

## BNC Award 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 2019 BNC Awards and congratulations to the winners in each category.

Thank you to our Gala Sponsor, Ontario Power Generation, for their continued support of Ontario's community newspapers!

### General Excellence Awards

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

1st place: Burks Falls Almaguin News  
2nd place: Barry's Bay, The Valley Gazette  
3rd place: Blyth/Brussels Citizen

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

1st place: Winchester Press  
2nd place: New Liskeard Temiskaming Speaker  
3rd place: Vankleek Hill Review

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

1st place: Eganville Leader  
2nd place: Niagara This Week, Niagara-on-the-Lake Advance  
3rd place: Gravenhurst Banner

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

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

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

1st place: Elmira-Woolwich Observer  
2nd place: Northumberland News  
3rd place: Stouffville Sun-Tribune

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

1st place: Fergus Wellington Advertiser  
2nd place: Sudbury Northern Life  
3rd place: Guelph Mercury Tribune

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

1st place: Niagara This Week, St. Catharines  
2nd place: Oakville Beaver  
3rd place: Ajax Pickering News Advertiser

#### GE08 - Class 8: College & University

1st place: Durham College - The Chronicle  
2nd place: Fanshawe College - Interrobang  
3rd place: University of Waterloo - Imprint  
*Honourable Mention: Algonquin College - Algonquin Times*

### College/University Awards

#### CU01 - Student Feature Writing

*Sponsored by: Ontario General Contractors Association*  
1st place: Algonquin College - Jessica Alberga  
2nd place: Centennial College - Amarra Shakira Mohamed  
3rd place: Centennial College - Margaryta Ignatenko  
*Honourable Mention: Fanshawe College - Angela McInnes & Emma Fairgrieve*



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A fun, feel-good awareness campaign for the industry.

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### 10 WAYS TO MESS UP AN ONLINE PRESENTATION

These days, ad professionals are conducting more digital presentations than ever before.

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## MARK YOUR CALENDARS

### Association Events

**November 6 - 7, 2020**

#### Independent Publishers' Retreat

The OCNA is carefully monitoring government announcements and recommendations surrounding COVID-19. Planning for this year's Independent Publishers' Retreat continues. We hope you can join us from Friday, November 6 to Saturday, November 7 at the Hockley Valley Resort in Orangeville.

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, please contact Karen Shardlow at [k.shardlow@ocna.org](mailto:k.shardlow@ocna.org) or 416-923-7724 ext. 4432.

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DIRECTORS	Dave Adsett Stewart Grant Colleen Green Darren Murphy Jenn Watt John Hueston Heather Wright



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# Tavistock Gazette Gets New Owner

In July, Stewart Grant became the new owner of the Tavistock Gazette. The Gladding family owned and operated the newspaper for 52 years, and Bill Gladding has agreed to stay involved as hometown journalist. "My team and I are now splitting our time between St. Marys (where we operate the St. Marys Independent) and Tavistock where we have instantly felt very welcomed by everyone. Thanks to the Gladding family, Tavistock has been blessed with a wonderful newspaper for many decades, and we are happy to play a role in the continuation of the 125-year-old Gazette," said Stewart.

LOOKING TO CANADA DAY 2021 PAGE 5 HICKSON SCHOOLS' 'MUSIC QUEEN' RETIRES PAGE 9

# Tavistock Gazette.

Serving Tavistock and area since 1895

VOLUME 124 • NUMBER 39

TAVISTOCK, ONTARIO, WEDNESDAY, JULY 1, 2020

PRINT EDITION

**COVID-19**  
WEEK 16

**MAIN STREET**  
*A Quick Look at Our Town*

**THIS 'N' THAT**

Canada Day 2020 will be one to remember - many summer holidays abroad and even within other provinces in Canada have been cancelled or delayed this year due to the travel restrictions in place because of the pandemic - maybe this will be the year that many will discover the beauty and culture of Ontario ... Please stay the course and keep up with physical distancing, hand washing and wearing a face mask when distancing difficult - let's do our part to help prevent a second wave ... Friday Night Fries, an Optimist Fundraiser, starts this Friday, July 3rd (see ad page 5) ... and finally this is the last edition of the Tavistock Gazette compiled by the Gladding family - thank you to everyone in this community who has made our 51 year tenure memorable!

