

newsclips

NOVEMBER 2017

Celebrate What Makes Your Community Great

Deadline for Nominations is November 30, 2017

Has your son raised funds for hurricane relief? Has your nephew helped build awareness for child poverty? Has your daughter earned the highest-grade average within her school? Has your young neighbour volunteered to take out the garbage and shovel the driveway for an elderly couple? If you answered yes to any of these questions, you must nominate them today to be recognized with an Ontario Junior Citizen Award!

There are outstanding youth across the province who are making a difference in many ways and they deserve to be commended for their hard work and achievements.

Who is eligible? Any Ontario resident between the ages of six and 17 in one of five areas:

- A person involved in worthwhile community service
- A special young person contributing to their community while living with a physical or psychological limitation
- An individual who has performed an act of heroism in the past year
- Excellence in achievement, such as the arts or athletics
- Good kids who show a commitment to make life better for others and do more than is normally expected of someone their age

The Ontario Junior Citizen Awards program is coordinated by the Ontario Community Newspapers Association (OCNA), with support from its 280+ members and is sponsored by TD Bank Group.

Up to 12 nominees will be chosen as the final recipients of the provincial Award and will be invited to a special ceremony held in the spring of 2018. Each nominee will receive a Certificate of Recognition from their local community newspaper.

The nomination deadline for the 2017 Ontario Junior Citizen Awards is November 30, 2017. Nomination forms are available at www.ocna.org/juniorcitizen.

For more information please contact Kelly Gorven at k.gorven@ocna.org or call 416-923-7724 ext. 4439.

CPF 2018-2019 Aid to Publishers Application Information

The 2018-2019 Applicant's Guide for the Aid to Publishers component of the Canada Periodical Fund (CPF) is now available online at <http://canada.pch.gc.ca/eng/1458332458075/1458332499509>.

The deadline for applications is **Friday, December 8, 2017**. Note: any applications postmarked or stamped after the application deadline will not be accepted.

The Department of Canadian Heritage will send an acknowledgement of your application within two (2) weeks of receiving it.

Have you nominated a Junior Citizen?

Mansimran Anand
Brampton, ON
2016 Ontario Junior Citizen

Mansimran is the founder of the Anand Lotus Yoga Show, which airs on cable TV and YouTube. The program's goal is to help seniors improve their health and well-being, and it reaches approximately 100,000 homes in and around her community. Mansimran has also raised more than \$70,000 to support the program's ongoing production and distribution.



The Ontario Junior Citizen Awards celebrate incredible youth.

Do you know someone who is involved in worthwhile community service, is contributing while living with a limitation, has performed a heroic act, demonstrates individual excellence, or is going above and beyond to help others? If so, nominate them today!

Nominations are open until November 30, 2017. Forms and information are available from this newspaper, and from the Ontario Community Newspapers Association at ocna.org/juniorcitizen.



Sponsored by:



Celebrate what makes your community great.

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What you need to know about paragraph styles.

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DESIGN IS: HOW IT WORKS

"Design is not just what it looks like. Design is how it works." - Steve Jobs

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WHY ASK QUESTIONS IN HEADLINES?

Headlines are the entrance ramps to effective advertising.

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MARK YOUR CALENDARS!

November 30:

Ontario Junior Citizen Awards Nomination Deadline

Celebrate what makes your community great!

January 26:

Ontario Junior Citizen Finalists Announced

The Final 12 Ontario Junior Citizens will be announced on our website on January 26.

February 14:

BNC Awards Finalists Announced

Thank you to all who submitted entries for the 2017 BNC Awards! We received over 1,500 entries this year and are getting everything ready to begin the judging process. Watch our website on Wednesday February, 14th for the alphabetical list of finalists. Winners will be announced on Friday, April 20th at the Sheraton Parkway Toronto North Hotel and Suites in Richmond Hill.

College & University Entries:

Due to the College Faculty strike, the OCNA has extended the deadline for student entries until **Friday December 8th**. New this year, entries for General Excellence Class 8 may be submitted as pdf copies only. Hard copies are not required if a PDF of each edition of the paper is uploaded to the contest website. If you have any questions or concerns, please contact Karen Shardlow at k.shardlow@ocna.org or 416-923-7724 Ext. 4432.

April 20:

Annual Spring Convention

Join the OCNA on Friday, April 20 for our annual spring convention at the Sheraton Parkway Toronto North Hotel and Suites. Stay tuned for more information!

