

Advertising Rules For The Ontario Municipal Election

Third-party advertisers must follow these rules from May 1, 2018 until the end of voting on October 22, 2018

- They must be registered with the municipal clerk
- They can only advertise in municipalities where they are registered
- They can register any time between May 1, 2018 and close of business on October 19, 2018
- A third party advertiser must provide the following information on all of its advertisements, signs and other materials
 - > 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)
 - > The municipality where the third party is registered

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2018 CCNAward Winners Announced

News Media Canada recently announced this year's winners for the 2018 CCNAwards and OCNA is proud to see some of its members recognized.

Some highlights:

Parry Sound North Star placed first in its circulation class as Best All-Round Newspaper, and The Independent serving Petrolia and Central Lambton finished second.

Ontario newspapers swept the highest circulation class for Best All-Round Newspaper with Sudbury Northern Life in first, Cambridge Times in second and Canadian Jewish News in third.

Ontario newspapers also took home the top three spots for Best Holiday Edition, Circulation 10000 and over, with Canadian Jewish News in first, Fergus Wellington Advertiser in second and Milton Canadian Champion in third.

Similarly, OCNA members placed first, second and third for Best Sports Coverage, Circulation up to 3999. Haliburton County Echo took the top spot, followed by Fort Frances Times and New Liskeard Temiskaming Speaker.

Heather Wright of The Independent serving Petrolia and Central Lambton received first place recognition as Outstanding Columnist and placed second for Outstanding Reporter Initiative.

Graham Paine is honoured a first place finish for Best Sports Photo and a third place acknowledgement for Best Spot News Photo Coverage in the Burlington Post.



The Canadian Community Newspaper Awards celebrate the best in community publishing from across the country. Newspapers of similar circulation size compete against each other and are judged by a panel of industry experts. With a diverse array of awards categories covering editorial, photography and multimedia, the Canadian Community Newspaper Awards offer learning opportunities for publications of all sizes.

Visit <https://nmc-mic.ca/ccnawards/> to see the full list of winners.

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INSIDE:**

THE IMPORTANCE OF THINKING SMALL

Little things make a big difference.

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JUMPING INSIDE

Some suggestions to help make jumps work better for readers

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KEEPING COMMITMENTS IN THE WORKPLACE

People gain trust from those who are true to their word

See Page 9

MARK YOUR CALENDARS!

September 26: Queen's Park Day

OCNA members from across the province are invited to gather at Queen's Park for a day full of meetings with MPPs to lobby for current issues affecting the industry. A Publishers' Reception will take place in the evening.

November 2-3: Independent Publishers' Retreat

Independent Publishers are invited to join the OCNA for its annual retreat on Friday, November 2 and Saturday, November 3 at the JW Marriott The Rosseau Muskoka Resort & Spa.

Network with peers during this two-day event, designed with the specific business needs of community newspapers and independent publishers. Also included - lots of social time!!

For more information on either event, please contact Karen Shardlow at k.shardlow@ocna.org or 416-923-7724 ext. 4432.

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Vividata's 'Trust In News' Study

Source: News Media Canada

Vividata, a leading Canadian cross-media and consumer behaviour research firm, has partnered with Kantar on the release of the Trust in News Study. The study delves into how Canadians feel about their news sources in the era of 'fake news', their preferred and trusted sources, and the importance of quality journalism. The Trust in News study shows that 28% of Canadians feel that as a result of fake news, their trust in mainstream news has suffered.



"Trust in News is an important study for Vividata's membership base and for Canadian journalism in general", says Vividata President and CEO Pat Pellegrini, Ph.D. "News audiences are increasingly well informed and using more sources. We all want to have confidence that the content we read and share is accurate. By partnering with Kantar, who conducted Trust in News in a number of other markets globally, we can see key areas of strength and opportunity for news organizations here in Canada."

The study also looks at Canadians' willingness to pay for news, and finds that while 65% of news audiences feel they can access everything they want for free, there is a direct relationship between how trustworthy a source is and our willingness to pay for it. Adults under 55 years of age make up 59% of those paying for online news, while 1 in 4 adults aged 18-34 pay for online news. Not unexpectedly, traditional media such as Print, TV and Radio are much higher on audience trust than social media websites and apps.

Discussing some of the other implications from the research, Mark Wood, Vice President at Kantar states, "Trust in media goes beyond the content as it impacts marketing. Advertising in trusted environments not only makes ads more effective as consumers pay more attention to the message, it also provides assurances of brand safety and ultimately protecting the reputation of your brand."

