

Message from the CEO

Dear OCNA Members,

Does it snow in Canada during the summer?

It doesn't happen frequently, but it's not completely out of the ordinary to have a snow day during the summer. It's all part of the crazy and unpredictable world we live in.

We must face a sobering reality that as pandemic-driven advertising dissipates, media buys are not returning to pre-pandemic levels. Changes have occurred to corporate advertising decisions in some categories such as auto dealers where support for print advertising is quickly declining.

Our Ad*Reach sales and support team is working hard to diversify our ad revenue base and seek out new target categories to focus on post-pandemic.

The issues facing the industry are truly punishing some days, like the multitude of reasons that led to the closure of McLaren. Of course, this is sad for the McLaren family who has been serving community newspapers for nearly 40 years. It also leaves many of our members scrambling to find alternative sources, adding to the daily struggle of trying to re-emerge economically post-COVID. The silver lining is that community newspapers are the lifeblood of the people of Ontario, as showcased throughout COVID-19, providing information and resources that ensure transparency, promote accountability, and support our local economies.

In a note to the OCNA, Drew McLaren shared this message, 'the OCNA has always been supportive of McLaren Press, and while the decision to close operations at the

end of this month after 40 years has been a difficult one, we have been encouraged by the many messages of support from those throughout the industry.'

This fall, November 4 & 5 to be exact, the OCNA Independent Publishers Retreat promises to be valuable, memorable, and actionable. Time spent with friends and colleagues will leave members with a sense of camaraderie, pride in the work you do every day, and an urgency to be great ambassadors for our industry. Be sure to block off your calendars and head to Deerhurst for the 2022 Independent Publishers Retreat to celebrate you!

And finally, on Thursday, May 19, the OCNA teamed up with Josee Shank, Manager of the Business Innovation Program within the Canada Periodical Team to host an informational webinar on the Government of Canada's Business Innovation Fund. If you were not able to attend this webinar, check out page 27 for details including eligibility criteria.

Newsclips is published quarterly in March, June, September, and December. Any contributions or ideas are appreciated and should be emailed to our new Editor, Erica Leyzac at newsclips@ocna.org.

Thank you for supporting the OCNA.

Ronda Parkes
Chief Executive Officer
r.parkes@ocna.org

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Proofreading is one of the most important..

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GROWING READERSHIP

Keys to increase readership, revenue...

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MARK YOUR CALENDARS

July 1, 2022

Canada Day

OCNA & Ad*Reach Offices Closed

October 1 - 31, 2022

BNC Awards Entry Period

Start preparing your entries and watch your inbox on October 1st for more information regarding the Better Newspapers Competition. The competition will be open for entries on October 1st with a deadline submission of October 31st.

October 2 - 8, 2022

National Newspaper Week

Every year, during the first full week of October, newspapers across North America celebrate National Newspaper Week to recognize the people who work tirelessly to bring the news to their communities

October 24 - 28, 2022

Media Literacy Week

Media Literacy Week is an annual event promoting digital and media literacy across Canada, taking place each October. Schools, libraries, museums and community groups organize events and activities. For more information, visit <https://mediasmarts.ca/media-literacy-week>

November 4 - 5, 2022

OCNA Independent Publishers Retreat at Deerhurst Resort, Huntsville

Come join us for this great opportunity to network with your peers, share experiences and learn about issues and resources that might impact your business. More details to follow. Save the Date!

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John Willems thanked for his Years of Service to the OCNA

The Board of Directors of the Ontario Community Newspapers Association (OCNA) officially thanked outgoing board member John Willems for his years of dedication and commitment to the community newspaper industry and presented him with a bronze Newsman sculpture.

Willems, who began on the board in 2011, served as President for 2019/2020 & 2020/2021, and has played an important role in the continued success of the association. He has always been willing to share his progressive thinking and understanding of the need to further develop leaders within the industry.

He has garnered much admiration and respect for his insight and vision and has also developed many lifelong friendships.

“John has done great work on behalf of the board and community newspapers. The association is as strong today because of his commitment and involvement,” said OCNA Chief Executive Offices Ronda Parkes. “We are all very grateful for his many contributions and wish him the best in the future.”



MEMBER SERVICE SPOTLIGHT

WEBINARS

Throughout the year, OCNA provides educational opportunities for our members such as hands-on training with industry-relevant computer software, and the various management skills needed in the workplace.

The OCNA has teamed up with the Online Media Campus to help the association fulfill its mission of providing affordable and relevant training to members, through a variety of webinars.

The OCNA offers a wide variety of services to its members, including events, awards, and training courses.

Visit www.ocna.org/webinar-series to see a list of upcoming webinars.

In Memoriam

JEAN BAKER-PEARCE



'She always stood for the community':

Former Alliston Herald owner Jean Baker-Pearce remembered

Baker-Pearce was first woman to serve as president of newspaper associations.

By [Brad Pritchard](#) for the Alliston Herald and [Simcoe.com](#)

As the former editor, publisher and owner of the Alliston Herald, Jean Baker-Pearce dedicated decades of her life to delivering the news and shaping the views of New Tecumseth residents.

Baker-Pearce, who owned the newspaper from 1977 until 1996, died peacefully on May 13 at age 93.

Baker-Pearce also served as editor of the Herald until 1986, until she hired Catherine Haller for the crucial role.

"Jean Baker-Pearce was one of the bravest people I ever knew," recalled Haller, who worked at the Herald until 2010. "Working for her as an editor, and before that as a reporter, was not without its challenges, but one could not have asked for a more supportive publisher. She always stood for the community, and while there were times when editorials cost her friendships, she never flinched."

Baker-Pearce was born in Barrie in 1929, and she discovered her musical talents at an early age. She joined the Leslie Bell Singers in the late 1940s, was part of the travelling chorale and also performed on the radio shows.

When she was older, she moved to Toronto, where she met her future husband Tim at a boarding house they were both staying at in the Rosedale neighbourhood. The couple tied the knot in 1950, and a few years later they moved to Aurora.

She launched her newspaper career at the Aurora Banner, and spent 18 years with the paper, eventually working her way up to publisher. During this time, she became the first woman to serve as president of both the Ontario Community Newspaper Association and the Canadian Community Newspaper Association, along with the board of the Audit Bureau of Circulation.

"She was very often the only woman in the room and not infrequently the only woman at the table," noted Haller.

In 1977, after the couple purchased the Herald, which was founded about a century earlier in the early 1870s and had seen many ownership changes over years, they relocated to the area and made it their new home.

"As publisher of the Banner and then the Herald, she always delivered the news with truth and dignity," her family wrote in a statement.

As time marched on, they increasingly became an integral part of the community, with Baker-Pearce volunteering with organizations like CONTACT Community Services and the Stevenson Memorial Hospital Foundation.

Haller described Baker-Pearce as an unusual boss who taught her many things along the way.

"She measured results not by hours put in, she had no issue with staff taking time out of their work day for personal reasons," she said. "Long before flex time became a catchphrase, Jean implemented it."

Haller added that she "admired her, respected her and counted her as a friend."

In 1996, she sold the paper to Metroland, the company that currently owns the newspaper, and enjoyed retirement while travelling with her family.

When Baker-Pearce purchased the Herald, it was just a weekly paper, but she eventually changed it to a biweekly paper. It reverted back to a weekly paper in the early 2010s, well after the Metroland purchase.

After Tim died, she joined the local Rotary Club and served as the club's president for one year.

She spent her final years at Simcoe Manor in Beeton.

Baker-Pearce is survived by her brother and sister, three children, several grandchildren and two great-grandchildren.

