



**ocna**

Ontario Community  
Newspapers Association

**Virtual Spring Convention 2023**

# Virtual Spring Convention 2023



PAUL DEEGAN  
NEWS MEDIA CANADA



KELLY LEVSON  
NEWS MEDIA CANADA



RON GUEST  
TWO GREYSUITS



Gordon Cameron  
President



Dave Adsett  
Vice President



Colleen Green  
Secretary-Treasurer



Ray Stanton  
Past President



Craig Barnard  
Director



Stewart Grant  
Director



John Hueston  
Director



Terry Myers  
Director



Braden Simmonds  
Director



Gerald Tracey  
Director



Heather Wright  
Director



**OCNA**

**Where we've been,  
where we are  
and where we're going**

**Gordon Cameron,  
President and Interim Executive Director,  
Ontario Community Newspapers Association**

Way back in January of 2022, OCNA was...

Coming off two years of surpluses due to COVID ad spending by the federal and provincial governments.

Planning on strategically investing in our Digital Ad Network

Looking to implement the results of the strategic planning exercise undertaken by the board in late 2021

Ready to welcome a newly hired executive director to lead the association



# And then...

Ad\*Reach sales and revenues failed to meet projections leading to budget deficits

The Board needed to increase revenue and cut costs

Digital Ad Network report revealed the amount of effort and investment required to make needed improvements to the system

OCNA and our new CEO decided to amicably part ways

All this put most of the strategic planning goals on the backburner

# Which meant...

OCNA's executive asked me to become interim executive director

We had to say goodbye to two staff members

We revived the board's Ad\*Reach committee to provide strategic guidance to sales staff, evaluate opportunities (including the Digital Ad Network)

# And now...

We've passed a budget that will allow us to stabilize OCNA and to provide a platform for future growth and sustainability

We're looking for ways to reduce expenses that don't negatively impact on the services offered to members. That has included putting several popular and important programs and projects like the Junior Citizens and our Queen's Park day on hold for 2023

With the departure of our remaining Ad\*Reach sales person, we are looking to implement a sales strategy that will not only provide excellent service to our members, but do so at a sustainable cost

We're looking for opportunities to create new revenue streams that do not require large investments on the part of OCNA

At the request of two MPPs wrote in support of Bill 73

We're looking to our members for their thoughts, ideas and suggestions



## The bottom line...

OCNA is in a challenging position, but we've faced worse and come back stronger

OCNA has enough money in reserve to allow us time to get things fixed

OCNA has an excellent professional staff and a board that contains some of the brightest lights and smartest people within the industry who are all committed to making sure OCNA's future is bright

OCNA will adapt and continue to find ways to serve its members



Paul Deegan,  
News Media  
Canada

Paul Deegan is President and Chief Executive Officer of News Media Canada – the voice of the print and digital media industry in Canada, representing hundreds of trusted news titles in every province and territory.

From 2015 to 2018, he was Vice-President, Public and Government Affairs at Canadian National Railway Company. He had North American responsibility for CN's relationships with governments at all levels as well as media relations, social media, corporate advertising, sponsorships and donations, community relations, and internal communications.

Mr. Deegan joined BMO Financial Group in 1996 as a policy adviser in the CEO's office. From 2009 to 2015 – a period which included the global financial crisis and a transformative acquisition by BMO – he was Vice-President, Government and Public Relations.

He studied at McGill and graduated from University of Toronto in History and Political Science.





Kelly Levson,  
News Media  
Canada

Kelly Levson is a seasoned Director of Marketing and Research for News Media Canada, with over 30 years in the media and newspaper industry. In her current role, Kelly leads marketing and research services for news media including daily and community newspapers.

In addition to her primary responsibilities, Kelly manages communications for News Media Canada and is responsible for the annual celebration of National Newspaper Week. This week-long celebration takes place every October, highlighting the importance of newspapers in our communities and their essential role in providing reliable, credible news that is the foundation of our democracy.

Kelly's expertise also includes client service, data analysis, presentation development, and research/sales training for newspapers and agencies. After several years on the NADbank research study, Kelly spent a decade at ComBase, learning more about non-urban Canadian geography than she ever expected! Kelly has established herself as a valuable asset and passionate advocate for the industry.





Ron Guest,  
Two Grey Suits

An accomplished Human Resource Professional with 30 years' experience in Human Resource Management. Ron has worked in the Hi Tech, Telecommunications, Petroleum, Printing, Distribution, Manufacturing and Construction industries for companies such as Imperial Oil, Badger America, Southam Printing, Bell Sygma, Bell Nexxia and Merisel Canada.

In 2000 Ron entered the HR Consulting world, realizing a long-term career goal and has never looked back, now as an HR consultant to small/medium sized businesses, and co-founder of TwoGreySuits.com. He is well known for his vast HR knowledge, hands on HR approach and specifically, his recruitment and recruitment training expertise. He has successfully staffed many organizations and has built HR functions from the ground up several times.



*Thank you!*

*Join us at 3:15 p.m.*

*for the*

*BNC Awards Presentation*