

Gerald Tracey Is OCNA's 2019 Community Award Recipient

The Community Award in Memory of Mary Knowles recognizes energetic, dedicated and giving newspaper professionals with strong connections to their community. Gerald Tracey, Publisher of The Eganville Leader, and this year's community award recipient, meets all those criteria, and more!

After completing grade 12, he immersed himself in The Eganville Leader, a family business, which at the time was still printed on hot metal linotypes and a flatbed press. It was an eight-page publication with a weekly print run of 2,800.

Gerald became the sole owner of the 118-year-old paper once his brother Ron retired in 2007, after 51 years. Today, it is one of the leading community newspapers in Canada and is known as the paper of record in Renfrew County. The broadsheet publication averages 22 pages weekly with a print run of 6,000 which increases to 6,600 in the summer months.

In 2002 he published a book titled "Reflections of A Century" to commemorate the 100th anniversary of The Eganville Leader. Over 9,000 books were purchased, and more than \$150,000 from the proceeds were donated to health facilities and civic projects in communities served by the newspaper.

But it must be known that Gerald is no stranger to raising funds for various organizations within his community. Some may say he's an expert.

Between 1988 and 1991, he chaired the Eganville Centennial Committee, which saw the development of an \$800,000 community park and a week-long celebration that attracted 40,000 visitors. In 1994 he ensured The Eganville Leader was involved in promoting, supporting and documenting every aspect of the International Plowing Match held in Renfrew County. It ended up being the most successful event in the organization's history, with \$500,000 in surplus revenues donated to establish the Renfrew County 911 emergency system. He also chaired a fundraising committee that raised more than \$3 million to build a 36-apartment assisted living complex for seniors in Eganville.

Gerald has helped two separate church congregations raise funds to help rebuild parts of their church that had been destroyed by fire. He has served on the board of directors of Mackay Manor, an alcohol recovery centre for men in Renfrew, for nine years – three as chair.

He helped raise \$180,000 for the Madawaska Valley Hospice, a two-bed facility in Barry's Bay, and is currently serving his third year, second as chair, of the board of Hospice Renfrew, a rural hospice that provides end-of-life care to about 70 people each year. Under his leadership the board has had success in getting the attention of the province to increase funding to the hospice to ensure it is sustainable and will continue to provide an invaluable service for many years to come.

In addition to his long list of community involvements - not to mention his dedication to both the OCNA and CNRIE boards over the years - Gerald continues to give back to others as the go-to person in the community for many people searching for historical information. He willingly dedicates several hours to searching old files.

He and his wife, Wanda, have two children and one granddaughter. He is fiercely proud of his community and although he and Wanda enjoy travelling, both agree there is no place better than home in Renfrew County.

He is an industry and community leader, which is why the Ontario Community Newspapers Foundation (OCNF) is proud to recognize Gerald Tracey with the 2019 Community Award in Memory of Mary Knowles.

The Community Award in Memory of Mary Knowles is coordinated by the Ontario Community Newspapers Foundation. We are committed to recognizing dedicated newspaper employees who are constantly making a difference within their communities. Mary Knowles was a dedicated newspaper employee and active community member who died from breast cancer in 1996.



**WHAT'S
INSIDE:**

Association Events

BNC Awards Gala

Believing that we will all want some fun, friendship and frolic when the COVID-19 threat is passed, we hope to reschedule the Better Newspaper Competition awards and gala for some time in the fall. We are currently investigating options. As a result, we will wait to reveal the winners in each category when we are all together again.

For more information about the awards, please contact Karen Shardlow at k.shardlow@ocna.org or 416-923-7724 ext. 4432.

May 21, 2020

OCNA Annual General Meeting

November 6 - 7, 2020

Independent Publishers' Retreat

The next Independent Publishers' Retreat is scheduled for Friday, November 6 to Saturday, November 7 at the Hockley Valley Resort in Orangeville.

NEWSCLIPS VOLUME 06, ISSUE 03

37 Front Street E, Ste 200
 Toronto, ON M5E 1B3
 P. 416-923-7724
 w. www.ocna.org
 e. info@ocna.org

OCNA BOARD

PRESIDENT	John Willems
VICE PRESIDENT	Alicia McCutcheon
SECRETARY/ TREASURER	Gordon Cameron
PAST PRESIDENT	Ray Stanton
DIRECTORS	Dave Adsett Stewart Grant Colleen Green Abbas Homayed Darren Murphy Jenn Watt Heather Wright



IN THIS ISSUE...