The Story We Didn't Want To Tell

By Lisha Van Nieuwenhove, Publisher/Editor, The Uxbridge Cosmos

Journalists know well the rush that comes when dealing with a breaking story that is big news. They can even get a little ticked when news isn't new, but the same old-same old. They need a stellar story to break the monotony. That's what they want, what they wish for.

Until they don't.

On the afternoon of May 21, just after 1 p.m., I was heading out to a wedding with my family. The sky looked rather ominous, and we were doubtful that the nuptials would be held outdoors, as planned. Ten minutes into our drive, we had to pull off to the side of the road. The rain was so heavy, the wind so strong, it was unsafe to drive. Eventually it passed, and we continued on.



About 20 minutes later, one of my photographers arrived at the wedding, as she had been hired to do the photos. As we were chatting, she glanced at her phone, then looked at me with shock – “Uxbridge was hit by a tornado.”

I immediately started texting town councillors and friends to find out if this was true. A friend I spoke with was too shaken to speak coherently. Two councillors didn't respond, but one did. He called me right away and could only tell me that there was no electricity, there appeared to be a lot of damage, but he knew nothing else, other than Uxbridge had been whacked by a storm.

I began to pace, the urge to grab my car keys and just *go* to Uxbridge so strong it was almost blinding.

As sparse details trickled into each of us, my photographer and I began to realize the magnitude of what had happened to our little town. As I paced about and she snapped shots of the groomsmen and bridesmaids, our eyes would connect, each of us conveying a “We should NOT be here, but what can we do!?”

Just as the music began to start the ceremony, the same councillor I'd been speaking with earlier called me again, filling in more gaps and giving me a better idea of what had happened, and what was coming next. I managed to ensure I had two other photographers out on the streets to capture the aftermath and rang off the phone mere seconds before the bride herself walked down the aisle.

I spent the rest of the evening agonizing over whether to stay at the wedding (in which I played a small but integral part) or head back to Uxbridge to be at the scene. My daughters had travelled great distances to be at the wedding, and there was no option for some of the family to stay and some others to leave. So, we stayed. But my phone never left my hand. My FOMO had never been so bad.

On our way home later, we drove through Uxbridge – what parts we could access. The town was in total darkness, save the flash of emergency vehicles off roofless buildings and shorn trees. The building where my office is located was metres away from the obvious path the tornado had taken. There was some damage, but not enough to cause worry.

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The Story We Didn't Want To Tell... Cont'd

By Lisha Van Nieuwenhove, Publisher/Editor, The Uxbridge Cosmos

Worry set in the next day when it became apparent that electricity was not coming on any time soon, and many residents no longer had homes. I went to my office first thing in the morning, and, along with other people in town, wandered the once tree-lined streets, seeing nothing but devastation everywhere. It was shocking, appalling. Uxbridge looked like, well, like a tornado had hit it. At that time, it hadn't officially been declared a tornado. It was a bad storm, possibly a *derecho*, but not a tornado.

One of the fellows who'd been out the night before taking photos asked on the Sunday if I was considering doing a special edition of the paper that week. I laughed at him. My brain immediately jumped to "I can't do that, an early edition and the regular edition – I can't afford that!" Later that day, however, the township's emergency management team called a press conference. After every question that could be answered was answered, the chief administrative officer called me over to speak with herself, the mayor, and the public works director. She asked if it was possible for the *Cosmos* to be published even a day earlier that week because huge swaths of the township were without power, and cell/internet connectivity was spotty at best. I told her I'd see what I could do.

I live on a dairy farm six minutes from where I work. It too had been hit by the storm and was without power. A generator had been hooked up to the barn to keep production moving, and I moved everything I had in my office that I would need to do the paper to a large boardroom at the barn (obviously it's a more modern facility!). I made calls, frantic emails, and finally decided that, instead of clearing on Tuesday night, printing, and delivering on Wednesday for Thursday distribution via Canada Post, the paper would have to clear by 1 p.m., be printed and picked up by 5:30 p.m. and distributed via a team of volunteers comprised of township staff and various service groups that wanted to find a way to help.

My writers and graphic designer rallied to the call, and at 2:03 p.m. I sent my final file to the printer. I had enough time to change clothes (I think I was still wearing what I'd worn to the wedding on Saturday), put gas in my vehicle and then drive to Toronto to pick up 9,200 papers. I had them loaded and headed back to Uxbridge by 7:15 p.m. It was later than anticipated, and I worried that many of the volunteers would have given up and gone home. When we pulled up to the designated drop off/pick up point, however, my colleague pointed at the small crowd gathered, waiting for us. The township had organized the distribution to a "T", and those papers made it to the urban area in record time. I delivered to a few streets myself, happy to stretch legs. The mayor, who's been a challenge to myself and the newspaper (to put it mildly) during his four-year reign, was even out delivering my paper. *That* was oddly satisfying.

People are still calling the office, wanting copies of our "special edition". Notes and emails of appreciation have flooded us. And judge me if you like for not having left the wedding, but there was nothing I could have done. I literally wouldn't have seen anything, I couldn't have done anything, I couldn't have even helped. I (and my little newspaper) helped getting important information out to my town the old-fashioned way – very gratifying, indeed. I wish I hadn't had to do a special edition, hadn't had to cover tornado fall-out. But I'm glad I got to experience the rush of getting news out under pressure.

God, I'm glad I don't run a daily.

OCNA wishes to thank Lisha Van Nieuwenhove, Publisher/Editor, The Uxbridge Cosmos for her contribution to Newsclips! We encourage everyone to reach out if you have a story, publication update, job postings, or anything else you think would be great in Newsclips! Please reach out to Erica at newsclips@ocna.org



An exciting new exhibition is about to land at the Science Centre!

Starting May 18, 2022, celebrate the power of innovation to make dreams take flight with

Above and Beyond: An Interactive Flight Exhibition.

Soar like a bird with the help of virtual reality, pilot a jet, design a supersonic plane, race your friends, ride a space elevator—and much more! Plus, find out how scientists are still working to take humans faster, higher and farther than ever before.

Access to this one-of-a-kind, hands-on exhibition is included with general admission, so book your next visit today!

Preferred Partners Save!

Save 20% off general admission when you buy tickets online using your company promo code.

Account Name: Ontario Community Newspapers Association

Online Promo Code: PREF5542

[BUY TICKETS HERE](#)

McLaren Press Graphics Closing

By Leader Staff

Eganville – The future of the Eganville *Leader* and two other independent community newspapers in Renfrew County is in jeopardy this week following Monday's sudden announcement the plant that prints the newspapers will close at the end of May.

McLaren Press Graphics in Bracebridge informed its customers early Monday morning of the pending closure after four decades in business. Company President Drew McLaren cited numerous issues leading to the decision including a global paper shortage, increases in material costs, as well as labour shortages.

As part of a large commercial print operation, McLaren Press prints 30 community newspapers each week, as well as another 50 speciality publications.

"The last two years have been extremely challenging for us. with business running at 40 percent below pre-COVID levels," Mr. McLaren said. "At the start of COVID, our second largest client ceased publishing. Then, in January of this year, our largest customer closed their doors, leaving us with significant unpaid accounts."

To further aggravate the situation, he said due to the current global paper shortage that is forecast to continue into 2023, the company has been put on a paper supply allocation that is well below its 2021 levels, preventing the company from growing its business.

"Material costs have increased 20 to 30 percent, putting huge pressure on profit margins," he continued. "Labour shortages have meant we have not been able to replace key employees who have left the company, forcing us to reduce shifts and trim schedules while trying to align things with our current sales levels."

Mr. McLaren said as the economy began to recover, starting about six months ago, he believed the firm could build the business back up to levels where it could be profitable, while maintaining its reputation as a quality print supplier.

