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Melanie and Dave

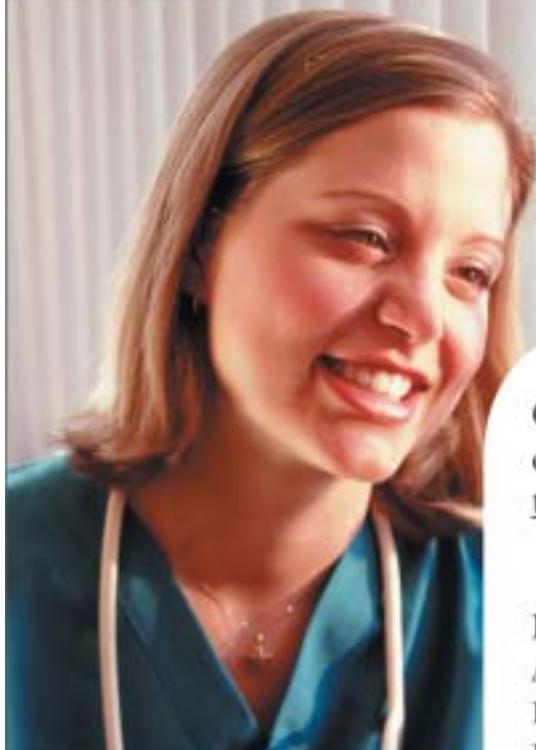
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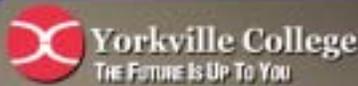
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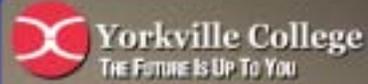
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# Toronto's Top Morning DJs

By: Trisha Richards

*Toronto's top five disc jockeys speak on the challenges and rewards of being popular morning radio show hosts - from their crazy moments and average day's work to what makes these seasoned DJs a little nervous on air. Their journeys to success are as distinctive as their personalities, but the one thing they all agree on is that a 3 a.m. wake-up is brutal. A one-on-one with TP offers a glimpse into the exciting profession of radio broadcasting.*



# Scott Fox

## Road to success

I started off volunteering at an oldies station when I was 15. After three years of getting coffee and washing vans, I was given a chance to go on-air. I did a good job. Then, when someone got sick, I was given the opportunity to fill in. The next shift that came available (evenings) was mine. It took 12 years, but I now host a Toronto morning show.

## My job rocks

Everything about this job is great. Right now I am doing mornings. I love the hours. I am done work by 10 a.m., and I get to play golf everyday.

## Not all glitz and glamour

As much as I like the hours in the summer, it really sucks getting up at 3 a.m. in the winter. It's much colder at 3 a.m.

## On being nervous

At first I was, now, almost never. The last time I got nervous was on 9/11. It's a stressful situation, sorting out truth from speculation and trying to confirm the facts on the fly. You have to be truthful and accurate.

## A day in the life

I'm awake at 2:58 a.m. and out the door by 3:30 a.m. I get to the station at 4 a.m. I schedule the next day's music for the morning show. Then, I spend a little over an hour preparing the current day's morning show content. I read the newspaper and the newswires. I hold a brief meeting with the rest of the morning crew to brainstorm a little, and then we do the show. At 10 a.m., when the show is done, we discuss items of interest for the next day, and then I am off for the rest of the day.

## Do you have what it takes to be a DJ?

You should have strong communications skills, leadership qualities, integrity, and a passion for radio.

## Pearls of wisdom for the neophyte

Volunteer. Get your foot in the door and work until you drop. Show that you are committed and won't take no for an answer. For students in broadcasting school, it's your instructor's job to tell you, you'll never get on the air in Toronto. Don't be discouraged. Get into a station by any means necessary and stick with it.

*Continued on next page*



# Dave

## Road to success

I have always been a part of the Evanow Radio Group family. I definitely didn't have the 'normal' route to being on the air. I started my radio career at the entry level after high school. I spent some time in promotions, which led to some operating and production work. From there, I worked as the head operator and focused my attention on being on the air. After some time, I was offered a regular on-air position with an East and West Indian radio show. So I hosted the weekend morning show called Hot Like Pepper for almost two years.



## My job rocks

I enjoy making a difference in people's lives on a daily basis. It's a huge reward when someone tells you that they can't imagine starting their day without you.

## Not all glitz and glamour

Waking up before 4 a.m. everyday sometimes puts a stranglehold on your social life, especially when all of your friends are jerks and go to sleep when you wake up. It makes hanging out tough at times.

## A day in the life

An average day starts at 3:45 a.m. I hit my snooze button twice, and then spend a few minutes crying. I arrive at the radio station and get ready to go on the air at 5:30 a.m. I operate the board and run all production that you hear during the show. I'm constantly finding new sound effects and production elements for the program. We have a very high paced and high impact show. After the show, we check our production responsibilities, quickly debrief and discuss the show and what we need to get done for the next day's show. After that, I eat caviar with celebrities and lay in my hot tub with supermodels. Generally, I party like a rock star. Seriously, after the show, I'm just a normal guy. I take my dog for walks, play a little X Box and just straight chill. I usually try to get a quick afternoon sabbatical.

