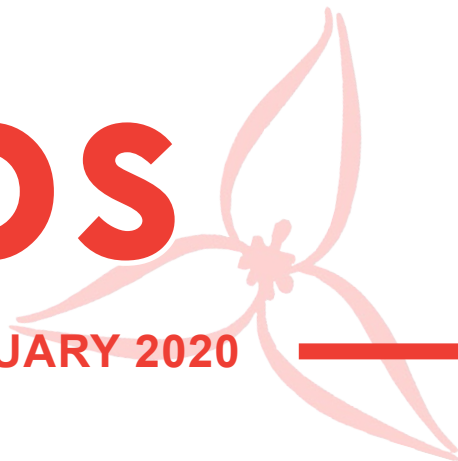


newsclips

FEBRUARY 2020



2019 BNC Award Finalists Announced

The OCNA is proud to recognize the outstanding work produced by our member newspapers. Thank you to everyone who submitted entries for the 2019 BNC Awards. Finalists in each category are listed in alphabetical order below. First, second and third place winners will be presented during the Awards Gala on Friday, April 3 at the Hilton Garden Inn in Vaughan.

Online registration for the Spring Convention and Awards Gala is available now. To register, visit www.ocna.org/registration.

General Excellence Awards

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

Barry's Bay, The Valley Gazette
Blyth/Brussels Citizen
Burks Falls Almaguin News

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

New Liskeard Temiskaming Speaker
Vankleek Hill Review
Winchester Press

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

Eganville Leader
Gravenhurst Banner
Niagara This Week, Niagara-on-the-Lake Advance

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

Sponsored by: Metro Creative Graphics
Collingwood Connection
Haliburton, The Highlander
Niagara This Week, Fort Erie Post

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

Elmira-Woolwich Observer
Northumberland News
Stouffville Sun-Tribune

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

Sponsored by: Northern News Services
Fergus Wellington Advertiser
Guelph Mercury Tribune
Sudbury Northern Life

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

Ajax Pickering News Advertiser
Niagara This Week, St. Catharines
Oakville Beaver

GE08 - Class 8: College & University

Durham College - The Chronicle
Fanshawe College - Interrobang
University of Waterloo - Imprint
Honourable Mention: Algonquin College - Algonquin Times

College/University Awards

CU01 - Student Feature Writing

Sponsored by: Ontario General Contractors Association
Algonquin College - Jessica Alberga
Centennial College - Amarra Shakira Mohamed
Centennial College - Margaryta Ignatenko
Honourable Mention: Fanshawe College - Angela McInnes & Emma Fairgrieve

CU02 - Student News Writing

Sponsored by: Ontario Journalism Educators Association
Humber College - Patrick Simpson
University of Waterloo - Harleen Kaur Dhillon
University of Waterloo - Varun Venkataramanan

CU03 - Student Photography

Centennial College - Ryan MacEachern
Loyalist College - Andrej Ivanov
Loyalist College - Gagandeep Sarangal
Honourable Mention: Humber College - Paige McGowan

CU04 - Best College/University Newspaper Website

Algonquin College - algonquintimes.ca
Durham College - chronicle.durhamcollege.ca
University of Waterloo - uwimprint.ca
Honourable Mention: Centennial College - torontoobserver.ca
Honourable Mention: Humber College - humberetc.ca

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WHAT'S
INSIDE:

SPRING CONVENTION SESSIONS

Join OCNA on Friday, April 3 at the
Hilton Garden Inn, Vaughan.

See Page 7

BAND SUPPORTS JOURNALISM

The Arkells are asking fans to stop
"running from that paywall"

See Page 9

THE PEOPLE PRINCIPLES

People are what differentiate
organizations from one another.

See Page 12

MARK YOUR CALENDARS!

April 3, 2020

Spring Convention, BNC Awards Gala and Ontario Junior Citizen Awards

Join the OCNA at the Hilton Garden Inn in Vaughan on Friday, April 3, 2020 for a jam-packed day of industry-focused sessions and networking opportunities. This year the 2019 Ontario Junior Citizen Awards will be presented during lunch, when 12 outstanding youth will be recognized for making a difference. The evening will conclude with the Association's coveted event, the BNC Awards Gala, when 1st, 2nd and 3rd place winners of the competition will be announced.

For more information regarding the convention or gala, please contact Karen Shardlow at k.shardlow@ocna.org or 416-923-7724 ext. 4432.

