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better  
newspapers  
competition

AWARDS

*Results*

DEDICATED TO ENABLING COMMUNITY  
NEWSPAPERS TO PROSPER

ocna



ontariocommunitynewspapersassociation

# OCNA 2008



## *Better Newspapers Competition Results*



Cover design courtesy of Catharine Dorsey, Oakville Beaver



Booklet Design & Layout by: Sylvie Tremblay of Enigma Graphix Concepts





## OCNA 2008 Better Newspapers Competition Results

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### JUDGE



### Ian Doig

Ian Doig is editor-in-chief of Fast Forward Weekly, Calgary's news, arts and entertainment publication. He has also worked extensively as an arts and business writer.

*1st place* **NWT News/North** – “NWT artists say leaders neglecting the arts,” by Brodie Thomas.

Brodie Thomas takes a solid, journalistic approach to this state-of-the-union arts story. A compelling lead is followed by a concise, well-ordered story and is accompanied by the writer's photo of a local artist and arts administrator practicing his craft. The story deftly illuminates the debate over the economic and cultural importance of arts funding in the NWT.

*2nd place* **Dunnville Chronicle** – “By air and by land Hollywood invades Dunnville,” by Doreen Hoover.

Breezy and fun, this piece imparts a strong feel for the community of Dunnville's excitement over participating in the filming of the movie *Amelia*. The front-page graphic combination of header, copy and photo is very effective. However, the quotes from the film's local extras could have been tidied with paraphrasing, and reaction to the production from local filmmakers and actors could've been examined.

*3rd place* **Toronto Riverdale-East York Town Crier** – “Blogging sensation launches book of 'likes,’” by Lorianna De Giorgio.

An airtight author interview, this short piece precisely captures its funny, irreverent and insightful subject, author and blogger Christian Lander. This story is lovely proof that arts features needn't be dry or serious to be illuminating.

#### CORRECTION

**Did we get it wrong?**  
The article in the NWT News/North about the NWT artists' protest was incorrectly reported. The protest was held in Yellowknife, not Inuvik. The article also incorrectly stated that the protest was held in support of the NWT artists' union. The protest was held in support of the NWT artists' union.

#### NEWS

##### Tradition contrast

Wendy Thomas, the new agency of the Traditional Trade Centre, has signed a three-year contract with the First Nations Health Services. The contract provides for the provision of traditional health services to the community. The contract also provides for the provision of traditional health services to the community.

##### Charges stayed in Inuktitut

A 14-year-old Inuktitut youth who was charged with the murder of a 14-year-old Inuktitut youth has had his charges stayed. The charges were stayed because the youth was under the age of 18 at the time of the murder.

##### Spill effects

The spill effects of the oil spill in the Arctic region are being studied by the Canadian government. The study will look at the effects of the spill on the environment and on the people of the Arctic region.

### feature news

## NWT artists say leaders are neglecting the arts

Call for lottery revenue to be shared between sports and arts



It is one of the NWT's most difficult jobs, says Brodie Thomas, the new agency of the Traditional Trade Centre. He says the agency is struggling to provide traditional health services to the community. He says the agency is struggling to provide traditional health services to the community.

**'Amelia' descends on Dunnville**  
Town gets in on the action when director yells "Action"

By Doreen Hoover

It's a beautiful day in Dunnville, Ontario, as the town prepares to welcome the filming of the movie *Amelia*. The town is excited to have the movie filmed in their town. The town is excited to have the movie filmed in their town.

**Blogging sensation launches book of 'likes'**

By Lorianna De Giorgio

Christian Lander, a blogging sensation, has launched a book of "likes". The book is a collection of his favorite posts from his blog. The book is a collection of his favorite posts from his blog.



## *President's Message*

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Every year the Better Newspapers Competition allows us to celebrate the accomplishments of our members. The competition provides an opportunity to display our members' finest work. We are proud of the quality of the stories, photographs, ideas and the many people who work tirelessly to make the community newspaper industry of Ontario the best it can be.

Each year, we review the awards program, we listen to your suggestions and comments and we do everything we can to ensure the BNC evolves with the industry it represents. This year, to move with the times, we have created four new website categories. These include Best Community Newspaper Web Site, Best Community Newspaper Web Portal, Local Online Innovator of the Year and the Surfer's Selection. The Surfer's Selection award is the first Competition Award to be opened up to the membership for judging.

As always, we give special thanks and credit to the judges. Each one of them is a journalism or an advertising professional. Some are involved in the business of getting a daily or weekly newspaper into readers' homes; others dedicate themselves to teaching writing, editing, photography and layout skills to those who will one day become newspaper industry leaders. No matter what their 'day' job, these individuals have, once again, risen to the challenge of judging. They have given countless hours of their time and they have done so for a selfless reason. They are passionate about the newspaper industry and they want to keep raising the bar.

Many thanks to our sponsors for their continued support. Your generous contributions allow us to reward those who truly deserve recognition.

Last, but by no means least, thank you to all the member newspapers and their staffs who rooted through boxes and archives and pulled together nearly 2000 examples of their best work. Thanks for your participation and for contributing to another successful year for community newspapers in Ontario.

A handwritten signature in black ink, appearing to read 'Abbas Homayed', written in a cursive style.

Abbas Homayed  
*OCNA President 2008/09*

# Premier Award ~ Editorial

## BEST BUSINESS AND FINANCE STORY

**1st place** **Northumberland News** - "Kraft preparing its last meal"  
This story explores all angles of the closure of an important employer in the community. There is the history of the facility, the perspective of a newly unemployed worker, what services are offered to these workers now, and how the community tries to find a new occupant for the plant. The layout is clean and easy to read.

**2nd place** **Renfrew Mercury** - "Making music with Mill Music"  
This story grabs you from the beginning with an entertaining lead. The strength of this story is we get to see the man behind the business and a life illustrated with several anecdotes. I'm sure in this community he is synonymous with his business which is obviously his passion. Another story with a clean layout and that is easy to read.

**3rd place** **Mount Forest Confederate** - "Neustadt Springs raises a glass to ten years"  
This entry is crisply written, to the point and entertaining. The writer's use of language could be viewed as a bit corny, but Chris Clark pulls it off and makes it work. The story is easy to follow and full of information on the microbrewing industry. A good read.

### Honourable Mention

**Haliburton County Echo** - "Lights on the Molou marquee dimming"  
This story could have been in the top three because it is well written and provides interesting insight into the world of movie theatres. However, it suffers from being turned over three pages, making it lose a bit of continuity, and it has a typo on the front page where it does not direct the reader to the page to which the story continues.

### Overall Comments

The writing was strong in most of the 73 entries, however writers need to proofread because typographical errors spell-check does not find get through. Presentation is important and some stories would benefit from using subheads to break the copy into "chapters". They would also benefit from not being continued over three or sometimes four pages. When a story is turned that often, it loses continuity and flow. Plus, when a story is turned, it should not be done so in mid-sentence because that also disrupts flow. The best stories featured good, visual details and anecdotes from the people involved. However, writers have to resist including everything they have from an interview because some stories were bogged down in details that diluted the main thrust and added nothing. Having said all this, it was a pleasure to read such a diversity of great topics and the OCNA should proud of all 73 entries in this category because they all contained some valuable information.

### Kraft preparing its last meal

One of Ontario's oldest industries closed at month's end

By Jennifer O'Meara  
jennifer@northumberlandnews.com

**CLOSURE:** The final workers for the Colborne Kraft plant, as they were in a final meal. The plant is being sold to a new owner. The workers are being laid off. The plant is being sold to a new owner. The workers are being laid off. The plant is being sold to a new owner. The workers are being laid off.



The news was also quick to join in the search for a new owner for the last plant. The news covered a full story about the plant and how the workers were laid off. The news was also quick to join in the search for a new owner for the last plant. The news covered a full story about the plant and how the workers were laid off.

### Making music with Mill Music

Renfrew business celebrates its 25th anniversary

By Peter Trenchard  
trenchard@renfrewmercury.com

**CELEBRATION:** Mill Music employees and customers gathered for a 25th anniversary celebration. The store has been a staple in the community for a quarter of a century.



The store has been a staple in the community for a quarter of a century. The store has been a staple in the community for a quarter of a century. The store has been a staple in the community for a quarter of a century.

### Local craft brewery celebrates decade of brewing excellence

Neustadt Springs raises a glass to ten years

By Chris Clark  
clark@mountforestconfederate.com

**ANNIVERSARY:** Neustadt Springs Brewery celebrated its 10th anniversary. The brewery has grown significantly since its founding.



The brewery has grown significantly since its founding. The brewery has grown significantly since its founding. The brewery has grown significantly since its founding.

### Cash Back Now On Your Car Insurance

Wedding Planner 2008

Go to [www.insurancefactors.com](http://www.insurancefactors.com) and get your money back now.

The Wedding Planner 2008 will be a complete guide to planning your wedding. It includes a checklist of everything you need to do, from choosing a venue to inviting guests.



**JUDGE**

### Rob Vogt

Rob is the editor of the Clareholm Local Press, a community of 3,700 halfway between Calgary and Lethbridge on Highway 2 in Alberta. A graduate of the University of Alberta in the faculties of education and arts, and the Lethbridge College school of communication arts, Rob has been in Clareholm for 7.5 years. He also spent a year and a half with the *Macleod Gazette*, one of the oldest newspapers on the prairies, and has had his work appear in many of the weeklies in southern Alberta. In his spare time he's editing the latest Clareholm history book, teaches writing, sits on an LCC journalism school advisory board and is working on the great Canadian novel.



# Premier Award ~ Editorial

## BEST EDITORIAL (circ. 10,000+)

### JUDGE



### Todd Hamilton

Todd Hamilton is the publisher and managing editor of The Interior News, The Northern Daily and managing editor of Houston Today. In 2008, Hamilton was named the Best Local Editorial Writer for the second consecutive year by the Canadian Community Newspaper Association. He is also a five-time Ma Murray Award winner – B.C.'s top community newspaper award for editorial writing and community service. As managing editor, in the past four years, The Interior News and Houston Today have won more than 60 international, national and provincial journalism awards including in 2008 and 2007, Best All-round newspaper titles in Canada in their circulation ranges.

**1st place Peterborough This Week** – A night of bad behaviour  
*Peterborough This Week* took the less-travelled, and given the circumstances laid out in the editorial, controversial route of pointing out the childish actions of the Peterborough Coalition Against Poverty and some councillors at a city council meeting. An original, sincere and poignant editorial.

**2nd place Kanata Courier-Standard** – O'Brien must step aside until courts hear his case  
 Take out the first two paragraphs and this was the winning editorial. It was fearless, unyielding, thought-provoking and ultimately very interesting... except for the first two paragraphs. Clearly a great editorial but "sometimes" get to the point.

**3rd place Barrhaven Independent** – No justice, no consistency  
 The *Independent* rightly questions why legal decisions, both federally, provincially and municipally, favoured all except a five-year-old who was sexually assaulted. Properly indignant, the hope is the *Independent* follows this up with a series of stories to examine the inequities.

**Honourable Mention Newmarket Era-Banner** – Any Aurora growth is on ORM

**Burlington Post** – Joseph Brant Memorial needs to come clean

### Overall Comments

For the most part, the editorials submitted were very well-written, but much of the subject matter was obvious, the stance not fearless and did not offer a constructive alternative. Ontario editorial writers need to serve their communities by strongly challenging popular, conventional thought and provide solutions. Congratulations to the winners, you are what makes OCNA newspapers great.

The collage features several newspaper pages. At the top right is an advertisement for Del Maestro Motors with a 'HOT TUB' promotion. Below it is a page from Peterborough This Week with the headline 'A night of bad behaviour' under the 'OPINIONS' section. To the left is a page from the Kanata Courier-Standard with the headline 'Bridge decision leaves gap right where it should be' under the 'Editorial' section. Below that is a page from the Barrhaven Independent with the headline 'No justice, no consistency' under the 'Independent Editorial' section. At the bottom right is a page from the Newmarket Era-Banner with the headline 'No justice, no consistency' under the 'Independent Editorial' section. There are also smaller photos and text snippets from other newspapers like 'i wait for sponse' and 'Kickin' it with Sass Jordan'.

# Premier Award ~ Editorial

## BEST EDITORIAL (circ. -9,999)



**JUDGE**



**Kelly Clemmer**  
Kelly Clemmer is an associate editor for Star News Inc. in Wainwright, Alberta, for three weeklies, *The Wainwright Star*, *Review* and *The Wainwright Edge*. Kelly's editorial page in *The Wainwright Review* has won CCNA Best Editorial Page for two years in a row in its circulation class. Kelly's been in weekly newspapers for eight years and is heavily involved in the community.

**1st place Grand Bend Strip** – How much is your child's life worth?  
This editorial regarding the tragic drowning of a 14-year-old girl at a beach where no lifeguards were present was striking. It was the additional effort, with the related story, insight from the girl's parents and a Q & A with the town administrator on why there are no lifeguards on duty after 6 was what put this one over the top. It begs the question, how much is a life worth?

**2nd place Bracebridge Examiner** – Ignorance: a part of our heritage  
I really liked the strong language that will hopefully change the attitudes of the local council to see the value of local heritage. Well done.

**3rd place Burks Falls Almaguin News** – Stupid Battle  
The local council's fight with firefighters does seem silly and with this editorial, hopefully cooler heads prevailed. Keep it up.

### Honourable Mention

**Sioux Lookout Wawatay News** – Major changes needed for 135 year old legislation The Mining Act is antiquated and the writer is calling for action to protect not only First Nations land rights, but all communities. Clearly written and worthy of mention.

### Overall Comments

Of the 41 entries, they were all quite good as editorials representing the newspapers' home communities. There were a variety of topics, but the one topic that stood out was trying to keep their municipal governments' honest and making good decisions. I really liked the strong language that will hopefully change the attitudes of the local council to see the value of local heritage. Well done.

**4 - Wainwright, August 13, 2008** *Strip Thoughts* <http://www.CCNA.ca/BestEditorial>

### How much is your child's life worth?

**View from the Strip**  
By Cass Lawson

I didn't ask Michael and Anne Marie how much they were willing to pay to bring their daughter back to life, because, I'll put the question to you. If you were able to give money to revive your child, would you pay \$200,000, \$100,000, \$1 million?

The case of a 14-year-old girl in Lambton County, Ontario, who drowned at a beach where no lifeguards were present was striking. It was the additional effort, with the related story, insight from the girl's parents and a Q & A with the town administrator on why there are no lifeguards on duty after 6 was what put this one over the top. It begs the question, how much is a life worth?

**View from Lambton Shores**  
By Katherine G. Goss

This is the third year in a row someone has drowned at Grand Bend and each drowning happened after lifeguards were off duty. It's happened at the beach, Lambton Shores and Grand Bend. It's happened at the beach, Lambton Shores and Grand Bend. It's happened at the beach, Lambton Shores and Grand Bend.

**View from Grand Bend**  
By Katherine G. Goss

This is the third year in a row someone has drowned at Grand Bend and each drowning happened after lifeguards were off duty. It's happened at the beach, Lambton Shores and Grand Bend. It's happened at the beach, Lambton Shores and Grand Bend.

**The EXAMINER** **Editorials/Letters**

### Ignorance: a part of our heritage

For the people of the town of Grand Bend, Ontario, the local council's fight with firefighters does seem silly and with this editorial, hopefully cooler heads prevailed. Keep it up.

**Important pieces of history have now been translated**

After the lights of the night, it was the first time that the town of Grand Bend had a chance to see the town's history. The town's history is now being translated into a format that is accessible to all.

**ALMAGUIN NEWS** **EDITORIAL - OPINION**

### Stupid battle

The local council's fight with firefighters does seem silly and with this editorial, hopefully cooler heads prevailed. Keep it up.

### Letters - Outside furnace still ignites debate

The town's history is now being translated into a format that is accessible to all.

### Calling out praise for maple syrup fest

The town's history is now being translated into a format that is accessible to all.

### A life lived passionately: Thomas D'Arcy McGee

The town's history is now being translated into a format that is accessible to all.

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### JUDGE



### Michelle Stewart

Michelle Stewart is the editor of the Aurora in Labrador City, a Transcontinental Community Newspaper. She is a national award-winning journalist including CCNA's First Place 2007 and 2006 winner for Best Headline Writing. Michelle has more than 15 years experience in journalism.

**1st place Kanata Courier-Standard** – There's no point in saying it was a difficult decision to choose the story deserving of top honours. Daniel Reid offers the epitome of what community news is all about with his story, *Four-year-old overjoyed on first day of school*. It's the simplicity of this story that makes it so wonderful. Really, who would think to go to a child's house to chronicle her first day of junior kindergarten, unless, of course, she was the prime minister's daughter? The story flowed beautifully with great description of both the scene at the house and the emotions going on. Reid managed to capture the little girl's excitement, her brother's feelings in his role as big brother as well as the anticipation of the parents in this wonderfully described, very important day in one family's life. What makes it great is the fact that any child, any family in any community could have fit into this story. The only flaw with this story is that it wasn't on the front page.

**2nd place Ajax/Pickering News Advertiser** – Crystal Crimi was a very close second in this category with her story *A+ fresh start* (very appropriate headline). This story is one that offers hope to many who could find themselves in the same position of the main character (Terry Rigby) in this story. After an injury destroyed his career, the former millwright shared his very personal feelings of going back to be retrained in an environment with classmates half his age. Crimi effectively describes the challenges of Mr. Rigby who had to first upgrade with a reading and comprehension disability before entering into chemical engineering. What's notable about this story is how it doesn't draw pity from the reader so much as it evokes a firm admiration for his perseverance in spite of the obstacles – great writing style.

**3rd place Toronto Riverdale-East York Town Crier** – Claudia Cautillo's *A handy way to talk to your baby* (another great headline) is a very interesting piece on a new approach to education. The author keeps the reader interested with a detailed account of how sign language classes are teaching babies to communicate before they can even talk. The author didn't leave many unanswered questions about this concept in the story. Obviously Cautillo took the time to talk, listen and research this.

### Overall Comments

Judging this category was an enjoyable experience as it certainly displayed how writing stories relative to education can cover a whole gamut of topics. This year's submissions had news stories that offered a lot of insight into the various education systems as well as some wonderful feature stories that took us into the minds of both students and educators.



The collage features several newspaper articles and advertisements. Key articles include:
 

- News & Community: Four-year-old overjoyed on first day of school** - A story about a young girl's first day of school, with a photo of the child.
- Little Ninjas** - An advertisement for a martial arts program for children.
- Real Estate Listings** - A grid of property listings with photos and prices.
- A+ Fresh Start** - A story about Terry Rigby, a former millwright retraining in chemical engineering.
- A handy way to talk to your baby** - An article about teaching babies sign language.
- Preparation Begins Now** - An advertisement for Metro Prep Academy.

