

newsclips

FEBRUARY 2019

2018 BNC Finalists 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. 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 5 at the Hilton Garden Inn in Vaughan. Online registration for the Spring Convention and Awards Gala is available now. Visit www.ocna.org/registration.

General Excellence Award

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

Deep River North Renfrew Times
Petrolia Lambton Independent
Thamesville Herald

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

Fort Frances Times
Haliburton County Echo
Winchester Press

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

Eganville Leader
Niagara This Week, Town Crier
Nunavut News/North

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

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

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

Ancaster News
Dundas Star News
Northumberland News

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

Sponsored by: Northern News Services
Fergus Wellington Advertiser
Sarnia Journal
Sudbury Northern Life



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

Burlington Post
Niagara This Week, St. Catharines
Oakville Beaver

GE08 - Class 8: College & University

Algonquin College - Algonquin Times
Humber College - Et Cetera
Niagara College - Niagara News

College/University Awards

CU01 - Student Feature Writing

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

CU02 - Student News Writing

Sponsored by: Ontario Journalism Educators Association
Humber College - Amy Chen
Humber College - Andrew Jeffrey
Loyalist College - Frank Moses

CU03 - Student Photography

Algonquin College - Karine Beaulieu
Loyalist College - Andrej Ivanov
Niagara College - Beth Audet

Continued on Page 6 >>>

WHAT'S INSIDE:

SHAVER RETIRING FROM OCNA BOARD

Rick Shaver, Publisher, Cornwall Seaway News,
TC Media is stepping away from the OCNA
board after 19 years.

[See Page 3](#)

HOW TO EARN \$300

To kick start the Proud Advertiser
program, News Media Canada is
offering community newspapers \$300.

[See Page 5](#)

MULTI-TASKING = MULTI-RISKING

When we think we are
multi-tasking, we are actually
task-switching

[See Page 11](#)

MARK YOUR CALENDARS!

April 5

Spring Convention + BNC Awards Gala

Mark your calendars and don't miss your chance to join OCNA on April 5 at the Hilton Garden Inn in Vaughan for our annual spring convention and the coveted BNC Awards Gala. Visit www.ocna.org/registration to register.

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

NEWSCLIPS VOLUME 08, ISSUE 01

37 Front Street E, Ste 200
 Toronto, ON M5E 1B3
 P. 416-923-7724
 w. www.ocna.org
 e. info@ocna.org

OCNA BOARD

PRESIDENT	Ray Stanton
1ST VICE PRESIDENT	John Willems
2ND VICE PRESIDENT	Rick Shaver
SECRETARY/TREASURER	Gordon Cameron
PAST PRESIDENT	Dave Adsett
DIRECTORS	Stewart Grant Colleen Green Abbas Homayed Alicia McCutcheon Darren Murphy



IN THIS ISSUE...

04BEING AN OCNA MEMBER IS PRICELESS
05HOW OCNA + CCNA MEMBERS CAN EARN \$300
082018 ONTARIO JUNIOR CITIZENS ANNOUNCED
11MULTI-TASKING = MULTI-RISKING
13COMMUNITY AWARD OPEN FOR NOMINATIONS
17COMMITMENTS, PROMISES AND TRUST

OCNA STAFF

EXECUTIVE DIRECTOR	Caroline Medwell
CONTROLLER	Corey Blosser
MEMBER SERVICES	Kelly Gorven Karen Shardlow
ACCOUNTING	Lucia Shepherd
AD*REACH	Charlene Bickerstaffe Erica Leyzac Pam Portt Carolyn Press

Rick Shaver, Publisher, Cornwall Seaway News, TC Media Is Retiring From The OCNA Board After 19 Years

After an impressive 19 years as an OCNA board member, Rick Shaver, Publisher of the Cornwall Seaway News, TC Media is stepping away from his seat at the table and making room for new publishers to provide input.

Rick first joined the board back in 2000 after becoming a familiar face at association conferences. He recalls being recruited by John or Robin Morris at the time, back when Don Lamonte was Executive Director. Since then he has served in many roles including Treasurer in 2004, Vice President in 2006 and President in 2007. He even joined the Canadian Community Newspapers Association board of directors in 2005 and represented Ontario publishers at a national level.

“We’ve dealt with so many issues over the years, and every term there are responsibilities that we have to deal with,” said Rick. “But everything you do in this industry comes from the heart.”

He notes that being on the board was the step to take as a publisher in order build a better relationship with the industry.

“There are so many friends and colleagues in the same position, and there are answers out there for everyone, we just need to work together to find them,” he said.

Rick strongly suggests that anyone interested in joining the OCNA board should attend a meeting to listen to the discussions.

“As an OCNA member, you are allowed to sit in on meetings,” he said. “But each board meeting is more than just the agenda. It’s what we discuss before, after and during that allows us to get more personal about different issues.”

He strongly encourages participation as a board member and stated that his fondest memories are of the friendships he has created as a result of his participation.

“There’s never been a bigger family than my circle of newspaper friends,” said Rick.

So, what does Rick plan to do with his spare time? Well he’s not retiring from the industry entirely – despite having 42 years of experience on his resume - and he made it known that being an OCNA board member was not an overly time-consuming role, stating: “Besides the two 40-minute conference calls and quarterly board meetings, being an OCNA board member was not a huge time consumer.”

He still plans to be active at the paper and within his community and is currently having more than 2,800 photos digitized. He hopes to produce a photo album of his life in the newspaper business to share with his family. He also looks forward to spending time with his wife Brenda, daughters Christine and Kelli, and grandchildren Lincoln and Charlotte.

