



Message from the CEO

Dear OCNA Members,

What an exciting time to join the OCNA and thank you for all the well wishes. In my first Newsclips communication, I want to tell you that I couldn't be more thrilled to serve this community. I have great admiration for the hard work being done to make community news thrive in challenging times. It will be an honour to champion strong local journalism and work on your behalf to bring relevant resources, continuing education, and community networks together to support and celebrate Community News in Ontario.

I know periods of change can be unsettling but I want you to know that our work at the OCNA will focus on what is important to address in this changing market. Accepting that change is constant, I will be taking some time to get to know the business better and to understand the challenges and the opportunities. My virtual door is open, please feel free to connect by email, phone, or LinkedIn, whichever suits you best. Someday soon I hope to meet many of you in person.

Great work is underway. Be sure to **Mark Your Calendars** – and join us on **Friday, April 29th** for the OCNA Virtual Spring Conference where, among other presentations, winners of the 2021 BNC will be announced. Check out our [2021 BNC Finalists](#) and Good Luck!

Our team is so proud to bring back the Junior Citizens Awards in its 40th Anniversary Year. Our 2021 Junior Citizens Awards received 65 Nominations. Judges have a tough job to do. Winners will be announced on Friday March 11th on our website. Her Honour, The Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario

will help our Junior Citizens celebrate in a virtual event in the coming months.

Ad*Reach has been doing well for the first quarter, the teams' efforts are currently sitting at 99% of the budget for the last 3 months. Top campaigns include the Ministry of Health and Ministry of Finance (both Provincial) and we have started to see some signs of life with Automotive. The team has also been aggressively pitching new business including Tourism (local, provincial, and border cities of Ontario) as well as different levels of Government, businesses that focus on Seniors (Homecare Hub, Life Assure Medical Alert, Heart to Home Meals, etc.) as well as unions, meal delivery services, and some health care facilities. We have submitted several RFPs for March and hope that Ad*Reach revenue will continue to pick up as more businesses open their doors again.

OCNA 2021 AGM has been set for Thursday, April 21 at 11:00 am. Watch for the office OCNA AGM notice of meeting in your email.

Newsclips is published quarterly in March, June, September, and December. Any contributions or ideas are appreciated and should be emailed to our new Editor, Erica Leyzac at newsclips@ocna.org.

Thank you for supporting the OCNA.

Ronda Parkes
Chief Executive Officer
r.parkes@ocna.org

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One of the most important questions..

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UPDATING YOUR PAPER

Tips to make your pages attract..

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MARK YOUR CALENDARS

Association Events

March 4, 2022

Independent Publisher Virtual Get Together

Independent Publishers are invited to join us for an informal virtual get together. Join us for some industry updates, and just to network and share ideas and experiences. For more information or to register, contact Karen Shardlow at k.shardlow@ocna.org

March 11, 2022

Ontario Junior Citizen Final Recipients Announcement

Twelve outstanding young individuals will be chosen for the 2021 Ontario Junior Citizen Award Recipients. For the final recipients. go to [2021 Ontario Junior Citizen Awards](#)

April 15, 2022

Good Friday

OCNA & Ad*Reach Offices Closed

April 21, 2022

OCNA & OCNF Annual General Meeting

Join us for the virtual AGM

April 29, 2022

Virtual Spring Convention & BNC Awards Presentation

Join us for a few virtual sessions, and then watch as we announce the winners of the 2021 BNC Awards

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OCNA Virtual Spring Convention & BNC Awards Presentation Friday April 29, 2022



Congratulations to all the finalists of the BNC Awards!

Soon it will be time to reveal the winners!!

The OCNA is excited to present the Virtual Spring Convention and BNC Awards Presentation on Friday April 29, 2022. To keep everyone safe, and with all the unknowns we still have because of the ongoing pandemic, we will again be going virtual.

Come join us for a morning of updates and discussions. More information will be available as details are confirmed.

Then, at 1:30pm, the exciting reveal of the BNC winners during the Awards Presentation. Gather around your computer at home or at the office or organize a virtual viewing party with your colleagues!

MEMBER SERVICE SPOTLIGHT

Government Relations

The OCNA is focused on ensuring that the voice of Ontario's Community Newspapers' are heard by those at the provincial and municipal levels of government.

Our main areas of work in government relations consists of:

- Advocating media and business issues favourable to our members
- Promotion of the community newspaper industry with politicians, civil servants, the Chambers of Commerce and other associations
- Assisting our members with any other governmental matters
- We also represent the industry with a number of provincial bodies.

(All federal government issues are handled by News Media Canada)

The OCNA offers a wide variety of services to its members, including events, awards, and training courses.

Visit www.ocna.org/government-relations for more information.

2021 BNC AWARD FINALISTS ANNOUNCED

The OCNA is proud to recognize the outstanding work produced each week by our member newspapers.

Finalists in each category are listed in alphabetical order below. First, second and third place winners will be announced during a virtual presentation being held Friday April 29th.

Thank you to everyone that submitted entries and congratulations to the finalists.

