

news clips

http://members.ocna.org

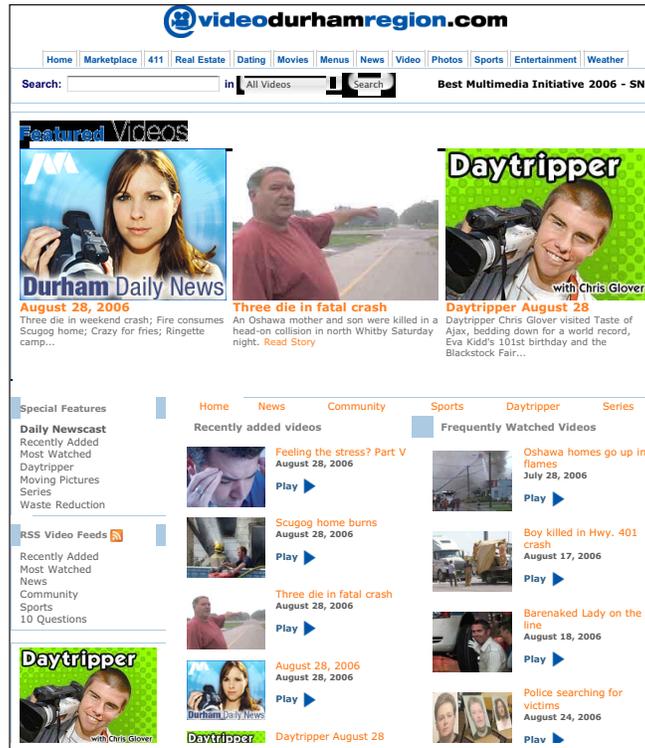
VOL. 20, NO. 9

Durham Region turns to Webcasting

The Metroland Durham Region Media Group has taken community newspapers into the next phase - webcasting.

For several years they had been posting the editorial content of their newspapers to their Web site, but like many in the newspaper industry they were simply pushing content from print to the Web. Joanne Burghardt, editor-in-chief of The Metroland Durham Region Media Group, the driving force behind this initiative, said this year was when they really stepped up their efforts to produce unique content on the Web. "In January we started posting video clips during the Federal Election campaign. At the time Oshawa was seen as a swing riding and it was a hotbed of activity as the Federal leaders made several visits to the city. It proved to be a great opportunity for video."

They soon started setting a baseline of a minimum of two



new news video clips each week.

In May they launched what was to be a four-month pilot

project to test the viability of a weekday video newscast. Durham Daily News was to be a four-minute update on news

from around Durham Region, posted online no later than noon each weekday. At the same time they stepped up the video activity to post several individual news clips each day, a five-part video feature series each week, and a twice-weekly community events webcast called Daytripper.

"Video proved very popular with our online audience and within a few weeks of the pilot launch we decided it was here to stay," said Burghardt. "Video page views are increasing by approximately 10 per cent each month and our most-viewed individual video clips record in excess of 3,000 views, most of which will be logged in the first 32 hours they are online." This would be comparable to their most-read stories online.

In order to launch the project, they hired one person with broadcast training to anchor the daily newscast. Everyone else associated with video has come

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OCNA Health & Lifestyle Reporting Day

An informative day has been designed for Community Newspaper reporters and editors covering Health & Lifestyle issues.

Are you covering all the beats? Has your health and lifestyle reporting become trapped in the publication of recipes and disease-awareness months? Come and get armed with all the health industry issues and trends, and leave invigorated with fresh ideas for your readers.

Who should attend:

Editors, reporters or publishers who supervise or are involved in health & lifestyle coverage.

What will your organization gain:

A proven way to grow readership and serve your community is to enhance coverage of features like health and lifestyle issues and trends in ways that resonate with readers. Participants will learn how to develop timely, relevant health content that draws readers into their newspaper.

- ♦ Find out about pandemic planning and reporting to your community from Dr. Sheela Basrur, the Medical Officer of Health.

- ♦ Learn more about the Ontario Local Health Integration Network and how they work to improve the community's health

needs and priorities from CEO Michael Fenn.

- ♦ Learn relevant information from the Ontario Hospital Association, Ontario Pharmacists Association and the College of Physicians and Surgeons.

- ♦ Discover new fitness trends from Conny Glenn, Executive Director of the Ontario Kinesiology Association.

- ♦ Hear from seasoned Health & Lifestyle journalists from newspapers such as; the Hamilton Spectator and the St. Catharines Standard who excel at cov-

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a word from OCNA...

Providing Human Resource functions

By Anne Lannan
OCNA Member Services Manager

A newspaper's biggest asset is its people - the individuals who dedicate themselves to knowing their community and producing quality products to serve those communities.

Many businesses operate on tight staffing levels (or as Jim Stasiowski says in his column this month, 'I have yet to work in a newsroom that's overstaffed'). Needless to say, Human Resource functions often fall to the bottom of the priority list for busy newspaper offices. This is especially true when new managers are responsible for many of these functions and have not had the opportunity to be properly trained.

OCNA hired a Human Resources Associate seven months ago so we could provide more services to our members in this important business function. Wendi Krulicki has been spending her time getting a better understanding of our industry, its issues, as well as assisting individual members in this area.

We have created a databank of files on the Members' Intranet Site, complete with sample documents and templates ready for

you to alter to suit your individual needs and workplaces.

The Members' Intranet site, which you should already have bookmarked, is located at <http://members.ocna.org>. It contains a folder called Human Resources with sub-folders for

- Employee Performance Management: Employee warning letter, goal setting worksheet, goal setting process, performance review assessments

- Employment Offer Letters: Employee permanent offer, employment contract offer

- Health and Safety: WSIB rates, accident investigation, duties of employers and other persons, health and safety policy, joint HS reps and committees, managing health and safety in small businesses, OHS orientation, OHS workers rights, what is WHMIS, your guide to developing a WHS

- HR General Interest

Links of interest

- Human Rights

Human rights at work

- Job Description Templates

Sample templates for advertising, circulation and production, office manager, production, reporter, as well as generic

descriptions.

