



## BCYCNA'S ONLINE SEMINAR PORTAL – A SUCCESS

The November 2007 launch of phase one of the BC and Yukon Community Newspapers Association (BCYCNA) online training portal for member community newspapers has been met with enthusiasm. Newspaper staff from across BC and the Yukon recognize the way each custom-designed online seminar accommodates their needs.

If you have not logged onto the site, newspapertraining.ca, make sure to visit soon. It is loaded with dozens of great courses.

One of the courses that has proved to be a big hit throughout BC and Yukon community newspapers is a course developed specifically for BCYCNA newspaper sales representatives. This course, "Sales 101: Introduction to Community Newspaper Advertising Sales" was built and tested to help a rep hit the streets selling, by teaching them the basics of Ad Sales and Internet Ad Sales. This 8-hour course is being offered for only \$75 to members of the BCYCNA.

This new tool is extremely simple to use. Publishers can purchase credits for their staff online through the site and then let them know what is available. Sales reps, editors, and reporters can then visit newspapertraining.ca, choose a course from the dozens of courses offered, have their choice verified by the publisher online, and then enjoy!

Once a purchase is made, the training happens when you want, where you want! All you need is a computer with an Internet connection and your user account information, which publishers received on Monday, November 26th.

So – don't delay. Go to newspapertraining.ca and check out this incredible new

service for members of the BCYCNA only. Also, don't forget to look out for new course offerings in the New Year!

*For more information, visit newspapertraining.ca, or contact Hilary Chan-Kent at the BCYCNA office, 1-866-669-9222, ext. 120, or info@bccommunitynews.com.*



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# 2008 BCYCNA-TELUS MA MURRAY COMMUNITY NEWSPAPER AWARDS –

## *Entry Deadline Approaching*

By now you should all have your entry packages and be gathering up your best work to submit. (If you didn't receive your forms, or need more, visit [http://www.bccommunitynews.com/files/awards\\_beta-103007.html](http://www.bccommunitynews.com/files/awards_beta-103007.html) where you can download everything you need.)

Please note the contest deadline: **all entries must be in the BCYCNA office by 5pm on Wednesday, January 16, 2008.**

The BCYCNA is pleased to announce that Telus is has confirmed title sponsorship of the 2008 BCYCNA-Telus Ma Murray Community Newspaper Awards. We are thrilled and look forward to continuing this partnership for many years to come.

"We couldn't be happier to help the

BCYCNA recognize the great work being done by community journalists in British Columbia and the Yukon. You play a critical role reflecting hundreds of communities back to themselves, and deserve our thanks," says Shawn Hall, TELUS Media Relations.

As we continue to secure sponsorship for the gala, we are happy to announce that BC Arts Council, BC Automobile Association, BC Lotteries, BC Press Council, Bell Canada, The Black Family, Canada Post, Catalyst Paper, CN, Horizon Publications, HUB International, Jeff Gaulin Media, New Car Dealers Association of BC, News-Net, Ross and Sandra Dunning, Royal BC Museum, Thompson Rivers University School of Journalism, Vancouver Area newspaper Network and

Worksafe BC have been added to our growing list of confirmed donors. This event would not be possible without their very generous support.

Our focus between now and January will be to secure judges for the contest, so if you know of qualified professionals who would be interested in getting a glimpse into what's happening at community newspapers across BC and the Yukon, let us know!

We're also in the early stages of setting up seminars to take place on Friday, April 18 in Prince George and the morning of the gala in Vancouver. If you have specific requests or suggestions for seminar topics, please speak up! Contact Hilary Chan-Kent at [info@bccommunitynews.com](mailto:info@bccommunitynews.com).



# Ma Murray Community Newspaper Awards



# FAMILY OF THE YEAR: SOOKE FAMILY HONoured WITH SIGNIFICANT TRIBUTE

By Jim Sinclair - Sooke News Mirror - December 05, 2007

The Ruttkiewicz family didn't see it coming, and when they heard they'd been selected as the British Columbia and Yukon Community Newspapers Association "Family of the Year," mom Michelle says she thought it was a gag.

Local resident Grania Bridal, someone not especially well-known to the family of four, is the one who had nominated the family for the award.