"Now with these recent challenges facing us, there is little indication that we will be able to achieve either of these goals."

Leader Publisher Gerald Tracey said when he learned of the decision early Monday morning, the news was like hearing of the death of a loved one.

"It was shocking to say the least," he said. "We have been printing with McLaren since 2011 and have enjoyed a wonderful relationship with the company. Even though we are separated by distance, the owners and many of the staff have become like family. They certainly don't deserve this."

Mr. Tracey said the company focused on quality printing and attention to detail. Besides the *Leader*, McLaren also printed the various specialty magazines and special editions produced by the *Leader*.

Other newspapers in Renfrew County that print at McLaren include the *Valley Gazette* in Barry's Bay, the *North Renfrew Times* in Deep River and the *Petawawa Post* at Garrison Petawawa. The *Madawaska Highlander*, a seasonal monthly publication covering Greater Madawaska and area during the summer months, was also printed by McLaren and delivered to the *Leader* for distribution.

Limited Options

In the old days when newspapers were published by the hot metal method, every publication had its own flatbed press, but when offset printing came about in the 1960s, there were only a few newspapers equipped with the high speed, expensive presses. At one time, there were three offset presses in Renfrew County – Arnprior, Renfrew and Pembroke.

Today, there are two in all of Eastern Ontario – the *Ottawa Citizen* and the *Winchester Press* and about 12 in all of Ontario, mostly owned by Metroland Media or Postmedia, and a few in the GTA that focus on printing ethnic newspapers.

"When we converted from hot metal to offset printing in 1973, we were printed at the Arnprior *Chronicle* plant," Mr. Tracey said. "Then, when it was purchased by Runge Newspapers in Renfrew, the plant was closed and printing was shifted to Renfrew. We printed in Renfrew for many years until we moved to Performance Printing in Smiths Falls. Now, all of those presses have been idled."

With the clock ticking, newspaper publishers affected by the closure of McLaren are reaching out to other plants to see if they have press time, and more importantly, paper to print their products.

McLaren Press Graphics Closing... cont'd

"Our only options right now appear to be either Ottawa or North Bay, which are both owned by Postmedia, if they will take us on," Mr. Tracey said.

The Eganville *Leader* was founded in 1902 and has the largest paid circulation of all community newspapers in Ontario and possibly Canada. It will have published continuously for 120 years on June 20.

Mr. Tracey assured *Leader* subscribers and readers he will do everything in his power to continue publishing the newspaper and keep the proud 120-year tradition alive.

He also assured subscribers will be reimbursed what they are owed in the event arrangements cannot be made to continue printing the paper.

Scrambling For a Printer

Valley *Gazette* Publisher Michel Lavigne said his was one of the many newspapers now scrambling to find a printer following the announcement of the impending closure.

"I would have liked more notice," he added.

With between 1,500 and 2,000 copies printed each week, with seasonal variations, he said the majority of his subscribers want the printed edition.

"Because the majority of our readership are 40 and over, they want the paper in hand," he said.

With only a few printing plants in Ontario, he was concerned the big giants might see this as an opportunity to "fleece" smaller independent newspapers with the price of printing the paper. One alternative would be for the community newspapers to try to get a group rate for printing, he noted.

Mr. Lavigne said he wants to see the *Gazette* continue as a print publication serving the Barry's Bay community and beyond.

"Would an online paper be serving our community?" he asked. "I don't think so." As well, there is not enough revenue with a potential online newspaper to keep staff employed.

"Which advertisers would come onboard to support us?" he questioned.

Quite a Shock

North Renfrew *Times* (NRT) Publisher Terry Myers said it was quite a shock receiving the news Monday the printing plant was closing.

"I'm trying to be optimistic at the moment," he said. "Printers are having a hard time getting newsprint, so we will see."

The NRT has been printed at various plants, including the plant in Arnprior, then Runge Press in Renfrew and for a while at the Pembroke *Observer*.

"When the *Observer* closed the press, they shifted us to Kingston and Ottawa and Mirabel," he said. "We were bumped around a bit."

He said when the NRT decided to go with McLaren it was after a lot of consideration.

"McLaren was a fair-sized operation, but they were family owned," he said. "To find something like that will be challenging."

Going back to one of the giants like Postmedia or Metroland would be a possibility, he believes.

"My gut feeling is they will do this," he said.

The Ontario Community Newspapers Association (OCNA) has board members from both independent newspapers and the large chains, so there is a relationship there.

"They are not out to get us," he said. "They want us to survive."

Printing around 1,700 copies a week, the newspaper also has a digital presence and recently won second place for Best Community Web-site/Web Portal, under 9,999 circulation in the OCNA annual competition.

UPCOMING WEBINARS

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

Online Media Campus

How To Do More Enterprise Reporting While Still Feeding the Daily Beast

Thursday June 16, 2022

2-3pm (EDT)

\$35 USD

Presented by Chris Coates

Think you don't have enough time for watchdog journalism? Overwhelmed with keeping the daily machine running? Get practical advice for creating a newsroom culture that values public service and accountability reporting, no matter the staff size. The first step is deciding what not to do or to do differently. Some newsrooms are growing audiences while producing less content. The key is using data to determine which types of content are not contributing to audience engagement.

[Click here to register](#)

Data Journalism Tools for Your Newsroom and Classroom

Thursday June 23, 2022

2-3pm (EDT)

\$35 USD

Presented by Mike Reilley

During this session, SPJ Digital Trainer Mike Reilley will show you how to scrape data from web pages and PDFs and into a spreadsheet format. You also will learn how to visualize the data using the free Flourish.studio tool. Participants will get a handout with links to the tools, exercises, examples and data to practice with.

Prior to the session, participants should set up a free account at <https://flourish.studio/>

They also should download free Tabula software here: <https://tabula.technology/>

[Click here to register](#)

To view more information and archived webinars hosted by OnlineMediaCampus go to: www.onlinemediacampus.com

Newspaper Academy

Kevin Slimp - Advanced InDesign for Designers and Editors

Thursday July 14, 2022

3:00 pm - 4:15 pm (EDT)