- Ontario Employment Standards: Employer guides to LOAs in Ontario, ESA emergency leave, ESA family medical leave, ESA handout to employees info hours, ESA poster

- Payroll Forms: Employee attendance sheet, standard payroll form, TD1 federal tax form, TD1 provincial tax form

- Policies and Procedures: Overtime legislation Ontario, standard employee handbook, standard overtime agreement form

- Recruitment and Selection: Competency questions, applicant phone screen, telephone reference check.

These files will help you with your legal requirements as well as formalizing other human resource processes. Wendi Krulicki is also available to assist members on a one-to-one basis if you would like her to help customize the files for your business or explain legislation and requirements to your staff.

Please feel free to contact Wendi at 905-639-8720 ext 245 or e-mail w.krulicki@ocna.org.

The Ontario Community Newspapers Association asks for your support for our

Day at Queen's Park

on Thursday, September 28th



Help us showcase the best in our industry by sending two to three editions of your newspaper which will be prominently displayed at a reception for Cabinet Ministers, MPPs and Senior Civil Servants. Show the decision makers at Queen's Park the high quality publications that are enjoyed by 5.8 million Ontario adults each week and shape the debate in our communities.

Please send your copies by September 25th to Gordon Cameron, Government Relations Associate, Ontario Community Newspapers Association, 3050 Harvester Road, Suite 103, Burlington, Ontario, L7N 3J1.

Thank you for your support.

OCNA employee profile

Member services a priority for OCNA

As OCNA continues to offer value-added services to our members, we continue to highlight the members of our growing team.

Karen Shardlow has been with OCNA since March 2005. She started at OCNA as an Accounting Coordinator, covering a maternity leave, and was later offered the Member Services Coordinator position. She switched in June 2006.

Some of Shardlow's responsibilities include planning for the Spring Convention, organizing the Better Newspapers Competition, the Member Review Program and various other sessions, handling regis-



trations for training and webinars and maintaining the lending library.

She brings seven years of small business office management to the OCNA team. Her

previous roles in the construction industry included the in-house accounting responsibilities that helped land the initial Accounting Coordinator role at OCNA.

"The transition from construction to the newspaper industry was made easier by my initial connection with the Accounting Coordinator role. That position gave me time to learn the general ins and outs of the business, helping me to provide the personal touch required by a Member Services Coordinator."

Shardlow's ability to multi-task is just one of the strengths she brings to OCNA. In her opinion working on multiple projects makes the job

interesting. "I rarely do the same thing twice, I get to deal with many different people and aspects of the business, it makes this position very interesting and a pleasure to do."

She grew up in Mount Hope, now Hamilton, and still lives there today. She got married in October 2005 to her high school sweetheart of 17 years.

"I enjoy working at OCNA, the team here is professional and fun. Despite all the changes since I've been here the team has always remained efficient and member-oriented," said Shardlow.

Celebrating 25 years at OCNA

Congratulations to Lynn Fenton who will be celebrating her 25th anniversary at OCNA on September 21st. She is National Sales Coordinator for Ad*Reach. Fenton started here in 1981 in a similar capacity to what she does now.

"I've actually only done the one job. When I started I only checked tearsheets and did the payables, but over the years I took on the ad bookings as well. At the time OCNA was booking ads for Saskatchewan, Quebec and the Maritimes as well, so it was a huge job."

For a short time she also did telemarketing for G & B Sales and also looked after the Junior Citizens program for a few years, which she enjoyed immensely. Having experi-

enced a lot of different changes and structures hasn't really affected Lynn's position.

"I've seen a lot of staff come and go and although I've reported to several different managers, the structure of my job really hasn't changed much. When Ad*Reach became a division of the OCNA, I was moved to downtown Toronto where I worked with the sales reps for 10 years. I was very happy to return to the Burlington office as the trip to Toronto made for very long days," said Fenton.

According to Fenton technology has helped make her position a lot less hectic than it was back

when she started.

"We did have a computer, but we didn't have the capabilities we have today. Twenty-five years ago all the insertion orders and ad copies were mailed to the papers. As a matter of fact, when I started I had never touched a computer in my life, so I was petrified. Faxes and e-mails were not available. How did I ever survive???"

What's been keeping her here so long? "I never know what each day will bring. There's always some new challenge to test me and I enjoy working with the member newspapers and of course, the OCNA staff."



Lynn Fenton early 80s



Lynn Fenton 2006

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HR tidbits

WSIB changes to Workwell evaluations

By Wendi Krulicki
OCNA Human Resources Associate

No business owner or manager wants to see an employee get hurt in the workplace. But the reality is that on-the-job injuries and fatalities occur regularly, particularly at workplaces with consistently poor safety records.

According to Ontario's Workplace Safety Insurance Board (WSIB), there were more than 268,000 injury and occupational disease claims in the year ending September 30, 2004, with 424 fatalities recorded during the same period.

In Ontario, companies that rack up an above average number of injuries, disease or fatality claims for their particular industry can expect to be tagged for a health and safety audit under WSIB's Workwell evaluation program. Following the initial audit, employers are given six months to implement any changes recommended by the auditor before a second audit is performed. Failing the second audit can result in fines up to \$100,000 and up to six months in jail.

The WSIB determines whether an employer is a candidate for a Workwell evaluation by considering any of the following:

- the number and rate of Ministry of Labour workplace orders that have been issued and the degree of compliance with those orders;

- the type of order and the severity of the contravention of the Occupational Health and Safety Act;

- prosecutions initiated for failure to comply with Ministry of Labour orders;

- injury frequency information;

- injury cost information;

- severity of injury information;

- compliance with first aid regulations;

- complaints or referrals from workers or other parties or;

- any information concerning deficiencies or mitigating activities related to an employer's health and safety measures.