**BIRTHDAYS & ANNIVERSARIES**

Brayden Nanasi is 5 years old today, July 1st; Garrett Yantzi is 6; Darcy Zehr, 16; Macauley Seip, 16; and a birthday for Ray Oesch ... on July 2nd Ruth Weltlauffer is 104 years old; a birthday for Mary Kropf; 15th wedding anniversaries for Jerry and Tara Murray; and Drew and Steph Hallman ... Hailey Lupton is 12 July 3rd; Belle Houle, 15; anniversaries for Bob and Marilyn Zehr; and Steve and Erin Junker, 10th ... on July 4th Weston Richmond is 3; Larissa Brennenman, 18; an 11th wedding anniversary for Ryan and Marcia de Gouw ... Simon VanRooyen is 17 July 5th; anniversaries for Greg and Staci Leis, 6th; Dan and Haley Roth, 12th; Chad and Jodi Ziegler, 23rd; Bob and Rosalyn Sim, 51st ... on July 6th Aubrey Shewchuk is 12; Ava Mohr, 14; anniversaries for Keith and Ruth Wagler, 52nd; Jeff and Chris Schultz, 29th; Paul and Marilynn VandenBorre, 24th; Justin and Jennifer Jantzi, 7th ... Beatrice Yungblut is 104 years old on July 7th; Fiona and Charles Barton celebrate their 4th birthdays; a 62nd wedding anniversary for Ron and Donna Rudy. Congratulations!

## TURNING THE PAGE

As you may know by now the Tavistock Gazette printing and publishing division, which has been in the Gladding family for the past 51 years, has been sold. The proud new owner is Stewart Grant who is the publisher of the St. Marys Independent. He and his team will begin publishing the Gazette out of its current location for the July 8th edition.

The Gladdings, Bill and Sheri, will publish their last edition on July 1, 2020, exactly 51 years to the day that Bill's parents, Bob and Doris Gladding, took over the newspaper from K. Hart and Edna Brown. Bill and Sheri purchased the business from Bob and Doris on March 4, 1988, and with the recent sale will have operated the business for more than 32 years, longer than any other owners.

To make a smooth transition, Mr. Gladding will continue on staff. He will remain the face for Tavistock news, photographing events, and collecting and writing your personal stories. Sheri, who graduated from Conestoga College in 1976, gave up her career as a Registered Nurse in 1991 to take over the daily operations and office management of the Gazette, and will now enjoy extra time with their family and four grandchildren.

Along with Stewart are his graphic designer Maggie Richardson and his layout and design artist Tyler Carruthers. Tyler has been with the St. Marys Independent since joining the staff as a high school co-op student. Maggie graduated from Graphic Design at George Brown College and handles their retail office supply sales and print services.

Since finding out about the Gladding's desire to retire, Mr. Grant expressed an interest in the newspaper in April. He has since been poring over files of the last 125 years of Tavistock history. "I'm here to help ensure the Gazette lasts another hundred years," he said.

By publishing the St. Marys Independent for the past six years, Stewart said, "I understand what a small-town newspaper should be." With his hometown values and farm background, Stewart was the perfect choice to take over the Gazette. "We couldn't have found a better fit," the Gladdings said.

Mr. Grant said that over the next year he hopes to get more people in the community involved in contributing to the news. "It's the different perspectives that make a great community paper," he said. Stewart actually got his start in the business as one of those contributors and his first story was about Tavistock. In 2005, long before he thought of purchasing the St. Marys paper from founder Frank Doyle, who



Stewart Grant

BILL GLADDING / TAVISTOCK GAZETTE

now serves as editor there, Stewart asked the St. Marys Journal-Argus if he could write an article about the World Crokinole Championship. He wrote about "qualifying" for the World's (by paying his \$10 entry fee) and about the championship in general, calling the article "In Search of Crokinole Immortality." Both his son and daughter later participated in the tournament in 2015. Son Jake won second in the junior division while daughter Sydney was the youngest female player that year.

"Researching and writing that article gave me the bug," he said. "It was great to be published. I really enjoyed it." Furthermore, as a kid he loved recording data. "Documenting things and the chance to be part of documenting history was important to me," he added. "It was my dream to someday be a newspaper owner."

On June 1, 2014, he purchased the St. Marys Independent and proceeded to take its readership from 3,200 to 5,000 and placed the paper in every household in the town. He increased the page count and felt he improved the quality of the newspaper. His efforts pushed the paper to number one status in St. Marys and the competition, the historic Journal Argus, closed in 2017. In Tavistock it will be a different story. "We will

(continued on page 9)

**I want the newspaper to keep telling those personal stories.**

- Stewart Grant, Publisher

## CONGRATULATIONS

to Stewart Grant on the purchase of the Tavistock Gazette printing and publishing business.

With best regards! - Bill and Sheri Gladding



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## More Better Newspaper Competition Winners

>>> Continued from Front Page

### CU02 - Student News Writing

*Sponsored by: Ontario Journalism Educators Association*

1st place: Humber College - Patrick Simpson

2nd place: University of Waterloo - Harleen Kaur Dhillon

3rd place: University of Waterloo - Varun Venkataramanan

### CU03 - Student Photography

1st place: Loyalist College - Gagandeep Sarangal

2nd place: Loyalist College - Andrej Ivanov

3rd place: Centennial College - Ryan MacEachern

*Honourable Mention:* Humber College - Paige McGowan

### CU04 - Best College/University Newspaper Website

1st place: Algonquin College - [algonquintimes.ca](http://algonquintimes.ca)

2nd place: Durham College - [chronicle.durhamcollege.ca](http://chronicle.durhamcollege.ca)

