

2018 BNC Winners Announced

The OCNA is proud to recognize the outstanding work produced each week by our member newspapers and showcase it to readers and advertisers. Thank you to everyone who submitted entries for the 2018 BNC Awards and congratulations to the winners in each category.

Visit www.ocna.org/bncbooklet2018 to see the BNC Results book.

General Excellence Awards

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

1st place: The Independent Serving Petrolia and Central Lambton
2nd place: The Herald Serving Thamesville, Dresden and Bothwell
3rd place: Deep River North Renfrew Times

GE02 - Class 2: Circ. 2,000 - 3,499

1st place: Haliburton County Echo
2nd place: Fort Frances Times
3rd place: Winchester Press

GE03 - Class 3: Circ. 3,500 - 6,499

1st place: Nunavut News/North
2nd place: Eganville Leader
3rd place: Niagara This Week, Town Crier

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

Sponsored by: Metro Creative Graphics
1st place: Haliburton, The Highlander
2nd place: Niagara This Week, The Leader
3rd place: Niagara This Week, Fort Erie Post

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

1st place: Dundas Star News
2nd place: Northumberland News
3rd place: Ancaster News

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

Sponsored by: Northern News Services
1st place: Sudbury Northern Life
2nd place: Fergus Wellington Advertiser
3rd place: Sarnia Journal



Gerald Tracey, Publisher, Eganville Leader took home several awards during the BNC Awards Gala. He's seen here alongside OCNA's President John Willems.

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

1st place: Niagara This Week, St. Catharines
2nd place: Burlington Post
3rd place: Oakville Beaver

GE08 - Class 8: College & University

1st place: Algonquin College - Algonquin Times
2nd place: Niagara College - Niagara News
3rd place: Humber College - Et Cetera

College/University Awards

CU01 - Student Feature Writing

Sponsored by: Ontario General Contractors Association
1st place: Centennial College - Bobby Hristova, Taylor Bridger, Sergio Arangio, Rushanthi Kesunathan & Anjelica Balatbat
2nd place: Centennial College - Trisha Sales, Ellen Samek, Mouhamad Rachini, Jessica Lam, Louise Allyn Palma
3rd place: Loyalist College - Jessica Clement
Honourable Mention: Fanshawe College - Lauren Dietrich

Continued on Page 4 >>>

**WHAT'S
INSIDE:**

MARK YOUR CALENDARS!

September 25

Queen's Park Lobby Day + Reception

OCNA members from across the province are invited to gather at Queen's Park for a day of meetings with MPPs to lobby for current issues affecting the industry. A Publishers' Reception will take place in the evening, allowing for government officials, senior civil servants, publishers and editors to connect in a casual setting.

November 1 - 2

Independent Publishers' Retreat

Independent Publishers are invited to join the OCNA for its annual retreat on Friday, November 1 and Saturday, November 2 at the JW Marriott The Rosseau Muskoka Resort & Spa. Network with peers during this two-day event, designed with the specific business needs of community newspapers and independent publishers. Also included - lots of social time!!

For more information on any of these events, please contact Karen Shardlow at k.shardlow@ocna.org

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2018 BNC Results Cont'd

>>> *Continued from Front Page*

CU02 - Student News Writing

Sponsored by: Ontario Journalism Educators Association
1st place: Loyalist College - Frank Moses
2nd place: Humber College - Amy Chen
3rd place: Humber College - Andrew Jeffrey

CU03 - Student Photography

1st place: Loyalist College - Andrej Ivanov
2nd place: Algonquin College - Karine Beaulieu
3rd place: Niagara College - Beth Audet

CU04 - Best College/University Newspaper Website

1st place: Algonquin College - algonquintimes.ca
2nd place: Durham College - chronicle.durhamcollege.ca
3rd place: Niagara College - niagara-news.com
Honourable Mention: Humber College - humberetc.ca

Premier Awards

PC01 - Arts & Entertainment

Sponsored by: *Star Metroland Media, Southwestern Ontario Division*
1st place: Orillia Today
2nd place: Barrhaven Independent
3rd place: Grimsby Lincoln News
Honourable Mention: Deep River North Renfrew Times

PC02 - Best Business and Finance Story

1st place: Aylmer Express
2nd place: Elmira-Woolwich Observer
3rd place: Beach-East York Neighbourhood Voice
Honourable Mention: Peterborough This Week

PC03 - Best Editorial, circ. over 10,000

1st place: Sudbury Northern Life
2nd place: Stoney Creek News
3rd place: The Canadian Jewish News
Honourable Mention: Fergus Wellington Advertiser

PC04 - Best Editorial, circ. under 9,999

1st place: Eganville Leader
2nd place: The Independent Serving Petrolia and Central Lambton
3rd place: Voice of Pelham
Honourable Mention: Barrhaven Independent

PC05 - Education Writing

Sponsored by: Ontario Journalism Educators Association
1st place: Whitby This Week
2nd place: Cambridge Times
3rd place: The Canadian Jewish News
Honourable Mention: New Liskeard Temiskaming Speaker

PC06 - Environment Ontario

1st place: Oshawa Express
2nd place: Smiths Falls Record News
3rd place: Hamilton/Burlington Bay Observer
Honourable Mention: Kawartha Lakes This Week

