

newsclips

NOVEMBER 2018

National Newspaper Week 2018 – Newspapers Matter: Now More Than Ever

By Kelly Levson

Director of Marketing and Research, News Media Canada

Thanks to all publishers for their support during National Newspaper Week (October 1 to 7). There was overwhelming support across the country with almost 400 newspapers running the unified message that Newspapers Matter, Now More Than Ever. The social media video ad generated almost 3 million impressions across Facebook and Instagram, with thousands of clicks and shares sending Canadians to the www.newspapersmatter.ca pledge site to join the list of newspaper industry supporters.

National and local influencers took up the challenge as well and posted, tweeted and shared their stories of why newspapers matter to them along with photos and videos. Notable influencers included Justin Trudeau, Antoni Porowski (Netflix's *Queer Eye*), Craig Kielburger, Janette Ewan, Amber Mac and Mark Critch (This Hour has 22 Minutes). We had 86 posts from 52 influencers, in addition to hundreds of mentions from PR agencies, newspaper staff and readers from coast to coast. Estimated social media reach from influencers was more than 13 million over the

course of the week! You can check out all the social media love on our News Media Canada channels – Instagram, Facebook, Twitter, YouTube.

A few papers, including Ontario's own Wellington Advertiser, celebrated National Newspaper Week by hosting a screening of the award winning movie 'Spotlight' for members of their community. The movie highlights the importance of local journalism and the critical role of newspapers in our society.

News Media Canada continues to remind Canadians of the importance of newspapers and truthful local reporting with an ongoing industry campaign available for newspapers to run until next Spring. The NNW creative has been revised and is now available for newspapers to continue running as often as possible. Download the ads online or grab the source files and customize with your own logo and specs.

Please continue to promote the www.newspapersmatter.ca pledge site and keep the conversation going to remind Canadians that newspapers matter, now more than ever.



The Wellington Advertiser (@TheWellingtonAdvertiser) is celebrating National Newspaper Week and our 50th year. In celebration of Newspaper Week and our 50th year, we are hosting a free movie night for the Academy Award winner for Best Picture, *Spotlight*. The movie is on Thursday, October 4, at 7:30 PM at the Fergus Grand Theatre. The ad includes a movie poster for *Spotlight* featuring the main cast: Mark Ruffalo, Michael Keaton, Rachel Watson, Bob Odenkirk, and John Slattery. It also features a graphic for '50 years' and a 'Doors Open 7PM' sign. A red banner at the bottom of the post reads: 'MATURE SUBJECT MATTER (RATED R). LIMITED SEATING. CALL THE WELLINGTON ADVERTISER TO RESERVE YOUR FREE MOVIE PASS: 519-843-5410. Limit of 2 per person.'

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When it comes to persuasive communication, think of ways to show what you're saying.

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MARK YOUR CALENDARS!

December 10

Ontario Junior Citizen Awards Nomination Deadline

With concerns about the current postal strike, and Junior Citizen Award nominations arriving to the OCNA office on time, we have decided to extend the deadline. Packages will now be accepted until Monday, December 10. Nominations postmarked with this date will also be accepted, even if they are not received at our office until after the deadline.

In addition, if sending a nomination in the mail makes you nervous, feel free to submit it via e-mail. Scan your pages and send them to jr.citizen@ocna.org.

If you are interested in recognizing someone between the ages of 6-17 who is making a difference within their community, now is your chance! Visit www.ocna.org/juniorcitizen to download the nomination forms.

For more information, contact Kelly Gorven at k.gorven@ocna.org or 416-923-7724 ext. 4439.

April 5

Spring Convention + BNC Awards Gala

Mark your calendars and don't miss your chance to join OCNA on April 5 for our annual spring convention and the coveted BNC Awards Gala.

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Celebrating A Newspaper Anniversary...The Right Way

By Dave Adsett
 Publisher, Fergus Wellington Advertiser

The newspaper business is deadline driven and often publishers find themselves scrambling to get this week's issue out only to start on the next. That certainly has been the experience here over the last 50 years. But there are times when publishers and managers need to take a step back and contemplate the merits of celebrating this great industry.