General Excellence Awards

GE01 - Class 1: Circ. 1,999 & under

Haliburton County Echo
The Herald Serving Thamesville, Dresden and Bothwell
The Independent Serving Petrolia and Central Lambton
Honourable Mention: Deep River North Renfrew Times

GE02&03 - Class 2 & 3: Circ. 2,000 - 6,499

Eganville Leader
Niagara This Week, Niagara-on-the-Lake Advance
Vankleek Hill Review

GE04 - Class 4: Circ. 6,500 - 12,499

Haliburton, The Highlander
Niagara This Week, Fort Erie Post
Niagara-on-the-Lake, The Lake Report
Honourable Mention: Voice of Pelham

GE05 - Class 5: Circ. 12,500 - 22,499

Ancaster News
Elmira-Woolwich Observer
Orangeville Citizen

GE06 - Class 6: Circ. 22,500 - 44,999

Fergus Wellington Advertiser
Niagara This Week, Niagara Falls
Sarnia Journal
Honourable Mention: Grimsby Lincoln News

GE07 - Class 7: Circ. 45,000 & over

Barrie Advance
Hamilton Mountain News
Niagara This Week, St. Catharines
Honourable Mention: Burlington Post

GE08 - Class 8: College & University

Durham College - The Chronicle
Fanshawe College - Interrobang
Humber College - Et Cetera
Honourable Mention: Loyalist College - Pioneer

College/University Awards

CU01 - Student Feature Writing

Algonquin College - Madalyn Howitt
Durham College - Allaya Sue
Durham College - Shaun McLeod

CU02 - Student News Writing

Sponsored by: Ontario Journalism Educators Association
Centennial College - Alexander Varoutas
Centennial College - Arsheen Shamaila
Humber College - Tyler Cheese
Honourable Mention: Algonquin College - Tamara Condie

CU03 - Student Photography

Algonquin College - Tamara Condie
Loyalist College - Alex Lupul
Loyalist College - Cassie Williamson

CU04 - Best College/University Newspaper Website

Algonquin College - algonquintimes.com
Centennial College - torontoobserver.ca
Fanshawe College - theinterrobang.ca
Honourable Mention: Durham College - chronicle.durhamcollege.ca

Premier Awards

PC01 - Arts & Entertainment

Manotick Messenger - Skyler Fraser & Jeff Morris
Perth Courier - Laurie Weir
Walkerton Herald Times - Colin Burrowes
Honourable Mention: Fort Frances Times - Ken Kellar
Honourable Mention: Guelph Mercury Tribune - Jonathan Duncan

PC02 - Best Business and Finance Story

Bracebridge Examiner - Mary Beth Hartill
Brampton Guardian - Graeme Frisque
Fergus Wellington Advertiser - Jordan Snobelen
Honourable Mention: Arnprior Chronicle-Guide - Derek Dunn
Honourable Mention: Stoney Creek News - Richard Leitner

BNC AWARDS CONTINUED...

PC03 - Best Editorial, circ. over 10,000

Elmira-Woolwich Observer - Steve Kannon
 Fergus Wellington Advertiser - Chris Daponte
 North Wellington Community News - Pat Raftis
 Honourable Mention: Brampton Guardian - Roger Belgrave

PC04 - Best Editorial, circ. under 9,999

Burks Falls Almaguin News - Pamela Steel
 Eganville Leader
 Minden Times - Chad Ingram
 Honourable Mention: Smiths Falls Record News - Hollie Pratt-Campbell

PC05 - Education Writing

Sponsored by: Ontario Journalism Educators Association
 Ajax Pickering News Advertiser - Jillian Follert
 Milton Canadian Champion - Bambang Sadewo
 Perth Courier - Desmond Devoy
 Honourable Mention: Barrhaven Independent - Jeff Morris
 Honourable Mention: Newmarket Era/Aurora Banner - Lisa Queen

PC06 - Environment Ontario

Manitoulin Expositor - Mike Erskine
 Parry Sound North Star - Stephannie Johnson
 Waterdown Flamborough Review - Mac Christie
 Honourable Mention: Kincardine Independent - Tammy Schneider

PC07 - Feature Writing, circ. over 10,000

Sponsored by: O'Donnell, Robertson & Partners
 Cambridge Times - Bill Doucet
 Guelph Mercury Tribune - Jessica Lovell
 Oshawa This Week - Jillian Follert
 Honourable Mention: Northumberland News - Natalie Hamilton

PC08 - Feature Writing, circ. under 9,999

Sponsored by: O'Donnell, Robertson & Partners
 Haliburton County Echo - Sue Tiffin
 Haliburton, The Highlander - Sam Gillett & Lyelca Rodrigues
 Voice of Pelham - Dave Burket & Helen Tran

PC09 - Health & Wellness

Cambridge Times - Bill Doucet
 Glanbrook Gazette - Tamara Botting
 Haliburton County Echo - Sue Tiffin

PC10 - Heritage

Sponsored by: Fort Frances Times
 Eganville Leader - Johanna Zomers
 Haliburton County Echo - Sue Tiffin
 Voice of Pelham - Dave Burket & Don Rickers

PC11 - Best Investigative News Story

Cambridge Times - Bill Doucet
 Perth Courier - Laurie Weir
 Smiths Falls Record News - Evelyn Harford

PC12 - Best News Story, circ. over 10,000

Sponsored by: Hydro One
 Niagara This Week, Welland - Nick Fearn
 Sarnia Journal - Cathy Dobson
 Wasaga/Stayner Sun - Ian Adams

PC13 - Best News Story, circ. under 9,999

Sponsored by: Hydro One
 Manitoulin Expositor - Warren Schlote
 Niagara-on-the-Lake Local
 Voice of Pelham - Don Ricker & Dave Burket
 Honourable Mention: Burks Falls Almaguin News
 Honourable Mention: East Gwillimbury Express - Jeremy Grimaldi

PC14 - Best Rural Story, circ. over 10,000

Sponsored by: Ontario Federation of Agriculture
 Haldimand County, The Sachem - Tara Lindemann
 Milton Canadian Champion - Herb Garbutt
 Waterdown Flamborough Review - Julia Lovett-Squires

PC15 - Best Rural Story, circ. under 9,999

Sponsored by: Ontario Federation of Agriculture
 Aylmer Express - Jodi Clayton & Veronica Reiner
 Barrhaven Independent - Jeff Morris
 Niagara-on-the-Lake, The Lake Report - Don Reynolds & Jill Troyer
 Honourable Mention: Gravenhurst Banner - Sarah Law
 Honourable Mention: Smiths Falls Record News - Evelyn Harford
 Honourable Mention: Voice of Pelham - Michael Ruehle

PC16 - Best Feature/News Series, circ. over 10,000

Sponsored by: Hydro One
 Burlington Post - Herb Garbutt, Bryan Myers, Bambang Sadewo
 Newmarket Era/Aurora Banner - Lisa Queen
 Smiths Falls Record News - Laurie Weir, Evelyn Harford, Tara Gesner, Jonathan Mulvihill

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UPCOMING WEBINARS

The OCNA has teamed up with the Online Media Campus and Newspaper Academy to help the association fulfill its mission of providing affordable and relevant training to members.

