

Independent Publishers' Retreat

OCNA Update



Thank you to members.

You kept us going!

Creative

Inspiring

Kind

Journalists

Resilient

Motivated

Invested

Brave

Compassionate

Generous

Activists

Community focused

Committed

Hard-working

OCNA Quick Update

222 members

All 2020 events virtual:

Junior Citizens

AGM

Better Newspaper Awards

Independent Publishers Retreat

Down one staff member

Ad*Reach overachieved targets

Active on: revenue, training, education, lobbying, recognition

\$600,000

**Amount of digital revenue
sold by Ad*Reach in 2020**

\$500,000

**Home Page Takeovers
59 Independents
Hand crafted**

Digital revenue in 2021 and beyond.....

Greater benefits if sold locally

- More profitable
- Customized deliveries and pricing
- Ensures alignment with your publication and audience
- Provides additional messaging for local advertisers
- Drives to purchase or response

Ad*Reach will help provide tools, direction and sales

We need to improve our digital offering:

visitors, content, activity, updates, compatibility, responsiveness, platforms

2021 on

Ad*Reach revenues – print and digital

Local revenues

Awards, recognition and events: in person as soon as safe

Training/education: diversity, digital, media law, sales

Benchmarking

Blue Box

Government: advertising and lobbying

Best Practises

This Old Newspaper?!

32 entries
1200+ votes

And the winners are.....



"The Housekeeper" by Laura Durston, Dorchester Signpost

Created from the words, articles and stories produced out of the COVID pandemic sits a 5 foot tall worn out and fatigued housekeeper. Her skin was assembled from the London Weather Network Maps and convey her weathered appearance from worry and uncertainty. I made this sculpture as a tribute to all the housekeepers fighting the battle against COVID. It is made entirely out of newspaper without the help of any frame. To adhere the sculpture together I used tape and paper mache (flour and water).



"Donut" by Penny Johnston-Ladds, Age 6, Fergus Wellington Advertiser

Penny made it using recycled, squished together Wellington Advertiser's pages, secured them with a few strips of Painters tape, and then paper maché'd them using newspaper and water and flour (she switched to glue and water on the last coat). It took many layers, and she worked so hard! She finished it up with a few layers of paint, and some beads for sprinkles. The end result looks good enough to eat!



"Landscape Painting" by Morgan Hawthorne, Age 10 & Barbara Phair, Ridgetown Independent News

This painting started as a blank canvas. To start, four layers of paper mache were added to the canvas. Paint was added for the sky and the sunset. You can still see the title "Ridgetown Independent News" in the sunset. The trees are made of chopped up strips of newspaper, to give them a bit of definition. You can still see some of the words on the tree bark. Small pieces of newspaper were added as grass with the names of stores from the community.

Thank you