People generally love their community newspaper and they will enjoy the opportunity to celebrate a special occasion. Staff and family also deserve the chance to receive a little praise and feel good about their very important role in their community. As one of our reporters put it "I was always proud to work here but I'm now even more proud - if that's possible".

Planning an event can be as complicated or as simple as the organizers choose. Since 50 years was such a milestone we decided to make it a significant event and carried that theme throughout the year.

This past April, we hosted a large open house at Wellington County Museum and Archives, coinciding with the announcement that the county had digitally archived issues of our newspaper for the past 50 years. Dignitaries were on hand for that unveiling so we designed our program around that. Our county is served by two ridings, so we had two MPPs, two MPs, a newly appointed Senator, the county warden and other dignitaries on hand.

Much of the material used to promote the anniversary has been repurposed throughout the year. The museum graciously showcased old newspaper artifacts and banner stands that told our story from day one until now. That free publicity was made available to us from April until Labour Day weekend. People like history and are naturally interested in the newspaper business.

We established an internal committee six months before the event to decide what we wanted to share and how best to share it. Since it was our own celebration I was quite prepared to invest money in our special 50th anniversary edition. When a sales representative asked if he could sell some ads into it, I was a little hesitant, but it turned out to be one of our more lucrative features this year. Long-time advertisers and suppliers were happy to place ads and confirm their association with our firm.

One of our reporters produced a 'week in the life' type video that has since been viewed 11,000 times on YouTube. People are interested in what goes on at their local newspaper each week. This video remains as a shareable item on Facebook, Twitter and other digital platforms.

If planned correctly, much of the material can be repurposed for use at different events. We were able to incorporate our history banners into our booth at the local Lions home show, annual chamber trade shows and even the Doors Open Ontario which we participated in this year. Most of us have been around long enough that we take for granted how interesting our work is. Celebrations offer a chance to share our craft. Visitors to these venues become great advocates for local news.

If interested, a flip book of our 50th edition can be found at:
https://www.wellingtonadvertiser.com/index.cfm?page=WA_50th .

OCNA MEMBER SPOTLIGHT

FORT FRANCES TIMES EDITOR ELECTED TO TOWN COUNCIL

Long-time Fort Frances Times editor Mike Behan was elected to town council in his community in the October 22 municipal election.

Mike garnered 1,701 votes to finish in third place among the eight candidates seeking the six seats on Fort Frances council.

He is very grateful for the support of Times' owners Jim Cumming, Don Cumming, and Linda Plumridge, as well as all of his colleagues at the newspaper, during the campaign and is looking forward to taking on this new challenge.

FERGUS WELLINGTON ADVERTISER WELCOMES THREE NEW STAFF MEMBERS

Jim Alexander has assumed the role of Sales Manager of the Wellington Advertiser.

Jim comes to us from Huron Web Printing and Graphics. With previous roles as the Major Retail Specialist at London Free Press, General Manager of the Tri-Cities Pennysavers, and as Ad Director of the Guelph Tribune, Cambridge Times, and Waterloo Chronicle.

Jim will oversee the sales department and future growth of various sales channels.



Phil Gravelle started his career as a reporter for the Owen Sound Sun Times, then worked as a writer and editor at the Brampton Guardian and Etobicoke Guardian.

He became a graphic designer in 1991, working 21 years with a commercial printing firm.

He returned to journalism at the Erin Advocate, where he was a reporter and columnist for the last 10 years.



Aryn Strickland is a multimedia journalist with a master of journalism degree from the University of British Columbia.

Her previous work has covered topics ranging from the Syrian refugee crisis to the B.C. film industry.

Before returning home to Fergus, she lived in Dubai, UAE for 11 years.



Former OCNA Board Director Earns Local Councillor Position

By Margaret Zwart
Former Publisher, Orono Weekly News

When our local councillor announced early in May that she was vacating her seat to run for a regional government position, I felt it was my now-or-never chance to run for local council.

As the publisher/editor of the small community newspaper I covered the local political scene for the past 21 years which I felt was the perfect prerequisite for the job.

