

BNC Winners Announced During Successful Awards Gala

The OCNA is proud to recognize the outstanding work produced each week by our member newspapers. Thank you to everyone who submitted entries for the 2017 BNC Awards and congratulations to the winners in each category.

Visit www.ocna.org/BNCBooklet2017 to see the BNC Results book.

General Excellence Awards

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

1st place: Minden Times
2nd place: Listowel Banner
3rd place: Kincardine Independent
Honourable Mentions: New Hamburg Independent, The Herald serving Thamesville, Dresden and Bothwell

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

1st place: Haliburton County Echo
2nd place: Parry Sound North Star
3rd place: Fort Frances Times

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

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

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

Sponsored by: Metro Creative Graphics
1st place: Haliburton, The Highlander
2nd place: Niagara this Week, The Leader
3rd place: Bracebridge Examiner

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

1st place: Dundas Star News
2nd place: Orangeville Banner
3rd place: Stittsville News
Honourable Mention: Elmira-Woolwich Observer

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

Sponsored by: Northern News Services
1st place: Sarnia Journal
2nd place: Sudbury Northern Life
3rd place: Waterloo Chronicle

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

1st place: Hamilton Mountain News
2nd place: Oshawa This Week
3rd place: Etobicoke Guardian
Honourable Mention: Scarborough Mirror

GE08 - Class 8: College & University

1st place: Humber College - EtCetera
2nd place: Loyalist College - The Pioneer
3rd place: Algonquin College - Algonquin Times



College/University Awards

CU01 - Student Feature Writing

Sponsored by: Ontario General Contractors Association

1st place: Durham College - Toby Van Weston
2nd place: Fanshawe College - Angela McInnes
3rd place: Algonquin College - Rebecca Atkinson
Honourable Mentions: University of Waterloo - Ramona Leitao, Durham College - Travis Fortnum

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WHAT'S INSIDE:

BNC AWARDS PHOTO GALLERY

OCNA members dazzled on the red carpet during BNC Awards.

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HEALTH OF DAILY VS. COMMUNITY NEWSPAPERS

It's not about local ownership vs. corporate ownership. It's about trust.

[See Page 13](#)

HR PREDICTIONS FOR 2018

What will companies be doing to improve manager-employee relationships and bottom-line profits?

[See Page 17](#)

MARK YOUR CALENDARS!

September 26: Queen's Park Day

OCNA members from across the province are invited to gather at Queen's Park for a day full of meetings with MPPs to lobby for current issues affecting the industry. A Publishers' Reception will take place in the evening.

November 2-3: Independent Publishers' Retreat

Independent Publishers are invited to join the OCNA for its annual retreat on Friday, November 2 and Saturday, November 3 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 either event, please contact Karen Shardlow at k.shardlow@ocna.org or 416-923-7724 ext. 4432.

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Mary Knowles Award Presented to Creemore Echo Owner/Publisher

Sara Hershoff, owner and publisher of the Creemore Echo was honoured with the coveted IBC Community Award in Memory of Mary Knowles on Friday, April 20 during the BNC Awards Gala.

According to nominator Trina Berlo, not much happens in Creemore that isn't, in one form or another, supported by Sara Hershoff. As owner and publisher of the Creemore Echo, she is the go-to person for help or advice and contributes generously to the success of residents and businesses within her community.

Sara began working for the small independent community newspaper in 2001 and worked her way up the ranks to become publisher in 2011. She took ownership last year, committed to keeping the paper hyper-local to best serve its readers and her community.

The newspaper, under her leadership, also holds an annual food and toy drive to support local charities. However, her selfless community contributions do not end here.

As event coordinator of The New Farm annual fundraiser, Sara has attracted people from all over the province and helped put Creemore on the culinary and cultural map. The small community event invites guests to enjoy fresh, local foods, and has raised over \$100,000 for Community Food Centres Canada and The Stop Community Food Centre. It has even attracted performances by The Tragically Hip and Sam Roberts. Attendees enjoy good food, good music and connect with like-minded people, creating a true sense of community.

Sara is the longest serving volunteer board member of the Purple Hills Art and Heritage Society, having joined in 2000. She helped initiate the Creemore Festival of Arts and is Chair of the Tea of History committee, which provides education programs to share heritage of the area.

Most recently Sara took on the role of Treasurer with the Business Improvement Area (BIA) and is busy volunteering the rest of her spare time to improve business in Creemore.