3rd place: University of Waterloo - [uwimprint.ca](http://uwimprint.ca)

*Honourable Mention:* Centennial College - [torontoobserver.ca](http://torontoobserver.ca)

*Honourable Mention:* Humber College - [humberetc.ca](http://humberetc.ca)

## Premier Awards

### PC01 - Arts & Entertainment

*Sponsored by: Listowel Banner*

1st place: Peterborough This Week - Todd Vandonk and Catherine Whitnall

2nd place: Voice of Pelham - Sam Piccolo

3rd place: Sarnia Journal - Cathy Dobson

*Honourable Mention:* Haliburton County Echo - Jenn Watt

*Honourable Mention:* Sudbury Northern Life - Heather Green-Oliver

### PC02 - Best Business and Finance Story

1st place: Arnprior Chronicle-Guide - Derek Dunn

2nd place: Niagara This Week, Niagara Falls - Paul Forsyth

3rd place: Milton Canadian Champion - Steve Leblanc

### PC03 - Best Editorial, circ. over 10,000

1st place: Brampton Guardian - Roger Belgrave

2nd place: Fergus Wellington Advertiser - Chris Daponte

3rd place: Barrie Advance

*Honourable Mention:* Orangeville Citizen - Mike Baker

### PC04 - Best Editorial, circ. under 9,999

1st place: Eganville Leader - Bruce McIntyre

2nd place: Manotick Messenger - Jeff Morris

3rd place: Haliburton, The Highlander - Lisa Gervais

### PC05 - Education Writing

*Sponsored by: Ontario Journalism Educators Association*

1st place: Oshawa This Week - Jillian Follert

2nd place: Cambridge Times - Bill Doucet

3rd place: Milton Canadian Champion - Steve Leblanc

*Honourable Mention:* Northumberland News - Sarah Hyatt

### PC06 - Environment Ontario

1st place: Richmond Hill/Thornhill Liberal - Kim Zarzour

2nd place: Carleton Place/Almonte Canadian Gazette - Tara Gesner

3rd place: Smiths Falls Record News - Evelyn Harford

### PC07 - Feature Writing, circ. over 10,000

*Sponsored by: O'Donnell, Robertson & Partners*

1st place: Bradford West Gwillimbury Topic - Kim Zarzour

2nd place: Northumberland News - Sarah Hyatt

3rd place: Richmond Hill/Thornhill Liberal - Kim Zarzour

### PC08 - Feature Writing, circ. under 9,999

*Sponsored by: O'Donnell, Robertson & Partners*

1st place: Manitoulin Expositor - Warren Schlote

2nd place: Minden Times - Sue Tiffin

3rd place: Barrhaven Independent - Jeff Morris

### PC09 - Health & Wellness

1st place: Peterborough This Week - Todd Vandonk & Catherine Whitnall

2nd place: Smiths Falls Record News - Laurie Weir

3rd place: Uxbridge Cosmos - Lisha Van Nieuwenhove

*Honourable Mention:* Brampton Guardian - Maryam Mirza

### PC10 - Heritage

*Sponsored by: Fort Frances Times*

1st place: Oshawa Express - Dave Flaherty

2nd place: Niagara This Week, Niagara-on-the-Lake Advance - Beth Audet

3rd place: Barry's Bay, The Valley Gazette - Katrina Boguski

*Honourable Mention:* Orillia Today - Frank Matys

*Honourable Mention:* Parry Sound North Star - Stephannie Johnson

*Honourable Mention:* Peterborough This Week - Taylor Clysdale

### PC11 - Best Investigative News Story

1st place: Voice of Pelham - Dave Burket

2nd place: Orangeville Banner - Chris Halliday

3rd place: Oakville Beaver - David Lea

*Honourable Mention:* Barry's Bay, The Valley Gazette - Christine Hudder

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

*Sponsored by: Hydro One*

1st place: Perth Courier - Desmond Devoy

2nd place: Muskokaregion.com - Alison Brownlee

3rd place: Wasaga/Stayner Sun - Ian Adams

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

*Sponsored by: Hydro One*

1st place: Glanbrook Gazette - Tamara Botting

2nd place: The Independent Serving Petrolia and Central Lambton - Heather Wright

3rd place: Walkerton Herald Times

*Honourable Mention:* Aylmer Express - Rob Perry

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

*Sponsored by: Ontario Federation of Agriculture*

1st place: Orangeville Banner - Alexandra Heck

2nd place: Wasaga/Stayner Sun - Ian Adams

3rd place: Port Perry/Uxbridge, The Standard - Eve-Lynn Swan

*Honourable Mention:* Elmira-Woolwich Observer - Faisal Ali

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

*Sponsored by: Ontario Federation of Agriculture*

1st place: Barry's Bay, The Valley Gazette - Christine Hudder

2nd place: Eganville Leader - Debbi Christinck

3rd place: Voice of Pelham - Sam Piccolo | Dave Burket

*Honourable Mention:* Wingham Advance Times - Jordan Snobelen

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

*Sponsored by: Hydro One*

- 1st place: Vaughan Citizen - Jeremy Grimaldi
- 2nd place: Barrie Advance - Janis Ramsay
- 3rd place: Sarnia Journal - Troy Shantz

