

CHAPTER SEVEN

PUBLICITY: BROCHURES, TRAIL TALK and the WEBSITE

In order that the association could present a public image the CORT Planning Committee realized the benefits of having a logo. A competition was organized between high schools in Aurora. At the Founding Meeting five finalists were presented and a vote taken to select the most appealing. When our name was changed to ORTA it was a simple matter to rearrange the lettering.

Twenty-five years ago the only practical way to keep a growing membership informed was by mailing a newsletter. The complete collection in our archives complements the Board and Members' meeting minutes demonstrating the vitality and warmth of the association throughout its history.

To recruit members a brochure was designed and to publicize the association members arranged displays at a variety of events. Each chapter was encouraged to have its own publicity coordinator – some were very effective in ensuring regular items in local newspapers. In particular chapters took opportunities to place items of news in the local media: we have four scrapbooks of cuttings covering the period to 2009. Slide shows and later a power-point presentation were collated.

In 1996-7 the association's first website was launched.

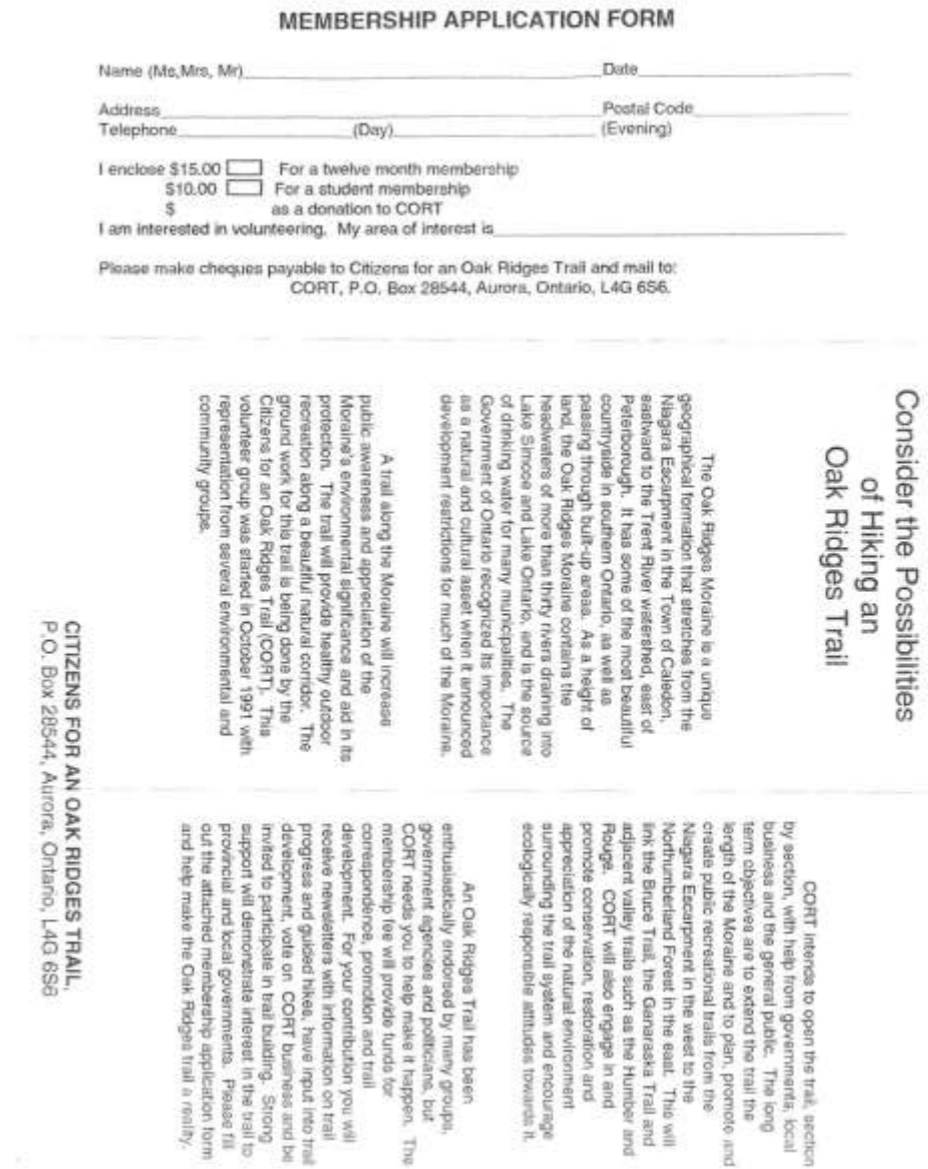
BROCHURES and DISPLAYS

Initially the fledgling association handed a simple letter and Membership Application Form to persons showing interest in joining CORT. Printing this letter and early brochures in 3 columns on letter size sheets made for ease of mailing.