PC07 - Feature Writing, circ. over 10,000

Sponsored by: *O'Donnell, Robertson & Partners*
1st place: The Canadian Jewish News
2nd place: Burlington Post
3rd place: Dundas Star News

PC08 - Feature Writing, circ. under 9,999

Sponsored by: *O'Donnell, Robertson & Partners*
1st place: Haliburton County Echo
2nd place: Voice of Pelham
3rd place: East Gwillimbury Express
Honourable Mention: Aylmer Express

PC09 - Health & Wellness

1st place: Milton Canadian Champion
2nd place: Beach-East York Neighbourhood Voice
3rd place: Perth Courier
Honourable Mention: Niagara This Week, Niagara Falls

PC10 - Heritage

Sponsored by: *Fort Frances Times*
1st place: The Canadian Jewish News
2nd place: Smiths Falls Record News
3rd place: Niagara This Week, St. Catharines
Honourable Mention: Hamilton/Burlington Bay Observer
Honourable Mention: Haliburton County Echo
Honourable Mention: Eganville Leader

PC11 - Best Investigative News Story

1st place: Scarborough Mirror
2nd place: The Independent Serving Petrolia and Central Lambton
3rd place: Voice of Pelham

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

Sponsored by: *Hydro One Networks*
1st place: The Canadian Jewish News
2nd place: Kitchener Post
3rd place: Etobicoke Guardian
Honourable Mention: Richmond Hill/Thornhill Liberal

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

Sponsored by: *Hydro One Networks*
1st place: Manitoulin Expositor
2nd place: Deep River North Renfrew Times
3rd place: The Independent Serving Petrolia and Central Lambton

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

Sponsored by: Hydro One Networks

1st place: Smiths Falls Record News
 2nd place: Waterdown Flamborough Review
 3rd place: Wasaga/Stayner Sun
Honourable Mention: Stoney Creek News
Honourable Mention: Guelph Mercury Tribune

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

Sponsored by: Hydro One Networks

1st place: Blyth/Brussels Citizen
 2nd place: Huntsville Forester
 3rd place: Kincardine Independent
Honourable Mention: Uxbridge Times-Journal

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

Sponsored by: Hydro One Networks

1st place: Oshawa Express
 2nd place: Carleton Place/Almonte Canadian Gazette
 3rd place: Scarborough Mirror
Honourable Mention: Ajax Pickering News Advertiser
Honourable Mention: Barrie Advance
Honourable Mention: Stoney Creek News

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

Sponsored by: Hydro One Networks

1st place: Nunavut News/North
 2nd place: Haliburton, The Highlander
 3rd place: Manitoulin Expositor

PC18 - Sport & Recreation Story

1st place: Barrhaven Independent
 2nd place: Sarnia Journal
 3rd place: Dundas Star News
Honourable Mention: Nunavut News/North

PC19 - Best Headline Writing

1st place: Sarnia Journal
 2nd place: Perth Courier
 3rd place: Guelph Mercury Tribune

PC20 - Humour Columnist of the Year

1st place: Deep River North Renfrew Times - Vance Gutzman
 2nd place: Manotick Messenger - Jeff Morris
 3rd place: Uxbridge Cosmos - Lisha Van Nieuwenhove

PC21 - Columnist of the Year

1st place: Vankleek Hill Review - Jacquie Severs
 2nd place: Niagara This Week, Fort Erie Post - James Culic
 3rd place: Manotick Messenger - Jeff Morris

PC22 - Reporter of the Year - Stephen Shaw Award

Sponsored by: Ontario Power Generation

1st place: Newmarket Era/Aurora Banner - Lisa Queen
 2nd place: Richmond Hill/Thornhill Liberal - Kim Zarzour
 3rd place: Peterborough This Week - Todd Vandonk
Honourable Mention: Markham Economist & Sun - Jeremy Grimaldi

PC23 - Best Feature Photo, circ. over 10,000

1st place: Whitby This Week
 2nd place: Etobicoke Guardian
 3rd place: Niagara This Week, Fort Erie Post
Honourable Mention: Stouffville Sun-Tribune

PC24 - Best Feature Photo, circ. under 9,999

1st place: Vankleek Hill Review
 2nd place: New Liskeard Temiskaming Speaker
 3rd place: Kincardine Independent

PC25 - Best Photo Layout

1st place: Fergus Wellington Advertiser
 2nd place: Ajax Pickering News Advertiser
 3rd place: Midland/Penetanguishene Mirror
Honourable Mention: Voice of Pelham
Honourable Mention: Alexandria Glengarry News

PC26 - Best Sports Photo

1st place: Orleans Star
 2nd place: Northumberland News
 3rd place: The Independent Serving Petrolia and Central Lambton
Honourable Mention: Fort Frances Times

PC27 - Best Spot News Photo

Sponsored by: Star Metroland Media, Southwestern Ontario Division
 1st place: The Independent Serving Petrolia and Central Lambton
 2nd place: Eganville Leader
 3rd place: Haldimand County, The Sachem

PC28 - Best News Photo

1st place: Oshawa This Week
 2nd place: North York Mirror
 3rd place: Brampton Guardian