Online Media Campus

Getting Started with Programmatic Sales

Thursday March 24, 2022

2-3pm (EDT)

\$35 USD

Presented by Ben Bouslog

In this webinar, AdCellerant explains how publishing companies are upselling advertisers and complementing their campaigns with relevant banner ads that are highly targeted. We're going to learn about why programmatic display is the foundation to any digital campaign, easy upselling strategies for your legacy sales reps, and reviewing case studies to other publisher's success by adding targeted capabilities to their product set.

[Click here to register](#)

To view more information and archived webinars hosted by OnlineMediaCampus go to: www.onlinemediacampus.com

Newspaper Academy

Learn or Relearn InDesign Basics, Including Important Stuff You've Forgotten

Thursday March 3, 2022

3:00 pm - 4:15 pm (EDT)

\$59 USD

In this fast-paced session, Kevin will teach basic skills often overlooked by users of InDesign. He will cover all the basics and more:

- Multiple Methods of Creating and Placing Text
- Creating and Working with Shapes
- Creating and Using Different Types of Styles (character, paragraph, object)
- Placing and Editing Objects and Photos in InDesign
- Using and Creating Colors
- Using the Panels (Palettes) and Tools in the InDesign Toolbar
- Creating PDF Files that Print Well on Newsprint
- Creating and Saving Newspaper & Magazine Pages
- AND MUCH MORE!

Bring two pens. You'll need them!

[Click here to register](#)

CHECK OUT THESE UPCOMING WEBINARS

[APRIL 7 - Increase Revenue by Designing More Effective Advertising](#)

To view more live and archived webinars hosted by Newspaper Academy, go to: newspaperacademy.com

DIGITAL ACCOUNT SPECIALIST - THUNDER BAY

Dougall Media is a multimedia company In Thunder Bay with 4 radio stations, two televisions stations, a weekly community newspaper and 3 local news websites. We are looking for a full-time Digital Account Executive to join our digital sales team.

The Digital Account Executive is responsible for generating media revenues for all Newswatch Websites, (TB, SN and NWOnewswatch) The Account Executive creates revenue by meeting perspective clients, making sales presentations and selling directly to current clients as assigned. He/She is entrusted to develop and maintain mutually beneficial relationships with various local businesses, agencies or individuals and encourage them to reach their target audience through the Newswatch advertising channels and services.

The Account Executive will:

- Develop and manage revenue-producing relationship with clients and agencies
- Prospect for new business
- Analyze client marketing goals and develop needs-based solutions to achieve them
- Manage and take responsibility for the schedule of deliverables and campaigns of each client, being primary point of contact and managing all customer care and service
- Oversee campaign execution and analysis
- Work collaboratively with internal partners to drive revenue
- Work cohesively with other Dougall Media staff
- Have a proven track record of sales success
- Have the ability to work alone and as part of a team
- Possess excellent presentation skills
- Have excellent verbal and written skills
- Have integrity
- Be a hard-working, relationship-builder with a winning attitude
- Have strong problem-solving and analytical skills
- Have a valid driver's license with good driving record required
- Must be up to date with Health Canada approved COVID-19 Vaccination (currently 2 doses of an approved vaccine)

Working conditions: This position is office based but the position frequently requires the successful candidate to meet and engage with clients at their place of business. Generally, hours of work are 8:30 a.m. to 5 p.m., but there is sometimes a need to work in the evenings and on weekends in special circumstances. Please email your resume and cover letter to ccambly@dougallmedia.com

REGIONAL REPORTER SNnewswatch/NWONewswatch - THUNDER BAY

The SNnewswatch/NWOnewswatch newsroom will be sharing news stories from across the region. We are currently seeking a talented and motivated journalist to write for our Northern Ontario news sites. The regional reporter will be responsible for roaming the Northwest and Superior North region and discover and write compelling stories about life in these communities including breaking news, features, and stories about education, council, crime, environment and more.

Regional reporter:

- Are driven to find the people behind the stories that matter in their communities
- Know how to capture passions, struggles and triumphs and communicate them in a compelling way
- Love digging for a story and explaining the big picture to our readers
- Are committed to fairness, accuracy and journalism ethics
- Have exceptional writing skills
- Training will be provided

To apply, please submit your resume, along with relevant samples of your work and the area you are interested in working with.

About SNnewswatch/NWOnewswatch:

SNnewswatch/NWOnewswatch is an online component of Dougall Media, a multimedia company based in Thunder Bay that operates two television stations, a weekly newspaper and 4 radio stations, in addition to TBnewswatch.com. We focus on providing local stories written by local journalists in the communities we serve. In addition to local news, our sites offer weather, events, obituaries and a wide range of community information. We are more than just news: SNnewswatch/NWOnewswatch is all about community.

Please forward your resume, cover letter and examples of your writing and photography to:

Nicole Dixon,

Managing Editor Newswatch

87 Hill Street N., Thunder Bay, Ontario P7A 5V6

Email: ndixon@dougallmedia.com

Please visit our [careers](#) page to see more job opportunities.