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

*Sponsored by: Hydro One*

- 1st place: Eganville Leader
- 2nd place: Voice of Pelham - John Chick | Dave Burket | Gloria Katch
- 3rd place: Bracebridge Examiner - Mary Beth Hartill

**PC18 - Sport & Recreation Story**

- 1st place: Sarnia Journal - Cathy Dobson
- 2nd place: Niagara This Week, The Leader - James Culic
- 3rd place: Barry's Bay, The Valley Gazette - Katrina Boguski
- Honourable Mention:* Cornwall Seaway News - Shawna O'Neill
- Honourable Mention:* Minden Times - Sue Tiffin



**Ayr News Editor Helen Hall for Best Headline Writing**

**PC19 - Best Headline Writing**

- 1st place: Voice of Pelham - Dave Burket
- 2nd place: Ayr News - Helen Hall
- 3rd place: Cornwall Seaway News

**PC20 - Humour Columnist of the Year**

- 1st place: Niagara This Week, The Leader - James Culic
- 2nd place: Haliburton County Echo - Steve Galea
- 3rd place: Manotick Messenger - Jeff Morris

**PC21 - Columnist of the Year**

- 1st place: Mississauga News - John Stewart
- 2nd place: Manotick Messenger - Jeff Morris
- 3rd place: Niagara This Week, The Leader - James Culic
- Honourable Mention:* Eganville Leader - Johanna Zomers

**PC22 - Reporter of the Year - Stephen Shaw Award**

*Sponsored by: Ontario Power Generation*

- 1st place: Richmond Hill/Thornhill Liberal - Kim Zazour
- 2nd place: Haliburton, The Highlander - Joseph Quigley
- 3rd place: Vaughan Citizen - Jeremy Grimaldi
- Honourable Mention:* Ottawa Community Voice, West Carleton - Erin McCracken

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

- 1st place: Peterborough This Week - Lance Anderson
- 2nd place: Scarborough Mirror - Dan Pearce
- 3rd place: Richmond Hill/Thornhill Liberal - Justin Greaves
- Honourable Mention:* Toronto York-City Centre Neighbourhood Voice - Justin Greaves

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

- 1st place: Arnprior Chronicle-Guide - Sherry Haaima
- 2nd place: Glanbrook Gazette - Tamara Botting
- 3rd place: Listowel Banner - Dan McNee

**PC25 - Best Photo Layout**

- 1st place: Fergus Wellington Advertiser - Kelly Waterhouse | Phil Gravelle | Chris Daponte | Helen Michel
- 2nd place: The Independent Serving Petrolia and Central Lambton - Heather Wright
- 3rd place: New Liskeard Temiskaming Speaker - Sue Nielsen
- Honourable Mention:* Etobicoke Guardian - Justin Greaves
- Honourable Mention:* Sarnia Journal - Ronny D'Haene

**PC26 - Best Sports Photo**

- 1st place: Brampton Guardian - Riziero Vertolli
- 2nd place: Barrhaven Independent - Mike Carrocetto
- 3rd place: Blyth/Brussels Citizen - Shawn Loughlin
- Honourable Mention:* Port Perry Star - Ryan Pfeiffer

**PC27 - Best Spot News Photo**

*Sponsored by: Listowel Banner*

- 1st place: Alliston Herald - Brad Pritchard
- 2nd place: Renfrew Mercury - Derek Dunn
- 3rd place: Haliburton Highlander - Joseph Quigley

**PC28 - Best News Photo**

- 1st place: New Liskeard Temiskaming Speaker - Darlene Wroe
- 2nd place: Brampton Guardian
- 3rd place: Mississauga News - Riziero Vertolli
- Honourable Mention:* Haliburton County Echo - Darren Lum

Continued on page 6 >>>

## Outstanding Work By Ontario's Community Newspapers

>>> Continued from Page 5

### PC29 - Most Creative Grip and Grin Photo

1st place: Barry's Bay, The Valley Gazette - Christine Hudder  
 2nd place: Manitoulin Expositor - Warren Schlote  
 3rd place: Oakville Beaver - Nikki Wesley  
*Honourable Mention:* Eganville Leader - Bruce McIntyre  
*Honourable Mention:* North Grenville Times - Marguerite Boyer

### PC30 - Photographer of the Year

1st place: Oshawa This Week - Sabrina Byrnes  
 2nd place: Haliburton County Echo - Darren Lum  
 3rd place: Ajax Pickering News Advertiser - Ryan Pfeiffer

### PC31 - Cartoonist of the Year

1st place: Oshawa Express - George Longley  
 2nd place: Orleans Star - Sarah Chaplin  
 3rd place: Stoney Creek News - Mike Vukovich