Required in the nomination process was a 500-word essay about how the family made their own or someone else's wishes come true. "They're an inspirational family," declared Bridal on her decision to nominate the Ruttkiewicz's. Happily, the Sooke News Mirror had a role to play in the process, as Bridal explained. "A few weeks ago they were SEAPARC Stars of the Week," she said. "I saw the write-up on them and two pages later the ad for the Family of the Year nominations, and thought, 'Duh?' I'd known of them also because I'm a member of the Sooke Arts Council and they offer up wall space for our annual art show so I knew they were patrons of the arts already, and that's wonderful."

The Ruttkiewicz's prize package included a trip to Vancouver for a Disney on Ice presentation. For elder son Marlon the high-speed elevator to the family's 30th floor hotel room was one of the highlights of the trip. A \$500 donation is also to be made to the charity of the family's choice. "We were just blown away," said father Andreas of the distinction.

Andreas and Michelle own and operate the Little Vienna Bakery and Restaurant in Sooke. Andreas described some of what they're involved in that may have led to the nomination. "We provide all of our leftover goods to Vital Vittles and the women's shelter," he said. "We have two kids with special needs so we're involved heavily with CASA (Sooke Cooperative Association of Service Agencies) and our school (Poirier elementary)... and just in general with the community."

The boys, 10-year-old Marlon and seven-year-old Quinn, are happy and active, and both enjoyed their Vancouver experience. As well as being a big sports fan Marlon loves to play the drums. Quinn likes doing pretty much whatever his older brother is doing.



"There must be a million-and-a-half families who deserve it as much as we do," said Andreas of the award. "It's a total honour," said Michelle. "We've both been on cloud-nine about it in the last week. It's a good reminder when we're having hard days that we must be doing something right."

While very happy with the recognition, Michelle shares the credit with her friends and neighbours. "We decided to move to Sooke six years ago," she recalled. "We wanted to be in a small community because our children have the challenges they have. We were just so well-received and embraced by the community. I really feel it's only because of the support from the people of Sooke that we were able to open this kind of business."

*As the BCYCNA Family of the Year, the Ruttkiewicz's were presented with a plaque, honouring their achievement by Sooke News Mirror's publisher, Rod Sluggett (see photo), as well as a VIP Family package for Disney on Ice presents Princess Wishes on November 24 at the Pacific Coliseum. The prize included rink-side premium seating, special gifts, all travel expenses and accomodation, and a \$500 donation made in their name to the charity of the family's choice.*

*The Ruttkiewicz's chose to donate the \$500 to Joel & Michelle Dorval of Sooke, whose six-year-old son Joel is undergoing chemotherapy at the BC Children's Hospital for Acute Lymphoblastic Leukemia. The BCYCNA aims to continue the Family of the Year program in 2008, and we hope that another deserving family will be recognized for their acts of kindness. Congratulations to the Ruttkiewicz's!*

## Early Holiday Deadlines for Community Classifieds

Send your ads to Hilary via fax at 604-684-4713 or via email at [classifieds@bccommunitynews.com](mailto:classifieds@bccommunitynews.com).

### For ads to run the week of **December 24:**

Alberta/NWT, Saskatchewan: Monday, December 17 – 12 noon

Quebec, Ontario, Atlantic Canada: Monday, December 17 – 12 noon (ads will run week of Dec. 25 AND/OR Jan. 1 – do not book both weeks)

Manitoba: Tuesday, December 18 – 12 noon (ads will run week of Dec. 25 AND/OR Jan. 1 – do not book both weeks)

BC/Yukon: Wednesday, December 19 – 12 noon

### For ads to run the week of **December 31:**

Alberta/NWT, Saskatchewan: Tuesday, December 18 – 12 noon

BC/Yukon: Wednesday, December 19 – 12 noon

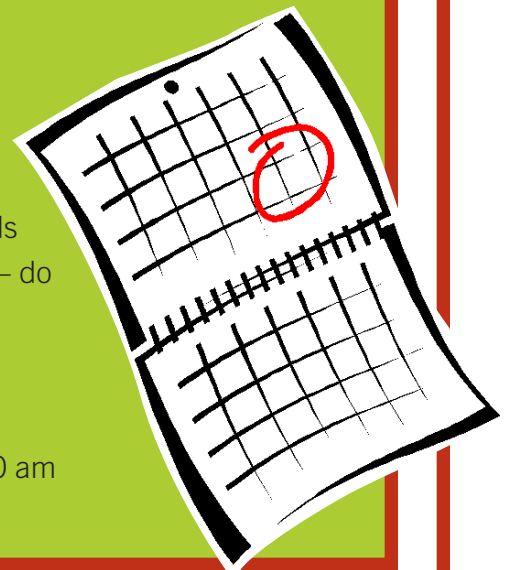
Quebec, Ontario, Atlantic Canada, Manitoba: NO ADS ACCEPTED (ads booked for week of Dec. 25 will run week of Dec. 25 AND/OR Jan. 1 – do not book both)