PC29 - Most Creative Grip and Grin Photo

1st place: Burlington Post
 2nd place: Cambridge Times
 3rd place: Perth Courier

PC30 - Photographer of the Year

1st place: Oshawa This Week - Ryan Pfeiffer
 2nd place: Ajax Pickering News Advertiser - Sabrina Byrnes
 3rd place: The Independent Serving Petrolia and Central Lambton - Heather Wright
Honourable Mention: Orleans Star - Fred Sherwin

PC31 - Cartoonist of the Year

1st place: Ancaster News - Mike Vukovich
 2nd place: Orleans Star - Sarah Chaplin
 3rd place: Cornwall Seaway News - James Lapierre

PC32 - Community Service

1st place: Uxbridge Cosmos - 13 Ways to Kill Your Community
 2nd place: Waterdown Flamborough Review - 100th Anniversary
 3rd place: Aylmer Express - Three Port Tour

Continued on Page 7 >>>

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OLG proudly supports the **Better Newspaper Competition Awards Gala Reception.**

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Play. Smart 



2018 BNC Results Cont'd

>>> *Continued from Page 5*

PC33 - Best Vertical Product

1st place: Hamilton Mountain News - Community Guide
 2nd place: Huntsville Forester - Muskoka Life
 3rd place: Fergus Wellington Advertiser - Visit Elora and Fergus - Grand and Gorgeous

PC34 - Best Front Page, circ. over 10,000

Sponsored by: Laurentian Publishing

1st place: Sudbury Northern Life
 2nd place: The Canadian Jewish News
 3rd place: Niagara This Week, St. Catharines
Honourable Mention: Niagara This Week, Fort Erie Post
Honourable Mention: Caledon Enterprise

PC35 - Best Front Page, circ. under 9,999.

Sponsored by: Laurentian Publishing

1st place: Haldimand Press
 2nd place: Eganville Leader
 3rd place: Fort Frances Times

PC36 - Best Sports Section

1st place: Fort Frances Times
 2nd place: Waterdown Flamborough Review
 3rd place: Haliburton County Echo
Honourable Mention: Nunavut News/North

PC37 - Special Section, circ. over 10,000

1st place: Fergus Wellington Advertiser - Celebrating 50 Years
 2nd place: The Canadian Jewish News - Celebrations
 3rd place: Alliston Herald - Potato Festival

PC38 - Special Section, circ. under 9,999

1st place: Nunavut News/North - Opportunities North
 2nd place: Eganville Leader - 7th Annual Irish Edition
 3rd place: Winchester Press - 130 Years of Stories

PC39 - Best Creative Ad

1st place: Fort Frances Times
 2nd place: Listowel Banner
 3rd place: Caledon Enterprise

PC40 - In House Promotion

1st place: Fergus Wellington Advertiser
 2nd place: Oshawa Express
 3rd place: The Independent Serving Petrolia and Central Lambton
Honourable Mention: Scarborough Mirror

PC41 - Local Retail Layout

Sponsored by: Metro Creative Graphics

1st place: Fergus Wellington Advertiser
 2nd place: Kincardine Independent
 3rd place: Haliburton County Echo
Honourable Mention: Manitoulin Expositor
Honourable Mention: Newmarket Era/Aurora Banner



Jim Cumming, Publisher, Fort Frances Times shows off his awards alongside OCNA President, John Willems.

PC42 - Original Ad Idea

1st place: Haliburton, The Highlander
 2nd place: Guelph Mercury Tribune
 3rd place: Haldimand Press
Honourable Mention: Fergus Wellington Advertiser

PC43 - Best Use of Colour

1st place: Cornwall Seaway News
 2nd place: Manitoulin Expositor
 3rd place: Waterdown Flamborough Review
Honourable Mention: East Gwillimbury Express

PC44 - Best Community Website/WebPortal, circ. over 10,000

1st place: Sudbury Northern Life - sudbury.com
 2nd place: Fergus Wellington Advertiser - wellingtonadvertiser.com
 3rd place: Elmira-Woolwich Observer - ObserverXtra.com
Honourable Mention: The Canadian Jewish News - cjnews.com

PC45 - Best Community Website/WebPortal, circ. under 9,999

1st place: Manitoulin Expositor - manitoulin.ca
 2nd place: North Grenville Times - ngtimes.ca
 3rd place: Parry Sound North Star - parrysound.com

PC46 - ONLINE Special Initiative

1st place: Sudbury Northern Life
 2nd place: The Herald Serving Thamesville, Dresden and Bothwell
 3rd place: Waterdown Flamborough Review

PC47 - ONLINE Breaking News Coverage

1st place: Sudbury Northern Life
 2nd place: Cambridge Times
 3rd place: Newmarket Era/Aurora Banner
Honourable Mention: North York Mirror

PC48 - Multimedia Online/Best Online Experience for a Story

1st place: Peterborough This Week
 2nd place: North York Mirror
 3rd place: Hamilton Mountain News

Congratulations to all!

You can see more photos from the event on pages 18-19.

OCNA MEMBER SPOTLIGHT

CHANGES AND NEW ADDITIONS FOR THE MIDDLESEX BANNER

The Middlesex Banner recently moved offices from Ailsa Craig to Strathroy. It is currently the only newspaper in Strathroy and is locally-owned.

To this new office a retail store selling books, art supplies and hobby items has been added.

Also launched is a new Strathroy Banner Extra free quarterly householder edition and a paid Elgin Banner edition, covering Dutton, West Lorne and Rodney. New staff were hired for the store and the Elgin Banner newspaper.