# Premier Award ~ Editorial

## ENVIRONMENT ONTARIO



JUDGE



### Phyllis Barnatt

Phyllis Barnatt is a faculty member of Niagara College's Journalism-Print program in Welland, Ontario. She teaches international politics, Canadian politics, media law, reporting and news writing and special fields of writing. Students produce the college newspaper, Niagara News, which won Canadian Community Newspaper Association awards in 2008 for second best college/university newspaper in Canada, second place for best campus feature and second place for best campus news report. Her 11-year career in community news was with

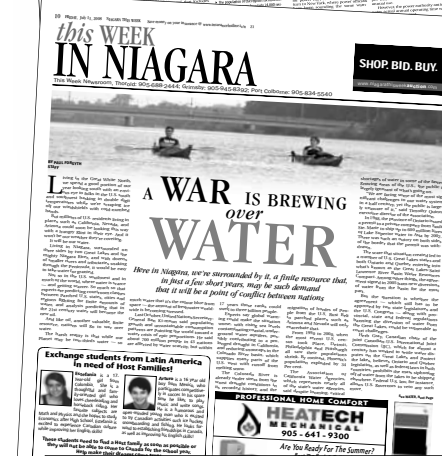
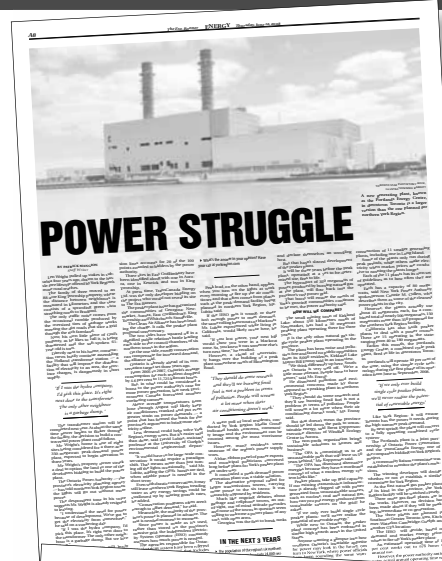
*The Fort Erie Times-Review* where she covered municipal politics as a reporter/photographer before becoming editor and finally, managing editor. She is a graduate of Brock University, St. Catharines, with a bachelor of arts honours degree in politics and Niagara College's Journalism-Print program, Direct Entry.

**1st place** **Newmarket Era-Banner – Power Struggle**  
This is the whole package about the positive and negative impacts a transformer station and future generating station will have on the surrounding community. Shining an unflinching light on residents' emotional resignation, definitions of technical terms, perspectives across the spectrum, comparisons to other regions facing similar dilemmas, Power Struggle informs the reader in an easy to read, concise manner then invites participation in an online forum. Glossary boxes, pro/con columnists and a useful clear peaker plant proposed site map help the reader navigate.

**2nd place** **Niagara This Week, Niagara Falls – A War is Brewing Over Water**  
A comprehensive examination of the divergent demands facing the states, provinces, and municipalities bordering the Great Lakes, this is one of the best in tackling the international linkages of fresh water. Terrific use of heavy hitting sources in the Canadian/American governments, International Joint Commission, Maude Barlow of the Council of Canadians, WorldWatch and scientific reports. It makes the reader look at water as a business commodity. Good use of a full tabloid width image of rowers at rest. The headline with "War" and "Water" in prominent point size pulls the reader into the story.

**3rd place** **Clarington This Week – More Nuclear in Ontario's future**  
If not Candu, then who? The search for a nuclear technology vendor in Ontario and the timeline until nuclear energy lights Ontario houses is meticulously tracked in this report by Keith Gilligan. Numbers, in the billions, and timelines that hinge on getting "everything lined up" help the reader understand the huge governmental commitment this will take. A terrific quote from Greenpeace rep Shawn-Patrick Stensil, featured as a pull quote in the layout, "Ask a stupid question, get a nuclear answer," is a fine counterpoint. Topping it all off is the novel layout of the story inside a broken-outline nuclear generator tower with the atomic ellipses forming the O of Ontario. A video interview online augments the information.

**Overall Comments**  
Overall this category shows the environment is front and centre in many municipalities across Ontario with a local media committed to keeping it there. Whether it be biosolids, sewage sludge spread on agricultural land, school children leading the green charge in their classrooms, the novelty of noiseless electric jeeps, homeowner use of windmills and solar panels, buying local produce and using green cleaning products, community news reporters are helping educate their readers and challenge them to participate. Reporters in this category, on the whole, researched their topics from a myriad of angles making the scientifically complicated simple and covering believers and skeptics equally. The best and better reports included a wide range of sources: scientific, political, taxpayer, health provider. The energy and innovation shown in the newspapers' commitment to reporting issues of environmental importance is commendable.



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# Premier Award ~ Editorial

## FEATURE WRITING (circ. 10,000+)

### JUDGE



### Jerold LeBlanc

Jerold LeBlanc, 44, is editor of the *Wetaskiwin Times Advertiser* newspaper in Alberta. The post follows on the heels of eight years spent in the daily newspaper environment, working as a copy editor for the *Edmonton Sun*. Jerold has more than 22 years of journalism experience, the majority at award-winning community newspapers, where he's earned provincial and national accolades for his writing and photography.

**1st place** *Niagara This Week, St. Catharines* – The Birds With eye-catching art that aptly deserved the front page play it received, coupled with strong writing that held this judge's attention to the end, the feature writing over 10,000 award goes to *Niagara This Week, St. Catharines*. The feature about flocks of birds, estimated at 100,000, causing havoc in St. Catharines. Doug Draper's words, combined with stellar photography by Gord Bowes, lifted this feature to the top of the 60 entries. The feature could have been written a little better in terms of naming the actual birds, starlings, which was noted in the front-page subhead, but far down in the actual story, and the layout was slightly off in terms of text runaround on the right side of a cutline. Overall, though, a good, interesting piece and well-presented package.

**2nd place** *Elmira-Woolwich Observer* – A Moment Frozen in Time *Elmira-Woolwich Observer's* entry was the most visually stunning of the entire category. Designers Matt French and Pat Merlihan must be singled out for their creative presentation about a story featuring a mural which used Elmira District Secondary School students as models 23 years ago. Great leg work on behalf of reporter Vanessa Moss and the rest of the newspaper for tracking down the majority of the models and finding out how their lives turned out. The newspaper, itself, should be commended for giving the unique feature room to breathe over a four-page supplement. The writing, however, could have been a little stronger as it was no match for the visually stunning presentation.

**3rd place** *Burlington Post* – The Ultimate Mother's Day Gift The *Burlington Post* finished third for its fantastic and fascinating feature entitled The Ultimate Mother's Day. The story, perfectly timed right before Mother's Day, is about a Burlington woman who is carrying her sister's child as a surrogate mother. While well written and scoring high in community content thanks to the efforts of reporter Tim Whitnell, it lacked the layout design punch of the overall winner. The photograph of the expecting parents touching the belly of the obvious pregnant sister, which used as front page main art, was a mirror image of the inside photograph. A good effort nonetheless.

### Overall Comments

When competition entries reach as high as they did in the feature writing over 10,000 category, the great thing is the tremendous amount of variety. The top three finishers are stellar examples of what fine feature writing should be: Begin with strong, tight and colorful writing and couple it with stunning graphics, resulting in an overall presentation that keeps the reader entertained and informed right down to the last period. Other newspapers, especially those who finished in the distance, need to discover what consists of a feature story and equal it with great photographs, graphics, design and layout.



# Premier Award ~ Editorial



**JUDGE**



**Martha Wickett**

Martha Wickett has worked as a reporter and editor at several B.C. newspapers since her start in 1988, gathering writing awards along the way. She is currently editor of the Salmon Arm Observer.

## FEATURE WRITING (circ. -9,999)

**1st place** *Manitoulin Expositor* – “Around the world in 6 1/2 years,”  
 Jim Moodie’s first place winning feature on a globe-circling cyclist was a captivating read from start to finish. It described a unique adventure, jam-packed with intriguing details supplemented with community reaction that kept the story moving despite its length. Photos chosen provided further insight into the trip.

**2nd place** *Minden Times* – “One brave little man,”  
 In second place, Martha Perkins’ poignant and inspiring story of a boy’s life with cancer was beautifully told, beginning with a lede that transports the reader into the boy’s world and maintains the hold with much descriptive detail. An attractive layout included a variety of photos and ample white space.

**3rd place** *Tillsonburg News* – “Peters enjoying role as speaker,”  
 Third place winner Jeff Helsdon used initiative to provide a behind-the-scenes look at the speaker of the legislature, turning a potentially dry topic into an interesting, informative feature, beginning with an attention-grabbing lede and continuing with unique details such as the “ghosts” of government. The layout would have been improved with a more modular look.

### Around the world in 6 1/2 years

Homecoming bittersweet for globe-circling cyclist Rob Cassibo

**By Jim Moodie** *Manitoulin Expositor*

Rob Cassibo, a 35-year-old cyclist from Ontario, has just returned home after a 6 1/2 year journey around the world. He is seen here with his bicycle, which he has ridden for most of the trip. Cassibo is a member of the Ontario Cycling Federation and has been a member since 1998. He is a former member of the Ontario Cycling Federation and has been a member since 1998. He is a former member of the Ontario Cycling Federation and has been a member since 1998.

**Highlands paycheque doesn't go very far**  
 Even if people can find a place to rent, the cost is often higher than people are able to pay

**What is affordable?**  
 The Ontario Ministry of Municipal Affairs and Housing says that the average monthly rent for a two-bedroom apartment in the Greater Toronto Area is \$1,200. This is a significant increase from the \$800 average in 2005. The ministry says that the average monthly rent for a two-bedroom apartment in the Greater Toronto Area is \$1,200. This is a significant increase from the \$800 average in 2005.

### Peters enjoying role as speaker

A personal interest in history helping MPP in his new position

**By Jeff Helsdon** *Tillsonburg News*

Peter Peterson, a Member of Provincial Parliament (MPP) for Tillsonburg, is enjoying his new role as speaker of the legislature. Peterson has a personal interest in history, which has helped him in his new position. He is a former member of the Ontario Cycling Federation and has been a member since 1998. He is a former member of the Ontario Cycling Federation and has been a member since 1998.

### Overall Comments

An honourable mention was not awarded as there were several features that qualified. Overall, many of the features in this category provided fascinating glimpses of people and their communities. General suggestions for improvement include using ledes that grab the reader’s attention, ‘showing’ rather than ‘telling’ by providing detailed descriptions, and considering layout and photography as essential elements in attracting the reader.

**Upcoming Specials to look for in "The News"...**

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# Premier Award ~ Editorial



## HERITAGE

**1st place** *Burks Falls Almaguin News* – Introduced with a sepia image at the top of front page, readers are directed to Page 12 for a well-crafted profile of a man who, a century earlier, had moved to Powassan without his newborn son and young wife, to start his own newspaper. Supporting the story by Campbell was a series of quotes, entitled ‘In the words of JB Lake,’ garnered from editorials from the time period 1907 to 1916.

**2nd place** *Minden Times* – For Jenn Watt’s Exploring the ‘what ifs?’. This is a fascinating interview with Michael Fay whose “passion is finding the lost moments in history and bringing them to light through his plays and fiction.”

**3rd place** *Innisfil Journal* – Another one bites the dust by Rick Vanderlinde is about the demolition of a 150-year-old house and the resultant outcry of a shocked community. The story is well presented and supported by great images.

### Honourable Mention

To Martha Perkins of *The Haliburton County Echo*, for her story following the death of Lou Consky. Lights dim at Molou Theatre. A compelling story about the man and the main-street institution he started in 1941 with his wife Molly.

### Overall Comments

There were 67 very competitive entries for this year’s Heritage Awards. For the most part the quality of reporting and research was quite high, while for some their presentations (layout and design) left something to be desired. All in all, judging of this particular category was both interesting and enjoyable.



## JUDGE



**Ron Ennis**

Ron Ennis is the managing editor of Transcontinental’s chain of community newspapers in the Province of Newfoundland and Labrador. Mr. Ennis has been in the business for 42 years, having enjoyed stints as a reporter, editor and today as managing editor and general manager. Ron and Delores have five children and four grandchildren.

*Sponsored by Fort Frances Times*



JUDGE



Dan Singleton

Singleton has been the editor of the Sundre Round Up weekly newspaper since 1994. He has an English Degree from the University of Calgary and a journalism diploma from the Southern Alberta Institute of Technology. Over the years he has judged many CCNA and other regional newspaper competitions.

Premier Award ~ Editorial

BEST INVESTIGATIVE NEWS STORY

1st place Burlington Post - The Burlington Post's exhaustive examination of the challenges facing a community trying to find and retain physicians was the first place winner in the very competitive investigative news story category. The coverage included extensive interviews with many stakeholders, including physicians, health officials from the local and provincial level, and community members. An excellent example of in-depth coverage of a complicated issue.

2nd place Mississauga News The Mississauga News took second place with an in-depth examination of the hard times that have fallen on one of the community's historic districts. Here again the coverage included many interviews with community members, giving the all-important human element to a complex issue.

3rd place Barrie Advance The Barrie Advance's examination of the problems surrounding the rise of methamphetamine use in the community looked at the problem from several angles, including the response from police, an addiction program and government officials. A well-written, concise examination of a troubling trend.

Overall Comments Overall the entries in this category were well researched and written. The top entries were typically the ones where the reporter or reporters spent a good deal of time working on the stories. Good investigations should not be rushed.

Replacing the family doctor at the hospital
Many of Halton's new family physicians are not as keen about admitting privileges as their predecessors
IS THERE A DOCTOR IN THE HOUSE?
FULL ROSTER is the chief of family medicine and director of the hospital's program in Cambridge-Brantford Memorial Hospital. It's a...
The hospital has been...
The hospital has been...
The hospital has been...

Once a quaint town, Malton now is characterized more by violence and poverty than nostalgia and charm
Part one of a three-part series
A world of hurt
The streets are...
The streets are...
The streets are...

Graced by diversity, tormented by violence
The streets are...
The streets are...
The streets are...

Method A
DRUG'S INGREDIENTS VERY EASY TO FIND
BY JACOB BRANLEY
That's the problem with at-home labs. Someone could do this with no chemical background, just like they were making a cake. They're using solvents, acids and bases, and it's dangerous if you don't do it together properly.
METH NICKNAMES
Methamphetamine is the most addictive...
Methamphetamine is the most addictive...
Methamphetamine is the most addictive...







**JUDGE**



**Isabell Redding, A.A.E.**

Publisher, editor and business owner Isabell Redding (nee Shoff) grew up in Drumheller, AB and is the fourth generation of her family living and working in the valley. She has been in the printing and publishing business since the age of 15. With more than 20 years experience and as a graduate of Mount Royal College's prestigious journalism program in Calgary, AB, her work has been printed in many weekly newspapers across the province as well as in the *Edmonton Sun*, *Calgary Sun*, *Calgary Herald* and *Alberta Report*. She decided to come back to her hometown of Drumheller in 1999 to start up her own printing and publishing business to offer Drumheller and area residents the most comprehensive community newspaper in the world with the latest news, sports and entertainment. She won the award for Best National Editorial from the CCNA in 2008.

*Premier Award ~ Editorial*

**BEST NEWS STORY (circ. -9,999)**

*1st place* **Bracebridge Examiner**  
 This was concise and told a tale about how a balcony collapsed when a wedding party was posing on it for pictures. The *Bracebridge Examiner* took first place because they had the best quotes and the most detail in their story.

*2nd place* **Kingsville Reporter**  
 Second place also told a great story about a young boy who saved his dad's life.

*3rd place* **Arnprior Chronicle-Guide**  
 Third place used humour to explain how bugs were getting into a museum and causing damage.

*Overall Comments*  
 This category was very difficult to judge as there were so many excellent entries. All three top stories were excellent with good quotes, descriptive detail and great leads.



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# Premier Award ~ Editorial

## BEST RURAL STORY (circ. 10,000+)



### JUDGE



### Ken MacInnis

Ken MacInnis earned a Bachelor of Journalism degree at the University of King's College in Halifax in 2002, and has since been a sports reporter, news reporter, and editor at several newspapers in Alberta and British Columbia. He is currently the editor of the *Williams Lake Tribune* in central British Columbia.

**1st place** **Kanata Courier-Standard** – Police plot to clamp down on underage drinking at rural fairs  
The best writing among all of the entries. The use of Megan to introduce the subject of underage drinking - and closing the story with her - is a great technique, and turns what could be a standard news story into a great, accessible read. Well-researched without getting bogged down. It's a tight, informative read.

**2nd place** **Alliston Herald** – It was not a great year for Simcoe farmers  
A well-written story brings a large issue down to the local level. Kurtis Elsnor talked to a wide range of farmers, and painted a detailed picture of how the drought and the high Canadian dollar are affecting local producers. It's one thing to talk about the effects of the weather and the economy, quite another to show how those abstract things affect real-world people. Despite the large number of interviewees, the story never becomes tedious - it keeps moving along with new information.

**3rd place** **Orangeville Banner** – Running On Empty  
Another well-written story about a large issue – rising fuel costs - brought down to the local level. Interviews with more producers may have added some extra detail to the story. The layout was clean, bright, and very well done.

### Overall Comments

Rural stories are often looked down upon as “cat-crossing-the-street” stories, insignificant, and unimportant. But most of the entries showed that these stories are important, relevant, and merit the same skill, time, and effort as larger, hard-nose stories. Rural stories are essential in most Canadian communities, and it's good to see that the newspapers in this category recognize this.

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**News & Commentary**

### Police plot to clamp down on underage drinking at rural fairs

**By Mel Robertson**

It's not just the police who are looking to clamp down on underage drinking at rural fairs. The Ottawa Police and the Ontario Provincial Police are planning to increase their presence at these events, which are popular in rural areas.

“Even if you have a half-empty water bottle, if you say it's a water then it's a water,” says a police officer. “They don't care if you have a half-empty water bottle, if you say it's a water then it's a water.”

“I believe you. I don't think they really ask questions. They just open your bag and check it,” says a police officer.

**• Ottawa police**  
**• Sheriff**  
**• Mel Robertson**

### What goes up, doesn't have to come down.

**2007 was not a great year for Simcoe farmers**  
Agriculture faces challenges from soaring dollar and dry hot summer

**Usually if you don't have a crop, then you have a price to make up for it. This year, we don't have a crop and we don't have a price.”**

**Small farmers look for ways to survive**

Small farmers look for ways to survive in a market where prices are low and costs are high. Many are looking for ways to diversify their income and reduce their expenses.

**THE BANNER**  
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**Running On Empty**  
Rising fuel costs hurt farmers' bottom line

The effects of high fuel prices are not just on the roads. They are also on the farms. Rising fuel costs are hurting farmers' bottom lines. Many are looking for ways to reduce their fuel consumption and increase their efficiency.

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JUDGE



Jake Boudrot

A graduate of St. Francis Xavier University in Antigonish, NS and resident of Arichat, NS, Jake Boudrot has been the editor of The Reporter newspaper in Port Hawkesbury, NS for the past seven years. During his time, The Reporter won second place in the Atlantic Community Newspapers Association's best local editorial category in 2004; won first place for best local editorial at the Atlantic Community's Newspaper awards in 2005; finished second in a the Canadian Community Newspaper Association category for general excellence; and won 10 Atlantic Community Newspaper Awards for categories of general excellence and community service. He has been a judge for the Ontario Community Newspapers Association Better Newspapers Competition since 2006.