### PC32 - Community Service

1st place: The Haldimand Press - All Candidates Debate  
 2nd place: Uxbridge Cosmos - Federal Election 2019  
 3rd place: New Liskeard Temiskaming Speaker - Fundraiser on the Fairways

### PC33 - Best Vertical Product

1st place: Burlington Post - West of the City - 100th edition  
 2nd place: Bracebridge Examiner - Muskoka Life  
 3rd place: Caledon Enterprise - Sideroads of Caledon, Dufferin & King



Highlander Production Manager Lyelca Rodrigues

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

*Sponsored by: Laurentian Publishing*  
 1st place: Sudbury Northern Life  
 2nd place: Kemptville Advance  
 3rd place: Milton Canadian Champion

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

*Sponsored by: Laurentian Publishing*  
 1st place: Fort Frances Times  
 2nd place: Eganville Leader  
 3rd place: The Haldimand Press  
 Honourable Mention: Vankleek Hill Review

### PC36 - Best Sports Section

1st place: Elmira-Woolwich Observer  
 2nd place: New Liskeard Temiskaming Speaker  
 3rd place: Voice of Pelham

### PC37 - Special Section, circ. over 10,000

1st place: Caledon Enterprise - 130th Anniversary  
 2nd place: Sarnia Journal - Sarnia Remembers  
 3rd place: Milton Canadian Champion - Welcome to Milton  
*Honourable Mention:* Georgetown/Acton Independent & Free Press - Halton Hills Festivals and Events Guide

### PC38 - Special Section, circ. under 9,999

1st place: Eganville Leader - Irish Edition  
 2nd place: Barry's Bay, The Valley Gazette - Christmas Wishes 2018  
 3rd place: The Haldimand Press - Farms Harvest 2019

### PC39 - Best Feature/Unit Pages

1st place: Fort Frances Times - EMO Walleye Classic  
 2nd place: The Haldimand Press - Saluting our Heroes... lest we forget  
 3rd place: Fergus Wellington Advertiser - Broadline Rentals

### PC40 - Best Creative Ad

1st place: Scarborough Mirror - Katherin Porcheron  
 2nd place: Manitoulin Expositor - Kendra Edwards (Explore Manitoulin)  
 3rd place: Haliburton, The Highlander - Lyelca Rodrigues (Emmerson Rent-All)  
*Honourable Mention:* Deep River North Renfrew Times - Jane Barkley

### PC41 - In House Promotion

1st place: The Herald Serving Thamesville, Dresden and Bothwell - Julli Archibald  
 2nd place: Sarnia Journal - George Mathewson  
 3rd place: Cornwall Seaway News

### PC42 - Local Retail Layout

*Sponsored by: Metro Creative Graphics*  
 1st place: Fergus Wellington Advertiser - Helen Michel  
 2nd place: Drayton Community News - Alicia Rosa (Freshmart)  
 3rd place: Fort Frances Times - Susan Taylor (Luv you Dad)

### PC43 - Original Ad Idea

1st place: Haliburton, The Highlander - Lyelca Rodrigues  
 2nd place: Orangeville Banner - Janine Taylor  
 3rd place: The Haldimand Press - Jillian Zynomirski (Wash & Window Guy)



*Kincardine Independent's Jessica Beaty for Best Use Of Colour*

**PC44 - Best Use of Colour**

1st place: Fergus Wellington Advertiser - Jaqueline Furfaro  
 2nd place: Kincardine Independent - Jessica Beaty  
 3rd place: Deep River North Renfrew Times - Jane Barkley  
*Honourable Mention:* Manotick Messenger - Ryan Birtch

**PC45 - Best Community Website/WebPortal, circ. over 10,000**

1st place: Elmira-Woolwich Observer - ObserverXtra.com  
 2nd place: Sudbury Northern Life - sudbury.com  
 3rd place: Cornwall Seaway News - cornwallseawaynews.com  
*Honourable Mention:* Hamilton Mountain News - hamiltonnews.com

**PC46 - Best Community Website/WebPortal, circ. under,9 999**

1st place: Vankleek Hill Review - thereview.ca  
 2nd place: Parry Sound North Star - parrysound.com  
 3rd place: Burks Falls Almaguin News - northbaynipissing.com  
*Honourable Mention:* North Grenville Times - ngtimes.ca

**PC47 - ONLINE Special Initiative**

1st place: Barrie Advance  
 2nd place: Cambridge Times  
 3rd place: Newmarket Era/Aurora Banner

**PC48 - ONLINE Breaking News Coverage**

1st place: Sudbury Northern Life  
 2nd place: Burlington Post  
 3rd place: Caledon Enterprise

**PC49 - Multimedia Online/Best Online Experience for a Story**

1st place: Sudbury Northern Life  
 2nd place: Burlington Post  
 3rd place: Georgetown/Acton Independent & Free Press

**PC50 - Breaking News Video**

1st place: Caledon Enterprise - Robyn Wilkinson  
 2nd place: Bracebridge Examiner - Mary Beth Hartill  
 3rd place: Peterborough This Week - Taylor Clysdale