Before I could file nomination papers I had to divest myself of the Orono Weekly Times. We all know it is hard enough keeping a small independent newspaper solvent, never mind trying to sell such an enterprise. In May I ran a very successful subscription drive for which I paid a handsome commission so quitting wasn't an option, especially if I wanted these subscribers to vote for me.

By mid June I had a very interested buyer, but after a month of negotiations, I realized he was never going sign a purchase agreement. Over the next few weeks several individuals showed some interest in the concept of buying the local paper which has an 81 year history in the community and is well regarded, but no offers were made.

In mid July I contacted someone local who I knew had some newspaper experience and pitched the paper to her. I was unaware of the fact that she had worked for a former owner and was interested in buying this publication 21 years ago. Julie Cashin-Oster and I signed an agreement-in-principle at the end of July, just in time for me to file my nomination papers one day before the deadline.

I ran against five candidates. Most of the candidates vying for the position had no history of community engagement in the ward. One candidate was the fellow who was in negotiations to buy the paper in June.

What I did not count on was the fact that I was commonly known in

the community as "Marg from the paper." Many did not know my last named and did not make the connection when they saw my election signs go up that Margaret Zwart was "Marg from the paper."

The candidate's forum was the worst two hours I ever spent in my life. Having to answer questions on the fly was difficult especially since I spent the past 20 years asking the questions.

I am now the Clarington ward 4 local councillor elect and part time reporter for the Orono Weekly Times. My ward, Clarington's Ward 4, is the eastern border of the GTA.

My only regret is that after coming so close, I will now never be eligible for the OCNA Silver Quill Award recognizing 25 years of service in the industry.

On the up side, at least now when I come home after long boring council meetings, I won't have to write about it.



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“We Tried This and It Worked...”

September 15, 2018

Hi OCNA...

I don't know if this is interesting enough, but we came up with an idea and it is going better than we thought it would.

The idea...

We are trying to cut costs, as so many are, so an idea we came up with was to offer cheaper subscriptions to any one who picks their paper up at our office instead of having it mailed through Canada Post. To our surprise, we are just over half way in the year and 1/3 of our 'Post Office Box' subscribers have opted to pick it up at our office, plus some of our rural route subscribers as well. It will take a full year before we know the final outcome as everyone's subscriptions come due during different months.

It is only a \$10 difference on their subscription if they pick it up at our office or have it mailed, which we thought wouldn't make much difference, but obviously people like to save money. Most have said, "If they are going to walk to the post office to pick up their paper, they might as well walk over to our office and save 10 bucks." It makes Tuesday and Wednesday very busy in our office, which is great as people are coming in and sharing their stories, etc.



*It is definitely a savings for us. For example, if 130 papers are picked up here, times that by .52 cents per piece to mail, for a total of savings of \$67.60 per week. Times the per week amount, \$67.60, by 52 weeks for a **total savings of \$3515.20 we have saved just on postage for the year.***

What makes this even more special is that we have a developmentally-delayed individual who comes in and helps hand out the papers. This is not only giving her a sense of worth, it is giving her something to do. Everyone is very kind to her and she has even received little presents from subscribers (candy, little toys, etc.) making it more fun for her. She now has her 'favourite' people she watches for.

Another couple of notes...during the upcoming potential Postal Strike we already know that 1/3 of the papers will be picked up automatically and this is a positive we can tell our advertisers. Also, if Canada Post raises the rates, we can leave the subscription price of the ones picked up at our office and raise the price only on those who get it through Canada Post.

Just thought this was a 'good news' story.

Thanks.

- The Ridgeway Independent News

OCNA MEMBER SPOTLIGHT

FERGUS WELLINGTON ADVERTISER ATTENDS DCX DIGITAL CONTENT EXPO IN GERMANY

Part of the DCX Digital Content Expo in Germany was a tour of the Axel Springer facility, particularly their newsroom. Axel Springer is one of the leading newspaper operations in the country.

They are a subscribed newspaper, serving Germany. Axel favoured democracy and built his current facility right next to the Berlin wall, in part to be a beacon of hope for those stranded in East Germany under Soviet rule since the war. He was such a nuisance and threat to the Soviets that they actually built three tall buildings to obscure the view of his enterprise by East Germans.

It turns out that a fellow we shared a taxi with was a guest speaker from England, promoting new work cultures. Axel Springer newsroom was one of his clients.