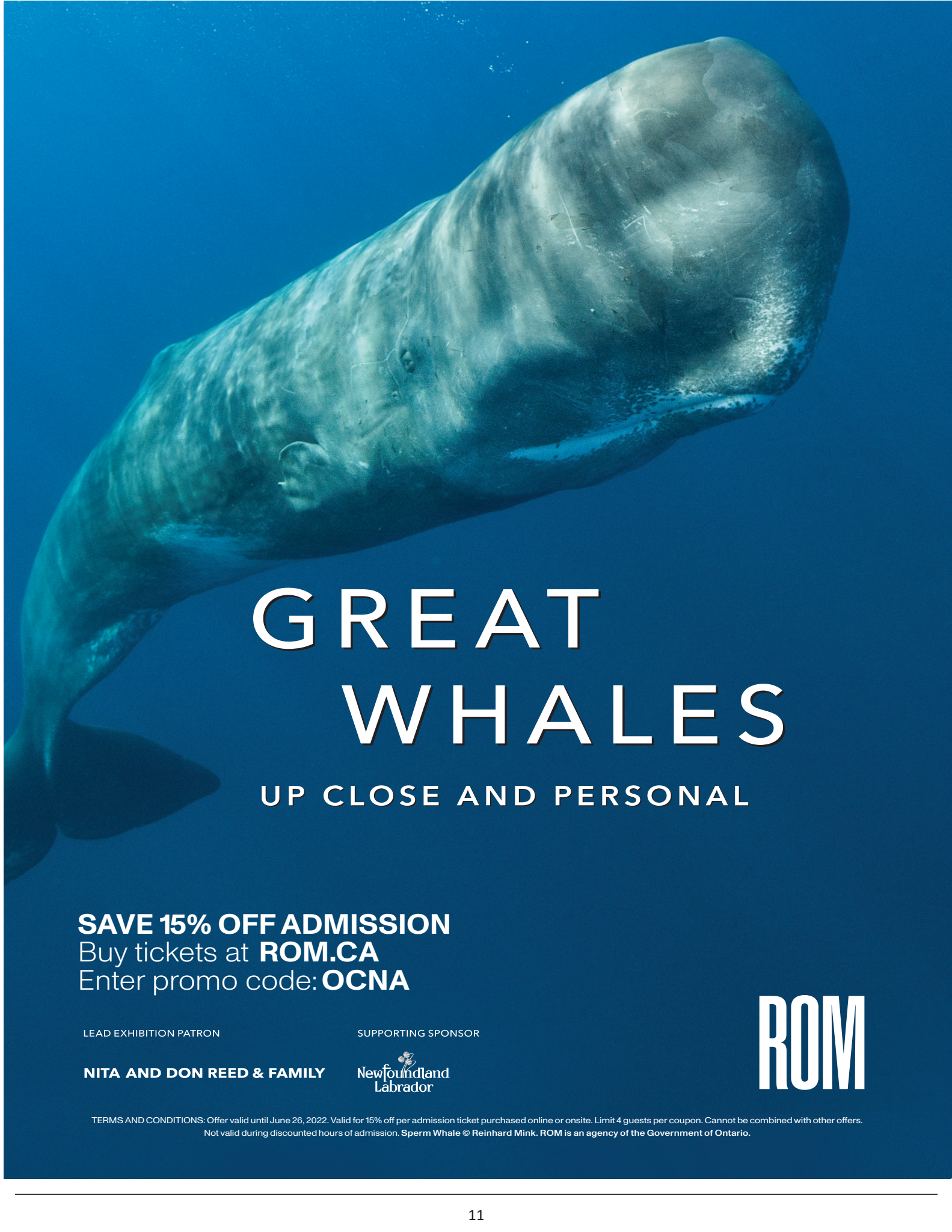
\$69 USD

There's no better time to improve the InDesign skills of you and your staff. During this 75-minute session, Kevin Slimp – who has been teaching InDesign since it was first released – will be teaching skills to increase the speed of your productivity and quality of your design. A few of his topics include:

- Using scripts to speed your productivity
- Combining nested styles with make grid script and automated captions to create full page ad layouts in minutes
- Creating and using Tables in InDesign
- Using Find/Change to edit specific text styles throughout a document
- Best settings for exporting PDF files from InDesign
- and much more!

Don't miss this opportunity to learn from the guru himself ... 100 minutes of intense training just in time for the (hopefully) post-covid rush!

[Click here to register](#)



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TERMS AND CONDITIONS: Offer valid until June 26, 2022. Valid for 15% off per admission ticket purchased online or onsite. Limit 4 guests per coupon. Cannot be combined with other offers. Not valid during discounted hours of admission. Sperm Whale © Reinhard Mink. ROM is an agency of the Government of Ontario.

JOB OPPORTUNITIES

SEAWAY NEWS

SALES REPRESENTATIVE

Reporting to the Sales Manager, the Sales Representative's main responsibilities are to solicit and offer advice to customers, potential and existing, of the area in order to help them maximize the impact of their advertisement investment with the readership.

Seaway News is looking for a local person with a dynamic personality to join their sales team. This career job has you working within a team environment with a wide selection of products including newspaper, magazine and social media. Working Monday to Friday, must own automobile, the sales territory is Cornwall and SDG.

Drop off or email resumé to:
Rick Shaver, Publisher
Seaway News
501 Campbell Street, Unit 6
Cornwall, ON K6H 6X5
rshaver@seawaynews.media

220791

JOIN THE EXPOSITOR TEAM

The Manitoulin Expositor
Northern Ontario's oldest newspaper
 and

www.manitoulin.com

seek a qualified individual as

Sales Manager

to liaise with the newspaper's client base (print and digital) on Manitoulin and beyond.

Duties include:

- providing ongoing support to existing clients, including the development of advertising campaigns;
- expanding the newspaper's and website's client base.

The successful candidate will:

- be self-motivated and able to work to multiple deadlines;
- be extremely well organized;
- be able to help design individual advertisements and campaigns;
- have graphic design knowledge in order to work independently on clients ads (InDesign, Photoshop, etc); and
- be able to communicate readily with the newspaper's production and design staff as well as with other departments (editorial, circulation, accounting).

This is a full-time position.

Salary: Commensurate with experience

Deadline: To start immediately.

The Manitoulin Expositor
 Email: expositor@manitoulin.com
 Fax: (705) 368-3822
 Mail: P.O. Box 369,
 Little Current, Ont. POP 1K0

or you may deliver your resume and application to
 The Manitoulin Expositor Office in downtown Little Current
 at One Manitowaning Road.

NOTE: *The Manitoulin Expositor thanks everyone who responds but only those selected for interviews will be contacted.*

FREELANCE REPORTERS

IMMEDIATE OPENING



Reporting to the editor, the main responsibilities of the Reporter are to take photos, do interviews, write news stories for the newspaper and website and do advertorial for all our platforms, Seaway News, Cornwall Express, magazines and website. We are looking for someone available for weekend and evening coverage.

A successful candidate must have a diploma in journalism or communications or equivalent experience, knowledge of the region covered and an interest in local and regional issues; and possess excellent knowledge of the Web.

Attention to detail, adherence to deadlines and an ability to work as a part of a team is also a must. Bilingualism is an asset. Any combination of equivalent education and/or experience will be considered.

APPLY TO:

Rick Shaver, General Manager/Publisher

501 Campbell Street Unit 6, Cornwall, ON K6H 6X5 613-933-0014 ext. 7226

email: rshaver@seawaynews.media

359864

JOB OPPORTUNITIES

REPORTER



PART-TIME / FULL-TIME

Reporting to the editor, the main responsibilities of the Reporter are to write news stories for the newspaper and website, take photos, do interviews and assignments, file and post press releases and write advertorials for all our products including Seaway News, Cornwall Express, SN.com and magazines.

We are looking for someone available for part time/full time work including weekend and evening coverage.

A successful candidate must have a diploma in journalism or communications or equivalent experience, knowledge of the region covered and an interest in local and regional issues; and possess excellent knowledge of the Web.

Attention to detail, adherence to deadlines and an ability to work as a part of a team is also a must. Bilingualism is an asset.

Any combination of equivalent education and/or experience will be considered.

APPLY TO:

Rick Shaver, General Manager/Publisher

501 Campbell Street Unit 6, Cornwall, ON K6H 6X5 613-933-0014 ext. 7226

email: rshaver@seawaynews.media

359865

Turtle Island NEWS

North America's #1 Native Weekly Newspaper ISSN#1204-1645

Sales and Marketing Executive

Turtle Island News is adding to our sales team and it could be you!

As sales executive you will be expected to work with our team to deliver value added advertising solutions to clients while prospecting for new clients.

You will be friendly, open to approaching new clients, self motivated and a team player.

You are:

- Proficient in Microsoft Office
- Previous media/advertising sales experience would be an asset
- Own vehicle and valid driver's license is required

Apply to:

news@theturtleislandnews.com

Editor

Turtle Island News Publications and Multi-Media Inc.,

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www.theturtleislandnews.com

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MEMBER SERVICE SPOTLIGHT

Government Relations

The OCNA is focused on ensuring that the voice of Ontario's Community Newspapers' are heard by those at the provincial and municipal levels of government.