Although the Workwell evaluation program has been around for a number of years, some recent changes have occurred. The most significant being the doubling of the number of auditors in the past year. This year, 357 service sector firms have been selected to undergo a detailed assessment of their written health and safety program. Failing to pass the audit for a second time by a score of 75 per cent or better will result in a penalty equivalent to up to 85 per cent of their annual WSIB premiums. The audit is split up 12 sections, each with a number of elements. Each element is assessed as to whether it is documented, understood by employees, and implemented. No partial marks are given and there are different audits for small firms (under 20 employees) and larger firms (over 20 employees).

Reducing the number of injured

Ontario workers has become a major priority in Ontario. Over the past two years, there have been five major announcements and initiatives put in place to assist workplaces to improve their health and safety performance. The government has invested millions of dollars and has hired over 200 Health and Safety Inspectors to encourage workplaces to get into compliance and to reduce injuries.

To learn more about the WSIB Workwell evaluation program go to: <http://www.wsib.on.ca/wsib/wopm.nsf/Public/130102>.

Ensure your Business is in Compliance with Health & Safety Legislation, review the new November Webinar below!

Learn about employer's responsibilities with regard to the occupational health and safety regulations. Discover essential information that will enhance your own safety and help you more effectively handle health and safety challenges. This Webinar reviews everyday best practices and provides an update on Ministry of Labour regulations and proposed changes to legislation. To be held on Wednesday, November 15 at noon - EST. The cost is only \$55 (use a speakerphone and one computer and you can train as many staff as you like for one low price.) Sign up for four Webinar sessions in 2006 and the cost is \$195! If you are interested in registering, please call Karen Shardlow at 905-639-8720 ext. 232 or e-mail her at k.shardlow@ocna.org.

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Summer experience confirms interest in journalism

By Fabia Hannan
OCNA Summer Student

As the warm weather approached and neared the end of another school term, the anticipation of the great summer was there. Through the excitement of a season without school, most students forget to hunt for a summer job. True, it's not difficult finding a part-time job for students, especially in the city of Burlington, there are recreation centres, malls, restaurants, bars and small offices vacant with positions for general help. However, the real hunt is finding a job that provides not only a summer income but also offers valuable work experience for a soon to graduate university student, such as myself.

After a month of intense searching, I was able to land a summer position at OCNA.

An upcoming graduation and a much needed career decision for the future had left me in a difficult position and unsure of what path to follow. However, my experience at OCNA has given me great insight into the newspaper industry. It has opened my eyes not only to the field of journalism but also to varied careers that complete the newspaper industry. Within OCNA there are departments such as Ad*Reach, Government Relations, Communications, IT, Member Services, Human Resources and much more; all team players in completing the goals and priorities needed for its members.

Working as a Member Services Assistant, with Anne Lannan, Member Services Manager, was always enjoyable and full of essential work experiences. I had various independent projects with a fast and steady paced work environment, researching and creating client relations, were all aspects within my position. A day on the job would be filled with a mixture of assignments that would make every day very different. The upcoming 'online directory' has been the largest project I have worked on during my time here. It

consisted of finding and creating a contact list filled with potential clients for the online directory. I would have to say this was the most straight forward part of the project. Nonetheless the more challenging aspect soon came to follow. Contacting these future prospects and creating a sales relationship was the tricky part of this assignment. It took weeks for me to get the opportunity to propose the 'online directory' concept to potential clients. After accomplishing this phase of the project came the steps in getting the clients interested. In all, this was a challenging project, which combined communication skills, strategic thinking, sales and much-endured

patience to achieve its goal. Being involved in the introductory stage of this ongoing project, gave me the chance to experience the challenging elements of advertising and client relations.

My summer experience at OCNA developed my communication skills, client relations skills, researching and investigating data, strategic thinking and it piqued my creative sense. Working here has not only given me great work experience but opened up a door to a new career path. After working here, I have furthered my interest in pursuing post-graduate studies in journalism.

From the

beginning of my few short months here, the staff at OCNA have welcomed me with warmth making this summer experience unforgettable. The connection and positive teamwork that's displayed by the OCNA staff makes it an exceptional place to work and contribute to. I would encourage all students to partake in a summer experience with organizations such as OCNA.

OCNA would like to thank Fabia for her hard work and dedication over the summer. We wish her all the best in her future endeavours.

MARK YOUR CALENDARS FOR SEPTEMBER 13TH!

OCNA proudly presents our workshop

'Managing Your Priorities'

Rapid change, flatter organizational structures and cross-functional duties mean employees today must assume greater responsibility for managing their own tasks. To do that successfully, they need to be able to handle competing priorities, shift gears smoothly, and coordinate and negotiate responsibilities, schedules and resources with others.

Learning Outcomes

Who should attend: Any manager or employee that requires tools to help prioritize and delegate tasks to meet organizational and departmental goals.

At the completion of this module participants are able to:

- ♦ Explain why the ability to manage competing priorities is an important skill in today's workplace;
- ♦ Review their individual priorities as the basis for communicating clearly with others about what must be done to meet important goals;
- ♦ Handle interruptions and requests for help in ways that build or maintain good working relationships;
- ♦ Clarify expectations for tasks they need to perform;
- ♦ Analyze their own needs and work with others to identify ways to handle competing priorities;
- ♦ Decide when to delegate or hand off tasks and how to do it effectively.

Date: Wednesday, September 13, 2006

Time: 10:00 a.m. - 3:00 p.m.