The gist is, news reporting needs to be a shared experience for traditional and digital reporters. Their newsroom puts all stories online first, then publishes from that system to its newspapers. Although the push is on to be first online, time is spent ensuring the print product is exceptional, which makes sense. Digital news stories are the same as print stories, which is a bit of a contrary view to what we have in North America.



Dave Adsett, Publisher, (left) and Drew Mochrie, Sales Representative, Fergus Wellington Advertiser



ADVERTISER HOSTS FREE MOVIE FOR NATIONAL NEWSPAPER WEEK

By Aryn Strickland

The Fergus Wellington Advertiser held a free showing of the Oscar-winning movie Spotlight at the Fergus Grand Theatre on Oct. 4 in conjunction with News Media Canada.

The event celebrated National Newspaper Week and gave the paper an opportunity to thank the community for 50 years of support.

Spotlight relays the true story of the Boston Globe's "spotlight" team, the oldest continuously operating newspaper investigative journalism unit in the U.S., and its investigation into sexual abuse by Catholic priests.

News Media Canada provided copies of the 2015 Best Picture winner to a select few outlets for the nationwide event.

Prior to the viewing, publisher Dave Adsett discussed the importance of community news today.

"What I hope is that we can continue a tradition of responsible journalism that makes sense of a very complex, changing world as it relates to the communities we serve," said Adsett. "In an era of bluster and fake news, our readers can be confident in our coverage by trained reporters."

One hundred and fifty movie passes were picked up at the door. Before the movie started, attendees mingled with Advertiser staff in the foyer and received free bags of popcorn. Four door prizes were handed out at the event to randomly selected audience members.

The free showing was an important part of the Advertiser's 50th anniversary celebrations which included launching the newspaper's digital archive on Wellington County Museum and Archives' website in April and offering tours of the Advertiser office during the Doors Open Fergus-Elora event in June.



Nominations Wanted: 2018 Ontario Junior Citizen Awards

They are exceptional youth, with limitless potential and the OCNA wants to recognize their accomplishments.

Help us celebrate the young people in your community who are making a difference! The Ontario Junior Citizen Awards program is now accepting nominations.

What Can You Do To Help?

- Start to promote the 2018 Ontario Junior Citizen Awards and call for nominations from your community. Prepare a series of articles and editorials to run from now until the end of November.
- Confirm with your advertising manager that they have received the display ads from Ad*Reach.
- Check your Inbox frequently for an e-mail with information calling for nominations. You will be able to 'Forward' this e-mail to your contacts so they can continue to spread the word electronically. Note: OCNA no longer sends nomination packages to the Ontario school boards. You will need to ensure you forward the information to your contacts within local schools and any community groups.
- If obvious nominees from your community come to mind, contact the people they are involved with to encourage them to complete a nomination form. Also, remember that you can nominate individuals yourselves. We suggest looking back on any stories you've published over the past year to determine if someone is deserving of recognition.

In the end, 12 individuals will be recognized at the provincial level during a special ceremony to be held in the spring of 2019.

Visit www.ocna.org/juniorcitizen for more information.

Elmira Woolwich Observer Owner Takes On New Side Gig

Patrick Merlihan co-owns the Observer with his brother Joe in Elmira, Ontario. He started the newspaper in 1996 following a four-year stint at the University of Waterloo's student newspaper Imprint. Since those early days, the publication has thrived expanding into neighbouring municipalities and successfully battled corporate interests in the market.

Woolwich Township is in the Region of Waterloo, and the Council is made up of a Mayor and five Councillors serving approximately 26,000 residents. Woolwich Township is at the start of a fairly robust growth period that is expected to sustain for the next twenty years. Dealing with growth, will be one of the largest challenges for the Township in the coming years.

In 2014 Merlihan successfully ran for a Township of Woolwich Councillor position. A combination of curiosity and disillusionment with the Council of the day initially prompted the urge to run for public office. Out of a field of six candidates for Ward 1, Merlihan earned one of the two positions representing residents for the town of Elmira.