OCNA STAFF

EXECUTIVE DIRECTOR	Caroline Medwell
CONTROLLER	Corey Blosser
MEMBER SERVICES	Kelly Gorven Karen Shardlow
ACCOUNTING	Lucia Shepherd
AD*REACH	Charlene Bickerstaffe Erica Leyzac Pam Portt Carolyn Press

OCNA Member Success Stories

While it's been many weeks of turmoil and concern, many of our members are finding creative ways to connect with their communities and bring in much-needed revenue.

Here are some examples - perhaps they will spark a new idea for you, or simply reinforce what you're already accomplishing. At the very least, it's a little bit of good news.....

Sam Laurin The Morrisburg Leader

The Morrisburg Leader started running ads supporting local businesses. Then the local township stepped in and bought the centerspread in colour for any small business to advertise in.

As Sam reports: "what started with 2 pages, ended up being 4 pages. We are now reaching out to everyone who participated, offering them a 5-week campaign with the same size ads, change your message when you like. If you buy in you will be billed for 4 weeks the 5th is free. Response so far is good, with a lot of new customers and some old that had given up print advertising. It is a 20% discount but it is also cash flow. The pages can be found on our website and FB page, and are also being shared on South Dundas website and social media site as well as a lot of shares from township residents. It was a good idea and a lot of businesses commented on it and local residents also. South Grenville township has copied the idea and now doing it with the South Grenville Journal for next week. Pass it on if you like."

Visit The Morrisburg Leader website:
www.morrisburgleader.ca

Visit The Morrisburg Leader on Facebook:
www.facebook.com/morrisburgleader

Louise Sproule Vankleek Review

"The Review is DOUBLING UP HARD on selling our digital website products and including two shares on our very busy FB page. We regrouped and sell placement by the week and not by the view. It is easier for our advertisers to understand, it seems.

During the past 30 days, we have had more than 108,000 engagements on our FB page (post clicks which go through to our website story from Instant Articles), post likes, or comments."

They put the presentation on the power of Community Newspapers to music and posted it too, along with a funny take off on the toilet paper rush.

<https://www.facebook.com/vkhreview/videos/222317848889544/>
<https://www.facebook.com/vkhreview/videos/523035905064920/>

Louise continues: "I recorded a robocall to check in on our readers and let them know about our e-edition being open to all and that just two clicks were needed to read it -- in case of a print interruption -- that it is there for them.

INCREDIBLE positive response and good wishes. If people miss the call, THEY CALL US BACK TO SEE WHY WE CALLED !!

I think that the people who read local news and care about it also GET IT. They know what we are up against, especially in

these times.

PLUS: We emailed all of our subscribers -- even the ones with the print-only package -- to invite them to try the e-edition -- in case of print interruption -- as we are preparing for everything.

If it helps, we can offer colour ads at the b/w price."

Jim Brown The Ridgetown Independent News

"We met with our local councillor last Friday who is sponsoring a colouring contest with prizes in our paper to help keep children busy and entertained while at home. Entries can be scanned and sent electronically, mailed or dropped off through our mail slot. He has offered to do this for up to the next six weeks, (if we last that long).

We have been in contact with the local municipality and offered a 15% discount for any virus-related ads.

Through contact with our MP's office - he visited our office last Friday (maintaining a safe distance) and is placing a half page ad we are currently working on with his office"

Heather Wright The Herald

"Just a win I wanted to tell you about: Wednesday, at the end of a news conference with the public health officials and municipal leaders, I asked them to remember newspapers are small businesses and will be affected by this crisis as well. And then, I used Pam and Charlene's info about the 55+ demographic as our target and added in the information about crap internet in our readership area. They took it in, and I expected little.

They booked two pages for the issue coming out Wednesday!

Keep talking about our demographic - we're reaching the people public health needs to reach!"

Dave Burket, Publisher The Voice of Pelham

"We're adding a Quarantainment section (I release that into the wild--may it flourish) to give readers something to do besides watch bad Netflix. Short stories, more puzzles. Also switching to all or mostly black pages (depending on how cooperative GM is) to save a fair whack on printing. And I likely won't be paying myself for awhile.

Want To Share Your Success Story?

If you have a success story you would like to share with OCNA members, please send an e-mail to Kelly Gorven at k.gorven@ocna.org.