BNC AWARDS CONTINUED...from page 5

PC17 - Best Feature/News Series, circ. under 9,999

Sponsored by: Hydro One

Barrhaven Independent - Jeff Morris

Barry's Bay, The Valley Gazette - Katrina Boguski

Listowel Banner - Colin Burrowes

Honourable Mention: Niagara-on-the-Lake, The Lake Report - Richard Harley, Elizabeth Masson, Evan Saunders

PC18 - Sport & Recreation Story

Guelph Mercury Tribune - Jessica Lovell

Listowel Banner - Dan McNee

The Haldimand Press - Mike Renzella

PC19 - Best Headline Writing

Listowel Banner

Niagara-on-the-Lake, The Lake Report - Richard Harley & Kevin MacLean

Walkerton Herald Times

Honourable Mention: New Liskeard Temiskaming Speaker - Steven Larocque

PC20 - Best Covid-19 Coverage

Aylmer Express - Brett Hueston & Rob Perry

Barrie Advance - Janis Ramsay & Chris Simon

The Independent Serving Petrolia and Central Lambton - Heather Wright & Alex Kurial

Honourable Mention: Carleton Place/Almonte Canadian Gazette - Ashley Kulp

PC21 - Diversity Coverage

The Haldimand Press - Mike Renzella

Waterdown Flamborough Review - Mac Christie & Julia Lovett-Squires

Wingham Advance Times - Cory Bilyea

Honourable Mention: Caledon Enterprise - Steve Cornwell

Honourable Mention: Manotick Messenger - Jeff Morris

Honourable Mention: Smiths Falls Record News - Evelyn Harford

PC22 - Best Police/Court Story or Series

Gravenhurst Banner - Kristyn Anthony

Manitoulin Expositor - Lori Thompson

Perth Courier - Desmond Devoy

Honourable Mention: Renfrew Mercury - Jonathan Mulvihill

Honourable Mention: Voice of Pelham - Dave Burket & Don Rickers

PC23 - Best Guest/Freelance Column

Deep River North Renfrew Times - Jenna Walsh

Manitoulin Expositor - Bonnie Kogos

Niagara This Week, Fort Erie Post - Wendy Sturgeon

Honourable Mention: Dundas Star News - Shane Pennells

PC24 - Humour Columnist of the Year

Haliburton County Echo - Steve Galea

Niagara This Week, The Leader - James Culic

Vankleek Hill Review - Mike Gasher

PC25 - Columnist of the Year

Cambridge Times - Loraine Centeno

The Independent Serving Petrolia and Central Lambton - Heather Wright

Uxbridge Cosmos - Ted Barris

Honourable Mention: Mississauga News - John Stewart

Honourable Mention: Niagara-on-the-Lake Local - Jane Andres

PC26 - Reporter of the Year - Stephen Shaw Award

Sponsored by: Ontario Power Generation

Markham Economist & Sun - Jeremy Grimaldi

Richmond Hill/Thornhill Liberal - Kim Zarzour

The Haldimand Press - Mike Renzella

PC27 - Best Feature Photo, circ. over 10,000

Hamilton Mountain News - Mark Newman

Orangeville Banner - Alexandra Heck

Sarnia Journal - Ronny D'Haene

Honourable Mention: Cornwall Seaway News - Marc Benoit

PC28 - Best Feature Photo, circ. under 9,999

Minden Times - Darren Lum

The Independent Serving Petrolia and Central Lambton - Heather Wright, Alex Kurial, Cathy Dobson

Wilmot Post - Lisa Hagen

PC29 - Best Photo Layout

Niagara-on-the-Lake, The Lake Report - Richard Harley & Jill Troyer

Sarnia Journal - Ronny D'Haene & George Mathewson

Wingham Advance Times - Cory Bilyea & Kelsey Bent

PC30 - Best Sports Photo

Deep River North Renfrew Times - Vance Gutzman

New Liskeard Temiskaming Speaker - Steven Larocque

Wilmot Post - Lisa Hagen

PC31 - Best Spot News Photo

Sponsored by: Midwestern Newspapers

Aylmer Express - Rob Perry

New Liskeard Temiskaming Speaker - Sue Nielsen

Voice of Pelham - Don Rickers

Honourable Mention: Cambridge Times - Bill Doucet

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BNC AWARDS CONTINUED...from page 8

PC32 - Best News Photo

Eganville Leader - Gerald Tracey
Niagara-on-the-Lake, The Lake Report - Richard Harley
Wingham Advance Times - Cory Bilyea
Honourable Mention: Voice of Pelham - Don Rickers

PC33 - Most Creative Grip and Grin Photo

Niagara-on-the-Lake, The Lake Report - Jessica Maxwell
Oakville Beaver - Graham Paine
Perth Courier - Desmond Devoy
Honourable Mention: Milton Canadian Champion -
Graham Paine

PC34 - Photographer of the Year

Niagara-on-the-Lake, The Lake Report - Richard Harley
Oakville Beaver - Graham Paine
Richmond Hill/Thornhill Liberal - Steve Somerville

PC35 - Cartoonist of the Year

Elmira-Woolwich Observer - Scot Arnold
Minden Times - Kim Wark
Stoney Creek News - Mike Vukovich

PC36 - Community Service

Eganville Leader - Cycling for Hospice
Manitoulin Expositor - Out of the Shadows: Manitoulin's
Opioid Crisis
Niagara-on-the-Lake, The Lake Report - Pandemic Heroes

PC37 - Best Vertical Product

Haliburton, The Highlander - Here With Colin and Justin
Listowel Independent Plus - Country Life Spring 2021
Blyth/Brussels Citizen - Stops Along the Way - Summer 2021
Honourable Mention: Haliburton County Echo - Welcome to
Haliburton County 2021

PC38 - Best Front Page, circ. over 10,000

Ancaster News
Dundas Star News
Fergus Wellington Advertiser

PC39 - Best Front Page, circ. under 9,999

Niagara-on-the-Lake, The Lake Report
Parry Sound North Star
Voice of Pelham

PC40 - Best Sports Section

Eganville Leader
Haliburton, The Highlander
New Liskeard Temiskaming Speaker

PC41 - Special Section, circ. over 10,000

Cornwall Seaway News - Christmas At Home 2020
Elmira-Woolwich Observer - Observer 25th Anniversary
Sarnia Journal - Sarnia Remembers: A special tribute to our local
heroes
Honourable Mention: Fergus Wellington Advertiser -
Remembrance Day