The OCNA is thankful for Rick’s nearly two decades worth of service.

If you’d like to put your name forward or find out more about the board please contact committee chair Dave Adsett at 519-843-5410 or dave@wellingtonadvertiser.com by Monday March 4, 2019.

Once all expressions of interest have been received, the Nomination Committee will meet to recommend a slate of directors to the membership at the AGM.



Being An OCNA Board Member Is Priceless

By Jim Cumming,
Publisher, Fort Frances Times

For over 12 years it was my privilege to sit on both the Ontario Community Newspapers Association and the Canadian Community Newspapers Association. It was a changing time within the community newspaper industry of Canada. As a board member and an independent publisher, I was able to gain insight into the operations of larger news organizations.

I was involved in the very early movement to have newspapers adopt an on-line presence for their papers even when most Canadians only had dial up internet service. We recognized the importance of this new medium to the industry. We continued to look at forward looking ideas within the industry.

One of the valuable opportunities of sitting on the board was the encouragement I received to visit other provincial organizations and participate in national events. As a result, today, I still remain in contact with friends and publishers from Pictou Nova Scotia to Victoria Island and north to Yellow Knife. The networking has been invaluable for me.

Even though there are corporate chains who have far greater resources than an independent publisher, I learned that we are all constantly facing the same challenges and we are all working to address the issues of declining readership, declining local businesses advertising, and finding carriers to deliver our papers and flyer bundles to households every week. It was important to learn that we all seem to be part of the same family. We all face the common issue of recycling costs, but understanding how we as one industry, weeklies, bi-weeklies and dailies, we spoke with one voice to provinces and the federal government to reduce the costs of recycling to newspapers in Ontario and across Canada.

Being on the OCNA board, I felt that time spent lobbying provincial and national governments for increased advertising spending was valuable and reinforcing the value of newspapers in their ridings. When I meet with my local MPP or MP, I always take the time to remind them of how important my newspaper is when it comes to making their attendance in the riding public. Somehow, they always find the time to ask for a reporter to be available for an announcement, but seem to forget that without advertising support, there would be no reporter.

Becoming a board member is priceless. The information gained is extremely valuable. The time commitment is not onerous. The OCNA board needs new younger blood to move the industry well into the 21st century. By running for the board, you will gain great experience and that will make your paper even more vital to the community you serve.

Nominate Someone For A Gold, Silver or Bronze Quill

The OCNA is now accepting nominations for Gold and Silver Quill Awards. These prestigious awards recognize newspaper owners and employees for their long time service to the industry.

The nomination form can be found online at www.ocna.org/QuillAwards.

Note: If you'd like for these awards to be presented at our Spring Convention on April 5, 2019, please have your nominations submitted no later than March 15, 2019.

About the Awards:

Publishers of member newspapers may give **Bronze Quills** to recognize long and distinguished service of staff members who do not qualify for Gold or Silver Quills. Nominations for Bronze Quills must be submitted to CCNA.

Silver Quills recognize service of 25 years or more, and are presented to those who have been actively engaged or who have made a substantial contribution to the newspaper industry.

Gold Quills recognize service of 50 years or more, and are presented to those who have been actively engaged, or who have made a substantial contribution to the newspaper industry.



For more information on the awards, please contact Kelly Gorven at k.gorven@ocna.org or 416-923-7724 x 4439.

How OCNA + CNMA Members Can Earn \$300

To assist community newspapers kick start the Proud Advertiser program in their markets, News Media Canada is offering a one-time flat rate benefit of \$300. This unique opportunity is open to all OCNA and CNMA members.

To be eligible for this payment, community newspapers must be CNMA members and fulfill the following criteria by March 25, 2019:

- Must run one of the Proud Advertiser phase 1 house ads (excluding filler ads) recognizing at least one local advertiser.
- Must run an editorial promoting local market support and introducing the Proud Advertiser program to readers.
- Must order free custom Proud Advertiser stickers.
- Must upload proof of publication of the house ad and editorial (in the same issue) by March 25.

This offer is available on a first come, first served basis to the first 300 newspapers that sign up online.

What Is The Proud Advertiser Program?

News Media Canada is pleased to provide a series of ads encouraging Canadians to support local businesses that support local newspapers. This multi-phased campaign is targeted to local advertisers who play a crucial role in maintaining an independent and vibrant newspaper industry and highlights the benefits of advertising in the local newspaper.

Phase 1: Teaser Campaign — Customizable House Ads

Available in various sizes, newspapers can customize these ads to spotlight local advertisers. Insert your logo, as well as the logos or names of your advertisers, and run the ads throughout your newspaper and on your website.

Phase 2: “Proud Advertiser” Stickers

Invite your local advertisers to proudly display their support for the LOCAL economy—and your newspaper—in their storefront window.

Measuring approximately 5” x 5”, these high-quality, full-colour vinyl stickers are not only a sign of your great appreciation, but also a call to action for consumers to buy LOCAL.

Participating publishers can order stickers, at no charge, from News Media Canada, who will customize them with the newspaper logo. Available in English or French, in quantities of 25 or more. Please allow 10-15 business days to process your order. We will contact you for final approval on the design before printing and shipping your stickers.

Visit www.nmc-mic.ca/ad-resources/industry-campaign/proud-advertiser/ for more information and to download the materials available.

Let’s work together to remind Canadians about the important role that newspapers play in our society today. Newspapers Matter, Now More Than Ever.