Sara is an industry and community leader and contributor, which is why the Ontario Community Newspapers Foundation (OCNF) and the Insurance Bureau of Canada proudly recognize her with the 2017 IBC Community Award in Memory of Mary Knowles.



Pictured left to right: Emily Riche, Brenda Bogdanski, Ed Bogdanski, Sara Hershoff, Ben Riche, David Traplin, Susan Traplin.

OCNA MEMBER SPOTLIGHT

KIM BOATMAN RECEIVES WOMEN IN LEADERSHIP AWARD

Kim Boatman, director of advertising for the Oshawa Express, won a Women In Leadership award from the Canadian Ministry of the Status of Women for the Leading Women/Leading Girls, Building Communities Recognition Program.



The Program acknowledges and celebrates women and girls who demonstrate exceptional leadership in working to improve the lives of others in their communities through volunteer work.

WILLIAM ADSETT HONOURED WITH GOLD QUILL AWARD

The OCNA proudly presented William "Bill" Adsett, founder of the Fergus Wellington Advertiser, with a Gold Quill Award for 50+ years of service to the community newspaper industry. He was honoured during the newspaper's 50th anniversary at the Wellington County Museum and Archives on April 4.

Adsett founded the Wellington Advertiser in 1968, working from the front seat of his car. Now, the paper has a circulation of over 40,000 in Wellington County.

Pictured below from left to right: Ray Stanton, OCNA President; William "Bill" Adsett, Founder, Fergus Wellington Advertiser; Dave Adsett, Publisher, Fergus Wellington Advertiser and OCNA Past President; Rick Shaver, OCNA Director; John Willems, OCNA Director.



Photo by Chris Piccinetti, County of Wellington

BNC Winners Announced

>>> *Continued from Front Page*

CU02 - Student News Writing

Sponsored by: Ontario Journalism Educators Association

1st place: Algonquin College - Nicole McCormick

2nd place: Humber College - Brandon Richard Austin, Tyler Bloomfield, Erian Amor De Los Reyes, Ken Kellar, Alana MacLeod

3rd place: Fanshawe College - Jessica Thompson

Honourable Mentions: Algonquin College - Devyn Barrie, Durham College - Travis Fortnum

CU03 - Student Photography

1st place: Loyalist College - Vanessa Tignanelli

2nd place: Loyalist College - Noah Park

3rd place: Algonquin College - Nicole McCormick

Honourable Mention: Loyalist College - Yader Guzman

CU04 - Best College/University Newspaper Website

1st place: Durham College - chronicle.durhamcollege.ca

2nd place: University of Waterloo - uwimprint.ca

3rd place: Algonquin College - algonquintimes.com

Premier Awards

PC01 - Arts & Entertainment

1st place: Niagara This Week, Town Crier

2nd place: Manotick Messenger

3rd place: Ottawa West News

Honourable Mentions: Oshawa This Week, Listowel Banner, Port Perry Star

PC02 - Best Business and Finance Story

1st place: Haliburton County Life

2nd place: Ottawa Hill Times

3rd place: Burks Falls Almaguin News

PC03 - Best Editorial, circ. over 10 000

1st place: Sudbury Northern Life

2nd place: Whitby This Week

3rd place: Waterloo Chronicle

Honourable Mentions: Sarnia Journal, Waterdown Flamborough Review

PC04 - Best Editorial, circ. under 9 999

1st place: Burks Falls Almaguin News

2nd place: Nunavut News/North

3rd place: East Gwillimbury Express

PC05 - Education Writing

Sponsored by: Ontario Journalism Educators Association

1st place: The Canadian Jewish News

2nd place: Ottawa South News

3rd place: Elmira-Woolwich Observer

PC06 - Environment Ontario

1st place: Nunavut News/North

2nd place: Wasaga/Stayner Sun

3rd place: Northumberland News

PC07 - Feature Writing, circ. over 10 000

Sponsored by: O'Donnell, Robertson & Partners

1st place: Oshawa This Week

2nd place: Waterloo Chronicle

3rd place: Burlington Post

PC08 - Feature Writing, circ. under 9,999

Sponsored by: O'Donnell, Robertson & Partners

1st place: Minden Times

2nd place: Nunavut News/North

3rd place: Haldimand Press

Honourable Mention: New Liskeard Temiskaming Speaker

PC09 - Health & Wellness

1st place: Barrhaven Independent

2nd place: The Canadian Jewish News

3rd place: Collingwood Connection

PC10 - Heritage

Sponsored by: Fort Frances Times

1st place: Kitchener Post

2nd place: Barrie Advance

3rd place: Collingwood Connection

PC11 - Best Investigative News Story

1st place: Guelph Mercury Tribune

2nd place: Voice of Pelham

3rd place: Haliburton, The Highlander

Honourable Mention: Whitby This Week

PC12 - Best News Story, circ. over 10 000

Sponsored by: Hydro One Networks Inc.