PC42 - Special Section, circ. under 9,999

Barry's Bay, The Valley Gazette - Christmas Wishes 2020
Fort Frances Times - 2021 Agricultural Edition
Manitoulin Expositor - Out of the shadows: Manitoulin's Opioid Crisis

PC43 - Best Feature/Unit Pages

Aylmer Express - This is Aylmer, Our Hometown
Niagara-on-the-Lake, The Lake Report - Pandemic Heroes
The Haldimand Press - Nurses Week

PC44 - Best Creative Ad

Fergus Wellington Advertiser - Jacqueline Furfaro
Fort Frances Times - Susan Taylor
Listowel Banner
Honourable Mention: North Wellington Community News -
Alicia Roza
Honourable Mention: Niagara-on-the-Lake, The Lake Report

PC45 - In House Promotion

Fort Frances Times - Leanne Donaldson
Manitoulin Expositor - Kendra Edwards
Niagara-on-the-Lake, The Lake Report - Richard Harley & Kevin
MacLean

PC46 - Local Retail Layout

Sponsored by: Metro Creative Graphics
Fergus Wellington Advertiser - Jacqueline Furfaro
Listowel Banner
Manitoulin Expositor - Kendra Edwards

PC47 - Original Ad Idea

Ayr News - Helen and Mark Hall
Elmira-Woolwich Observer - Pat Merlihan
North Wellington Community News - Alicia Roza
Honourable Mention: Fergus Wellington Advertiser - Jacqueline
Furfaro

PC48 - Best Use of Colour

Deep River North Renfrew Times - Jane Barkley
Haliburton, The Highlander - Lyelca Rodrigues
Kincardine Independent

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BNC AWARDS CONTINUED...from page 9

PC49 - Best Community Website/WebPortal, circ. over 10,000

Cornwall Seaway News - cornwallseawaynews.com
Elmira-Woolwich Observer - ObserverXtra.com
Fergus Wellington Advertiser - wellingtonadvertiser.com

PC50 - Best Community Website/WebPortal, circ. under 9,999

Deep River North Renfrew Times - northrenfrewtimes.ca
Listowel Banner - midwesternnewspapers.com
Manitoulin Expositor - manitoulin.com
Honourable Mention: The Haldimand Press - haldimandpress.com
Honourable Mention: Wilmot Post - wilmotpost.ca
Honourable Mention: Blyth/Brussels Citizen - huroncitizen.ca

PC51 - ONLINE Special Initiative

Elmira-Woolwich Observer - Pat Merlihan
Manitoulin Expositor - Giovanni Capriotti, David Patterson, Warren Schlote
Muskokaregion.com - Pamela Steel
Honourable Mention: Scarborough Mirror - Dan Pearce, Mike Adler, Tamara Shephard, Andrew Palamarchuk, David Nickle, Joanna Lavoie
Honourable Mention: Parry Sound North Star

PC52 - ONLINE Breaking News Coverage

Barrie Advance
Burks Falls Almaguin News - Sarah Cooke
Burlington Post - Graham Paine, Louie Rosella, Bambang Sadewo
Honourable Mention: Niagara-on-the-Lake The Lake Report - Richard Harley

PC53 - Multimedia Online/Best Online Experience for a Story

Georgina Advocate - Amanda Persico
Milton Canadian Champion - Bambang Sadewo
Mississauga News - James Chaarani & Steve Cornwell
Honourable Mention: Brampton Guardian - Clarrie Feinstein

PC54 - Breaking News Video

Cornwall Seaway News - Nick Seebruch
Oakville Beaver - David Lea
Peterborough This Week - Todd Vandonk

MEMBER SERVICE SPOTLIGHT

WEBINARS

Throughout the year, OCNA provides educational opportunities for our members such as hands-on training with industry-relevant computer software, and the various management skills needed in the workplace.

The OCNA has teamed up with the Online Media Campus to help the association fulfill its mission of providing affordable and relevant training to members, through a variety of webinars.

The OCNA offers a wide variety of services to its members, including events, awards, and training courses.

Visit www.ocna.org/webinar-series to see a list of upcoming webinars.

Would you mind showing me around?

By John Foust
Raleigh, NC

One of the most important questions you can ask an advertising client is, “Would you mind showing me around?”

Think about it. When you have a conversation in a client’s office, you get a filtered version of that person’s business. There’s a good chance that many of his or her comments have been rehearsed, because those same questions have been asked by other salespeople. Across-the-desk conversations are fine for gathering general advertising information, but when it comes to idea generation, it’s a good strategy to leave the office and take a tour. You’ll be surprised at the things you’ll see and hear that can spark ad ideas.

During my ad agency days, I remember talking to a residential real estate developer who repeatedly told me that his company’s greatest strength was “attention to details.” When I asked for examples, he talked in vague terms about good products, good design and good craftsmanship. There was nothing specific, nothing that provoked an idea for his advertising. Obviously, he was repeating the same talking points he had given dozens of times. So, I asked if he would mind showing me around the subdivision in which his crews were working. He eagerly agreed – and we made the short trip to a job site. When he was surrounded by specifics, he began to talk in specifics. He explained why his bannisters and kitchen cabinets and finish nails and hardwood floors were better than those in other houses. He showed me how they were marking certain trees for saving. He showed me why their energy efficient features exceeded the going standards for that time.

My head was swimming with ideas – ad concepts I couldn’t have gotten from a conversation in his office. The end result was a campaign which featured a lot of photographs, evidence of the “attention to detail” which meant so much to him. The tour made that claim come to life on the printed page.