*Cornwall Seaway News Publisher Rick Shaver with Editor Nicolas Seebruch*

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## 2019 Ontario Junior Citizens Recognized During First Ever Virtual Ceremony

The Ontario Community Newspapers Association held its first ever ‘virtual’ Ontario Junior Citizen Awards on Wednesday, August 12, 2020. Twelve outstanding young citizens were acknowledged and applauded during an intimate ZOOM meeting with The Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario in attendance as congratulator-in-chief. The event was hosted by OCNA Board President John Willems, General Manager, Metroland Media Group Toronto. This is the 39th annual Junior Citizen Awards, which recognizes and rewards amazing youth aged 6 to 17 who have made substantial contributions to their community through acts of bravery, kindness, dedication, generosity, or academic achievement.

Top row from left to right: Lincoln Dugas-Nishisato, 10, Toronto; Helena Kirk, 14, Toronto; Lazar Paroski, 15, Kitchener; Mikayla Ansley, 12, Blyth

Second row from left to right: Daphné Dupuis, 17, Sault Ste. Marie; The Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario; Christopher Pennington, 15, Kincardine

Third row from left to right: Ethan Parikh, 16, Mississauga; Islay Graham, 14, Georgian Bluffs

Bottom row from left to right: Lucy Zhao, 17, Richmond Hill; Cameron Cadarette, 15, Windsor; Galiya Vendrov, 16, Whitchurch-Stouffville; Spencer Lippa, 12, Halton Hills



### “This Old Newspaper?!” Readers Contest

The OCNA invites you to participate in a fun, feel-good awareness campaign for the industry – a contest that asks readers to recycle newspapers into something new. “This Old Newspaper?!” challenges participants to use newspapers to create whatever they can dream up: clothing, art, furniture – the possibilities are endless!

We are asking our members to run a local competition, with winners from each local contest then vying for the OCNA provincial prize of \$1,000.

Getting creative with leftover newspapers is a great activity for families, and a challenge for adults who find themselves “bored in the house”. And now that schools are set to resume, we encourage you to approach teachers and students for participation. The resulting creations should provide some great visuals and stories for your paper, and generate community interest and engagement.

The OCNA will supply promotional material that you can brand your own. There will also be an online gallery, and prize money. We plan on three categories: Open, Junior under 12, and Family. The deadline for entries to be submitted to the provincial contest is October 13.

It will be the newspaper’s responsibility to communicate to readers and solicit participants. The OCNA, however, will supply a creative template for use in print and online, along with a sample editorial. You of course know how best to connect with your communities and the best way to motivate participation, so feel free to write your own.

Will a reader from your local community newspaper create the winning recycled newspaper piece? You’ll have to confirm your participation first. Please contact Kelly Gorven at [k.gorven@ocna.org](mailto:k.gorven@ocna.org). Note: This opportunity is open to all members of the OCNA and is entirely optional.

## This Old **NEWSPAPER!**

**WE CHALLENGE YOU TO RECYCLE  
NEWSPAPERS INTO SOMETHING NEW**

Send submissions to this newspaper. Entries will also be submitted to the Ontario Community Newspapers Association for consideration in a provincial contest.

#### Rules:

- 1 Participants must repurpose newspaper into something creative and/or functional (anything goes – ballgown, basket, lampshade) and submit it to this newspaper.

Note: While a piece created 100% of newspaper is ideal, we recognize that other materials may be necessary for framework and stability. Therefore, a piece **MUST** consist of at least 70% recycled newspaper. Of course, it must also be appropriate for the public to admire.

- 2 In addition to a brief description about the participant’s creation, a series of photos or videos taken during the construction process must also be submitted.



Isla Williams, a 12-year-old Standard Newspaper carrier in Uxbridge used leftover newspapers to design a custom dress

ocna  
**\$1000**  
PROVINCIAL PRIZE

PUBLIC VIRTUAL  
GALLERY SHOWCASE

## WEBINARS ARCHIVE SPOTLIGHT:

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.

### **What Makes Something Newsworthy? Presented by Dennis Hetzel**

Does your newsroom react on gut instinct to decide what to cover? Do you feel like you're doing the same stories everyone else is doing when you try to localize major regional and national stories? There's a better way to make stories meaningful and relevant for local readers. The elements of news are timeless, because human nature is timeless. In this webinar, you learn how to leverage the basic elements of news to make faster, better decisions about what to cover and how to do it. And we also show how journalists contribute to perceptions of bias and sensationalism when they misinterpret why something is newsworthy. For those who may have studied this in journalism school, it's a great refresher. For others, you discover new tools to make the most effective use of your resources.

### **Let's Talk Recruitment Marketing Presented by Laurie Kahn**

From building a more effective job profile and job posting, we learn how to reach your ideal candidates. Learn how to write descriptions to entice potential new hires and drum up excitement for the position. Creating a strong social media image is also essential which includes online profiles to your website.