The first brochure appears to have been produced early in 1993. Printing in green was chosen to indicate the association's environmental roots. Subsequent editions were of improved quality, thanks in part to grants:

Canada Trust for design and printing of a more professional looking brochure:
First Printing 1994 Second Printing 1995

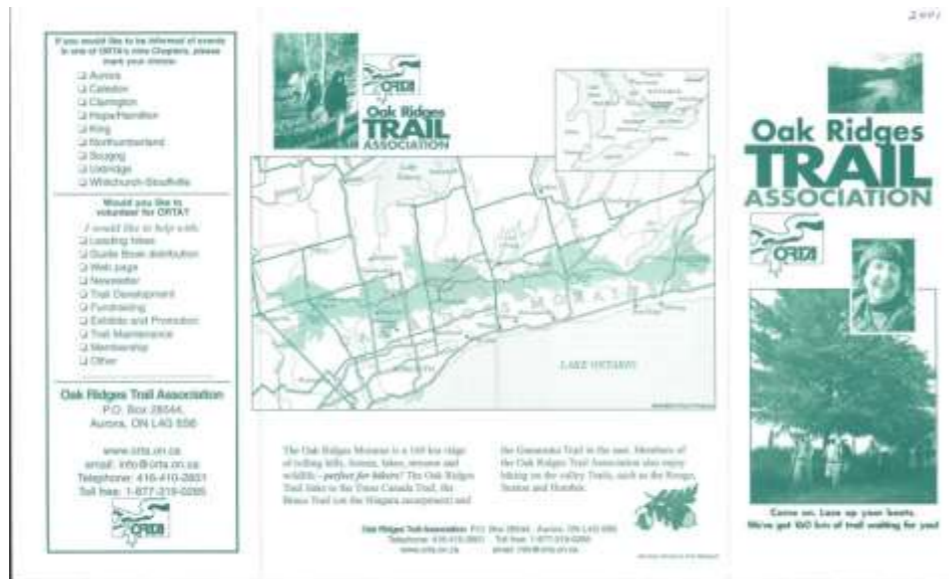
Third Printing March 1995 The Ministry of Culture, Tourism and Recreation
An updated design in June 1996 was further improved in 1997





The new brochure designed by Pete Malaguti in 2001 included photographs.

It was printed on legal size sheets folded in four. . . but still in monotone green.



2005 saw the first full colour brochure *Hike with us!* designed by Publicity Director Wilma Millage.



Several editions of this design have been produced featuring alternative colour photos.

Brochures were of course needed for handing out to publicize the trail and the need to support the volunteer association. Members enthusiastically staffed tables at shopping malls, libraries and public events such as the Maple Syrup Festival in Sheppard's Bush, Aurora. On several occasions we partnered with Hike Ontario with a display at Canada Blooms. One year we were funded to have a booth at the Canadian National Exhibition.

Members were creative in making displays for these occasions most of which were organized by local chapters with the assistance of Membership Co-ordinator Bill Roberts and his successors.





Pauline Dixie and Geoff Kingman made a particularly attractive display in a portable cabinet featuring the Golden Boot awarded to ORTA by Mike Collee of CFRB.

A poster was designed to be put up in libraries, supermarkets and wherever folk thought it would attract attention. To save money it was printed only in green and black on white, with hindsight it probably wasn't too effective.

In 2005, to intensify publicity efforts partially funded by the ORMF grants, Harold Sellers sought professional publicity display units. We contacted St. Andrew's College and three teams of the Commercial Design Class produced designs, each of which was worthy of wide use.

One team, noticing the photographs we supplied featured older adults, went out on the trail to take photographs with younger faces!



A multitude of beautiful photographs of sights across the moraine and of hiking groups were used to produce presentations; these were designed for use when speaking to local groups at libraries and other community venues. Initially they were slide shows; more recently Powerpoint presentations have been developed.

ORTA has invested in portable display tents which are well used.



The full brochures are somewhat expensive to distribute in numbers at public events. Often folk want to know where the trail goes through their neighbourhood or is there a hike we could join next week? Some single page leaflets have been produced; local info is printed on the reverse relevant to the event.



