers. Pratt served as OCNA president in 1982 and later as CCNA president.

Media Recognition Award

Editor, reporter and photographer for the Innisfil Scope, Michelle Minnoch was presented with the Media Recognition Award on October 12 at Georgian Downs. The award recognizes members



of the media for their ongoing coverage and interest in the environment. Left to right: Councilor Paul Wardlaw, Councilor and Chair of the Lake Simcoe Region Conservation Authority Roy Bridge, Councilor Lynn Dollin, Mayor Brian Jackson.

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Expanded Record News now offers free distribution

Smiths Falls Record News Staff

Welcome to a new era for the Smiths Falls Record News. Starting with the October 3 issue, readers of the venerable community newspaper that dates back to 1887 will notice significant changes.

The first is the cost, The Record News is now being distributed to every household in and around Smiths Falls free of charge. No more subscriptions. No newsstand cost. It's absolutely free and delivered right to your door.

If you happen to misplace your copy or prefer heading to the corner store to pick up your edition, The Record News will be made available at various outlets around

town as well.

The local news is now being delivered in a more timely manner as well with a Tuesday publication date. With a Monday night deadline, you can be assured of the very latest news and information each and every week.

And with The Record News circulation climbing to more than 11,000 each week, the size of the paper has also grown. Now, you'll find more of the news you can use - council, features, entertainment, sports - along with strong support from local advertisers, both local advertisers, both display and classified.

"We're thrilled to be able to offer an expanded Smiths Falls Record News to our readers and advertisers," said Duncan

Weir, Vice-President of Publishing with Performance Printing in Smiths Falls. "The Record News has been part of the community fabric for almost 120 years and we intend to ensure it continues to thrive here for many more years to come."

Editor Ryland Coyne says he and his news team - associate editor Bruce Peever, and reporters Marla Shook-Johnson, Laurie McVicar and Sabine Platzer-Gibbins - look forward to providing readers with even more information week to week.

"This is a significant development in the history of the paper and we are all determined to publish the highest quality product possible for our readers," he said.

Toronto Community News

Continued from page 1

candidate blogs, photos, an event calendar, information polls and more.

Each and every one of the 464 candidates running for councillor, trustee and mayor is being offered, free of charge, a simple way to connect with the people of Toronto in the form of a blog on the site. Not only can each candidate relate their biographies, news and views to the voting public, they also have the opportunity to listen to what the voters have to say in response.

Community organizations and campaign organizers can post their election-related events like campaign launches, policy announcements, debates and forums on our events calendar and post photos taken at those events.

Access to the news stories is open to all, however, in order to add to the discussion or leave comments, both voters and candidates are asked to complete a simple registration form. The site will be monitored, candidates and

voters must stick to the issues and refrain from mudslinging at their opponents.

We believe strongly that as a community newspaper of record, we have a responsibility to provide voters with all the information they need to make an informed choice on November 13.

Position for the future

Continued from page 5

is available through ClassifiedIntelligence.com.)

Similar results are clear in the automotive and real estate categories. Circulation and readership numbers for newspapers make the related downward trend obvious: Fewer people are using the printed product; more are going online.

Faced with that inevitability, doesn't it make sense to 'position for the future?' Focus where the audience is going?

That's one of the things that made Wayne Gretzky great as a hockey player. Although Gretzky is often quoted (incorrectly) as saying so, it was actually his father, Walter, who taught Gretzky, 'to go where the puck is going, not where it has been.'

Good advice, too, for a newspaper publisher.

Peter M. Zollman is founding principal of Classified Intelligence and the AIM Group, consulting groups that work with publishers print and online to develop profitable interactive media services. For more on their services, visit their Web sites, ClassifiedIntelligence.com and AIMGroup.com. Reach Zollman at pzollman@classifiedintelligence.com, 407-788-2780.