### For ads to run the week of **January 7:**

Saskatchewan, Atlantic Canada: Monday, December 17 – 12 noon

Alberta/NWT, Manitoba, Ontario, Quebec: Wednesday, January 2 – 10 am

BC/Yukon: Wednesday, January 2 – 12 noon



## Community Classifieds Rate Increases across Canada

Two provincial associations are implementing rate increases effective January 1, 2008.

**Cross-Canada rates for ads of up to 25 words will be as follows:**

**BC/Yukon:** \$395 (no change)... \$9 for each extra word (no change)

**Alberta/NWT:** \$249 (no change)... \$8 for each extra word (no change)

**Saskatchewan:** \$199 (no change)... \$4 for each extra word (no change)

**Manitoba:** \$179 (no change)... \$5 for each extra word (no change)

**Ontario:** \$429 (**increased**)... \$6 for each extra word (no change)

**Quebec:** \$160 (**increased**)... \$6 for each extra word (no change)

**Atlantic:** \$159 (no change)... \$5 for each extra word (no change)



*Please note that if you have regular customers who have pre-booked and pre-paid into January, the 2007 rates will be honoured.*

*All new ads (even for long-time regular customers) will be charged the new rates.*

*Watch for a package in the New Year with redesigned and updated rate cards, database info, and everything you need to know about community classifieds.*



# BCYCNA MEMBERSHIP CHANGES

## Community Newspapers Association

British Columbia & Yukon

The BCYCNA is pleased to welcome its newest member, Kamloops Daily News. This daily paper has a net-paid daily average circulation of 12,689 reaching the communities of Kamloops, Heffley Creek, Barriere, Clearwater, Merritt, Chase, Pritchard, Cherry Creek, Savona, Cache Creek, Ashcroft, Logan Lake, and Merritt.

*The BCYCNA would like to extend a warm welcome to our newest member!*

## Fifty Writing Tools from the Poynter Institute

Excerpts from the workbench of Roy Peter Clark

### Writing Tool #9: Prefer Simple to Technical

**Prefer the simple to the technical: shorter words and paragraphs at the points of greatest complexity.**

I once learned a literary technique called “defamiliarization,” a hopeless and ugly word that describes the process by which an author takes the familiar and makes it strange. Film directors create this effect with super close-ups or with shots from severe or distorting angles. This is harder to do on the page, but the effect can be dazzling as with E.B. White’s description of a humid day in Florida:

On many days the dampness of the air pervades all life, all living. Matches refuse to strike. The towel, hung to dry, grows wetter by the hour. The newspaper, with its headlines about integration, wilts in your hand and falls limply into the coffee and the egg. Envelopes seal themselves. Postage stamps mate with one another as shamelessly as grasshoppers.

What could be more familiar than a mustache on a teacher’s face, but not this mustache, as described by Roald Dahl in his childhood memoir:

A truly terrifying sight, a thick orange hedge that sprouted and flourished between his nose and his upper lip and ran

clear across his face from the middle of one cheek to the middle of the other...It was curled most splendidly upwards all the way along as though it had a permanent wave put into it or possibly curling tongs heated in the mornings over a tiny flame....The only other way he could have achieved this curling effect, we boys decided was by prolonged upward brushing with a hard toothbrush in front of the looking-glass every morning.

Both White and Dahl take a common experience or object – the humid day or the mustache – and, through the filter of their prose style, force us to see it in a new way.

We might as well give a name to the opposite and more common process. For balance we’ll call it “familiarization,” taking the strange, or opaque, or complex, and through the power of explanation, making it comprehensible, even familiar.

Too often, writers render complicated ideas with complicated prose, producing sentences such as this one, from an editorial about state government:

To avert the all too common enactment of requirements without regard for their local cost and tax impact, however, the commission recommends that statewide interest

*(Cont’d on next page)*



should be clearly identified on any proposed mandates, and that state should partially reimburse local government for some state imposed mandates and fully for those involving employee compensation, working conditions and pensions.