“Would you mind showing me around?” That question can be worth its weight in ideas. If your schedule doesn’t allow time for lengthy tours, a simple walk-through can be helpful. Or you can ask to see photographs and product diagrams. Almost anything that gets clients away from their standard talking points can help you gain a better understanding of their businesses and their customers.

This strategy has a couple of important benefits. First – as long as you are completely sincere in your interest – you will provide your clients with the chance to talk about one of their favorite subjects: how their products are designed, made, stored, distributed or sold. This can strengthen your rapport and give you a solid foundation for future conversations. From then on, you’ll share some common knowledge about their business operation.

Second, you’ll find a ton of ad possibilities. Ideas are out there. This gives you a practical way to look for them.

Sometimes the right ad campaign starts with the right question. Just think of it as “attention to detail.” It all adds up to quite a catch, doesn’t it?

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

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In Memoriam

Long-time editor of Ayr News passes

On Christmas Eve, the Ayr News lost a valued staff and family member with the passing of John P. Schmidt at the age of 72.

John wrote about his start at The Ayr News when he retired in July 2013 after 47 years at the Ayr News:

“Back in June 1966, I graduated from Galt Collegiate Institute on a Friday and had lined up a job, quite distant from the newspaper business, to start the following Monday morning. Throughout school, I had worked at the Ayr News. On the Saturday following graduation, came ‘the phone call’ from Grandfather John A. Schmidt. ‘You will report to my house Sunday afternoon.’ Over the years I had had several such summonses, and young lads in those days, if they knew what was good for them, obeyed the command.

My Sunday meeting with Grandpa was short and sweet. He indicated there was a spot for me at the family paper, which I should accept. End of discussion. Sunday evening I called the person who I was supposed to have started working for, and Monday morning I reported to the News office to commence the one and only job I have ever had.”

John spent over 25 years as a volunteer firefighter, was a member of the Ayr Pork Barbecue Committee, Ayr 150th Anniversary Grant Committee, Ayr-Paris Band, Ayr Vics Softball Team, Ontario Rural Softball Association executive, and a local municipal councillor.

John is survived by his wife Diane, daughter Sonja and family.

Community’s voice is silenced

BY PATRICK UGUCCIONI

Gifted storyteller John Curry passed away in the early morning hours of February 5 after a short illness. His career as a journalist and photographer spanned more than half a century and is the stuff of legend.

Just years out of journalism school, Curry bought the Stittsville News from Don McQuaig in 1975 and operated it for nearly 30 years before selling to Ottawa Valley publisher Fred Runge. Curry stayed on with The News and then rode out the transition to Metro-land, who sold the Stittsville News to Postmedia in 2017. The newspaper giant would close the doors a few short months after that purchase.

It wouldn’t end there for Curry, however. He was the first hire of Your Community Voice in early 2018.

Your Community Voice publisher Mike Wollock has known Curry since 1990 when he started a community newspaper in south Ottawa. Curry called out of the blue to offer Wollock his help with local contacts. “We worked together not as competitors, but as friends,” said Wollock. When Wollock came out of retirement four years ago to start the Kanata & Stittsville Community Voice, Curry was one of the first calls he made to hire as an editor.

Curry toiled alongside many reporters over the course of his long career.

Erin McCracken worked at newspapers with the local legend for several years, most recently at *Your Community Voice*.

They’d spend every other weekend putting together the next editions. It was a chance for her to ask him about his early days as a reporter, bounce story ideas off him, rely on his ability to find her typos, and pick his brain about which photo to use.

“Every suggestion he provided would be offered with community in mind,” she remembered. “Because of his extraordinary dedication to community, so many wonderful stories were shared and photos taken. There must be countless newspaper clippings tucked away in people’s scrapbooks or featured on their fridges.”

Updating Your Paper

Tips to make your pages attract more readers

By Kevin Slimp

kevin@kevinslimp.com

Redesigns. They've been on my mind a lot lately.

When Ed Henninger, the undisputed guru of newspaper and magazine design, decided to retire three years ago (I never really thought he was serious), we had several conversations about his decision. I'll never forget when he told me he was "done."

"I'm closing down my website. I'm getting rid of my Adobe software subscription. I'm going to give my large page printer to you. When I retire, I'm not looking back."

I asked who would take his place. "They're all yours," he said.

Like a lot of you, I stay busy. Most of my workdays begin around 9:00 a.m. and end between 2:00 and 4:00 a.m. During those hours, I'm overseeing my businesses, leading webinars several days most weeks, and trying - when I can - to help longtime newspaper clients. It's 10:30 p.m. right now, and I have several hours of work ahead of me.

I guess I shouldn't be surprised that redesigns are on the minds of many publishers. I'm hearing from a lot of my community newspaper friends that business is good. They know that a redesign has the potential to make business better.

My phone has been ringing...a lot. I just finished a redesign of the Standard Banner, Jefferson City, Tennessee, and I've agreed to do a couple of redesigns at newspapers on the northern and southern borders of the U.S. over the next few months. I guess, like Ed predicted, I've become his heir apparent, whether I have the time or not. With that in mind, let me make some suggestions on ways you can improve your newspaper's design right now, without waiting to do a total redesign.

- Hold a meeting of the full newspaper staff and brainstorm ways to improve your paper. What parts of the paper are your readers' favorites? Which regular features could be removed without anyone noticing? What needs to be added?
- Look at your current design. Unless you've recently done



a redesign, there's a good chance that the pages look outdated. Readers don't have to be design experts to know when something is outdated. The subconscious does a great job of reminding them. What needs to be changed right away? What outdated design elements are causing potential readers to put down your paper before reading a word?