## Do you have what it takes to be a DJ?

It helps to have a very quick wit and ability to think on the fly.

## Pearls of wisdom for the neophyte

Stay in school. Learn, learn and learn! Get your hands in everything. Don't limit yourself to one skill because the more you are able to do, the better your opportunities will be. And don't wear white after Labour Day.

# Melanie

## Road to success

I graduated from Humber College with a post-graduate degree in radio broadcasting. I already had a degree in psychology. I went to Halifax for an on-air internship. A few months later, I landed in the co-hosting chair on the Z103.5 morning show.

## My job rocks

The best part of my job is working with my friends every day and having a blast doing it. Of course, hearing from listeners that we put a smile on their face in the morning during their long commutes to work is extremely rewarding for us. All the perks, like free stuff, helps too!

## Not all glitz and glamour

The worse thing about my job is getting up at 3:30 a.m. every morning.

## On being nervous

I still get nervous on occasion, but it's more of an anxious feeling, mainly when we are talking about something that is really important or a very sensitive area.

## Craziest moment on air

The craziest moment for me was when Scott and Dave got me quarantined to my room while I was vacationing in the Dominican Republic. They called during the SARS time and said I was a rare Canadian beaver. The resort mistook that for rare Canadian fever and actually quarantined me to my room.

## A day in the life

An average day consists of getting to work early, writing up Hollywood Headlines, and prepping for the show. After the show, there's voice work, meetings and whatever else needs to be done. We also prep for the following day's show each night.

## Pearls of wisdom for the neophyte

It's far too often that students are told there is no hope for them. That drives me crazy! Sure it's tough, but you can do it if you have the drive and raw talent. Of course, an education helps. If you have that, you will make it. You have to be persistent and believe in yourself. You have to be willing to take the criticisms and learn from them. We were all there at one point, but we made it.





*Flow 93.5 The Morning Rush with Jemeni and Mark Strong*

# Jemeni

## Road to success

I was in the radio broadcasting program at Ryerson when I realized my favourite show, *The Powermove* (CKLN) was broadcasting out of Ryerson. I went down to the studio and met the guys and said, "I really love the show, and I feel like it's done so much for me. I want to give something back". I started out answering phones, helping out, reading flyers, and eventually moved up to being on air and producing, and then doing my own show.

## My job rocks

I have a great connection with the people that I work with, especially Mark Strong. We wake up the city and make people laugh. I go into work to have someone make me laugh and listen to music, which are two things that I love.

## Not all glitz and glamour

I wake up at 4 a.m. in the morning. Our job goes on all day, all the time. I only get four hours of sleep because I have to stay up late to find something to talk about. We always have to be thinking of things.

## On being nervous

I am not nervous going on air, but certain times while I'm on air, things will happen that will make me nervous, like having a guest (live on air and not knowing if he'll curse).

## Average day on the job

I get to work at about 5 a.m. and start prepping for the show, which starts at 5:30 a.m. I go through the papers, the

web to check prep sites and plan out the show with my co-host. From 5:30 a.m. to 10 a.m., we go through the different elements of the show. Plus we prepare for any special guests or call-ins, talk to listeners, play games answer listener emails and text messages. At 10 a.m., we wrap up the show; produce our promo and meet with our program director to evaluate the day's show and prepare for upcoming shows. Sometimes we do live remotes or flow events, community events, TV show tapings, or charity events. I'm usually up until about 11 p.m. checking out some of the TV shows I'll be expected to talk about the next morning.

## Do you have what it takes to be a DJ?

You must have a genuine love for the medium and music. You need to be personable - you are in the listener's bedroom, shower, kitchen, workplace, and in the car while they're driving the kids to school. A good ear and quick wit is essential. Be humble, always try to do better. Develop a thick skin - there's a lot of competition and criticism. But there is a lot of unadulterated love, and you have to deal with fans and personify that kind and warm voice they hear everyday when they meet you in person. Most importantly, have your own distinct personality, that thing that sets you apart, be it your sense of humour,

your take on life, whatever. Be a good reader and be able to express yourself clearly and confidently.

## Pearls of wisdom for the neophyte

Analyse radio programs, take some of the elements for success from different shows. Use those tips and make them your own. Volunteer, either at a radio station, commercial or community, a TV station, or even a newspaper to begin to understand media. Make a demo; try to do your own show. Finally, there are many post secondary programs for radio.

# Mark Strong

## Road to success

I started out at an internet radio station that was on 2cool4radio.com (iceberg-media.com), and I was on an urban channel called illnoize.com with DJ Nigel B. We were archived throughout the week on the same station with people like Baby Blue Sound Crew, King Turbo, and DJ X. I did that for about a year and a half. DJ X at the time was very interested in working for the new station 93.5 Flow. He taped one of my segments on illnoize.com that was called "The Money Shot", and he brought it into them. They asked me to come in for an interview and do a couple shows. I started on Saturdays.

## My job rocks

It allows me to touch people daily, whether it's to make them laugh or inform them about serious situations, and to promote urban music, which never had a strong platform on a commercial level across the nation.