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2017 Independent Publishers' Retreat Event Recap

A Message From Caroline Medwell, OCNA Executive Director

Thirty-three of our independent publishers retreated to the JW Marriott The Rosseau Muskoka Resort & Spa on November 3rd to relax a little, enjoy each other's company, share experiences and gather new ideas and insights. McLaren Press Graphics Ltd. negotiated a great room rate for us at the luxury hotel, and also hosted the evening reception, complete with an outdoor bonfire. Hockley Brewery subsidized the registration fees, and made sure their craft beer was available at the bar.



Sessions included success stories, libel, digital network development, social media activation, and tips to ensure editorial integrity and impact. The publishers also participated in two round table discussions, which were, as always, animated and informative. One key topic this year was the O.P.P and how to work effectively with them to get the news you need. Commissioner Vince Hawkes will be at our Spring Conference in Toronto on April 20th so there will be opportunities then for more follow up and direction. We also had several group discussions about how we as an industry can solicit more government support, in either funding or advertising spend, which the OCNA and News Media Canada continue to work on.

Of course it's the people who make the retreat so rewarding, and everyone seemed to enjoy meeting or re-connecting with fellow publishers. The food was delicious, the rooms were large and warm, and the scenery delightful. It was a wonderful event. If you haven't already done so, please complete our survey so we can continue to improve.



Photos by Michel Lavigne, The Valley Gazette in Barry's Bay

OCNA MEMBER SPOTLIGHT

ETOBICOKE GUARDIAN CELEBRATES 100 YEARS OF PUBLISHING

The Etobicoke Guardian is celebrating its 100th year in news. An incredible commemorative edition was published in honour of the milestone and can be viewed online at:

www.issuu.com/theetobicokeguardian/docs/eto_s_a_20171005.

MOURNING THE LOSS OF FORMER NEWSPAPERMAN, RICK CAMPBELL

Former Waterloo Chronicle editor and publisher, Rick Campbell, passed away on October 14 at Toronto General Hospital.

Rick started as the Waterloo Chronicle's sports reporter in the 1970s, later becoming the paper's editor and eventually he was promoted to publisher of the Chronicle as well as Exchange Business Magazine and Visitor Magazine. The Chronicle grew exponentially during Rick's time due in large part to his talents and dedication.

He went on to work at Rogers Publishing for publications like the Medical Post and Family Practice Magazine, where he remained a consulting editor in the health care field when he passed away peacefully and surrounded by family.

Want to contribute to NewsClips?

If you have news you would like to share about your paper, please send information to newsclips@ocna.org.

Photos are always welcome!



Keeping Up With Styles

Speeding Up Your Workflow While Improving Your Design In Adobe InDesign

By Kevin Slimp

At the 21st session of the Newspaper Institute last week, Ed Henninger and I did something we've never done before. We taught a class together. It must have been a good idea because it was the most attended of the 26 classes offered.

Titled, 'What You Need to Know About Paragraph Styles', we took the group through a very fast paced 90-minute session, covering everything from simple nested styles to advanced nested styles.

Afterwards, while discussing our class in the hallway, Ed and I both agreed we had learned something from each other concerning paragraph styles. Ed told me he hadn't seen nested styles created using the method I prefer.

1964 Honda Motorcycle for sale. Driven only on Sundays to church by a friendly grandmother. \$1,895 firm. 17-tn45z

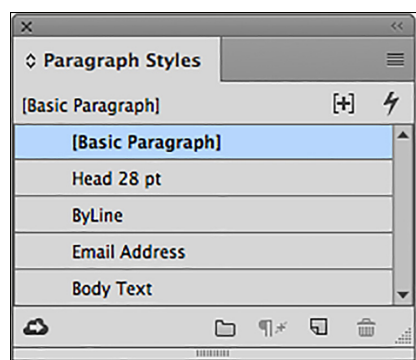
Free to a good home. 8-week old puppy. Goes by "killer." 17-tn46a

A nested style combines two or more separate styles into a single paragraph style. For instance, this is an easy way to create a style for classifieds. If the user wanted five bold words at the beginning of each classified, followed by smaller text, then

followed by a font style for the code at the end of the ad, this could be accomplished with a nested style.

I was intrigued by a method Ed used to create a paragraph style based on the style that follows.