Actor Eric McCormack Joins SU2C Cancer Canada And The CCS

Stand Up To Cancer Canada (SU2C Canada) and the Canadian Cancer Society (CCS) have joined forces to launch a new public service announcement (PSA) campaign featuring Canadian-born “Will & Grace” star and Stand Up To Cancer Canada Ambassador Eric McCormack. The French and English campaign, including print, TV, radio, out-of-home, and digital PSAs, will be seen in media outlets beginning this month.

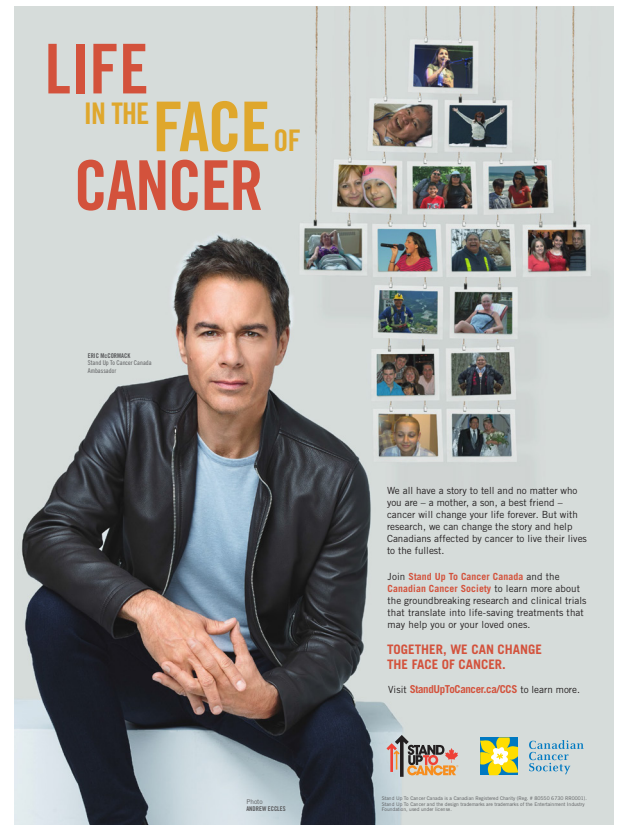
The PSA, “Life in the Face of Cancer,” highlights the importance of cancer research to get new treatments to patients quickly so they can thrive. One in two Canadians will be diagnosed with cancer in their lifetimes, and cancer is the country’s leading cause of death. About 206,000 Canadians were diagnosed with cancer in 2018 (565 diagnosed every day).

“With roughly 200,000 Canadians diagnosed with cancer each year, we share SU2C Canada’s commitment to fighting and treating cancer,” said Paula Roberts, Executive Vice-President of Marketing and Communications at the Canadian Cancer Society. “Eric’s voice is a tremendous asset to drawing attention to our cause and we are proud to collaborate with Eric and SU2C Canada to raise awareness and help Canadians affected by cancer live their lives to the fullest.”

Please visit StandUpToCancer.ca/CCS to view the PSA and to learn more about the campaign and about cancer treatments available and in development. To join the conversation, follow us on Facebook @SU2C.ca and @CanadianCancerSociety, and on Instagram and Twitter @SU2C_ca and @cancersociety for the latest updates.

Stand Up To Cancer Canada hopes that you will join them by donating upcoming print and/or digital inventory to support their newest awareness campaign. Print and digital creative is available for use.

Contact Pam Portt at Ad*Reach, p.portt@adreach.ca to request print or digital creative if you would like to help support this campaign. Please note that if you participate, the ad space is to run at no charge. No revenue will be paid for the space.



Quill Awards Presented During BNC Awards Gala

On Friday, April 6, 2019 Abbas Homayed (pictured left) and OCNA Vice President Alicia McCutcheon (right) presented two worthy individuals with Quill Awards during the BNC Awards Gala.

Linda Plumridge, Chief Operating Officer, Fort Frances Times

Linda Plumridge of the Fort Frances Times was recognized with a Gold Quill for more than 50 years of service to the community newspaper industry.



Linda was born into a community newspaper family, and began working as an 8-year-old with her own delivery route. At 14, she was managing the classified ads - a role says she earned because she was good at math.

After university she joined the paper full-time as the accountant and office manager. Over the past four decades, Linda has been central to the growth of the newspaper and the many changes - through offset printing, web design, online publications, into developing and hosting websites for clients throughout Canada and the United States.

Connie McFadden, Graphic Designer, The Independent of Petrolia, and The Herald, Thamesville

Connie McFadden of The Independent Serving Petrolia and Central Lambton was recognized with a Silver Quill for more than 25 years of service to the community newspaper industry.



Connie began her career on a 17-week maternity leave assignment in Oct. 1980 at the North Kent Leader. She then won a full time position at The Petrolia Topic, and over the next 39 years, worked in graphics at various presses in Petrolia, Dresden, Chatham and Sarnia. Connie was an important contributor to the launch of The Independent in 2013 and the relaunch of The Herald in 2016.

Ontario Junior Citizens Recognized During Special Ceremony In Toronto

On Monday, March 18th the Ontario Community Newspapers Association (OCNA), hosted the 38th annual Ontario Junior Citizen Awards on the 54th floor of the TD Tower. Thirteen outstanding youth from across Ontario were recognized in front of family and friends for their inspiring community involvement. The Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario, attended as congratulator-in-chief.