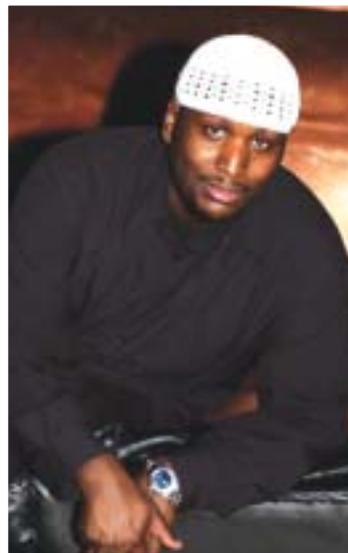
## Not all glitz and glamour

I wake up at 3:30 a.m.

## On being nervous

On occasion, most of the time I try to be objective, and the only reason I would probably get nervous is that I don't want to say something that seems too biased because then I have to defend it as 'the views expressed are that of Mark Strong and not of Flow 93.5'.

*Continued on next page*



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**Craziest moment on air**

We were qualifying people for a weeks stay at Hedonism Resort in Jamaica. We had five finalists, we told them to come down to the station, and the person who was closest to being naked in the studio would win. We had a lot of 'nakedness' in different creative ways: light bulbs hanging in certain areas.

**A day in the life**

We get in at a little after 5 a.m. and review events that happened over night that we might have to talk about right off the bat. Then we prep it, which means prepare where it will fit into the timeline of the show, for example - what people want to hear at 6 a.m. when they are just waking up, what's appropriate for kids that are going to school between 7 a.m. and 8 a.m., and at 9 a.m. when people are at work. By 10 a.m. we figure out what parts of the show to highlight for promo. Then we go to the production booth and produce a promo so that it runs every hour for the rest of the day until our next morning show. Then we meet with our program director.

**Do you have what it takes to be a DJ?**

A wealth of knowledge in music. Confidence. You have to be personable. If you can't relate to your audience on a personal level, everybody listening will feel awkward.

**Pearls of wisdom for the neophyte**

Do an internship and learn what it takes to be diligent and accurate in your job. Listen to other jocks and understand the style of radio, but don't mimic it. TP

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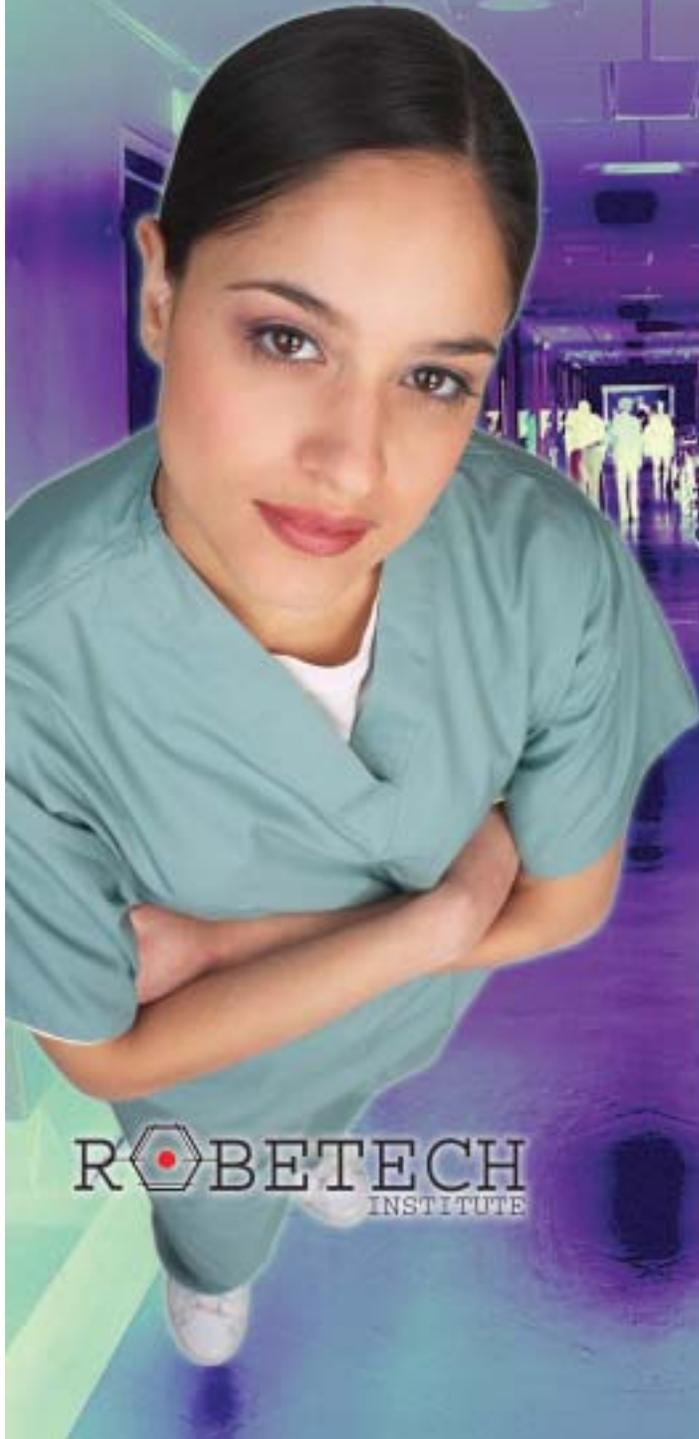
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- Gas Technician 1 (G1) — advanced level.

