

# PUT YOUR MONEY WHERE YOUR HOUSE IS

Support the local businesses that  
keep your community and its  
newspapers thriving.

**ADVERTISE**  
 **LOCAL**



# Local information keeps readers connected to their communities.

**Every week community newspapers shine an unfiltered light on their community and reflect the community back to residents, warts and all.** This means attending meetings, often being the only reporter in the room, and prodding public officials with difficult questions. It means celebrating achievements and sharing sorrow. It means being there and being relevant.

**Nine in ten (92%) printed community newspaper readers cite local information as their main reason for reading. In many cases local coverage cannot be found anywhere else.**

Local Information\*

92%

Advertising  
(Flyers/ROP)

49%

Classified/Real  
Estate/Jobs

48%



# Local Reader Feature

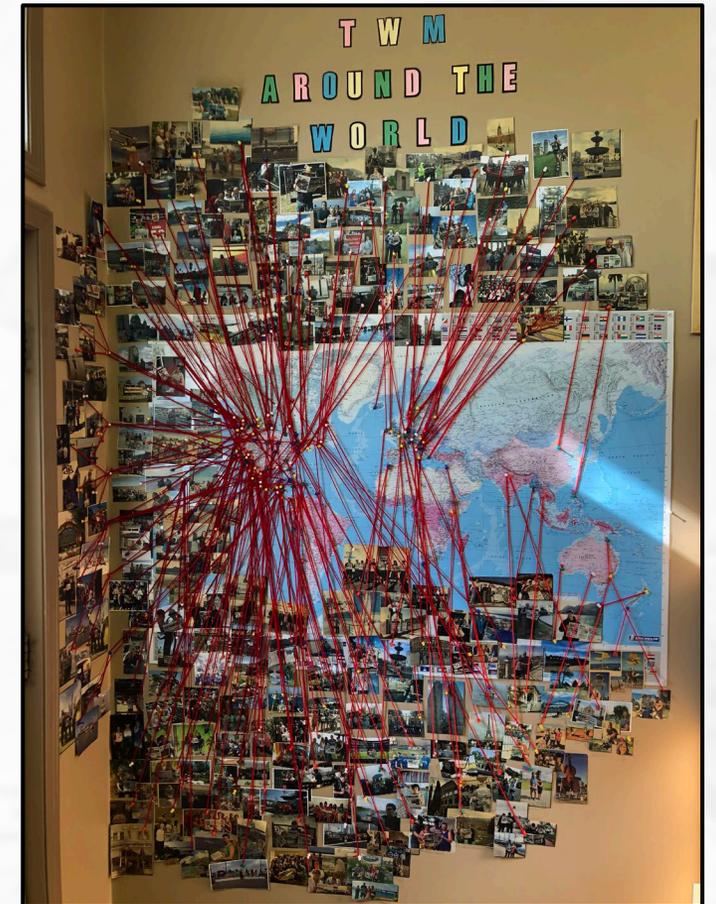
TWM Around the World

# The Watrous Manitou (SK)



Loyal readers take a copy of The Watrous Manitou on their travels to take a picture with the paper at their destination. A dedicated feature appears in the printed newspaper.

A map in the newspaper office tracks where readers have been with their newspaper!



# Crossroads

*This week*

“When we put together each edition we focus on local stories, no filler. When you flip through our pages you’ll notice the amount of news content that we write ourselves in-house. I believe in local journalism and continue to be amazed by what a talented team we have.

I believe as a newspaper it is our job to be the storytellers of our communities. We focus on stories that highlight the talented, unique and diverse people who live and work in this wonderful area.

Thank you for buying a subscription, as those dollars go directly to helping us keep telling the wonderful stories of the area.

And thank you to the advertisers who recognize that the community newspaper is in fact still the best way to reach local customers. If you advertise with us you are helping pay the wages of our local employees who shop at our local businesses, helping us pay local taxes, and directly helping us to tell amazing stories and promote the area. We could not do this without your support.”

Ryan Nesbitt, Publisher  
Crossroads This Week, Shoal Lake, MB



**Canadians  
believe  
supporting  
small business  
is important to  
keeping the  
economy  
healthy.**

In good times and bad times, local advertisers turn to their local newspapers to sustain and grow their businesses.