Joanne Burghardt And Art Carr Inducted Into Hall Of Fame

The Ontario Community Newspapers Association launched the Hall of Fame Awards earlier this year, and received a number of nominations outlining the achievements and initiatives of a wide variety of newspaper pioneers. We are excited to unveil the nine extraordinary individuals who have been inducted into the Hall of Fame, to be celebrated and remembered for their tremendous contributions to community journalism.

Once a week, for nine weeks, we will announce one Hall of Fame Award winner and share their extraordinary newspaper biography. This will be done in alphabetical order, via e-mail to OCNA members and the Hall of Fame inductees. You will also find these announcements online at www.ocna.org/hall-of-fame-award.

We are excited to announce that Joanne Burghardt, Director of Content, Torstar Corporation Community Brands, and Arthur (Art) Carr, Publisher, Palmerston Observer are inductees of the OCNA's inaugural Hall of Fame.

Joanne Burghardt, Director of Content, Torstar Corp. Community Brands

Joanne first walked into the Oshawa This Week newsroom 39 years ago as an intern. One month later, she was hired as a reporter, and five years into her career, she was appointed Community Editor. Ever since, her passion for the newspaper industry has gained momentum, and her tremendous efforts

have resulted in many positive outcomes.

She spent 25 years as Metroland Durham Region's division Editor-in-Chief, and under her leadership, journalists, photographers, and newspapers in both Durham and Northumberland received some 600 awards for excellence in writing and photography from provincial, national and North American industry associations.

In 2016, Joanne was named Regional Editor-in-Chief of Metroland's newly formed Central Division, a large and diverse group that includes communities from the Greater Toronto Area to Muskoka with 40 newspapers, eight websites, and an editorial staff of more than one hundred.

In 2018, she was appointed as Director of Content for Metroland. In this role she mentors a group of 25 senior editors and oversees the content strategy for more than 70 newspapers and 25 websites.

A pioneer, Joanne has initiated numerous projects to ensure community journalism thrives as it changes with time. Many years ago, she saw potential for online journalism, and took it upon herself to build Metroland's first website for durhamregion.com using a

'Dummies Guide: Learn HTML in 7 Days' book. Today, the site gets more than 1.6 million pageviews each month.

She has always recognized the need to tell stories about community members, even if they were halfway around the world. She has lead teams of journalists overseas for many events, including the London Olympics in 2012, the Beijing Olympics in 2008, and France for the 90th anniversary of the Battle of Vimy Ridge.

Over the years she has received many accolades, including Editor of the Year from both OCNA and Suburban Newspapers of America. She was recognized as a Community Award in Memory of Mary Knowles Award recipient in 2003 for her many contributions to committees and fundraising initiatives. But perhaps most notable was when her division won a Canadian Journalism Foundation (CFJ) Excellence in Journalism Award in 2010, which had yet to be accomplished by a non-daily newspaper.

"The most important lesson I've learned from Joanne is to resist complacency: to take risks, try new things and encourage my staff to as well," said Lee Ann Waterman, Editor-in-Chief, York Region, Torstar Corporation Community Brands.

When faced with the need for change, Joanne has not shied from it: she has faced it head on and implemented new strategies to help community newspapers grow and prosper.

"The transformation of Torstar's community editorial operation to an industry leading, digitally informed, data-driven news organization would not have been possible if not for Joanne's remarkable efforts," said Dana Robbins, Vice President, Community Brands, Torstar Corporation Community Brands. "As sound as her newsroom skills, and as impeccable her journalistic ethics, what truly sets Joanne apart are her leadership skills. She is highly strategic, incredibly focused, results driven and intellectually nimble."

In the words of Mike Johnston, Regional Managing Editor, Metroland Durham/Northumberland, "There is no stronger champion for community newspapers than Joanne Burghardt."

Which is why the Ontario Community Newspapers Association is thrilled to announce Joanne Burghardt as an inductee of the Hall of Fame.

Arthur (Art) Carr, Publisher, Palmerston Observer

Art, born in Sudbury in 1912, was a newspaper publisher, editor and innovator.

In 1920, while working at a newspaper in North Bay, the stock market crashed, and the Great Depression hit. After being laid off, he sold his Model



Continued on page 10 >>>

OCNF Donation Portal To Support Community Journalism

The Ontario Community Newspapers Foundation (OCNF), the charity established by the Ontario Community Newspapers Association in 1986, has launched a donation portal allowing interested newspaper readers to donate to their local community newspaper in support of local journalism.