Our main areas of work in government relations consists of:

- Advocating media and business issues favourable to our members
 - Promotion of the community newspaper industry with politicians, civil servants, the Chambers of Commerce and other associations -
 - Assisting our members with any other governmental matters
 - We also represent the industry with a number of provincial bodies.
- (All federal government issues are handled by News Media Canada)

The OCNA offers a wide variety of services to its members, including events, awards, and training courses.

Visit www.ocna.org/government-relations for more information.

The importance of proofreading

By John Foust
Greensboro, NC

Proofreading is one of the most important skills in the advertising world. While anybody with a sense of humour can appreciate a harmless blooper (one of my favourites is the sign that reads, “Ears pierced while you wait”), no advertiser wants to run an ad with a mistake. Many an ad campaign has been damaged by typographical errors, inappropriate illustrations and inaccurate information.

I remember receiving an email promoting a Zoom meeting that seemed interesting. However, the copy put a stop to any thoughts I had of registering. The date of the event was listed as March 9 in the headline, and as March 2 in the body copy. To make matters even more confusing, the email was sent during the first week of April. What are the chances that anyone made the effort to contact the advertiser to find out the real date? Slim and none. (And like the old saying, Slim just left town.)

Proofreading would have prevented that problem.

Early in my ad agency days, I designed a logo for a development company. When the printing was completed, I enthusiastically drove to their out-of-town office, my backseat loaded with boxes of letterheads, envelopes and business cards. My excitement faded as soon as my client pointed out that one digit in their address was incorrect; what appeared as a 9 should have been a 7. The only way to handle the mistake was to offer to reprint everything at my expense.

Proofreading would have prevented that costly lesson.

Then there was the half-page furniture ad with “Store Name Here” at the bottom. Obviously, a manufacturer had provided the ad to local merchants who were supposed to insert their individual logos. In addition to being a glaring error, that probably cost that particular dealer some co-op money. Proofreading would have prevented that, too.

Typos can be sneaky. For example, take a look at this four-line headline.

DON'T MISS
OUR BIGGEST
SALE OF
OF THE YEAR

The word “of” appears twice. Because we read at a glance and jump to conclusions in a fraction of a second, it’s easy to miss important details.

Proofreading shouldn’t end with typography. Consider the photo of the fashion model who posed in a national ad, wearing a baseball glove on the wrong hand. Or what about the photo that was flopped so it would face in the opposite direction? The problem was that the subjects ended up with t-shirts featuring backwards letters.

Advertisers may have approved each one of those ideas. But that doesn’t mean they happily accepted responsibility for the mistakes. It would have been better to present them with proofing copies that were as close to perfect as possible.

The point of all this is simple: (1) Proofread everything before it is published. (2) If possible, ask someone else to proofread it. (3) Then check it one more time for good measure.

Speaking of measuring, this seems like a good time to quote carpentry’s famous slogan: “Measure twice, cut once.”

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

**WE WANT
TO HEAR
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*The OCNA would like to feature your
success stories!*

*If you’ve recently tried a new innovative idea that helped boost your newspaper’s
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Contact newsclips@ocna.org

From the Elmira Woolwich Observer

PUBLIC NOTICE TO READERS AND CLIENTS

We are pleased to announce the promotion of Cassandra Merlihan to Production Manager effective May 6, 2022.

Cassandra has been with The Observer since 2018 starting as a part-time graphic designer. As a student at the University of Waterloo in the Fine Arts department, Cassandra spent her free time assisting with newspaper layout and ad design. Following her 2020 graduation with distinction, Cassandra was hired as one of three full-time graphic designers.



Cassandra has excelled at her job in both print design, social media and website maintenance since her start here. Since 2021 Cassandra has led the department in print advertising, designing creative and effective artwork for client messaging and managing the day-to-day needs of the department.

Cassandra brings a wide variety of skills, talent and creativity to the position and we wish her the best in her new role. We look forward to working with Cassandra and further developing her skills in this management position.

Cassandra takes over as Patrick Merlihan steps away from managerial duties at the paper in pursuit of local politics. Patrick will continue to work at The Observer as the Digital Strategist. His work developing the online strategy, marketing and communications will allow him the flexibility to serve the public at the municipal and regional levels.

Patrick is a founding owner of the Observer and has held the production manager's job since inception in 1996.

A stylized, handwritten signature in black ink.

Joe Merlihan
Owner

A stylized, handwritten signature in black ink.

Patrick Merlihan
Owner

The word "OBSERVER" in a bold, serif, all-caps font with a distressed or textured appearance.

GROWING READERSHIP

Kevin shares keys to increase readership, revenue

By Kevin Slimp

I had a great time in March when I got out a little more to visit newspapers in multiple states. What I learned inspired, invigorated and reminded me of much that is going well in our industry and some things that need to be done.

The request I hear most often is from community papers wanting to improve their overall products to draw more advertisers and readers in the “next” normal, a term I keep hearing from experts discussing the post-pandemic future. While headlines are filled with stories about national newspaper groups closing papers, these community papers are investing in future growth.

In addition to my work with newspapers, I do a good bit of speaking and training in the corporate communications world. One of the things I remind communicators of is that growth is easiest by appealing to and offering more products/content to current customers, than reaching out to potential new customers.

In March, while I was onsite with a wonderful community newspaper in Michigan, we discussed potential new markets for the newspaper. Upon my return home, I was thrilled to learn my new friends in Michigan are making plans to create two new products in addition to their current newspapers. We had discussed the possibility of these while I was with the staff. They took the initiative to go out in the community, do some research and begin making plans immediately after I left.

Creating new content/products can happen in many ways. One is to schedule focus groups, hold discussions among the staff and community leaders, and find other ways to reach out to the community to learn what content could be included in your newspaper that is currently missing. Another is to discover what types of publications might be popular in your community that are now unavailable. I constantly remind clients to investigate monthly senior publications, providing significant potential revenue.

Want to increase the readership of your current newspaper? Let me suggest three steps that I stress most often with my clients:



- Increase the visual appeal of your publication. This means re-design regularly. Spend a little time and money to get help, if needed. Wondering why new readers aren't attracted to your newspaper? Just look at the front page in the eyes of a “newbie.”
- Make your stories more interesting. Covering a school board meeting? Don't report the minutes of the meeting. That's a snooze fest. Report the background stories. Why were decisions made? What difference will they make to the community, parents and students? Are there questions about the decisions — or how they were made — that need answers?
- Write headlines that draw the reader to the story. If the headline is “School board meets Wednesday night,” go ahead and leave the story out of the paper. No one, except maybe the school board members, will read it. If the agenda includes a discussion about recent violence at the middle school, write a headline that reflects the importance of the story.

I did a little bit of research (actually, I just sent a few texts and emails) to learn how papers I've worked with over the past four years on redesigns have been doing. What did I learn? They've all experienced increased readership and advertising. Trust me. It's not because of me. It's just an indicator of the work these papers are continually doing to

improve their products and draw more readers.

Apparently, newspapers are ramping up to meet the demands of a (hopefully soon-to-be) post-pandemic world. I've been receiving more requests for training than I have in several years, whether I have the time or not. If you look in the right places, you'll find newspapers dedicated to improving their products and increasing their readership. From what I'm hearing, that work is already paying off in significant ways.

Kevin Slimp was working in InDesign before it even had a name. He taught a large group of designers to use the application the week it was first released. Since developing what is now known as the PDF Remote Printing Method back in the early 90s, Kevin has been at the forefront of newspaper technology and is a popular speaker and trainer in the magazine and advertising worlds as well.