The density of this passage has two possible explanations: the writer is writing for a specialized one, legal experts already familiar with the issues. Or, the writer thinks that form should follow function, that complicated ideas should be communicated in complicated prose.

He needs the advice of writing coach Donald Murray, who says the reader benefits from shorter words and phrases, simpler sentences, at the points of greatest complexity. What would happen if readers encountered this translation of the editorial?:

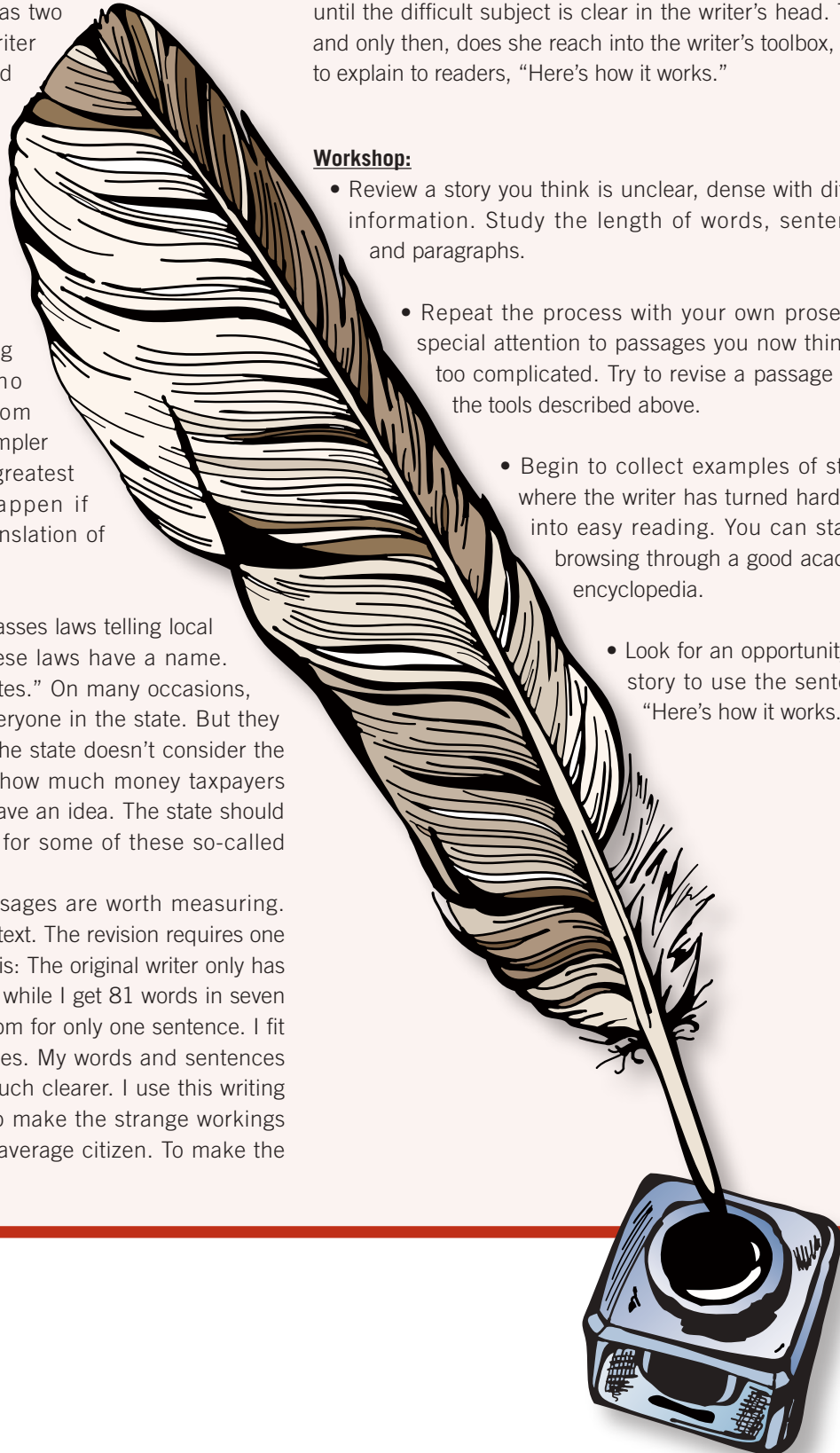
The state of New York often passes laws telling local governments what to do. These laws have a name. They are called "state mandates." On many occasions, these laws improve life for everyone in the state. But they come with a cost. Too often, the state doesn't consider the cost to local government, or how much money taxpayers will have to shell out. So we have an idea. The state should pay back local governments for some of these so-called "mandates."

