



Editors' Weekend 2009

October 23 - 25

Delta Chelsea Inn, Toronto

The place to be for OPSEU communicators

The Editors' Weekend is an annual conference and educational for OPSEU local editors. From noon Friday to noon Sunday, there are workshops, speakers and an awards dinner to recognize the wonderful work of the past year.

If you are doing a newsletter or a website, you should come. **OPSEU pays for one person from each local.** Strike newsletters definitely count.

Applications must be accompanied by **two** editions of your newsletter published between September 1, 2008 and August 31, 2009, or the URL from your current local website. OPSEU will cover travel, accommodation, meals, parking and child/dependent care for one person per newsletter.

If space is available, we *may* be able to accommodate a second person **at the local's expense.** Sector/committee newsletters can send participants, with costs from their own budgets.

Limited additional tickets for the Awards Banquet will be available, provided arrangements are made before Sept. 18.

Applications, **accompanied by copies of two editions of your newsletter**, must be received by Don Ford, OPSEU Communications, OPSEU, 100 Lesmill Road, North York, Ontario M3B 3P8, **by September 18, 2009.**

Phone 416-448-7442 and 1-800-268-7376.

Fax 416-443-1762.

E-mail: dford@opseu.org

Featuring

- *Keynote speaker:*

To be announced

- *Awards dinner:*

Celebrate the success of OPSEU's local publications. Knowledgeable judges will evaluate your best work and present the awards.

- *Editors' briefing:*

You will get an update on what's new at OPSEU from **President Smokey Thomas.**

- *Skills workshops*

Choose four sessions from among 13 skills and interest workshops, facilitated by top-notch instructors, to make your local communications better than ever.

Workshop descriptions:

The Weekend's program is designed so you can choose a selection of writing, design, and technical workshops.

All communication, whether in print or electronic, needs a combination of content, writing, design and technology to reach readers.

MS Publisher and **Beginner's Web** run for **four** sessions each.

All other workshops run for one session each.

MS Publisher (four parts)

Don Ford, OPSEU Communications and Sue Dafoe, OPSEU Communications

Tired of trying to publish in Microsoft Word? Want your newsletters to look great without the hassle? Learn how to use this popular desktop publishing program and save time and grief. **This course runs for four sessions**, and will cover all the basics and some of the more advanced features.

Beginners Web (four parts)

Jamie Tocker, EBM and Karrie Ouchas (Local 340) INFO editorial board

This four-part session will give you the tools to get a local web site up and running. Learn the basics of setting up your site, adding content and how to make it available to your members (and the world!).

Staying on the right side of libel

David Matheson, OPSEU General Counsel

"Will I get in trouble if I write that/print that/quote that?" If you have ever asked these questions, this course is for you. Learn how the libel laws work and how you can get your point across without attracting nasty lawsuits.

Find the perfect image

Emily Visser, OPSEU Graphic Designer

Where do you go to find that perfect image? When you find it, how do you make it work for you? How do you maximize the impact of your images? How do you make branding work for you? Find out all this plus get copyright and sourcing insider tips.

Write a speech

Randy Robinson – OPSEU Communications

Spoken words are very powerful...so learn how to provide that power! This fast-moving workshop will give you the skills to motivate and captivate. No hypnosis involved.

The power of social networking

Emily Visser, OPSEU Graphic Designer

Facebook. Twitter. Blogs. Microblogs. What can these social networking tools do for your local? Find out the advantages and pitfalls for your members and the labour movement as a whole.

Finding inspiration

Rosemarie Barr – CALM Editor

Where to find ideas when your deadline is now (and if you were lucky enough to have a mental block you would sit down on the floor and play with it). Find ways to unblock your brain, unleash your creativity and get writing.

Telling our story to the media

Randy Robinson – OPSEU Communications

A primer on media relations and other ways to take the union's message to a wider community. Explain our issues to total strangers (including some members!).

(Continued next page)

Workshop descriptions: *continued...*

Extreme newsletter makeover

Laurie Sabourin (Local 368), INFO editorial board and Debbie Wilson, freelance designer

Want some new ideas for jazzing up your publication? Does your current design work? **This two-part session** will combine basic design principles, fresh thinking and an analysis of your newsletter to produce results. **You must bring 20 copies of your local newsletter to this course.**

Writing to convince

Katie FitzRandolph – OPSEU Communications (ret.)

Editorials, president's reports, columns and even letters to the newspaper. How do you write so your readers will believe your position? How do you distinguish a rant from an argument?

Planning a campaign

Randy Robinson – OPSEU Communications

Need to get something done, or just get something? You may need... a campaign! This course explores the elements of strategy union members can use in getting other people to do what we want.

Why edit?

Katie FitzRandolph – OPSEU Communications (ret.)

Editing a story is like painting a house - not much fun, but the effort pays off. Find out why editing is so important, and learn how to make blah into brilliant.

Plain language

Rosemarie Barr – CALM Editor

It's the plain words that carry the most punch. Learn how to avoid the "ten-dollar words" and find out how to write strong clear prose that will reach and motivate your members.

Be sure to mark your choices on the application form.



Please note:

COMING IN NEW

"Coming In New" is NOT being offered at this year's Editors' Weekend. This program is being offered as part of the Regional Education Program where there has been sufficient interest from the members. If you are interested in taking this course and it has not been offered, please contact your regional Executive Board Member.

