



Editors' ²⁰⁰⁸ Weekend

October 24 - 26
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 August, 2006 and August, 2007, 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. 26.

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 26, 2008.**

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

Fax 416-443-1762.

E-mail: dford@opseu.org

Featuring

- *Keynote speaker:*

Paul Bilodeau, Administrator, OPSEU Communications.

- *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 Moira Cowan (Local 105), INFO editorial board

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 Wright, Lawyer, Ryder Wright Blair & Holmes

"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.

Bargaining communications

Randy Robinson, OPSEU Communications

OPSEU has 90,000 members involved in bargaining over the next year. How do you keep them informed and rally behind the issues? Learn how strategic communications can give a boost to the bargaining table.

Be your own cartoonist

(a.k.a. "Cartooning for Truly Terrified")

Debbie Wilson – freelance cartoonist and designer

Yes, you can draw cartoons. Come with an open mind (steady hand is optional) and learn how to think visually and draw simple cartoons for your newsletter.

Flyers and stuff

Debbie Wilson – freelance cartoonist and designer

Sure, you can write a newsletter, but what about designing a flyer? A poster? A leaflet? How about a t-shirt or a newspaper ad? This course will show you how you can make a big impact with very little room to work with.

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.

Why edit?

Rosemarie Barr – CALM Editor

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.

(Continued next page)

Workshop descriptions: *continued...*

Extreme newsletter makeover

Laurie Sabourin (Local 368), INFO editorial board

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.**

Strike communications

Randy Robinson – OPSEU Communications

A strike means media...and usually lots of it. How do you prepare to tell your story, and how do you keep the news focus where you want it?

Writing news

Rosemarie Barr – CALM Editor

Writing a good news story isn't as simple as it seems. Learn the rules to follow, get a list of what you should and shouldn't do, and find out the secrets of creating great news stories.

In pursuit of paragraphs

Len Mason, OPSEU Staff Representative

If you dread the battle of the blank page, this course is for you. When local news is slim, learn where to go to get interesting articles for your newsletter, and the easiest ways to get them into your publication.

Local editors' round table

Rosemarie Barr – CALM Editor

A free-wheeling discussion group for anyone who has published a newsletter. Bring your victories and frustrations with you and learn from your peers.

Also, get a chance for input on next year's Editors' Weekend.

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. 26). 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 second application from the local.

Application form – 2008 Editors' Weekend

Please use the separate enclosed form to request an advance, child care, hotel accommodation, 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 2008
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 \$35 each.

Workshop choices:

(See workshop descriptions on previous pages.)

Please tick off your workshop selections

Friday, October 24

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
- Bargaining communications
- Be your own cartoonist

Saturday, October 25

9 a.m. to noon - Workshops

- MS Publisher (cont'd)
- Beginners Web (cont'd)
- Flyers and stuff
- Write a speech
- Why edit?

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)
- Strike communications
- Writing news

6:30 to 11 p.m.

Awards Banquet and Social

Sunday, October 26

9 a.m. to 11:30 a.m. - Workshops

- MS Publisher (cont'd)
- Beginners Web (cont'd)
- Extreme newsletter (cont'd)
- In pursuit of paragraphs
- Local editor's round table

11:30 a.m. to 12:30 p.m. - Closing plenary

OPSEU Editors' Weekend - 2008

October 24 - 26, Delta Chelsea Hotel

attendance and advance form – Return by Sept. 26

Local # _____ S.I.N./Union # _____

Name _____

Street: _____ Apt.: _____

City: _____ Postal Code: _____

Phone: Home () _____

Work () _____

Accommodation:

OPSEU will arrange room bookings on your behalf. To confirm your booking, you may call the Delta Chelsea **direct one week prior** to the event (1-800-243-5732). OPSEU will cover the nights of Oct. 24 and 25, 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 \$155 plus tax. OPSEU pays for shared occupancy (\$77.50) in a twin-bedded room, unless you bring children. Parking is \$23.00 a day. 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.

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

Book me for: Oct. 24 Oct. 25

I don't want to share, and I'll pay the difference.

I want to share with: _____

Book me with a: Female Male

OPSEU will arrange to pair people up appropriately.

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

Queries: Don Ford at 416-448-7442 or e-mail:
dford@opseu.org.