1st place: Mississauga News

2nd place: Burlington Post

3rd place: Guelph Mercury Tribune

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

Sponsored by: Hydro One Networks Inc.

1st place: Manotick Messenger

2nd place: Nunavut News/North

3rd place: Brockville Recorder and Times

Honourable Mentions: Aylmer Express, Eganville Leader

PC14 - Best Rural Story

Sponsored by: Ontario Federation of Agriculture

1st place: Uxbridge Cosmos

2nd place: Waterdown Flamborough Review

3rd place: Caledon Enterprise

PC15 - Best Feature/News Series, circ. over 10,000

1st place: Mississauga News

2nd place: Ottawa Hill Times

3rd place: Brampton Guardian

Honourable Mention: Ottawa East News

PC16 - Best Feature/News Series, circ. under 9,999

Sponsored by: Hydro One Networks Inc.

1st place: Nunavut News/North

2nd place: Parry Sound North Star

3rd place: Haliburton, The Highlander

PC17 - Sport & Recreation Story

1st place: New Hamburg Independent

2nd place: Oshawa Express

3rd place: Georgina Advocate

PC18 - Best Headline Writing

1st place: New Hamburg Independent

2nd place: Haldimand Press

3rd place: Glanbrook Gazette

PC19 - Humour Columnist of the Year

1st place: Haliburton County Echo - Steve Galea

2nd place: The Canadian Jewish News - David Levine

3rd place: Niagara This Week, Fort Erie Post - James Culic

PC20 - Columnist of the Year

1st place: Dundas Star News - Gordon Cameron

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

3rd place: Minden Times - Jim Poling

PC21 - Reporter of the Year - Stephen Shaw Award

Sponsored by: Ontario Power Generation

1st place: Manotick Messenger - Jeff Morris
2nd place: Peterborough This Week - Todd Vandonk

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

Honourable Mentions: Burlington Post - Tim Whitnell, Norfolk News - Jeff Tribe, Scarborough Mirror - Mike Adler, Mississauga News - Roger Belgrave

PC22 - Best Feature Photo

1st place: The Independent serving Petrolia and Central Lambton

2nd place: Oakville Beaver

3rd place: Ottawa West News

Honourable Mentions: Whitby This Week, The Herald serving Thamesville, Dresden and Bothwell

PC23 - Best Photo Layout

1st place: Ottawa West News

2nd place: Toronto Bloor West-Parkdale Villager

3rd place: Nunavut News/North

PC24 - Best Sports Photo

1st place: New Liskeard Temiskaming Speaker

2nd place: Sarnia Journal

3rd place: Ajax Pickering News Advertiser

Honourable Mentions: Cambridge Times, Ottawa East News, Grimsby Lincoln News

PC25 - Best Spot News Photo

1st place: Minden Times

2nd place: Sarnia Journal

3rd place: Burlington Post

PC26 - Best News Photo

1st place: Ottawa West News

2nd place: Ottawa Hill Times

3rd place: Dundas Star News

Honourable Mentions: Ottawa South News, Aylmer Express

PC27 - Most Creative Grip and Grin Photo

1st place: Carleton Place/Almonte Canadian Gazette

2nd place: Belleville News

3rd place: Newmarket Era/Aurora Banner

PC28 - Photographer of the Year

1st place: Peterborough This Week - Lance Anderson

2nd place: Milton Canadian Champion - Graham Paine

3rd place: Ajax Pickering News Advertiser - Sabrina Byrnes

Honourable Mention: The Independent serving Petrolia and Central Lambton - Heather Wright

PC29 - Cartoonist of the Year

1st place: Cambridge Times - C.A. Grey

2nd place: Ottawa Hill Times - Michael de Adder

3rd place: Brant News - Dave McCreary

Honourable Mention: Stoney Creek News - Mike Vukovich

PC30 - Community Service

1st place: Barrie Advance - Project Lifesaver

2nd place: Haliburton, The Highlander - Saving local YWCA shelter

3rd place: Aylmer Express - Aylmer Library Public Forum

PC31 - Best Vertical Product

1st place: Cornwall Seaway News - Cornwall Living 2017

2nd place: Ottawa Hill Times - Power & Influence Summer 2017

3rd place: Innisfil Journal - Our Innisfil
Honourable Mention: The Canadian Jewish News - Canada 15