The OCNA would like to thank its member newspapers and corporate sponsor TD Bank Group for support in recognizing tomorrow's leaders.



Top from left to right: Gary Clement, Director, Government Relations, TD Bank Group; Gordon Cameron, OCNA Treasurer; Morgan Burke, 16, Haliburton; Jacob Taylor, 11, Metcalfe; Ray Stanton, OCNA President; Andrew Poirier, 14, York (Haldimand County); Guramrit Thandi, 16, Brampton; Zara Belanger-Pepper, 13, Chatham; Chyler Sewell, 16, Hamilton; Karanjot Bhatia, 14, Brampton.

Middle from left to right: Nathan Hart, 9, Ajax; Mya Hart, 10, Ajax.

Bottom from left to right: Vanessa Morris, 17, Chelmsford; Racheal Ou, 17, Scarborough; the Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario; Iman Berry, 17, Windsor; Taylor Dallin, 16, Toronto.

News-Net Inc Announces Upcoming Release of AdWorks 2019 with New Features and Platform Updates

AdWorks 2019, part of the News-Net Inc. company software portfolio, is positioning newspapers for success with an 2019 update in March of this year with expected new features, tools and customized user experience. AdWorks is a core advertising management tool to increase efficiency and centralize workflow and is used by newspapers and publications across North America.

The AdWorks platform is built around a user-friendly interface with powerful features, and with the new release we can expect a more fluid workflow for better daily productivity. Users will be able to customize greater preferences to meet daily processes and to increase overall productivity. The user-friendly design of AdWorks ensures that regardless of skill level, all newspapers can harness the latest technologies available to implement into the workplace.

“With the release of AdWorks 2019 we want newspapers to feel empowered by technology, not hindered by it. The clean interface and platform is simple to use, and that is incredibly important,” says Melissa Stolarz, Analyst at News-Net Inc. “We want our customers to deliver an exceptional experience when managing advertisement accounts, and AdWorks provides that solution in a powerful way.”

AdWorks 2019 will also include enhanced password and security encryption, using SHA 256/Salt encryption. The software will also force HTTPS for all services through its APIs to other products for security.

The released software will run on a 64 bit app and utilize MySQL 8 that will be up to two times faster than the previous version. The faster quality can meet the increasing demands of larger volumes of data.

Visit www.adworksapp.com for more information on the upcoming release and the latest updates.

News-Net Inc.

News-Net Inc. is a leading software solutions provider for newspapers and magazines across Canada, United States and the Caribbean. For more information about News-Net. See www.newsnet.ca

NEWS-NET[®]



Send Us Your Happenings!

*Do you have a new employee?
Has someone at your paper recently retired?
Are there any special projects you are currently working on?
Have you published any special features or editions recently?
Have you recently received recognition from the industry?*

Tell us about it!

Newsclips@ocna.org

Photos are always welcome!



Support Your Local Economy With The Proud Advertiser Campaign

A Project By News Media Canada

The Proud Advertiser program was developed for all newspapers to run year-round to support their local economy.

Publish house ads recognizing your advertisers and then deliver your custom Proud Advertiser stickers to them so they can display their support for your community as well. Once your stickers have been displayed throughout town in the windows of local business supporters you can remind your readers to support these advertisers with phase 3 house ads. Looking for small space or filler ads? Download ad material to promote the Proud Advertiser program by visiting www.nmc-mic.ca/ad-resources/industry-campaign/proud-advertiser/.

“Our Main Streets and the livelihoods of our neighbours and friends are at stake. We need to do all we can to make people aware of the long-term consequences of their buying practices - both good and bad. We have the capacity to spread that awareness and we feel a sense of responsibility to do so. This Proud Advertiser campaign really helps to further underscore our message and brings another layer of credibility to our comments. Thank you News Media Canada.” - Kim MacAulay, President/Publisher, The Clipper Weekly, MB

Hundreds of publishers across the country are running Proud Advertiser locally and receiving positive response from their advertisers. Find out more online at www.nmc-mic.ca/ad-resources/industry-campaign/proud-advertiser/ or contact Kelly at klevson@newsmediacanada.ca for more information.



Make Money With Network Classifieds

OCNA's Network Classified Advertising is an easy way for you to earn additional revenue. Upsell your retail and classified advertisers and receive a 35% commission.

LOGO ADS: OCNA recently introduced logo ads as an option. An All Ontario 25-word ad WITH LOGO and enhanced text is \$975.

You already know that advertisers in community newspapers get results. Help your advertisers extend their reach into a region of the province, across Ontario, or right across the country. They Win - You Win.

The Possibilities are endless:

- > Online Revenue - any retailer with a web site. Let the Networks drive traffic to their site for increased sales
- > Real Estate - any agent with vacation properties, commercial properties and luxury homes. Buyers from outside your newspaper distribution area need to know
- > Events - Fairs, Markets, Shows, Theatre, Concerts or Sports. Spread the word to draw more people
- > Help wanted - Trades and other positions that individuals would relocate or commute to

Contact OCNA Network Classified Coordinator Lucia Shepherd for full details at l.shepherd@ocna.org or 416-923-7724 ext 4423.

