

BEST COMMUNITY NEWSPAPER PROMOTION

Overall the quality of entrants was very good. The top three I have chosen have demonstrated the importance of the necessary link between a community newspaper and the community as a whole. The Eastern Door's first place finish is a result of toiling for 13 years helping to save lives. Now in their 13th year a Junior Triple A Hockey team has seen the worthiness of this initiative. Hopefully the Condors will inspire other groups to pick another month and organize a blood donor clinic as part of The Eastern Door's longstanding effort. QCT has earned second place because it has engaged the participation of young Naval Reservists to clean up the river's edge. A clean environment and lack of unsightly areas along a main waterway is very important to a proud city. QCT has picked a subject which is becoming more important to all of us every day. You are to be commended..... stay with it and each year the community will appreciate your efforts. If you can't do the river edge clean up every year, perhaps choosing "illegal dumps" as a focus, if that problem exists in your area. The Nation has recounted its importance to the CREE and James Bay communities in its 20 year existence. Its ability to build the momentum to deliver this important message has earned it a third place finish.

THE EASTERN DOOR

I find it incredible that a community newspaper takes the initiative to increase its awareness within the community by undertaking an event as important as "giving blood." To have had the staying power to "hang in" for 13 years shows the commitment of the management and staff of The Eastern Door. One unique aspect of this annual service is it has no direct revenue, only costs and plenty of invested time. To be able to expand this promotion to encourage a Junior "AAA" hockey team to "get on board" and to use their commitment to the community to add a blood donor clinic in early January of 2014 is a major step forward. Let's hope the Condors continue each January. Think of how many additional lives can be saved if another community group decides to participate with their own event in another month. It took The Eastern Door 13 years to reach 1,300 donors. There's only 12 months in a year. If the community gets behind this, in a few years the annual number of donors could be 1,300 annually. A job well done. Use this first place winning to mobilize community groups to each pick a month. If one donor helps save four lives, you'd be the lead promoter helping save over 5,000 lives each year in your community.

QUEBEC CHRONICLE-TELEGRAPH

There are two things which are important to a community, whether rural, urban or suburban: a vibrant community newspaper, which demonstrates it has the overall "well-being" of the community as one of its main focuses and second is a sustainable clean environment. You have accomplished both. It's a shame how some people abuse the beauty each community holds dear to its heart. You have taken the correct approach by getting naval reservists to assist: they are today's youth and tomorrow's community leaders. As they become more aware of the importance of protecting our environment, they will be forever grateful to your efforts, plus you are training youth to realize the importance of a strong community newspaper - that "gives back." With parents and grandparents appreciating your positive portrayal of youth in your community, they too will become "regular fans and supporters" of the Quebec Chronicle-Telegraph. You also have one very important asset, which makes your community a leader - QCT being North America's oldest newspaper, a gemstone that no one can take away. That in itself is an honour for the community because you are #1 in North America. You keep giving and they'll keep you going and you are winning new fans every year you continue this important community project.

THE NATION

Congratulations of your 20th Anniversary. You have found a way to help promote the 20 years of your important contribution to the CREE and James Bay areas. You have developed a way to celebrate these milestones and to generate much needed revenue to enable you to continue delivering an important service to the areas serviced by your publication. An increased presence of hits on your website and Facebook fans demonstrates your communities - readers, businesses, community leaders and elected officials are much more informed about your contributions. A job well done. You took the whole year to achieve your 20th anniversary goal. Like the water on the rock, your approach helps engrain the Nation deep in everyone's mind. Not only will they remember the 20th Anniversary Bash, they'll remember all the things published during the year.

Judge: Maurice Rees, Publisher, The Shoreline Journal, Truro, NS • Number of entries in the Best Community Newspaper Promotion category: 5