The differences in these passages are worth measuring. This first one takes six lines of text. The revision requires one additional line. But consider this: The original writer only has room for 57 words in six lines, while I get 81 words in seven lines. His six lines give him room for only one sentence. I fit eight sentences into seven lines. My words and sentences are shorter. The passage is much clearer. I use this writing strategy to fulfill a mission: to make the strange workings of government clearer to the average citizen. To make the strange familiar.

It is important to remember that clear prose is not just a product of sentence length or word choice. It derives first from a sense of purpose – a determination to inform. What comes next is the hard work of reporting, research, and critical thinking. The writer cannot make something clear until the difficult subject is clear in the writer's head. Then, and only then, does she reach into the writer's toolbox, ready to explain to readers, "Here's how it works."

**Workshop:**

- Review a story you think is unclear, dense with difficult information. Study the length of words, sentences, and paragraphs.
- Repeat the process with your own prose. Pay special attention to passages you now think are too complicated. Try to revise a passage using the tools described above.
- Begin to collect examples of stories where the writer has turned hard facts into easy reading. You can start by browsing through a good academic encyclopedia.
- Look for an opportunity in a story to use the sentence: "Here's how it works."



# New Markzware plug-in opens Microsoft Publisher files in Adobe InDesign



**Kevin Slimp**

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Are you sitting? Don't read any further unless you're sitting. The news I'm about to share requires that you be in a seated position before reading any further. OK, ready? You can open Microsoft Publisher files in InDesign.

Whoa! I can hear the sounds of publishers, editors and designers falling out of their chairs from Sydney, Australia to Portland, Maine. Now, aren't you glad you were sitting?

You heard me right. I just received an email from Markzware. You've probably bought their products before. They're the folks behind FlightCheck, ID2Q (InDesign to Quark) and Q2ID (Quark to InDesign). They have a new plug-in for InDesign called PUB2ID (Microsoft Publisher to Adobe InDesign). PUB2ID provides an easy method to migrate Microsoft Publisher content into Adobe InDesign documents. The conversion is enabled with a single click using the InDesign File>Open menu. No more re-creating documents from scratch; PUB2ID gives you a big head-start.

OK. Take a breath. It caught me by surprise, too. One of the questions I get most often is from newspapers trying to figure out what to do with all those pesky Microsoft Publisher files they receive. Windows-based newspapers can open the files in Publisher, then make a PDF of them. Still, that isn't a perfect solution. Mac-based newspapers have been at a total loss. There has not been a program (till now) that can open a Publisher document on a Mac.

Then, on Friday, I received a general announcement from Mary Gay at Markzware - something about opening Publisher files in InDesign. She had my attention.

I've become a big fan of Q2ID and ID2Q, plug-ins that allow Quark users to open InDesign files and InDesign users to open Quark files. When I have the chance I tell every newspaper they should have one of these, depending on which application they use for layout. I couldn't help but wonder if PUB2ID would work as well as these.

Well, there's good news and bad news. The good news is InDesign will open Microsoft Publisher files with PUB2ID. The bad news is that they don't open as cleanly as Quark files open in InDesign using Q2ID. I can't fault the folks at Markzware for this. There are plenty of notices on their Web site to let potential buyers know that Publisher files



**InDesign users can open Microsoft Publisher files directly in InDesign with Markzware's PUB2ID.**

opened in InDesign will have to be adjusted. Things move around. Fonts, if the Publisher fonts aren't loaded on your system, change. Still, Microsoft Publisher files open in InDesign! For now, that's good enough for me.

I contacted Mary and asked if she could send a copy of PUB2ID to me. Upon downloading and installing the software, I was faced with a dilemma. I didn't have any Microsoft Publisher files. I've gotten in the habit of discarding problematic files as quickly as possible, so I don't keep these lying around.

Fortunately, I remembered that a colleague does her company calendar in Publisher, and I know a church secretary that produces a newsletter

in Publisher. After a couple of quick calls, I had two .PUB (Publisher) files in my inbox.