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A SALES TEAM TO BE RECKONED WITH

By Bob Berling

In today's newspaper advertising world, change is the biggest challenge for advertising sales staffs. A major challenge is that traditional salespeople are not comfortable with the transition of selling digital products.

The answer is to train salespeople to be educators and product experts so that they are comfortable asking their prospects and customers to buy their print and digital website packages— as well as social media and video. This is not selling one-time ads but taking step-by-step procedures to grow advertisers every week in print and online.

However, in spite of all the attention that is given to these print/digital packages, there is still the burning question of how advertising salespeople are perceived by their customers. The way to build a successful and prosperous sales team is to recognize the difference between being perceived as order takers or professional advertising counsellors who are respected, believed and trusted.

Let's look at the order taker

- They could be working long hours because most of their calls are based on selling one-time ads and trying to get the customer to give them copy.
- They have to re-invent themselves on every sales call and sell the customer on why they should buy from them.
- They don't have goals to sell cold contracts every week for long-range packages or programs.
- They keep going back to prospects until they're burnt out going back to them. Their lack of closing is the excuse they are "building relationships" with people.
- The deadliest trap is predictability, the usual trait of the order taker. The end result is lost business for the publication, because order takers may lose out to other competitive media salespeople.

The professional advertising counsellor sales team

This team wants to have the right relationship to openly talk to their customers about their image, how they make money, and where they would like to be in their quest to be successful.

The team also recognizes that the likeability factor is important because many times customers will stop working with salespeople, simply because they don't like their personality. So in dealing with their customers, they must be cordial, upbeat, friendly, and above all, be always helpful, even in stressful situations

The traits of the professional advertising counsellor

- They have a weekly goal to sell at least one cold contract, and in some cases, one-year program contracts. They have a marketing plan which will give specific benefits for oneyear programs.
- They are constantly planning with their accounts. They sell in chunks. bring layout ideas for extended periods, getting them approved.
- The budget is a primary tool of the professional advertising counsellor. As much as possible, they have a budget for every account. Their accounts feel comfortable discussing their budget because they trust and believe in the counsellor.
- They know it is extremely important to tap the customer's ego and to incorporate this ego in personalized ad campaigns.
- The professional advertising counsellor truly cares about his or her customers. They know layout design, can write excellent copy, know type faces—and can convey these attributes to their customers.

Building the sales team

The team members need to be thoroughly aware of all the benefits of not only the print product but the growing benefits of the publication's online program, which can include the power of video..... and social media. However, to build the sales team there are 3 requirements for the team members to be successful:

- **To be believed and trusted.** In the customer's eyes, the salesperson has to get things right, time after time. The salesperson has to be a trusted advisor, not an interviewer who pursues progressive questioning tactics.

A SALES TEAM TO BE RECKONED WITH...cont'd

By Bob Berting

- **Know competitive media.** How can a long-range program be sold to a prospect that doesn't think their publication will be a key player in their media mix? Every advertising salesperson on the team should know all the advantages and disadvantages of all competing media—and be able to show decisively why their publication should be the major player in a media mix.
- **Sell long-range programs with great marketing plans.** This is critical if the advertising salesperson on the team is to understand how multimedia packages can benefit advertisers and give benefits to motivate them to commit to a long -range program.

The role of the sales manager

Sales managers who want to build a strong sales team need to follow the following guidelines:

- Set goals for productive output.
- Make sure all company policies are recorded and memos distributed quickly.

- Give immediate feedback on job performance.
- Keep in touch with the sales team. Hold sales meetings weekly.
- Reward salespeople with sales achievement contests.
- Show that they are willing to go anywhere to see anyone with salespeople.

The bottom line slogan is “ you can't push a string—you have to pull it”

Final word about creativity

In most cases, you can't rush the process of creativity. You may need several meetings to go over concepts, to thoroughly understand the advertiser's needs, and to hit the right ego buttons. Patience should be a big virtue of the successful advertising sales team—and the payoff will be greater trust and belief that the team is truly the major player in their advertising media mix.

Berting Communications

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2022 

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Ontario Community Newspapers Association

2022 This newspaper on the reverse side is, as of date of issue, a member in good standing of the Ontario Community Newspapers Association (OCNA) www.ocna.org


Ronda Parkes, Chief Exec. Officer
April 3, 2022
Date

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WHAT YOU CAN (AND SHOULD BE) DOING NOW TO RETAIN YOUR EMPLOYEES

By: Ron Guest, Senior Partner <https://ocna.twogreysuits.com/>

Why are so many people quitting their jobs? According to a recent McKinsey report, many employers think that it is a problem with compensation or work-life balance. But the employees who are quitting tell a different story. Their main reasons for quitting are 1) not feeling valued and 2) not feeling a sense of belonging.

If the past 24 months have taught us anything, it's that employees crave investment in the human aspects of work. Employees are tired, and some are in fact grieving. They want a renewed and revised sense of purpose in their work. They want social and interpersonal connections with their colleagues and managers. They want to feel a sense of shared identity. Yes, they want pay, benefits, and perks, but more than that they want to feel valued by their organizations and managers. They want meaningful (though not necessarily in-person) interactions, not just transactions.

In previous blogs we have expounded on the case for having regularly scheduled employee/manager 1:1's as a key ingredient for employee engagement. There are several documents in the TwoGreySuits Performance Management module dealing with how to do 1:1's. For companies that aren't doing structured 1:1's, a good start right now is to at least implement STAY interviews, and for those companies already doing 1:1's, it's a good idea to refresh these with conversations that are typically included in STAY interviews.

A STAY interview is essentially an employee engagement check-in that helps managers understand specifics on why employees have stayed at the organization and what has the potential to cause them to leave. What we are seeing now is that even previously satisfied employees may quit. Even these previously satisfied employees may start second-guessing their commitment to the companies where they now work as they see their employment options expanding around them, and particularly if executives mishandle the transition to a hybrid-work environment or worse, fail to offer one at all.

I have learned that some companies take exception to calling them STAY interviews because it indicates a transactional relationship vs. a high-trust relationship. Employers and managers should think of STAY interviews as engagement discussions that supplement everyday interactions, survey feedback and individual motivation. So, is it appropriate to call them STAY interviews? The short answer is 'it depends'. Organizations may choose to call them this but they may also alternatively work to ensure the right/important things are being discussed and the right questions are being asked in regular 1:1's in regards to possible reasons an employee might not stay. The idea is to get at this important information in an effort to try and address employee expectations where you may not have invested any efforts before.

Your most important assets are walking out the door every day – how do you ensure they will stay?

Global research is very conclusive – at the very heart of employee engagement drivers are the quality and depth of the relationship with the manager and the employee. Manager's people management skills are the most powerful factor in employee motivation, morale – and ultimately their own decision to stay or leave. When these relationships are strong, the manager really understands the employee more than a typical employee-manager relationship. As an example, they will really know considerably more about their employees, especially their goals, their stressors, what excites them and how they define success; they'll be able to identify what is meaningful to their direct report employees.

Knowing your employee's spouses name or their children's ages is not enough; you need to understand your employees, know their dreams, disappointments, goals, motivators, fears, and the activities that build or drain their energy. These relationships take time but can be nurtured along by empathy, being available, careful listening and action on part of the manager.

Effective management and leadership require that you understand your employee's perspectives and their hopes and dreams, and that you present them with challenges that lead them in the direction they want to be moving anyways.

Let's look at this simple example: an employee who is now quite experienced as a work-from-home worker may have a strong want (even need) to be able to work from home for the summer at their cottage, when most workers are back at the office on some regularity. They may not even ask for this. Pre-pandemic, this ask would have been seen in a very different light than it is now. Taking this example further, managers can be pro-active and offer up some of these ideas where the employee may think it is off the table to even discuss. In other words, present your employees with work arrangements in this case that you know will help them in other areas of their life. You may know that this employee typically drives 5 hours round trip to their cottage on weekends, and also that July and August are when they prefer to spend the most time there.