Newspapers have an unwavering commitment to serving and supporting their readers and the businesses that sustain those communities.

**SHOP LOCAL.  
SAVE LOCAL** 

Support the local businesses that support your local newspaper.

**Three quarters of newspaper readers (74%)  
believe it is important to support the  
advertisers in their local newspapers.**



**Every time  
Canadians  
choose to shop  
at a small  
business, they  
ensure the  
viability of their  
communities.**

Shopping at a small business enables it to give back, whether it's by hiring apprentices, sponsoring local hockey teams or donating to food banks. Two-thirds of your dollar helps keep our economy thriving and your community vibrant.

**Did You Know**

For every dollar you spend at a **local small business**

**66¢** stays **local**

vs. **only 11¢** when you spend at a *multinational*

**#SmallBusinessEveryDay** Presented by **CFIB**



“Canadians assume the local contributions by large retailers and small businesses are on par, but the difference is significant. The importance of what shopping local means to our communities can’t be stressed enough.

Small businesses support a whole local ecosystem. They source their goods and services from other local businesses in a way the retail giants just don’t.”

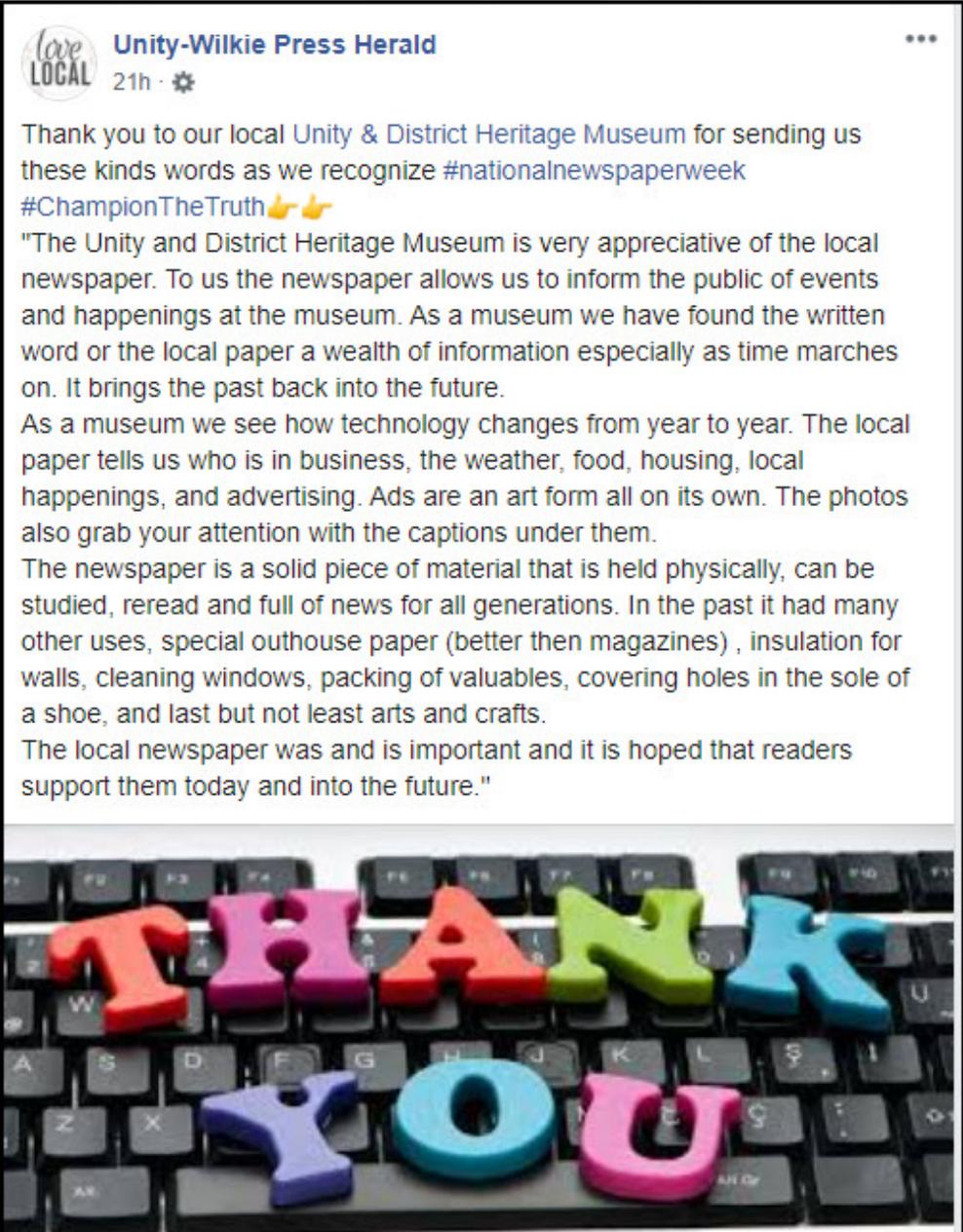
Ryan Mallough,  
CFIB Vice-President of Legislative Affairs for Ontario