Other findings from Trust in News include:

- 48% of Canadians catch up on news more than once a day.
- 25% use more sources for news than a year ago
- 65% use a mobile device or tablet to access
- Radio is the most trusted source at 82%
- 38% of Canadians used Facebook for news in the past week, while 16% used YouTube

Phillip Crawley, Chief Executive Officer and Publisher at The Globe and Mail, and Vividata Vice-Chair, affirms, "While we see that traditional news media retain higher levels of trust, it is crucial to protect the quality of journalism that earned this loyalty. This release from Vividata and Kantar, when combined with Vividata's extensive cross-media capabilities and understanding of consumer behaviours, can offer key learnings for online and offline publishers as well as those who plan and buy media."

Trust in News is Vividata's second new syndicated study to be released in 2018, and like the recently released Canadian Cannabis study, Trust in News is linked to their widely used Survey of the Canadian Consumer.

Based on a representative sample of 2,000 Canadians, the Trust in News study was fielded in April 2018.

OCNA MEMBER SPOTLIGHT

VANKLEEK HILL REVIEW CELEBRATES ITS 125 ANNIVERSARY

The Vankleek Hill Review is turning 125!

To celebrate, it has launched a fundraising project in the community and beyond, with a goal of raising \$25,000 to complete the digitization of its back issues so they can be made available online and text-searchable. The project is called Review Ink, and you can read about it here: www.thereview.ca/review-archives.

Contributors donate \$100 and will receive five years of access to the completed online archives, a Review 125 souvenir mug, a Review 125 souvenir book and their name on a plaque to be installed on the Review building.

The Review had already microfilmed all of its back issues and some of the editions were available online, but this will complete the archive, with the community's help.



In addition, 12 Review Souvenir Book Patrons have each paid \$1,000 to have their family businesses featured on one page inside the book, which will contain 50 noteworthy stories from the past 125 years of The Review.

An open house event will take place at The Review offices on September 14, 2018, from 4PM-7PM. At that event, there will be a display of 125 front pages, one from each year of The Review. Just down the street, at the Vankleek Hill Museum, an exhibit featuring the history of the newspaper will be open to visitors. Contributors will be able to collect their swag at that event and the Review Ink Heritage Plaque will be unveiled.

Additionally, Review publisher Louise Sproule is celebrating her 25th anniversary as publisher this year.

OCNA MEMBER SPOTLIGHT

LOIS TUFFIN RETIRING FROM JOURNALISM AFTER 28 YEARS

Lois Tuffin is leaving journalism after 28 years, including 15 as editor in chief of Peterborough This Week, Kawartha Lakes This Week and the Brock Citizen.

She was OCNA's editor of the year in 2013 and the winner of the Mary Knowles Award in 2006.

Lois has discovered a talent in fundraising and is going to a new role at the Five Counties Children's Centre in Peterborough. She welcomes messages from colleagues in the business at her personal email account of loisetuffin@gmail.com



>>> *Continued from Front Page*

Ontario Municipal Election Advertising Guidelines

- > 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:
 - > The name of the registered third party
 - > The name, business address and telephone number of the individual who deals with the publisher under the direction of the registered third party
 - > 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

Note re: advertising prices: OCNA is of the understanding that all candidates must receive the same access to space at the same rates, and that any discounts should be considered as campaign donations.

More information and detail can be found at:
<http://www.mah.gov.on.ca/Page219.aspx>

The Candidate's Guide can also be found online at:
<http://www.mah.gov.on.ca/AssetFactory.aspx?did=19840>

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.

The Importance Of Thinking Small

By John Foust
Raleigh, NC

You may have heard about Volkswagen’s initial ad campaign. At a time when big gas guzzlers were the norm on the roads, a European carmaker had the seemingly impossible job of convincing North American consumers to buy smaller cars. With direction from the Doyle Dane Bernbach ad agency, one of their first print ads featured a small photo of the VW Beetle, surrounded by a sea of blank space. The headline read, “Think small,” and the text explained the benefits of a car with easy maintenance and good gas mileage. Sales sky-rocketed and VW became a marketing sensation. Years later, Advertising Age magazine named it the best ad of all time.

Little things make a big difference. We all know what a typographical error can do to a message. A misplaced comma can throw an advertised product’s price off track by thousands of dollars. A misspelled name in an obituary can cause heartache and bitterness for a grieving family. And rushed – or neglected – proofreading can result in mistakes that are ridiculed for years.