Location: Best Western Voyager Place Hotel, 17565 Yonge Street, Newmarket, ON, L3Y 5H6

Cost: \$99 per person, lunch will be included

If you are interested in registering, please e-mail Karen Shardlow at k.shardlow@ocna.org or call her at 905-639-8720 ext. 232 with the following information:

1. Name of your newspaper (with billing address)
2. Contact name
3. E-mail address & telephone number

Cancellations are permitted without penalty 5 or more business days prior to the start of the Workshop 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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Common excuses in the newsroom



By **Jim Stasiowski**
Writing Coach

I prefer you not ask me how or why -- those are topics too painful to explore -- but I recently have had to deal extensively with building contractors.

Certainly, contractors are human, like the rest of us. And certainly, they have the same difficulties all of us have. Thus, I suppose I should be sympathetic rather than sarcastic.

But against contractors, sarcasm is my only defense. I know so little about the technicalities of construction that I cannot question their performance. And so, when they infuriate me, I have no recourse but to pour acid on the wounds. The wounds, sadly, are my own.

One day, the guy laying floor tiles showed up late. After a half-hour of preparing, he finally placed one tile down at 8:23 a.m. I said to the tile guy, "I have to go. I'll see you in a couple of hours. You should have a few more done by then." Phlegmatically, he responded, "No problem."

No problem. That is the first response all contractors, all construction workers, instinctively give. No matter what the ruffled customer says, they always say, "No problem."

The supervisor showed up 90 minutes late and looking hung over.

He said, "My alarm clock didn't go off."

"I had that same clock in college," I said, "40 years ago." I get so tired of the same old answers.

Here are some I hear in newsrooms:

1) "We are so under-staffed." I have yet to work in a newsroom that is over-staffed. Under-staffed is like global warming. Get used to it. You can use it as the universal excuse, if you wish, or you can do what excellent performers have done

since the beginning of time: Exceed expectations, succeed when you have a logical excuse for mediocrity.

2) "Jim, you don't understand our readers. They really love government coverage."

First, I do understand your readers. They are like all readers. They want information, but if that is all you ever give, you are missing the chance to take them places they've never been.

Second, the loudest readers insist they love government news, but the quiet ones prefer well-told stories about the endless variety of people, places and happenings in your community.

Diligently cover government, but use good judgment about filling your newspaper with such coverage. Some government stories deserve 20 inches, some 12, some three.

3) "Boy, my editor never coaches me, never gives me any feedback on my writing."

Whose byline goes on the story, your editor's or yours? Why would any reporter assume editors care whether he or she improves?

Editors do care, but many, having the average number of human frailties, neither coach reporters nor even discuss already written stories with reporters. The reporter who is relying on editors to make his or her writing better is a fool.

4) "I would love to coach reporters, I really would, but I just don't have time."

If that's the case, get accustomed to hearing: "I would love to read your paper, I really would, but I just don't have time."

Why do editors think coaching is optional, like taking an art history course in college just to beef up the old grade-point average?

Our product is stories. Good ones invite readers in; bad ones drive readers away. If we are not devoted to constantly

improving our product, we're going to fail, as mediocre companies that fail to satisfy customers always have.

5) (One more from editors) "I encourage my reporters to come up with creative story ideas and innovative storytelling approaches, but they just don't do it." I have a huge problem with one word in that lengthy, whiny sentence: 'encourage.'

At what hour, on what date, in what year, did editors change from 'demanding' excellence to 'encouraging' it? I must have been napping that day.

The editors I worked for ranged from the avuncular to the autocratic, but each was demanding. They didn't request good stories, they required them. And when I turned in a weak or predictable one, one of three things happened: (1) The story went into the paper because of deadline pressure, but I got chewed out; (2) the story got cut drastically; (3) the story got rejected.

Yanking our newspapers up from mediocrity is going to be difficult, but the real impediments are not unforgiving deadlines, short staffs or the glut of government action.

The only impediment that matters is our shaky resolve. But if newspapers fail, do not panic. You always can get a job laying tile. That, as the experts say, should be no problem.

THE FINAL WORD: I read that a restaurant chain was going to add a 'location.' Hmmmm, I thought: What does that mean? To me, a 'location' is a plot of land, not the building that sits on that land. But 'location' has become a trendy word meaning the actual restaurant, store, whatever. I think the better way is to say that the chain is adding a 'restaurant.'

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

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Going out of business - again!

The Competition Bureau is warning consumers to beware of potentially misleading advertisements offering huge discounts as a result of bankruptcy, business closure, liquidation, renovation, clearance, retirement, moving and end of lease sales. These ads may contain claims such as: Public Notice; Auction; Bankruptcy Prices; Liquidation; Everything Must Go.

Careful examination may reveal that prices at bankruptcy sales or other types of closing sales are actually higher than regular prices elsewhere in the market. In some cases, unscrupulous companies may use vacant retail space to set up periodic bankruptcy/liquidation merchandise sales, inflate

the regular prices and use phony markdowns. In others, the merchandise may actually be new stock purchased from existing suppliers, rather than inventory from a bankrupt distributor or retailer.

The Bureau has increasingly received complaints from consumers and competitors about a number of retailers, particularly some furniture, jewelry and houseware stores, that regularly close their doors due to renovations, bankruptcy or other reason, only to reopen under a different name with the same merchandise.

The Competition Act prohibits representations, in any form, that are false or misleading in a material respect. A true bankruptcy/liquidation sale should only offer merchandise that is affected by the bankrupt-

cy/liquidation.

Consumer Tips to Prevent Being Scammed

Shop around! You won't really know if you are getting a deal until you find out what other retailers are offering.

Ask questions! What was the price before the bankruptcy sale?

Take your time! Don't be pressured to buy quickly.

Read all about it! Review the details carefully about the offer contained in any promotional material.

Report it! If you suspect misleading advertising, contact the Competition Bureau.

Consumers who suspect they have been victims of misleading advertising 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 our Web site at www.competitionbureau.gc.ca.