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EVENTS

October 2006						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

UPCOMING EVENTS

- All Candidates Meeting , Ward 6 Etobicoke-Lakeshore (event) (3 hours)
- Weston Community Coalition hosts Mayoral Debate (event) (1 day)
- Mayorality debate set for Oct. 19 (event) (1 day)
- All-Candidates Meeting for Ward 38 & 37 - Scarborough Centre, Scheduled for Saturday October 21 at 3pm. (event) (3 days)
- Mayoral Debate w. Miller, Pitfield and Le Drew on youth issues (event) (5 days)
- All-candidates meeting for Ward 31 (5 days) (event)

POLL

Have you decided who you will be voting for as mayor of Toronto in the Nov. 13 municipal election?

Yes 79%

No 9%

Undecided 12%

Total votes: 34
1 comment | 102 reads | older polls

LATEST NEWS STORIES

- Election draws 40 per cent spike in candidates - of all kinds 22 hours 33 min ago
- Number of issues of interest in Ward 40 22 hours 44 min ago
- Eight candidates in race for Ward 38 (Scarborough Centre) 22 hours 56 min ago
- All-candidates' meeting set for Ward 35

Election draws 40 per cent spike in candidates - of all kinds

Submitted by Louie Piacentini on Tue, 2006-10-17 17:13.

LISA QUEEN
lqueen@insidetoronto.com

A Toronto council candidate is "frightened" by the idea of actually getting elected in the Nov. 13 municipal election.

Running in a ward in the city's north end, he also ran in 2003 and received about 500 votes without knocking on one door or handing out any campaign literature.

This time around, the candidate is putting some effort into campaigning. However, he did share his fears about the prospect of winning his ward seat.

"To be honest, I would be frightened if I won."

Perhaps someone should explain to him that you have a much better chance of not getting elected if you don't run at all.

[read more](#) | [login](#) or [register](#) to post comments | 26 reads
(categories: Annex | Beach-Riverdale | City Centre | East York | election general | Etobicoke | North York | Scarborough | Village | York)

Number of issues of interest in Ward 40

Submitted by Louie Piacentini on Tue, 2006-10-17 17:03.

Four candidates seek Scarborough-Agincourt council seat

NORM NELSON
nnelson@insidetoronto.com

It shouldn't take long for Ward 40 (Scarborough-Agincourt) voters to get up to speed on their slate of candidates.

SEARCH

NAVIGATION

- news
- recent posts
- forums
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- voting guide

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NAA Foundation President elected to Ontario Press Council

Roberta L. Jamieson, president of the National Aboriginal Achievement Foundation and, for 10 years Ontario Ombudsman has been elected a public member of the Ontario Press Council.

Jamieson, 54, whose home is on the Six Nations of the Grand River Territory, received a Bachelor of Law degree from the University of Western Ontario in 1976, the first woman from a First Nation in Canada to graduate from law school. At the same time she founded Canada's Native Law Students Association.

A recipient of the Order of Canada and of 12 honorary doctoral degrees, she has

had a career of distinguished firsts. In addition to becoming the first indigenous woman to earn a law degree, she was the first non-parliamentarian appointed ex-officio member of a House of Commons committee, and the first woman elected Chief of Six Nations of the Grand River Territory.

She was appointed in 2004 as president and CEO of the National Aboriginal Achievement Foundation, an organization dedicated to realizing the potential of First Nation, Métis and Inuit youth through scholarship assistance and other support.

She was Indian Commissioner of Ontario for 10 years and, as Ontario ombudsman, she was founding president

of the Canadian Ombudsman Association and vice-president of the International Ombudsman Institute.

At the Ontario Press Council she succeeds Robert G. Elgie, a public member who was elected chair at the last annual meeting.

The Council was founded in 1972 to defend the freedom of the press on behalf of the public and press, to serve as a medium of understanding between the public and press, to encourage the highest ethical and professional standards of journalism, and to consider specific, unsatisfied complaints from the public about the conduct of the press and gathering and publishing news, opinion and advertising.