### **Think COVID Flattened Your Classifieds? Think Again. Presented by Janet DeGeorge**

Newspapers have weathered many challenges, from Craigslist, the Great Recession, now COVID 19. Is there a way to save your classified revenue? Yes there is a way, but you have to be willing to fight the fight. Please join Janet for a checklist of what must be done to rebuild your classifieds and make them an important part of your newspaper again. No mask required.

### **Keeping Up With Digital Trends in 2020 Presented by Tyson Bird**

At the start of this year, Tyson identified 16 digital trends to watch for in 2020. Now that we're halfway through a year of dramatic and unexpected events, let's check in to see how these 16 trends impact the work journalists are doing. We explore trends that have emerged as a result of the COVID-19 pandemic and seek to understand how they will affect our newsrooms and audiences in the months ahead.

**For more information and to register, visit:**

**[www.onlinemediacampus.com](http://www.onlinemediacampus.com)**

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**WE WANT TO HEAR FROM YOU!**

*The OCNA would like to feature your success stories!*

*If you've recently tried a new innovative idea that helped boost your newspaper's success, tell us about it!*

Contact [newsclips@ocna.org](mailto:newsclips@ocna.org)

# MEMBER SERVICE SPOTLIGHT

## Government Relations

The OCNA is focused on ensuring that the 'voices 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
- Representation for the industry with a number of provincial bodies.

Federal government issues are handled by the Canadian Community Newspapers Association.

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

For more information visit <https://www.ocna.org/government-relations>

## Colours, Photo Settings, Paragraph Styles and Ligatures

By Kevin Slimp

So, what do professional speakers do during a pandemic? I can't speak for all the speakers in the world, but among other things, I've been leading a lot of webinars.

I guess it shouldn't surprise anyone that attendance at online classes has been high over the past couple of months, which means I hear from a lot of folks at newspapers and answer a lot of questions. In this column, I thought I'd answer some of the questions I've received from newspaper folks.



### From Renee in Alabama:

It was really interesting to learn about the most popular colours for ad design this year. Where can I find this information in future years?

#### Kevin:

The popularity of colours always fascinates me, as popular colours change from year to year. If you're still using reflex blue and green, it might surprise you to know you're probably not getting as much response from your ads as you might. Pantone releases a list of most popular colours each year. In 2020, the most popular colours on Pantone's list is 'Classic Blue' and 'Coral'. If you don't believe it, just walk into any clothing store.

### From Steve in Indiana:

When it comes to the size of a PDF file, is there a mathematical progression based on what the size of the printed PDF would be? Or is it dependent upon the content of the PDF? For example, would a PDF with mostly text be a different size file than a photo, or one with simple pie charts?

#### Kevin:

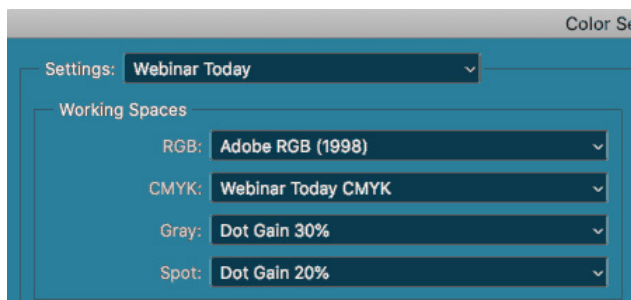
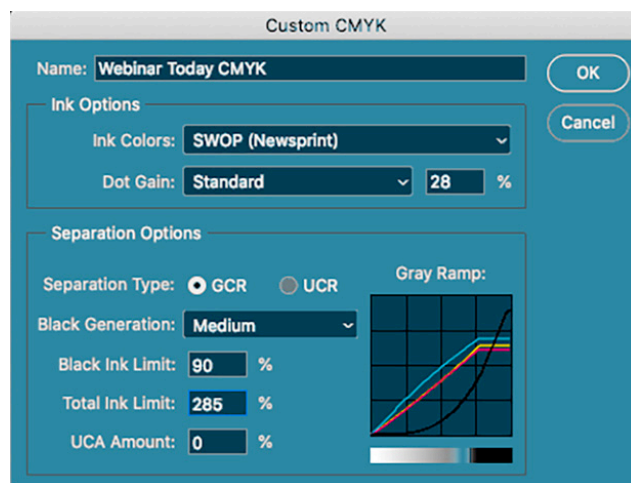
I used to get this question a lot back in the early days of PDFs, Steve. Primarily, the size of a PDF is determined by graphics on the pages. Large graphics with high resolutions created much larger PDF files. Users sometimes believe when a file is downsampled during the PDF creation, it lowers the resolution of all the images to the setting of the downsample. It's actually more of an average (not an exact average) between the original size of an image and a downsampled size. For example, if you place a 10-inch photo with a resolution of 300 on a page and reduce the size to 5 inches with a downsampling of 220, the image in the PDF will still be well over ten times as large as it would have been if the size and resolution of the image was correct before it was placed on the page.