The Competition Bureau is an independent law enforcement agency that promotes and maintains fair competition so that all Canadians can benefit from competitive prices, product choice and quality service. It oversees the application of the Competition Act index.cfm?itemID=148&lg=e, the Consumer Packaging and Labelling Act index.cfm?itemID=148&lg=e, the Textile Labelling Act index.cfm?itemID=148&lg=e and the Precious Metals Marking Act index.cfm?itemID=148&lg=e.

Durham Region online

Continued from page 1

from their existing print staff. The print photographers have embraced video. Armed with Canon GL2 camcorders, they have filmed fires, accidents, politicians, sporting events -- everything they have traditionally shot for stills. All of the reporters on staff have shot video now and some are even doing stand-ups on location, appearing in front of the camera to report on major events.

Their stories are even going global, they recently sent a reporter to Sweden and Holland to report on advances being made in waste-to-energy production, she sent back daily stories, photos and video clips of interviews with international experts.

Production of the newscast begins every weekday morning at 8 a.m. when the online reporter edits content shot the day before. While the reporter is organizing the timeline, the justice reporter calls police for overnight updates while the copy editor starts a script and the sports department compiles their content for the newscast. The broadcast is filmed right in the newsroom with normal

activity going on all around. Filming is done by 9:30 a.m. and aimed to be online by 11 a.m. The peak online news viewership is between 11 a.m. and 2 p.m. which is attributed to the lunchtime crowd watching from their desks at work.

In June the video component of durhamregion.com was named 'Best Multimedia Initiative 2006' by the Suburban Newspapers of America.

Sister paper, the Mississauga News, also posts a weekday newscast and a couple of other Metroland divisions have started shooting video. It's a trend that is expected to escalate in the coming months.

Burghardt feels it is important to keep up with what their readers want and find convenient. "The way we produce the news, whether in print or online, is changing to reflect the demands of our audience. In print, our readers are looking for quick hits of information they can use in their daily life."

Rather than write a 10-inch story each week on beach closures in Durham Region, they run a graphic element that tells readers at a glance where it's

safe to swim this weekend. Often, a video clip is enough online. If a picture is worth a thousand words, a moving picture speaks volumes.

Burghardt says she is not concerned that webcasting will take over the traditional newspaper. "Print readership has been relatively unchanged over the last decade but reading habits by age group are changing. The younger the consumer, the more likely they are to be reading their news online. That doesn't mean they're not reading the print edition, just less often than those of us over 35."

According to a study released in July by the Pew Research Center, there is an increase of online readership across all age groups -- even in the over 60 group.

By launching more robust online editions with greater interactivity, in addition to print newspapers, there is a better chance of reaching a broad audience. According to the Pew study, the Web still serves mainly as a supplement to other sources rather than a primary source of news.

"The good news for newspaper publishers is that they are

starting to make money online. Advertising expenditures for newspaper Web sites are growing rapidly according to first quarter figures released in June by the Newspaper Association of America. The U.S. has traditionally been ahead of Canada in online trends so, considering we have a higher percentage of Internet users with broadband connectivity in this country I think we can expect profits online if we're bold enough to seize the opportunity," said Burghardt.

A recent survey by Statistics Canada revealed that nearly two thirds of Canadians who use the Internet at home, do so every day during a typical month. Six out of ten people use it to read news or sports, or to conduct their banking online. We check the weather, make travel arrangements, search for medical help and for government information -- and we shop. According to Burghardt, "These are all areas the community newspaper excels in which makes the addition of highly interactive, hyper-local Web sites a natural addition to our business."

Online marketers encouraged to siphon from print budgets

IAB annual meeting offers hope for online growth, dire warnings for print

Reprinted with permission from Newspaper Association of America - www.naa.org

By Melinda Gipson
Electronic Media Director

The Interactive Advertising Bureau's annual fall member's meeting proved an opportunity to trumpet online's extraordinary growth as a marketing vehicle, probably at the expense of further declines in print spending.

IAB President Greg Stuart laid out the challenge of continuing to give marketers reasons to increase the percentage of their Internet spending, even as the advertising market as a whole rebounds. He cited figures showing \$3 billion in online ad spending in the second quarter of 2005, representing 26 per cent growth, noting that it marks the ninth quarter of growth in the industry in the last 10 quarters. "Marketers are asking how [to advertise online], not why," he said, a tribute to the industry's consistent messaging and positioning and work on audited measurement and metrics.

But Stuart also is convinced the IAB's work in Cross-Media Optimization Studies, or XMOS research, is also a key component in this growth. Seven companies that have participated in XMOS studies with the IAB collectively shifted \$230 million in advertising spending from other media to the Internet in the year following their XMOS research, according to a chart displayed by Stuart. It's apparent this money is being drawn from other sources. Online spending on XMOS brands changed from 2 per cent to 7 per cent, while online spending by companies involved in the studies grew from 1 per cent to 5 per cent of their total ad spending.

It can take a little while for such proof tests to gain traction

within a company's marketing culture, but the differences over time between companies exposed to the studies and those in the general marketplace is striking, as illustrated in the slide.

Recent standards initiatives make it easier for agencies and marketers to buy online ads; adoption of the universal ad package standard sizes has driven acceptance of these ads from 10 per cent to 50 per cent in two years, Stuart said. In just the last year, broadband advertising creative standards has been approved, and there are draft guidelines on how broadband video should be measured. The industry has

demonstrate its value across the board, Stuart said, citing a 10 per cent increase in CPMs (costs per thousand of ad impressions served) revealed in a recent study by Deutsche Bank. Ford is moving 15 per cent of its \$1 billion ad budget online and the ad agency Carat reports it will be spending 15 per cent to 20 per cent of its budget online next year, up from 5 per cent to 8 per cent in 2005, Stuart said. "All of this reflects the fact that consumers are increasingly in control of their media consumption," in an era of what he termed 'entwined media.' The Internet, he said, "is the one platform where all the media meet," he asserted.

but not at the expense of the industry as a whole. The industry also needs 'new blood, new talent' to grow, and must put attention into ensuring these reserves will be available to fuel growth. Sellers of online advertising must continue to provide tangible results to marketers about their return on investment, and they must celebrate success whenever possible.

