

OPSEU



SEFPO

Editors' Weekend 2000

*September 22 to 24
Delta Chelsea Inn
Toronto*

Special features

- *Keynote speaker:*

Prominent Canadian newspaper columnist and author Linda McQuaig at 1 p.m. Friday. Her books include: *Shooting the Hippo: Death by deficit and other Canadian myths* (1996); *The Cult of Impotence: Selling the myth of powerlessness in the global economy* (1998); and *The Wealthy Banker's Wife: An assault on equality in Canada* (1993)

- *Awards dinner:*

OPSEU's annual newsletter awards will be presented by **two judges**, one evaluating writing, and one critiquing design. Celebrate the success of local publications.

- *Editors' briefing:*

OPSEU President **Leah Casselman** will outline the challenges facing OPSEU. Here's a ready-made news story for your publication, and a chance to question the president about OPSEU issues.

Who comes?

If you are putting out a local newsletter, this weekend is for YOU. OPSEU pays for one person from each local newsletter being published.

Applications must be accompanied by **two** editions of your local newsletter published between August, 1999 and July, 2000. 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**.

Limited additional tickets for the Awards Dinner will be available, provided arrangements are made before Sept. 8

Applications, **accompanied by copies of two editions of your newsletter**, must be received by Katie FitzRandolph, communications officer, OPSEU, 100 Lesmill Road, North York, Ontario M3B 3P8, **by Sept. 8, 2000**

Phone 416-448-7440 and 1-800-268-7376.

Fax 416-443-1762.

E-mail: kfitzrandolph@opseu.org

Workshop descriptions:

These are rough outlines to assist in selection. Facilitators (names are tentative) will design their workshops, which may vary. Participant priorities may also alter sessions.

Real News

Katie FitzRandolph – *OPSEU Public Affairs*

Write news stories like the pros. Unravel the mysteries of the inverted pyramid. (Mummies not included, curses optional.)

Design for Dummies

Art Kilgour – *formerly CALM staff & Len Mason* – *INFO editorial board*

Five iron-clad rules for good design – and when to break them.

Use the web; keep your mind

Vern Silver – *INFO editorial board*

Cut through the time-wasters and find the information you want and need – quickly and painlessly.

Publisher for beginners

Jorge Garcia

You don't know the program and you want an introduction to a cheap publishing program. This workshop will point you in the right direction.

Publisher for experts

Jorge Garcia

You use Publisher and are familiar with the program. Now you want to make it toast bagels and sing bluegrass. This is your workshop.

Newsletters for poisoned workplaces

Ron Golemba – *editor, Unfettered*

Make your newsletter into a powerful tool for change. Use your publication to take on the issues that poison your work environment.

Paintshop

Vern Silver – *INFO editorial board*

You've always edited your words. (You have, haven't you?) Now you can edit photos too.

Who cares?

Jack Wilson – *editor, Local Lines & Gavin Anderson* – *INFO editorial board*

Use your newsletter to overcome apathy and develop local leadership. Answer the question: What has the union done for me lately?

Coming in new

Randy Robinson – *OPSEU Public Affairs*
Laurie Chapman – *INFO editorial board*

This workshop runs all four sessions and offers a little bit of everything – writing, design, editing, computers. It's for new editors, editor's assistants or participants who are new to the process and want it all .

And why did you do that? (two sessions)

Katie FitzRandolph – *OPSEU Public Affairs*

Get other people's ideas into your newsletter. How to do a good interview – and how to turn your notes into a good story.

Your very own web page (two sessions) to be announced

Everything you need to know to produce a simple web page for your local.

You gotta read this!

Art Kilgour – *freelance writer/designer*

Design that drags your readers in. How design can tell your readers what's important and interest them in the stories you want to tell.

The 10-second clip

Bill Trbovich – *OPSEU Public Affairs*

Your local radio station wants an interview. How do you prepare? What's your sound bite? Find the 10-second clip.

Use your heads

Katie FitzRandolph – *OPSEU Public Affairs*

Headlines are a special art. Learn how to write strong bold headlines that tell the story and tempt your readers in.

Application form – 2000 Editors’ Weekend

Please use the separate enclosed form to request advance, child care and special accommodation.

Use this form for workshop selection.

OPSEU will pay shared accommodation, travel, meals (except Friday evening), parking and child or attendant care for this weekend. OPSEU will **not** cover own time or lost wages for this educational event. You may wish to keep a copy of this form.

Please 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 one session or another. Workshop allocation is on a first-come, first served basis.

Name: _____

Local: _____

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 2000
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 \$30 each.

Workshop choices:

*(See workshop descriptions on reverse.
Workshops at Ryerson are a three-block walk
from the Chelsea.)*

Friday, September 22

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

1 p.m. - Opening plenary

Keynote speaker: Linda McQuaig

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

- Real news
- Design for Dummies
- Use the web; keep your mind (Ryerson)
- Publisher* for beginners (Ryerson)
- Coming in new (take all four sessions)

Saturday, September 23

9 a.m. to noon - Workshops

- Newsletters for poisoned workplaces
- And why did you do that? (two sessions)
- Your own web page (two sessions) (Ryerson)
- Publisher for experts (Ryerson)
- Coming in new (cont’d)

1 p.m. to 2 p.m. - Editors’ Briefing

OPSEU President Leah Casselman

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

- You gotta read this!
- And why did you do that? (two sessions)
- The 10-second clip
- Your own web page (cont’d) (Ryerson)
- Coming in new (cont’d) (Ryerson)

6:30 to 11 p.m.

Awards Banquet and Social

Sunday, September 24

9 a.m. to noon - Workshops

- Who cares?
- Use your heads
- Publisher for experts (Ryerson)
- Paintshop (at Ryerson)
- Coming in new (cont’d - Chelsea)

noon to 1 p.m. - Closing plenary

Short INFO/BIS meeting and conference wind-up.
This is an IMPORTANT part of the weekend
program.

OPSEU Editors' Weekend - 2000

September 22 to 24, Delta Chelsea Hotel

attendance and advance form – **Return by Sept. 11**

Local # _____ S.I.N. # _____

Name _____

Street: _____ Apt.: _____

City: _____ Postal Code: _____

Phone: Home () _____ Work () _____

Accommodation:

You must book your own room through Nicki Costa at Head Office (ext. 436). OPSEU will cover the nights of September 22 and 23.

The room rate at the Delta Chelsea is \$129 plus tax. OPSEU pays for shared occupancy (\$64.50) in a twin-bedded room, unless you bring children. Parking is \$21 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.

Book me for: Sept. 22 Sept. 23

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

I want to share with:

Book me with a:

Smoker Non-smoker

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 does not pick up own time or time off for this event.

Required? Yes No Dates: _____

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

Who should this request be sent to?

Address, phone or 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 green 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:

For this educational function, OPSEU will not cover lost wages or own time for participants. OPSEU will cover accommodation, travel, parking, meals, child/dependent care.

Advance required? Yes \$ _____

Please mail to home (above).

Please deliver to the meeting.

Refer to the green Travel Expense Form for claimable expenses.

Send completed forms to:

Katie FitzRandolph, OPSEU Communications
100 Lesmill Road, Toronto, Ontario M3B 3P8

Queries: Katie FitzRandolph at 416-448-7440 or
e-mail: kfitzrandolph@opseu.org