If you have any questions, please contact Kelly Levson, Director of Marketing and Research, at klevson@newsmediacanada.ca.



BNC Finalists Announced Cont'd

>>> *Continued from Front Page*

CU04 - Best College/University Newspaper Website

Algonquin College - algonquintimes.ca
Durham College - chronicle.durhamcollege.ca
Niagara College - niagara-news.com
Honourable Mention: Humber College - humberetc.ca

Premier Awards

PC01 - Arts & Entertainment

Sponsored by: Metroland Southwest
Barrhaven Independent
Grimsby Lincoln News
Orillia Today
Honourable Mention: Deep River North Renfrew Times

PC02 - Best Business and Finance Story

Aylmer Express
East York/Beach Mirror
Elmira-Woolwich Observer
Honourable Mention: Peterborough This Week

PC03 - Best Editorial, circ. over 10,000

Stoney Creek News
Sudbury Northern Life
Toronto Canadian Jewish News
Honourable Mention: Fergus Wellington Advertiser

PC04 - Best Editorial, circ. under 9,999

Eganville Leader
Pelham, Voice of Pelham
Petrolia Lambton Independent
Honourable Mention: Barrhaven Independent

PC05 - Education Writing

Sponsored by: Ontario Journalism Educators Association
Cambridge Times
Toronto Canadian Jewish News
Whitby This Week
Honourable Mention: New Liskeard Temiskaming Speaker

PC06 - Environment Ontario

Hamilton/Burlington Bay Observer
Oshawa Express
Smiths Falls Record News
Honourable Mention: Kawartha Lakes This Week

PC07 - Feature Writing, circ over 10,000

Sponsored by: O'Donnell, Robertson & Partners
Burlington Post
Dundas Star News
Toronto Canadian Jewish News

PC08 - Feature Writing, circ under 9,999

Sponsored by: O'Donnell, Robertson & Partners
East Gwillimbury Express
Haliburton County Echo
Pelham, Voice of Pelham
Honourable Mention: Aylmer Express

PC09 - Health & Wellness

East York/Beach Mirror
Milton Canadian Champion
Perth Courier
Honourable Mention: Niagara this Week, Niagara Falls

PC10 - Heritage

Sponsored by: Fort Frances Times
Niagara This Week, St. Catharines
Smiths Falls Record News
Toronto Canadian Jewish News
Honourable Mention: Eganville Leader
Honourable Mention: Haliburton County Echo
Honourable Mention: Hamilton/Burlington Bay Observer

PC11 - Best Investigative News Story

Pelham, Voice of Pelham
Petrolia Lambton Independent
Scarborough Mirror

PC12 - Best News Story, circ over 10,000

Sponsored by: Hydro One Networks
Etobicoke Guardian
Kitchener Post
Toronto Canadian Jewish News
Honourable Mention: Richmond Hill/Thornhill Liberal

PC13 - Best News Story, circ under 9,999

Sponsored by: Hydro One Networks
Deep River North Renfrew Times
Manitoulin Expositor
Petrolia Lambton Independent

PC14 - Best Rural Story, circ over 10,000

Sponsored by: Ontario Federation of Agriculture
 Smiths Falls Record News
 Wasaga/Stayner Sun
 Waterdown Flamborough Review
Honourable Mention: Guelph Mercury Tribune
Honourable Mention: Stoney Creek News

PC15 - Best Rural Story, circ under 9,999

Sponsored by: Ontario Federation of Agriculture
 Blyth/Brussels Citizen
 Huntsville Forester
 Kincardine Independent
Honourable Mention: Uxbridge Times-Journal

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

Sponsored by: Hydro One Networks
 Carleton Place/Almonte Canadian Gazette
 Oshawa Express
 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
 Haliburton Highlander
 Manitoulin Expositor
 Nunavut News/North

PC18 - Sport & Recreation Story

Barrhaven Independent
 Dundas Star News
 Sarnia Journal
Honourable Mention: Nunavut News/North

PC19 - Best Headline Writing

Guelph Mercury Tribune
 Perth Courier
 Sarnia Journal

PC20 - Humour Columnist of the Year

Deep River North Renfrew Times - Vance Gutzman
 Manotick Messenger - Jeff Morris
 Uxbridge Cosmos - Lisha Van Nieuwenhove

PC21 - Columnist of the Year

Manotick Messenger - Jeff Morris
 Niagara This Week, Fort Erie Post - James Culic
 Vankleek Hill Review - Jacquie Severs

PC22 - Reporter of the Year - Stephen Shaw Award

Sponsored by: Ontario Power Generation
 Newmarket Era/Aurora Banner - Lisa Queen
 Peterborough This Week - Todd Vandonk
 Richmond Hill/Thornhill Liberal - Kim Zarzour
Honourable Mention: Markham Economist & Sun - Jeremy Grimaldi

PC23 - Best Feature Photo, circ over 10,000

Etobicoke Guardian
 Niagara This Week, Fort Erie Post
 Whitby This Week
Honourable Mention: Stouffville Sun-Tribune

PC24 - Best Feature Photo, circ under 9,999

Kincardine Independent
 New Liskeard Temiskaming Speaker
 Vankleek Hill Review

PC25 - Best Photo Layout

Ajax Pickering News Advertiser
 Fergus Wellington Advertiser
 Midland/Penetanguishene Mirror
Honourable Mention: Pelham, Voice of Pelham
Honourable Mention: Alexandria Glengarry News

PC26 - Best Sports Photo

Northumberland News
 Orleans Star
 Petrolia Lambton Independent
Honourable Mention: Fort Frances Times