Ontario Junior Citizen of the Year

What you need to know:

- ♦ Nomination deadline is November 30, 2006 ♦ Publish Ads and Editorials throughout November - available on http://members.ocna.org/listall.php?path=/var/www3/AFS/OCNA_Programs_Services/Junior_Citizen_Material
- ♦ Display poster and brochures ♦ Encourage nominations - available on www.ocna.org ♦ Provide a link on your web site to www.ocna.org/Awards/junior.html.

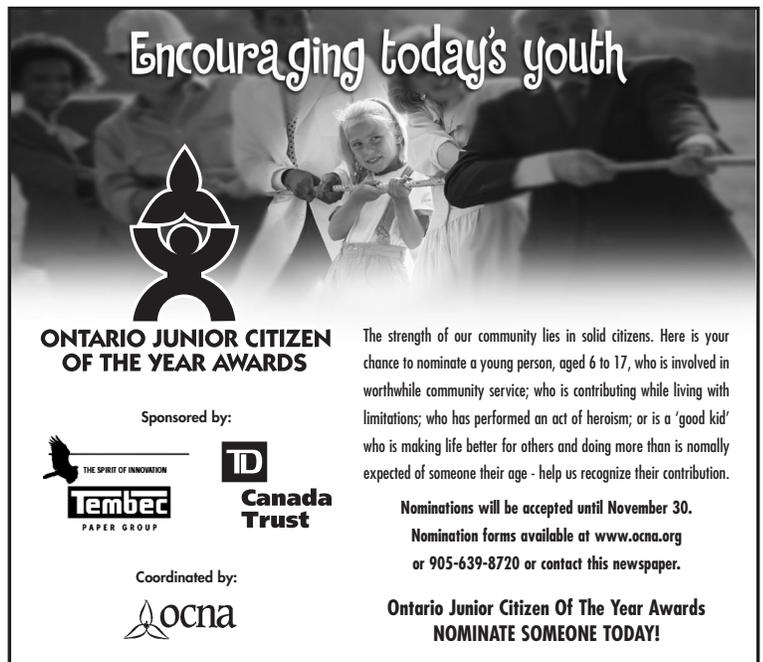
Revised estimates for 2006 and 2007 budget

By Mel Sufrin
Ontario Press Council Executive Secretary

The Ontario Press Council, at its annual meeting on October 20, approved a proposal that the assessment rate for member newspapers, set at 9.0 cents per unit of circulation in 2006, be increased to 9.2 cents for 2007. As required by the constitution, the budget now goes to publishers for approval. November 30 is the deadline for responses.

Spending in 2006, originally estimated at \$204,916, now appears likely to come in at \$206,385 while revenue is expected to be about \$207,000. The result will be a surplus of \$615, which will increase the Council's accumulated surplus to \$59,369.

Continued on page 10



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Wilma Blokhuis retires

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is just five years past that mark.

After renting for years in Oakville, Blokhuis now owns her "first little house" near St. Andrews-by-the-Sea, a resort town.

While she's excited about the move, there are a lot of things the avid outdoorswoman will miss - like hiking, Oakville's trails and gardens.

In fact, one of her fondest memories of work is her Happy Trails series, a look at Oakville's many hiking trails, which she called "a plum assignment".

And of course, Blokhuis says she'll also miss her co-workers and the many friends she's made in town over the past three decades, all of whom she wants to thank for 'long-time friendships'.

"I know she will miss her colleagues as she embarks on her new journey," said editor-in-chief, Jill Davis. "But I am not sure she realizes just how much we will miss her."

Blokhuis, who studied journalism at Sheridan College from 1971-1973, landed her first job at the Erin Advocate for a two-month summer stint. After that, she worked for the Orillia Wednesday Nighter for eight months and then spent a year and a half at the Orillia Packet and Times before moving to Oakville.

Much has changed since Blokhuis' rookie reporter year in Oakville.

"When I started I was using an old Underwood typewriter and a film camera," she said. "Then came the arrival of computers and e-mails, faxes. You wonder how you lived without them - it makes the job so much faster.