For more information regarding the Ontario Junior Citizen Awards, please contact Kelly Gorven at k.gorven@ocna.org or 416-923-7724 ext. 4439.

November 6 - 7, 2020

Independent Publishers' Retreat

The next Independent Publishers' Retreat is scheduled for Friday, November 6 to Saturday, November 7 at the Hockley Valley Resort in Orangeville.

NEWSCLIPS VOLUME 06, ISSUE 02

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BNC Awards Premier Category Finalists

>>> Continued from Front Page

Premier Awards

PC01 - Arts & Entertainment

Sponsored by: Listowel Banner
Peterborough This Week
Sarnia Journal
Voice of Pelham
Honourable Mention: Haliburton County Echo
Honourable Mention: Sudbury Northern Life

PC02 - Best Business and Finance Story

Arnprior Chronicle-Guide
Milton Canadian Champion
Niagara This Week, Niagara Falls

PC03 - Best Editorial, circ. over 10,000

Barrie Advance
Brampton Guardian
Fergus Wellington Advertiser
Honourable Mention: Orangeville Citizen

PC04 - Best Editorial, circ. under 9,999

Eganville Leader
Haliburton, The Highlander
Manotick Messenger

PC05 - Education Writing

Sponsored by: Ontario Journalism Educators Association
Cambridge Times
Milton Canadian Champion
Oshawa This Week
Honourable Mention: Northumberland News

PC06 - Environment Ontario

Carleton Place/Almonte Canadian Gazette
Richmond Hill/Thornhill Liberal
Smiths Falls Record News

PC07 - Feature Writing, circ. over 10,000

Sponsored by: O'Donnell, Robertson & Partners
Bradford West Gwillimbury Topic
Northumberland News
Richmond Hill/Thornhill Liberal

PC08 - Feature Writing, circ. under 9,999

Sponsored by: O'Donnell, Robertson & Partners
Barrhaven Independent
Manitoulin Expositor
Minden Times

PC09 - Health & Wellness

Peterborough This Week
Smiths Falls Record News
Uxbridge Cosmos
Honourable Mention: Brampton Guardian

PC10 - Heritage

Sponsored by: Fort Frances Times
Barry's Bay, The Valley Gazette
Niagara This Week, Niagara-on-the-Lake Advance
Oshawa Express
Honourable Mention: Orillia Today
Honourable Mention: Parry Sound North Star
Honourable Mention: Peterborough This Week

PC11 - Best Investigative News Story

Oakville Beaver
Orangeville Banner
Voice of Pelham
Honourable Mention: Barry's Bay, The Valley Gazette

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

Sponsored by: Hydro One
Muskokaregion.com
Perth Courier
Wasaga/Stayner Sun

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

Sponsored by: Hydro One
Glanbrook Gazette
The Independent Serving Petrolia and Central Lambton
Walkerton Herald Times
Honourable Mention: Aylmer Express

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

Sponsored by: Ontario Federation of Agriculture
Orangeville Banner
Port Perry/Uxbridge, The Standard
Wasaga/Stayner Sun
Honourable Mention: Elmira-Woolwich Observer

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

Sponsored by: Ontario Federation of Agriculture
Barry's Bay, The Valley Gazette
Eganville Leader
Voice of Pelham
Honourable Mention: Wingham Advance Times