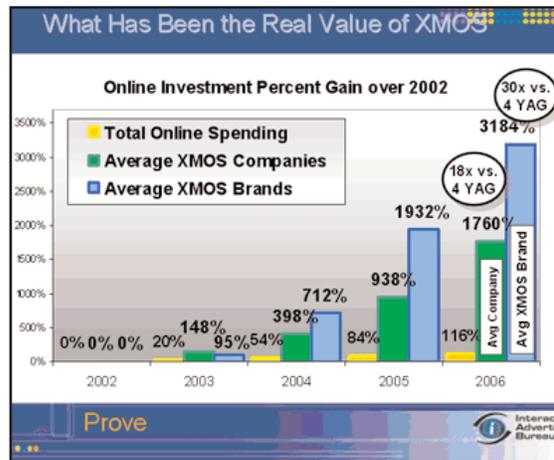
Marketers offered their own take on how shifts in spending could impact online in two morning panels. The most ominous warning came from Deirdre Bigley, vice president of worldwide advertising for IBM. "We did a study of C-level executives and found that TV and the Web are more effective than print" in reaching prospective IBM customers, she said. Bigley maintained that "the 30-second spot is not dead, but it will evolve."

Bigley's always on the lookout for "new, breakthrough ways to re-use our existing [video] assets." She advised the online industry to stop trying to garner money from TV ad budgets and go after print instead. "There's only one pot of money at the end of the day and the low-hanging fruit is in the print budget," not television, she asserted.

"I agree with that," said Shelley Rochester, vice president for acquisition marketing at TD Waterhouse. She didn't go so far as to suggest pulling print ads, but counseled, "at least tell me how the medium is meant to be used."

Bigley interjected that IBM is now making video commercials designed for use online, but allowed that she didn't know which medium is more effective. "I can't tell you if a 30-second TV spot produced more revenue than a 30-

Continued on page 9



Issues of Scale Remain

Even with all that progress, Stuart noted that the industry has concerns about whether online advertising is prepared to scale to

become a \$30 billion to \$40 billion business. "We must work harder as an industry to facilitate that media spending; publisher-to-marketer communications must be better," he admonished.

Some items that could compound the industry's growth, such as targeting, need to be made simpler and more seamless to online campaigns, Stuart suggested. He also warned that public policy will become increasingly important to the industry's success because "there are bad players out there" who must be curbed,

agreed on a half-page ad standard of 300x600 pixels size; revised guidelines on rich media have been approved; and a policy governing late creative was included in standard terms and conditions language. There's even movement on the auditing of third-party measurement services, as Nielsen//NetRatings has announced the auditing of its panel tracking services by MRC.

All of this, and the industry's recent revenue growth, present evidence of a tipping point. Online is beginning to

IAB annual meeting offers hope for online growth

Continued from page 8

second spot online, but I do know [if it did] achieve its objectives across the entire campaign.”

Messaging gets tested “up, down and sideways,” Bigley said. Research could be helpful in determining how consumers use different types of media at different times in their lives. Media’s effect on buying patterns is the most important deliverable research can have, she said.

Later in the conversation, Bigley reiterated her admonition to “go after print. That’s what we’re seeing slowly, slowly die. Online is four times more effective than print according to the IAB,” she added; “Show my how your medium is more effective than *The Wall Street Journal*.” Referring to print publishers like the *Journal*, she said, “They’re going to have to eat part of their own business to keep us on board.”

Internal Marketing Still Required

At Hewlett-Packard, Internet proponents still have to ‘sell’ the use of online internally, said senior marketer Ryan Drey. This involves continually developing technologies to better engage customers, “not just getting them to a landing page, but giving them a certain amount of control” about how they interact with the company and its products. It also involves coming up with new ways to measure what that customer engagement was and what those visitors did following their exposure. He’s less interested in comparing offline to online media, and more

interested in seeing the advertising industry as a whole develop standard metrics to measure impact across the board.

Rochester agreed and said that she’d like to see Internet impact translated into standard terms like GRPs (which can be translated as gross ratings or gross reach points). “At least then we’re speaking a common language.” She also says marketers are pretty savvy about what audience they’re trying to reach, but online ad sales people need to get smarter about targeting that audience so they can “find me more people like [those that convert on my site.]”

Drey also encouraged online ad sales people to be more creative. “When we sit down with you and have a discussion about our specific business need, when we give you time and educate you on our business problem, we want something more out of the box than just a roadblock” ad, he complained.

More of What Marketers Want

In a second panel of marketers, Jordan Bitterma, Vice President and Media Director of Boston-based ad agency Digitas, acknowledged that agencies have become somewhat specialized in terms of what media they plan and buy, but chided publishers for having internal ‘silos’ that keep them from harnessing their potential for convergence.

David Cohen, director of interactive media for Universal McCann, took aim at the industry’s billing and reconciliation problems and warned, “as the

business scales, trafficking is becoming a nightmare.” It shouldn’t take 300 to 400 lines of code to designate where an ad should run and when; “it takes too long to do what we do,” he complained. The level of difficulty becomes even more of an issue as online prices rise, he said. “There’s no shortage of sites willing to take broadband video, but that opportunities in ‘quality space’ is tightening, and ‘becoming quite expensive,” he said. When running a video ad online costs \$20 to \$25 per thousand and only \$8 per thousand on cable, “you’ve got a problem.”

Greg Smith, executive vice president for Media Insights, Planning & Analysis at Carat Fusion, told attendees, “It’s about relationships. When I did traditional TV we had one sheet authorizing a buy and it took a few weeks to execute. I never saw [terms and conditions or t’s and c’s provisions] – just never saw them.” His conclusion, “We haven’t matured as an operational industry. Ad services people must be part of your team. Let’s put t’s and c’s and billing behind us.”