PC27 - Best Spot News Photo

Sponsored by: Metroland Southwest
 Eganville Leader
 Haldimand County, The Sachem
 Petrolia Lambton Independent

PC28 - Best News Photo

Brampton Guardian
 North York Mirror
 Oshawa This Week

PC29 - Most Creative Grip and Grin Photo

Burlington Post
 Cambridge Times
 Perth Courier

PC30 - Photographer of the Year

Ajax Pickering News Advertiser - Sabrina Byrnes
 Oshawa This Week - Ryan Pfeiffer
 Petrolia Lambton Independent - Heather Wright
Honourable Mention: Orleans Star - Fred Sherwin

PC31 - Cartoonist of the Year

Ancaster News - Mike Vukovich
 Cornwall Seaway News - James Lapierre
 Orleans Star - Sarah Chaplin

Continued on Page 10 >>>

2018 Ontario Junior Citizens Announced

The Ontario Community Newspapers Association (OCNA) is proud to celebrate the excellence of the 13 final recipients who have been chosen to receive 2018 Ontario Junior Citizen Awards. These young men and women range from nine to 17 years of age, and have actively demonstrated strong leadership skills, creativity, determination, generosity and a desire to make a difference within their communities. They will be recognized with an Ontario Junior Citizen Award during a special ceremony on Monday, March 18 in Toronto.

The 2018 Ontario Junior Citizens listed in alphabetical order:

Zara Belanger-Pepper, 13, Chatham

Losing a loved one at the age of eight can be life altering. But Zara managed to focus her grief and attention on to something more positive. She wrote about her experience of losing her father to suicide and produced a book titled “What Have I Learned” to help others heal from loss. The illustrated publication, launched during Suicide Prevention Awareness Month in 2017, talks about family, confidence, grief and expressing yourself. Since then she has spoken publicly in front of many organizations and donated printed copies of her book to the Canadian Mental Health’s Grief Works Program, VON Kids Circle Program. But most importantly, she wanted her message to be available to everyone, so the publication can be downloaded online for free. See it here: <https://snownet.ca/zara/>.

Iman Berry, 17, Windsor

In 2018, Iman founded “Youth Collective” and ran a project that connected Canadian students to refugees with hopes to increase cultural awareness and make newcomers feel more comfortable. She was also a Windsor Youth Consultation Organizer for Canada’s first ever Youth Policy. In this role, Iman worked alongside the Prime Minister’s Privy Council to collect information from youth in Windsor.

As if she didn’t have enough on the go already, Iman was one of 20 Canadian delegates selected to participate in an Economic Trade Mission to China. She is a Windsor Essex Regional Youth Council member, a Windsor Islamic Association Board contributor, a Rotary Club Peace and Conflict Committee member and an Ontario Student Trustee Association Advocacy Committee member. In addition, she organized a “Music for Mental Health” charity community concert and raised \$2,900 for the Canadian Mental Health Association.

Karanjot Bhatia, 14, Brampton

Karanjot lives with Cerebral Palsy but he does not let it be an obstacle in his pursuit of making a difference within his community. He volunteers his time at ErinoakKids where he shares his passion for robotics and STEM with other physically challenged children. He helps organize recreational trips for the elderly through the Guru Gobind Singh Children’s Foundation and has dedicated time to the Seva Food Bank in Malton as a personal shopper for families in need. In addition, Karanjot is a regular volunteer at a local Gurudwara on Saturdays and Sundays serving food and washing. He also recently participated in the Brampton 2040 Vision Youth Symposium and presented an implementation strategy based on public engagement, collaboration, design, technology, and identity to a panel of judges. His ideas earned him 2nd place out of

250 students that attended the day-long workshop.

Morgan Burke, 16, Haliburton

At just 15 years of age, Morgan decided to start her own business combining her love of nature with her desire to provide a valuable product and service. Her goal? To develop a line of products using honey bees as a resource. She took courses at Trent University to

learn about the process of raising bees and successfully applied for a grant through the Kawartha Summer Company Development program. She became a regular face at local summer markets and has even participated in the Royal Winter Fair in Toronto where she received awards for best customer service and best booth display. A year into her entrepreneurship, Morgan began looking for ways to share the success of her business with her community. The “Bee’cause We Care” initiative was born last summer with honey bottled in branded jars supporting Haliburton Highlands Health Services. She has contributed over \$1,200 to the organization, all while maintaining honour roll as a grade 11 student.

Taylor Dallin, 16, Toronto

Taylor’s countless contributions began when she was in grade 6 and spoke at a public hearing to stop the destruction of trees in her neighbourhood. She was the youngest in attendance. This act of leadership and drive only fueled her fire, as she then went on to become Head Prefect of her school’s Student Council and was selected to be a page for the Legislative Assembly of Ontario. A couple of years later she became an Ambassador for Model City Hall, a non-profit organization with a mission to make municipal politics more accessible for youth, of which she is now Co-Chair. She was the Community Engagement Lead for a youth-led environmental organization called Global Figure and held the role of Student Bill of Rights Ambassador for the Federation of Canadian Secondary Students. In addition, she has helped with the Canadian Cancer Society’s daffodil sales and the RBC Race for the Kids. These are just some examples of the organizations to which Taylor has dedicated more than 885 community hours.