PC32 - Best Front Page, circ. over 10,000

Sponsored by: Laurentian Publishing

1st place: Newmarket Era/Aurora Banner

2nd place: Sudbury Northern Life

3rd place: Oshawa This Week

Honourable Mention: Ajax Pickering News Advertiser, Markham Economist & Sun

PC33 - Best Front Page, circ. under 9,999

Sponsored by: Laurentian Publishing

1st place: Burks Falls Almaguin News

2nd place: Haldimand Press

3rd place: Nunavut News/North

Honourable Mention: Manitoulin Expositor

PC34 - Best Sports Section

Sponsored by: Metroland Media, Southwestern Ontario Division

1st place: Whitby This Week

2nd place: Elmira-Woolwich Observer

3rd place: Haliburton County Echo

Honourable Mention: New Liskeard Temiskaming Speaker

PC35 - Special Section, circ. over 10,000

1st place: Peterborough This Week - Creative Kids

2nd place: Sarnia Journal - Sarnia 1867: A Special Canada Day Feature

3rd place: Fergus Wellington Advertiser - Canada 150

Honourable Mention: Guelph Mercury Tribune - Canada 150 supplement

PC36 - Special Section, circ. under 9,999

1st place: Mitchell Advocate - Mitchell Hawks 50th anniversary

2nd place: Eganville Leader - Happy St. Patrick's Day

3rd place: Parry Sound Beacon Star - Parry Sound & Area Progress

PC37 - Best Creative Ad

1st place: Drayton Community News

2nd place: Cornwall Seaway News

3rd place: Markham Economist & Sun

Honourable Mention: Renfrew Mercury

PC38 - In House Promotion

1st place: Aylmer Express

2nd place: Burlington Post

3rd place: Fergus Wellington Advertiser

Honourable Mention: Cornwall Seaway News

PC39 - Local Retail Layout

Sponsored by: Metro Creative Graphics

1st place: Manitoulin Expositor

2nd place: Fergus Wellington Advertiser

3rd place: Renfrew Mercury

PC40 - Original Ad Idea

1st place: Milton Canadian Champion

2nd place: Drayton Community News

3rd place: Waterdown Flamborough Review

Honourable Mentions: Haldimand Press, Burlington Post

PC41 - Use of Process Colour

1st place: Caledon Enterprise

2nd place: Haldimand County, The Schem

3rd place: Alliston Herald

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OCNA Welcomes New Directors To The Board

On Thursday, April 19 the OCNA welcomed two new board members.

Stewart Grant is owner and publisher of the St. Marys Independent. Stewart is a Chartered Professional Accountant and a graduate of the Richard Ivey School of Business at Western University. He purchased the St. Marys Independent in June 2014 and has overseen significant growth of the weekly newspaper which was first published in 2000.

Colleen Green is owner and publisher of the Standard News in Scugog. She began her career in publishing as a graphic designer in 1987. Eventually she worked her way through to the Port Perry Star, where she took on the role of Night Shift Production Manager in 2000. In 2006 she moved on to the Scugog Standard newspaper, where she eventually became the General Manager. In 2016 she purchased the company and renamed it The Standard Newspaper.

The 2018/2019 OCNA Board of Directors consists of: Ray Stanton, President; John Willems, 1st Vice President; Rick Shaver, 2nd Vice President; Gordon Cameron, Secretary/Treasurer; Dave Adsett, Past President; and Directors: Stewart Grant, Colleen Green, Abbas Homayed, Alicia McCutcheon, Darren Murphy and Margaret Zwart.

BNC Winners Announced

>>> *Continued from Page 5*

PC42 - Best Community Website/WebPortal, circ. over 10,000

1st place: Fergus Wellington Advertiser - wellingtonadvertiser.com
 2nd place: The Canadian Jewish News - cjnews.com
 3rd place: Elmira-Woolwich Observer - ObserverXtra.com
 Honourable Mention: Burlington Post - burlingtonpost.com

PC43 - Best Community Website/WebPortal, circ. under 9,999

1st place: Blyth/Brussels Citizen - northhuron.on.ca
 2nd place: Parry Sound North Star - parrysound.com
 3rd place: Huntsville Forester - muskokaregion.com
 Honourable Mention: Fort Frances Times - fftimes.com

PC44 - ONLINE Special Project/Event/Breaking News Coverage

1st place: Belleville News
 2nd place: Ottawa West News
 3rd place: Ottawa Hill Times

PC45 - Multimedia Online/Best Online Experience for a Story

1st place: Hamilton Mountain News
 1st place: Stoney Creek News
 2nd place: Peterborough This Week
 3rd place: Sudbury Northern Life

Congratulations to all!