Premier Award ~ Editorial

BEST RURAL STORY (circ. -9,999)

1st place Burks Falls Almaguin News – “Rose as thorny as ever” Well written, deeply researched and interesting article, very relevant to community, with excellent, eye-catching colour lay-out and photographs

2nd place Nunavut News/North – “Cambridge Bay students nab muskox” Very good writing and research, interesting article, relevant to community, with very good photographs and lay-out.

3rd place NWT News/North – “A sustainable harvest” Good writing and very good research, very relevant to community, with very good photos and lay-out.

Honourable Mention Petrolia Topic – “Pepper greenhouse growing” Very well written and well researched, rather relevant to community with good lay-out and photographs

Honourable Mention New Liskeard Temiskaming Speaker – “The little rural school” Very well written and excellently researched, that is very relevant to community, with good photographs and lay-out



# Premier Award ~ Editorial



**JUDGE**



**Barry Gerding**

Barry Gerding is the current managing editor of the *Capital News* in Kelowna, B.C., which publishes three issues a week. In the past decade, the *Capital News* has twice won the Newspaper of the Year award for its circulation category, above 20,000, in the B.C. Community Newspapers Association editorial contest. Our newspaper is nominated for the fifth consecutive year for the overall category in the 2009 award contest. Barry has worked as a reporter and editor throughout B.C.'s community newspaper industry since 1981. He has been with the *Capital News* for the past nine year. He has been editor of three twice-weekly community newspapers in the Lower Mainland, and worked at weekly publications both on Vancouver Island and northwest B.C.

## BEST FEATURE/NEWS SERIES (circ. 10,000+)

*1st place* **Whitby This Week** – Heartache and Healing  
This four-part series about the Durham Children's Aid Society and the families it serves is an effective use of a story series model to open up the society to the newspaper's readers about the staff and how they do their jobs, and the impact that has on both parent and child clients. Dealing with child abuse and parental neglect concerns is something that is hard to get information about from any social service agency, so a tip of the hat to Jillian Follert for gaining that access, and for taking that opportunity to offer some depth and brevity about the people the society comes in contact with, helps and often frustrates. A thorough job well worthy of this award.

*2nd place* **Burlington Post** – Gay youths face unique challenges  
*Burlington Post* reporter Herb Garbutt's series examined the issues facing gay youths in his community. I felt his series of stories provided an excellent example of the contradictions of how youths feel about other youths who are gay, and the need to create greater awareness and acceptance of our differences. His interviews were inciteful and offered a first-person insight into how these issues present very real consequences for people in our community, whether gay or not. It is always a touchy subject for a community newspaper to take on but Garbutt's series of articles gave his readers something to think about, to challenge ourselves on how we think and treat others who are different from the norm. While his stories focused on gay issues, the arguments can be applicable to any minority group seeking to find acceptance.

*3rd place* **Barrie Advance** – No Place Like Home? Are we looking after our aging population  
*Barrie Advance* reporter Julie DeBruin's articles on what seniors face today and in the future for care and housing options makes a great case for how and why seniors have to start thinking differently now and in the future about looking after themselves in those golden years. With the baby boomer generation moving into their retirement years, I have to think this series would be equally relevant to both people living in the Barrie area or any other community in Ontario, or across the country for that matter.

### Overall Comments

Story series that offer in-depth coverage about issues facing our communities is something ideally suited for community newspapers, but isn't always an opportunity that is taken advantage of. While we all deal with resource issues when it comes to devoting staff time to series projects, picking an ideal topic and giving a reporter(s) the opportunity to flesh out issues relevant to residents in our communities is vitally important. It was heartening to see the quality of entries in this category and how many newspapers are trying to take advantage of that opportunity. Keep up the good work!





JUDGE



Joe Callahan

Joe Callahan is a professor of journalism at Loyalist College of Applied Arts and Technology where he teaches in the two-year undergraduate Print Journalism diploma program. Callahan is currently Managing Editor of the Pioneer newspaper and he is completing a Master of Arts Degree in Integrated Studies focusing on adult education.

Premier Award ~ Editorial

BEST FEATURE/NEWS SERIES (circ. 9,999-)

1st place Parry Sound North Star The winner took a comprehensive look at four schools that were being considered for closure. The report included detailed stats, a sense of the community of each school as well as good photography, putting a compelling face to the story. Effective design of the package was a tie-breaker with second place.

2nd place Cobourg Daily Star Second place went to a series of reports following a community's efforts to have a police constable who was killed in the line of duty, honoured for his years of service. Technicalities and bureaucracy presented tough barriers that the community ultimately overcame through determination and detailed hard work that was mirrored by the paper's coverage.

3rd place Minden Times Third place winner went to a series of articles looking at the fabric of poverty in a rural setting; affordable housing, economic development, education and social service support. The series represents a big urban paper approach on a small rural paper budget.

Honourable Mention Manitoulin Expositor



# Premier Award ~ Editorial

## SPORT & RECREATION STORY



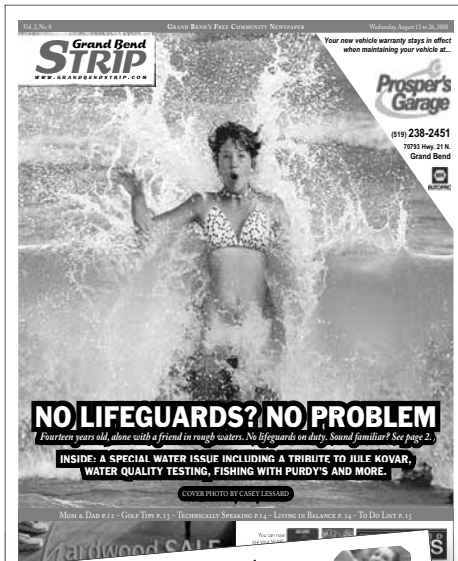
**JUDGE**



**Ted Murphy**

Ted Murphy is editor of the twice-weekly *Delta Optimist*, an award-winning newspaper in Greater Vancouver's most balmy suburb. Ted has been with the *Optimist* for more than two decades, over which time the paper has earned many provincial and national honours. He lives in Delta with his wife, son and black Lab. Ted is active in the industry and in his community, including coaching his son's soccer team.

**1st place** **Grand Bend Strip** – No Lifeguards? No problem  
Casey Lessard of the *Grand Bend Strip* did a masterful job on two fronts: he highlighted a dangerous situation (three drownings in three years) in addition to paying tribute to the most recent victim, a 14-year-old girl. The five-page entry not only tugged at your heart through an interview with the grieving parents, but it also took the local government to task over the lack of lifeguards at the busy beach. It was a clear-cut winner.



**2nd place** **Tillsonburg Independent News** – 23 players, 20 hours, one game  
Chris Abbott of the *Tillsonburg Independent News* did a commendable job of chronicling the attempt by a group of street hockey players to break the record for the longest game. Although the players came up short, Abbott was in for the long haul, documenting their efforts over 20 rain-filled hours. The four-page spread was full of photos and colourful anecdotes.



**3rd place** **Kingston Heritage EMC** – Aging curlers stick with the game they love  
Mark Kerr of the *Kingston Heritage EMC* enlightens readers to the possibilities of stick curling, an adaptation of the classic winter sport for seniors. The story offers hope to those who can no longer curl the traditional way by providing a look at the emerging sport.



**Overall Comments**  
It was rather easy to narrow down the finalists as many of the entries either didn't fit the category or were simply run-of-the-mill news stories that happened to meet the specific criteria.

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# Premier Award ~ Editorial

## HUMOUR COLUMNIST OF THE YEAR

### JUDGE



### Wendy Elliott

During the last three decades, Wendy Elliott has been a reporter, editor and award-winning columnist with three community newspapers in the Annapolis Valley of Nova Scotia.

**1st place** *Minden Times* – Greg Hoekstra  
This candidate spent time above and beyond to create humorous features with excellent photos and a detailed layout. He made me laugh out loud with his description of dressing up as a belly dancer. He recreates dialogue well and has fun as his own expense without dwelling ad nauseum on his own opinion. Bravo Greg!

**2nd place** *Stirling Community Press* – Paula Cassidy  
Ms. Cassidy also uses dialogue effectively. She touches on topics that are sure to appeal to her readers and employs a light touch. The farming female perspective is what she sets out to profile, but farm men get lots of exposure as well.

**3rd place** *Haliburton County Echo* – Steve Galea  
This columnist, while he might be an 'old, white guy', knows how to do funny. I would never want to try dragging him to a Celine Dion concert.

### Overall Comments

This is a tricky category. Humour is a very individual thing, but the entrants must aim to appeal to a wide audience. Those who write too long or dwell too much on their own slant stop tickling the funny bone pretty quickly. Judicious use of dialogue is what captured the three winners their awards.



### In search of inner beauty

CS1 humour column by Greg Hoekstra • Photos by Martha Perkins and Matt James

**B**y now you have the usual run-of-the-mill "In search of inner beauty" column. You know the one. It's the one where the author goes to a spa, gets a massage, and comes back with a glowing complexion. It's the one where the author goes to a spa, gets a massage, and comes back with a glowing complexion. It's the one where the author goes to a spa, gets a massage, and comes back with a glowing complexion.



**The Back Forty**  
Tales from the Imperfect Rural Wife  
Shopping among men  
Agricultural events



**Eco points of view**  
Start tuning up the old hen  
pic of the past  
letters to the editor  
Hunt is not solution Even the law isn't perfect  
Boonville

# Premier Award - Editorial

## COLUMNIST OF THE YEAR



**1st place** **Manotick Messenger** – Jeffrey Morris  
 First place in this category goes to Jeffrey Morris of the *Manotick Messenger*. There is no doubt in my mind that Jeffrey's column is a must-read for those in Manotick. He has a great sense of humour and can get that across on the page. His list of things he didn't hear at his high school reunion was priceless. However, his tribute to a local radio personality who died way-too-soon was pure gold. It was moving, poignant, and hilarious – just what the deceased would have wanted. His send off "rest in mayhem," was great.

**2nd place** **Port Perry Scugog Standard** – Tracey Coveart  
 Second place goes to Tracey Coveart of the *Scugog Standard* in Port Perry. Her column about almost being an empty-nester left no doubt, even to those who are not empty nesters, what it feels like. "And I find myself longing for Christmas when the boys will be back in the house and will once again be the loud and messy and busy place I have come to love," says it all. Her column about graveyard vandalism cleverly showed just how such acts are a heartbreaking violation.

**3rd place** **Hamilton Mountain News** – Mark Cripps  
 Third place goes to Mark Cripps of the *Hamilton Mountain News*. His column about how he lost his brother to a drunk driver showed that the pain is still there, even 20 years after the fact. Columns have to be personal and this is a personal as you can get.

**Honourable Mention**  
**Newmarket Era-Banner** – Debora Kelly  
 Honourable mention goes to Debora Kelly of the *Era-Banner* in Newmarket/Aurora. Debora has a wonderful writing style and her lament on homework hit the nail on the head.

**Overall Comments**  
 There were lots of wonderful entries in this category. Choosing winners was indeed a tough task. The art of column writing is alive and well in Ontario's community newspapers.

### OPINION PAGE

Messenger Editorial  
**Ink on their hands**

Sometimes you don't really think about national politics until the impact of the 2008 election is felt. The 2008 election was the most interesting campaign in the history of the country. It was the first time that the voters had a choice between a Conservative and a Liberal candidate. The Liberal candidate, Stephen Harper, was a former member of the Conservative Party. He was a member of the Conservative Party for 11 years. He was a member of the Conservative Party for 11 years. He was a member of the Conservative Party for 11 years.

... (rest of the article text) ...

### JUDGE



**Bill Phillips**  
 Bill Phillips is the editor of the *Prince George Free Press* in Prince George B.C. He is also the regional editor for Black Press North. He has been in the community newspaper business for 23 years. He is the winner of the 2006 Ma Murray (British Columbia/Yukon Community Newspaper Association) award for outstanding columnist. He placed third in the outstanding columnist category of the Canadian Community Newspaper Association awards in 2004 and second in 2005. He is one of the finalists in the 2008 Ma Murray awards for editorial writing, a category he placed second in in 2002. He also won the Black Press outstanding editorial writing award in 2005.

### Just Write! (Almost) empty nest syndrome

By Tracy Coveart

... (rest of the article text) ...

### OPINION PAGE

**Ontario economy in trouble**

... (rest of the article text) ...

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# Premier Award ~ Cartoon

## CARTOON OF THE YEAR (circ. 10,000+)



### JUDGE



### Graeme MacKay

Graeme MacKay is the *Hamilton Spectator's* resident editorial cartoonist. Born in 1968, this self-proclaimed "news geek" grew up in Dundas, Ontario. Except for a few art classes at a local School of Art, Graeme's skill in cartooning is largely self-taught. After studying politics and history at the University of Ottawa, he travelled Europe with pen and sketchbook in hand. In 1997, he began his professional career at *The Hamilton Spectator*. MacKay's cartoons have appeared in newspapers across Canada and the U.S. in addition to various magazines and periodicals. In 2006, he won a citation of excellence award from the United Nations for an editorial cartoon on that year's crisis between Israel and Hezbollah.

**1st place** *Toronto Bayview-Mills Town Crier* – Patricia Storms  
Patricia Storm's impressive style ranked her entries very high. Her use of simple, easy flowing, and confident lines, combined with great humour, evoke a degree of cheekiness which put her submissions over the top in this contest.

**2nd place** *Hamilton Mountain News* – Mike Vukovich  
Mike Vukovich's strength lies in his attention to detail and top notch draftsmanship. His whimsical approach to his subjects is effective in conveying humour and carrying out a satisfactory skewering of his targets.

**3rd place** *Picton County Weekly News* – Susan Moshynski  
Susan Moshynski demonstrates a great sense of humour with her entries. Her Brenda Martin cartoon demonstrates an ability to caricature which ranks her entries in the third top position among all the submissions.

### Honourable Mention

Honourable mention goes to Walt Radda of the *Port Perry Scugog Standard* who entered a cartoon making light of the fact that he placed third in last year's OCNA.

### Overall Comments

Overall, there were a few submissions that were within striking range of placing in the top three based on the strength of artistic ability and impact, but were weakened by low scores because they failed to enter cartoons of a local nature. However, all the top three cartoons scored high in terms of relevancy to their communities. They all did an outstanding job in satirizing local issues unique to their communities.

**4 BAYVIEW MILLS TOWN CRIER - May 2005**

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**Town Hall**

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**COMMUNITY COUNCIL:**

**COMMUNITY COUNCIL:**

**COMMUNITY COUNCIL:**

**OPINION PAGE**

**What's the holdup?**

**TALES FROM THE CREEK**

**Hanging up on telemarketers for good**

**Everything's still an illusion**

**Letters**

**Letters**



# Premier Award ~ Photography



**JUDGE**



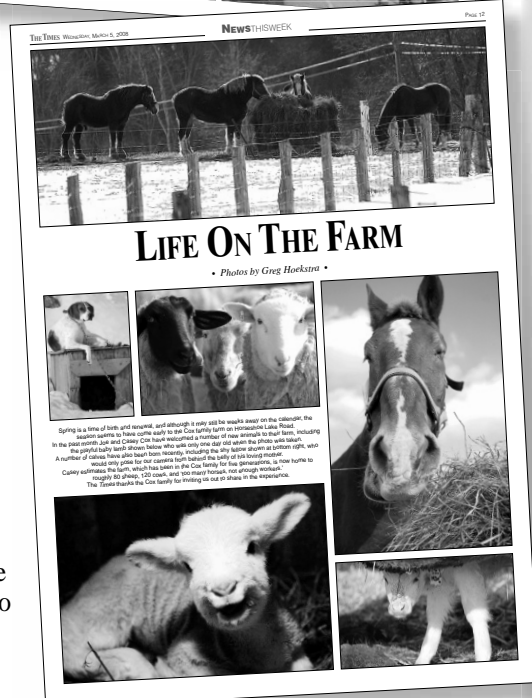
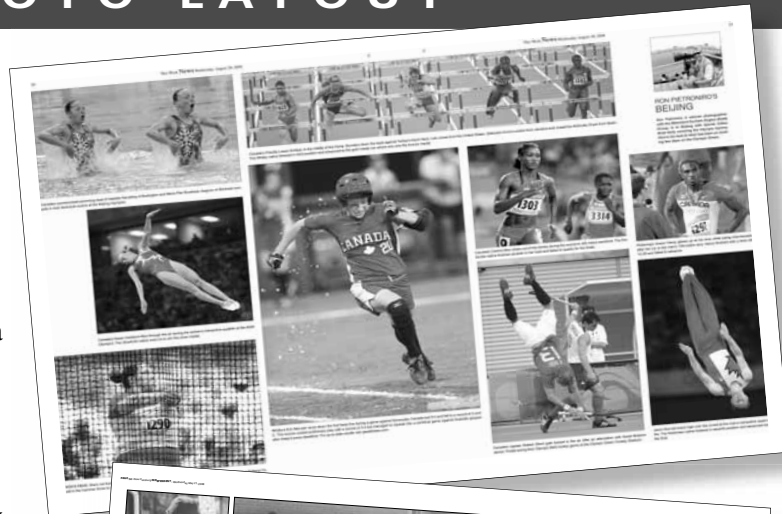
**Rich Holmes**

Rich Holmes grew up in a newspaper family in Alberta back in hot metal days and has spent his entire adult life in the industry. He has served on the CCNA board and is a past president of AWNA.

## BEST PHOTO LAYOUT

*1st place* **Whitby This Week – Olympic Games in Beijing.**

Photographer Ron Pietroniro went more than the extra mile – likely closer to 6,500 miles – to get a variety of shots as he and sports editor Brad Kelly were in China and reported back with a great layout that conveyed a lot of information. The pages covered a variety and generous amount of high quality colour shots as good as can be seen in most any publication anywhere. Emotion, action, family members watching an athlete compete – and even Whitby’s own Priscilla Lopes-Schleip crossing the finish line ahead of a Jamaican competitor to win the bronze in the women’s 100 metre hurdles in a true photo finish race. As well, Whitby’s Erin McLean and other Ontario residents and Canadians were pictured to make the overall layout extra interesting. Technically very good photographs, sharp, well cropped and encapsulating high drama in many. I suspect that hundreds if not thousands of pictures were taken by this photographer from the paper. Memorable. Pietroniro deserves gold on the OCNA podium at this year’s awards.



*2nd place* **New Hamburg Independent – In Case of Emergency.**

Photographer Tim Murphy has a variety of excellent photos that show emergency groups like police and fire departments practicing drills. Some scenes with action that many people would not often see. Well laid out. Good work.

*3rd place* **Minden Times – Life on the Farm.**

Photographer Greg Hoekstra brings the lovable farm animals to the readers’ page with a feel good group of shots. The pictures include a day old baby lamb and other animals that seem to lead a happy live on the five-generation Cox family farm. It just feels good to look at the layout. Well done.



JUDGE



Terry Peters

Terry Peters is the Managing Editor of the North Shore News, one of the most awarded community newspapers in Canada. Previously as a photographer at the paper before becoming Managing Editor he has won over 30 National and Provincial photography awards.