Mya + Nathan Hart, 10 + 9, Ajax

In early 2017, Mya and Nathan helped musician Feist deliver backpacks to children and teens living with AIDS in Malawi. Collectively the siblings gathered 562 backpacks, which would be used to carry medications to and from school. That same year, they decided to spearhead a similar initiative to help those within their own community. They began working with Durham Regional Victim Services and collected 200 flashlights, 200 tubes of toothpaste, 150 toothbrushes, deodorants, soaps, and an additional 100 backpacks.

Seeking other ways to show leadership and make a difference, the two decided to launch a recycling campaign with a mission to educate



their peers about the various school supplies that can be recycled so they do not end up in landfills. These items include mechanical pencils, pens, markers and highlighters. They have created recycling bins with easy to follow instructions, which have been placed in classrooms within their school and are encouraging others to be eco-friendlier.

Vanessa Morris, 17, Chelmsford

Vanessa is an exceptional student and leader, maintaining a 92% average and accumulating over 400 hours worth of community service during her first two years of high school alone. She served as a legislative page when she was 13 years old and enriched her knowledge of politics. Since then she has taken on the role of Youth Advisor on the first ever North East Local Health Integration Network (LHIN) Patient and Family Advisory Committee and attends regular meetings weighing in on best practices to service patients and their families. Furthermore, she has crocheted “granny squares” and made blankets to help keep cancer patients warm during treatment.

In addition, she was selected to participate in SHAD’s 2018 summer enrichment program, is a student representative on the Conseil Scolaire Catholique du Nouvel-Ontario sectorial tables, and spends her spare time as a teacher/mentor for the TaeKwonDo Club in her community.

Racheal Ou, 17, Scarborough

Racheal regularly volunteers with Chatting to Wellness, a weekly senior’s program for those with disabilities who need company and conversation. It’s here that she came up with the DREAM program, which stands for “DRop Everything And Meditate” and encourages positive attributions. With a continued desire to improve mental health, she has found additional outlets to do so. For example, after attending Harvard University last summer to study Epidemiology and Statistical Programming, she produced a scientific paper that outlines the relationship between depression and marijuana consumption.

In addition, Racheal is founder of “The Youth Projector”, a non-profit organization that caters to voicing the issues of youth in her community. She is president of the Toronto Youth Environmental Council and promotes environmental activism, an executive member of Sustainable Youth Canada, sits on the Toronto District School Board Student Senate, and is actively involved in many extracurricular activities within her school.

Andrew Poirier, 14, York (Haldimand County)

Andrew has been involved with Wounded Warriors Canada since he was just nine years old. He currently builds and sells birdhouses made from upcycled wood and old license plates to collect funds for therapy dogs for veterans with PTSD. Through this initiative he has donated more than \$8,000. Additionally, Andrew has a strong passion for promoting inclusivity. As a result, he has gained permission from his school and is working on organizing its first Mental Wellness Day. He has volunteered his time for several years with the Knights of Columbus, providing support to families with medically fragile children and spends every other Saturday with the Good Shepherd in Hamilton serving meals. He has accomplished all this with determination and resilience while living with juvenile arthritis.

Chyler Sewell, 16, Hamilton

Chyler showed interest in the Neighbour-2-Neighbour Hamilton Community Food Centre when it first came into existence two years ago. Since inception she has volunteered every Wednesday afternoon

as a teen lead in the Kids Club After School Program. Her experience at the food centre inspired her to join Eco Ninjas, an after-school club of students who care about the environment and encourage others to become involved in various activities including gardening, advocating for solar panels, and managing recycling or compost need of the school.

Last year she was selected to travel to Pangnirtung, an Inuit hamlet, Qikiqtaaluk Region in Nunavut. She was chosen to represent her Anishnaabek community, about which she is passionate. She recognizes that the traditions of her First Nations heritage are at risk as the elders pass away. As an aspiring writer, she understands the urgency of recording this information for future generations and has been doing so with help from her mother to preserve her community’s rich histories.

Jacob Taylor, 11, Metcalfe

At just 11 years old, Jacob is involved in many community groups and has proven to be a role model and inspiration for young generations. In response to his own experience being bullied, he started and now runs a monthly Kindness Club. He is a Metcalfe Community Association Youth Ambassadors Junior Assistant to the Manager of his community’s local farmers market. Last year he organized a collection campaign within his school to donate warm socks to the homeless in Ottawa and continues to help organize an annual toy drive to collect items for a local women’s shelter.

Notably, he became the youngest member to join the Metcalfe Community Association after convincing them to change the Bylaws stating only adults could join. He has since been appointed Youth Ambassador and attends monthly meetings and various community events.

Guramrit Thandi, 16, Brampton

Guramrit is founder of the “Heart Attack Campaign” and is on a mission to educate the elderly about the symptoms and effects of a heart attack. She recognized the lack of counselling services for cardiovascular health and decided to take action. She travels to senior homes across the GTA and leads informational sessions for residents. It has grown to become an official organization within her school with over 60 members contributing through various roles. Furthermore, Guramrit is executive director of her school’s PETA club, president of the Aspiring Medical Professionals club, senior representative of the Science Club, a member of Student Council and a member of the volleyball, track, cross-country and badminton teams.

The Ontario Junior Citizen Awards are promoted through the OCNA. Nominations of eligible youth aged six to 17, are received through 240 community newspaper members committed to recognizing the young leaders who are making a difference in their communities. Nominees may be involved in community service, are contributing to their community while living with a physical or psychological limitation, individuals who have performed acts of heroism or bravery, or those who achieve excellence in personal achievement. Candidates are also recognized for being ‘good kids’ who go above and beyond what is expected of their age and show a commitment to making life better for others. A panel of judges unanimously agreed on the final award recipients.