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

Sponsored by: Hydro One
Barrie Advance
Sarnia Journal
Vaughan Citizen

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

Sponsored by: Hydro One
Bracebridge Examiner
Eganville Leader
Voice of Pelham

Continued on page 5 >>>

BNC Award Finalists Continued

>>> Continued from page 5

PC18 - Sport & Recreation Story

Barry's Bay, The Valley Gazette
Niagara This Week, The Leader

Sarnia Journal

Honourable Mention: Cornwall Seaway News

Honourable Mention: Minden Times

PC19 - Best Headline Writing

Ayr News

Cornwall Seaway News

Voice of Pelham

PC20 - Humour Columnist of the Year

Haliburton County Echo - Steve Galea

Manotick Messenger - Jeff Morris

Niagara This Week, The Leader - James Culic

PC21 - Columnist of the Year

Manotick Messenger - Jeff Morris

Mississauga News - John Stewart

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

Haliburton, The Highlander - Joseph Quigley

Richmond Hill/Thornhill Liberal - Kim Zarzour

Vaughan Citizen - Jeremy Grimaldi

Honourable Mention: Ottawa Community Voice, West Carleton -

Erin McCracken

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

Peterborough This Week

Richmond Hill/Thornhill Liberal

Scarborough Mirror

Honourable Mention: Toronto York-City Centre Neighbourhood

Voice

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

Arnprior Chronicle-Guide

Glanbrook Gazette

Listowel Banner

PC25 - Best Photo Layout

Fergus Wellington Advertiser

New Liskeard Temiskaming Speaker

The Independent Serving Petrolia and Central Lambton

Honourable Mention: Sarnia Journal

Honourable Mention: Etobicoke Guardian

PC26 - Best Sports Photo

Barrhaven Independent

Blyth/Brussels Citizen

Brampton Guardian

Honourable Mention: Port Perry Star

PC27 - Best Spot News Photo

Sponsored by: Listowel Banner

Alliston Herald

Haliburton Highlander

Renfrew Mercury

PC28 - Best News Photo

Brampton Guardian

Mississauga News

New Liskeard Temiskaming Speaker

Honourable Mention: Haliburton County Echo

PC29 - Most Creative Grip and Grin Photo

Barry's Bay, The Valley Gazette

Manitoulin Expositor

Oakville Beaver

Honourable Mention: Eganville Leader

Honourable Mention: North Grenville Times

PC30 - Photographer of the Year

Ajax Pickering News Advertiser - Ryan Pfeiffer

Haliburton County Echo - Darren Lum

Oshawa This Week - Sabrina Byrnes

PC31 - Cartoonist of the Year

Orleans Star - Sarah Chaplin

Oshawa Express - George Longley

Stoney Creek News - Mike Vukovich

PC32 - Community Service

New Liskeard Temiskaming Speaker - Fundraiser on the Fairways

The Haldimand Press - All Candidates Debate

Uxbridge Cosmos - Federal Election 2019

PC33 - Best Vertical Product

Bracebridge Examiner - Muskoka Life

Burlington Post - West of the City - 100th edition

Caledon Enterprise - Sideroads of Caledon, Dufferin & King

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

Sponsored by: Laurentian Publishing

Kemptville Advance

Milton Canadian Champion

Sudbury Northern Life

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

Sponsored by: Laurentian Publishing

Eganville Leader

Fort Frances Times

The Haldimand Press

Honourable Mention: Vankleek Hill Review

PC36 - Best Sports Section

Elmira-Woolwich Observer

New Liskeard Temiskaming Speaker

Voice of Pelham

PC37 - Special Section, circ . over 10,000

Caledon Enterprise - 130th Anniversary
 Milton Canadian Champion - Welcome to Milton
 Sarnia Journal - Sarnia Remembers
 Honourable Mention: Georgetown/Acton Independent & Free Press - Halton Hills Festivals and Events Guide

PC38 - Special Section, circ. under 9,999

Barry's Bay, The Valley Gazette - Christmas Wishes 2018
 Eganville Leader - Irish Edition March 6, 2019
 The Haldimand Press - Farms Harvest 2019

PC39 - Best Feature/Unit Pages

Fergus Wellington Advertiser - Broadline Rentals
 Fort Frances Times - EMO Walleye Classic
 The Haldimand Press - Saluting our Heroes... lest we forget

PC40 - Best Creative Ad

Haliburton, The Highlander
 Manitoulin Expositor
 Scarborough Mirror
 Honourable Mention: Deep River North Renfrew Times

PC41 - In House Promotion

Cornwall Seaway News
 Sarnia Journal
 The Herald Serving Thamesville, Dresden and Bothwell

PC42 - Local Retail Layout

Sponsored by: Metro Creative Graphics

Drayton Community News
 Fergus Wellington Advertiser
 Fort Frances Times

PC43 - Original Ad Idea

Haliburton, The Highlander
 Orangeville Banner
 The Haldimand Press

PC44 - Best Use of Colour

Deep River North Renfrew Times
 Fergus Wellington Advertiser
 Kincardine Independent
 Honourable Mention: Manotick Messenger

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

Cornwall Seaway News - cornwallseawaynews.com
 Elmira-Woolwich Observer - ObserverXtra.com
 Sudbury Northern Life - sudbury.com
 Honourable Mention: Hamilton Mountain News - hamiltonnews.com

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

Burks Falls Almaguin News - northbaynippissing.com
 Parry Sound North Star - parrysound.com
 Vankleek Hill Review - thereview.ca
 Honourable Mention: North Grenville Times - ngtimes.ca

PC47 - ONLINE Special Initiative

Barrie Advance
 Cambridge Times
 Newmarket Era/Aurora Banner

PC48 - ONLINE Breaking News Coverage

Burlington Post
 Caledon Enterprise
 Sudbury Northern Life

PC49 - Multimedia Online/Best Online Experience for a Story

Burlington Post
 Georgetown/Acton Independent & Free Press
 Sudbury Northern Life

PC50 - Breaking News Video

Bracebridge Examiner
 Caledon Enterprise
 Peterborough This Week

Questions? Contact Karen Shardlow at k.shardlow@ocna.org or 416-923-7724 ext. 4432.