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@OCNAAdreach

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



PHOTO GALLERY



OCNA members dazzled on the red carpet during the Association's annual BNC Awards Gala and Reception. Guests gathered at the Sheraton Parkway North Toronto Hotel on Friday, April 20 in anticipation of first, second and third place result announcements for the 2017 Better Newspapers Competition.

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

These photos can be found on the members section of our site or on the OCNA Facebook page at <https://www.facebook.com/Ontario-Community-Newspapers-Association-OCNA-171125688577/>



2017 Ontario Junior Citizen Recognized

On Monday, March 5, the OCNA, hosted the 37th annual Ontario Junior Citizen Awards on the 54th floor of the TD Tower. Twelve outstanding youth from across Ontario were recognized in front of family and friends for their inspiring community involvement. The Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario, attended as congratulator-in-chief.

Recipients were delighted to also meet Premier Kathleen Wynne on the grand staircase of the Legislative Building after a tour of Queen's Park.

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

Top from left to right: Gary Clement, Senior Manager, Government Relations, TD Bank Group; Graham Beer, 17, Cobourg; Frank Hong, 16, North York; James Potvin, 9, Whitby; Lucas Gordon, 16, Ancaster; Ramsay Jackson, 13, Greensville; William McCormick, 16, Sudbury; Daniel Zhang, 16, Scarborough; Ray Stanton, OCNA President.

Bottom from left to right: Holly Tetzlaff, 17, Trenton; Subrana Rahman, 17, Toronto; the Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario; John Perry, 8, Collingwood; Autumn Peltier, 13, Wikwemikong First Nation.



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.

IciMédias Goes Live on AdWorks® Ad Management Solution

News-Net Inc. is pleased to announce that iciMédias has selected AdWorks advertising management solution as a preferable software to manage operations of all 21 weeklies based in Québec. All publications went live on AdWorks within six weeks, making the transition successful for the newspaper group.

“The management of a newspaper's operations is complex today. AdWorks does the job at a very reasonable price, efficiently, with modern tools for our customers and all our services,” says Renel Bouchard, President of iciMédias Inc.

The installation of AdWorks 5.6 was selected to modernize the operations process, improve the print sales process and leverage live reporting to maximize team workflow. IciMédias has implemented AdWorks for advertising management, customer and order management, billing and accounts receivable as well as reporting for all the company's publications. The centralization of information on AdWorks allows the various publications to integrate and share information across the business and to provide reliable service to customers.

“Publications across the US and Canada leave millions on the table by being inefficient. That's why we listened to our customers needs and made AdWorks 5.6 the most powerful solution available for newspapers and publications,” says Melissa Stolarz, Business Analyst at News-Net.

AdWorks is designed to bring an intuitive workflow to each

newspaper which is why it was a simple decision for iciMédias to integrate AdWorks with MyAdFlow self-service portal. The combination of solutions provides a seamless workflow between sales and production across the entire group. MyAdflow self-service portal also provides a supportive customer experience for advertisers.

“It's wonderful to see the initiative and innovation that is taken by iciMédias, they have been a great partner to work with. We've helped them create an innovative, sustainable service that supports their role in today's community media,” says Khyrn Glover, Managing Director at News-Net.

About AdWorks

AdWorks® is designed to bring an intuitive workflow to each newspaper. AdWorks® is compatible with MediaCRM, MyAdflow, Adobe InDesign and PAGE director series.

About News-Net Inc.

News-Net is a trusted partner and software service provider for newspapers and publications across Canada, the United States and the Caribbean since 1984.

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

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The Health Of Daily Newspapers Compared To Community Newspapers

By Kevin Slimp

I've noticed a definite trend lately. It might be related to the increased number of industry activities I'm involved in these days, or perhaps it's just one of those things that can't be explained. Whatever the reason, I've been getting a lot more e-mail over the past few months.

Over the course of an hour today, I received three e-mails from publishers who wanted to say 'thanks'. One was thanking me for the information they received in a recent webinar. Another wanted to express their appreciation for some information I shared at a convention they attended last week. The third wrote to thank me for conducting surveys and sharing results with publishers "like me."