# Advertiser Support Campaign

(National Newspaper Week)

## Unity-Wilkie Press Herald, (SK)



**Love LOCAL** Unity-Wilkie Press Herald  
21h · 🌐

Thank you to our local Unity & District Heritage Museum for sending us these kinds words as we recognize #nationalnewspaperweek #ChampionTheTruth 🙌🙌

"The Unity and District Heritage Museum is very appreciative of the local newspaper. To us the newspaper allows us to inform the public of events and happenings at the museum. As a museum we have found the written word or the local paper a wealth of information especially as time marches on. It brings the past back into the future.

As a museum we see how technology changes from year to year. The local paper tells us who is in business, the weather, food, housing, local happenings, and advertising. Ads are an art form all on its own. The photos also grab your attention with the captions under them.

The newspaper is a solid piece of material that is held physically, can be studied, reread and full of news for all generations. In the past it had many other uses, special outhouse paper (better than magazines), insulation for walls, cleaning windows, packing of valuables, covering holes in the sole of a shoe, and last but not least arts and crafts.

The local newspaper was and is important and it is hoped that readers support them today and into the future."



“Local journalism is vital to our democracy. It keeps communities informed and connected.

As we have seen throughout the pandemic, in this era of fake news, it is more important than ever before that Canadians have access to trusted, fact-based information.”

Paul Deegan  
President and CEO, News Media Canada



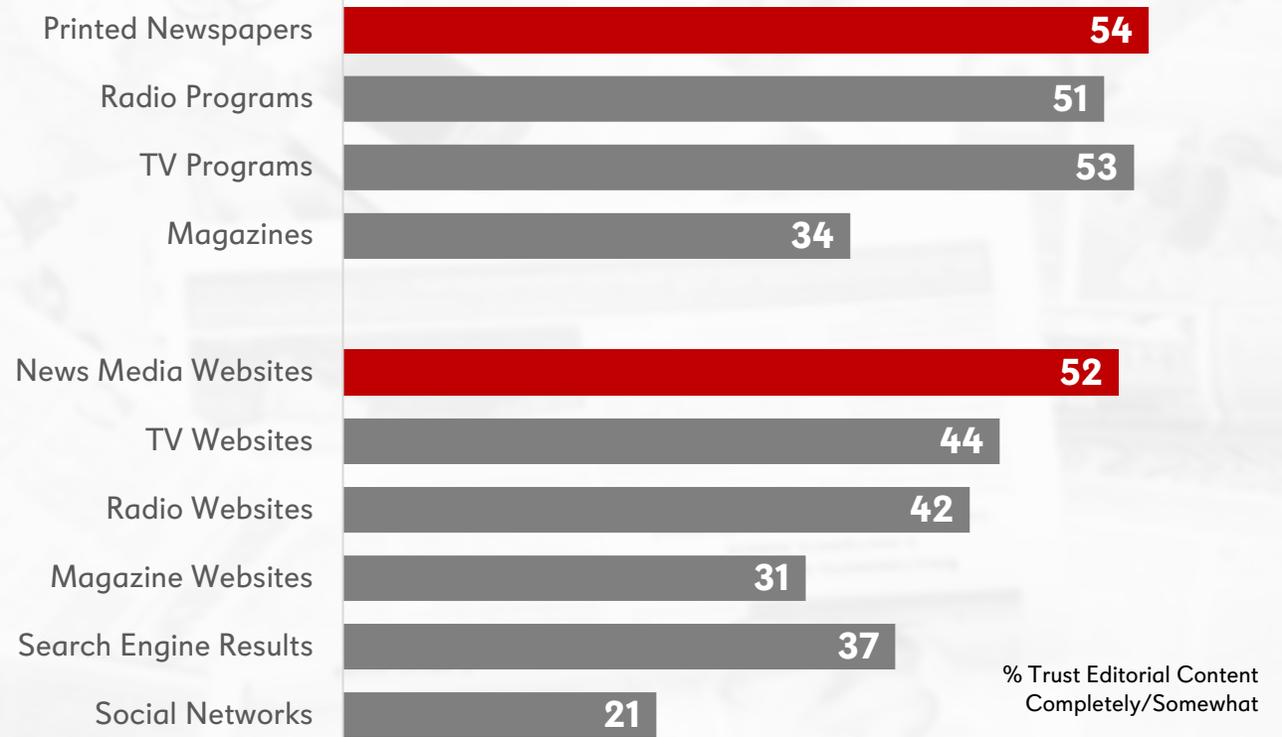
**When local papers report on news in the community, readers know it is not social media gossip.**