### From Deb in Ohio:

Is there a way to save InDesign paragraph styles so they can be used on another computer?

#### Kevin:

Interestingly, as much as most of us use InDesign, this is a question I get asked a lot. Yes, it's like a lot of functions in InDesign that can be ported from one computer to another. First, save the InDesign document that contains the style on a server, so other users have access to it. Go to the new computer and be sure InDesign is open, but no documents are open. Finally, with no documents open, go to the menu in the Paragraph Styles Panel and select 'Load Paragraph Styles'. Select the InDesign file you placed on the server and the styles will be immediately loaded in InDesign and available whenever you create a document.



### From Blake in Texas:

Do you have any general instructions on best settings in Photoshop for photos printed on newsprint?

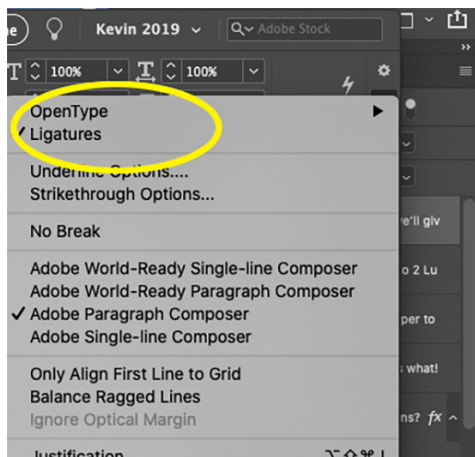
#### Kevin:

There's no 'one size fits all' setting for newspapers, but I can suggest settings that work well on most web (newsprint) presses. In Photoshop

Colour Settings (Edit>Colour Settings), set your CMYK settings to Black Ink Limit: 90 percent, Total Ink Limit to 285 percent, and dot gain to 26 percent. Set your RGB setting to 'Adobe RGB' and your grayscale setting to 'Dot Gain 30%'.

### From Kelly in North Dakota:

I moved all my fonts over to my new computer, but particular fonts are now turning on ligatures automatically. This is causing issues since ligatures show up as CID fonts when converted to PDF and cause all kinds of problems. Is there a way to make this not happen?



### Kevin:

Yes, Kelly, there is. Open InDesign, and be sure no documents are open. Select your type tool and click on the tiny menu in the upper-right corner of your InDesign desktop. Uncheck 'Ligatures' and you should have no ligatures whenever you create a new document. If you have templates that have this problem, be sure to open them, uncheck 'Ligatures' and save the template. This should take care of your problem with ligatures.

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*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.*

## Ten Ways To Mess Up An Online Presentation

By John Foust

These days, ad professionals are conducting more digital presentations than ever before. While there are some similarities with in-person meetings, there are some significant differences. Let's take a quick look at ten of the biggest mistakes in online presentations:

1. **Problems with technology.** "Can you hear me now?" is more than a line from an old television spot; it's a reality of many online conversations. As you plan the presentation, be sure to consider the meeting platform, webcams, and desktop-tablet-phone differences. It's better to address those issues ahead of time than to be surprised when things are underway.
2. **Unprofessional appearance.** Even if you're presenting from home or an informal business environment, it's important to look professional. While a business suit is not necessarily required, be sure to look neat. And don't forget to smile.
3. **Camera movement.** My wife had a recent call, in which one of the participants started walking around with his laptop computer. For several minutes, the camera treated everyone to jerky views of his ceiling and kitchen cabinets, all while he was talking. For goodness' sakes, keep the camera in one position.
4. **Distractions.** We all know it's not good to see someone fumbling with papers during a meeting at a conference table. That's just as bad in an online presentation, because it indicates disorganization. In addition, be sure to clean up your background, so it is simple and free of clutter.
5. **Hard-to-see exhibits and graphics.** Advance planning is the key, here. If you display ads or charts, prepare carefully so everything will go smoothly. If you hold something up to the camera, make sure it is super-simple and in steady hands.
6. **Winging it.** There's a sneaky little voice in some salespersons' minds that says, "Hey, you're not meeting in someone else's office. You're in familiar surroundings, and you know so much about your product that you can make the sale just by talking off the cuff." Don't listen to that voice. The only way to be at your best is to prepare and practice.
7. **Not acknowledging everyone.** There is often a tendency to talk to the main contact and pay little attention to others in a meeting. That's always bad manners, whether face-to-face or on a screen.
8. **Talking in a monotone.** It's not just what you say; it's how you say it. One of the fastest ways to lose attention is to speak in a tone of voice that lacks energy and enthusiasm. Put some excitement in your words.
9. **Talking too much.** A remote call is not a license to 'talk at' people. Whatever the format, a sales conversation should be a dialogue, not a monologue. Think of ways to encouragement. Ask plenty of questions and respond to their answers with respect.
10. **Not listening between the lines.** Watch for facial expressions and listen for voice inflections, just like you do in on-site presentations. If you don't, you may miss something which could be a deal maker or deal breaker.

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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](mailto:john@johnfoust.com)*



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