For instance, most newspaper designers are used to using paragraph styles to set body text, headlines, cutlines and other common text styles.



Let me offer a quick explanation for those who don't design pages. Suppose you've placed text under a photo. Without a paragraph style to simplify the process, you would highlight the text, select a font, along with tracking, leading and other characteristics to create your cutline.

However, using a pre-existing paragraph style, the user could simply click anywhere within the cutline and select 'cutline' to achieve the same effect.

The same technique could be used to apply styles to headlines, body text, bylines and other types of text on a page.

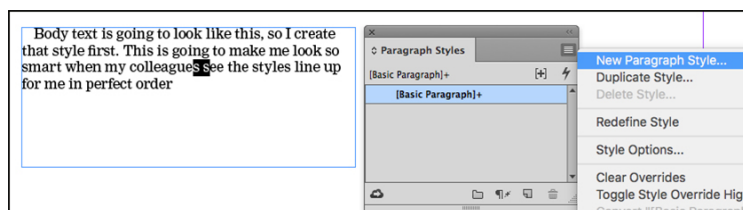
Ed discussed a method he uses to create styles for his newspaper clients, using a 'next style' method. I noted a few of the styles he created and asked Ed to take a step back and show the class exactly how these

styles were created.

Afterwards, I went to my computer and experimented with different types of paragraph styles using this method.

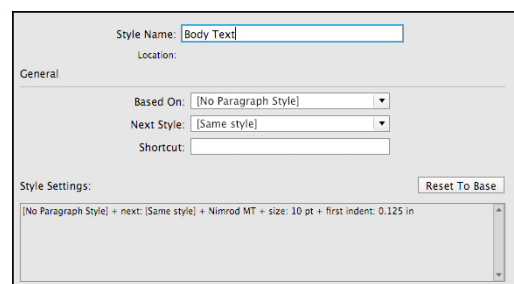
"Wouldn't it be great," I thought, "if by simply clicking on a paragraph style, the headline, byline, e-mail line and body text were all set automatically, without having to select different styles for each?"

Let me show you how this can be accomplished. We will begin by placing some text on a page.



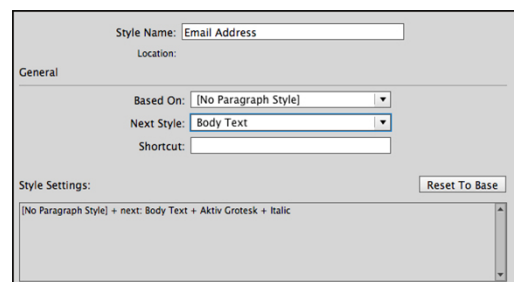
For this particular method to work correctly, we will create the body text style first. This is done by creating text exactly the way you want it to appear on the page. Set the font, the justification, the first line indent, etc. I named this font 'Body Text' in the Paragraph Styles panel.

Suppose my stories consist of headlines, with bylines below the headlines, followed by e-mail addresses below the bylines, then body text flowing below the e-mail addresses.



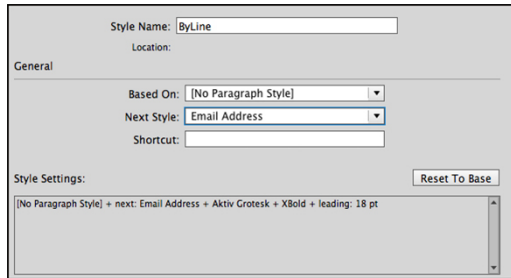
Yes, I could place the text, then click on each of the paragraph styles individually, until each type of text was styled. However, by paying close attention, I can create paragraph styles that do all these for me, with one click, rather than having to select each piece individually.

After creating a 'Body Text' style, I go about creating a style for the e-mail line. Notice inside the 'Next Style' box, I have selected 'Body Text'. This will allow me to set two styles at once, an e-mail line followed by body text.



Next, I create my paragraph style for the byline. Again, create text

just as you intend for it to look on the page. Note the setting for 'Next Style'. After the byline, the next line will be in the 'E-mail Address' style.



Finally, a style is created for the headline, with Next Style set for "ByLine."