Multi-Media Journalist (Kelowna)

Black Press Media has an opening for a full-time, permanent Multi-Media Journalist in Kelowna. The successful candidate will be joining the largest multimedia reporting force in British Columbia. Black Press employs 185 journalists in the province, generating news content for highly competitive and expanding digital platforms, and longstanding print products.

The Okanagan regional news team is driven by a digital-first mandate, which maintains a local focus on news, events and issues in the city. This is an entry-level position, working out of the Kelowna newsroom alongside two reporters and a local editor, supervised by a Bureau Chief in an editorial hub that involves seven community-based publications in the Okanagan region. This position will involve contributing content to the Kelowna print and web products.

The successful candidate will have:

- Outstanding writing skills for print and web.
- A demonstrated ability in covering breaking news in an online environment.
- Excellent skills in driving website traffic and audience engagement through superior multimedia news content generation, including SEO and UGC strategies.
- Advanced knowledge of photography, and video shooting and editing. Regular video production is a must.
- The ability to adhere to deadlines and take direction while contributing original story ideas.
- Knowledge of Photoshop, iMovie and Canadian Press style.

The successful candidate must be able to multitask and execute in a complex digital and print publishing environment.

Applicants must hold formal journalism degrees or diplomas, and broadcast training and experience are distinct assets.

A valid driver's licence, reliable vehicle and a smartphone are mandatory.

Black Press is Canada's largest private community news media company with extensive digital and newspaper properties throughout B.C., Alberta, Washington, Ohio, California and Hawaii.

We offer highly competitive salary and benefits packages.

Please send your resume and demo reel to:

Kathy Michaels

Kelowna Capital News editor

kmichaels@kelownacapnews.com

please cc

Jen Zielinski

Okanagan Bureau Chief

jen.zielinski@bpdigital.ca

Andrew Holota

Editorial Director Black Press Media, BC Operations

aholota@blackpress.ca

Only short-listed candidates will be contacted for interviews. Applications will be accepted until position is filled.

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Four Words For Ad Professionals: “Oh yeah? Prove it.”

By John Foust
Raleigh, NC

I once encountered a car dealer who took advertising puffery to new levels. They publicized themselves as being number one in every conceivable category. Their general advertising theme was, “We’re number one.” Their new car slogan was, “We’re number one in new cars.” Their used car slogan was, “We’re number one in used cars.” Their service department’s slogan was, “We’re number one in service.” And of course, their logo featured their name inside a number one.

That approach must have simplified their advertising strategy meetings: “Let’s just tell everybody we’re number one in everything.”

I’m no legal expert, but I suspect that they could not have been prevented from using that exaggeration, because saying “we’re number one” is like saying “we’re the best.” It’s just too common to be taken as a serious deception.

The more important issue is in the fact that the ads had no credibility. There was no proof to back up the claims. Consumers were never presented with any reasons to believe what the dealership was saying.

I thought of that old ad campaign recently, when I saw a series of ads for another car dealership. Like the old dealership, they were marketing themselves as a preferred place to buy a car. But unlike those old ads, these claims were on solid ground, because they were supported by evidence. The ads showed long-time customers holding up fingers to represent the number of cars they had purchased from the dealership. It was an attention grabber – a simple and effective way to sell the dealership’s longevity and reputation.

Unsubstantiated claims are lazy. It takes practically no effort to write a headline like, “We’re number one” or “Best deals in town.” On the other hand, it takes some creativity to come up

with the right kind of supportive evidence.

The work is worth the effort. While consumers ignore exaggerations and unsupported claims, they respond to relevant promises and offers that are backed up by evidence.

When you’re writing an ad or making a sales presentation, it might help to imagine someone sitting on the other side of the desk with arms crossed, saying, “Oh yeah? Prove it.”

There are many forms of proof – statistics, photographs, and testimonials, for example. Here’s how evidence can help:

“Our new widget is the best on the market” has no muscle. It’s better to say, “According to XYZ research, our widget has a 95 percent durability rating.”

“Our paper is better than any other advertising option” is an empty statement. It’s better to write, “Let me tell you about the great results that Retailer X gained from advertising in our paper. Their sales increased by 27 percent during the first month.”

“Our customers love us” is weak. It’s more effective to say, “Here’s what our customers say about us.”

Just because we believe something doesn’t make it believable to others. There is power in proof. Make that imaginary skeptic on the other side of the desk smile and you’re on the right track.

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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

**WE WANT TO
HEAR FROM
YOU!**

The OCNA would like to feature your success stories!

Our new column is called

“We Tried This And It Worked”

and features innovative efforts that helped boost a newspaper’s success.

To participate, contact Newsclips@ocna.org

Shorter Is Better

By Ed Henninger
Henninger Consulting

So...how does design affect readability? And how does writing affect design?

Take a look at the two stories in the illustration with this column. Which do you think will be read by more readers?

Well, the one on the right, of course!

The short paragraphs make that story more appealing because readers understand a simple truth about writing: Shorter is better.

Those same readers will see the story on the left as daunting. One glance and they'll think they don't have the time (or, perhaps, the attention span) to read that story. It just looks too long.

On the right, they're given the story in bite-size pieces. On the left, the chunks are just too much to swallow. A reader could choke on the second paragraph...but there's little worry about that because the odds are the reader won't get past the first paragraph.