CONVENTION AGENDA

The following is a brief itinerary for the OCNA's Spring Convention, taking place at the Hilton Garden Inn in Vaughan on Friday, April 3, 2020. Session outlines can be found on page 7.

THURSDAY, APRIL 2

Daytime: OCNA Board Meetings

5:00pm to 6:00pm: Annual General Meeting - OCNA/OCNF/ cnrie

FRIDAY, APRIL 3

8:00am to 9:00am: Breakfast

9:00am to 12:00pm: Sessions

12:00pm to 2:00pm: Junior Citizen Awards Luncheon

2:00pm to 3:30pm: Sessions

3:30pm to 5:00pm: Round Table Discussions

Sponsored by Newspapers Toolbox

Bring your questions or ideas on what you would like to discuss with your peers. Share and learn from each other's challenges and successes.

5:30pm to 6:30pm: BNC Gala Reception

6:30pm to 10:00pm: BNC Gala Dinner

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, March 12 - Build Your Social Media Style Guides

A social media style guide creates a consistent voice, look and schedule that helps newsrooms engage audiences while providing journalists with information on how to act, speak and use images on social media. Every Tweet, Facebook or Instagram post should align with your news gathering and visual standards. This workshop will help you develop a set of five guidelines, including: defining your voice, grammar and terminology, visual use, hashtags, and post formatting.

Meet the Presenter:

Val Hoepfner is a digital journalist, training and media strategist. She has worked in digital, mobile and multi-platform journalism for more than 15 years. As CEO of Val Hoepfner Media and Consulting, LLC, Hoepfner travels to newsrooms, universities and media conferences where she creates and leads training for journalists in engagement, change management and developing digital and mobile workflow. Hoepfner is a member of the Native American Journalist Association, Online News Association, Association Press Photo Managers, American Society of News Editors, the Recording Academy and Public Radio in Mid America.

Cost:

\$35 (USD)

Registrations will be accepted until the day of the webinar. Registrations submitted after deadline, however, are subject to \$10 late fee. Log in instructions will be sent 48 hours ahead of scheduled program. If you are interested in participating but are unable to attend the live webinar, we encourage you to sign up anyway. As part of your webinar package, you will receive free access of the archive of this webinar by registering for the live session.

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

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.

Spring Convention Sessions

The following is a brief outline of the sessions being offered for the OCNA's Spring Convention, taking place at the Hilton Garden Inn in Vaughan on Friday, April 3, 2020. More details and session outlines to follow as they are confirmed. Please note that these sessions are not shown in any particular order. For a copy of the day's schedule, please see the Agenda.

Reaching the Adult 55+ Demographic

Presented by: Jeff Weiss, President and CEO, age of majority inc.

While community newspapers reach all ages, our readership is especially overdeveloped in the Adult 55+ segment. Rather than worry about being "old", we should celebrate that mature, influential and educated audience. Mr. Weiss has the data to prove the high value of the 55+ market. Perhaps more importantly, he can tell us how to effectively communicate to that group.

This session will equip you with the knowledge that our readers are powerful, smart and valuable. We will learn how to successfully market that audience to advertisers and businesses, and gain the knowledge we need to create communications that speak effectively to this influential demographic.

Jeffrey Weiss is an experienced and successful Canadian advertising and marketing executive. His company, Age of Majority, is focused on the Adult 55+ demographic: their importance to the economy, business and advertisers, and how to effectively influence them.

Local Newspaper Closure = Higher Municipal Costs

Presented by: Dermot Murphy, Associate Professor of Finance, University of Illinois at Chicago

Dermot Murphy presents findings from the paper "Financing Dies in Darkness? The impact of Newspaper Closures on Public

Finance" and shows that newspaper closures lead to higher municipal borrowing costs in the long run.