Four years later, the lesson learned is municipal government is an on-going learning process. The first year learning curve was steep. There is a reason the many politicians wait until retirement to seek office — the job can be time-consuming. Merlihan was sought out by the Ontario Municipal Water Association (OMWA) to serve as a Political Director which he has served for two years. The OMWA primary focus is on policy governance of Ontario's municipal water systems and works with the provincial government as a policy advisor.

Having been successful in leading the charge for a resident-focused culture in customer service, challenging needless spending, improving budget transparency and starting the conversation on numerous issues,



Merlihan was recently re-elected in the recent 2018 municipal election. Citing the enjoyment of working with residents and community groups to solve issues was the primary reason for seeking re-election.

Merlihan credits his win on crafting his message with a series of ads purchased in the Observer over 7 weeks. He designed and launched a website (www.merlihan.com) that published his complete platform with a blog that gave fulsome responses to resident questions (see link below to the most popular one). Merlihan drove traffic to the site through advertising, signage and twitter. <https://merlihan.com/conversations/conflict-of-interest>

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.

Checking The Pulse Of Journalism What Are Newspaper Folks Saying About The State Of Things?

By Kevin Slimp

Over the past two weeks, I've traveled from coast to coast speaking at newspaper conferences and meeting with Canadian and American journalists about what is happening at their newspapers and, hopefully, offering a little good advice.

As I've met with publishers, editors and writers in places like Keene, New Hampshire, Phoenix, Arizona and Bismarck, North Dakota, I've become even more convinced that the results of the Newspaper Institute spring publisher's survey were right on target when it comes to the state of newspapers across the U.S. and Canada.

At newspaper conferences, I often give a 'pop quiz' to learn a little about what is going on at newspapers and what journalist think is going on at papers across the country. I used to be surprised that most attendees could guess, with relative success, the answers to the quiz.

For instance, while much of the general public might think most papers are part of large groups, the fact that 51 percent of newspapers are independent and locally owned, doesn't get past most quiz-takers, and the fact that less than 20 percent of papers are related to large regional or national groups doesn't surprise too many.

At each recent conference, I've taken time to visit with journalists about what is happening at their papers. Just this week in Bismarck, North Dakota, I met with publishers, editors and reporters from more than 20 newspapers in one-on-one meetings.

What did I learn? I learned there are quite a few younger editors and publishers moving up the ranks at newspapers. I learned most newspapers are doing well, and are continually looking for ways to improve their products and serve their communities better.

I met with college and high school newspaper staffs who are excited about their futures in journalism. I met with metro newspaper investigative reporters about how to dig deeper to get better stories. I met with several publishers who were concerned that their readership was rapidly shrinking due to centralized production, meaning their papers are filled with stories from other places that local readers have no interest in reading.

I learned that reporters still struggle with boredom while covering school board, city commission and other meetings that must be attended. I learned there are still a lot of newspapers where one or two people do everything from reporting, designing, selling ads and running the paper.

I learned that print is still king. I've learned that the further a newspaper is from its corporate headquarters, the more likely it is

that its readership is shrinking rapidly.

Meeting over dinner conversation, I heard many times how hard it is to be a journalist. Hard work and long hours, combined with the wrath of angry readers, requires a special breed. I also learned while many publishers and editors talk about someday moving off to the mountains or beach, in reality they can't imagine doing anything else.

Yes, journalism is unlike any other career, and newspapers require a special type of journalist. I suppose that's why I fall in love with every place I go and feel close to so many people I meet.

I recently heard one publisher say, "Journalism is a thankless job."

I turned to her and said, "Thank you."

Callings aren't always easy. Usually, they're not. But something within continues to drive us, and the world is a better place because of what we do.

I still fall in love with every place I visit. I still meet close friends and make new friends at each conference. I suppose that's because we've heard the same calling.

Oh, by the way, thank you.



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.

'Showing' Beats 'Telling' Every Time

By John Foust
Raleigh, NC

On a visit to my eye doctor for a check-up, I noticed a poster on the wall in the examination room. It featured a series of photographs of the same scene. The first photo depicted the scene through 'normal' vision, and the other photos showed how that scene would be viewed by people with various eye conditions, like glaucoma, macular degeneration and cataracts.