Premier Award ~ Photography

BEST SPORTS PHOTO

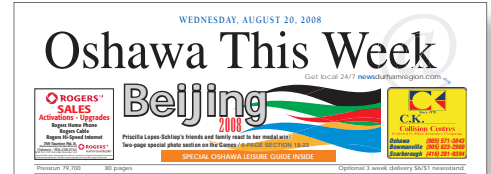
1st place Oshawa This Week - Colour Her Bronze
The photo of Priscilla Lopes-Schliep jumping for joy as she realizes she has won an Olympic bronze medal is emotional, captures the moment and was given great presentation by the newspaper. I was originally torn by the fairness of a photo from an international event competing with other more local events but in the end determined that while it was a much bigger stage the challenges for the photographer were the same. To be in the right spot at the right time, to stay focused on your subject and be ready for that one moment that will tell the story. If this photo had been taken at a local track event it still would have been a great shot and ultimately I didn't feel the photographer should be penalized for having the good fortune of being able to go to the Olympics to cover the local athletes performances.

2nd place Ottawa East Weekly Journal - Splash Forward
The water polo photograph shows outstanding composition and excellent focus. Looking at it you are immediately drawn into the defenders eyes followed by the goalkeepers expression and then back to the ball about to be thrown. It tells a story and makes you feel like you are right there watching the game. It was given plenty of space on the front page but it is a shame that the editor felt it was okay to lay all that type on top of the photograph. It is bad enough to put the Splash Forward headline on it but to also put the caption on top of the photo is poor design. It is unfortunate that so many editors feel it is acceptable to ruin the integrity of good photographs for their own typography placement.

3rd place Clarington This Week - Power Chain
The young weightlifter is captured under extreme effort in this well composed photograph. It wasn't until I had completed the judging that I discovered this photo was also taken by the first place winner.

Overall Comments

Overall the entries were quite good, where they often fell short was in the ability of the photographer to bring you right into the essence of the action. Tighter cropping in the layout or with the lens will help. There were plenty of good colour reproductions in the entries but a lot of the black and white entries were poorly reproduced. The papers should all keep a close watch on the values of the gray tones to ensure that their black and white reproduction is crisp and has a lot of impact. I thought there were some very solid entries in this category but the top three stood out for not just their great timing but the intensity of the subject's expressions. A great sports photo is that combination of peak action, good composition, emotion, and sharp focus. These photographs excel in those categories.



# Premier Award ~ Photography

## BEST SPOT NEWS PHOTO



### JUDGES

**Hugo Brees, GM/Photojournalist**  
Hugo Brees is known throughout Alberta for his photographic skills behind the lens. He is an acclaimed photojournalist and community newspaper photographer, who always seeks out the unusual shots for his audience and readers. Over the past decade, Brees has been recognized internationally, nationally and provincially for his technical detail, skills and the calibre of his craft.

**Joan Brees, Owner/Publisher**  
A 37-year veteran in the metro and community newspapers industry, Brees' background in journalism, business and marketing create a solid mix for the daily attributes of the weekly newspaper industry. She is the seventh generation of a newspaper family which has spawned publications in Manitoba, Saskatchewan, B.C., and Alberta in the past 108 years.

**Ryan Kiedrowski, News Editor**  
Ryan Kiedrowski is well-known to the readers in the Brooks and County of Newell for his tenacity of reporting fair and balanced news. His community newspaper stint has seen his skills tested as reporter/photographer, then managing editor of two Saskatchewan weeklies and their sister regional papers before returning to south-eastern Alberta. Kiedrowski is a seasoned journalist with inter-provincial editorial awards to his credit.

**1st place** **Burlington Post – Tense Moments**  
Photo's focus (rescue) draws reader's eye to the seriousness of the situation. You know immediately that the ring of emergency members is framing the central focus of the person they are attempting to rescue. The photo's cropping of the situation is well framed with straining hands, ropes, determination of EMS personnel, debris and what looks like an attempted earlier rescue with a life ring. The unusual colour of the water also plays a part in the composition of the photo.

**2nd place** **Peterborough This Week – Body found in creek**  
A difficult shot, not for the queasy at heart. Photographer has set the tone of the body's find with situational backdrop - low bush along the water in the foreground and a stark riparian black wall in the background. This allows the reader's eye to focus on the arm of the body the policeman is in the process of pulling from the water. Well cropped, lighting provides time of day and shadows provide another element to the stark reality of the find.

**3rd place** **Barrie Advance – Car/bus crash**  
The photographer met this photo opportunity head on to allow the subject shot to work to the best advantage. Though not at the height of the immediate moments after the crash, the intensity of the Emergency personnel is in play. The concern for the safety of the injured people who are trapped is reflected in the safety glasses they are wearing to minimize any further injuries as the EMS crews work with tools to free them. Even the subliminal message to the left of the photo – the stop sign on the door of the rescue truck – works.

**Honourable Mention**  
**Paris Star – Dramatic river rescue**



**Burlington man plucked from river**  
TO THE RESCUE: Three Burlington firefighters work to free Burlington resident Terry Spence from the high water in a swollen creek on Monday afternoon. Spence found himself trapped against a dam after attempting to clear some debris from the floodwater. The rescue was completed following the harrowing ordeal, the 67-year-old seemed to have been back to his daily life.



**Body found in creek**  
The body of a man was found in Indian Creek Tuesday. See **myKawartha.com** for more photos.



**Chopper called in after car/bus crash**  
It took firefighters and paramedics about two hours to rescue people riding in a vehicle involved in a crash with a city bus on Tuesday. Fire pumps were used to lift the wrecked car and the driver was taken to hospital. Crews in Toronto are working on the accident.

Sponsored by Metroland Media Group



**JUDGE**



**Ian Cobb**

Ian Cobb is editor of *The Valley Echo* weekly newspaper, based out of southeastern British Columbia's Columbia Valley. Cobb has been editor of *The Echo* since 1994 and in his 18 years in the community newspaper business, he has received 32 Canadian Community Newspaper Association and B.C./Yukon Community Newspaper Association awards, with honours in writing, photography and layout/design. He has also served as a judge for CCNA, OCNA, MCNA and SWNA on numerous occasions.

Premier Award ~ Photography

**BEST NEWS PHOTO**

**1st place Mississauga News**  
This is an excellent image in that it conveys powerful emotion and makes the story jump. All four judging categories are well represented and met. It is a shot showing enterprise and thought by the photographer.

**2nd place Newmarket Era-Banner**  
News photos are as much about being in the right place at the right time as anything else. And this shot is that credo personified. Well Done!

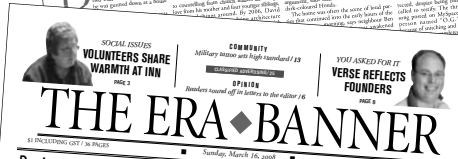
**3rd place Oakville Beaver**  
This photo is similar in nature to the first place shot, but it is not quite as impactful. Still, great work!



**A world of hurt**

Promising young lives end tragically as Malton earns reputation as murder capital of Mississauga

By [Name] [Date]



Region may benefit from provincial savings



Murdered woman was 'sparkle on top of water'

OAKVILLE'S BEST REAL ESTATE SECTION INSIDE!

**THE OAKVILLE Beaver**

Practising with Olympians a golden experience

SPORTS

DUNDEE

Member of Montreal Media Group Ltd. Vol. 47, No. 52 "Today's Community Paper" (Daily) (Available) WEDNESDAY, APR. 30, 2008 \$1.00 (incl. GST)

**United Way agencies hurt by cutbacks**

By [Name]

The Oakville United Way (UW) reports to its members that several agencies are being affected by provincial cutbacks to many member agencies.



DANIEL HOFFE (COURTESY: UNITED WAY)

**Inside**

Living: 14  
 Actions: 21  
 Announcements: 20  
 Classified: 25

**SAVE-IT-O!**

**OAKVILLE**

905-842-8400

**'Do it for Dave'**

Raising father urges students to ask for proper orientation and safety training

By [Name]

The raising father still the state to St. Ignace of Canada students oriented to orientation on youth safety in the workplace. ELL, founder and president of the Youth Work, has been a safety advocate teaching thousands of students through presentation.

100% Vegetarian Oil, No MSG

905-337-8383 905-337-8859

SHUTTERS

905.931.1445

# Premier Award ~ Photography



## BEST FEATURE PHOTO (circ. +10,000)

**1st place** **Vaughan Citizen** – Sofie Uretsky, 13  
This is human interest through the eye of a camera at its best. The photographer's imagination and originality pulls the reader into this front page story right away. Well done – a quality feature photo.

**2nd place** **Kingston This Week** – High Flying Buskers  
Only one point behind first place, this high flying action shot of three on pogo sticks, while giving each other a high-five, is a great photograph. The photographer has put it all together for the action, but city hall in the background pulls the action into the community without taking away from the focus of the picture. Good planning, timing, and positioning of the camera have tied this shot into a winner.

**3rd place** **Ottawa East Weekly Journal** – Past Battles  
Perhaps this shot has been done before in a variety of different ways but this photographer has used it to best advantage. An aged man, sitting and looking down at a photo of a World War II soldier, is enhanced by the fact that almost 50 per cent of this shot is an open area for the editor to utilize. And that has been well utilized with a large white headline of "Past Battles" and a much smaller cutline below. An impacting front page picture through photographer/editor teamwork.

**Honourable Mention**  
**Peterborough This Week** – Brushing Up  
An artist brushing hot wax, through the use of a torch, onto a cenotaph statue is a high quality shot full of human interest. The photographer has set the shot up well, and cropped it just right using the natural angle of the statue and the artist to its best advantage.

YES, YOU CAN PUT THAT IN YOUR DISHWASHER / PAGE 3 | LETTERS TO THE EDITOR / PAGE 6 | CONCORD STORE TO MAKE SPARKLING DONATION / PAGE 5

# VAUGHAN CITIZEN

31 INDUSTRIAL COURT / PAGE 3 | Sunday, July 13, 2008 | TO REACH US: 905-886-1033

## Subway extension still on way, feds say

Former MPP says delay political games

Sofie Uretsky, 13, holds up a test tube of some sort of familiar looking red liquid, participants tried to guess what the various substances are in several test tubes used in the forensic kit, some ingredients created by instructor Mr. Miller, in background. The actual substances in the tube is not blood, but simple egg yolk and food coloring.

## 'Elite' campers on mock crime scene

...in a popularity of forensic investigation experts such as Grims

Vol. 46, No. 56 | PUBLISHED WEEKLY | JULY 11, 2008 | CP6041 42/20

# Kingstonthisweek.com

## High-flying buskers

The Photo: (L) NICK MCGILLIVRAY, (C) CHRIS BROWN, (R) JEFFREY HARRIS

Weekly Journal | Daily, 10¢, 10¢, 10¢ in the City | 1000 Queen Street West, Toronto, Ontario M6H 1H5

# Past battles

...the last of the living World War II veterans in the city.

## Innes Re-Zoning and Development Group disbanded

...the group's efforts resulted in the city's approval of the rezoning application.

615.841.8400 | 900 Waterloo Rd., Orpington, Crown Point Courts, (corner of Yim & Waterloo)

Escape Spa welcomes our new hair stylists, IZABELA & ANNY | Saturday 9am - 6pm, Sunday 10am - 5pm

### JUDGE



**Jill Hayward**  
Jill Hayward is editor of the North Thompson Star/Journal, in Barriere, British Columbia. She has been with the paper since 1993 and says she loves the opportunity to write and take photographs, two of her greatest loves. Through the newspaper industry Jill has been recognized several times for her work not only as a photographer, but as a journalist as well. Well known for her unique nature and wildlife photographs, she markets privately to a wide range of customers. In her spare time she takes commissions for portraits, weddings, and special event photography.





# Premier Award ~ Photography

## BEST FEATURE PHOTO (circ. -9,999)

### JUDGE



### Chris Bush

Chris Bush has been involved with photography for more than 25 years and has worked professionally since 1992. Bush is the lead staff photographer for the *Nanaimo News Bulletin* and has been with Black Press full-time since 1998. Other clients have included the Vancouver Sun, Province, Globe & Mail, Ottawa Citizen and many other regional and national trade publications. Commercial photography for various companies and organizations plus event coverage and headshots and portfolios for models, actors and professionals comprise the major portion of his private work. Bush has won several regional and national awards for spot news and feature photography.

**1st place** *Burks Falls Almaguin News* – A Thorny Rose  
 Rarely does a photographer nail a truly great environmental portrait, but Laurel J. Campbell has with her image of farmer Norval Rose. The simplicity of the composition, expression in the subject's eyes, inclusion of the background with its family photos, rifles and interior architecture of the home speak volumes about the subject and draw the reader into his story. Campbell's technical decisions on depth of field, exposure and lighting also support her photograph's ability to tell its story. A genuinely strong, no gimmicks photographic rendering. Well done, Laurel!

**2nd place** *Vankleek Hill Review* – Healing Music  
 This abstract image by photographer Matthew Talbot features a harpist, a patient and background reflected on a mirror-like surface (possibly the lid of a grand piano) and immediately grabs the reader's attention. The patient lying face-up, the strong geometric shapes and colours of the harp and background graphic and the parallax error caused by the subjects' relationship to the reflective surface that shifts and offsets the reflection imparts a "Dali" like quality to the image. This is an unusual and striking variation of a "reflection" shot that definitely causes the reader to do a double-take. The motion blur on the harpist indicates a slow shutter speed, making this a technically more difficult shot to pull off. Great work Matthew!

**3rd place** *Arnprior Chronicle-Guide* – Sharing a laugh at Splendera Stables  
 We've all seen close-up shots of horses showing big teeth in what appear to be big equestrian grins, but photographer Sherry Haaima captured a fleeting moment when horse and owner mirror each other with big grins showing vast tracts of teeth and gums - even their eyes are closed simultaneously as if they really are laughing together at their own joke in conversation with the photographer. The image is played big with elements and composition kept large and simple for maximum visual impact. Exposure and focus are dead on. Way to capture the moment, Sherry!



**PHOTOGRAPHER:** Laurel J. Campbell  
**PHOTOGRAPHED:** Norval Rose  
**LOCATION:** Burks Falls, Ontario  
**DATE:** September 21, 2007

**ALMAGUIN NEWS**  
**PIONEER PROFILES**  
**A thorny Rose**



**Arnprior Chronicle-Guide**  
 News, views and opinions on what's happening in your community

**Editorial**  
 News, views and opinions on what's happening in your community

**GUEST EDITORIAL**  
**Farmers in the market – shopping market, that is**

**Tales from the North**

**Sherry Haaima**  
 Photo by SHERRY HAAIMA

# Premier Award ~ Photography



## PHOTOGRAPHER OF THE YEAR

**1st place** **Kingston This Week** – Rob Mooy  
 Mr. Mooy is a true professional and a credit to his craft. He sees what a situation has to offer, and passes those details on to the reader in a clear, crisp and well cropped photo that enhances the event. Wherever possible, Mr. Mooy captured faces, especially the all important eyes. His work tells the reader an instant story in most cases. His innovation and imagination is shown by capturing an aerial view of the new community arena, and the well presented photo of a young boy taking a cell phone photo of crocuses. Nice colour and shadow balance. His technically enhanced submission of Santa Claus in the crystal ball with the children was well done.

**2nd place** **Haliburton County Echo** – Greg Hoekstra  
 Mr. Hoekstra presented a complete and interesting submission of photos which included dim lighting challenges, of particular note, an Earth hour photo with a mixture of computer screen light, dash control lights and a table lantern glow. The news photo outside Codfather's Restaurant with the police barricade was well done. Night-time lighting is difficult to shoot; this is one he's captured well with his equipment and skill. His skills are also demonstrated with his versatility in an eye-popping games photo during the caber toss, and in a photo showing a rider becoming airborne during a snow machine race.

**3rd place** **Milton Canadian Champion** – Graham Paine  
 Mr. Paine provided a well rounded portfolio of work which included the warm and fuzzy side of the community life. His Remembrance Day photo shoot was extremely powerful. He shows strong skill initiative in capturing impact in news photos, using a static shot of a woman holding wedding bands that were retrieved after a house fire to dramatize the sense of loss of the moment.

**Overall Comments**  
 First off, I would like to say that it's an honour to judge the submissions for OCNA's Photographer of the Year. It is a difficult and lengthy task, but I thank all the photographers for their varied and interesting submissions. For the photographers to compete at this evaluation level, it is not imperative to have an entry in all categories, but it definitely helps to judge the versatility of the photographer and allows a much truer assessment of skills. For the most part, broad daylight was the lighting of choice, and low lighting or difficult lighting shots were limited in the majority of the portfolios. A well versed community newspaper photographer should be well acquainted with their equipment and know how to shoot in many different variables of lighting and action. This is essential when covering indoor sporting, musical or dance venues. Weather can also play a part in the knowledge of the photographer to enable them to produce the effectiveness of the shot. Be aware of your elements and shooting restrictions at all times. Remember that as community newspaper photographers you will always have the greatest advantage to hone your craft because you will be able to test your skills in a myriad of situations that very few people have the availability to access. Take your time and 'shoot' the story!



### JUDGE



**Hugo Brees**  
 GM/Photojournalist  
 Brooks & County Chronicle

Hugo Brees is known throughout Alberta for his photographic skills behind the lens. He is an acclaimed photojournalist and community newspaper photographer, who always seeks out the unusual shots for his audience and readers. Over the past decade, Brees has been recognized internationally, nationally and provincially for his technical detail, skills and the calibre of his craft.

*Sponsored by Salam Toronto*



**JUDGE**



**Jody Epp**

Jody Epp has worked for Black Press in Victoria, BC for 8 years. 6 years as a Senior Sales Rep, 2 years as Director of Sales for 6 community newspapers and now is Sales Manager for UsedEverywhere.com, a group of free online classifieds sites across Canada. Living in Victoria all his life, he has a true understanding how important it is to be part of the community. Having a mother that works for the daily newspaper and a sister who works for the local TV station Jody has a passion for the community paper and what makes community newspapers stand above their competition. Even if it means competing against his own family, which is always friendly. Jody would like to extend his congratulations to all the entries, it was very difficult to pick just three.

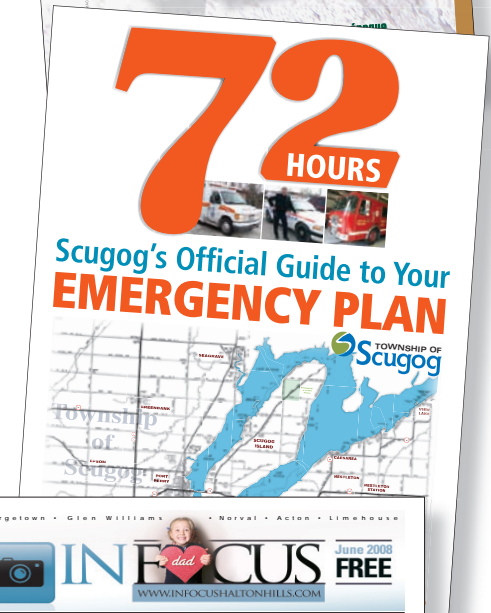
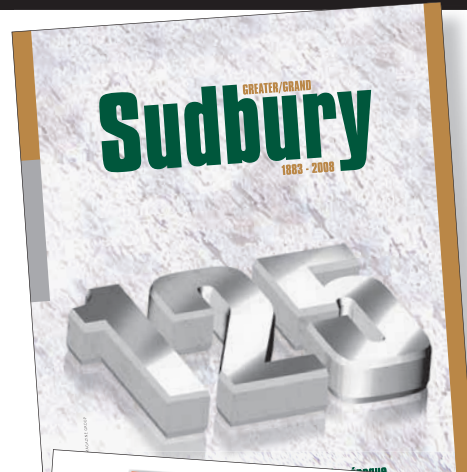
*Premier Award ~ Layout*

**BEST VERTICAL PRODUCT**

*1st place* **Sudbury Northern Life** – 125 The Story of Our Times  
 Amazing keep sake created with the community in mind. This publication has a full range of advertisers and editorial to keep anyone interested cover to cover, with a great ratio of advertising to editorial. Excellent layout and content for the whole community. Clearly a lot of time and effort was put in by all people involved. Great Job!