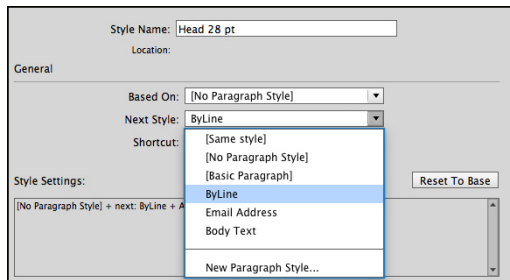
Now, here is the trick. For this to work, you place your text on the page, then click somewhere within

the headline with your Text tool.

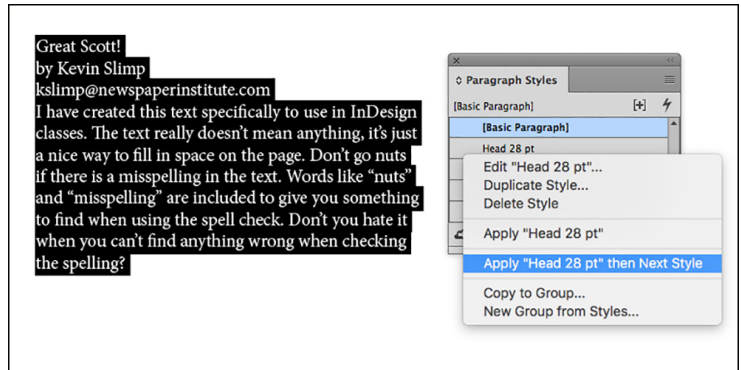
Next, right-click on the headline style and select 'Apply Headline' then 'Next Style'.

The result is a headline, a byline, an email address line, followed by body text.

With a little practice, you'll be setting up styles for stories with drop caps and more.



I know you can't wait. Go have fun. Remember, the secret is to right-click on the paragraph style if you want to use the 'next style' method.



KEVIN SLIMP serves as director of the Institute of Newspaper Technology. He is a faculty member of the University of Tennessee College of Communication and Information.

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ONLINE MEDIA CAMPUS WEBINARS:

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

■ Thursday, December 7 - Doing More With Less In Your Newsroom

As our industry continues to contract, our inclination is to try to do everything we always did with fewer resources. If you find yourself and everyone else in your newsroom stretched and frayed, you need a newsroom reset. Jean Hodges of GateHouse Media talks about how to set priorities to match your audience, explore planning techniques to work smarter and use analytics to inform your decisions.

Cost: \$35 USD

Meet the Presenter:

Jean Hodges is the senior director of content for GateHouse Newsroom. Hodges develops strategy and works with newsroom leaders on digital transformation, from newsroom structure to using analytics to inform news decisions. As journalists face myriad challenges, the best are experimenting with new ways to draw readers in, while fearlessly tackling watchdog reporting and sticking up for the underdog.

■ Thursday, December 14 - Free and Cheap Tools Your Newsrooms Should Use

Our audience wants to interact with journalism, which can take time and money to develop. This session will introduce you to a host of tools available to help you and your newsroom with mapping, building interactive timelines, producing quick videos, social videos and more.

Cost: \$35 USD

Meet the Presenter:

Val Hoepner is a digital journalist, teacher, trainer and media strategist. Hoepner spent 20 years in newsrooms as a photojournalist, newsroom leader and multimedia director. She also spent five years working with journalism professionals, educators and students in her role as director of education for the Freedom Forum Diversity Institute. As CEO of Val Hoepner Media and Consulting, LLC, Hoepner travels to newsrooms, universities and media conferences to train journalists in mobile, social, video and multi-platform storytelling. She is also the Professional Journalist in Residence at Middle Tennessee State University.

**Registrations submitted after deadline are subject to \$10 late fee. Registrations accepted until the day of the webinar. Log in instructions will be sent 48 hours ahead of scheduled program. If you are interested in participating but are unable to attend the live webinar, we encourage you to sign up anyway. As part of your webinar package, you will receive free access to the archive of this webinar by registering for the live session.*

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

Design Is: How It Works

By Ed Henninger
Henninger Consulting

“*Design is not just what it looks like and feels like. Design is how it works.*”
— Steve Jobs.

That’s it. In one brief sentence.

Of course, readers want a newspaper that looks right...and feels right. They want the look and feel of their paper to reflect their community.

But what they want most of all is for their newspaper to work right for them.

Ask readers, and they will tell you they want:

TEXT THAT is legible, with size and spacing that makes it comfortable to read.

DESIGN ELEMENTS like standing heads, section flags and columns sigs, that are simple and clean.