Federal Funding & News Media Canada Update

Presented by: John Hinds, CEO of News Media Canada

The federal government announced a number of programs that will have a substantial impact on the newspaper business. They include a new tax credit for journalism, a new tax credit for digital subscriptions, opportunities for charitable support for the industry and a multi-million dollar program to support journalism in under-served communities. This session will provide details of the programs and how newspapers can participate.

The OPP - Communicating with Your Newspaper

A representative from the OPP has been invited to attend for a positive and healthy discussion on understanding the communication process between the police force and local publishers, and creating effective solutions or plans to improve the exchange of information.

Other Invites

Invitations have also been sent to:

Honourable Doug Ford, Premier of Ontario

Honourable Steve Clark, Minister of Municipal Affairs and Housing

Honourable Steven Guilbeault, Minister of Canadian Heritage

For more information, contact Karen Shardlow at k.shardlow@ocna.org or 416-923-7724 ext. 4432,



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Contact us for a quote: 416-923-7724 ext. 4423

Voice Of Pelham Finds Success In Membership Plan

The Voice of Pelham has had reasonably good luck selling a newspaper membership plan, as a way to encourage contributions to an otherwise free service.

In return for what many papers previously termed 'voluntary subscriptions', readers receive a packet of discount and same-as-cash coupons for local businesses, plus six (6) free classifieds.

There is an option to guarantee weekly delivery by Canada Post, which is added at the paper's cost.

Members receive a link each week to a high-quality PDF version of the paper, which snowbirds particularly like.

The Voice of Pelham also offers local businesses the opportunity to send special, member-only offers to the paper's e-mail list.

Now entering their third year of membership, and, depending on renewals in any given month, they have between 300-500 members.

This January, a 'digital only' option was added at a rate of \$19.95. It provides only the PDF link each week, and does not include the coupons, which saves the paper some costs on administration and postage.

The uptake is about 5-7% of their print run.

The full-page ad on the right has run every few weeks to promote the membership program.

To learn more about the various membership offers, visit:

www.thevoiceofpelham.ca/voicemembership/

ACT NOW: Become a Member of the Voice

Join our Membership Benefits Program

Independent, award-winning, investigative journalism.

Help us bring it to you.

Become a Subscribing Member of the Voice. Receive the benefits below and more, provided by our generous community partners, who share our commitment to bring you informative news, features, and analysis.



Sobeys \$10 Gift Card



Free one-time delivery of new purchase, \$40 value



Free introductory workout session, \$40 value



20% off of purchases of \$20 or more. (Not applicable to prescriptions or narcotic medications)



10% off purchases of \$20 or more



10% off purchases of \$20 or more



\$10, unlimited same-as-cash coupon



\$100 off of any 2018-2019 river cruise



10% off giftware purchases of \$20 or more



10% off any service



10% off purchases of \$20 or more



15% off regular-priced parts, accessories, and apparel



10% off purchases of \$30 or more, Fonthill store only

THE VOICE OF PELHAM is our town's eyes and ears. This newspaper remains the single best way to reach virtually every Pelham resident at the same time every week—it's one of the few things that everyone in town still has in common. Independent, trusted, locally owned and edited. Written in Pelham, for Pelham.

For less than \$1 per week—the cost of a single coffee—you'll help your newspaper continue to report on what's happening in town, and in Town Hall. Become a Voice Member now.

The Voice

Easily enjoy \$295 in benefits for **\$39.95**

including HST

Voice Member benefits include:

- Coupons and gift cards shown at left
- Six free Classified ads (\$60 value; private advertisers only)
- Periodic special offers from local businesses sent exclusively to Voice Members
- Exclusive link to high-quality digital version of the paper every week
- The satisfaction of helping contribute to keeping your neighbours informed and aware of the news

Three easy ways to join

- 1 **In Person** 2 **By Mail** 3 **Online**

Visit or call our office. We're located at 1428 Pelham Street, opposite Beamer's Hardware in Fonthill.

Our hours are 8AM to 2PM, Monday to Thursday, closed Fridays.

Payment may be made by cash, cheque, or credit card.

You may also call during these hours at (905) 892-8690 to pay by credit card.

Send us a cheque for \$39.95, made payable to "The Voice." Add optional Canada Post rates as applicable (see below).

You may use the coupon below, or just drop your cheque into an envelope. Be sure to include your full street address, with postal code.

Mail to:
The Voice
P.O. Box 1489
Fonthill, ON L0S 1E0
Please do not send cash.