I quickly went to Adobe InDesign CS3 (PUB2ID works with the CS2 and CS3 versions of InDesign) and selected File>Open. After saying the magic words and sprinkling pixie dust on my keyboard, I selected the Publisher files to open. To my surprise, the six-page newsletter opened up very nicely. Things were in the right place. Most fonts looked right, and I was able to adjust, using the standard InDesign tools, items that had shifted or otherwise needed adjustment. I used the handy find/change tool to convert missing fonts to fonts on my system, and I had a newsletter that looked like I had designed it in InDesign.

The calendar, however, didn't convert as well. Everything was there. All the text, clipart and lines were on the page. But it required a lot of work to get things where they needed to be. In fact, I wondered if it wouldn't be just as fast to create a new calendar in InDesign from scratch. To be fair, though, most Publisher files newspapers receive are more like the newsletter - a combination of graphics and text. The calendar was a tough conversion due to all the overlapping text frames and lines.

It seems that most Publisher files that end up in newspaper inboxes are ads created by "agencies" that



**3-on-3 Tournament Results**  
A good time was had by all at this year's tournament which raised \$300 for our Fish ministry. The team of Amber Barnett, Ben Barnett, and Lytle Bowman defeated Adam Stern, Jim Boyd, and Chris Dalton in the Championship game.  
Thanks to everyone who participated!

This ad opened from a Microsoft Publisher document in Adobe InDesign, with the help of PUB2ID.

don't have access to professional layout programs such as QuarkXPress and Adobe InDesign or Illustration applications like Adobe Illustrator and MultiAd Creator. These ads normally consist of a simple graphic or two, plus some text.

It was interesting to see how PUB2ID worked. Immediately upon opening a Publisher file in InDesign, the plug-in created a folder on the hard drive that held all the links to the page. I found individual files for each graphic. These files could be opened and edited in Photoshop, if desired. They also appeared in the Links panel (or palette) in InDesign. Once the file was open, it was an InDesign document. I could do everything to the text, graphics and photos that I could do to anything created from scratch in InDesign. Quite impressive.

We've been waiting a long time to have an option for dealing with these pesky Publisher files and now we have one.

To learn more about PUB2ID, visit Markzware.com. Both Mac and PC versions are available. The list price is \$199 (US). System requirements include Mac OS 10.4 and higher, InDesign CS2 or CS3, 128 MB of available RAM and 250 MB of free HD space (Mac) or Windows 2K, XP or Vista, InDesign CS2 or CS3, 128 MB of available RAM and 250 MB of free HD space (PC).

OK, now you may stand up.

## Need Training In InDesign?

In December, one of America's largest corporations called Kevin when they needed InDesign training. So did some of our smallest newspapers. Contact Kevin at:  
[kevin@kevinslimp.com](mailto:kevin@kevinslimp.com)



## Where's Kevin?

- Dallas, Texas (TPA) → Jan. 18
- Minneapolis (MNA) → Jan. 24
- Des Moines (INA) → Feb. 8
- Minneapolis (MFPA) → Feb. 9
- Nashville (TPA) → Feb. 13-15
- Indiana Tour (HSPA) → Mar. 11-14



## AWNA Symposium

AWNA's 2008 Newspaper Symposium will take place January 25-27, 2008 at the Coast Terrace Inn in Edmonton. For more information, visit <http://www.awna.com/symposium.php>.

## UPCOMING EVENTS

## BCYCNA OFFICE NEWS

*As many of you know, I am taking over Kerry Slater's member service responsibilities, blanket classifieds and general office management while she is on maternity leave... Speaking of Kerry, I am pleased to announce the birth of her baby girl, Lucy Malia Slater, on November 29th at 2:20 am. She was born 7lbs 9oz and 19 inches long, with lots of dark hair as expected. Mum and baby are doing fine - they are sleep deprived but enjoying every moment!!*

*I look forward to meeting many of you for the first time at the Ma Murray Community Newspaper Awards Gala. Please let me know if you have any questions about new award criteria, classifieds rate changes or upcoming member services.*

*Please note that the BCYCNA office will be closed from December 24, 2007 until January 1, 2008, inclusive. We will reopen at 9am on Wednesday, January 2.*

*I wish you all a very Happy Holiday and a Happy New Year!*

*Best wishes,  
Hilary Chan-Kent*



**Thank you for reading *UPDATE*. Your feedback is essential to our mission of covering the community newspaper industry in BC. Please call, fax or email us with your ideas or comments.**

### **BCYCNA UPDATE**

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