CONSISTENCY of these design elements throughout the entire newspaper.

DISPLAY FONTS that are readable, crisp and appealing.

SHORTER STORIES that are written clearly and flow easily.

EDITING that makes these stories even easier to follow.

PHOTOS THAT grab reader attention because they have interest, information and impact.

PAGE STRUCTURE that makes it easier for readers to see what goes with what.

SPACING between packages that helps readers see that structure.

COLOUR USE that makes sense.

TINT BLOCKS that add impact—but don’t make type difficult to read.

SEQUENCING that makes the different content areas of your newspaper (e.g., news, opinion, sports, features...) easy to follow.

CONSISTENT placement of that content from issue to issue.

We can give readers all of these. And, in the process of doing that, we can rid our newspapers of those elements that create clutter and confusion.

If we start with how design works, it just makes sense that we’ll create a better design.

ED HENNINGER is an independent newspaper consultant and the Director of Henninger Consulting, offering comprehensive newspaper design services at: www.henningerconsulting.com. WANT A FREE evaluation of your newspaper’s design? Just contact Ed at edh@henningerconsulting.com | 803-327-3322

QUICK INFO

GO PLACIDLY amid the noise and remember what peace there may be in silence.

AS FAR AS POSSIBLE without surrender, be on good terms with all persons.

SPEAK YOUR TRUTH quietly and clearly and listen to others, even the dull and ignorant; they too have their story.

AVOID LOUD and aggressive persons; they are vexatious to the spirit.

IF YOU COMPARE yourself with others, you may become vain and bitter.

ENJOY YOUR achievements as well as your plans for your life.

KEEP INTERESTED in your own career, however humble; it is a real possession in the changing fortunes of time.

EXERCISE CAUTION in your business affairs, for the world is full of trickery.

BUT LET THIS NOT blind you to what virtue there is; many persons strive for high ideals; and everywhere life is full of heroism.

BE YOURSELF. Especially, do not feign affection. Neither be cynical about love; for in the face of all aridity and disenchantment it is perennial as the grass.

TAKE KINDLY the counsel of the years, gracefully surrendering the things of youth.

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The infobox at left has more impact, but it’s so dark the text will be very difficult to read. Better to use a much lighter screen...or a shadow box.



A \$64 Million Question

HOW DO WE MOVE THE 71% 'NOT ENGAGED' TO THE 'ENGAGED' GROUP?

A TwoGreySuits Article

By Ron Guest, Senior Partner

This is the dilemma facing many organizations in North America, and worldwide, as research is now showing. The stats for the USA are not much different for other countries where there is data.

Employee Engagement is defined as:

The emotional commitment an employee has to the organization and its goals. This emotional commitment means engaged employees actually care about their work and their company.

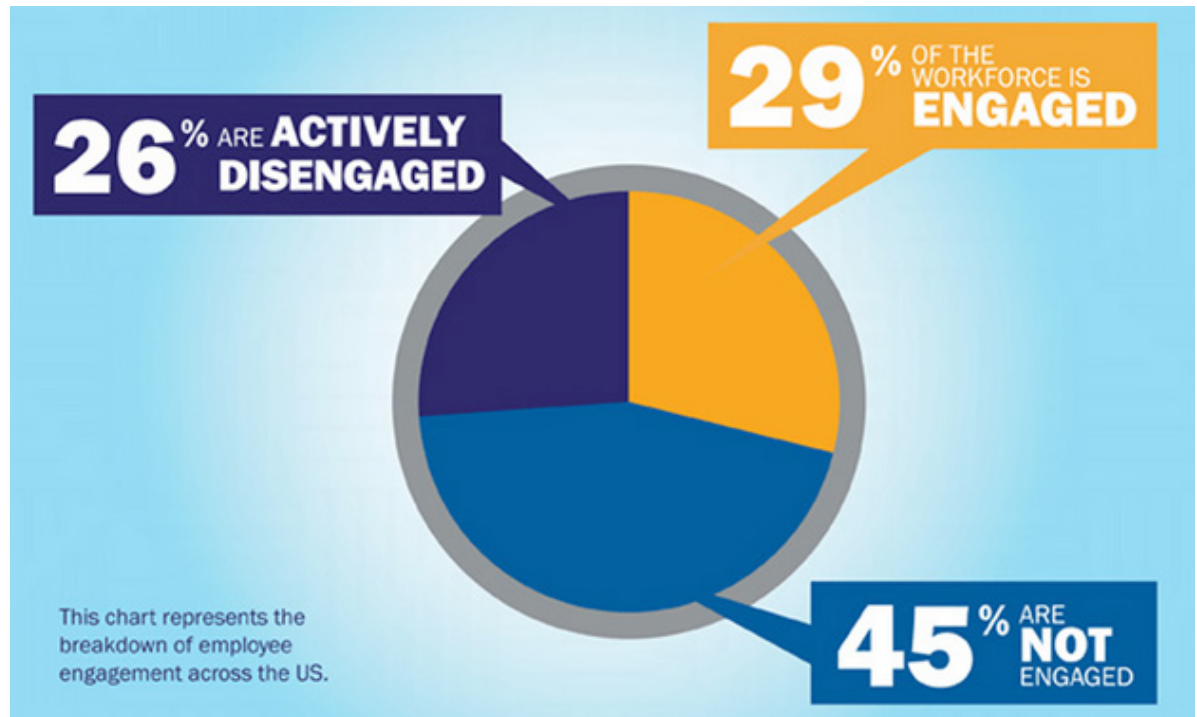
Employee engagement is the extent to which employees feel passionate about their jobs, are committed to the organization, and put discretionary effort into their work.