Louis Jones, executive vice president and managing director of Media Contacts, offered some comfort to the many online ad salespeople present who work for traditional publishers. “Everything communicates. Everything has a branding element,” he said. Jones suggested that the industry “use our knowledge about the purchase funnel to determine how to make the separate [media] pieces move together to make the plan better next time.”

Cohen then inveighed against the tracking services. He said that the practice of using Nielsen and comScore panel data on which to base reach and frequency tools was ‘comical,’ and added, “the tools to determine usage online are appalling.”

Digitas’ Bitterma

challenged Stuart’s view of XMOS’s effectiveness in moving dollars between media. “The problem with XMOS is that it’s sponsored by an interactive body,” Bitterma said. “It’s not getting into what people are doing and seeing. I would rather have a syndicated way of getting at that [effectiveness] information,” he said.

Smith suggested one way to get better results – and even better data – would be to encourage more smaller sites to participate with networks, and for the networks of sites to be more open and cooperative with each other. “We want to do breakthrough, innovative things,” but are stymied by the patchwork of relationships involved, he explained. Making standard data more readily available to planning tools like MediaVisor might be one approach, he suggested. “It’s not for nothing that TV is the most profitable medium,” he said. “It takes too many people to implement online when it should be automatic.”

It’s not that complex, said Jones. “We just need your help to put better and smarter plans in front of our clients.”

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technology

PitStop has come a long way



By Kevin Slimp
Institute of Newspaper
Technology

There are a few software applications that are essential for people who design and print pages for a living.

Adobe Acrobat and Photoshop would fit into this category. So would page layout programs such as QuarkXPress or InDesign. With its latest upgrade, I've added another title to my list of essentials.

Enfocus PitStop has been around for some time. I can't remember the first time I tested a version of this Acrobat plug-in, but I remember it was several years back. Now up to version 7.0, PitStop has come a long way since it was first introduced to layout and printing professionals.

If you've been reading my column very long, you might remember that plug-ins are applications that work within other applications. For example, last month I reviewed a Photoshop plug-in that makes it easier to enlarge photos while retaining some quality. PitStop is a plug-in for Adobe Acrobat. Once installed, it allows the Acrobat user to do many things more quickly, such as change colours and fonts. Of greater benefit, however, is that PitStop adds functionality to Acrobat Professional that doesn't exist without it.

Take CID fonts, for example. Newspapers often send their problem PDF files to me. Approximately half the time, the source of the files' problems lies in fonts that have been converted to CID format after a document has been exported to PDF. Some applications and printers have problems with files that contain CID fonts.

One way that many newspapers have fixed this problem is by opening the PDF document in Photoshop, at a very high res-



Infocus PitStop Professional 7.0

olution, then saving it as an EPS file. Yes, this usually works. But it's time consuming and, unless the user knows what they're doing, problems could result from converting the file from a vector format (PDF) to a pixel-based format. Upon finding CID fonts in a PDF file, PitStop users can use the Enfocus Inspector to convert the fonts to outlines, eliminating any problems related to having CID fonts in the document.

Newspaper professionals will also appreciate the ability to convert colours using PitStop Professional. In our business, we're all too familiar with colours that are saved in the wrong mode. RGB and Lab colors have been the cause of many late night problem-solving sessions.

In addition, even more complicated issues can result from a well-meaning designer building colour profiles into a PDF file. Profiles created for one work environment can be problematic for another environment, meaning a PDF file might not print correctly. With the click of a button, however, PitStop users can apply changes to colour profiles using the Enfocus Image Matching Panel.

As mentioned earlier, I've used PitStop

many times in the past. What's impressed me most about PitStop Professional 7 is its improved interface. By making the interface cleaner and more attractive, Enfocus has made PitStop much more intuitive. Users will be able to fix many problems without having to look through a manual first.

Additional features of PitStop Professional 7 include:

- Remove OPI information. This is possible without PitStop, but is much quicker with it.
- Add, modify, or remove spot colours.
- Renumber pages.
- Use the Place PDF feature to position and scale ads on an existing page.

Users will appreciate the View and File control panel, which allows them to change colour-management and other settings with the press of a button. Grayscale dot gain, for example, can be changed from 20 to 30 per cent using a drop down menu. And, as it always has, PitStop Professional does an admirable job of preflighting PDF files.

Available on both Mac and PC platforms, PitStop Professional 7.0's requirements include Adobe Acrobat 6 or 7, OS 10.3 or 10.4 (Mac), Windows 2000 or XP (PC) and 1024 x 768 screen resolution (1280 x 1024 recommended). MSRP is \$599 (US) / \$699 (CA) / \$999 (AU). Upgrades are available from \$199 (US) / \$299 (CA) / \$275 (AU). For more information, visit www.enfocus.com.

Kevin Slimp is director of Institute for Newspaper Technology, a training program sponsored by the University of Tennessee and the Tennessee Press Association.

Health and Lifestyle seminar

Continued from page 1
ering health & lifestyle issues and trends.

♦ Stay current with issues impacting seniors and the baby boom generation, including such things as health, accommodations, finances, elder abuse and nutrition from Judy Cutler of the Canadian Association for Retired

Persons (CARP).

♦ There will also be a session on general nutrition and fitness, as well as an Editor's Roundtable session to discuss such topics as advertorials, new businesses in your community, working with community groups, and covering health awareness campaigns.

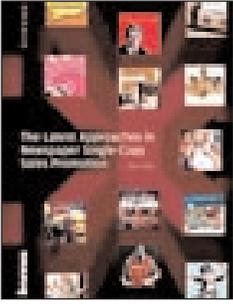
♦ Ontario's Minister of Health George Smitherman has been invited to kick off the event. Confirmation to follow.