NEWSLETTERS

CITIZENS FOR AN OAK RIDGES TRAIL
C/O HIKE ONTARIO
120 SHEPPARD AVENUE EAST
WILLOWDALE, ONTARIO
M2K 2X1



SEPTEMBER, 1992

NEWSLETTER NO. 1

President's Remarks

At the King Campus of Seneca College on October 26 1991, an enthusiastic group of trail supporters gathered to discuss the dream of establishing a continuous system of trails along the Oak Ridges Moraine from the Niagara Escarpment in the West to the Northumberland Forest in the East. Considerable progress has been made since that initial meeting:

- steering committee formed at that meeting met approximately every month to develop a trail strategy;
- Constitution Committee drafted a set of bylaws;
- Public Relations Committee prepared a brochure (enclosed) and launched a logo contest;
- Trails Committee studied trail routes and proposed focusing on the Uxbridge area for a first trail section; and
- Steering committee organized the founding meeting which was held on May 23 at Albion Hills Conservation Area where bylaws were adopted and a board of directors elected.

Executive positions were decided at the first board meeting. Board members are as follows:

Peter Scholesfield (President)	(416) 939-7636
Steven Greenland (Vice-president)	(416) 889-3238
Fiona Cowles (Secretary)	(416) 833-5775
Teresa Porter (Treasurer)	(416) 852-3153
Kris Keating	(705) 748-0346
Paul Peterson	(416) 932-3849
Joy Pierce	(416) 727-9800
Tom Rance	(416) 852-7181
Klaus Wehrenberg	(416) 841-1026

Since the founding meeting, the board of directors has been busy working on several projects:

- work is proceeding on obtaining incorporation and charitable donation status;
- decided on the winning logo design;
- joined Hike Ontario;
- monitoring work of Crombie and Sewell Commissions;
- initiated formation of an Uxbridge subgroup with Teresa Porter as its chairperson;
- met twice with Metro Toronto and Region Conservation Authority to discuss cooperation in building trails.

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Ontario Hiking Day - October 4

All members and non-members of CORT are invited to participate in a hike on the Oak Ridges Moraine on Sunday, October 4. The hike will begin at 10:00 a.m. and will last approximately 3 hours. We will be hiking in the area south of Uxbridge on the site of CORT's first proposed trail section. The area is a good example of the unique moraine environment and should be of interest to all. Interested hikers should meet in a parking area on the east side of the 7th concession, south of Durham Regional Road 21 (please see map). Please bring a lunch, water and appropriate dress for expected weather conditions. For more information please contact Steven Greenland after 6 p.m.

Our New Logo

Joy Pierce conducted a very successful logo contest which attracted 71 entries from four high schools in York Region. Sherri Owen, from Dr. G.W. Williams Secondary School, won a Raleigh Tomahawk mountain bicycle donated by Aurora Bicycle for her winning design. The runners-up received gift certificates from Aurora Bicycle. Gary Gatti, a Newmarket graphic artist, selected the 5 finalists and prepared the camera-ready copies.

CORT Hikes

In keeping with the tradition established by the original Steering Committee, CORT Board members try to arrange a short hike on the Moraine associated with their meetings. A hike is planned from 10 - 12 a.m. on October 18 in the Aurora area. If you wish to participate in this or similar hikes, please contact a Board member for details.

CORT endorsed a 12 km walkathon through the Moraine out of Pottageville in King Township at a community "Canada 125" celebration on June 14. About 40 hikers and bikers participated. Those that paid \$8.00, received a commemorative medallion for their efforts. This could become an annual event for CORT supporters.

Get Involved in CORT!

CORT needs your support. Payment of an annual \$15 membership fee will support CORT and entitle you to receive newsletters. Volunteers are now needed in the areas of grant applications, newsletter articles and local public relations.

Upcoming Events (Contact Steven Greenland for details)

Oct. 4 - Ontario Hiking Day
Oct. 18 - CORT hike in the Aurora Area
Oct. 24 - Hike Ontario Annual General Meeting - Wye Marsh

In September 1992 President Peter Scholefield sent Newsletter No. 1 to the 31 Members of "Citizens for an Oak Ridges Trail" and others who'd expressed interest. The single sheet had been reproduced by Gestetner. The nine Founding Board Members were named. He told of the steps in process to obtain Incorporation and Registered Charity status and the results of the competition to design our Logo. There was notice of just two hikes: one in Uxbridge on Ontario Hiking Day and an exploratory hike across Aurora.

From then on it became a quarterly publication, usually two stapled sheets apparently reproduced by Offset Litho. Sylvia Gilchrist told how gathering the list of hikes as well as news items was one of her tasks as Secretary in 1993.



In 1994 Anne Shier became Newsletter Coordinator with David Robertson responsible for Editing and Design. In August 1995 they branded it *Trail Talk*. Each ORTA Chapter provided a paragraph summarizing their activities. Typically twenty hikes were listed each quarter; some jointly with the Bruce Trail Association or the Ganaraska Trail.