In fact, given the look (design!) of the story, most readers won't even begin to read it!

The same is true of story length. Give readers a long story and you lose some of them the moment they look at it — no matter how excellent the writing.

Readers tell us they'll give us about 12-to-15 inches for any story. After that, they quit. And, if we give them that long story without any visuals — even just a pullout or infobox — they'll just leave more quickly.

Short paragraphs, using short words, in short stories. Hmm...what's the re-occurring word here?

Gettysburg, 1863. The orator before President Abraham Lincoln spoke for two hours. Lincoln spoke for two minutes. Lincoln's address will live forever as one of the greatest examples of clarity and brevity.

Do you know the name of the orator who went on for two hours? I didn't think so.

Henninger Consulting has served hundreds of dailies, weeklies, business journals, church-affiliated newspapers and niche publications throughout the United States, Canada and Europe.

Founded in 1989 by independent design consultant Ed Henninger, our mission is to provide high-quality newspaper design services and consultation.

Same story: Which will be read by more readers?

Go placidly amid the noise and haste, and remember what peace there may be in silence. As far as possible without surrender, be on good terms with all persons. Speak your truth quietly and clearly and listen to others, even the dull and ignorant; they too have their story. Avoid loud and aggressive persons; they are vexatious to the spirit. If you compare yourself with others, you may become vain and bitter—for always there will be greater and lesser persons than yourself. Enjoy your achievements as well as your plans. Keep interested in your own career, however humble; it is a real possession in the changing fortunes of time. Exercise caution in your business affairs, for the world is full of trickery; but let this not blind you to what virtue there is; many persons strive for high ideals; and everywhere life is full of heroism.

Be yourself. Especially, do not feign affection. Neither be cynical about love; for in the face of all aridity and disenchantment it is perennial as the grass. Take kindly the counsel of the years, gracefully surrendering the things of youth. Nurture strength of spirit to shield you in sudden misfortune. But do not distress yourself with imaginings. Many fears are born of fatigue and loneliness. Beyond a wholesome discipline, be gentle with yourself. You are a child of the universe, no less than the trees and the stars; you have a right to be here. And whether or not it is clear to you, no doubt the universe is unfolding as it should. Therefore be at peace with God, whatever you conceive Him to be, and whatever your labors and aspirations, in the noisy confusion of life keep peace with your soul. With all its sham, drudgery and broken dreams, it is still a beautiful world. Be cheerful. Strive to be happy. Go placidly amid the noise and haste, and remember what peace there

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ONLINE MEDIA CAMPUS WEBINARS:

OCNA has teamed with the Online Media Campus to help the Association fulfill its mission of providing affordable and relevant training to members.

■ Thursday, May 9 - Selling Response

Don't have the highest circulation in your market or the lowest rates? Are your prospects claiming they have no money and that your print and digital publications no longer work? Are they turning to "free" social media instead?

Don't let that prevent you or your ad staff from bringing in serious ad revenue. You just need to make the shift to selling response. This webinar will explain how your department can make that shift including:

- The philosophy of selling response
- The differences between it and traditional approaches
- How the approach overcomes most media-related objections
- Why so many newspapers think they're doing it already when they're not
- The architecture of a response-oriented sales process
- Examples of selling response in action

And much more!

Presenter Bio:

Bob McInnis is a 30-year veteran of the business side of the newspaper industry. After graduating from Dartmouth College in 1984, he got a job as a newspaper ad rep at his hometown's weekly newspaper group.

He eventually served as ad director there and at a larger group of 10 community newspapers before being hired by 750,000 circulation Newsday/New York Newsday as major accounts supervisor and training manager.

In 1993, he launched a consulting practice and has spent the years since working with community newspapers and newspaper associations throughout the world. While the variety of products have evolved over the years to include digital, the motivations behind why local businesses buy advertising has not, making the integration of paid digital—and even selling against social media—seamless.

Cost: \$35 (USD)

■ Thursday, June 6 - Classified Rescue

Do you still have a Classified Section that advertisers want to buy and readers want to shop? Running Classifieds is a science and no one understands that science better than Janet DeGeorge (a line right out of TV's Bar Rescue). In this webinar, DeGeorge will show Sales Managers step by step how to rescue your Classified business before it all just disappears.

Learn how to:

1. Elevate your Employment Advertising
2. Grow your Service Directory the right way
3. Attract more Private Party business you thought lost forever
4. Discover the areas of Real Estate advertising that you never monetized

Presenter Bio:

Janet DeGeorge first started her newspaper career at the San Jose Mercury News over 20 years ago. She is a graduate of San Jose University with a degree in advertising and marketing and has completed all course work towards a master's of science in mass communications.

DeGeorge is a former vice president of the Western Classified Advertising Association, a key speaker at regional and national advertising conferences and has produced numerous articles and webinars regarding classified advertising. DeGeorge has been president of Classified Executive Training & Consulting since 2001. She specializes in classified sales training for sales reps and new managers, outbound sales training and the redesigns of print and online products and rate packages to uncover new revenue sources.

Cost: \$35 (USD)

For more information and to register, visit www.onlinemediacampus.com.

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OCNA can provide you with laminated, business card-sized Press Cards.

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Caroline Medwell, Exec. Director

Feb. 20, 2019
Date

To place an order, please contact Kelly Gorven at k.gorven@ocna.org or call 416-923-7724 ext 4439 for the Publisher's Authorization Form and instructions.