Our goal to recognize outstanding young people in communities across Ontario would not be possible without the generous support of our corporate sponsor, TD Bank Group.

BNC Finalists Announced Cont'd

>>> *Continued from Page 5*

PC32 - Community Service

Aylmer Express - Three Port Tour
 Uxbridge Cosmos - 13 Ways to Kill Your Community
 Waterdown Flamborough Review - 100th Anniversary

PC33 - Best Vertical Product

Fergus Wellington Advertiser - Visit Elora and Fergus - Grand and
 Gorgeous
 Hamilton Mountain News - Community Guide
 Huntsville Forester - Muskoka Life

PC34 - Best Front Page, circ over 10,000

Sponsored by: Laurentian Publishing
 Niagara This Week, St. Catharines
 Sudbury Northern Life
 Toronto Canadian Jewish News
Honourable Mention: Niagara This Week, Fort Erie Post
Honourable Mention: Caledon Enterprise

PC35 - Best Front Page, circ under 9,999

Sponsored by: Laurentian Publishing
 Eganville Leader
 Fort Frances Times
Haldimand County, The Haldimand Press

PC36 - Best Sports Section

Fort Frances Times
 Haliburton County Echo
 Waterdown Flamborough Review
Honourable Mention: Nunavut News/North

PC37 - Special Section, circ over 10,000

Alliston Herald - Potato Festival
 Fergus Wellington Advertiser - Celebrating 50 Years
 Toronto Canadian Jewish News - Celebrations

PC38 - Special Section, circ under 9,999

Eganville Leader - 7th Annual Irish Edition
 Nunavut News/North - Opportunities North
 Winchester Press - 130 Years of Stories

PC39 - Best Creative Ad

Caledon Enterprise
 Fort Frances Times
 Listowel Banner

PC40 - In House Promotion

Fergus Wellington Advertiser
 Oshawa Express
 Petrolia Lambton Independent
Honourable Mention: Scarborough Mirror

PC41 - Local Retail Layout

Sponsored by: Metro Creative Graphics
 Fergus Wellington Advertiser
 Haliburton County Echo
 Kincardine Independent
Honourable Mention: Manitoulin Expositor
Honourable Mention: Newmarket Era/Aurora Banner

PC42 - Original Ad Idea

Guelph Mercury Tribune
 Haldimand County, The Haldimand Press
 Haliburton Highlander
Honourable Mention: Fergus Wellington Advertiser

PC43 - Best Use of Colour

Cornwall Seaway News
 Manitoulin Expositor
 Waterdown Flamborough Review
Honourable Mention: East Gwillimbury Express

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

Elmira-Woolwich Observer - ObserverXtra.com
 Fergus Wellington Advertiser - wellingtonadvertiser.com
 Sudbury Northern Life - sudbury.com
*Honourable Mention: Toronto Canadian Jewish News -
 cjnews.com*

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

Kemptville North Grenville Times - ngtimes.ca
 Manitoulin Expositor - manitoulin.ca
 Parry Sound North Star - parrysound.com

PC46 - ONLINE Special Initiative

Sudbury Northern Life
 Thamesville Herald
 Waterdown Flamborough Review

PC47 - ONLINE Breaking News Coverage

Cambridge Times
 Newmarket Era/Aurora Banner
 Sudbury Northern Life
Honourable Mention: North York Mirror

PC48 - Multimedia Online/Best Online Experience for a Story

Hamilton Mountain News
 North York Mirror
 Peterborough This Week

Congratulations to all!

Multi-Tasking = Multi-Risking

By John Foust
Raleigh, NC

Joseph was talking to me about something he feels is important to the ad staff he manages. "These days, there's a lot of talk about multi-tasking," he said. "But according to what I've read on the subject, there's no such thing. We can shift back and forth between tasks, but doing two tasks at once would be like putting a stick-shift car in first gear and second gear at the same time. It can't be done.

"Sadly, multi-tasking is seen as a desirable skill," Joseph explained. "I know a lot of people who claim it's one of their greatest strengths. Some job descriptions even list it as a requirement. They just don't understand that multi-tasking is an unrealistic cliché."

Psychologists agree that a human being is not capable of doing two tasks at the same time. Sure, we can do two things that don't compete for our focus (like carrying on a conversation while walking), but we can't concentrate on more than one thing at a time. When we think we are multi-tasking, we are actually task-switching – moving quickly from one thing to another. Think of it as a fast shift between first and second gear.

"I think of multi-tasking as multi-risking," Joseph said. "We've all seen YouTube videos of people walking into telephone poles and falling into fountains while they're looking at their phones. And of course, we know that texting and driving is a lethal combination. Talking on the phone while driving is distracting enough, but texting is stupid. It's as dangerous as drunk driving.

"In the business world, trying to do two things at once might not put your life in danger, but it can cause mistakes. For example, if you try to write an email and talk on the phone at the same time, you'll risk miscommunicating something to both parties. You can give one or the

other your undivided attention, but not both. Even if you don't make a mistake, it can be frustrating to the person on the other end to hear your keyboard clicking in the background.

"Trying to multi-task can also damage relationships," he said. "I remember going to a luncheon which featured several presenters. The manager of one of the speakers was there to support her staff member, but spent the entire time looking down at her phone. Her seat was at the head table, right next to the lectern, so everyone in the audience could see that she wasn't paying attention. A few days later, I ran into the speaker, and he told me that his manager's actions showed that she obviously didn't care about what he was saying, even though he was talking about the company where they both worked. Not surprisingly, a few months later he left to take another job."