"Before, to look things up, you had to go to the reference library."

Blokhuis has been in two different offices with the Oakville Beaver, which started on but outgrew its Church Street office in 1977 and moved to its present location.

"The paper's grown tremendously, much bigger

than I ever thought it would. When I came it was once a week, a small paper. It's become huge. It's no longer a little paper," she said, smiling.

Oakville's population is also about 100,000 bigger than it was when Blokhuis first got here.

"It's still such a pretty town, and people look out for each other, people help each other," she said. "If there's a fundraising endeavour, people rise to the challenge. They're always there, ready to help. I like that."

The same can be said of Blokhuis, says Davis, who called her "one of the most genuine people I know".

And while it was a job, Blokhuis says her time at the Oakville Beaver didn't seem that way.

"It was more like my life," she said. "I poured my heart and soul into the job to do the best I could."

That's why when the Beaver's managing editor Rod Jerred nominated Blokhuis for the President's Award in 2005 - the highest honour possible from the paper's parent conglomerate, Metroland Printing, Publishing and Distributing - he called her "the heart and soul of the Oakville Beaver."

Jerred says Blokhuis played a key role in "making Oakville the close-knit community it is today", by not only covering events but often getting involved in fundraisers, including the Terry Fox Run and various cancer fundraisers - one year she even shaved her head for the cause.

"Through her dedication, hard work and diligence, Wilma has brought the people of Oakville closer together," said Jerred. "In her more than 30 years at the Beaver, Wilma has helped numerous volunteer groups get their start and saved them from folding. She has helped make countless fundraising dri-

ves a success far exceeding their original goals. She has brought public awareness and assistance to some who had almost given up all hope for their cause."

One of Blokhuis' favourite stories to cover was the work of Kerr Street Ministries, which helps rebuild the lives of those devastated by poverty or crisis.

"They do such good work with disadvantaged kids and adults, it's like giving them a second chance," said Blokhuis. "For some of those kids, it's their only chance."

It's shedding light on organizations like these and remarkable people that Blokhuis enjoyed most.

People like Melissa Vassallo, who survived a serious car accident, Veronica White, who had what Blokhuis calls "a tangled web of blood vessels on her brain" but got through it after surgery and is now "very upbeat and happy" and David Visschedyk, who lost a leg to cancer at age eight and cycled across Canada last summer to raise funds for neuroblastoma research.

"I love interviewing people, writing about people, interacting with people. That's the best part," she said.

"I've met so many interesting people, almost too many to list," she added, including highlights like Pierre Berton, Margaret Laurence, Susan Aglukark and Canada's funniest weatherman David Phillips, who had his audience "rolling in the aisles" during a speech.

One of her story contacts became a life-long friend, Joan Gibb, now president of the

Canadian Cancer Society's Oakville unit.

"We've been through a lot together, mainly happy times," said Gibb, who will be visiting Blokhuis out East once she gets settled.

Mayor Ann Mulvale has become another long-time friend of Blokhuis'.

"I would say that she is the personification of an outstanding community reporter," said Mulvale. "She is emphatic, genuinely interested in the activities of the not-for-profit sector and various community groups. She has been a tremendous ambassador for the newspaper and I believe will be sorely missed as a result."

Recognizing Blokhuis' dedication to the community, Gibb nominated her for Halton Woman of the Year award in 2000.

Blokhuis has also received a lot of recognition over the years for her writing, including two first-place Sport and Recreation awards from the OCNA and several honourable mentions, among other awards.

And when it comes to thank-yous, Blokhuis has received a lot of those from the community, especially lately, from friends and story contacts thanking her for her work.

"I got an e-mail from somebody I don't know, who wanted to thank me for the articles I've written over the years."

And the years, she admits, have flown by. "I think I've evolved and matured, grown up and grown old here," she said, smiling.