- Hold a focus group made up of readers and non-readers of your paper to learn what changes people in your community think should be made to improve the design and content of the paper.
- Make incremental changes to the paper. Yes, newspapers should redesign their pages every five years, at a minimum. However, gradual changes can be made to update and improve the design along the way. Look for design elements that are outdated and fonts that were outdated ten years ago. What colors are you using? Are they outdated (yes, colors go in and out of style)? Are you keeping your ad design up to date, or do your ads look the same as they did ten years ago?

These suggestions are just the tip of the iceberg, but doing just these things will go a long way toward improving the way people perceive your newspaper, and when they perceive it positively, readership will increase, along with ad revenue.

I've come to learn that one thing is almost certain: When a newspaper does a major redesign, increased readership and ad revenue will follow. I regularly hear from clients who tell me their readership and revenue have increased significantly since their redesigns. It happens enough that I've learned it's not a coincidence.

My Latest Late-Night Phone Call

Just now, while writing this column, my phone rang. It was Hank, a longtime publisher in Kentucky. I like Hank, so I was happy to take his call.

He didn't take any time to get on topic. "I am so tired of reading (a newspaper industry) Magazine and reading that newspapers are dead. It's just not true, and I'm so tired of reading that print is dead."

I told Hank I understood and that we've been hearing that for more than 20 years. "Don't let it get to you" was my best advice.

Then he added, "My revenue was up \$40,000 in 2021. It's just not true that printed newspapers are dying."

I assured Hank that I regularly get similar calls and messages from publishers, and it's true that newspapers are not dying. I also assured him that most publishers I've visited with lately about the subject have told me their papers are doing quite well.

We visited about Hank's health and our crazy late-night work schedules. I ended the conversation by saying, "I might mention our conversation in my column."

He answered, "That's fine."

Believe what you want. From where I'm sitting, most community newspapers are doing just fine.

Let's see. That's 800 words in 35 minutes. My work, for the moment, is done.

Kevin Slimp was working in InDesign before it even had a name. He taught a large group of designers to use the application the week it was first released. Since developing what is now known as the PDF Remote Printing Method back in the early 90s, Kevin has been at the forefront of newspaper technology and is a popular speaker and trainer in the magazine and advertising worlds as well.

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Examine, evaluate reporting shortcuts

By Jim Pumarlo

I fondly characterize newsrooms as organized chaos. I witnessed that firsthand guiding staffs when resources were plentiful and community newspapers had captive audiences. Dynamics are even more frayed in today's changing media landscape as editors grapple with diminished resources and increased constraints on news gathering.

Editors and reporters necessarily must explore and implement shortcuts, but you should keep two questions at the forefront: Are you really saving time considering the extra legwork that might be required to produce complete and compelling reports? Most important, are stories still relevant to readers and advertisers?

Brainstorm with your staff, examining the pros and cons of each tool.

Shortcut: Reporters depend more on web streaming of government meetings.

Reporters benefit by being able to multitask during the "dead time" of meetings, and still give full attention to those items of highest interest. Broadcasts also can be reviewed later.

On the flip side, how often have broadcasts run into technical difficulties such as poor audio? Are reporters accurately recording all votes and quotes, correctly identifying all individuals who address a body? Without being there in person, reporters can easily fall into the trap of writing for "those in front of the room" instead of translating what actions mean for "those in back of the room."

Shortcut: Reporters depend more on phone interviews.

Reporters still have the ability to gauge the temperament of interviewees: i.e., cooperative, combative, evasive. It's easier to schedule interviews amid demanding schedules.

But reporters can be challenged to control the environment. Interviewees can more easily cut short conversations or refuse to answer uncomfortable questions.

Phone interviews also are a missed opportunity to capture elements essential to fleshing out a story – especially a feature – such as describing a scene or a person's body language.

Shortcut: Reporters depend more on Zoom for interviews.

Zoom provides opportunity for face-to-face interviews and follow-up questions.

Reporters may confront technical difficulties here, too. Interviewees also may short-circuit an exchange by limiting the length of a session.

Shortcut: Reporters depend more on email for interviews.

Interviewees typically have more time and flexibility to respond to questions, thus producing a better story. It's likely easier for reporters to write a story versus sifting through and transcribing notes. Q&As can be a clear and concise way to present some stories, especially profiles on individuals.

At the same time, email interviews limit opportunity, or at least make it more difficult, to ask follow-up questions. Responses often are published verbatim with no attempt at editing and thus lack a conversational flow; they may even be written by a communications specialist. The most important information often is buried if answers are simply published in the order the questions were asked.

Shortcut: Newsrooms depend more on correspondents and freelancers.

A good stringer corps can effectively stretch resources. Correspondents do not necessarily have to write a full story but can assist in collecting essential information such as soliciting instant feedback from citizens attending a meeting. Freelancers may have a particular interest or expertise, thus minimizing the preparation for an assignment.

On the other hand, skill levels can vary greatly. Don't underestimate the extra work that may be required to get a stringer's draft ready for publication. Editors also should consider potential conflicts of interest such as hiring someone to cover city council who unsuccessfully sought office.

All of these tools can likely be used in varying degrees, but substantive reports must remain a priority. Don't let shortcuts undermine the credibility of your product.

For example:

What message are you sending to readers if you report a 4-3 vote by the city council without identifying the votes?

What message are you sending by relying on a press release, published verbatim, from the fire department – accompanied by a photo also submitted by the department – as your sole report on a downtown fire? An injured firefighter remains nameless.

What message are you sending if the city's biggest property taxpayer announced a proposed change in its operations – both in virtual and in-person meetings promoted by a full-page ad – and the newspaper attends neither meeting? The story appears nine weeks

Solid reporting means delivering the 5 Ws and H. Sticking to the tenets of journalism is essential if you are to promote yourselves as the newspaper of record in your communities.

Jim Pumarlo is former editor of the Red Wing (Minn.) Republican Eagle. He writes, speaks and provides training on community newsroom success strategies. He is author of “Journalism Primer: A Guide to Community News Coverage,” “Votes and Quotes: A Guide to Outstanding Election Coverage” and “Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers.” He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.