I would like to simplify this more and say that employee engagement is a measure of how much an employee cares about the company, coupled with their motivation to exhibit this every day in every situation in the workplace. It is also about the comfort to speak up even when this may not be popular to do so.

Perhaps what is often over looked is the 26% actively disengaged. These are employees who may appear happy but behind the scenes are doing very minimal work to remain employed. In some cases they are actively working against the company for a variety of reasons, some having to do with a poor relationship with their manager, or even a huge dislike/disrespect for the manager to the extent that they will not support the manager in their thinking and their actions on the job. When these types of employees are not identified

they can wreak havoc because they utilize significant time in purposefully unproductive ways. Many of these kinds of employees are unmotivated to seek other work, they would rather 'stick it out' and hope things will change. However, it is their own attitudes and ideas and behaviour which ironically require change. Some of these employees can be very long-service employees and feel a certain sense of entitlement. In the absence of meaningful manager/employee communications, clear goals and objectives, and a measurement system, these energy and emotionally draining employees stay on and affect otherwise good-performing employees in a negative way.

I recently experienced an example of what everyone thought was a highly engaged employee, but was in fact a very highly manipulative, and behind the scenes very negative employee. Without getting into all the detail, only an experienced manager can spot these types and return them to acceptable levels of productivity.



Let's be very clear – employee engagement is largely a management problem, not an employee problem! Employees are often products of the environment in which they work. Managers have more control and authority to instill the right work environment. For the sake of brevity in this column, the first thing to do with employees who are not engaged or actively disengaged is to be able to identify them. The way to identify these employees and start on the path of increasing employee engagement is done through purposeful discussion and regular communication about their own job, goals and objectives. Try talking with others in the department, recognize and remove barriers for success, deeply understand their skill set and how they process or think situations through to a resolution. In other words, there is no downside to getting to know your employees even better than you do now. As an example, knowing your employee's spouses name or their children's ages is not enough (these are perhaps nice to know but they don't really help the employee in the workplace). You need to understand your employees much better - know their dreams, disappointments, goals, motivators, fears, and the activities that build or drain their energy. What you should know about your employees are what their personal goals are. What excites them and how do they define success? Identify what is meaningful to your employees. Effective management and leadership requires that you understand your employee's perspectives, their hopes and their dreams and you present them with challenges that leads them in the direction they want to be moving.

Many managers these days, in my view, are too consumed or worried about getting their own job done and they cannot see the link of their own personal success and the effect of having highly engaged employees working for them. But, it takes effort. It will not happen simply because you want it to, it is about communicating with your employees on a different level than you are perhaps used to. If it feels uncomfortable at first - good - that is a sign that things are changing.

An Employee Engagement survey and a Management Guideline, featuring how to effectively communicate with and manage employees, is available on the TwoGreySuits website (www.twogreysuits.com). They are referred to as the Management Skill Building Challenges in the Performance Management Module with over 500 'what to do' and 'how to do' examples.