I remember seeing a full-page ad for a local furniture store. Art and copy were provided by a national manufacturer, with room for each store that used the ad to insert its own logo and address. But in this instance, the bottom of the ad read, “Name of Store, Address, City.” The ad had made it all the way through the placement process, without anyone catching the error. A make-good wouldn’t have captured the same audience, because the ad appeared in a special section.

Details matter. A sales person sits across from three people at a conference table. Introductions are quickly made, but the sales person doesn’t write down the names. Or the sales person receives a business card from each person, but doesn’t place the cards in left-to-right order on the table. Then in the middle of the

presentation, he or she calls someone by the wrong name. That kind of mistake can doom a sale.

Have you ever wondered why airlines send luggage to the wrong airports? Maybe the problem starts at check-in. Each airport has a three-letter code. Get one letter wrong, and a suitcase ends up in Orlando (MCO) instead of Kansas City (MCI). Or it goes to Boston (BOS) instead of Boise (BOI). Or it lands in Mendoza, Argentina (MDZ) instead of Harrisburg, Pennsylvania (MDT).

We hear a lot of talk these days about ‘thinking big’ and ‘shooting for the stars’. Those are good things. But along the way, I encourage us – all of us – to tighten our focus. Let’s remember the importance of the day-to-day details of our work and our relationships with others. Let’s make sure every ad – and every ad schedule – is checked for errors. Let’s make sure to arrive on time for appointments. Let’s leave the best parking spaces for customers, when we visit an advertiser’s place of business. Let’s take time to say, ‘Thank you’.

Let’s think small.

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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



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Jumping Inside

By Ed Henninger
Henninger Consulting

I am not a fan of jumps. Anyone who has been to my workshops and/or followed my blog knows that.

Readers tell us time and again that they don't like jumps. Some won't even start a story that jumps.

If I owned your newspaper (don't worry, no chance of that ever happening), your last issue would be the last time you jumped a story. But...I'd have to show you how to direct your writers to write tighter and segment their stories.

However, I don't own your newspaper (lucky you) and I accept the reality that most newspapers will jump at least a couple of stories from page one and/or the sports front.

So, here are some suggestions to help you make jumps work better for readers:

WRITE A JUMP HEAD that makes sense. Just a word, like 'Police' or 'City' or 'Chase' doesn't do the job. One-word jump heads assume that readers always read from front to back. Not true. Many will actually start at the opinion page or the sports front and then go forward. So a jump keyword with a 'follow' headline (see illustration with this column) gives readers something that makes a bit more sense...and makes the jump more compelling to read.

TAKE ALL JUMPS to the same page. Readers can become frustrated when you take them to page with one jump, page 7 with another and page 9 with yet another. Designate one page as the jumps page and make sure it has enough space to handle all jumps—with visuals.

INCLUDE A STRONG VISUAL. Readers are more likely to begin reading a jump page that has some photos or graphics on it. A sea of gray will cause many to leave the page without reading.

MAKE IT WORTH going to the jump. I believe nothing is more frustrating to a reader than going to a jump that's only seven or eight lines long. Readers will ask: "What? I came here for this? Why bother?" My suggestion: Use Ed's 'Rule of Eight'.

Here's how it works: Make sure you run at least four inches of text on the front. That should be enough to get readers into the story. Then, run at least four inches of jump. That's enough to satisfy readers who make the trip to the jump page. So, four inches on the front and four inches on the jump. But...don't jump an eight inch story!

DON'T JUMP on a paragraph. Instead, always try to jump in the middle of a sentence. Readers are more likely to follow an incomplete sentence to the inside page.

CHECK THE JUMP LINE. It's confusing and frustrating for a reader to see a jump line that says 'See CITY, Page 8' and discover that the jump head says 'COUNCIL'. Make sure they agree.

CHECK THE JUMP. It happens now and then: You've got a jump line taking readers to the inside, but then you trimmed the story into page 1... and forgot to remove the jump line. There's no jump, despite your line that says 'See CITY, Page 8'. And there are times when you get a more important story for the front page, deciding to move the original story inside. But in the rush of deadline, you forget to move that original piece. So, you have a jump to story that has no beginning. Stuff happens. Check and double-check.

Readers would prefer we don't jump our stories. Ever. But if we're gonna do it, let's work to do it right.

CHASE

FROM PAGE 1

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—for always there will be greater and lesser persons than yourself. Enjoy your achievements as well as your plans.