In order to obtain above licenses from TSSA, the candidates are required to:

1. Successfully complete a Gas Technician training program delivered through a training provider that is registered with and accredited by TSSA. You can visit website: [www.tssa.org/regulated/fuels/training/providers/view.asp](http://www.tssa.org/regulated/fuels/training/providers/view.asp) to find the accredited Gas Technician Training Providers. The training providers have to meet specific standards and conditions in order to be accredited and registered with TSSA as authorized under O. Regulation 215/01 of the Technical standards & Safety Act, 2000 to deliver Gas Technician license-training programs. Due to the large proportion of practical skills development included in the majority of the training modules and curriculum, it is essential that the training facility have access to the required equipment. The equipment will vary with the degree of technical expertise required to deliver the training and meet the terminal performance objectives set out for the module(s).
  2. Score an overall average of 75% or greater on the TSSA examination(s)
  3. Receive an average score of 75% or higher on the practical evaluation in the applicable modules within the training program.
  4. Maintain an 80% attendance record throughout the program training.
- The Gas Technicians must have the licenses to be eligible to work in natural gas and propane field. No previous experience need-

ed to take G3 training, you can work as a helper under direct supervision by G2 or G1 license holders after you got your G3 license, the average salary is \$15/hour. Any people who have G3 license can directly take G2 training program in order to be certified as Gas Technician 2. With G2 license, you can work independently in the field that systems have a firing rate below 400,000 Btuh, the median hourly earnings is \$25.00. A candidate for G1 license must have a valid G2 license; a written confirmation of work experience detailing two years (4000 hours) of field experience as a G2, of which at least 500 hours must be on systems with a firing rate in excess of 400,000 Btuh under direct supervision by a supervising certificate holder; successfully completing of the Gas Technician 1 training and the examinations, the salary should be more than \$30/hour.

*For more detailed information, please call Industrain College at 416-733-8888, or visit the website: [www.industraining.com](http://www.industraining.com). Industrain College is one of the accredited Gas Technician training provider by TSSA, as well as is a registered private career college under the Private Career Colleges Act. They are eligible to accept EI Funding training program for Gas Technicians.*

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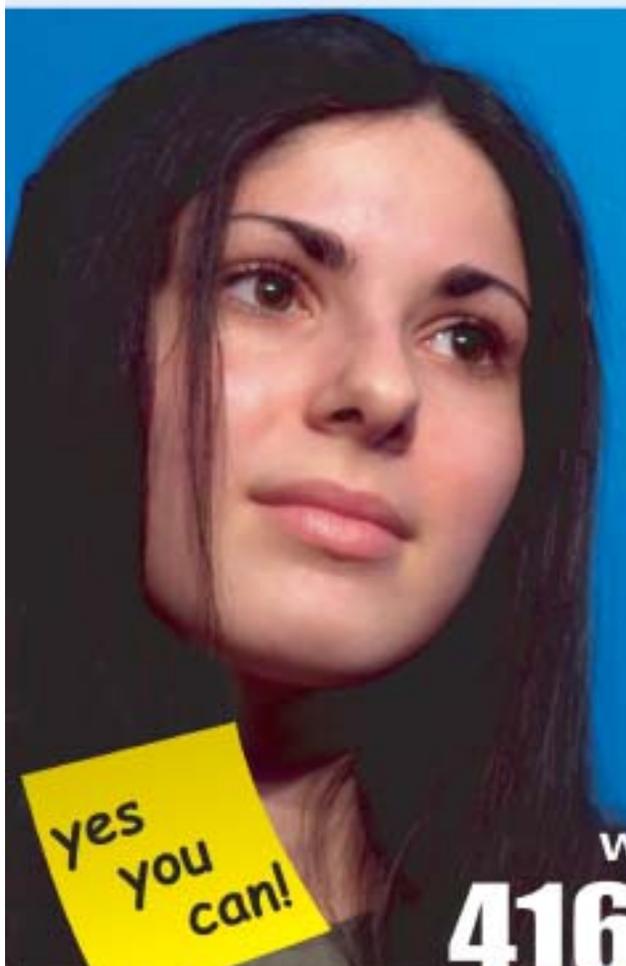
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For students serious about getting pharmaceutical careers training at the Academy of Applied

Pharmaceutical Sciences (AAPS) is one possible solution. Through hands-on training in AAPS laboratories, project works and industry related case studies, AAPS provides students with the necessary skills and training to become successful pharmaceutical professionals. AAPS is constantly up-dates program curriculum to meet the industry's requirement and has leading industry experts to deliver these highly sought after training programs.