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'Did you see...?' stories



By Jim Stasiowski
Writing Coach

About a year ago, my dad died. Saying that I miss him is trite and simplistic. I do miss him, but that sounds as if I were saying that, if I could see him just one more time, the ache in my heart would subside. Those who have lost loving parents know that 'miss him' or 'miss her' cuts a lot deeper than that.

Sounds trigger longing. When my dad would hug me, he would make a mock-grunting sound, as if he were trying with all his might to hold me. Occasionally and involuntarily, I make a similar sound, and the memories spill out.

So, what does all this have to do with newspaper writing?

Lucky you asked. Otherwise, I might have filled this space with nothing but dad stuff.

I recently was preparing to visit a newspaper, reading about 10 editions so I could do a full-paper critique, and I realized that the paper didn't have many "Did you see ...?" stories.

Until dad's eyesight faded, he loved newspapers. He would read at least two a day. His last years, he read *The Washington Post* and *The Sun*, Baltimore's morning stalwart.

An early riser, I always read both papers before dad got up. But almost every day, as he was finishing his reading, he would say to me, "Did you see the story in (*The Sun* or *The Post*) about (some wild invention or perilous expedition or other oddity)?"

Usually, I had, and we would discuss it. Sometimes, I had missed it, and he would hand me the paper and beam while he watched me read it. Sometimes -- not often, as my dad was a hard guy to get the better of -- I would find a "Did you see ...?" story that he hadn't read. For me, those

were triumphant moments.

Newspapers don't do enough "Did you see ...?" stories. Recently, on the front page of a Sunday edition of *The Washington Post*, I found a story that -- you probably won't believe me -- explained how cell phones are changing the way seagoing fishermen are doing business in India.

Here's where I get extremely grumpy with the consultants who think they can tell us what to put into newspapers to attract readers.

If a person doing a readership survey called me and asked, "Sir, would you read a story about cell phones?" I would say, "No. I don't own one, and I don't like them."

"Sir," the caller would say, "how about a story about fishing?"

"Nope. Don't fish, don't much care."

"Well then sir, how about commercial fishing off the coast of India?"

"What, are you nuts?" I'd reply. "Never in my life."

Yet, I read the story, all 41 paragraphs of it. And yes, for a moment, I thought of my dad because it was a perfect "Did you see ...?" story.

The paper I was reviewing when I thought about "Did you see ...?" stories is extremely well-regarded. It has a strong (though small) reporting staff and smart editors with high standards. It covers comprehensively the events of its community. It is, in all respects, a highly responsible newspaper.

But it's not as much fun as it should be. Its "Did you see...?" repertoire was uninspired, as if editors assigned a few just to fill a quota. It has plenty of meeting, speech and government-report stories. I cannot recall dad ever asking me if I saw a story about a government report.

I know why TV and the Internet are stealing our readers. They're fun. They're probably too much fun, really, as they tend to distract us with all the "Did you see ...?" stuff the world offers. By contrast, in the

places that some of our "Did you see ...?" newspaper stories should appear, we pile on the sober stuff about Iraq and North Korea and dirty politics and global warming.

I only wish we would exploit the opportunity we're missing. Imagine this: Tucked alongside Iraq and dirty politics one day, we run a colourful yarn about how gumball machines are making a comeback in small shops around town.

(I made up the comeback, but today I did spot two gumball machines in a branch bank.)

Here's the scene I envision. A dad is reading the paper, he reads about the gumball machines, then says to his 14-year-old son playing a video game, "Did you see this story?" and he hands him the newspaper.

Maybe the kid rejects it. I'm not sure. But maybe he reads it, and as he's reading, his eyes make contact with the Iraq story and the dirty-politics story, so he at least knows a little more about his world than he knew before.

Maybe the kid gets a good feeling about new newspapers.

I know he'll get a good feeling about his dad.

THE FINAL WORD: 'Facility' is a word that looks harmless, but I hate it.

When I read 'facility', the writer usually has used it as a convenient but clumsy synonym to avoid repeating 'building,' as in, "The hospital is building the facility for mental-health patients."