The new website www.ocnf.org launched last week.

Participating newspapers are responsible for soliciting and recognizing donors. Individual editors and publishers will communicate directly to their readers explaining the need for donations, and explaining that funds raised will support local journalism. Interested readers just need to visit ocnf.org to make their donation to the newspaper of their choice and receive a charitable donation tax receipt. The OCNF then sends the newspaper 100% of the donation amount, less any payment transaction fees. The OCNF also supplies templates for publisher letters as well as advertising creative that can be used in print or online to promote the donation program.

This program is similar to one launched in the U.S. by the Local Media Association.

Why Donate to Ontario Community Newspapers

Community newspapers are an essential service. For communities across the province, local journalism plays a critical role in providing local information and insights, government oversight, news, event and resource listings, community activities and local advertising. Research proves that readers trust and value their local newspaper, and depend on it for local news and information. Studies indicate that local government spending is more efficient in communities with an active local newspaper.

As a result of the COVID-19 pandemic, community newspapers are suffering from a dramatic decline in revenues from local advertising - the bulk of income for most for community newspapers - as local businesses

are themselves either closed or overwhelmed.

At the same time, community newspapers are more important than ever. Communities and readers everywhere want and need local information during the COVID-19 crisis. People are anxious for news about their communities, their friends and neighbours, local businesses and most importantly, local resources.

Many people want to help support their community newspapers, but they don't know how. Now they can. Whatever the amount, people can now pitch in to help their local paper, easily.

For more information contact Caroline Medwell at c.medwell@ocna.org



Remembering William (Bill) C. Cavell (1930-2019)

The founder-publisher of The Enterprise, Iroquois Falls, William (Bill) Cavell died, aged 89 on October 28 at the Ottawa Civic Hospital still actively involved in his business after 70-plus years in newspaper publishing.

Born in Owen Sound, Ontario, Bill was the eldest of seven children raised on a local farm. His first paper was the high school newspaper he published, while also covering sports for Canadian High News. After graduation he was night editor of the daily Owen Sound Sun-Times before becoming south-western area reporter for the daily Toronto Telegram.

Following marriage to his first wife, Marjorie, he edited the Confederation Life Insurance Company's magazine, also selling policies to learn selling techniques he would need to sell ads for his own newspaper. While working for the Goderich Signal-Star, Bill became one of the first two reporters to interview Stephen Truscott, who was to spend 50 years in jail fighting a wrongful conviction for murder.

When a friend offered to print a weekly paper in Thedford, if Bill would run it, Bill and his family moved there (pop. 700) for three years, before Bill decided to start his own paper. After much research, he chose Iroquois Falls and the adjoining township of Ansonville, home of the Abitibi Paper Company's first mill, the population being large enough to provide an advertising base for a paper.

The Enterprise's first issue was in 1963 and in the 57 years since then the paper has served Iroquois Falls, the township of Black-River Matheson and the surrounding area, winning both provincial and national community newspaper awards. In addition, Bill was at one time also owner publisher of the Cochrane Northland Post.

WEBINARS:

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.

What Makes Something Newsworthy?

Thursday May 7, 2020

Does your newsroom react on gut instinct to decide what to cover? Do you feel like you're doing the same stories everyone else is doing when you try to localize major regional and national stories? There's a better way to make stories meaningful and relevant for local readers. The elements of news are timeless, because human nature is timeless. In this webinar, you'll learn how to leverage the basic elements of news to make faster, better decisions about what to cover and how to do it. And we'll also show how journalists contribute to perceptions of bias and sensationalism when they misinterpret why something is newsworthy. For those who may have studied this in journalism school, it's a great refresher. For others, you'll discover new tools to make the most effective use of your resources.

About the Presenter:

Dennis Hetzel has been an award-winning reporter, editor and publisher at newspapers in multiple states for Lee Enterprises, Gannett and other media companies. He also taught journalism at Penn State and Temple universities and retired in 2019 as executive director of the Ohio News Media Association where he gained a national reputation for his work on open government issues.

For more information and to register, visit: www.onlinemediacampus.com

'Local Matters' Digital House Ads Available

News Media Canada has developed a new industry promotion ad to help engage your readers and support local businesses and your community.