As pharmaceutical industry continues to change and grow at an even faster rate, highly trained pharmaceutical such as quality control analysts, laboratory analysts, regulatory affairs, and clinical research associates will be in demand more than ever. One of the best ways to find out more about AAPS is to visit the AAPS facilities in Toronto. Tours and information sessions can be arranged to your convenience. Call (416-502-2277), visit them online ([www.aaps.ca](http://www.aaps.ca)).

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# Event planning:

*more than glitz and glamour*

By: Stephanie Wei

Imagine a career where every weekend is a whirlwind of non-stop blowout parties; schmoozing with celebrities, politicians and business leaders. That's the notion many of us have about the seemingly, glamorous life of an event planner. The reality is that it takes hard work, long hours and obsessive attention to detail. "You always have to be on your toes," says Jian Magen, an up-and-coming name in event planning. "You have to always be there for your clients."

Jian and his twin brother Page run Magen Boys High Energy Entertainment, the company provides entertainment and event services for bar mitzvahs, corporations and weddings; as well as, the promotion of private acts, the likes of James Brown and The Commodores. Along with traditional services such as deejays, live music and lighting, Magen Boys also produces live wrestling events featuring new stars and legends of professional wrestling. The company has created their unique brand of high-spirited entertainment for clients including IBM, Rogers Communications, colleges and universities. "We service our clients from beginning to end. We act not only as the entertainment, but also as consultants. We love what we do, and everyone who works for us loves what they do."

A passion for the industry has also contributed to the success of Krista Slack, founder of Krista Slack+Associates. One

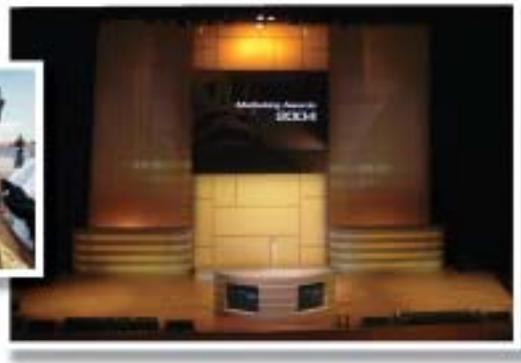
of Canada's top event producers, Slack has produced events for Marketing Magazine, Aids Committee of Toronto and Molson Canada. Slack maintains a high level of enthusiasm and dedication to her job. "I love that it's creatively challenging. It's very rewarding when clients have new ideas and you can help them take it to the next level."

According to Slack, there is an element of event in everything. Typically, an event planner is involved in the creative, organization, logistics and protocol aspects. Companies can benefit from the knowledge, contacts and skills an event professional brings to the process. "The external event partner can bring design/décor, technical and or multimedia production and entertainment value to the overall project."

To Rob Gray, a past president of the International Special Events Society's (ISES) Toronto Chapter, the most important issue right now is promoting event management as a profession. "Association involvement is the key to success of the industry," says Gray. "As everyone becomes involved, it improves the profession as a whole." Event professionals can be certified through ISES as a Certified Special Event Professional, or through Meeting Professionals International as a Certified Management Professional. Both designations involve a rigorous application process involving a point system based on educa-

tion, experience and industry involvement, followed by a lengthy written examination.

The industry is still new. In the last few years, several GTA colleges have launched event management programs, such as Humber College's Certificate of Specialization in Special Event Management and the Ryerson University/George Washington University Event Management program. These programs offer a basic foundation in a broad range of events. TP



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- The average annual employment income in the area of law is practically the same as all occupations combined\*
- Almost 60% of Ontario Law Clerks, Legal Assistants and Paralegals work in the Toronto area\*

\*Sources: Ontario Job Futures, Statistics Canada, HRSDC

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# ask Kathy

Dear Kathy,

You recently presented a workshop on career trends at my high school and mentioned law and security as an area of opportunity. I am interested in pursuing a career in private investigation, can you give me some information about this career field?

Many TV shows have built a plot around the activities of a Private Investigator, and it's true the work can be pretty dramatic sometimes; watching and waiting, snapping pictures and gathering evidence, seeing without being seen, hearing without being heard.

Private investigators may be employed by individual clients and businesses to root out lies and deception, or prove innocence. There may be cases of suspected infidelity in a relationship, corporate theft of important files and information, fraudulent insurance claims, a missing person, etc. They use many tactics that might include interviewing people, checking computer databases, taking photos from a hidden location, tape-recording conversations without the subject's knowledge...all pretty clandestine stuff, and the P.I. has to be really discreet so he or

she isn't seen or heard.

The following is a summary of main duties for some occupations in this area:

- Corporate security officers investigate unlawful acts of employees or patrons of establishments and recommend security systems such as electronic detection devices and access devices.
- Private investigators conduct investigations to locate missing persons and obtain information for use in civil and criminal litigation matters or for other purposes; they may also conduct polygraph tests (integrity surveys) for clients.
- Retail loss prevention officers prevent and detect shoplifting and theft in retail establishments

### Related careers

You might also be interested in these careers that have similar educational and/or training requirements, or that share similar duties.

- By-Law Enforcement & other Regulatory Officers
- Police Officers
- Security Guards & Related Occupations

### Post-secondary options

- A college diploma in law and security is most likely required.
- On-the-job training may be provided in specific areas
- Experience as a police officer may be required for corporate security officers.