I will leave it to you to draw your own conclusions but from where I'm sitting it's obvious newspaper publishers, editors and other journalists are paying much closer attention to what's happening in the industry these days. As a result, I'm hearing from a lot more of you.

As I sat in front of my computer this morning to continue looking over numbers from my most recent survey of newspaper publishers and editors, I began to break the information down into more specific areas. Filtering the results between regions, size of newspapers, and ownership, I began to see obvious differences in newspaper health based on these divisions.

Interestingly, the general responses to the question, "How would you describe the overall health of your primary publication?" didn't vary much related to circulation or frequency of publication. A large majority of newspapers of all sizes and types answered either 'Not bad, but not great', or 'Relatively healthy'.

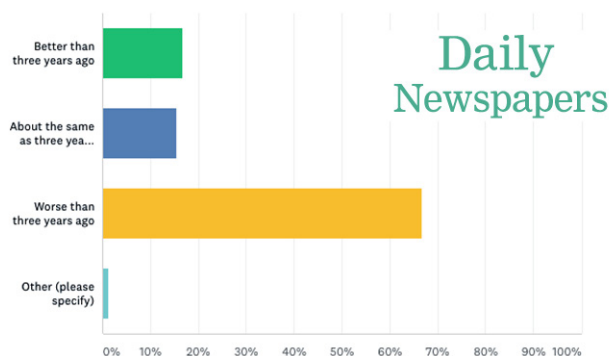
What caught my eye were the responses to another question, "Compared to three years ago, how is the overall health of your primary publication?" This is when things began to get more interesting.

As I broke the responses down between daily and non-daily newspapers, a statistically significant difference became apparent. Compared to their overall health three years ago, roughly 52 percent of respondents from non-daily papers answered their newspapers were in 'about the same' or 'better' health compared to three years ago. While that might sound like good news, 46 percent of non-daily papers report being in worse health than three years ago. I suppose it's a 'glass half full' proposition.

Examining responses from daily newspaper publishers might make some non-daily folks breath a sigh of relief that their numbers are on the 'full' side of the glass. Two-thirds of daily respondents indicate their papers are in worse health than three years ago.

You might ask yourself how most newspapers report their health

Compared to three years ago, how is the overall health of your primary publication(s)?



ANSWER CHOICES	RESPONSES
▼ Better than three years ago	16.67%
▼ About the same as three years ago	15.38%
▼ Worse than three years ago	66.67%
▼ Other (please specify)	Responses 1.28%
TOTAL	

as 'Not bad', or 'Relatively healthy', if the majority of dailies seem to be experiencing worse health than three years ago.

The answer is simple. While most newspapers are still doing well, many are not in as good of shape as they were three years ago. That is especially true for daily newspapers.

The results aren't all doom and gloom for daily papers. Nearly 17 percent of dailies report being in better health than three years ago.

Last week, while working on-site with a daily newspaper in Tennessee, I had the opportunity to discuss the newspaper's health over lunch with the publisher and another long-time manager. I mentioned there seemed to be a positive 'vibe' at their newspaper.

They told me about their readers. Their numbers haven't been dropping. They described the new magazines and other products they've successfully launched.

I asked about the differences I witnessed at their paper compared to some other dailies I'd visited recently in Tennessee. Their responses, which might seem obvious to some, were filled with wisdom.

"Our readers know they are getting a good product. We haven't slashed pages. We haven't cut our staff to the bone."

I liked the next thing the publisher said, "They know they can trust us."

He mentioned a time when he worked for a large group a few years ago and how different it is to work at a paper where decisions can be made based on what's best for the long-term health of the newspaper.

I could make my own assumptions concerning the less positive responses from daily papers in this latest survey, but for now I'll share this bit of wisdom gained after working with thousands of papers of all sizes. It's not about daily vs. non-daily. It's not about local ownership vs. corporate ownership. It's about trust.

State of Newspapers Website

In February, I began work on a new website dedicated to sharing news of interest to our industry. StateOfNewspapers.com kicked off April 1, 2108 with stories related to weekly, daily and metro newspapers in the U.S. and Canada. As word began to spread that

I was working on this project, I heard from website developers, publishers, editors and journalists throughout both countries, offering to lend a hand.

Visit StateofNewspapers.com and see what I've been implementing. So far, the reviews have been very positive. If you have a story – or link to a story – you think would be of interest to others in the newspaper business, be sure to send it my way.

KEVIN SLIMP serves as director of the Institute of Newspaper Technology. He is a faculty member of the University of Tennessee College of Communication and Information.