You may also know they are spending some final moments with an elderly loved one at the cottage or a terminally ill person, etc. By you offering this, you are showing empathy/understanding/respect by offering considerable time and expense savings for the employee, perhaps in a time of need also. You are also showing empathy and that you genuinely care about the employee. Now, of course all the proper work-from-home protocols need to be in place and more importantly, well understood, but the point is – understand your employee needs and wants and then present them with opportunities that align with their needs/wants at and away from work.

What do we talk about in these STAY interviews? What are the specific strategies a company should consider when doing STAY interviews? Two new documents have been loaded to the www.twogreysuits.com website to help you with this immediately. The new documents are titled:

Best Questions to ask in a STAY Interview

Considerations for Doing Effective STAY Interviews

When you see talented, engaged, trained employees walk out the door for a different employer, you should be concerned, especially if it is a competitor they are going to. Now, when you see several employees leaving for the same competitor... RED FLAG, you are being exposed as a recruiting ground and your competitor likely has something significantly better to offer your employees than you do (and word will spread fast, trust me).

Trying to hire good employees in these times with the announced reopening of offices and the confusion around employee wants/rights to keep working from home, many companies are already feeling or are going to be feeling the full force of high turnover and all that it entails.

Research has historically suggested that the true cost of turnover is anywhere from 1.5-2.5 x the annual salary of the person leaving in hard and soft costs. For example: lost productivity, training time, advertising costs, recruitment fees, HR time, hiring manager time, signing bonuses, employee morale, etc.

Companies that have experienced some hurt with unwanted employee turnover already realize the value in trying to prevent these resignations from happening in the first place. Stateside they are calling it “The Great Resignation” and by all accounts the numbers now are staggering. Recent research seems to indicate as many as 65-70% of employees are seeking a new job. Even if just half of these numbers are real, it’s a huge cause for concern.

You can get out in front of this wave by purposefully being proactive with STAY interviews and by using the information/documents provided for TwoGreySuits members.

The TGS System is a one-of-a-kind product that includes:

The HR Power Centre for implementing professional people management practices, and helping you deal with the day-to-day people management issues that inevitably arise

24/7 HR Hot Line answered within 24 hours (but usually within 1 hour!)

Topical regular Blogs suitable for reprinting (permission required if not a website user/customer)

TwoGreySuits is a leading-edge provider of on-line human resource management information, processes, tools and forms servicing the global market. We have integrated the HR practices associated with the key drivers of Employee Engagement within the well-organized information on the website.

Our website is built on the premise that if you truly see the value and want to manage people professionally, using our tools and information, you will see increased employee engagement levels over time, a win for everyone!

www.twogreysuits.com

ADVERTISING RULES FOR THE ONTARIO MUNICIPAL ELECTION

Monday, October 24, 2022

Ontario Municipal Elections will take place on Monday, October 24, 2022. Here is an **overview** of the rules for advertising during a municipal election year. Please visit [AMO – Association of Municipalities Ontario](#) for detailed information.

Advertising Rules for an Ontario Municipal Election

Third-party advertisers must follow these rules from May 1, 2022, until the end of voting on October 24, 2022

- They must be registered with the municipal clerk, and be a resident in Ontario, a corporation carrying on business in Ontario or a trade union that holds bargaining rights for employees in Ontario.
- A candidate cannot be a third-party advertiser
- They can only advertise in municipalities where they are registered
- They can register any time between May 1, 2022, and close of business on October 21, 2022
- A third-party advertiser must provide the following information on all its advertisements, signs, and other materials
 - o the legal name of the registered third party (if the third party is a corporation or trade union, the name of the corporation or trade union must appear, not the name of the representative who filed the registration)
 - o the municipality where the third party is registered
 - o a telephone number, mailing address or email address where the third party can be contacted.
- If ads are going to be published (e.g. in a newspaper), the ad must contain the information required above, and the third party advertiser must also provide the publisher with the following:
 - o the name of the registered third-party advertiser
 - o the name, business address and telephone number of the individual who deals with the publisher under the direction of the registered third-party advertiser
 - o the municipality where the third party is registered.

Advertising on voting day: The Municipal Elections Act, 1996 does **not** prohibit campaigning or advertising on voting day. While there are restrictions on advertising for federal and provincial elections on voting day, these “blackouts” do not exist for municipal council and school board elections.

The Act prohibits campaign material in a voting place. The voting place could include the entire property of a building that has a voting place inside it, including the parking lot. A third-party advertiser is not allowed to have brochures, buttons, signs, or any other advertising material in the voting place.

NEWSPAPERS 24/7: 2022

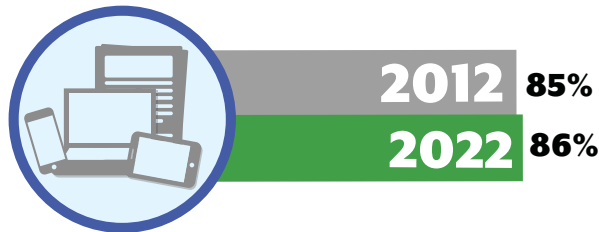
SPARK CONVERSATION



A DECADE OF CHANGE

Many things have changed in the 10 years since the first Newspapers 24/7 study was released in 2012.

Weekly newspaper readership essentially remains the same.



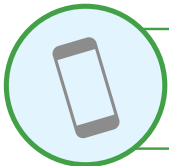
"How" Canadians read their news has changed.



ALMOST NINE OF TEN CANADIANS (86%) READ A NEWSPAPER ON ANY PLATFORM EACH WEEK



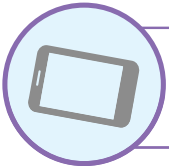
NEWSPAPER READERSHIP IS DIFFERENT BY PLATFORM AND TIME OF DAY



Reading newspaper content on a **phone** is constant throughout the day for "on-the-go" access to information.



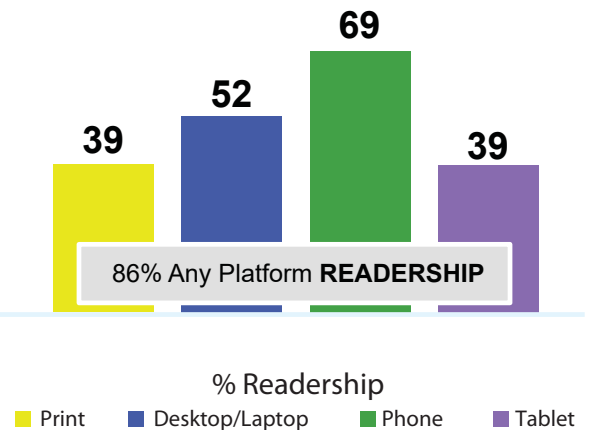
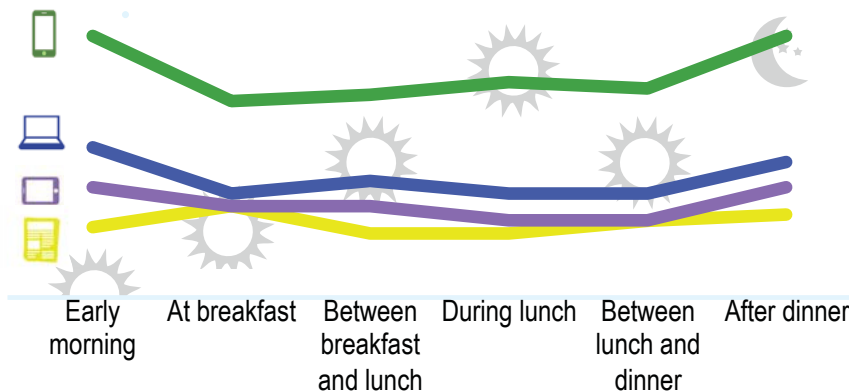
Desktop/Laptop reading is strongest early in the day and again after dinner.