Joseph is right about multi-risking. When someone tries to concentrate on two important things at the same time, it creates a risk that is not worth taking.

(c) Copyright 2019 by John Foust. All rights reserved.

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

Create, Sell, Profit... Instantly!

A new revenue tool, MiAD Wizard generates targeted print, online and mobile spec ads in seconds to close more sales with every appointment.

Go to miadwizard.com

MiAD Wizard

- ★ No training.
- ★ No time wasted.
- ★ No more tough sells.

METRO 800.223.1600
service@metro-email.com
metrocreativeconnection.com

CREATE. SELL. PROFIT.

CONNECT WITH US!

@OCNAAdreach

Follow us for frequent association updates, industry news and upcoming events. events and more!

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 API's 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®



**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

2018 Community Award in Memory of Mary Knowles



Mary Knowles

The **Community Award in Memory of Mary Knowles** was created by the Ontario Community Newspapers Foundation (OCNF) in memory of Mary Knowles, a dedicated newspaper employee and active community member who died from breast cancer in 1996. This award recognizes both the contributions of individuals and the intimate connection community newspapers have with their communities.

Nominations will be accepted for the 2018 Community Award in Memory of Mary Knowles until March 8, 2019.

This year's recipient will be invited to accept the award at OCNA's Better Newspapers Awards Gala on Friday, April 5, 2019 at the Hilton Garden Inn in Vaughan. Travel and accommodation will be provided for the recipient. All nominees will receive a certificate recognizing their valuable contributions to their communities.

This year's recipient will be announced on March 15, 2019

Nomination Criteria

- Nominees will be considered for their outstanding personal, volunteer contributions in their communities. They are committed to the growth and development of their community; preserve their community's history and heritage, devote time and energy to the social and cultural aspects of their community, and make their community a better place.
- Nominations must be made by an owner/employee of an OCNA member newspaper. Supporting documentation may come from the community.
- Nominees must be over the age of 18 and be an owner or employee of an OCNA member newspaper, working in any department. Nominations may also be made for a couple, providing one person is an owner/employee of the member newspaper.
- Volunteer contribution must have taken place during 2018, although length and duration of service will be considered.
- Judging will be done by members of the community newspaper industry. The judge's decisions is final.

Know someone who should join this prestigious group?

Complete the attached nomination form and send it to k.gorven@ocna.org.

2017 - **Sara Hershoff**
Creemore Echo

2016 - **Rick Shaver**
TC Media Cornwall

2015 - **Scott Rosts**
Niagara This Week

2014 - **Pamela Steel**
Metroland Muskoka

2013 - **Linda Plumridge**
Fort Frances Times

2012 - **Gerry Harvieux**
Tilbury Times

2011 - **Heidi Ostner**
Ayr News

2010 - **Faye Craig**
Fergus Wellington Advertiser

2009 - **Dennis & Jackie Smyk**
Ignace Driftwood

2008 - **Mike Williscraft**
Grimsby Lincoln News

2007 - **Lynda Hillman-Rapley**
Zurich Lakeshore Advance

2006 - **Lois Tuffin**
Kawartha Lakes This Week

2005 - **Mark Cripps**
Dundas Star News

2004 - **Mary & Mervyn Fowler**
Dundalk Herald

2003 - **Joanne Burghardt**
Metroland Durham Region

2002 - **John Pierce**
Fort Frances Times

2001 - **Sandra Lee Johnston**
Iroquois Chieftain

2000 - **Carolyn Mullin**
Voice of Pelham

1999 - **Jack Brezina**
Minden Times



1998 - **Jim Cumming**
Fort Frances Times

1997 - **Jim Barber**
Peterborough This Week

1996 - **Lorne Eedy**
St. Marys Journal Argus

Only One Deadline? Why?

By Ed Henninger
Henninger Consulting

You've done it again! Success! Every page in this week's (or day's) paper is in by deadline. It took some doing, but like almost every issue before it, you've created another miracle: cramming thousands of words and photos together into your latest newspaper. And...you've done it on deadline.

Well, before you stroll from your desk brimming with pride, let's take a closer look at the 'miracle'. Every page is in, perhaps, but most of them went to prepress in the last half-day (or last hour).

So, yes, all the pages are 'in', but you've created a problem for those who have to turn those pages into files that can be processed and printed.

And consider the concerns of those in the newsroom who have to design, edit and clear those pages by deadline. If something is wrong on one of the pages they're working on, then they have to take extra time to fix the problem, often having to go back to the originating editor or writer. With six or eight other pages waiting to be cleared, the pressure mounts.

So, yes, you have a 'deadline'. And, yes, you may be meeting that "deadline." But the "deadline" isn't helping you with a steady page flow.

Here's a solution: Page-by-page deadlines.

Why, for example, would you wait until the last hour to clear your opinion page, when the columns and letters that go on that page can be edited and headlined the day before your weekly deadline? And why wait until that last hour for the community calendar page to be cleared? Is there any reason why the weekly religion page (with its static directory of area worship services) should be among the last pages to go to prepress?

Sure, there are pages you'll want to hold until the last hour (or last minute!). Page 1 and its jump page and the Sports front and jump come to mind. You can work on those more effectively if you've already cleared those pages (see previous paragraph) that can go early.

There are too many variations and too many other factors (like advertising placement and deadlines) for me to offer a set of page



What's your page-by-page deadline?

deadlines here — for either a weekly or daily newspaper. I'm confident, though, that you can take a look at your paper's content and decide upon those pages that can be cleared days (or hours) before deadline.