See The Other Person's Point Of View

By John Foust
Raleigh, NC

A friend told me about the time his mom took him to the shopping mall to help her pick out a birthday present for his father. He was about six years old at the time, and it was no surprise when he headed straight for the toy store. That gave her a chance to have a little talk with him about the gift selection process: we look for something the other person would like, which is not necessarily what we would like for ourselves. She then guided him to another store, where they picked out a more appropriate gift. All these years later, he still remembers that important lesson.

The adult version of this story happens all the time. I once attended a strategy meeting at a non-profit agency. The group was discussing ways to express appreciation to donors, and someone suggested framing a list of names and displaying it in a prominent place in the office. The leader of the group said, "That won't work. I don't want my name publicized." Someone pointed out that people could remain anonymous if they wanted, but she stood firm against the idea. It wouldn't have been a shock if an outsider had made that statement, but she should have known better. If you ask me, it was obvious that the wrong person was leading that meeting.

I've heard the same kinds of things in advertising meetings. A retailer refuses to run an ad in the sports section of the paper, because he doesn't like sports. (He doesn't understand that his products appeal to the demographic group that follows sports.) A business owner decides against a digital presence, because "digital is only for national news." (She doesn't realize that her target audience is relying heavily on digital for local news.) A sales person hesitates to recommend a higher ad budget, because that advertiser has never spent that much money before. (In reality, the advertiser may have plenty of money to

spend on the campaign, but the sales person can't think beyond his own perceptions.)

Henry Ford said, "If there is any one secret of success, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own."

Yes, anyone can see things from their own point of view. But it requires special talent to see things from the other person's perspective.

Advertising requires its practitioners to follow Henry Ford's advice on many different levels. Sales people have to see things from their advertisers' perspectives. Then they have to help those advertisers see things from their target audiences' viewpoints. Along the way, they have to help their production departments create audience-relevant messages.

It's human nature to believe that everyone will like this new business proposal...or that headline...or this ad schedule. That's why it takes discipline to understand what the other person thinks. In the end, you'll develop better advertising, better marketing partnerships and better internal working relationships.

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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

A Tale Of Two Ad Pages

By Ed Henninger
Henninger Consulting

This is the tale of two ad pages - pages that have the same purpose but different approaches. And, I think, different results.

Both of these pages include several ads, all in colour. Many of the ads on the page at left are overloaded with images and typography and the color is sometimes overdone.

But the real difference between the two pages is that the ads on the left page are crammed together. In most cases, they're almost touching, and where they're not touching the spacing appears arbitrary and inconsistent.

As a result, the page is a design hodgepodge. It's difficult for readers to tell one ad from the other. None of the ads are distinctive because they all bang into each other. For the advertiser, finding his ad is like playing 'Where's Waldo?' He has to search the page to find his ad, and he's left to hope the reader will find it.

The page at right is a better investment for the advertiser. Yes, the ads are larger and they'll cost him more...but they're certainly better designed.

More important, though, is the generous space between each ad. The advertiser - and especially the reader - has no trouble seeing that his ad stands out from others around it.

The page has a clean, purposeful look about it. It appears planned - because it is planned.

I'm convinced that, given the choice, your advertiser would see buying an ad for the page on the left as an advertising cost - but an ad on the page on the right as an investment.



Cost vs. investment: Which do you think would be more appealing to your advertiser?

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ONLINE MEDIA CAMPUS WEBINARS:

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

■ Thursday, June 7 - Motivating Plans for Inside and Outside Sales

Have you been using the same commission plans for many years and the sales reps still keep missing goal, and so YOU miss budget? Or are you constantly changing your plans, frustrating sales reps who need to plan to meet goals? It's time to stop and consider that there is a better and easier way to set commission plans that will just about guarantee goals are achieved!

Cost: \$35 USD

Meet the Presenter:

Janet DeGeorge first started her newspaper career in San Jose Mercury News over 20 years ago. She is a graduate of San Jose University with a degree in advertising and marketing and has completed all course work towards a master's of science in mass communications. DeGeorge is a former vice president of the Western Classifieds Advertising Association, a key speaker at regional and national advertising conferences and has produced numerous articles and webinars regarding classified advertising. She has been president of Classified Executive Training & Consulting since 2001. She specializes in classified sales training for sales reps and new managers, outbound sales training and redesigns of print and online products and rate packages to uncover new revenue sources.

■ Thursday, July 26 - How to Turn Facebook Changes Into Big Ad Dollars!