Tablet is an early morning and evening device for accessing more detailed newspaper content.



Print readership peaks at breakfast, as the day starts.



For more information, go to www.newsmediacanada.ca

NEWSPAPERS 24/7: 2022

SPARK CONVERSATION



NEWSPAPERS AND THEIR DIGITAL PRODUCTS PROVIDE A TRUSTED ENVIRONMENT



Editorial content in newspapers and their digital products, is the most trusted. This level of trust extends to advertising, creating a “safe” space for readers and advertisers.

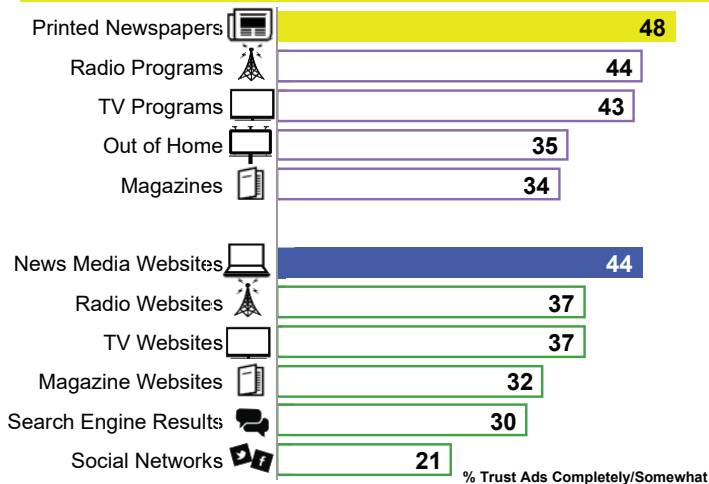


Looking for a trusted environment for your ads? Printed newspaper ads consistently rate highest among Canadians. Almost half (48%) trust printed newspaper ads.

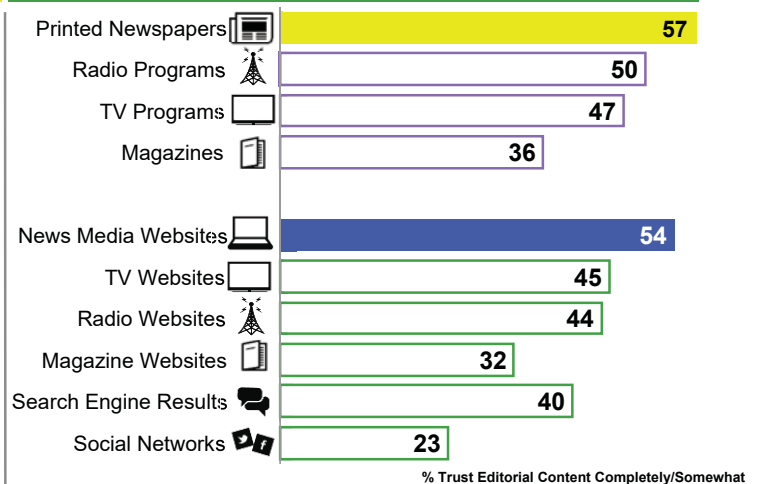


Digital newspapers ads are the most trusted of all digital ad formats. Social media ads continue to rank the lowest.

PRINTED NEWSPAPER ADVERTISING IS THE MOST TRUSTED



NEWSPAPER EDITORIAL CONTENT IS THE MOST TRUSTED



STUDY DETAILS

STUDY TIMING

November-December 2021

ONLINE PANEL

825 online interviews conducted with adult Canadians

NATIONAL SCOPE

78% English
22% French

STUDY MANAGEMENT

Totum Research

MARGIN OF ERROR

±3.4% at the 95% confidence level

NATIONALLY REPRESENTATIVE SAMPLE

Men: 50%, Women: 50%
18-34: 29%, 35-49: 20%, 50-64: 33%, 65+ 18%
West 31%, Ontario 39%, Quebec 23%, Atlantic 7%

For more information, go to www.newsmediacanada.ca

BUSINESS INNOVATION FUND

On Thursday May 19th, the OCNA teamed up with Josee Shank, Manager of the Business Innovation Program within the Canada Periodical Team to host an information webinar on the Business Innovation Fund.

A recording of the webinar and a copy of the presentation can be found on our members website - [OCNA Webinar Series](#).

The Community Newspaper - Business Innovation component of the Canada Periodical Fund is designed to provide eligible Canadian publishers of print community newspapers and digital-only community newspapers with the financial support for projects that help produce and distribute high-quality, Canadian editorial content for Canadian readers.

For print and digital-only community newspapers, funding is granted through the approval of a project proposal based on the eligibility criteria of the program. The Business Innovation – Community Newspaper component is a competitive process and funds are limited.

To be eligible for funding, *publishing firms* must meet all the following requirements:

- be in operation throughout the application process and until the completion of the project;
- be majority owned and controlled by Canadians;
- be private-sector entities, including corporations, not-for-profit organizations, partnerships and sole proprietorships (Note: All applicants must have a Business Number (BN)); and
- have their principal place of business in Canada.

To be eligible for funding, *periodicals* must meet the following requirements:

- Print community newspapers
- Have published between two and 52 regular issues and no more than 56 issues during the financial year, including special issues and
- Have sold at least 3,500 paid copies through subscription copies and single-copy/newsstand copies during the financial year.
- Official language minority, Indigenous, ethnocultural and LGBTQ2+ community newspapers must have sold at least 2,000 paid copies during the financial year.

*Application deadline is September 15, 2022. Applicants are strongly advised to apply as early as possible.

Each application is reviewed individually and in queue.

More info can be found at: [Overview and eligibility criteria](#).

For more information about application eligibility, process and to obtain an application please contact Josee Shank and her team at fondsdesperiodiquescanada-canadaperiodicalfund@pch.gc.ca or Josee.shank@pch.gc.ca.

NEW MAILING ADDRESS FOR OCNA & AD*REACH

Effective June 1, 2022, OCNA and Ad*Reach have a new mailing address. If you need to send a courier package, please contact the recipient directly.

Due to this change, please note that you no longer need to send newspapers, invoices or hard-copy tearsheets.

Please update your files accordingly.

New Mailing Address!

OCNA AND AD*REACH GET NEW MAILING ADDRESS

Effective June 1, 2022

The OCNA (Ontario Community Newspapers Association) and Ad*Reach, representing Ontario's Community Newspapers, has a new mailing address:

If sending courier package please contact recipient directly.

Box #348
6-1500 Upper Middle Road West
Oakville, ON L6M 0C2

Our phone number and extensions remain the same.
Please update your records accordingly.





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- 2. Reserve as a Rewards Member:** Existing Park'N Fly Rewards members can sign into your rewards account and start getting the lowest parking rates by adding your corporate discount code to your profile. Sign into your account via the Park'N Fly Canada app or online at www.parknfly.ca/rewards.

Not a Park'N Fly Rewards Member? Enroll today by clicking *Join Now* and start earning free days. Plus, Aeroplan members also earn 50% more Aeroplan points when you add your member number in your Park'N Fly Rewards profile.
- 3. Reserve Online:** Click *RESERVE ONLINE* (to the right), select your preferred location, and enter your travel dates and times to reserve your next parking stay.

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