Quick and convenient: simply visit the Voice website and pay securely using a credit card.

www.thevoiceofpelham.ca

Look for the VOICE MEMBERSHIP button at the top left of the home page:



Your new Member Packet will be sent by Canada Post within 7 days of joining by mail or online. New Members joining in person will receive their packets on the spot.

The Voice 1-YEAR VOICE MEMBERSHIP: \$39.95

First and Last Name _____

Delivery address with postal code _____

Each week you will receive a link to the digital version of the paper. If you live on an existing Voice carrier route, you will continue to receive home delivery. If you do not live on an existing route, or wish to guarantee postal delivery, please choose from these additional options:
Optional: add guaranteed postal delivery: In Niagara: \$49 In Canada: \$59

Credit card number _____ Type: Mastercard Visa

Credit card expiration date _____ Credit card security code _____

Telephone number where you may be reached during the day _____

Please mail completed form to:
THE VOICE
P.O. Box 1489
Fonthill, ON L0S 1E0

If paying by cheque, be sure to include it. Please do not send cash through the mail. Thank you for your subscription.

E-mail address (optional, but required to receive special offers exclusive to Voice Members)

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 newspapers' success, tell us about it!

Contact newsclips@ocna.org

2020-2021 Aid To Publishers Documents Are Available

The documents for the 2020-2021 funding cycle for the Aid to Publishers component of the Canada Periodical Fund are now available on the Government of Canada website. The deadline to apply is March 16, 2020. Please see the links below for the application guidelines and forms:

Application guidelines are available at:

English: <https://www.canada.ca/en/canadian-heritage/services/funding/periodical-fund/aid-publishers/application-guidelines.html>

French: <https://www.canada.ca/fr/patrimoine-canadien/services/financement/fonds-periodiques/aide-editeurs/lignes-directrices.html>

Application forms are available at:

English: <https://www.canada.ca/en/canadian-heritage/services/funding/periodical-fund/aid-publishers/forms.html>

French: <https://www.canada.ca/fr/patrimoine-canadien/services/financement/fonds-periodiques/aide-editeurs/formulaires.html>

If you have any questions regarding the eligibility criteria or the form, contact Canadian Heritage officials at 1-866-811-0055 or e-mail PCH.fondsdesperiodiquescanada-canadaperiodicalfund.PCH@canada.ca.

Canadian Band Shows Support For Journalism With Exclusive Merchandise

The Arkells, a band based in Hamilton, are asking fans to stop “running from that paywall” and support local newspapers and daily publications by purchasing a year-long subscription to the outlet of their choice, which they can then show the band in exchange for a custom T-shirt.

“Good reporting not only keeps us in the loop, but also makes sure our big wigs are held accountable — to ensure there is no sneaky biz,” the band wrote on their website.

“Somewhere along the way, we took this for granted,” they continued. “We forgot that we have to pay for this vital service, and that reporting the news isn’t free. In our own city we’ve seen our local newspaper continue to shrink, and we worry about its future and the future of other local newspapers.”

Since launching the initiative earlier today, the band have seen an “amazing” response, with “hundreds of subscriptions rolling in” for outlets including the Hamilton Spectator, Toronto Star, sports site The Athletic and more.

Visit www.arkellsmusic.com to learn more.



Lorne Eedy Publishes Book

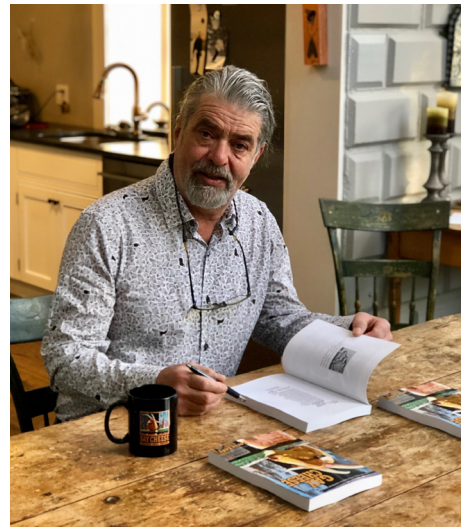
Lorne Eedy, who was fourth-generation publisher of the St. Marys Journal-Argus and a two-time OCNA President, has recently published his first book, entitled "Gay Cheese". For more information on the book, please visit gaycheesethebook.com or purchase a copy (Paperback or Kindle) directly from Amazon.