Choose from a variety of print and digital ad sizes and formats or download the InDesign source files to create your own custom size. Don't forget to add your own logo or replace the News Media Canada logo to customize the ad for your paper.

Visit the link below to view and download material:
www.nmc-mic.ca/ad-resources/industry-campaign/local-matters

If you have any questions, please contact Kelly Levson,
Director of Marketing and Research at
klevson@newsmediacanada.ca

LOCAL MATTERS.



Remember when **Google** provided free pizza to your child's soccer team when they won the championship?

Neither do we!

News Media Canada
Médias d'Info Canada

**NEWSPAPERS
MATTER**
NOW MORE THAN EVER

Federal Gov't Clarifies Support For Canadian Journalism

The following is a release distributed by the Government of Canada. It can be viewed online at www.canada.ca/en/department-finance/news/2020/04/government-of-canada-clarifies-support-for-canadian-journalism.html.

“Now more than ever, a strong and independent news media is crucial to supporting an informed public and a well-functioning democracy.

Last month, the Government of Canada announced action to support the Canadian news and broadcasting sectors during the COVID-19 pandemic, including the establishment of an Advisory Board and its membership to assist the Government in administering the journalism tax measures introduced in Budget 2019.

Today, the Government is releasing draft legislative proposals that would make adjustments to these tax measures to help ensure that they achieve their initial objectives. These changes would:

- Allow news publishers and media organizations that receive support through the ‘Aid to Publishers’ grant of the Canada Periodical Fund to qualify for the Canadian journalism labour tax credit.
- Remove the requirement that qualified Canadian journalism organizations be “primarily” engaged in the production of original news content and not be significantly engaged in the production of content to promote goods or services. Newsroom employees eligible for the labour tax credit would need to spend at least 75 per cent of their time engaged in the production of original written news content.

- Introduce an explicit mechanism for the Canada Revenue Agency (CRA) to revoke a qualified Canadian journalism organization’s designation where it no longer meets the eligibility requirements. The CRA would be required to consider any advice provided by the Advisory Board before revoking an organization’s designation.
- Clarify that only organizations that carry on “licensed” broadcasting undertakings are ineligible for the Canadian journalism labour tax credit.
- Enable the Canadian journalism labour tax credit to be allocated to active members of a qualifying journalism organization that is a partnership.
- Provide that the Canadian labour tax credit be prorated based on the proportion of an organization’s taxation year during which it qualifies as a qualifying journalism organization.
- Enhance transparency by clarifying the CRA’s authority to publish both the names of organizations whose digital news subscriptions are eligible for the subscription tax credit, as well as the qualifying subscriptions they offer, and require organizations to inform subscribers if their subscriptions cease to qualify for the credit.

These changes would apply retroactively to the coming into force dates of each of the journalism tax measures announced in Budget 2019.”

For more information, please contact News Media Canada at info@newsmediacanada.ca

Make Money With Network Classifieds

OCNA's Network Classified Advertising is an easy way for you to earn additional revenue. Upsell your retail and classified advertisers and receive a 35% commission.

LOGO ADS: OCNA recently introduced logo ads as an option. An All Ontario 25-word ad WITH LOGO and enhanced text is \$975

You already know that advertisers in community newspapers get results. Help your advertisers extend their reach into a region of the province, across Ontario, or right across the country. They Win - You Win.

The Possibilities are endless:

- > Online revenue - Any retailer with a web site. Let the Networks drive traffic to their site for increased sales
- > Real Estate - Any agent with vacation properties, commercial properties and luxury homes. Buyers from outside your newspaper distribution area need to know
- > Events - Fairs, Markets, Shows, Theatre, Concerts or Sports. Spread the word to draw more people
- > Help wanted - Trades and other positions that individuals would relocate or commute to

Contact OCNA Network Classified Coordinator Lucia Shepherd for full details at l.shepherd@ocna.org or 416-923-7724 ext 4423.

Company Culture And What This Means When Recruiting

By Ron Guest, Senior Partner, TwoGreySuits

For sure this is a life altering event for all of us and undoubtedly will forever change the way we have been accustomed to living. It will change how we think about things, it will change our views, our personal values and also our behaviours. Some of this new normal will be positive for sure, and as humans it will take us some time to adapt, this is what the experts are saying.

Will there be another pandemic? When? Will it be the same virus? Will it be even worse? Will we be better prepared?