It was a powerful exhibit. In one simple poster – with a series of pictures and only a few words – a patient could get a clear idea of the effects of certain conditions.

If we think beyond the subject matter of the poster, we'll find some important lessons about communication. In the sales profession, 'showing' beats 'telling' every time. Here are some key points:

1. **Use strong visual images.** There is a famous Chinese proverb that states, "One time seeing is worth a thousand times hearing." Newspapers have a real advantage here. Newspaper ads – in print and digital formats – are visual.

If you're going to show something, make it worth seeing. Kirk, a long-time sales person, once told me, "I never go into a client meeting without some kind of exhibit. It might be a copy of their most recent ad. It might be a chart illustrating readership figures. Or it might be a selection of stock photos that could be used in the next campaign. Sometimes I just use a felt-tip marker to make a back-of-the-napkin type diagram on a legal pad.

2. **When possible, use comparisons.** When I saw the eye poster, it was easy to compare my eyesight to the photos. I immediately understood the differences.

There are plenty of possible comparisons in a sales presentation. You can compare typography samples to demonstrate how one font is more readable than another. You can compare

a cluttered layout to a clean layout. And you can compare headline samples.

3. **Keep it simple.** It's important to make it easy for prospects to reach their own conclusions. The purpose of a visual exhibit is to clarify a sales point.

"I'm careful about what I show to people in meetings," Kirk said. "Using too many examples can create brain freeze. It's a lot easier for them to understand the differences between Choice A and Choice B than to understand the differences between Choices A through D or E.

"I learned a lesson early in my career, when I presented a marketing manager with a selection of four completely different ad ideas," he explained. "The presentation was a disaster, because there were too many choices. The manager couldn't decide, so he called several other people into the room. No one could agree on anything and the meeting hit a stalemate. I ended up going back to the drawing board to create two different choices. A week or so later, I presented those two options, and they quickly made a decision."

The bottom line: When it comes to persuasive communication, think of ways to show what you're saying.

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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



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Caring For Our Readers

By Ed Henninger
Henninger Consulting

Editor Jerry Bellune and I go w-a-y back. We've known each other since the mid-90s, when we worked together to breathe new life into a group of newspapers in New Jersey.

Jerry regularly writes a missive to the managers and staff at his newspapers here in South Carolina, and he shares those with me. For my column this month, I've decided to pass one of his pieces on to you. It's bigger than just design — it goes to the heart of what we do for readers.

From Jerry:

Who do you think is our first priority? Our readers, of course, you say. And you are right. Without readers, we are nothing.

Let me share with you a brief newspaper war story. When a smart publisher hired me years ago, he gave me a challenge: "We have a good newspaper for the 1940s," he said. "But our people have forgotten who they work for — and it isn't me. Talk with everybody and let me know who mentions our readers first."

This gave me a chance to talk with people throughout the building. I rode with truck drivers delivering our newspapers in early morning darkness. I talked with more than 100 reporters, editors and photographers. I visited our bureaus and went on calls with our advertising sales people. I asked them what they thought of the paper and what we could do to improve it.

Finally our tough, aging chief photographer said the magic word. "I'll tell you what's wrong with this newspaper," he said bluntly. "Nobody here thinks about or cares about our readers any more." I could have kissed him.

We have not made this mistake here. All of us care about our readers. But caring for readers means planning, writing, photographing and editing for them. Here are three ways we do that:

1. In our reporting, we leave no questions unanswered. We think like readers. We gather facts and question sources like

readers. Readers want to know the 'why' as well as the 'what' of news.

2. We think visually. How can we convey this information visually? we ask. We think about photographs, maps and charts as well as words in our planning. Readers want to see as well as read about the news.

3. We write short, easy-to-follow stories and sentences. That means 250 to 300-word stories and sentences averaging 15 words. We segment lengthy stories into shorter segments. That helps readers understand what we share with them.

Do we not run longer stories any more? Of course we do. Inside feature stories can go 500 to 750 words. We do not continue stories from one page to another as some thoughtless editors do. And this applies to our electronic editions, too.

Readers lead busy lives. They have short attention spans. Let's make reading our newspapers a pleasure for them.