The novel's description is as follows:

"High up in their condo with the million-dollar lake view, John and Greg's free-wheeling city dream comes to an end after one too many stolen bicycles. Soon after, the life partners are riding the wave of real estate prices right out of the city.

Their rural route ends up turning right down a cattail-lined concession, into the wild green yonder of Southwestern Ontario. On a Century Farm with sixty goats and the finest Swiss equipment, they inherit the dreams-gone-awry of Jimmy and Barbara Kember's stalled cheese-making enterprise. Max the German Shepherd watches the action from the porch, Napoleon the stud goat plays Hamlet in paddock stage left. The dank spot of Chase the squirrel's remains is dead centre on the front lawn.

Greg and John's imported ways and wealth begin to rejuvenate Say Cheese Artisan Goat Cheese. But when the King and Queen of their prize-winning goat herd escape just weeks before Say Cheese's debut at the Royal Winter Fair, the partners will need to rely on the kindness and surprising genius of all their new country friends."



MEMBER SERVICE SPOTLIGHT

AD*REACH

Ad*Reach is the sales and marketing division of the Ontario Community Newspapers Association (OCNA). Their role is to promote the community newspaper industry and to be the single conduit for advertisers to reach our members. With over 200 newspapers in the network, they represent corporate newspaper groups, like Metroland and Postmedia Network Inc., as well as independently-owned papers. Be it Run of Press ads, inserts, Special Sections, or post-its, we help you choose your markets and look after everything from planning to execution.

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

Visit www.adreach.ca for more information.

Get Prospects Involved In Your Presentations

By John Foust
Raleigh, NC

Back in my ad agency days, I remember hearing and reading about the importance of getting prospects involved in sales presentations. At that point in my young career, I had experienced the difficulty of getting – and holding – the other person’s attention in a sales conversation. So I decided to try that strategy in an upcoming sales meeting.

The prospective client was a residential real estate development company which was considering a new logo and print brand identity. They were testing the waters to see if there were any logo ideas that were better than the design they had been using for years. I had worked with them on a few other projects, so they agreed for me to develop something.

My proposed logo featured an angled line over one of the upper-case letters in their name, with the line and the letter tailored to look like the outline of a house. Sure, it seems trite and unmemorable now, but at the time I thought it was a unique concept.

On the day of the presentation, I arrived with the finished logo, a drawing pad, and black and red markers. The finished version stayed in my briefcase, while I handed the pad and the red marker to the prospect. I provided detailed instructions on how to draw the simple letter and roof outline. Then I gave him the black marker and asked him to fill in the other letters of the company’s name. We talked for a minute or two about the simplicity of the design and how it would communicate the nature of their business at a glance.

That experience was a real wake-up call for me. From the moment I handed over the pad and the markers, he was completely involved in the process. I could tell that he had never before seen a presentation

like that. By the time I pulled the completed version of the logo out of my briefcase, he understood the reasoning behind the design. After all, he had drawn it himself.

I wish I could report that my presentation convinced them to buy that new logo. But as it turned out, they kept using their old brand identity and later changed it to something which was designed by a family member. Those things happen.

Even though I lost the sale, I’ve never forgotten that day’s lesson. Those things I had heard about getting prospects involved in presentations were right. The key is to get the other person involved physically and mentally. There are a lot of possibilities. You can ask him to find his spec ad on a mocked-up newspaper page. You can ask her to look up something on her computer. Or you can ask the group at the conference table to vote on which testimonial quote to feature first.

Selling and teaching have a lot in common. It’s the old Chinese proverb in action: “I hear and I forget. I see and I remember. I do and I understand.”

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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

Ottawa Citizen To Receive ‘Key To The City’ To Mark 175 Years

The Ottawa Citizen will receive the key to the city it has covered for 175 years at a municipal awards ceremony later this year.

“This award will be presented to the Ottawa Citizen in recognition of your extraordinary accomplishments in sharing news and information in Canada’s capital for 175 years,” Mayor Jim Watson said in a letter to the newspaper.

The key to the city is the City of Ottawa’s most prestigious honour.

Andrew MacLeod, chief executive officer of Postmedia, the company that owns the Citizen, said he was grateful to the city and to the mayor for the honour.

Launched in March 1845 as The Packet — the name was changed six years later to the Ottawa Citizen — the newspaper is the oldest continuously operated business in the city.