There may be several different paths to this career, however post-secondary education or training programs will help, like many of the ones offered by some Career Colleges.

CareerEd Services conducts informative workshops and discusses careers and training options to youth in high schools. The workshops focus on chance, flexibility and adaptability in career development. Labour market trends, work-style alternatives and employability skills are also discussed in the workshops.

For more information on careers and careers training please contact Kathy Young at [www.careered.ca](http://www.careered.ca) and you will be referred to a Career College matched to your interests.

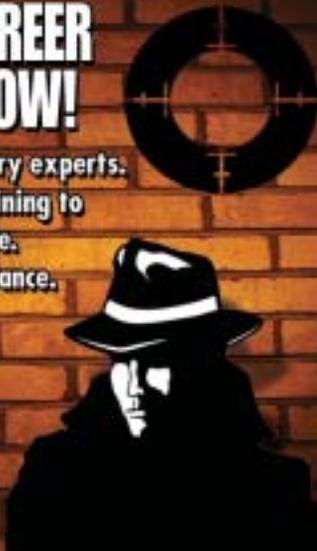







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**Carl Franco,**  
Founder, President and Principal Instructor of CSPi

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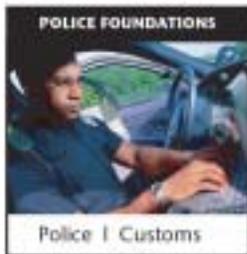
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# Scholarships 101

Applying for a scholarship can seem overwhelming, in fact, many of us give up on the idea, before we've started any research. Here's a little help to get you from procrastination to being a scholarship recipient.

When applying for a scholarship you will often need to write a letter directly to the administrator to request more information, an application form, or simply tell them a bit about yourself. This is a great opportunity to show the administrator why you are the best candidate for their scholarship. Take some time to make this letter as clear, concise and informative as possible.

Before you start your letter, compile a list of all the activities you have taken an interest in, been involved with, lead or have been a member of. The following list will help you develop your ideas and create the most complete listing possible:

- **Awards:** Were you the student of the month, student of the year? Did you receive an award for your extra-curricular activities?
- **Clubs:** What clubs at school were you involved in? Were you in any school plays? Did you write for the school paper or yearbook? Were you involved

with a religious youth group?

- **Co-op Jobs:** Where did you work? What did you do? What did you learn?
- **International Exchanges:** Did you travel abroad during school to study or volunteer? What did you learn about the culture?
- **Part-time Jobs:** Were you a cashier or clerk, babysitter, delivery person, courier, waiter, lawn care worker, camp counsellor, painter, etc.? Even if you had a really menial job that you hated, include it.
- **Projects:** Did you work on any large projects that you are particularly proud of?
- **Scholastic Achievement:** Did you get high marks? What was your average? Were you on the honour list? Which subject(s) do you excel in?
- **School Associations:** Were you involved with your school music council or athletic association? Were you a student representative for the parent-teachers association?
- **Sports:** What was your position on the school team? Were you the captain, co-captain, or manager? What skills did you learn?

- **Student Government:** Were you the president, secretary, treasurer, vice-president, class representative, or grade representative?
- **Volunteer work at school:** Were you a tutor? Coach's assistant? Office helper? Library assistant? Teacher's assistant? Technical support?
- **Volunteer work out of school:** Local hospital? Local public school? Local organization? Government office? Community newspaper? Sports team? Daycare centre? Nursing home? Describe your duties and state what you learned as a result of these experiences.

After you have compiled your list, think about how your experiences during high school that have contributed to your personal growth. Did they help you develop maturity, responsibility, teamwork skills, punctuality, or leadership skills? Introduce your involvement by assigning at least one skill or quality that you gained from the experience to the activity.

*Continued on Page 23*

*Source: [Scholarshipscanada.com](http://Scholarshipscanada.com)*



## CIBC Youthvision Scholarship Program

**Fields of study:** All disciplines are eligible

**Eligibility:**

- Candidates must be enrolled in an approved mentoring program with Big Brothers Big Sisters of Canada.
- They must maintain a minimum of 60 percent average until and including graduation.
- They must be Canadian citizens or permanent residents.

Applicants must be enrolled in grade 10 or equivalent.

**Value:** \$4,000 or actual tuition fees, plus paid summer employment with YMCA Canada

**Number available:** 30

**Duration:** Four years or until first degree/diploma is obtained, whichever occurs first.

**Eligible institutions:** any approved post-secondary Canadian educational institution, in recognized programs.

**How to apply:** Applications forms are available from Big Brothers Big Sisters of Canada member agencies or by phoning the toll-free number 1-800-263-9133.

## Fairfax Financial Holdings Limited Scholarship Program

**Deadline:** contact awards@aucc.ca

**Fields of study:** All disciplines are eligible.

**Eligibility:**

- Applications are by nomination only. Each eligible institution may nominate two candidates.
- They must be completing the first year of a university degree program or community college technical diploma program leading to their first degree/diploma and be in need of financial assistance.
- They must also be enrolled on a full-time basis, as defined by their educational institution, and have attained high academic standing.
- Candidates must be Canadian citizens or permanent residents.
- Students enrolled in a CEGEP program as preparation for university or any preparatory schools in any jurisdiction will not be eligible for a scholarship to fund their preparatory education.