*2nd place* **Port Perry Scugog Standard** – 72 Hours – Scugog’s Official Guide to Your Emergency Plan  
 A great product that should be produced for every community. Fantastic job of keying in on what a feature like this should have for all types of readers. Good layout, ads are well flowed throughout the product. Very well rounded product, nice job.

*3rd place* **Georgetown/Acton Independent & Free Press** – In Focus  
 Clearly a product people can’t wait to get every month. Excellent design and layout, great photos and highlights. Good job focusing on the people and events of the community making the paper the ones to bring them all together.



Georgetown • Glen Williams • Norval • Acton • Limoushore

**IN FOCUS** June 2008 FREE  
 WWW.INFOCUSHALTONHILLS.COM

Clowning around at Bang-O-Rama

Candlelight Tributes  
 Billy Barlow, Don Hickling and Elva Kenworthy at Remembrance Park. See page 16.

Summer Safety Blitz  
 Spooky and Backless have fun at annual safety blitz. See page 29.

Freeway the Hobo Clown and four-year-old twins Crystal and Cameron Zylark love the Bang-O-Rama! For more photos from the annual Victoria Day celebration, see page 3.

Inside this issue:

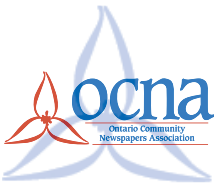
MIAC Coffee House	5	Patty Cakes Puppets	15
Community Unity Day	6	Seniors Dinner	20
Penny's Kids Say Thank You	7	Gracie Green Up Spelling Bee	21
Williams MS	12	Hospital Ward Sale	27
CFWV Spring Dinner	13	Out & About	30

**Georgetown Volkswagen**  
 203 Guelph Street  
 905.877.5285  
 georgetownvw.com

**Easy decision. Tough choice.**

<b>City Golf</b> from \$15,300*	<b>City Jetta</b> from \$16,900*
------------------------------------	-------------------------------------





**JUDGE**



**Ian Fisher**

Ian Fisher is a Professor, teaching for the last 22 years in the Advertising program at The Sheridan College Institute of Technology and Advanced Learning. He has been a frequent judge for the OCNA and other advertising competitions. He is also immediate past President of the Advertising Educators' Association of Canada and the Autism Society of Ontario, Peel Chapter. Ian is currently on sabbatical from Sheridan, teaching advertising at Bournemouth University in Britain.

*Premier Award ~ Colour*

**USE OF PROCESS COLOUR**

*1st place* **NWT News/North** – Stanton Territorial Hospital Foundation  
Excellent use of colour

*2nd place* **Fort Frances Times** – Duncan Keith Day  
Great use of dynamic, strong contrast image

*3rd place* **Fergus-Elora News Express** – Continuing the Tradition  
Nice colour 'wash' behind images

*Honourable Mention*  
**Mount Forest Confederate** – Look Your Best for the Holidays  
A fun, colourful feature page

*Overall Comments*  
Many colourful ads; an image with good contrast really stands out.



# Premier Award ~ Advertising

## BEST CREATIVE AD (circ. +10,000)



### JUDGE



### Chanie Pritchard

Chanie is the founder and CEO of Sage Media, an award-winning brand consultancy and corporate graphic design studio located in the National Capital. With global clientele ranging from small startups to Fortune 100 companies, Sage Media provides a comprehensive range of strategic visual communication services.

1st place

#### Guelph Tribune – Guelph Toyota

This ad was the overwhelming first choice for creativity and visual impact. The designer has created a scene in which the product on offer has been integrated into an illustrated toy workshop, presumably in place of toy cars. Kudos for attention shown in the toy blocks and smaller details, however the poorly enlarged sign graphic at top right detracts from the overall quality of the ad, which in general suffers significantly from the cut-and-pasting of photographs into an illustration. It's a distinct disconnect. If the cars had been illustrated to better fit with the scene (and the somewhat disconcerting elf's face in the top left corner been rethought), the overall design would be much improved. Though uniquely creative among this year's entries, the ad remains rather awkward in execution.



2nd place

#### Oshawa This Week – Tosca Banquet & Conference Centre

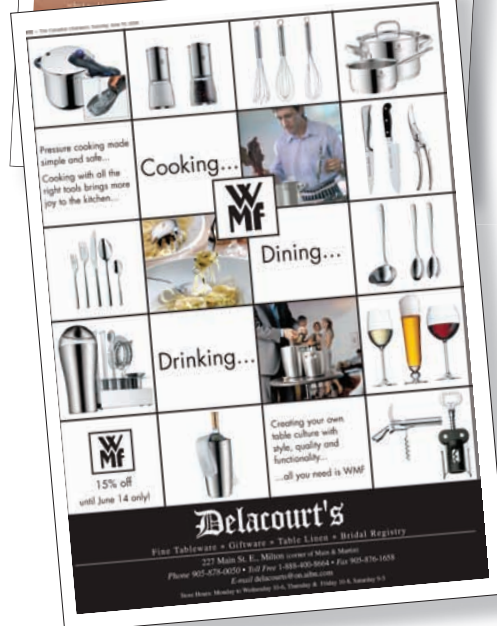
The designer made good use of photography to create an elegant pseudo-fantasy atmosphere in this bridal show exhibit ad, that would appeal to a wide range of people within this niche market. Use of colour is subtle but effective. Text treatment was somewhat inconsistent, and the overall design was missing something, but the movie-poster style treatment hit the appropriate marks.



3rd place

#### Milton Canadian Champion – Delacourt's WMF

This ad made quite literal use of the grid layout to create a segmented yet coherent communicative piece. The photography used was clean, simple and the overall design conveyed a feeling of urban class. However, the ad could have benefited greatly from a less overbearing grid and more intelligent use of colour throughout. As it stands, despite its crisp appearance, it blends in with the background.



### Honourable Mention

#### Port Perry Scugog Standard – Coffee Culture

The central area of this ad is an excellent example of the proper balance between minimalism and market-appropriate atmosphere. The photograph chosen displays a simple yet thoughtful use of depth-of-field and colour - you can almost smell the coffee beans. At the same time, as a whole it is not as intriguing as it could be.

Sponsored by News-Net



# Premier Award ~ Advertising

## BEST CREATIVE AD (circ. 9,999-)

### JUDGE



### Collin Gibbons

Collin Gibbons has worked in print publishing for more than 30 years, dating back to his involvement in the editorial board of his student newspaper at the University of Guelph. He has variously worked as a reporter, editor, creative director and public relations consultant in Ottawa, Montreal and Toronto. He is the founder of Union Communications, where he has been a partner for 25 years. The agency's work has appeared hundreds of times in OCNA-member newspapers, much of it designed by Jim Anderson and Siobhan Kennedy. Their valuable assistance in the judging was much appreciated.

*1st place* **Parry Sound Beacon Star** – Halloween Special  
The submitted advertisement is small, but follows good design principles which would make it stand out at any size. The fingers lead the eye to the headline and the small ghost figure keeps the eye moving downwards through the copy. The typography is imaginative without going overboard. If we were to improve this ad, we would close crop around the fingers to eliminate a confusing background and re-examine the red stroke around the fingers and the prices.

*2nd place* **Grand Bend Strip** – Caught Stripping  
The fake cover pages which highlight this tongue-in-cheek campaign are amusing in themselves but also feature outstanding photography. The display of front pages, with the bogus page as the centerpiece, shows good Photoshop skills. The “Caught Stripping” slogan is a good reference to the newspaper’s name. To improve the ad, we might think about making the bogus front page even larger vis-à-vis the collage of real front pages behind. And we’d take another look at the typography below the photos.

*3rd place* **Collingwood Enterprise-Bulletin** – “I wish...”  
Good use of empty space, a stark headline, sparse but effective copy and excellent photography make this a winning campaign. It’s a good example of how less is often more when it comes to advertising. We think better type placement would make these ads even more effective: a bit more breathing space between the headings and the border and better line breaks to eliminate widows in the short body copy.

### Honourable Mention

**Thornhill Salam Toronto** – Persia Beauty  
Subtle use of blacks, quality printing, excellent photography and good close-cropping techniques show good design sense and graphic skill. The quality of reproduction in this advertisement is the best we saw among the entries. To make the ad more effective, we’d revisit the use of a decorative typeface in the headline, and there is an unfortunate spelling error – repeated twice – in the English subhead.

### Overall Comments

OCNA members represent the entire spectrum of newspaper printing and graphic design technology, from sophisticated full-colour publications to black-only half-tabs. The key in every case is for graphic artists to most effectively use the media they are given to work with. I think that means always keeping some basics in mind: strong, contrasting headlines; classic type faces; keeping needless ornamentation to a minimum; attention to typographical conventions, photo editing and the rules of grammar and spelling. Ontario’s community newspapers are effective vehicles for their advertisers, but must always be on the lookout for ways to improve their design skills in the face of competition from so many other media sources. Especially in the smaller newspapers, graphic artists would benefit from internet-based research on design principles and ideas which they could implement in their own publications.

Sarah Marshall's  
Massage & Esthetics  
17 Bay St. Parry Sound

**HALLOWEEN SPECIAL**

MANICURE \$17.00 SPOOKY NAIL ART \$3.00

Call 773-3050 or 774-9933  
Expires October 31 so book early!

**CAUGHT STRIPPING!**

**Anjhela's Stripping this winter! ARE YOU?**  
You may not associate winter with Stripping, but once the cold hits, nothing will warm you up like reading the Grand Bend Strip.

Grand Bend Strip VIP subscribers will be the ONLY people receiving the Strip's monthly publication from November to April. Starting in November, you won't be able to find the Strip anywhere unless you are a member of the Strip Club. VIP members also get exclusive access to [www.grandbendstrip.com](http://www.grandbendstrip.com).

Yes, please give me VIP access to the Grand Bend Strip!  
We accept Visa, Mastercard, Discover, American Express, and PayPal.

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

**NOW IS THE TIME TO SUBSCRIBE!**

DON'T MISS OUT - GET SIX MONTHS OF THE GRAND BEND STRIP FOR ONLY \$12

**I WISH...**

my friends were still alive. If only they hadn't decided to drink and drive.

**THIS LONG WEEKEND PLEASE DON'T DRINK AND DRIVE**

This community message is brought to you by the Enterprise-Bulletin







**JUDGE**



**Shauna Chan**

Shauna Kelly is the Media Director for Jan Kelley Marketing. The University of Toronto and Sheridan grad began her advertising career at DDB Vancouver. Shauna then worked at Cossette Media in Toronto on the Nike, H&M and Bell Mobility businesses and then later moved on to Starcom Worldwide as a Strategy Director on Nintendo, Diageo and YTV. But it's not all strategies and GRPs. Away from the JKM confines, you'll find her on the links trying to snag a few hints from her golf-pro hubby, or waving the Wii wands with the family.

# Premier Award ~ Advertising

## LOCAL RETAIL LAYOUT

**1st place Orangeville Banner** – Jody's Flair For Hair Eye-catching and great use of background brick wall to serve as the backdrop in addition to the placement of the name banner overlapping the actual store sign. The use of individual photo profiles for each of the stylists was well done, leading to a more personal yet professional looking ad. The message was suitably chosen in a font that contributed to the salon's professional image while complimenting the background. Contact information was clear, so the basics of the communication was maintained.



**2nd place Port Perry Star** – Ballantrae Stone Clear orientation and layout & we really liked the use of the stone as the template for the ad – nice tie in with their business. Great use of photos and like the way they added a calm & peaceful personality to the ad. Background colour was complimentary and blended the different images nicely together.



**3rd place Fergus-Elora News Express** – Drimmie Florist We felt this advertisement told a really nice story. The use of the historical images really dialed up the long time family management over the past 35 years. The photo layout was nicely done in a way that took the reader through the story of their history. Personal touches with subject's first names in each photo really established this company as a community staple.



# Premier Award ~ Advertising



## JUDGE



**Heather Howatt**  
Managing Partner -  
Account & Media Director

Heather has extensive experience in small business development and management both as a consultant and business owner. In her years at UPEI Business Institute, she took the lead manager role in research, business planning, feasibility study and marketing management projects for clients across PEI. With Results Marketing & Advertising, operates primarily in strategic planning, account management, media planning & buying. She joined Results Marketing PEI Inc. as a partner in 1994. Heather is known for going the extra mile for her clients – every job worth doing is worth doing well.

## ORIGINAL AD IDEA (circ. 10,000+)

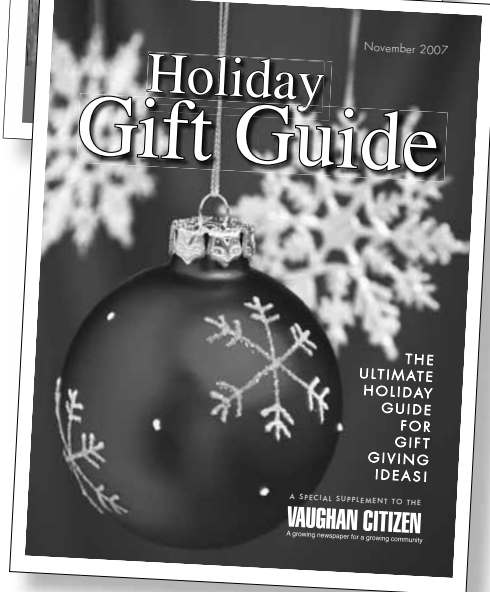
**1st place Orangeville Banner – Women In Business**  
This selection has an excellent design that is clean and sleek, and the articles are displayed in an effective way that is not too cluttered. This is a creative idea, and a great way to inform the community about local business women. This selection is consistent in its design, and overall this stands out as an effective and attractive piece on its own.



**2nd place Kingston Heritage EMC – Wanted: Kitchens & Bathrooms in Need of Updating**  
This ad concept itself is interesting and enticing, but it is also executed extremely well. This displays a great deal of creativity, and the layout is set up in a way that makes the whole piece very appealing and distinctive.



**3rd place Vaughan Citizen – Holiday Gift Guide**  
This Holiday Gift Guide is set apart from others due to its tremendous layout and effective placement of articles throughout the entire issue. The simplicity of this overall piece is what is most appealing about this, as the presentation on each page is clean, consistent, and attractive.





# Premier Award ~ Advertising

## ORIGINAL AD IDEA (circ. 9,999-)

### JUDGE



### Darlene Giles

A B.Comm. graduate with a major in marketing (and a minor in English Literature), Darlene began her career selling newspaper advertising space. A St. John's native, she quickly moved to one of Atlantic Canada's leading advertising agencies, originally in account management. In a short time she found her true niche was writing, switching her role to Copy Director. A move to Toronto saw her in the position of Creative Director with Wings & Ink, a marketing and merchandising firm. Darlene has held this position for ten years. Her experience encompasses direct marketing, print, corporate campaigns, online campaigns, web, TV, radio and video for Canadian and international clients.

*1st place* **Uxbridge Times-Journal** – Think Green  
Uxbridge  
Great Idea, eye-catching photo; theme carried through supplement nicely.

*2nd place* **Barry's Bay This Week** – Labour Day Weekend  
Weekend  
Creative, exciting use of colour; fun layout; lots of information in a bright easy to read format.

*3rd place* **Haliburton County Echo** – Summer Guide 2008  
2008  
Great cover visual that captures the heart of summer; very tidy and clean layout throughout; nice colour throughout.



# Premier Award ~ Front Page

## BEST BROADSHEET FRONT PAGE



### JUDGE



### Edward Hill

Edward (Ted) Hill is the editor of the *Goldstream News Gazette*, an award-winning biweekly paper serving five communities within Greater Victoria in British Columbia. Edward used to travel the world with an offshore surveying corporation, but decided journalism was more interesting. He worked as a reporter/photographer for the *Cowichan News Leader* and *Ladysmith Chronicle* on Vancouver Island, and took the helm of the *Gazette* in September 2008. He has earned a science degree from the University of Victoria and went to journalism school at Langara College in Vancouver.

**1st place Midland Free Press**  
 The *Midland Free Press* entry presented a clean, modular front page, with nice use of white space and three interesting stories. The writing is strong, notably the 'Beach Access' story, which eloquently presented a strange and troubling community issue. Also setting the *Free Press* apart from the pack – it didn't turn every front page story to an inside page.

**2nd place Lindsay Post**  
 The *Lindsay Post* entry has an eye-catching headline, while a touch busy, drives the message home. The lead story's large fiery photo complemented the subject matter, but didn't unduly dominate the page. The two stories are interesting and well written.

**3rd place Dunnville Chronicle**  
 The *Dunnville Chronicle* did a great job using two photos to frame the 'Hollywood invades Dunnville' headline and story. Using the large headline font, nicely above the fold, fit the subject matter to a tee. The writing was generally strong.

### Honourable Mention Vankleek Hill Review

The *Vankleek Hill Review* had some of the cleanest layout of all the entries and a strong dominant photo. The editor(s) of this paper need to work with the reporters to produce stronger copy.





**JUDGE**



**Glenn Cook**

Glenn Cook has been working at the *Saint City News* since September 2005 and editor since January 2008. Prior to that, he worked as a sports reporter at *The Free Press* in Fernie, B.C. He graduated from the Bachelor of Applied Communications program at Mount Royal College in Calgary, Alta., in 2004, and while there, served as both sports editor and managing editor of MRC's independent and award-winning student newspaper, *The Reflector*.

Premier Award ~ Front Page

**BEST TABLOID FRONT PAGE (circ. 10,000+)**

**1st place Guelph Tribune**  
The eye is immediately drawn to the dominant art of the football photo, and the action is only enhanced by some good Photoshop work in overlapping the photo with other text and design elements. This is complemented by two stories with lots of local relevance and good use of colour for the cutline. Sports photos are a great way to bring action and excitement to a front page, and this is a great example of how to do it.

**2nd place York Guardian**  
It was the cohesiveness of this front page that really made it stand out. There are three stories that are all related to this one house fire, but clearly have a hierarchy set out. The photo of the home with a memorial of flowers in front of it could be better – some action or human faces would have put it over the top – but, in its context, still has a lot of impact. The stories are well-written and very much convey the human aspect of this tragedy.

**3rd place Waterloo Chronicle**  
Again, a dominant piece of art in a photo from a University of Waterloo football game brings a lot of action to this front page. That is tempered by a pair of well-balanced stories: one about the federal election call that brings national relevance, and one about a local hotel development that adds significant local relevance. Colour is again used well to set off the hotel story. Some of the writing is a little long-winded for my liking, but overall this is a page with much reader appeal.