The People Principles

WAYS TO BUILD A PEOPLE-CENTERED WORKPLACE

By Ron Guest, Senior Partner, TwoGreySuits

Let's admit it, every workplace is fundamentally about people. Sure, we need information systems, technology, supply chains and metrics. Improvement in these areas is a good thing. But these are the inanimate aspects of work. The real heart and mind of every organization are found in its people. People are what differentiate organizations from one another. How they think, act, treat fellow employees and customers, etc.

If you truly want to bring out the best in people, you need to take action, whatever your role in the organization. Consider the following ideas and think about how you would rate yourself on each one as a manager. These ideas are time tested and are keys to unleashing human potential in organizations. More importantly, make a concerted effort to adopt some of these in the next few days and weeks, and I guarantee you will start seeing a noticeable difference.

Think HOW, not what

Assignments and deadlines keep us focused on the work itself, sometimes so much that we lose sight of the people who do the work. Maintain a wider perspective. Instead of asking people what they're doing, ask them HOW they're doing.

Don't say, ask

You THINK you know the right approach or the right answer, and maybe you do. But if you want to engage and empower people, skip the statements and start asking questions. Go from "here's what I think" to "what do YOU think?"

Work it out now

When conflicts arise, letting them simmer is easier in the short term, but destructive in the long term. Unless you're fond of grudges and hurt feelings, start resolving today's conflicts today.

Just say thanks

There's no need for fancy awards and rewards because there's no substitute for simple, sincere appreciation. Make a habit of putting your gratitude into words.

Take action inclusively

A bias for action is a good thing. But the action should be done WITH people and not to them or despite them. If you're going to implement anything that affects anyone, gather a group of co-creators.

Turn up the differences

A workplace full of do-as-you're-told clones would be so easy to manage. Look for and leverage those precious differences in yourself and your colleagues. As long as you have meaningful goals in common, you'll achieve uncommon success.



Tell stories

If you want to shape the workplace culture, become a raging gossip of good news. Look for real-life examples of employees serving each other and their customers. Then tell those stories over and over.

Engage people back...LISTEN

When someone tries to engage you in conversation, be conscious of your reaction. In a hectic work environment, it's easy to be dismissive. Listening to someone is the greatest respect you can offer an individual. Take the time to open your ears, your mind and heart.

Show your emotions

You're not a robot or a potted plant. If you're thrilled, angry, enthused, confused, curious, let it show in a constructive way. It's more than okay to be human.

Be the real you

We've all met people who are one way one day, then someone else the next. It's no fun for anyone, including the chameleon. Get to know yourself, and remain true. Everyone will benefit.

Ron Guest has twenty-five years of business and HR experience as a practitioner, executive, executive coach and a consultant to small/medium sized businesses in recruitment, management development, employee engagement and performance management. He is a pioneer in behavioural interviewing and has interviewed over 8,000 candidates in his career. Ron has a Bachelor of Commerce degree from Saint Mary's University. He can be reached at rguest@twogreysuits.com

Kevin Slimp Webinars

ADVANCED TECHNIQUES TO IMPROVE YOUR SKILLS AND INCREASE PRODUCTIVITY IN INDESIGN

March 13 @ 11:00AM - 12:15PM EDT (\$59)



There's no better time to improve the InDesign skills of you and your staff. During this 75-minute session, Kevin Slimp – who has been teaching InDesign since it was first released – will be teaching skills to increase the speed of your productivity and quality of your design.

A few of his topics include:

- Using scripts to speed your productivity
- Combining nested styles with make grid script and automated captions to create full page ad layouts in minutes
- Creating and using Tables in InDesign
- Using Find/Change to edit specific text styles throughout a document
- Best settings for exporting PDF files from InDesign
- and much more!

Don't miss this opportunity to learn from the guru himself - 75 minutes of intense training!

GETTING PEOPLE TO PICK UP YOUR PAPER!

March 26 @ 11:00AM - 11:50AM EDT (\$49)

Kevin debuts his brand-new session, based on his latest research and visits with thousands of community newspapers. Using information from focus groups and original research, Kevin will share exactly what is working at community newspapers and leave you with a list of ideas to take back and use at your paper.

This session is for everyone who works at your newspaper.

Bring two pens. You'll need them.

Visit www.newspaperacademy.com/webinars/list/ for more information and to register for either webinar.

About Kevin Slimp:

He goes by many names. But in the publishing world, most folks know him simply as 'Guru'.

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.

In addition to technology, Kevin has become a leading voice in the newspaper industry, developing ground-breaking research and inspiring journalists on four continents.



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