Jerry Bellune has collected tips on editing, reporting and writing that he's shared with his staff over many years in "The Little Red Book on Writing for Reporters & Editors." Jerry is looking for suggestions to improve the book. He will send a digital copy to any of my readers who's willing to read it and make suggestions.



Jerry Bellune

**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

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, December 6 - Mobile Photojournalism 201

In today's newsrooms everyone is a photographer, videographer and reporter. Most of us use an iPhone to take and send pictures and video from the field. In this session you will learn to tell better visual stories with just a few tips, apps, patience and practice.

Meet the Presenter:

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

■ Thursday, December 13 - Gaining Digital Readers Without Sacrificing Print

GateHouse Media Digital Project Manager Summer Moore offers great tips to help you increase your digital reach, while maintaining your current print readership. This includes a number of practical and simple strategies that will steer more eyeballs to your website!

Meet the Presenter:

Summer Moore is a digital project manager for GateHouse Media based in Austin, Texas. Summer works closely with GateHouse's newspapers on digital training and growth, and everything that goes into that. She also runs newsletter strategy for the company, and works closely with the app development team. Before GateHouse, Summer was the digital and audience engagement editor for The Times of Northwest Indiana, and before that the lifestyles editor for The Repository in Canton, Ohio. She has been in journalism professionally for about a decade.

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Conversations In The Workplace

By Ron Guest, TwoGreySuits

Employee engagement has been a hot topic of conversation for about 8 years now, yet many managers I speak to have no idea what it is. I am not sure why, and I'm not going to try to figure it out either.

Employee engagement in its very simplest terms is a measure of how much employees care and are truly connected to their organization/company. Extensive research shows only 30% of employees are truly engaged in the workplace (either in the moderately or highly engaged category).

The #1 key driver of employee engagement is related to the relationship the employee has with their manager.

The valuable trust which can be developed here is a direct function of how well you talk with people, what you say, how well you listen, and how well you really get to know people. How you do this is via conversations in the workplace.

Highly Engaged Employees – are strongly connected to the workplace, they give extra effort, they know what the company is trying to accomplish, they feel valued and they tend to stay with the company.

Moderately Engaged Employees – they are only somewhat connected to the workplace. Sure they care but often the required effort is missing to be highly engaged. Usually something is holding them back from being highly engaged. Yes they are productive but could be doing a lot better.

Marginally Engaged Employees – these employees are just putting in time. They're not really connected in any way to the workplace. They often have a 'who cares' attitude, are not very motivated and they often end up leaving. When they don't it really hurts the company.

Disengaged Employees - are totally disconnected from the workplace, have negative attitudes and thinking, and are disruptive to productivity. They often actively work against the company. Left alone or not properly managed, they can be very dangerous on many fronts. More often than not, these types need to be managed out of the company.

Many managers out there have little idea about their role in developing

and managing people who report to them. They get so consumed in their own jobs that others suffer, people are not given proper direction and feedback, employee engagement declines. BUT, does it have to be this way??? NO!!!!

Adopting a structured 1:1 meeting process can pay huge dividends. It is not hard to do and you can start anytime. One caveat: if you don't have a process/plan in place for doing these 1:1s or if you don't keep them up or get used to them/good at them, you will lose even more credibility with your direct reports as a manager.

One key ingredient in building strong trust-based relationships is in giving people your time and also getting to really know them. This means knowing more than their spouse's name or their favorite TV show or sports team. It means getting to really know your people, especially their goals, what stresses them, what excites them and how they define success. You need to understand your employees, know their dreams, disappointments, goals, motivators, fears, and the activities that build or drain their energy. Identify what is meaningful to your employees.

Effective management and leadership require that you understand your employee's perspectives, their hopes and dreams, and that you present them with challenges that leads them in the direction they want to be moving anyway. How can you do this if you don't have regular structured conversations or what I refer to as 1:1s?

TwoGreySuits has a complete 1:1 process and also management tools/information to address almost any people management situation. Why wait to start? There is no downside. If done properly 30 minutes/week is all it takes. That's 1% of managers time per week, so saying you don't have enough time is questionable and if you don't want higher employee engagement and better trust built relationships, you shouldn't be a manager!

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.

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