"I'm only doing Facebook advertising." Do you cringe when you hear those words from an advertiser? Well, guess what? Facebook has made some major changes that could seriously impact your advertisers in a negative way! Facebook is limiting ads on their platform and raising prices. So, how do you turn this news into more ad dollars for you? Veteran media sales expert, Ryan Dohrn, will share the ins and outs of these changes. He will explain what you can do to turn these changes into money in your pocket! This is a must-attend workshop for ad sales executives of all levels.

Cost: \$35 USD

Meet the Presenter:

Ryan Dohrn is the host of the #1 iTunes advertising sales podcast Ad Sales Nation and has trained over 6,000 media sales people in seven countries. His 25-year media career spans newspapers, consumer, B2B, traditional, and digital media brands from Disney to PennWell. He is also the founder of Brain Swell Media, an international sales motivational keynote speaker, and Emmy Award winner, best-selling book author, and he still sells media today.

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Caroline Medwell, Exec. Director

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HR Predictions for 2018

By Ron Guest, TwoGreySuits

Ok, I know you've all been waiting for this. What will companies be doing in 2018 that will improve manager-employee relationships and bottom-line profits, while at the same time increasing morale and productivity, and lowering turnover?

Drum roll please....

Companies will be talking to their employees! I know I know, you're already doing that, right? But, what I mean is that structured purposeful one-on-one meetings with managers and employees will become much more commonplace in 2018, and for companies already doing this, they will certainly want to increase the quality of these one-on-one communications. These meetings will be scheduled and also somewhat scripted in terms of what is normally discussed. Organizations that truly want to get ahead of the curve will be providing their managers with training on how to properly provide feedback and how to coach/manage employees and how to do effective one-on-ones.

This is about to become so common in business that the annual performance review will eventually become extinct in its current form. Employees will certainly be happy about this and eventually employers will too, as they see things changing in a very positive way in terms of employee commitment and productivity.

Regular one-on-one meetings give managers the opportunity to provide real-time feedback so there will be an increased likelihood of changing employee behaviour and reinforcement of the good behaviours.

I have had my fair share of one-on-ones over my career, both receiving and providing. If a one-on-one is done properly, employees should leave the meeting feeling motivated, supported, valued, inspired and clear about their responsibilities and how they are doing. If not done well, employees will feel helpless, like they are being judged, or their efforts are not appreciated, and in many cases, will decide to seek other employment. Structured one-on-ones are the perfect opportunity for coaching (understanding employee thought processes and perceived barriers) and also to shape employee behaviour by offering constructive and also positive feedback.

The value of managers doing one-on-ones properly is the most powerful/impactful and controllable thing a manager can do in managing people – there I said it!!!

So, what do you talk about in a one-on-one???

This is a business meeting. You talk business; what are they working on, accomplishments, what about progress to goals set, any problems, barriers, ask how you can help. In fact ask how you can help at every one-on-one, so employees know the question is coming. More importantly, when they ask for help, make sure you do indeed help them. Here you find what drives them, what motivates or de-motivates them, what energizes them, what fears or worries do they have, what ideas do they have? This is also the time we provide positive feedback for things they

are doing well, so this behaviour is repeated in future. We also provide constructive feedback to seek a change in behaviour. This can often involve showing them a better or more efficient way of completing a task they do routinely.

Essentially the one-on-one is the best place to build the foundation of a strong relationship between manager and employee. Be prepared to tell any company news so that the person is not hearing it through the grapevine. For new employees, very good idea to ask retention type questions such as: Is this job turning out as you expected? Why or why not? What is it that your last company did that we should consider doing here?

The ideal one-on-one is casual, conversational and documented. It's also consistent, and that consistency is what develops trust and also preparedness for both parties. Employees should prepare for the meeting by having their goal status ready and to ask any questions or seek help or advice from the manager.

Another reason I predict companies will be taking one-on-ones more seriously is because managers are starting to understand the link between highly engaged employees and the quality of the direct relationship employees have with their manager. It is somewhat surprising to me that there are still many managers out there who truly do not know what employee engagement is. But it is changing. The world-wide research is so compelling of the link between profitability and highly engaged employees, that managers at some point will not have a choice to ignore the key drivers of having a highly engaged workforce.

TwoGreySuits is a leading-edge provider of on-line human resource management information, processes, tools and forms servicing the North American market. They have linked the HR practices associated with the key drivers of Employee Engagement in the form of an online training application for managers utilizing the vast amount of well-organized information on the website. The 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.





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