

# 2013



# Editors' Weekend

OCTOBER 25 - 27, 2013

COURTYARD MARRIOTT HOTEL, TORONTO



## The place to be for OPSEU communicators

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

If you are doing a newsletter, a website, a strike bulletin or bargaining communications, you should come.

OPSEU pays for one person from each local. Applications must be accompanied by two editions of your newsletter published between September 1, 2011 and August 31, 2013, or the URL from your current local website. OPSEU will cover travel, accommodation, meals, parking and child/dependent care for one person per newsletter or website.

If space is available, we may be able to accommodate a second person at the local's expense. Sector/committee newsletters and

websites (produced by members) 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. 20.

Applications, accompanied by copies of two editions of your newsletter or the URL of your current updated website, must be received by Don Ford, OPSEU Communications, 100 Lesmill Road, Toronto, Ontario M3B 3P8, **NO later than September 20, 2013.**

Phone **416-448-7442** and **1-800-268-7376**.  
Fax **416-443-1762**. E-mail: **dford@opseu.org**

# Featuring

## Awards dinner

Celebrate the success of OPSEU's local communications. 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 10 skills and interest workshops, facilitated by top-notch instructors, to make your local communications better than ever.

## Workshop descriptions

The 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.

**Coming In New** and **Beginner's Web** run for four sessions each. These teach the basics for new newsletters or new websites. **Extreme Newsletter**, **Social Media**, **Strategic Photos** and **Short Videos** run for two sessions each.

All other workshops run for one session each.

## Coming in new (four sessions)

This workshop runs for four sessions and offers a little bit of everything - writing, design, editing, and production. It's for new editors, editors' assistants or others who are new to the process and want it all. Bring a copy of your local's current publication, if you have one (no matter how primitive). You do not need two editions of a newsletter to attend this workshop.

## Beginners Web (four sessions)

This four-part session will give you the tools to get a local web site up and running. Using the popular (free!) web and blog program Word Press, learn the basics of setting up your site, adding content and how to make it available to your members (and the world!). You do not need a current website to attend this workshop.

## Legal or libel?

"Will I get in trouble if I write that/print that/quote that/put that on the web?" 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.

## Breaking News with Social Media (two sessions)

The Social Media workshop follows up on the Legal or Libel session. Now that you know what can get you in trouble, this two-part skills-based workshop provides information on what makes a good social media strategy and provides "hands on" experience with various social media platforms. Participants will explore various social media including; Facebook, Twitter, Instagram, and Blogs. Participants need a smartphone or tablet to fully participate in this workshop.

## Extreme newsletter makeover (two sessions)

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 will receive on the spot re-design suggestions to consider and review. You must bring an ELECTRONIC copy of your local newsletter to this course.

## Plain language

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. Bring 20 copies of your work and learn how it can be even better.

## Strategic use of Photos (two sessions)

If pictures are worth a thousand words, you can break a lot of news in a very short period of time. In this two-part workshop, learn how good pictures can tell a story all on their own. Learn how to take good digital photographs the first time, no matter what camera you are using. Then get the basic software skills to get the most out of your pictures for web or print. You MUST bring your own digital camera to this workshop!



### Write the story you want

Is the story news? A feature? An editorial? Practical exercises will help you learn the difference between these three styles and how to write the story that will pack a punch for your readers. Bring 20 copies of your current work to compare to these styles.

### Short Video Workshop (two sessions)

The use of video for telling a story has exploded thanks to smart phones and YouTube. However, getting a good short video is much more than point and shoot. Learn what makes for good video and how proper preparation, framing, background and sound can get your video noticed...and watched! A video recorder or video-equipped phone would be an asset for this workshop.

### Why edit?

Editing a story is like painting a house - not much fun, but the effort pays off. Find out why editing is so important to the outcome of your story, and learn how with a little bit of tinkering you can turn blah into brilliant. Bring 20 copies of your current work to submit to the “literary chainsaw.”

## IMPORTANT!

### 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. 20)**. At that point, available spaces are filled by 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 to be considered.