*Overall Comments:*

All in all, I was impressed by the papers that dared to take chances and not settle for the old fallbacks. There were papers with large photos on their front pages – some even with no stories at all – that turned out fabulously, as the photos did all the storytelling that was needed. Some of the papers looking to improve should look to break away from the defaults – find a new font, a new angle, a slightly different way of doing things that can make a really big difference. A lot of times, I saw too much Times New Roman in headlines, too much resorting to default settings on things like kerning and leading. Little tweaks can make a big difference; don't be afraid to *experiment and improve*.







# Premier Award ~ Section

## BEST SPORT SECTION

### JUDGE



### Kevin Higgins

Kevin Higgins began his journalist career as a sports reporter at the daily newspaper, *The Western Star*. Soon he moved on to the news department and was there until 1994. He then took the sports editor position at the weekly community newspaper, *The Advertiser*, in Grand Falls-Windsor, NL. In 1998 he transferred to the weekly community newspaper, *The Beacon*, in Gander, to become its associate/sports editor until 2006, when moved into his current position as *The Beacon's* manager/editor. Through these years, he has won both CCNA and ACNA awards for his writing, photography and layout skills.

**1st place** *Whitby This Week*  
This year's winner, *Whitby This Week*, provided readers with a solid combination of these elements, giving a more in-depth look at what is happening on the local sports scene than its competitors. It had an array of local content, ranging from minor to professional sports, and included features, event results and upcoming event/competitions. It also provided a look at various sports through quality photographs. The only thing lacking was a statistic/scoreboard section, which could have given the paper an avenue to provide its readers with even more local coverage. Actually, this element was missing in most entries.

**2nd place** *Brampton Guardian*  
The *Brampton Guardian* garnered second place, using a strong front-page layout, with a dominant photo and a sports briefs section. The paper was also one of a few with a statistics/scoreboard element, and displayed some very good photographs and features. The element in this paper that keep it out of top spot was it lacked coverage of youth sports, which is especially important in community newspaper coverage. Remember, every mom, dad, grandfather, grandmother, aunt, uncle etc... loves to read or see what their little one is accomplishing.

**3rd place** *Oshawa This Week*  
*Oshawa This Week* came in third despite matching the two higher finishers in most categories. The difference between first and third for this newspaper was the other two focused a little more on local content. This paper, like the two ahead of it, had quality photographs, strong writing and solid layout, but it too was missing youth coverage and a statistic/scoreboard element.

### Overall Comments

Entries in this class hit a wide range in terms of sports coverage, with some newspapers making it an integral component of the community coverage, while others looked at its sports pages as an afterthought. There was a group of entries finishing just out of the top three, and they were well represented. The difference was that in this group there was one or two elements missing or just couldn't match what the top three provided its readers.



# Premier Award ~ Section

**SPECIAL SECTION** (circ. 10,000+)



## JUDGES



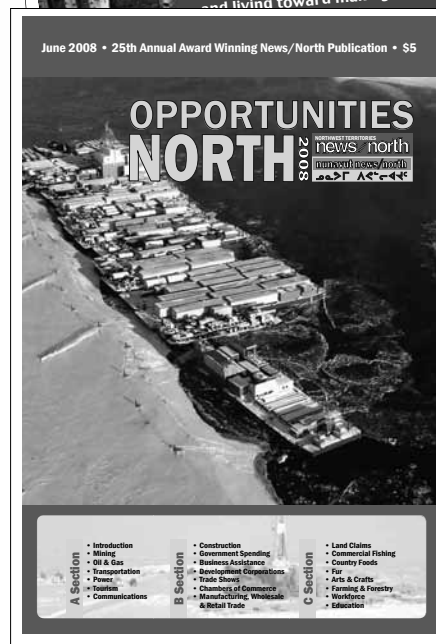
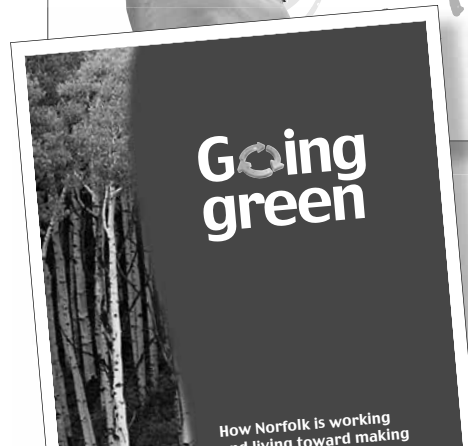
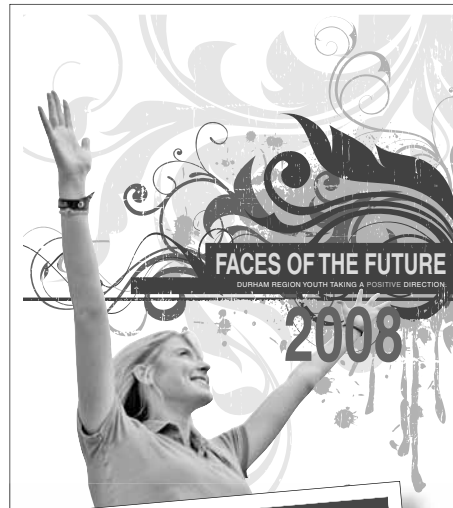
### Tina Hennigar

Tina Hennigar, Sales Manager at Lighthouse Media Group, loves special sections and prides herself on getting inspired from other talented newspapers. "Supplements can and should be fun. We're asking our readers to commit more of their time to read our paper, so lets make it entertaining." She also writes a blog for their papers award-winning website southshorenorth.ca, called Oh Brothers, often self-deprecating and always heart warming.



### Patrick Hirtle

Patrick Hirtle is the Special Features writer for Lighthouse Media Group whose supplements have won national awards. Patrick is also an award winning columnist with his sports column, Bleacher Bum. He is a clever writer, captivating story teller and talented photographer.



### 1st place Ajax/Pickering News Advertiser – Faces of the Future

The supplement that stood out across all the criteria categories was: Faces of the Future. During a time in which our youth are going on-line for their information, this supplement seems a perfect way to engage younger, newer readers. All of the youth were featured with editorial and a full color picture. Even the advertisements were fun to read. It would be difficult to read this and not be inspired.

### 2nd place Simcoe Tuesday Times-Reformer – Going Green

The second place, Going Green, informed readers on what Norfolk is doing to create a better environment. With heightened awareness of such an important topic, I think you'll see more newspapers producing green supplements.

### 3rd place Nunavut News/North – Opportunities North 2008

The third place goes to Opportunities North 2008. This was a huge supplement that featured the many opportunities in Nunavut. With big bold graphics and charts, the pages of the feature were really inviting and interesting to read. Well done.

## Honourable Mention

### Northumberland News – Leap Year

An honourable mention goes to Northumberland News on their Leap Year supplement. They made a supplement out of a day that happens only once every 4 years.

### Whitby This Week – Beijing Olympics 2008

Additionally, Whitby This Week did a terrific job producing a supplement on the Beijing Olympics 2008, featuring a number of the athletes and the schedule.

## Overall Comments

This was a very difficult category to judge. One thing was not difficult to ascertain; the creativity and talent of the papers in the Ontario Community Newspapers Association is remarkable.

*Sponsored by Metro Creative Graphics*





# Premier Award ~ Section

## SPECIAL SECTION (circ. -9,999)

### JUDGE



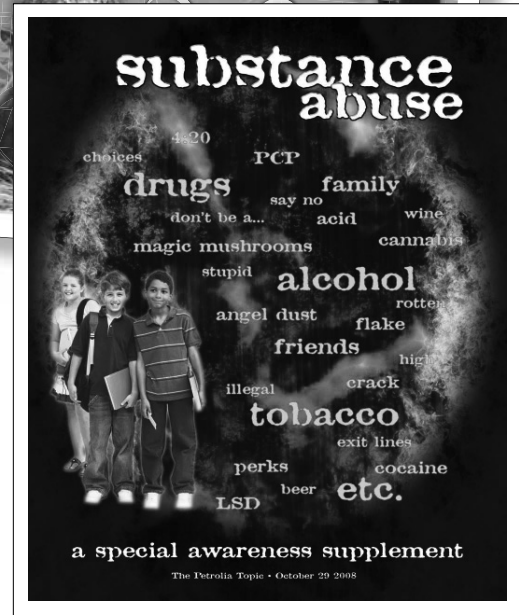
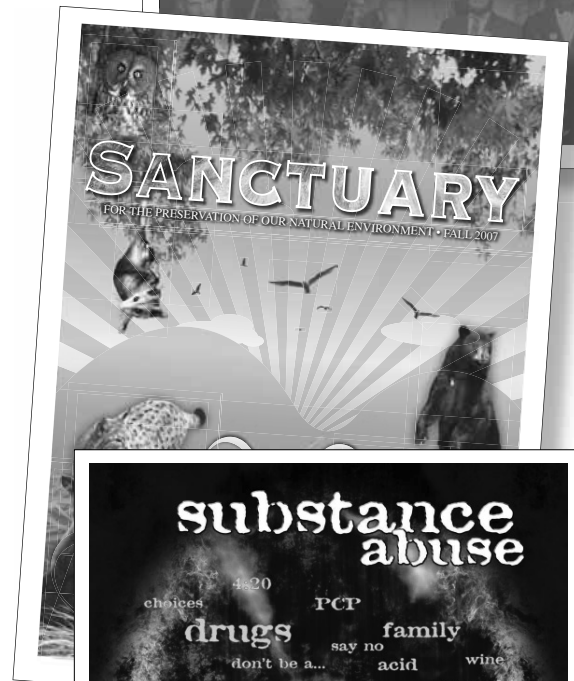
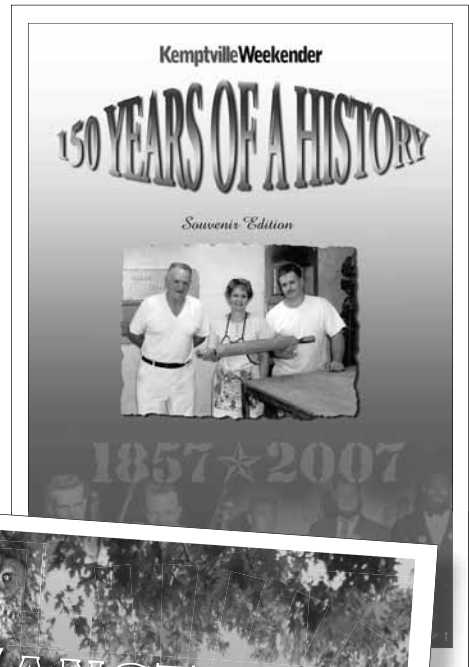
### Trisha Snow

Trisha has worked in the Advertising Industry for over 14 years in a number of capacities. She has had extensive sales and marketing experience in different advertising mediums from Magazines to online sales. In addition to this she has sold nationally for VanNet Newspapers representing over 50 community newspapers in British Columbia for 10 years. Currently she is the Sales and Marketing Director at the *Langley Advance Newspaper* - a division of Canwest Community Publishing which publishes twice per week with a distribution of 41,100 newspapers.

*1st place* **Kemptville Advance** – 150 Years of History  
Great Editorial Content covering a wide variety of times and events through history in the community. Loved the design and layout, it was clean and creative. The advertising support showed a strong sense of pride in the community.

*2nd place* **Parry Sound North Star** – Sanctuary  
Great Design and layout with great use of colour.

*3rd place* **Petrolia Topic** – Substance Abuse  
This piece was a great example of corporate social responsibility and was of great service to the community. Very informative.



# Premier Award ~ Online

## BEST COMMUNITY NEWSPAPER WEB SITE



### JUDGE



### Kathleen Windsor

Kathleen Windsor is an award-winning editor and has been doing desktop publishing projects for many years. In 1996, Kathleen began website designing and has since won awards for several different websites. Her business, Windsor Graphics is one of the most respected Internet broadcasting companies in Western Canada.

1st place

**Elmira-Woolwich Observer**  
www.obserververextra.com

This website grabs the visitor right away with a beautiful design, colour scheme, easy to read font style, and quick navigation. It has incorporated an excellent use of new technologies including having a Facebook page, e-mail signups, news feed and comments, Google ads, blogs, and an online form for submitting sports scores. Posting photographs and contact information on the individual staff members helps personalize the entire newspaper experience. Flash design gives you greater interactivity with your public. Consideration to the website visitor has been given priority. Just excellent!

2nd place

**Lakefield Herald**  
www.lakefieldherald.com

This one grabs you with the image of the front page at the top left. Tells the coverage area right off the bat. Advertisers, particularly national advertising agencies, want that information. Having a map to the office and a time and date for the local area are great ideas, as is the calendar of events. Offering CBC News provides your customers another service. Well done. This was the only online newspaper in the competition that showed where you can pick up an off-line newspaper (newstands). Providing a Links page not only shows community support, but also helps get you higher rankings on the search engines. Online ads are simple and not overwhelming. Very well done.

3rd place

**Sudbury Northern Life**  
www.northernlife.ca

This one was one of the only websites in the competition that had obviously designed their site for all monitor resolutions. Those with their monitors set at 800x600 will not have to struggle with a scroll bar along the bottom. Big points here. Ads were not distracting or overwhelming, which is very important. The "About Sudbury" option is excellent because it lets your worldwide visitor know where you are and what you're famous for. Very appropriate additions include the Video News and Google Ads. This website had excellent navigation – very easy to follow. Nicely done.





**JUDGE**



**Cheryl Wirch-Ryckman**

Cheryl Wirch-Ryckman is the Director of Marketing and Operations New Media for Black Press. Cheryl worked agency-side and then in print before making the leap to the fast-paced world of Black Press' New Media division a few years ago. Black Press has over 150 papers/websites North America-wide delivering quality daily and community news that matters, both in print and online.

*Premier Award ~ Online*

**BEST COMMUNITY NEWSPAPER WEB PORTAL**

*1st place* **Oshawa This Week**  
**www.newsdurhamregion.com**  
Well designed website that is equally appealing to a neophyte web user as it is to a demanding high end user. Icons are kept to a minimum and design is clean with simple, uncluttered top navigation for primary items. The site pushes the boundaries of what other papers are doing online, integrating things like Related Stories into front page summaries to drive additional page views, creative use of a map widget to illustrate and reinforce the essence of community news, and engaging the reader by inviting submissions including video. Someone to watch in 2009.

*2nd place* **Newmarket Era-Banner**  
**www.yorkregion.com**  
Good site that sets a tone of caring about the community and the readers. Features like Essential Numbers and Plain English reach beyond the traditional purview of delivering the news and into supporting the community as evidenced by a variety of other community links including information about schools, local photos, walking tours along with a business directory. You Speak is an interesting video feature that takes the traditional community paper feature story and gives it voice and action. With such great stories, I was hoping to see more articles from the Newmarket region.

*3rd place* **Peterborough This Week**  
**www.mykawartha.com**  
Navigating to the *Peterborough This Week* took a second but was well worth the effort. It was a good blend of lots of current content with easy access to older stories all well organized within categories. The media portal widget was one of their more innovative touches to the site providing a slide show to tempt the reader to read on about the adventures of Their Scrappy Quilter. The calendar and the Our People Our Pride add good community interactivity.



# Premier Award ~ Online

## LOCAL ONLINE INNOVATOR OF THE YEAR



**JUDGE**



**Andy Murdoch**

Andy Murdoch works as the web editor and a contributing writer at The Coast, Halifax's weekly newspaper, in Nova Scotia. He was part of the team that recently redesigned and relaunched their site, thecoast.ca. He has previously worked as a writer and researcher for the Toronto Star, the CBC and The Guardian (UK).

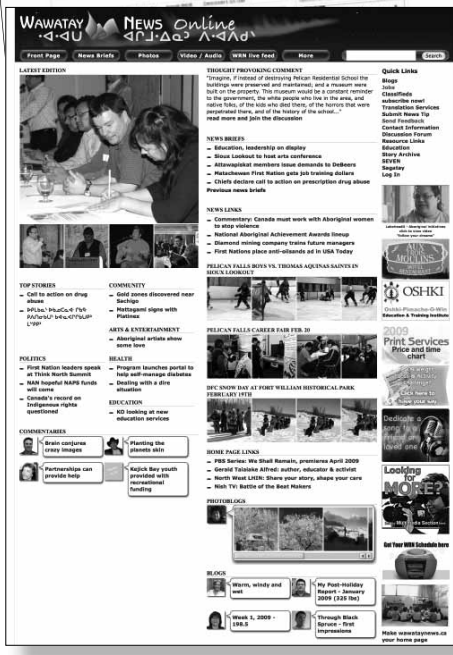
*1st place* **Toronto Community News, Etobicoke Guardian**  
 InsideTorontoVotes is a great idea. It is exactly what voters need: one stop place to go to find out everything about the election. A very good effort for a community newspaper. What it lacks – by comparison, say to the Toronto Star site, or our Coast.ca election site, is statistical and historical analysis. Where are present and past election results, esp for the Etobicoke area? Where is the context that a newspaper should give, that informs readers and makes the newspaper more authoritative? That kind of information gives log legs to the site. But – videos are great. Write up is great. Tag cloud is perfectly placed. Overall interactivity is very good. The design is simple and easy on the eye. Up to date political news coverage, well done!



*2nd place* **Oshawa This Week**  
 This site navigates well. The double navigation bar along the top, between the local newspapers and topical navs is great. Without the news view, this is a great, usable site. So, the question is, how does news view improve it? These news view maps are very useful and will prove more and more useful the longer they are in existence. By using this data from the archive, the newsroom could map out trends in any number of civic problems: crime, accidents, store closures, whatever. It could add a huge amount of value to the site, depending on how it's used. I am thinking of http://chicago.everyblock.com/crime/ as a similar example. But, even used simply, it is an attractive visual aid. The front page of news view could be pulled in a little tighter to the region it covers, so the action looks more varied and is more inviting to the reader. There is too much empty dead space on this wide view from the home page jump. The video player is better than most. Search functions very well and archives are easy to use. A nice clean, easy to read, easy to search website.



*3rd place* **Sioux Lookout Wataway News**  
 Allowing alternate character sets in a site doesn't sound like a big achievement, but it can be difficult to implement. It is an essential component to a rural, multilingual readership who may not have access to high quality computers. When it can be made seamless to the reader, it is a big improvement to a site, which is why I give high marks to the impact of this improvement. What would be great to see is a button of the front page that offers the ability to flip the site to another language in one click. In terms of overall design, a lot of the good stuff is hidden under a bushel. The audio and video are great and could open up a real community presence that would compete with community radio, however, they are buried. They should be more prominent on the front page. Use of photos is good, but more information could be provided; the click through off the primary photo (top left hand side) gives little info after the click through and is a bit of a waste. Still, I like seeing big photos. It's a few steps from being a great website, but this year's improvements are a big step forward.





# Premiere Award ~ Online

## SURFER'S SELECTION

### JUDGES

#### OCNA Members

Each OCNA Member Newspaper was given two chances to vote for the Surfer's Selection Award. They were instructed to choose a first and second choice for the Best Web Site. Each first choice pick was given two points and each second choice pick was given one point.