Workplace Culture...Who Cares?

By Ron Guest, TwoGreySuits

Your company culture is the character and personality of your organization. It's what makes your business unique and is the sum of its values, traditions, beliefs, interactions, behaviours, and attitudes. Positive workplace culture attracts talent, drives engagement, impacts happiness and satisfaction, and affects performance. The personality of your business is influenced by everything - leadership, management, workplace practices, policies, people, and more.

SHOULD WE CARE?

Culture is as important as your business strategy because it either strengthens or undermines your objectives. Positive culture is significant, especially because:

- It attracts talent. Job candidates evaluate your organization and its climate. A strong, positive, clearly defined and well communicated culture attracts talent that fits.
- It drives engagement and retention. Culture impacts how employees interact with their work and your organization.
- It impacts happiness and satisfaction. Research shows that employee happiness and satisfaction are linked to strong workplace culture.
- It affects performance. Organizations with stronger cultures outperform their competitors financially and are generally more successful.

CAN YOU CREATE A CERTAIN CULTURE?

Current research and studies have concluded beyond any doubt that the culture of a company can be its greatest competitive advantage. Company culture is how the values come to life in a company. In other words, how much they are a part of everyday work life and decision making, and also to the extent that employees understand them, are aligned with them and use them to model their own behaviours. While we can copy tactics of other companies, we cannot copy the culture because we cannot collectively live out all the behaviour of another organization that has created a great culture. In other words, each company culture is unique because all the people in each company are unique in how they live out the behaviours/values that drive company culture.

Yes, a company certainly can and should create a desired culture based on identifying and communicating and demonstrating company values. Organizations that let their workplace culture form naturally without first defining what they want it to be are making a huge mistake. Leaders should define/communicate certain values which they align with personally, and which have also contributed to their own successes.

WHAT IS IT THAT DEFINES WORKPLACE CULTURE?

A lot of things. Many factors play a role in developing workplace culture, such as:

LEADERSHIP – The way company leaders communicate and interact with employees, what they communicate and emphasize, their vision for the

future, what they celebrate and recognize, what they expect, the stories they tell, how they make decisions, the extent to which they are trusted, and the beliefs and perceptions they reinforce all contribute significantly to your company culture.

MANAGEMENT – How your organization is managed, its systems, procedures, structure, hierarchy, controls, and goals. The degree to which managers empower employees to make decisions, support and interact with them, and act consistently.

WORKPLACE PRACTICES – Practices related to recruiting, selection, onboarding, compensation and benefits, rewards and recognition, training and development, advancement/promotion, performance management, wellness, and work/life balance (paid time off, leave, etc.), as well as workplace traditions.

POLICIES AND PHILOSOPHIES – Employment policies including, but not limited to, attendance, dress code, code of conduct, and scheduling, in addition to organizational philosophies such as hiring, compensation, pay for performance, and internal transfer and promotion.

PEOPLE – The people you hire — their personalities, beliefs, values, diverse skills and experiences, and everyday behaviours. The types of interactions that occur between employees (collaborative versus confrontational, supportive versus non-supportive, social versus task-oriented, etc.).

MISSION, VISION, VALUES – Clarity of mission, vision, and values and whether they honestly reflect the beliefs and philosophies of your organization, how inspiring they are to your employees, and the extent to which the mission, vision, and values are stable, widely communicated, and continuously emphasized.

WORK ENVIRONMENT – Objects, artifacts, and other physical signs in your workplace. These include what people place on their desks, what the organization hangs on its walls, how it allocates space and offices, what those offices look like (color, furniture, etc.), and how common areas are used.

COMMUNICATIONS – The manner in which communication occurs in your workplace. Importantly, the degree, type, and frequency of interaction and communication between leaders and employees, and managers and employees including the extent of transparency in sharing information and making decisions.

Remember that culture is always a work in progress. It can and will change. Make culture as important as your business strategy. It's too significant to ignore, and shaping it is one of your most important responsibilities as a leader.

TwoGreySuits is a leading-edge provider of on-line human resource management information. Their HR Power Centre and HR Hot Line is simple and free for OCNA members. Visit <https://ocna.twogreysuits.com/sign-up/> to sign up today.

PHOTO GALLERY



BNC Awards Gala host Georgia Balogiannis strikes a pose on the OCNA red carpet.



Staff of the Manitoulin Expositor show off their smiles on the red carpet.



Sudbury Northern Life Editor Mark Gentili and his wife, _____ enjoying the BNC Awards Gala reception.



Students and staff from the Journalism Program at Algonquin College gather on the red carpet.



OCNA Members on the red carpet.

On Friday, April 6, 2019, editors, publishers, photographers, ad managers and other community newspaper staff members took a night off to celebrate all the hard work, sweat and stress that goes into producing issues, week after week during the OCNA's annual BNC Awards. It was an evening dedicated to recognizing the strengths and successes of Ontario's community newspapers. Thank you to those who attended and congratulations to all the winners.



Guests from the Aylmer Express on the red carpet.



Staff of Metroland Halton prior to official start of the BNC Awards Gala.



Guests on the red carpet.



Guests on the red carpet.



Heather Wright and _____ of the Petrolia Lambton Independent.



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