Creating a system of staggered page deadlines offers you the opportunity to avoid the bottlenecks and hassles that accompany a 'one-deadline-for-all' approach to producing your paper.

Seems to me it's worth giving it a try.

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.



*Affordable media insurance for
Canadian Community Newspapers*

*Service includes: Libel, Invasion of Privacy, Plagiarism, Piracy,
Infringement of Copyright,
Pre-Publication Hotline*

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

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, February 28 - Working The Sales Funnel

You are likely familiar with the Sales Funnel. But have you broken down each step of the process to understand what message and media placement have the greatest impact on an advertising campaign. In this session, we will cover the basics of the Funnel before digging into the best ad placement and message to guide customers through their decision journey. Following this session, you will better understand the role that your newspaper plays in the process and how to incorporate “new” and “old” media into a cohesive ad campaign.

Presenter Bio:

Korena Keys, Founder of Key Media Solutions, is best known for developing her own unique approach to media strategy and digital marketing. This quickly earned her the business and respect of companies across the United States and Canada. In just eight short years, Korena has successfully taken her digital media firm to the front lines in an over saturated industry. Keys has served as the President of the Board for South Dakota Advertising Federation, Chair of the Board for the Community Outreach, held a seat on City Council, and is active in multiple community organizations that are dedicated to helping others.

Cost: \$35 (USD)

■ Thursday, March 14 - 50 MORE Ideas In 50 Minutes

This webinar will offer up creative ideas you can start working on in your newsroom immediately. This will be fast-paced, and will include references to the original stories as well as some great techniques to help you and can execute these stories in newsrooms of all sizes.

Presenter Bio(s):

Tim Schmitt has spent decades in various newsrooms — some print, and some broadcast. He was a sports reporter, news reporter, and then managing editor of his hometown paper, the Tonawanda (N.Y.) News, where he led an award-winning editorial page. He's worked as an editor, staffer or longtime contributor with the Arizona Daily Sun in Flagstaff, the Mesa Tribune, the Arizona Republic, the alt-weekly Buffalo Current, and the Niagara Falls Gazette, where he was executive sports editor over four dailies.

Zack Kucharski is Executive Editor of The Gazette in Cedar Rapids, where he has worked since 2000. Kucharski leads content strategies for the organization. He has worn many hats within the organization, starting as a freelancer and moving up to reporter, news and database editor. He is a University of Iowa graduate.

Cost: \$35 (USD)

**Registrations submitted after deadline are subject to \$10 late fee. Registrations accepted until the day of the webinar. 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 to the archive of this webinar by registering for the live session.*

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

PRESS IDENTIFICATION CARDS

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

The cost is \$10 each for the first three, and \$5 for each one thereafter.

PRESS CARD

This certifies the individual identified has been awarded Press Credentials by the Publisher of this newspaper, and is to be used for identification purposes.



RAY STANTON
Owner

London Publishing Inc.
5404 Eglinton Avenue West
Suite 214
Toronto, ON M9C 5K6



This newspaper on the reverse side is, as of date of issue, a member in good standing of the Ontario Community Newspapers Association (OCNA) www.ocna.org

2019


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.



Commitments, Promises And Trust In The Workplace

By Ron Guest, TwoGreySuits

Many people have good intentions when they make promises to do something or to deliver. Promises are the same as commitments in my view. When a promise is broken, even unintentionally, you have let someone down. Trust that had been built up is partially eroded with broken promises. One of the very powerful things leaders can do is to stay true to their promises. When someone is believable and has a history of delivering on promises they become more trustworthy.

Certainly we can all think of current political leaders who make false claims almost every time they speak. Saying things untrue and breaking promises both erode trust. They cause people to become less believable and over the course of time less credible.

Many companies these days have some values statement that includes honesty or integrity. A consistent breach of these values, especially with managers should mean that if uncorrected, eventually they will not be a 'fit' for the company culture. I see people getting terminated all the time for this – they can do the job but they don't 'fit.'

When your 'word' is good, people tend to remember, when not, they remember even more. Employers make promises all the time without realizing they may not be keeping them. The best one I can think of to illustrate is the promise of an initial three month salary/performance review which never happens. Look at the amount of trust that is lost at the start of the employment relationship with a new employee when this happens. "My direct manager has not even bothered to tell me if I have passed my probation and worse, the pay raise I was expecting is delayed at best now and I have to go in and ask my new manager about all of this creating a very uncomfortable and unnecessary situation for me, not my fault!" Even think about a time when you cancelled an employee one-on-one or when you kept them waiting too long because you were too busy. As a manager each time even a very small commitment is broken with an employee, some respect is lost. The opposite is also very true, even keeping very small commitments can foster

significant feelings of trust, thanks and respect.

I have learned in HR that pay dollars are sacrosanct or almost sacred with employees. NEVER underestimate this. This includes timely pay raises. We must never forget a big part of the reason the employee is there in the first place is related to dollars. So, if we accept this as true, then why do we fool around with people's pay when they come to work for us? In companies with unstructured compensation plans, employee loyalty and engagement is lost real fast when pay promises are not kept or when people see fellow employees getting raises and they aren't.

In summary, managers should be more aware of the power they have to develop strong trust relationships – they should also be equally aware of the things they are doing which erode trust. The old adage is true - don't over promise and under deliver, do the opposite under promise and over deliver! Be true to your word and to your people!

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.



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!





WWW.OCNA.ORG