**Value:** \$5,000 CDN undergraduate degree program; \$3,500 CDN college diploma program.

Number available: 60 (36 at the university level and 24 at the college level).

**Duration:** Three years or until the scholars obtain their first undergraduate degree or college diploma, whichever occurs first.

**Eligible institutions:** any Canadian educational institutions which are members or affiliated to a member of the AUCC and, any colleges which are members of the Association of Canadian Community Colleges (e.g. university, colleges/CEGEPs).

**For more information:**

Contact awards@aucc.ca.

## Mattinson Endowment Fund Scholarship for Disabled Students

\* **Please carefully read the eligibility criteria. Some restrictions apply.**

**Deadline:** The 2005 competition is now closed, contact for 2007 deadline.

**Fields of study:** All disciplines are eligible

**Eligibility:**

- Candidates must be Canadian citizens or have lived in Canada for at least two years as permanent residents.
- Holders of an undergraduate degree are not eligible to apply.

**Value:** \$2,500

**Number available:** Depending on funds available

**Duration:** One year; may be renewed upon re-application.

**Eligible institutions:** any Canadian degree-granting institution or community college where the applicant is following a degree program under the college-university transfer system.

**For more information:**

Contact awards@aucc.ca.

*\*"A disability is a functional limitation resulting from a physical, sensory, or mental impairment, which, for an indefinite period, affects the ability of the student to perform the activities necessary to participate fully in postsecondary learning."*

## TD Canada Trust Scholarship for Outstanding Community Leadership

**Deadline:** 2006 competition is now closed, contact for 2007 deadline.

**Fields of study:** All disciplines are eligible

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You may also call toll-free 1-800-308-8306, contact awards@aucc.ca or visit [www.tdcanadatrust.com/scholarship](http://www.tdcanadatrust.com/scholarship).

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**Award Amount:** \$33,000.00

**Award Deadline:** Wednesday, May 31, 2006

**Year of Study:** All Years

**Field of Study:** Accounting, Arts & Science, Business, Food Service, Hospitality, Marketing & Sales, Nutrition & Dietetics, Science, Technology, Tourism

**Language:** English, French

**Citizenship:** Canadian

Applicants must be full-time students attending or planning to attend a post-secondary program of at least two years. Must submit a personal statement explaining "the two issues most affecting the grocery/food industry and how you would, in your career address these issues". Please visit [www.cfig.ca](http://www.cfig.ca) for a full list of qualifying programs and application information.

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## Jobs in Multimedia: *What (and Where) are They?*

—By Kerry Kelly

The influence of the Internet has left no workplace untouched. Whether used for production, distribution or promotion of goods or services, the Internet has opened a new field of employment in Toronto -- the new media industry.

On Target, Toronto's multimedia resource and development web site, defines multimedia as a technical profession with artistic and creative components. You don't have to be an information technology (IT) expert to find multimedia work, but most jobs require computer skills. And although artistic talent is necessary for many multimedia jobs, it's not required for all. The following profiles look at how some traditional careers have been invigorated by new media technology.

### **Writing & Editing**

The market for online books is in its infancy, but editors would be foolish to dismiss it, says Allister Thompson, an editor at Toronto's Napoleon Publishing, one of the first Canadian publishers to offer back listed titles as PDF texts that can be bought online. "We felt we'd be better served in the future, going in at the ground level. We don't want to play catch up like other publishing houses. Computers have become so central that it will become natural to read text off computers."

The introduction of handheld reader tools like the BlackBerry is already making reading online a less cumbersome process. Understanding the technology and being able to put it to use are as

important as the traditional skills of book editors, says Thompson.

"You will always definitely have to know your way around the English language. It helps to have read a lot. But computers are so essential to publishing now, you can't just go in and say 'I love books, give me a job'. You have to know the Internet to get into any media-based industry."

### **Designing**

"The same holds true for employment in design," says Grace Marquez, a former Associate Creative Director for a design firm that gives companies a presence on the web. "The best selling feature for out-of-work designers is an online portfolio, even if your previous work has been done on paper, displaying that talent through the web is a key factor to success. A URL takes you a long way. It can show your awareness of web limitations and technology. You need to illustrate that you know the power of an online presence. If your site simply reflects your paper portfolio, you could be doing more. Good design can make you stop and think, feel happy or sad, the same way art can."

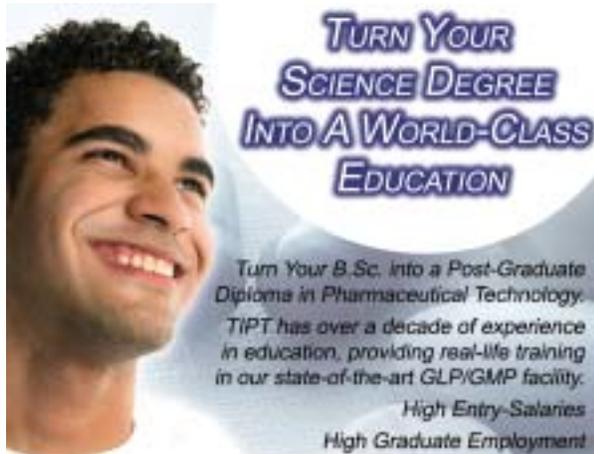
Some associations offer workshops and programs geared to increasing participants' web skills. In Digital Eve's Community Online Design program, CODE, participants can increase their web skills by volunteering to create web sites for nonprofit organizations.