In our lifetime this pandemic can be categorized in psychological terms as a 'significant emotional event'. A commonly accepted definition of a significant emotional event is "an experience that is so mentally arresting that it becomes a catalyst for you to consider, examine, and possibly change your initial values or value system."

So, with that in mind – what will this mean in the work world or the post COVID-19 employee-employer relationship? How will the new normal affect employers and employees?

For 100% for sure it will change the relationship. As an example, many employers will be looking closely now at non-office or remote working more seriously and not just from a feasibility/do-ability point but from a health, carbon footprint and social responsibility standpoint too. Employers may now be able to see which employees are better than others in the remote work scenario. The age old adage that still many managers have – that employees must be in the office to be able to work will now be put to the extreme test and in my view, good, it should, long overdue, and why does it take a pandemic to see this?

There will be situations where employees won't do previously required business travel, others may require/demand to work from home more often. There will be cases of employees presenting a strong case to work from home, (now that they have done it and know how to) and the company will need to have proper well thought-out responses vs. an 'everybody back to work scenario'. Companies that don't responsibly/properly respond to employee's new work request arrangements could be seen to be putting their employee's own health at risk and this may be a very good reason for an employee to decide to work elsewhere where this may not be the case.

I heard of one company who went from 20% remote workers, now to 80% and they are right now actively looking at ways to keep closer to the 80% post pandemic. This same company also reports significantly improved absenteeism rates, also employees have more liberties working from home, also no call in time to pay, etc. As employers we have been forced into new ways of working which will unquestionably challenge the status quo. Smart employers will be proactive, they'll be out in front of this – and if not, they will be fodder for those companies who are out in front.



Other employees will have a heightened fear of germs or crowds or workplace cleanliness/sanitization or of other employees coming to work sick. There are probably a thousand different things which will surface which will cause employers to really have a hard think on traditional ways of doing business and managing people.

I don't have all the answers here but I can share with you the things employers could be looking at right now as a result of our current pandemic and the effect it is having and will have on workers and companies all over the world.

The checklist is meant as a starting point for employers to get out in front of the new normal coming our way:

- When all of this is behind us, conduct a lessons learned exercise and identify existing gaps for better emergency preparedness, seek out employee experiences and thoughts/feelings/ideas, talk with customers, vendors, community leaders, government
- Engage employees, make them a key part of the process to identify new ways of working that reflect the new normal – ask them what worked, what didn't, what they prefer the company change or keep doing
- Relook at your Environmental or Social Responsibility Policy in regards to carbon footprint and work from home options
- Revisit employment agreements with regard to lay-offs, work from home, paid time off, banked overtime, banked vacation, government directives/laws to stay home
- Equip/train managers with a robust system to manage remote

workers, employee engagement applies in different ways to remote workers, more effort is required by both parties

- Invest in training employees how best to do remote work, including access to physical and mental health services
- Relook at current performance management processes (setting objectives, reporting, feedback, coaching) in light of increased ongoing remote work scenario
- Develop robust IT solutions for more seamless work from home/customer interactions on a scheduled basis
- Consider employee savings plans which can be liquidated in the event of a pandemic or the like
- Develop office cleanliness/sanitization protocols
- Revisit acceptable reasons for health related absences, eliminate the dr. note requirement
- Train managers with how to deal with work refusals related to health concerns
- Consider culturally replacing the traditional handshake in your company with a non-touch greeting
- Relook at current Employee Assistance Program coverages, educate employees on these, if you don't have an EAP, consider the value in getting one – they truly do pay huge dividends
- Consider hiring workers who always work remote, this can even be in different countries
- Develop a company emergency supply of masks, hand sanitizers, wipes, cleansers, etc.
- Arrange a company plan for grocery delivery during a pandemic or the like
- Re-visit benefit plan coverages, eligibility, etc.
- Develop a company specific Pandemic Plan

Employers who are thinking everything will go back to the way it once was are in for a big surprise!

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!)

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!