*1st place* **Vaughan Today**  
www.vaughtantoday.ca



*2nd place* **Elmira-Woolwich Observer**  
www.observerxtra.com

*3rd place* **Oshawa This Week**  
www.newsdurhamregion.com



	1st Choice	2nd Choice	Placement
Vaughan Today www.vaughtantoday.ca	16	2	1
Elmira Woolwich-Observer www.observerxtra.com	5	19	2
Oshawa This Week www.newsdurhamregion.com	9	6	3
Huntsville Forester www.huntsvilleforester.com	7	7	4
Alliston Herald www.allistonherald.com	8	1	5
Sudbury Northern Life www.northernlife.ca	4	9	5
Parry Sound North Star www.parrysound.com	4	5	6
Sioux Lookout Wawatay News www.wawataynews.ca	4	3	7
Peterborough This Week www.mykawartha.com	3	4	8
Creemore Echo www.creemore.com	2	4	9
Ottawa East Weekly Journal www.eastottawa.ca	3	1	10
Newmarket Era-Banner www.yorkregion.com	1	1	11
Vankleek Hill Review www.thereview.on.ca	1	1	11
Nunavut News/North www.nnsl.com/nunavutnews/nunavut.html	0	2	12
NWT News/North www.nnsl.com/nwtnewsnorth/nwt.html	0	2	12

# Premier Award ~ College/University

## STUDENT FEATURE WRITING



**JUDGE**



**Cheryl Heath**

Cheryl Heath is the editor of *The Clinton News-Record*. Heath, who possesses a Bachelor of Arts degree from the University of Windsor and is a graduate of the St. Clair College journalism program, has nearly 20 years of experience in the print-media industry with both weekly and daily newspapers.

**1st place** **University of Waterloo, Imprint**  
 – Ashley Csanady – The problem of perception  
 Informative and well-researched, Csanady's piece on eating disorders also seems to have a firm grasp on a breezy style of writing that proves palatable. Furthermore, it is important to note that the layout of this feature is second to none in the category.

**2nd place** **Ryerson University, Ryersonian**  
 – Anthony Capuano & Nicolas Heffernan – If you build it, will they come?  
 This feature manages to pose an interesting question and then goes in depth to find out the answer. Indeed, though the topic may seem a tad dry to non-sports enthusiasts, it nonetheless manages to address a business model of varying success. In the end, the feature also manages the rare feat of answering its own question.

**3rd place** **Cambrian College, The Shield**  
 – Christine Girard – Life a juggling act  
 This is a well-written feature that features lively writing. Girard is able to paint a picture as well as tell the story of the piece's main focus. Indeed, though the focal point of the feature is no Michael Jordan, Christine is able to make the reader care about his station.

This is a well-written feature that features lively writing. Girard is able to paint a picture as well as tell the story of the piece's main focus. Indeed, though the focal point of the feature is no Michael Jordan, Christine is able to make the reader care about his station.

16 | Features

### THE PROBLEM OF PERCEPTION

Struggling with body image in the modern world, fighting to see through a clear looking glass

THE main eating disorders as defined by NEDIC

ANOREXIA NERVOSA: Compulsive Restriction

BULIMIA NERVOSA: Compulsive Bingeing and Purging

ED: Eating Disorder Not Otherwise Specified (DS-IV)

When to go for help? more

17 | Features

### If you build it, w

It worked for Kevin Costner's fantasy baseball diamond in the movie *Field of Dreams*, and according to athletics departments at the other Toronto universities, it will work at Ryerson.

By Anthony Capuano & Nicolas Heffernan

18 | Sports

### Life a juggling act

Student balances family, work, school and athletics

Jerome Bailey copes with life's challenges

By Jeremie Girard

### Men and women serve up wins

Cambrian wins after Boreal promises victory

By Jeremie Girard



**JUDGE**



**Lois Tuffin**

Lois Tuffin is a news junkie who gets her fix every day as editor in chief of Kawartha Media Group with newspapers and a website covering Peterborough, the City of Kawartha Lakes and Brock Township.

Premier Award ~ College/University

STUDENT NEWS WRITING

**1st place** *Ryerson University, Ryersonian* – Sarah Boesveld – Conservatives Getting Freaky

Sarah Boesveld went out and asked if the Conservatives' pitch to student voters would work, then backed it up with further research.

**2nd place** *Sheridan College, Sheridan Sun* – Von Jeppesen and Adam Holmes – Lockdown – This is not a drill

Von Jeppesen and Adam Holmes earn second place for their coverage of an on-campus lockdown.

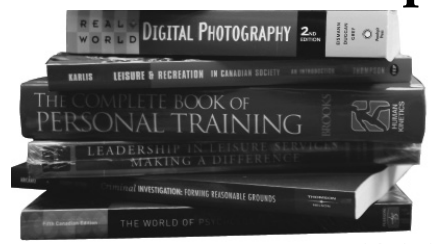
**3rd place** *Niagara College, Niagara News* – Monica Keyes – Read 'em and weep  
Monica Keyes' look at why textbooks cost so much adds depth to a common complaint and the accompanying artwork gave her an edge.

*Honourable Mention*

*Ryerson University, Ryersonian* – Adam Huras, "We are the champions...in 2011"

*Overall Comments*

The litmus test for these stories was simple – would they engage student readers? The winners quoted students and not just officials who work with them. The other entries could have improved with clearer writing and use of a nut graph so students can learn more quickly why they should care.



**Book prices take toll on student budgets**  
As the school year begins, many students are faced with the prospect of a significant increase in their expenses. One of the most significant increases is in the price of textbooks. In the past, students could often find used textbooks for a fraction of the cost of new ones. However, in recent years, the price of new textbooks has risen sharply, and the availability of used books has decreased. This has led to a significant increase in the cost of education for many students. Some students are forced to buy multiple copies of textbooks to use over the course of the year, while others are forced to rent books or use digital versions. The high cost of textbooks is a major barrier to education for many students, and it is a problem that needs to be addressed.

# Premier Award ~ College/University

## STUDENT PHOTOGRAPHY



### JUDGE



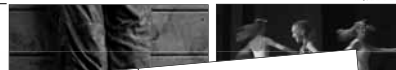
### Lance Anderson

Lance Anderson has been in the community newspaper industry for 16 years first starting as a darkroom technician in high school. He was later hired as a reporter/photographer at *Lindsay This Week* and eventually transferred to *Peterborough This Week* and worked as a reporter. Two years ago he was hired as the paper's staff photographer. Mr. Anderson has won numerous provincial and national writing and photography awards throughout his career including OCNA's Reporter of the Year in 2007.

## INSIDE STUFF

— special edition —

Selected documentary projects by Loyalist College Photography students - March, 2008



## ART OF THE FLESH



**WOOPI!** Students from Whitney Public School show off Woop-covered hands at the Eco-Action Walk Awards, held April 8 at the Evergreen Brick Works in East York. The Canadian students received \$1,000 each for their great contribution, with another \$1,000 donated to an environmental organization. Participants held up the event by showing balls of Woop (a mix of clay, organic compost, natural beads and seeds), which burst when they hit the ground and encourage plant growth.

**'Proud' East Yorker gets Bulldog Award**

**By BARBARA EYED**

It's a great feeling when you're recognized for your hard work. For Lynn McCullough, it's a great feeling when you're recognized for your hard work. Lynn McCullough, a 20-year-old student at the University of Toronto, has been named the recipient of the Bulldog Award for her outstanding work in the community.

**Officials set up measles clinics after rise in cases**

**By JENNIFER HENNING**

Officials set up measles clinics after a rise in cases was reported in the city. The clinics are being held at various locations throughout the city to help reduce the number of cases.

**1st place** **Loyalist College, The Pioneer**  
**Jessica Darmanin,**  
 It was close between first and second place in this category. What pushed Jessica Darmanin to the top was her ability to effectively tell an emotional story with one image. All the elements came together for a thought provoking and touching photograph. The image took readers into the couple's home and shared an intimate moment between them. Nicely done.

**2nd place** **Loyalist College, The Pioneer**  
**Blake MacEwan,**  
 Second place by Blake MacEwan definitely had impact. This risqué subject was handled delicately and tactfully. Kudos to The Pioneer for publishing an image that evokes such reaction.

**3rd place** **Centennial College, The East Toronto Observer – Laura Stanley,**  
 Third place finisher Laura Stanley successfully made an eye-catching image. It's visually interesting, well exposed and reproduced very well.

Sponsored by Young Drivers of Canada





# General Excellence

## CIRC 1,999 & OVER

### JUDGES



**Aaron Carr**  
Reporter/Photographer  
High River Times  
High River, Alberta



**Andre Delaire**  
Editor  
Lac La Biche Post  
Lac La Biche, Alberta



**Frank McTighe**  
Owner, Editor & Publisher  
The Macleod Gazette  
Fort Macleod, Alberta

**1st place Belle River Lakeshore News**  
The Belle River Lakeshore News is a paper that does everything quite well. There is plenty of community news, good opinion pages and consistently strong presentation throughout. Like the other papers in the top three, the Lakeshore News has lots of attractive ads, which complete the package presented to readers.

**2nd place Seaforth Huron Expositor**  
The Seaforth Huron Expositor is an outstanding small circulation newspaper. The Expositor benefits from strong overall design and presentation, beginning with an excellent flag on front page. There is extensive and thorough coverage of the community, strong opinion pages and an overall commitment to excellence.

**3rd place Manotick Messenger**  
The Manotick Messenger is another memorable newspaper. It covers the community's news quite well, and makes all articles interesting to read. Also, the photos, ads, stories, and layout make the Messenger an excellent, all-around good newspaper.



# General Excellence



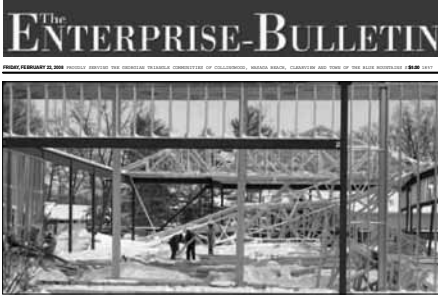
CIRC 2,000 - 3,499

**1st place** **Collingwood Enterprise-Bulletin**  
The Collingwood Enterprise-Bulletin has solid news stories, with good coverage. Good use of photography. Lots of community news and a clear front page. However, be careful not to have your front page stories jump around in the paper.

**2nd place** **New Hamburg Independent**  
In this publication, the Sport & Leisure supplement stood out. A wide variety of information was covered throughout the paper. The paper was well printed and laid out. Ads showed imagination.

**3rd place** **Minden Times**  
Well thought up with a clean design and a crisp layout. Good ad design. Good writing throughout.

## Stayner students enter robotics competition - Page A11



**Domino effect**  
A long row of wooden X frames recently erected for the roof of a new plaza being built on Mosley Street (across the McDonald's) collapsed some time during Tuesday night on Wednesday morning. The construction workers spent all day Wednesday cleaning up the mess, and the double exposure, 'domino' effect.

**Cameron students collect provincial award today**  
A group of Cameron Place High School students will receive the provincial award for their work on the 'Domino Effect' project.

**Court may decide integrity commissioner's powers**  
Expert has doubts that Charlton has authority to hold broad public inquiry.

**Charlton unlikely to back down, says RAMSC's chair**  
Invited by it, I'm not sure that the commissioner has the power to conduct a public inquiry on her own. It's not up to her to do so, it's up to the legislature.

**NEW HAMBURG INDEPENDENT**  
WEDNESDAY, FEBRUARY 27, 2008  
\$1 including GST

**MAKING THE MOST OF ALL THE SNOW**  
Kids take to the hills at snowshoe programs to speed down mountain slopes.

**Check mates**  
Chess night parties with chess clubs and chess societies are a popular way to spend winter evenings.

**New Hamburg set to grow following subdivision approvals**  
Catherine Street development revised to open up average capacity for a mix of new homes on Waterloo Street.

**St. Agatha school under review by Catholic board**  
Potential closure of first Catholic school in region engers parents' confidence.

**The Times**  
MINDEN ONTARIO  
WEDNESDAY, FEBRUARY 27, 2008  
\$1.25 including GST

**LOOK INSIDE**  
UR this website

**5-0 blow out**  
Read inside about the Carleton Place team's victory in the Ontario Cup.

**Making trails**  
Cycling clubs work to improve the quality of trails in the area.

**In Quince**  
Twenty-five years of growth in the town of Quince.

**Lack of remorse leads to jail time**  
A man charged with the murder of a woman in a parking lot in Minden is charged with the murder of a woman in a parking lot in Minden.

**A Valentine shave**  
A man decides to shave for Valentine's Day.

**Affordable housing hard to find**  
Social housing is in short supply in the area.

## JUDGES



**John DeMings**  
Editor  
The Digby Courier  
Digby, Nova Scotia



**Heather Thomson**  
Editor  
Alberni Valley Times  
Port Alberni, BC



**Kevin Weedmark**  
Editor & Publisher  
The World-Spectator  
Moosomin, Saskatchewan



# General Excellence

CIRC 3,500 - 6,499

## JUDGES



**Marlene Gaudry**  
General Manager  
Estevan Mercury  
Estevan, SK



**Tim Jaques**  
Editor  
The Tribune  
Campbellton, NB

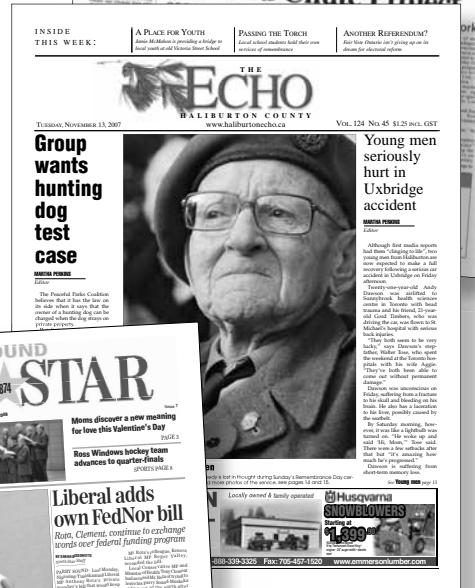


**Laura Lavin**  
Editor  
Peninsula News Review  
Vancouver Island, BC

*1st place* **New Liskeard Temiskaming Speaker**  
The *New Liskeard Temiskaming Speaker* has great local coverage. Big and bold makes this community paper stand out. The photography and presentation were excellent although colour photos would be even better. Superior sports section, again photos and layout are top notch.

*2nd place* **Haliburton County Echo**  
The *Haliburton County Echo* has a great layout, with a clean front page. Strong feature photos add to the overall good look of the paper. The feature story on the antique sled collector was very good. A lot of news and photos packed into a tab.

*3rd place* **Parry Sound North Star**  
The *Parry Sound North Star's* organized layout makes this busy paper easy to read. Big photos, and lots of community news. A good sports section all around. The features on the disabled karate athlete and Remembrance Day were excellent.





CIRC 6,500 - 12,499

**1st place Innisfil Journal**  
 Good mix of hard and soft news, well-executed, eye-catching photography and very, very few typos. Nice modular design and high quality of production. It's obvious a lot of care, attention and love goes into this paper.

**2nd place Niagara this Week, Fort Erie Post**  
 Nice front pages and excellent editorial and op-ed pages, with well thought-out and intelligent opinion pieces. Tons of letters to the editor, which is evidence of a newspaper the community looks to as an avenue of dialogue. Good Shop Local campaign, and some beautiful ad design adds to the overall package.

**3rd place Port Perry Star**  
 Excellent photography really raises this one up a notch. Nice selection of local news and a really good entertainment section covering the local arts scene, something many community papers seem to ignore. Very creative feature pages, and overall a high quality of proofing and production.

**JUDGES**



**Andrea Johnson**  
 Editor, Columnist  
 Quesnel Cariboo Observer  
 Quesnel, BC



**Albert Kramberger**  
 Editor  
 The Chronicle  
 Dollard des Ormeaux, QC



**Carol Picard**  
 Co-founder, Recently Retired Editor  
 Rocky Mountain Outlook  
 Canmore/Banff Alberta



# General Excellence

## CIRC 12,500 - 24,999

### JUDGES



**George Brown**  
Publisher & Editor,  
Devon Dispatch News  
Beaumont News  
Alberta

**1st place** *Clarington This Week* — A very well presented package with clean lines, strong news and community content. In fact, this paper was the best looking paper overall. The photos are good and there are quite a few sprinkled throughout the paper which is appreciated. Of course, newspapers are often running tight these days, and in this case, the pictures might have been run bigger, except for a snug newspaper. The strong sports section had lots of content. With that much emphasis on sports, it would be nice to see a standings/stats package. Classifieds are clean and organized, but the nine columns is strongly disliked by this judge. Good variety of advertising and ads read well and used a lot of colour and imagination.



**Darryl Mills**  
Publisher,  
Cochrane Times,  
Airdrie Echo,  
Alberta

**2nd place** *Milton Canadian Champion* — The front page was really liked, however, despite the age of the paper I found the masthead distractingly dated. There was a lot of informative local news in the package which is great, but there did seem to be a need for some more photos within that package. The editorial pages were very strong and a good read. There was not as much colour throughout as some papers, but of course, that serves those advertisers who do use colour very well as their ads pop. Another very solid sports section, but no stats/standings package. And, another paper using the nine column classifieds. Great for the paper's wallet, not so great for the customer. A close second place.

**3rd place** *Dundas Star News* — The *Dundas Star News* front pages were really eye-catching and popped. However, a typo in a front page cutline and a story continuing on to page 39 counted against it overall. This paper had the best news package of the bunch, and deserves special recognition for doing a great job of mixing big city and small community needs into one package. However, the gaudy flyer sticking out the top of the paper was distracting and took away from the overall impact. More photos could have been used, and use them bigger where possible.

### Overall Comments

There were many quality papers in this category. One thing that really stuck out were the number of chain papers that have the capability to share content and resources which gives them a decided advantage over some of the independents.



# General Excellence

CIRC 25,000 - 39,999



## JUDGES



**Fred Fiander**  
Group Publisher  
Transcontinental Media  
Nova Scotia Weeklies



**Sylvie Paillard**  
Editor  
The Chief  
Squamish, BC



**Jim Zeeben**  
Editor  
Saanich News  
Saanich, BC

**1st place** *Whitby This Week*  
The *Whitby This Week* is the quintessential community newspaper. It delivers quality stories with compelling writing and very good photography. It used white space as well or better than other papers in this category. A clean, clear layout and comprehensive coverage of local news helped this paper come out the winner. Whitby staff can also be commended for an excellent classified section as well as high production values. Well done.

**2nd place** *Stoney Creek News*  
A strong editorial page goes a long way towards entrenching this newspaper in its community. The *Stoney Creek News* provides an intimate look at the people and events that make up the community from its hard news section through to sports. It looks good, though it could be even better if the hierarchy of headlines was a little clearer. Still a strong presentation and excellent production quality make this a paper that readers can appreciate.

**3rd place** *Niagara This Week, Niagara Falls*  
This paper stood out from its peers because of the sheer effort that went into producing a very comprehensive series on the state of health care. Good photography and a talented creative department also deserve to be noticed.



Sponsored by Northern News Services Ltd.



