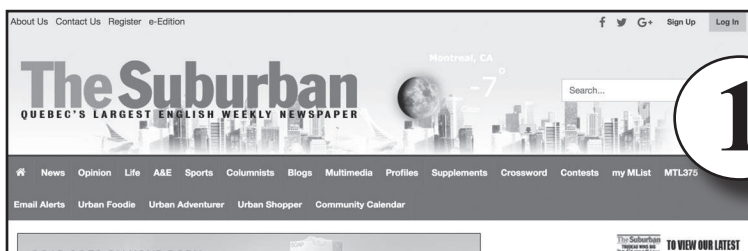


# BEST WEBSITE

There was an issue with stale content on many sites. In mid-March, 2018 there should not be stories from 2017 on the landing page of a news site or at the top of an inside webpage. Chances are regular readers have already seen content from previous week or month. When designing an effective news site where readers can access pertinent information quickly and easily, form should follow function. If there is a lot of outdated content up front, perhaps the web design needs a rethink to put older news a few clicks in and/or move it to a searchable archive. Since consumers are using multiple devices including cell phones and tablets to access their news, I checked all the sites on my iPhone. Most, but not all, had responsive layouts that were mobile friendly. There is clearly work to do in making community newspaper websites more user friendly and ensuring the news is easily accessed and fully up to date. In a brave new world where news readers are turning away from print and shifting online, getting it right is going to be crucial to the survival of community news outlets.



1

## THE SUBURBAN CITY (CITY EDITION)

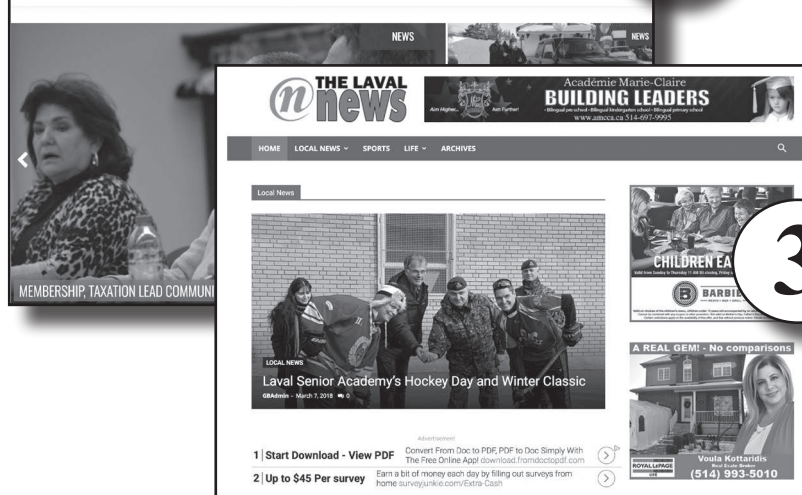
Both news content and advertising is local, plentiful and relevant to readers. Site is well organized, has good graphic design and ease of navigation. Some interesting features including an online poll of readers and sign up for news alerts. Handy search function and archived content.



2

## THE EASTERN DOOR

Pleasing design with loads of great photos and easy navigation. Plenty of local community news. Search tool is up top and provides easy access to past articles. An excellent feature is a curated CNW feed that provides news about, and relevant to, native communities.



3

## THE LAVAL NEWS

Clean design with lots of photos. Ample and up to date local news that is easily accessed through both the landing page and the navigation bar, although the "breaking news" tab linked me back to 2017. Good search function and past issues are archived and easy to retrieve.

Judge: Rita Legault, Director of Communications and Public Relations, Quebec Community Groups Network, Montreal, QC. Entries: 6

# BEST HEADLINE WRITING

Many submitted headlines have a punch, or a touch, that is appropriate to the story, and that will attract and please readers. Other headlines showed somewhat too great a fondness for puns.

1

The Equity

## CALEB NICKERSON

Fresh approach and big energy make these headlines attractive and compelling.

2

the Nation

## MATT DESSNER, WILL NICHOLLS, MARTIN SIBEROK, LYLE STEWART

Clever headlines are wonderful, and fun to write. At the same time, we have to pull back from appearing too clever by half.

3

The Eastern Door

## JESSICA DEER, DANIEL J. ROWE, DANA MARQUIS

Strong and clear nouns and verbs anchor these headlines. Variation in length and rhythm would make these even more impressive.

Scheerly you  
can't be serious

FLY BUYS

Rapids gives Deer women place to work and run

Ya put 'er in the cabbage, bud!

Heavy Medals

The Fishin' Magician casts his last line

Protestants put on  
poultry party

The Bear Necessities

Giant colon ready for loads of visitors

Bread Supplies Go To Toast

Group has high expectations for budding biz

Judge: David Swick, Associate Director of Journalism, University of King's College. Entries: 8