SECOND APPLICATIONS FROM THE SAME LOCAL

As stated, we will try to accommodate a second member from the same local if space permits, at the local's expense. **These applications are NOT approved until after the application deadline** (Sept. 18). At that point, available spaces are filled in the date order that the application was received.

Also, if sending two applications from the same local, you **MUST** indicate which is the **first** and which is the **second** application from the local.

Application form – 2009 Editors' Weekend

Please use the separate enclosed form to request an advance, child care, etc.

Use this form for workshop selection.

OPSEU will pay shared accommodation, travel, meals (except Saturday evening), parking and child or attendant care for this weekend. **To claim own time or lost wages you need proof of credits used or wages lost.**

Please keep a copy of this form.

Check your first and second choices for each workshop slot. If there is a single workshop that you are absolutely determined to attend, please underline it, and we will do our best to make sure you get in that session.

Workshop allocation is on a first-come, first served basis. You will receive a confirmation letter that your application has been accepted

Name: _____

Local: _____

E-mail: _____

Address: _____

Phone: (work) _____ (home) _____

Special needs (diet or other): _____

Name of publication: _____

This certifies that _____
(name of person) works on our local newsletter, and is our local's candidate to attend the 2009 Editors' Weekend.

(signed) Local President
(a second officer if President is attending)

We would like to have _____ extra tickets to the Awards Dinner, at a cost of \$40 each.

Workshop choices:

(See workshop descriptions on previous pages.)

Please tick off your workshop selections

Friday, October 23

11:30 a.m. to 1 p.m. - Registration

1 p.m. - Opening plenary

Keynote speaker: To be announced

2 p.m. to 5 p.m. - Workshops

- MS Publisher (take all four sessions)
- Beginners Web (take all four sessions)
- Staying on the right side of libel
- Find the perfect image
- Speechwriting

Saturday, October 24

9 a.m. to noon - Workshops

- MS Publisher (cont'd)
- Beginners Web (cont'd)
- Social networking
- Finding inspiration
- Telling our story to the media

1 p.m. to 2 p.m. - Editors' Briefing

Get the latest information from OPSEU straight from the people in the know.

2 p.m. to 5 p.m. - Workshops

- MS Publisher (cont'd)
- Beginners Web (cont'd)
- Extreme newsletter (take both sessions)
- Writing to convince
- Planning a campaign

6:30 to 11 p.m.

Awards Banquet and Social

Sunday, October 25

9 a.m. to 12:00 p.m. - Workshops

- MS Publisher (cont'd)
- Beginners Web (cont'd)
- Extreme newsletter (cont'd)
- Why edit?
- Plain language

12:15 a.m. to 1:00 p.m. - Closing plenary

Election of the Editorial Committee for In Solidarity, closing session and conference wind-up. *This is an important part of the weekend program.*

OPSEU Editors' Weekend - 2009

October 23 - 25, Delta Chelsea Hotel

attendance and advance form – Return by Sept. 18

Name _____ Local # _____ S.I.N./Union # _____
Street: _____ Apt.: _____ City: _____ Postal Code: _____
Phone: Home () _____ Work () _____

Accommodation:

Members are responsible for making their own accommodation and payment arrangements. All reservations must be cancelled 72 hours prior to arrival to avoid penalty of one night's room rate and tax. Members are responsible for payment of their hotel room upon check-out.

OPSEU will cover costs for the nights of Oct. 23 and 24, unless distance makes another night necessary. You must live 60 km from the hotel to book a room.

The room rate at the Delta Chelsea is \$159 plus tax. OPSEU pays for shared occupancy (\$79.50 plus tax) in a twin-bedded room, unless you bring children. Parking is \$26.00 a day. If you end up in a deluxe room, only half of the contract rate (\$79.50) will be reimbursed. There is no direct billing. You pay and submit your claim to OPSEU.

If you choose not to share, you must pay half the cost of the private room. (Some locals cover this for their members.) If you are bringing your spouse, you pay half of the cost of the room.

TO BOOK YOUR ROOM

Once your acceptance has been confirmed, call the Delta Chelsea at 416-595-1975 or 1-800-243-5732 and quote **GCGEDWK** to get the conference rate.

***Please note ALL guest rooms are non-smoking.**

Time off:

If your collective agreement permits booking time off for this educational weekend, OPSEU will arrange it on your behalf. OPSEU pays own time or time off for shift workers only.

Required? Yes No Dates: _____

Please indicate your employer: ministry, college, or specific BPS employer:

Who should this request be sent to?

Address and fax:

Child care:

If you require child care **at the Editors' Weekend**, please fill out details below. If you are **arranging your own child care**, claim on the regular expense form.

I need child care at the Editors' Weekend.

Child(ren)'s Name(s) _____ Age _____

List any allergies or special care or medical requirements.

Have your child bring a favourite toy.

Signature of parent/participant:

Date: _____

Special needs/allergies etc.:

Please indicate if **you** have any allergies or special needs, dietary or other. Use reverse side if necessary.

Advance:

OPSEU will cover lost wages or own time for shift workers with proof of credits used or wages lost. OPSEU also covers accommodation, travel, parking, meals, child/dependent care.

Advance required? Yes \$ _____

Please mail to home (above).

Please deliver to the meeting.

Refer to the Travel Expense Form for claimable expenses.

Send completed forms to:

Don Ford, OPSEU Communications,
100 Lesmill Road, Toronto, Ontario M3B 3P8
Or fax: 416-443-1762 or e-mail: dford@opseu.org