# Application form – 2013 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 or website: \_\_\_\_\_  
\_\_\_\_\_

This certifies that:

\_\_\_\_\_  
(name of person) works on our local newsletter or website, and is our local's candidate to attend the 2013 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 (mark FIRST and SECOND choices)

### Friday, October 25

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

**1 p.m. - Opening Plenary**

**Editors' Briefing - President Smokey Thomas**

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

1st Choice 2nd Choice

- |                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Coming In New (take all four sessions)  |
| <input type="checkbox"/> | <input type="checkbox"/> | Beginners Web (take all four sessions)  |
| <input type="checkbox"/> | <input type="checkbox"/> | Strategic Photos (take both sessions)   |
| <input type="checkbox"/> | <input type="checkbox"/> | Extreme Newsletter (take both sessions) |
| <input type="checkbox"/> | <input type="checkbox"/> | Legal or Libel?                         |

### Saturday, October 26

**9 a.m. to noon - Workshops**

1st Choice 2nd Choice

- |                          |                          |                             |
|--------------------------|--------------------------|-----------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Coming In New (cont'd)      |
| <input type="checkbox"/> | <input type="checkbox"/> | Beginners Web (cont'd)      |
| <input type="checkbox"/> | <input type="checkbox"/> | Strategic Photos (cont'd)   |
| <input type="checkbox"/> | <input type="checkbox"/> | Extreme Newsletter (cont'd) |
| <input type="checkbox"/> | <input type="checkbox"/> | Plain Language              |

**1:30 p.m. to 4:30 p.m. - Workshops**

1st Choice 2nd Choice

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Coming In New (cont'd)                               |
| <input type="checkbox"/> | <input type="checkbox"/> | Beginners Web (cont'd)                               |
| <input type="checkbox"/> | <input type="checkbox"/> | Short Video Workshop (take both sessions)            |
| <input type="checkbox"/> | <input type="checkbox"/> | Breaking News with Social Media (take both sessions) |
| <input type="checkbox"/> | <input type="checkbox"/> | Writing The Story You Want                           |

**6:30 to 11 p.m. - Awards Banquet and Social**

### Sunday, October 27

**9 a.m. to 12 p.m. - Workshops**

1st Choice 2nd Choice

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Coming In New (cont'd)                   |
| <input type="checkbox"/> | <input type="checkbox"/> | Beginners Web (cont'd)                   |
| <input type="checkbox"/> | <input type="checkbox"/> | Short Video Workshop (cont'd)            |
| <input type="checkbox"/> | <input type="checkbox"/> | Breaking News with Social Media (cont'd) |
| <input type="checkbox"/> | <input type="checkbox"/> | Why Edit?                                |

**12:15 a.m. to 1 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.

**Please plan to attend.**



# OPSEU Editors' Weekend - 2013

October 25 - 27, Courtyard Marriot Hotel Attendance and advance form –  
Return by Sept. 20

Name: \_\_\_\_\_

Local #: \_\_\_\_\_ Union #: \_\_\_\_\_

Street: \_\_\_\_\_

Apt.: \_\_\_\_\_ City: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: (work) \_\_\_\_\_

(home) \_\_\_\_\_

## 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. 25 and 26, unless distance makes another night necessary. You must live at least 60 km from the hotel in order to book a room.

The room rate at the Courtyard Marriot is \$125 plus tax. OPSEU pays for shared occupancy (\$62.50 plus tax) in a twin-bedded room, unless you bring children. Parking is \$27.00 a day + HST. 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 are only reimbursed for half the cost of the room. **The Courtyard Marriot is the only designated hotel for this event.**

## To Book Your Room

Once your acceptance has been confirmed, call the Courtyard Marriot at 1-800-847-5075 and quote "OPSEU Editors' Weekend" 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, fax and e-mail: \_\_\_\_\_  
\_\_\_\_\_

## 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  No \$ \_\_\_\_\_

Please mail to home (above).

Please deliver to the meeting.

Refer to the Travel Expense Form for claimable expenses.

## 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) and Age(s)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List any allergies or special care or medical requirements.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Have your child bring a favourite toy.  
\_\_\_\_\_

Signature of parent/participant: \_\_\_\_\_

Date: \_\_\_\_\_

## 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

# Elections – In Solidarity Editorial Board

This is an election year for the In Solidarity Editorial Board. This five-member committee writes and gathers articles for the In Solidarity newsletter, produces daily updates at the OPSEU Convention, and plans and helps facilitate the biennial Editors' Weekend.

You must be a participant at the Editors' Weekend to be eligible to run for a position. The election for the Editorial Board takes place at the closing plenary at noon, Sunday Oct. 27.

Members interested in running for a position should:

- Have experience working on a local newsletter or website.
- Have the ability to write thought-provoking, topical articles geared towards OPSEU's activist base.
- Be able to work towards demanding deadlines with minimal oversight.
- Be able to commit to at least four one-day Editorial Board meetings per year (usually in Toronto).
- Be able to commit to working long hours at each day of Convention to produce the daily updates.

Five positions are available for election. Three alternates are also elected. The Editor/Chair position is elected by the five members on the committee themselves.

If you are interested in being elected to this dynamic and rewarding committee, you have to be nominated by another member at the election on Sunday, Oct. 27.