Specifically they are:

1. Involving Employees in Setting Objectives
2. Setting Clear Objectives for Employees
3. Managing Employees to Achieve Their Objectives
4. Ensuring Employee Understanding and Clarity in Delegating Tasks
5. Coaching Employees to Solve Their Own Problems
6. Modeling High Personal Standards to Employees
7. Building Cordial Relationships with Employees
8. Encouraging and Rewarding Risk and Innovation
9. Reviewing Individual Performance on a Regular Basis.
10. Relating Rewards Directly to Performance
11. Building Effective Teams in the Workplace

TwoGreySuits is a leading edge provider of on-line human resource management information, processes, tools and forms servicing the North American market. They have linked the HR practices associated with the key drivers of Employee Engagement in the form of an online training application for managers utilizing the vast amount of well-organized information on the website. The HR Power Centre and HR Hot Line is simple and free for OCNA members. Visit <https://ocna.twogreysuits.com/sign-up/> to sign up today.

CLASSIFIED:

NEWSPAPER FOR SALE

HORNEPAYNE JACKFISH JOURNAL

Don't miss this opportunity to own a close-knit, small-town publication! The Hornepayne Jackfish Journal reaches 230 of its 450 residences.

Hornepayne has much to offer - whether you are here to stay or just here for a short visit. The town's two major employers are CN and Hornepayne Lumber, as well as a just recently built co-generation plant, Hornepayne Power. In addition, Hornepayne is an outdoor enthusiasts paradise. It is surrounded by lakes and trees providing an array of fishing, camping, hiking, biking, canoeing, dirt-biking and ATVing. During winter months there's plenty of snowmobiling, snowshoeing, cross-country skiing and ice fishing.

For more information, please contact Ginger Latoski at jackfishjournal@gmail.com as soon as possible.

Why Ask Questions In Headlines?

By John Foust
Raleigh, NC

Headlines are the entrance ramps to effective advertising. The better the headline, the higher the readership. The key word is ‘engagement’. How can you engage readers – with just a few words?

Consumers are naturally drawn to headlines which promise benefits or announce relevant news. That’s a logical place to start, as you’re writing headline choices. Along the way, why not experiment with some headlines that ask compelling questions?

Let’s take look at some examples, good and bad:

1. Looking for a good deal? This headline is too vague to create interest. But good deal on what? Prices, product selection, additional services or special warranties? If this advertiser truly offers ‘good deals’, he or she should provide specific details – even if it’s a simple as saying, ‘Looking for a good deal on golf clubs?’

2. ‘Why is the Johnson’s house twice as likely to be burglarized as yours?’ Now this is engaging. I’ve seen this kind of headline in home security advertising. It arouses curiosity and taps into the one of the strongest human motivators – fear of loss.

3. ‘What’s wrong with this picture?’ This question has been around for a long time. Don’t use it as a ‘made you look’ gimmick. To be effective, it should relate to the product which is being advertising – and provide the answer in the copy.

4. ‘Can you find five mistakes in this photo?’ This is a variation of the ‘what’s wrong’ headline. As long as there is a direct link to the product, it can lead people to read the body copy, where they are certain to find an explanation of the nine mistakes. Don’t let them down in the copy. Deliver the goods.

5. ‘How can you say ‘no’ to these fantastic bargains?’ It’s certainly easy to say ‘no’ to this vapid headline, because it offers nothing of value to readers. ‘Fantastic’ is an empty exaggeration

in a meaningless question. If the bargains are so fantastic, why not think of a compelling way to say so?

6. ‘Which house will sell faster?’ This classic curiosity headline is accompanied by two side-by-side photos. The houses look nearly identical. We have to read the copy to learn which one will sell faster – and why.

7. ‘Why should you call XYZ Investment Firm?’ The answer is probably no better than the question.

8. ‘Is your plumber ripping you off?’ If you’ve recently had some plumbing work done, this headline is a real grabber. Was the pricing fair? Or did you pay too much? You’ll have to read further to find out. And as you read, you’ll learn about a trustworthy plumbing company.

9. ‘What guarantees did you get with your last oil change?’ This can generate interest. What about readers’ past purchases? Could they have made better decisions?

10. ‘Which type of camera is best for you?’ If you’re in the market for a new camera, this ad promises to provide helpful information. And of course, whatever your choice, this advertiser probably has it in stock.

Can questions help you create engaging headlines? Yes

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Caroline Medwell
Caroline Medwell, Exec. Director

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