'Facility' sounds fancy and is imprecise. I cannot see 'facility' but I see 'building.' This works: "Hospital executives say the new building will serve mental-health patients."

Writing coach Jim Stasiowski welcomes your questions or comments. Call him at 410-796-0210, or write to 6310 Bayberry Court, No. 1007, Elkridge, Md. 21075.

OCNA is looking for a new look for News Clips. If you have ideas/suggestions or would like to give your input please contact Shaba Qureshi at 905-639-8720 ext. 244 or e-mail s.queshi@ocna.org

Ontario Press Council budget

Continued from page 8

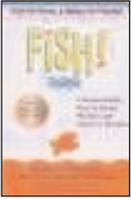
Spending in 2007 is estimated at \$209,179 or \$2,794 more than 2006, with salary increases partly offset by lower spending on travel.

With circulation of 38 daily newspaper members down by more than 61,000 to 1,872,494, revenue from this source based on the current fee schedule of 9.0 cents per unit of circulation would be about \$168,500. Revenue from community and specialty newspapers would be about \$37,000. And there would be approximately \$1,500 interest for an overall total of \$207,000, resulting in a deficit of about \$2,179.

The assessment rate was increased in 2006 from 8.7 to 9.0 cents. An increase to 9.2 cents in 2007 will produce \$210,393 in revenue and increase the accumulated surplus by \$1,214 to \$60,583.

From the Lending Library

This month we are featuring four HR books that will help you boost employee morale, manage your employees effectively, tips for dealing with difficult employees and how to manage your employee's performance.



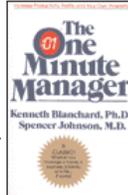
Fish: A Remarkable Way To Boost Morale And Improve Results - Author: Stephen Lundin Ph.d.

Addressing today's work issues (including employee retention and burnout) with an engaging metaphor and an appealing message that applies to any sector of any organization. This book offers wisdom that is easy to grasp and instantly applicable.

The One Minute Manager -

Author: Ken Blanchard

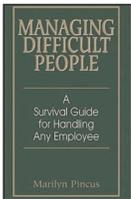
For more than 20 years, millions of managers in Fortune 500 companies and small businesses have followed The One Minute Manager's techniques, thus increasing their productivity, job satisfaction, and personal prosperity.



Managing Difficult People -

Author: Marilyn Pincus

Learn the tools you need to cope with all kinds of difficult employees. From sneaky slackers to resident office tormentors, this handy guide cuts to the chase, helping you identify and deal with specific personality types.



2600 Phrases for Effective Performance Review -

Author: Paul Falcone

This book puts the right words at your fingertips, with ready-to-use phrases and words, action items, and descriptions managers and supervisors can use to evaluate performance, prepare development plans, and address performance problems. This book covers the 25 most commonly rated factors, including productivity, time management, decision making, and teamwork, as well as specific roles such as customer service, finance, sales, and more.



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Water Cooler

- Stephanie Gunson has joined the **Mid-North Monitor** as its newest court reporter.
- Brian V. Sullivan, long-time contributor of the **Voice of Pelham** is leaving.
- **Perth Courier** sold to Metroland. The sale was effective October 25, 2006.
- After 10 years as Publisher of the **Kingston Whig Standard** and V.P. Eastern Region, Fred Laflamme has decided to retire.
- Jim Ambrose Publisher of the Peterborough Examiner will assume the role of Publisher the **Belleville Intelligencer**, **Trenton Trentonian**, **Community Press** and **Picton County Weekly News**.
- Darren Murphy will replace Jim as Publisher at the **Peterborough Examiner**, he is currently Publisher of **Northumberland Publishing**.
- Don MacLeod currently Director of Advertising Development for **Osprey** has been appointed Publisher of **Northumberland Publishing**.
- Andy Wheeler, currently Publisher of the **Lindsay Daily Post**, will move to **Osprey** in the newly created position of Director, Circulation Sales and Marketing.



OCNA 2006 Webinar Training Calendar

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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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