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. Nurture strength of spirit to shield you in sudden misfortune. But do not distress yourself with imaginings. Many fears are born of fatigue and loneliness. Beyond a wholesome

CHASE: Three sheriff deputies hurt during hour-long high-speed pursuit

FROM PAGE 1

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Which of these two jumps are you more likely to read? Why?

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, August 2 - Small Changes Can Make a Big Difference

Writing, editing, photography, videography, website and social media management...How much can one person do? And how can you find time to develop new skills? When you're working in a small or resource-strapped organization, transformation and innovation can feel impossible. But you can try new things. The key is inspiration...and planning. Sara Konrad Baranowski will lead a discussion about where to find inspiration and how to adapt it to work for your organization - no matter the size.

Meet the Presenter:

Sara Konrad Baranowski is editor of the Iowa Falls Times Citizen, a twice-weekly newspaper in rural northern Iowa. In her 12 years there, she's led the newsroom through a convergence of newspaper and radio news; overseen redesigns of the print product; launched two digital newsletters; and overhauled the website twice, boosting traffic by more than 250 percent since 2014. In the last 10 years the Times Citizen has received more than 120 state and national awards. Baranowski has been recognized for her writing, investigative reporting, videography and slideshows. In 2014, she was named to Editor & Publisher magazine's 25 under 35 list, and in 2017 she was selected to attend the Poynter Institute's Leadership Academy for Women in Digital Media

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

Send Us Your Happenings!

*Do you have a new employee?
 Has someone at your paper recently retired?
 Are there any special projects you are currently working on?
 Have you published any special features or editions recently?
 Have you recently received recognition from the industry?*

Tell us about it!

Newsclips@ocna.org

Photos are always welcome!



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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

2018


Caroline Medwell, Exec. Director

Nov. 21, 2017
Date

To place an order, please contact Kelly Gorven at k.gorven@ocna.org or call 416-923-7724 ext 4439 for the Publisher's Authorization Form and instructions.



The Under-Rated Importance Of Keeping Commitments You Make In The Workplace

By Ron Guest, TwoGreySuits

Over the course of my career I am constantly amazed at how many people in business make commitments and simply don't deliver. I observe people in meetings who will make several commitments without writing anything down. Why is this? My explanation is twofold; first, people genuinely and honestly think they are going to deliver on a commitment based on using their memory alone to remember what they committed to and second, many managers are not very good at following up to ensure people in fact deliver on commitments, so not delivering on a commitment often goes unnoticed.

A key managerial responsibility is to have a system which holds people accountable, to ensure they deliver on commitments. In the absence of this, a good deal of 'lip service' is in play. Some very successful executives I have worked with and for have been relentless about holding people accountable, especially those who habitually over promise and under deliver.

We gain trust from people who are true to their word, they become trustworthy and we know over the course of time they can be counted on. When commitments are not kept, trust is eroded and relationships suffer and communications often break down. In the workplace, your reputation and your personal values and company values are on display every day. When you don't deliver on commitments you are letting somebody down.

Look at managers as an example, in the case of keeping to schedule for things like 1:1 scheduled communications. When you delay this or cancel at the last minute, you have broken a promise to an employee. When you do it continuously, it is a huge issue. How can a manager expect employees to keep commitments when the manager is not doing it themselves?

When a company is recruiting and making claims in the job posting of certain career progression and development opportunities, then fails to deliver, how do employees feel about that? Not good of course and often to the point of infringing on their personal values to the extent of deciding to leave the employer. When I see job postings which expound on 'strong leadership, strong team environment, open communications, respect for the individual', I often wonder if it is really true, or the company perhaps believes it to be true when in fact it is not. For companies that profess all these things and use this to attract top talent, and don't keep this commitment, I can assure you they will have a very expensive recruitment budget and high and very costly turnover to boot.

When you make commitments to your customers and repeatedly don't deliver, the customer will leave – it is the very same thing with employees!

Now, in my view, one of the easiest ways to get people to deliver on commitments is to make sure they write it down, yes, in meetings, in 1:1's, even off-site, you can send yourself a reminder email. Managers who are good at employee communications are also good at holding people accountable by keeping close track of employee commitments and timelines and by asking ahead of the due date how it is going and if they as the Manager can help in any way. Even keeping very small commitments can earn huge respect both ways.

When I am interviewing I always ask questions about keeping commitments (with examples of course) because it is the foundation of building trust in the workplace, which is required for success in any business. So, the next time you make a commitment as an employee or as a manager, make sure you deliver; otherwise you are letting people down and eroding the very thing we are trying to develop in the workplace – trust!

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.





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