In Spring 1997: Brian Logan became ORTA's first Publicity Director which included being Editor. Content was expanded making it an eight page printed journal. And for the first time photographs – of Cheryl Smart - a Charter Member of Scugog Chapter - and to illustrate a Profile of Peter Atfield whose major contributions to the planning of ORTA were noted in Chapter Two.

In winter 1997 advertisements were introduced. This allowed the journal to be classed by Canada Post as Ad-Mail – a substantial saving in mailing costs.



Brian's great sense of humour became evident with quips such as a sign supposedly seen on a Farm Gate:

Trespassers may enter free. The bull will charge later.

In February 1999: Brian persuaded Harold Sellers to become Publicity Director so he could concentrate on developing *Trail Talk*. The Editor was made a member of the Board. Brian introduced a standard date for copy; e.g. 25th of January for the Spring edition. Quarterly Board meetings were scheduled for the preceding week so *Trail Talk* could provide up to date information to Members. Copies were also sent to landowners and supporters and exchanged with other Hike Ontario clubs.

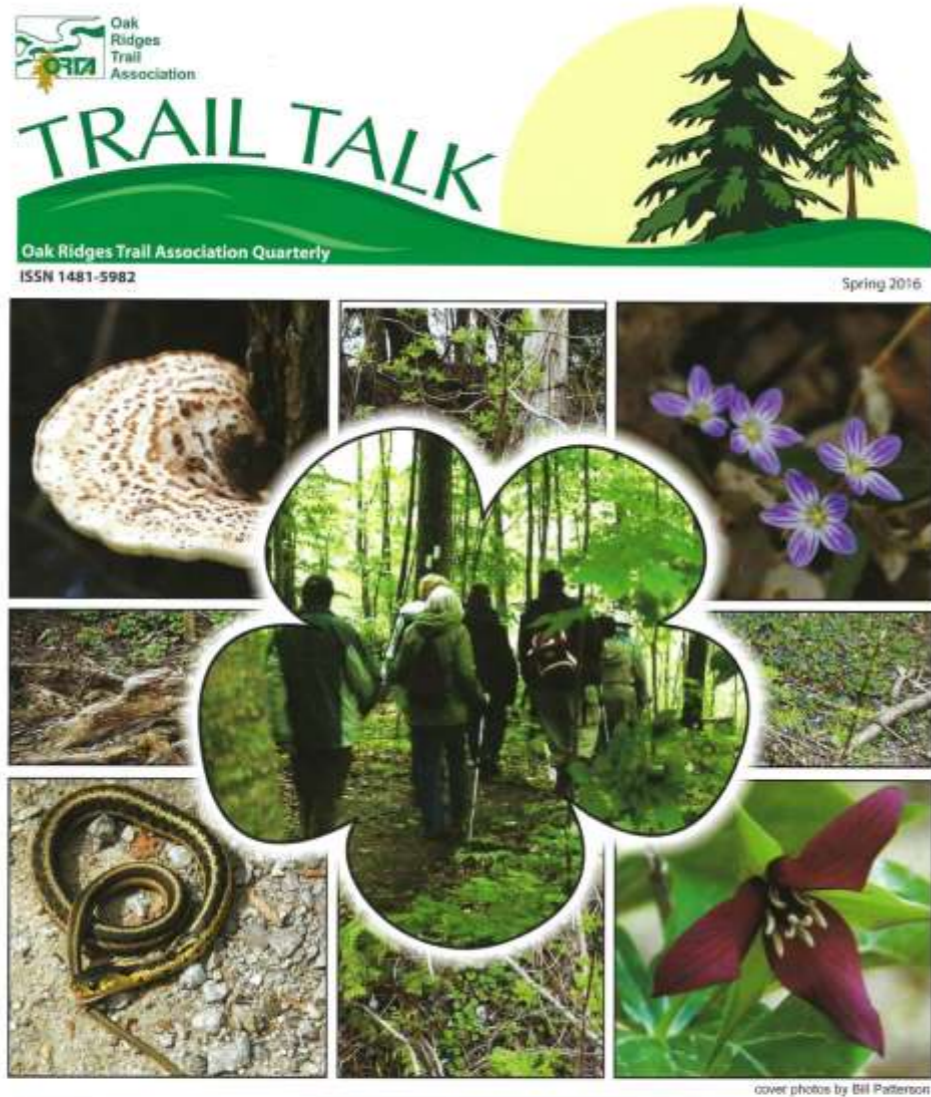
With a quarterly listing of around 40 Group Hikes, more articles and adverts, *Trail Talk* became a 12 page journal. Printing and distribution was now undertaken by Ontario Sports Alliance. Their facility added the mailing addresses onto the back page from a data file created from our Membership Database. In Spring 2001 *Trail Talk* was expanded to 16 pages. The print run was 1,000; in addition to mailings to Members spare copies were widely distributed for publicity.