GNI DIGITAL GROWTH PROGRAM – CANADA WORKSHOP SERIES

The Google News Initiative (GNI) [Digital Growth Program](#) launched its [Canada workshop series](#) on February 1 ([register here](#)). Registration and participation is free.

This is the first time that Google is running this 10-part series of workshops exclusively for Canadian news organizations, and OCNA will be part of the workshop development and feedback process. Participants will learn practical advice on how to grow their digital news business, and we hope that much of the information and training will be helpful for small to medium publishers. March workshops include:

March 1st **Expert Panel: Advocate for diversity, equity, and inclusion in your news organization**

March 15th **Data: Learn the basics of gathering and using data**

March 29th **Audience Development: Grow your reach and engagement.**

Dates: Workshops in Canada will be held from **February 1 to June 7.**

Length: Each workshop is 60 minutes and will be available live. Past workshops are available on-demand.

Best for: Leaders and managers at small and mid-sized news organizations.

About the Digital Growth Program Canada Series

The series represents what Google considers the “fundamentals” of running a sustainable news business, developed and delivered with Canadian news associations and publishers. Trainers and speakers will go over how to:

- Grow your readership and deepen audience engagement.
- Build and strengthen your contributions and subscriptions businesses.
- Learn how to use data to advance your overall digital maturity.
- Use design thinking to build products that address real audience needs.
- Build and strengthen your digital advertising business.

Google collaborated with several Canadian news organizations – BCYCNA, Press Forward, OCNA, and Réseau Presse – on this program and we hope it’s designed in a way to serve the needs of local Canadian news organizations.

Register here in [English](#) or [French](#). For any questions, please email gnidigitalgrowth@google.com.

Human Resources Management in 2022 and Beyond

By: Ron Guest, Senior Partner www.twogreysuits.com

Happy New Year! Living here in yet another lockdown in Ontario has me wondering about many things.

One is how businesses will need to be much better equipped going forward to address the changes in managing people brought on by the pandemic. When the human race gets things forced upon them, they react in unpredictable ways. We have seen this now in how businesses have shown their true colours to employees in times of new business and employee needs and huge uncertainty. Many employees have experienced working from home for the first time and the current research all indicates they are not wanting to return to work the same as pre-pandemic.

ATTRACTING, MANAGING, MOTIVATING employees will all require a renewed focus and a different/sharpened skill set going forward. Let me explain.

Attracting, hiring, managing and retaining people will be more difficult going forward. This is because employees have more employment choices, they are going to be less loyal and in work from home cases, they will be requiring this privilege vs. going into the office regularly.

What should you be doing about it?

If as a business, you haven't already, right now is the time to be re-looking at HR Management, specifically:

(USE THIS CHECKLIST AT YOUR NEXT MANAGEMENT MEETING)

On Hiring:

YES/NO Are you anticipating hiring needs vs. trying to quick hire?

YES/NO Do you have up to date job descriptions?

YES/NO Is your website up to date with employee testimonials, and your own employment value proposition?

YES/NO Are your job vacancies listed on your website with job descriptions?

YES/NO Do you have a hybrid or work from home policy?

YES/NO Are you advertising properly and in the right places?

YES/NO Do your managers know how to interview and properly assess candidates?

YES/NO Is your hiring process friendly? (not cumbersome, dragged out, too many IVs)

YES/NO Are you sure you are paying competitively?

YES/NO Do you have a referral hiring program?

On Managing People:

YES/NO Do you manage to your set of company values?

YES/NO Can managers recite your company values?

YES/NO Have managers been trained how to manage people?

YES/NO Do you use employee surveys?

YES/NO Do you know your level of employee turnover?

YES/NO Do you know why employees have quit in the past?

YES/NO Do you know areas of weak people management in your company?

YES/NO Do you have a HR policy guide that is up to date?

On Retaining People:

YES/NO Do your managers really know their people? (their aspirations, motivators, things that worry them, career goals, fears, etc.) How do you know?

YES/NO Are managers in regular meaningful contact with employees via structured 1:1s?

YES/NO Do you have a RSP matching or pension plan offering?

YES/NO Do you have an annual training budget?

YES/NO Do employees have individual development plans?

YES/NO Is there a clear vision for the company being articulated by senior management?

YES/NO Are HR policies clear?

YES/NO Are your benefits plans up to date with current thinking in line with employee needs?

Scorecard:

3-6 NOs = Not bad, but you have some work to do

7-15 NOs = Get to work now, if not your business will be affected

16 + NOs = Unnecessarily putting your business at risk, consider outside help to get going

Going forward, companies that try and do things the old way or status quo will quickly find they are losing out to those companies who are more progressive in people management. Employees are now asking these questions in interviews. The question I get asked the most now by job candidates relates to the culture of the company and the leadership. This is a monumental shift, employees are valuing company culture in a much different way even than a year ago – believe me, its real.

THE GOOD NEWS – TwoGreySuits website is a site designed to help people do it themselves or do a better job of professionally MANAGING PEOPLE....and can address almost all of the questions above.

The TGS System is a one-of-a-kind product that includes:

The HR Power Centre for implementing professional people management practices, and helping you deal with the day-to-day people management issues that inevitably arise

24/7 HR Hot Line answered within 24 hours (but usually within 1 hour!)

Topical regular Blogs suitable for reprinting (permission required if not a website user/customer)

TwoGreySuits is a leading-edge provider of on-line human resource management information, processes, tools and forms servicing the global market. We have integrated the HR practices associated with the key drivers of Employee Engagement within the well-organized information on the website.

Our website is built on the premise that if you truly see the value and want to manage people professionally, using our tools and information, you will see increased employee engagement levels over time, a win for everyone!

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Talk to an expert about AdWorks[®] 2022 at adworksapp.com



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