In any multimedia field, employees need be able to use the tools of the trade, such as design software like After Effects, Dreamweaver, Flash, or a print layout program like Quark. "Be honest about your abilities," says Marquez. "You will be expected to know how to run the programs. But you can be trained to use the tools."

The New Media Works Study was conducted in 1999 to better understand the Toronto new media industry and its labour markets and training systems. It also acknowledges the reputation of Toronto's post-secondary institutions for providing the education needed to excel in a multimedia environment, stating: "The reputations of such Toronto institutions as Sheridan College, Centennial College, the University of Toronto, and many others, are symbolic of the quality of the cluster."

The Canadian Film Centre offers a range of multimedia programs. Private training courses are also available through Toronto Image Works and at the International Academy of Design and Technology. <sup>TM</sup>

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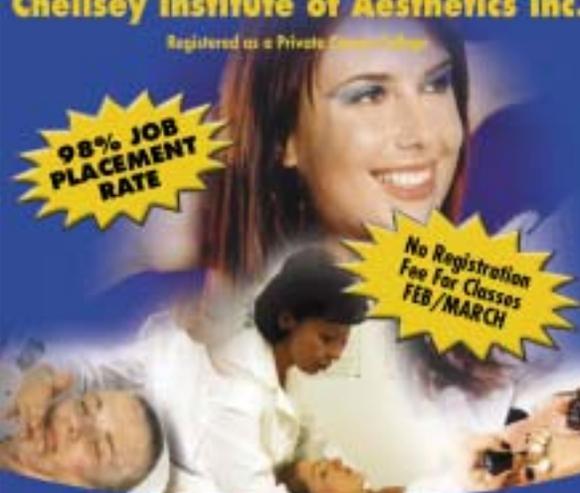
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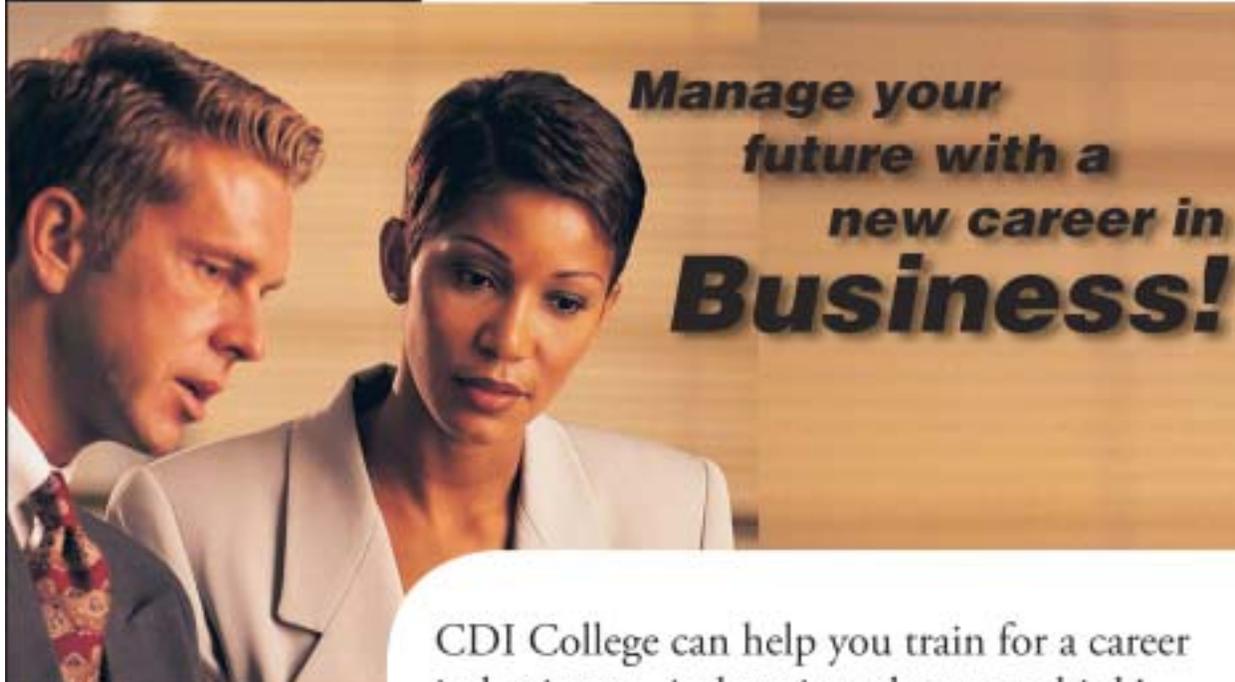
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