Brian Logan receiving the Outstanding Member Award in 2006 in recognition of his dedication and expertise as Editor, 1997 – 2006.



Alan Wells as Editor 2006 - 2009 introduced some alternative fonts and a new Masthead by graphic designer Connie Clearwater which still graces the journal. With digital photography becoming commonplace *Trail Talk* was assembled in full colour but continued to be printed in black. Members could use a password via a web link to read the journal on-line and fully appreciate the beautiful photographs. For our 20th Anniversary Edition Spring 2012 we splurged with a full colour front cover – quite expensive at the time.

Jacqueline Bapooji became Editor in 2009 volunteering this role as she sought to develop her Dog Star Publishing Solutions in Ontario. Katrina Bin, an avid hiker and camper succeeded her in 2014 whilst continuing professional studies at Seneca College,. Each added their own creative flair.



- AGM NOTICE
- AMAZING ORTA VOLUNTEERS

IN THIS ISSUE

- ORTA HISTORY
- END2END UPDATE

- THE SPRING 2016 HIKE SCHEDULE
- AND MUCH MUCH MORE...

The Ontario Sport Alliance, which had provided a variety of services for volunteer organizations, including printing and mailing, disbanded when the Provincial Government withdrew its financial support in April 2015. New arrangements had to be made at short notice. JB Printing of Newmarket who had produced our brochures and some other items became the printer. In Spring 2016 they mistakenly printed the entire journal in colour. We've subsequently chosen this option on occasion now that colour printing is relatively less expensive.

Now that it's much easier to download documents via web links it is suggested Trail Talk should be distributed electronically, avoiding the ever increasing costs of mailing. Or simply superseded by the website? To date polls have revealed that only a handful of members wish to be without the hard copy journal; some keep it in their vehicles for handy directions to the meeting places for hikes.

Trail Talk remains a valuable publicity item.

Marilyn Bardeau became Editor in 2017; it is now a team effort with Michele Donnelly coordinating the work.

THE WEBSITE

www.interlog.com/~orta In 1997 ORTA's first website was created and updated quarterly by Tony Van Oostrom with details of each hike. There was a counter recording the number of hits. Until a few years ago this link still worked showing a number of references to ORTA, including one in Russian!

Bob Hughes became Webmaster in 1999 and ORTA soon had its own address: www.orta.com. A whole slew of ORTA positions and groups were given easy to remember addresses such as: pres@orta.ca and similar for directors and king@orta.ca etc. for chapter chairs. This avoided publishing personal addresses and greatly facilitated getting communications to the right person even as people changed roles. Group names were soon established, e.g.: board@orta.ca

In 2006 this was changed to www.oakridgestrail.org in the belief this would be easier for people to remember.

But many people just enter "Oak Ridges Trail" in their browser . . . because we have many users ORTA always comes up near the top of any "Oak Ridges" list. ¹

New Webmaster Susan Sellers designed a new website in 2007, a development which was part of an ORMF funded project to increase publicity of the Moraine through knowledge of the trail system. This site was linked to those of our moraine partners: ORMF, ORMLT, STORM and others including Hike Ontario's.



¹ Sometimes one can be misdirected. Orta is a town in Turkey, Lake Orta is in Italy. Or putting Oak Ridge without the s you'll probably get the Oak Ridge National Laboratory, about 7 miles from the city of Oak Ridge, Tennessee.

Incorporating many technological changes a new website was designed in 2014 by Publicity and Fundraising Director Vicky Chan. It is one of the most beautiful to be found anywhere! The design is particularly user friendly; authorized users can update the information on the ORTA functions for which they are responsible. The current Webmaster is Bob Charlton.

Perhaps the most used tab of this website is the Hike Schedule. Hike Leaders now enter their offerings directly into the Hike Schedule. A link from each selected hike gives background information on the location and then a link to Google Maps pinpointing the meeting place with GPS reference. Will this replace the need for *The Guidebook*?

Below: Each tab is headed by a picture from ORTA's collection illustrating the beauty of the Oak Ridges Moraine which can be appreciated along the trail. Here's the top section of the Store/Guidebook tab which facilitates on-line ordering of ORTA products. Similarly Memberships can be obtained on-line.