Affordable media insurance for Canadian Community Newspapers

Service includes:

- *Libel*
- *Invasion of Privacy*
- *Plagiarism*
- *Piracy*
- *Infringement of Copyright*
- *Pre-Publication Hotline*

Contact us for a quote:

416-923-7724 ext. 4423

Hall Of Fame Inductees Are Industry Pioneers

>>> Continued from page 4 >>>

For the price of a new overcoat and a ticket back to Sudbury, where he joined the staff of the Nickel City Press. In the late 1920's, he joined the staff of the Sudbury Star, but claimed they "wouldn't let me play around and learn to be a linotype operator and I thought they were standing in my path of progress and I quit." He moved to the Sudbury Journal. While various accounts of the timeline differ slightly, Art arrived in Palmerston sometime between 1934 and 1938, joining the Palmerston Observer as a reporter. Art eventually bought the Observer, using funds he had raised from a local businessman. He is considered one of the pioneers of offset printing in the weekly newspaper industry and laid claim to making the Palmerston Observer the first Ontario newspaper printed by offset lithography in 1958. He retired in 1977 and sold the paper to Laverne Long, who remained at the helm until the sale of the paper to Metroland in 2000. In a 2016 entry on his blog, local historian Chad Martin wrote: "Carr can be credited with making huge inroads into the formal preservation of Palmerston's history. He was a major advocate of promoting local news and stories. Seeing an opportunity to do just this, Carr quickly began researching and printing various articles about 'the good old days' and the local heroes of the town. It is perhaps this interest in history that prompted George Donaldson, a long-time citizen, politician and businessman of Palmerston to write a five-page article about the town in 1942. For the next thirty years this was seen as the primary history of the town." This is why the Ontario Community Newspapers Association is thrilled to announce Arthur (Art) Carr as an inductee of the OCNA Hall of Fame.

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
- Promoting the community newspaper industry to politicians, civil servants, government agencies and other associations
- Educating government communication and marketing leaders on the power of community newspapers
- Representing the industry with a number of provincial and municipal 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.

It Pays To Pay Attention

By John Foust
Raleigh, NC

Abby, who owns a retail store, told me about an appointment with a salesperson from her local newspaper. “I did plenty of research before I contacted him and decided to run a campaign in his paper. When I called him, I made it clear that I was going to buy some advertising and just needed him to drop by to confirm a few details, so I could pay in advance.

“When he arrived, I reminded him that I had a tight schedule, but he launched into a full sales presentation. In an attempt to move things along, I pulled out my checkbook and asked if I should make the check payable to the newspaper or to the publishing company – which had different names. What happened next was one of the strangest things I’ve ever seen. He completely ignored my question and started talking about the corporate owner of the paper. He had positive things to say, but it had nothing to do with my advertising. After about five minutes of listening to that, I put the checkbook away, thanked him for his time and told him I might run some ads with his paper in the future.

Even though that happened years ago, Abby still remembers the frustration she felt at the time. “That salesperson wasn’t paying attention at all. He was completely out of touch with what was going on in our meeting.”

Hearing about Abby’s experience reminded me of something that once happened to a family friend. He was buying a used car from a dealership and thought it would be a simple process. The plan was to do online research, find a car of interest, take a test drive and make a decision. The transaction didn’t involve financing or a trade-in.

“The price fit my budget exactly,” he said. “I told the salesperson

there was no room to buy extras. But before he accepted my check and handed over the keys, I was introduced to a finance person and led into his office. Since I knew that was standard procedure at a lot of dealerships, I said right up front that I wasn’t interested in added features or an extended warranty. I’ve bought a number of cars over the years. Sometimes I’ve bought extended warranties and sometimes I haven’t. This time, I didn’t want one.”

“The finance guy was new in his position and didn’t seem to know how to handle a customer who wasn’t in the market for extras. He was determined to stick to the script he had been taught, so I had to listen to a pitch on a variety of extended warranties. I repeatedly asked him to cut it short, but he kept going until the bitter end. Even though he was pleasant and friendly, he was completely out of touch with the situation. It was a total waste of time for both of us.”

Two stories, one lesson. When you’re face-to-face with a client, it pays to pay attention.

(c) Copyright 2020 by John Foust. All rights reserved.

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

Create, Sell, Profit...Instantly!

A new revenue tool, MiAD Wizard generates targeted print, online and mobile **spec ads in seconds** to close more sales with every appointment.

MiAD Wizard

- ★ No training.
- ★ No time wasted.
- ★ No more tough sells.

Go to miadwizard.com

METRO 800.223.1600
CREATE. SELL. PROFIT. service@metro-email.com
metrocreativeconnection.com

WE WANT TO HEAR FROM YOU!

The OCNA would like to feature your success stories!

If you've recently tried a new innovative idea that helped boost your newspapers' success, tell us about it!

Contact newsclips@ocna.org



WWW.OCNA.ORG