Date: Wednesday, November 8
Time: 9:00 a.m. - 4:30 p.m.
Location: PEARSON CONVENTION CENTRE - 2638 Steeles Avenue East, Brampton, Ontario L6T 3L7.

Conveniently located at Hwy 407 and Steeles Ave. on the border of Mississauga.

If you have any questions or comments regarding the OCNA Health & Lifestyle Reporting Day, we would like to hear from you! Please contact Wendi Krulicki at w.krulicki@ocna.org or call Wendi at 905-639-8720 ext. 245.

From the Lending Library



The lending library has two new publications this month! Discover how your newspaper can promote your editorial content to attract readers, develop your newspaper's brand, and promote your image. 'New Ideas to Engage Newspaper Readers and Promote Editorial Content' shares more than 40 illustrated case studies of newspapers. It takes you through dozens of successful campaigns from newspapers around the world. These

innovative examples deliver inspiration for a wide range of editorial promotion opportunities - excellent ways to draw readers to your newspaper, define your newspaper's mission to its audience. Learn how newspapers are building relationships with their readers, one copy of the newspaper at a time, in a new report from INMA.

"The Latest Approaches in Newspaper Single-Copy Sales Promotion" contains 40 illustrated case studies revealing diverse ways that the newspaper's brand, promotions, and position within the community have been used to develop single-copy sales. Inside, you will find the latest tactical ideas, including value-added promotions, contests, supplements, sporting event tie-ins, retailer partnerships, give-

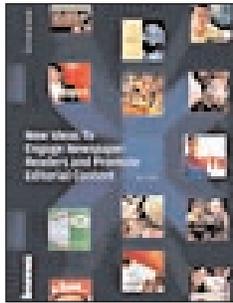
aways, and more. This publication has something for you, whether you are trying to attract new readers to the newspaper or develop the ones you have.

For a full list of the OCNA Lending Library material, please go to http://members.ocna.org/AFS/Best_Practices/Lending_Library/Lending_Library_list.pdf

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Contact Karen Shardlow at 905-639-8720 ext. 232 or k.shardlow@ocna.org.



Water Cooler

- Reverend George E. Cox, a regular column in the **Essex Free Press** for the past eight years is retiring at the age of 88.
- The **Caledon Enterprise** went online at the end of August at www.myclaledon.ca.
- David Stell has been appointed Managing Editor at the **Uxbridge Times-Journal**. A graduate of Durham College's journalism program, he is also Managing Editor at sister paper **Port Perry Star**.
- Paul Futhey has been appointed Online Manager for **Metroland Durham Region Media Group**. A graduate of McGill University he joined Metroland in 2003.
- Paul Rellinger has been appointed Special Projects Editor at **Peterborough This Week**, which includes handling the new Web site and special publications.
- Mike Lacey has been appointed News Editor at **Peterborough This Week**.

CLASSIFIEDS

DISPLAY SALES/MARKETING REPRESENTATIVE - Contract

Now Magazine, Toronto's leading alternative news and entertainment weekly, has a temporary opening for a National/Retail Sales Representative. This is a six to nine months maternity leave beginning October 2, 2006. The ideal candidate must have experience in both national and retail print sales with some web sales experience as well. You are comfortable using syndicated research in sales discussions and presentations (preferably PMB) have a consistent and successful history of new business development, strong presentations skills and hold a College Certificate or undergraduate degree in Media, Advertising Sales or General Marketing.

If you are interested in pursuing this exciting opportunity, please submit a cover letter and resume to: Human Resources Manager, 189 Church Street, Toronto, Ontario, M5B 1Y7 or e-mail hr@nowtoronto.com. NOW is an equal opportunity employer.



ONTARIO JUNIOR CITIZEN
OF THE YEAR AWARDS

Announcing our new sponsor!

"Tembec is delighted to share the news that TD Canada Trust is sponsoring the 2006 Ontario Junior Citizen of the Year Awards," announces J.P. Bradette, Vice President, Sales and Marketing, Newsprint Division, Tembec Inc.

"TD believes encouraging education and involvement by young Canadians is one of the best ways to invest in the future of communities across Canada.

The recognition these awards provide to youth who are making a difference is a natural fit for TD's community focus," says Alan Convery, Community Relations Manager at TD Bank Financial Group.

"Through TD Canada Trust's support of the Ontario Junior Citizen of the Year Awards, it is building on an already strong dedication to children's education, literacy and health initiatives," adds Shari Willerton, Business Developer at OCNA.

TD Canada Trust's sponsorship will include representation on program material including promotions, nomination kits and event day activities.



Welcome aboard
TD Canada Trust!

The 2006 Ontario Junior Citizen of the Year Awards will kick off later this month. Look for the ad insertion orders and kits coming soon!



OCNA 2006 Webinar Training Calendar

At OCNA we understand the challenges facing Community Newspapers when it comes to providing high quality training for their staff. In keeping our commitment to support the continuous improvement of Community Newspapers we have developed a training program that is accessible without leaving the office.

OCNA proudly presents the following 1-hour Lunch & Learn topics:

AUGUST 2nd - **MANAGEMENT SESSION - Employee Terminations**

SEPTEMBER 7th - **MANAGEMENT SESSION - PIPEDA –Privacy Legislation Ontario**

OCTOBER 4th - **EDITORIAL SESSION - Newsroom Legal Issues**

OCTOBER 18th - **MANAGEMENT SESSION – Employee Performance Management**

NOVEMBER 1st - **EDITORIAL SESSION - Editorial Writing Skills**

NOVEMBER 15th – **MANAGEMENT SESSION – Understanding Health & Safety Legislation**

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.)
Optional Discount Rate: **Sign up for 4 sessions and the cost is \$195!**

If you are interested in registering, please contact Karen Shardlow at 905 639 8720 ext. 232 or send an e-mail to 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.



Published monthly by the
Ontario Community
Newspapers Association

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