# General Excellence

## CIRC 40,000 & OVER

### JUDGES



**Richard Dal Monte**  
Editor  
The Tri-City News  
Port Coquitlam, B.C.



**Vern Faulkner**  
Managing Editor  
Prince Albert Daily Herald  
and Rural Roots  
Prince Albert, SK



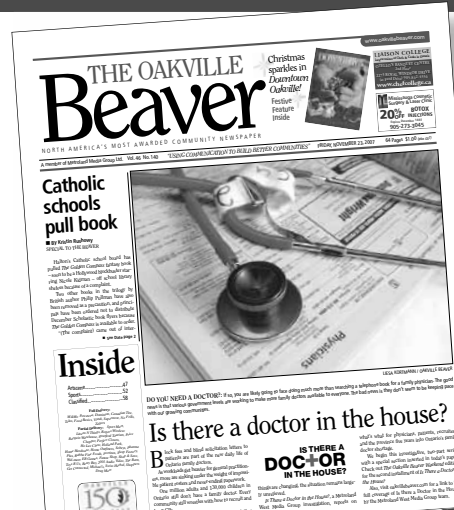
**Andrew Holota**  
Regional Editorial Manager  
Black Press, Lower  
Mainland, BC  
Managing Editor  
The Surrey/North Delta  
Leader

**1st place Oakville Beaver**  
An overall quality paper, with a perfect blend of picture, refer and index on the front.

Features solid writing, carrying an extensively researched health care feature. While this paper topped the others by a narrow margin, it was outclassed in the categories of the editorial page, photography and sports. Attention to those areas would be well invested.

**2nd place Oshawa This Week**  
A consistent effort at keeping inside pages interesting and well-presented. The paper offered good feature length stories. Great sports coverage, and the best of the top three in terms of the editorial page, with relevant local comment.

**3rd place Burlington Post**  
A good effort all-round, gaining high marks for the Doctor in the House feature, and great advertising design, with extremely strong front pages. Again, the editorial page and photography is this publication's weaker points. A very tight news hole also makes attractive editorial packaging difficult.





JUDGE



**Martha Perkins**

In 1985, Martha Perkins graduated from Ryerson Polytechnical Institute's journalism program and after a summer job in her home town of Lindsay, she asked the editor of the *Haliburton County Echo* if he was hiring a reporter. That phone call changed her life. She's now spent half her life at the *Echo*, most of it as editor. In 2001 she also became editor of the *Minden Times*.

*1st place* **Loyalist College – The Pioneer**  
 You get the sense that this is a true team effort, with everyone doing their best to produce a paper that is lively, energetic, thoughtful and reflective of a community's rich and diverse life. The emphasis on strong photography pays off but since the photographers are also writers, the stories are rich with detail and colour. A perfect balance.

*2nd place* **Algonquin College – Algonquin Times**  
 Leads show liveliness and a real effort is made to entertain and inform readers. Photos also show forethought and imagination. There is a huge flaw, however, with the print quality of the photos. It's probably a simple solution but muddy photos detract from the overall impression.

*3rd place* **Humber College – Humber Et Cetera**  
 Very strong emphasis on campus and student oriented news. Lots of names and interviews. Each page is used to its utmost so that paper offers something for everyone. Attention to design is evident. Cutlines need a lot of work, however. They seem to be an afterthought. Front page needs more variety.







# 2008 Molson Community Award in Memory of Mary Knowles

**Mike Williscraft, Editorial Director, *Grimsby Lincoln News* and *Niagara this Week***

With today's economic climate and worries about the state of the industry, it is hard to believe that anyone would have spare time or the incentive to devote to community involvement. Mike Williscraft is an exception.

Since starting the *Grimsby Lincoln News* over twelve years ago, Mike Williscraft has prided himself in supporting the community both through his work at the newspaper and on his own time. He epitomizes the paper's motto, "Working Harder for Our Community". Whether it's for amateur sports, economic development, or arts and culture, Mike tries to contribute to all sectors of the community.

Mike is committed to bettering the businesses of his Niagara community by serving as a consistent supporter of both the Grimsby and Lincoln Chambers of Commerce, as well as the Grimsby Downtown Improvement Area Board. He is also a member of the Peninsula Ridge Founder's Club, the Kinsmen Club of Grimsby, and a charter board member for Leadership Niagara, a highly respected volunteer development program in the region.

When Mike is not working for those organizations, he is also organizing Family Skates to support the local food bank, mini-putt tournaments to raise money for the West Lincoln



Memorial Hospital Foundation, and as of this year, coaching a girl's basketball team through the Grimsby Basketball Association. It seems that Mike has managed to get 28 hours out of each day.

One of his big projects over the past year, for which he has devoted much time and effort, is Niagara's 1812 Legacy Council, which was created to raise awareness of the upcoming Bicentennial of the War of 1812. He was instrumental in coordinating a logo contest for the Council, including promotion and providing

funding for the prize. Mike has freely and willingly donated his time for numerous meetings and has also taken it upon himself to coordinate space in *Niagara this Week* every Friday in order to create an "1812 Bulletin" to include in the paper. The Bulletin has since developed a growing, loyal and interested following.

Mike was also instrumental in obtaining a major economic development grant to assist with the revitalization of downtown Grimsby. Mike spent many hours doing research and with the help of a consultant, worked on the grant application. His hard work laid the foundation for the Grimsby Downtown Improvement Area Board, allowing other volunteers to go forward with the project.

Mike's dedication to the community is known throughout Niagara West. Through his generosity and commitment, many community groups, ranging from minor sports associations to hospitals, have benefited from, grown, and achieved success. For these reasons we are honoured to award the 2008 Molson Community Award in Memory of Mary Knowles to Mike Williscraft, an exemplary individual who defines the essence of community spirit and involvement. ***Congratulations Mike!***

# MOLSON

proud to play our part

The winds of change have never been stronger than they will be in 2009, and as always, Molson will be "Proud To Play Our Part" in this change.



**Class 1 (Circ 1,999 & Under)**

Newspaper	Front Page	Community News	Ed. & Op. Ed. Pages	Presentation	Photography	Advertising Content	Advertising Design	Classified Advertising	Local Features	Sports	Production Quality	Total
	<b>150</b>	<b>150</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>1000</b>
Belle River Lakeshore News	137	134	87	86	90	91	90	35	40	45	43	878
Seaforth Huron Expositor	133	130	83	85	82	87	82	45	41	42	41	850
Manotick Messenger	125	133	74	88	83	90	93	38	42	35	43	846
Delhi News Record	128	128	81	87	74	91	88	43	39	42	44	844
Dresden North Kent Leader	132	125	73	79	79	79	83	36	39	33	42	800
Kemptville Advance	132	113	70	77	73	89	90	42	36	37	38	797
Almonte Gazette	119	123	78	78	75	80	86	44	38	31	41	792
Arthur Enterprise News	109	115	74	74	82	83	88	43	30	32	38	767
Lucknow Sentinel	128	113	68	80	72	88	87	39	31	20	40	767
Paris Star	129	116	48	67	69	86	88	37	42	33	34	750
Lakefield Herald	120	115	67	70	72	78	78	41	32	29	38	739
Grand Bend/Zurich Lakeshore Advance	108	111	64	67	58	88	83	43	39	24	30	714
Stittsville News	109	122	29	52	79	83	84	47	36	35	33	708
Cobden Sun	128	113	52	58	68	76	83	39	31	19	33	702
Minto Express	103	100	75	74	62	77	79	36	24	30	36	697
Norwich Gazette	109	107	55	68	71	80	81	33	25	23	34	686
Rainy River Record	110	85	68	58	64	64	62	22	22	8	27	589

**Class 2 (Circ 2,000 to 3,499)**

Newspaper	Front Page	Community News	Ed. & Op. Ed. Pages	Presentation	Photography	Advertising Content	Advertising Design	Classified Advertising	Local Features	Sports	Production Quality	Total
	<b>150</b>	<b>150</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>1000</b>
Collingwood Enterprise Bulletin	125	127	76	77	81	82	78	26	34	30	38	774
New Hamburg Independent	120	115	65	75	80	80	65	29	29	40	37	735
Minden Times	122	118	70	77	71	75	72	30	36	23	34	729
Listowel Banner	113	115	72	75	63	73	65	35	32	37	37	717
Gravenhurst Banner	113	117	72	55	72	77	63	30	31	40	35	704
Deep River North Renfrew Times	126	118	78	72	72	59	57	27	32	28	35	703
Barry's Bay This Week	107	93	68	73	78	79	75	25	30	30	43	701
Kincardine Independent	112	112	63	65	66	73	62	34	33	40	36	697
Kincardine News	105	98	72	68	59	75	73	32	38	36	34	690
Elmira Independent	108	98	78	70	73	55	57	37	33	41	38	688
Burks Falls Almaguin News	110	105	73	65	57	78	54	32	38	30	37	679
Petrolia Topic	115	107	78	68	51	64	60	30	29	37	37	676
Dunnville Chronicle	112	110	61	70	48	58	67	33	37	38	36	669
Arnprior Chronicle-Guide	108	108	63	65	62	68	59	33	27	33	36	663
Fergus-Elora News Express	105	95	64	73	62	70	58	33	28	34	35	658
Clinton News Record	115	108	68	73	46	52	73	28	27	29	37	656
Ingersoll Times	103	92	64	68	59	61	53	29	31	33	37	631
St. Marys Journal Argus	85	92	60	52	48	56	58	32	31	42	30	585
Mount Forest Confederate	90	92	52	52	47	57	58	33	30	38	35	583
Carleton Place Canadian	90	83	52	52	53	60	58	28	28	28	31	562
Cochrane Times-Post	86	92	47	47	43	52	53	37	24	23	37	540
Kingsville Reporter	78	87	38	47	45	59	52	23	23	34	33	520
Creemore Echo	75	77	47	46	48	48	57	32	27	21	32	508

**Class 3 (Circ 3,500 - 6,499)**

Newspaper	Front Page	Community News	Ed. & Op. Ed. Pages	Presentation	Photography	Advertising Content	Advertising Design	Classified Advertising	Local Features	Sports	Production Quality	Total
	<b>150</b>	<b>150</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>1000</b>
New Liskeard Temiskaming Speaker	135	137	75	101	75	77	80	36	48	45	40	848
Haliburton County Echo	135	135	84	88	90	74	77	36	41	27	41	827
Parry Sound North Star	134	125	73	84	87	80	75	34	44	36	44	815
Tillsonburg News	122	125	82	85	79	74	75	30	26	36	43	776
Renfrew Mercury	110	125	70	72	74	81	74	37	43	38	36	760
Fort Frances Times	112	123	81	79	75	71	68	33	29	36	44	751
Eganville Leader	110	108	70	71	77	79	79	39	38	27	45	743
Huntsville Forester	100	110	78	80	73	73	84	37	31	32	37	737
Winchester Press	108	108	63	76	76	72	76	45	28	37	41	731
Bracebridge Examiner	107	125	73	60	63	75	75	39	34	45	35	730
Dryden Observer	98	112	66	78	79	66	65	40	31	42	30	706
Goderich Signal-Star	102	108	52	74	72	72	74	37	28	39	34	691
Parry Sound Beacon Star	108	107	69	83	57	67	66	28	30	32	36	683
Exeter Times-Advocate	105	97	61	70	67	62	62	34	23	35	34	649
Manitoulin Expositor	87	102	60	63	67	63	60	33	24	27	39	624
Vankleek Hill Review	88	89	71	57	59	77	65	32	19	33	32	621
Grand Bend Strip	102	62	37	63	82	30	42	0	11	7	32	467

**Class 4 (Circ 6,500 to 12,499)**

Newspaper	Front Page	Community News	Ed. & Op. Ed. Pages	Presentation	Photography	Advertising Content	Advertising Design	Classified Advertising	Local Features	Sports	Production Quality	Total
	<b>150</b>	<b>150</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>1000</b>
Innisfil Journal	130	134	78	80	83	80	83	40	43	36	43	831
Niagara This Week, Fort Erie Post	115	132	88	84	72	87	87	44	41	39	40	829
Port Perry Star	130	122	82	77	83	75	76	53	38	33	40	809
Uxbridge Times-Journal	126	125	88	83	78	77	80	35	40	30	42	804
Nunavut News/North	117	128	78	73	75	78	76	42	38	35	37	778
Tillsonburg Independent News	126	117	76	73	76	83	61	35	28	44	37	755
Pory Perry Scugog Standard	117	114	84	74	62	85	74	39	31	34	33	748
NWT News/North	100	118	77	72	72	79	78	38	35	25	35	729
Sioux Lookout Wawatay News	114	128	81	75	71	76	74	22	33	20	33	726
Stouffville Sun-Tribune	122	100	80	77	72	71	69	39	27	31	37	724

**Class 4 (Circ 6,500 to 12,499) cont'd**

Lasalle Post	123	101	75	74	71	69	71	35	30	36	37	723
Bancroft This Week	111	113	76	79	60	67	68	35	34	35	34	714
Wallaceburg Courier Press	95	93	73	68	65	67	73	34	32	35	32	668
Haliburton County Voice	90	110	62	65	60	72	72	35	30	35	33	663
Stittsville Weekender	90	90	4	58	53	68	68	38	28	25	30	554

**Class 5 (Circ 12,500 - 24,999)**

Newspaper	Front Page	Community News	Ed. & Op. Ed. Pages	Presentation	Photography	Advertising Content	Advertising Design	Classified Advertising	Local Features	Sports	Production Quality	Total
	150	150	100	100	100	100	100	50	50	50	50	1000
Clarington This Week	125	123	80	93	75	85	90	40	40	43	45	838
Milton Canadian Champion	133	128	85	80	75	85	88	40	43	33	45	833
Dundas Star News	130	130	92	77	68	74	83	31	37	33	43	795
Ancaster News	135	128	88	75	64	75	83	31	30	33	43	783
Waterdown Flamborough Review	135	121	85	80	63	70	88	43	15	35	45	778
Georgetown/Acton Independent & Free Press	130	114	86	77	76	78	84	38	18	31	39	770
Niagara This Week, Grimsby	115	130	70	76	66	58	85	43	42	37	40	758
Midland/Penatanguishene Mirror	126	117	76	76	64	83	87	38	30	21	42	757
Orangeville Banner	132	112	85	72	65	65	86	40	15	37	41	749
Picton County Weekly News	113	113	83	80	70	80	78	35	20	33	40	743
Northumberland News	125	115	65	80	73	73	78	35	28	23	43	735
Elmira-Woolwich Observer	119	123	69	71	65	58	75	35	36	33	37	720
Grimsby Lincoln News	112	113	65	64	51	48	79	38	34	28	34	664
Georgina Advocate	123	104	45	69	64	68	75	33	20	15	39	654
Barrhaven This Week	105	112	60	71	55	43	78	33	28	34	37	653
Barrhaven Independent	90	109	55	65	53	60	73	28	23	25	33	611
Alliston Herald	100	75	63	65	45	53	73	28	8	23	33	563
Simcoe Tuesday Times-Reformer	88	68	63	64	41	53	72	26	10	32	33	548
Tecumseh Shoreline Week	98	68	43	43	40	50	50	15	15	23	33	475
Tecumseh Tribune	83	65	53	45	40	63	55	13	8	18	25	465
Elmvale Springwater News	28	35	25	15	18	8	15	8	8	10	10	178

**Class 6 (Circ 25,000 - 39,999)**

Newspaper	Front Page	Community News	Ed. & Op. Ed. Pages	Presentation	Photography	Advertising Content	Advertising Design	Classified Advertising	Local Features	Sports	Production Quality	Total
	150	150	100	100	100	100	100	50	50	50	50	1000
Whitby This Week	123	120	75	78	80	80	77	38	38	35	43	787
Stoney Creek News	110	110	90	80	58	70	67	35	38	37	37	732
Niagara This Week, Niagara Falls	90	113	63	82	72	87	82	35	45	23	35	727
Toronto City Centre Mirror	111	103	77	75	87	70	77	33	32	16	42	722
Niagara This Week, Welland	83	97	65	82	65	73	77	42	45	30	33	692
Waterloo Chronicle	95	92	80	73	58	67	67	37	30	33	38	670
Nepean This Week	72	97	50	53	42	72	68	38	32	25	32	580
Orleans Star	90	70	40	63	67	68	65	27	23	25	32	570

**Class 7 (Circ. 40,000 & Over)**

Newspaper	Front Page	Community News	Ed. & Op. Ed. Pages	Presentation	Photography	Advertising Content	Advertising Design	Classified Advertising	Local Features	Sports	Production Quality	Total
	150	150	100	100	100	100	100	50	50	50	50	1000
Oakville Beaver	128	117	58	73	67	83	72	42	38	25	37	740
Oshawa This Week	114	122	67	70	63	70	70	35	42	42	38	732
Burlington Post	127	103	62	65	68	77	77	35	37	28	38	717
Ajax Pickering News Advertiser	105	115	73	70	67	70	67	37	30	38	33	704
Newmarket Era-Banner	117	95	73	73	65	72	70	42	32	28	37	703
Mississauga News	105	98	72	67	63	73	73	38	38	32	33	693
Niagara This Week, St. Catharines	117	102	80	62	58	62	62	33	33	32	30	670
Brampton Guardian	88	105	68	62	62	67	73	37	32	35	36	664
Scarborough Mirror	110	107	73	60	53	67	65	28	27	22	33	645
Richmond Hill/Thornhill Liberal	112	92	43	75	65	63	63	30	33	27	35	638
Hamilton Mountain News	103	102	70	55	57	62	65	30	28	28	35	635
Barrie Advance	103	100	60	53	53	70	72	28	30	30	32	632
London, The Londoner	102	98	85	62	33	68	67	32	28	27	28	630
Ottawa East Weekly Journal	122	88	65	60	53	60	55	27	30	27	28	615
Kingston This Week	97	92	48	53	70	65	67	28	30	27	33	610
Guelph Tribune	108	93	60	43	45	70	67	27	22	38	30	603
Cambridge Times	87	90	63	43	53	63	62	25	25	31	30	573
Vaughan Today	113	82	28	62	42	66	67	17	25	22	40	564
Sudbury Northern Life	95	93	28	43	43	67	65	33	27	28	30	553
Toronto Mid-Town Town Crier	87	78	32	50	47	71	68	25	27	22	43	549
Peterborough This Week	65	83	58	27	70	62	63	30	32	20	32	542
Kingston Heritage EMC	83	80	43	33	37	62	58	25	23	5	30	480

**Class 8 (Universities / Colleges)**

Newspaper	Front Page	Community News	Ed. & Op. Ed. Pages	Presentation	Photography	Advertising Content	Advertising Design	Local Features	Sports	Production Quality	Total
	150	150	100	100	100	100	100	50	50	50	850
Loyalist College	135	140	80	90	90	20	35	45	40	45	720
Algonquin College	130	135	75	80	90	20	45	45	45	30	695
Humber College	110	135	90	80	80	20	40	45	45	45	690
Durham College	120	120	80	75	75	25	50	40	45	40	670
University of Waterloo	110	115	85	85	75	20	45	40	40	45	660
Ryerson University	120	120	75	75	75	20	35	40	40	40	640
Niagara College	110	110	75	80	75	20	40	40	40	45	635
St. Clair College	110	110	75	70	70	20	35	35	35	35	595
Centennial College	120	110	75	90	70	0	0	40	35	50	590



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