

BEST COMMUNITY NEWSPAPER PROMOTION

The entries in this competition represented innovative attempts by the individual newspapers to put their brand before the people in hopes of underscoring the relevance of local media. In producing and moderating a political debate, the winning entry, *The Equity*, demonstrated to its readership that it is very much in a position of authority when it comes to engagement in news that matters locally. In availing of traditional print and digital media to successfully promote the event and to draw public participation in the formulation of questions, *The Equity* demonstrated to its industry peers that it owns a sense of place and also an understanding of how to use the tools provided by emergent technology in the service of its mission. The task of selecting a winner was simplified by this overview.



1

THE EQUITY

The Equity did an outstanding job of staging an event that was newsworthy, meaningful to the community and able to showcase the newspaper's strength and value all at the same time. I'm an enormous fan of how this event was planned, choreographed and promoted — using the tools of the day and not a little ingenuity (think I didn't notice the branded backdrop right away?) Impressive how duties were distributed among newspaper staff, and especially that the people who turned out would see Equity editorial staff in positions of authority. The only detraction was in the newspaper's own post-event coverage. The one front-page photo was taken from an angle, which failed to do justice to the backdrop and suggested the photographer did not have command of the room; the inclusion of a second story about a public forum on the front page (with an albeit smaller but similar photo) further diminished the premier story, and due to being surrounded by similar photos and coverage of public meetings on pages 6-7 the story turn (to page 7) saw the prominence of the event all but disappear. Just the same, *The Equity* did put on a pretty impressive community newspaper promotion — and taught us a valuable lesson about how we might go about remaining relevant in our marketplace.

THE WAY WE WERE
Sept. 20, 1992
123 Years Ago
The Parents' Voice
Unwinding

Decision 2017
ALL CANDIDATES DEBATE FOR WARDEN
Brought to you by
THE EQUITY
Thursday, October 12, 2017
at 7:00 p.m.
Pontiac High School auditorium, Shawville
Admission: FREE

Judge: Dan Hoddinott, Independent Editor/Curriculum Developer, Toronto, ON. Entries: 2

BEST ARTS AND ENTERTAINMENT STORY

Another strong year in the arts and entertainment category just goes to show there is plenty of talent out there willing to write about this country's talent. Kudos to all who entered.

8 | Cover Story
Mordecai Richler and the silver screen
The 1974 film adaptation of Duddy Kravitz was a Canadian cinema success. Too bad the same can't be said about the rest of his movies

1

BEN POWLESS

the Nation

Ben Powless was this year's clear winner. In just 10 words he hooks the reader with a tantalizing intro that acts as a doorway into the world of Annie Pootoogook. Coupled with some excellent layout, this entertainment feature was a joy to read and re-read.

SARAH ROGERS

Nunatsiq News

Sarah Rogers has crafted a beautifully paced story that just keeps giving in every paragraph.

2

NUNAVUT
Darkroom Project brings Inuit women's history into focus
I used to take pictures, but I didn't know how to develop them

3

NORMAN RAVVIN

The Canadian Jewish News

Norman Ravvin knows his Mordecai Richler and you can tell he is genuinely happy to share that love and his insights into one of this country's literary geniuses.

Judge: Juris Graney, Reporter, Edmonton Journal, Edmonton, AB. Entries: 23