**60% of Canadians trust printed or digital newspaper content.**

Editorial content in newspapers and their digital products, is the most trusted. This level of trust extends to advertising also, creating a “safe” space for readers and advertisers.

**54%** of Canadians trust editorial content in printed newspapers compared to only **21%** trust in social media content.

### Trust in Editorial Content



% Trust Editorial Content Completely/Somewhat



# Advertiser Support Campaign

(National Newspaper Week)

# Estevan Mercury (SK)

National  
Newspaper  
Week  
October 4 - 10

“By placing our ads in the local newspaper, we reach an engaged audience in a trusted medium where ads are expected.”

**COLETTE PIERSON**

Marketing Coordinator, Murray GM Estevan

**ESTEVAN  
MERCURY**.CA

Estevan Mercury Publications

5 hrs · 🌐

“When we want to reach our audience to promote sales and service, we turn to the Estevan Mercury. By placing our ads in the local newspaper, we reach an engaged audience in a trusted medium where ads are expected. They make it easy too...the team at the Estevan Mercury designs the ad and gets it to every home in Estevan and reaches the rural communities too.”

Colette Pierson, Marketing Coordinator  
Murray GM

[#nationalnewspaperweek](#) [#localnewsmatters](#)





“Local news unites communities.

For cities, it is about navigating pressing economic issues and politics and the demand is high.

For our smaller communities and rural locations, it is about supporting local businesses, education and community events.”

Sarah Thompson  
President, Dentsu Media  
CMDC Media Leader of the Year 2020



# “Make Your Mark on History” Local Support Campaign

## Delta Optimist (BC)

SPECIAL COMMUNITY RECOGNITION EDITION



THURSDAY | MAY 7 | 2020

# DELTA OPTIMIST

**Getting active:**  
City is devising plan to re-open rec facilities **3**

**Her own race:**  
Marathon cancellation can't stop this runner **16**

## Thank you for your contribution to the ongoing legacy of community news

In April we put out a call to the community to help the Optimist through the COVID-19 shutdown. The outpouring of support from our readers over the past few weeks has been overwhelming. In an effort to recognize all of our voluntary subscribers and contributors over the years, we will publish your names on the front page of the Optimist on May 7 & 14. These contributions, however large or small, are enabling us to continue delivering reliable and relevant news to you - our friends, our family and our neighbours. These newspapers will become a permanent record of our community standing together, as we always have.

**In this edition we are publishing the names of contributors that start with A through J.**  
Additional contributor names beginning with K through Z will be published on May 14.

\*A. Horita • Asae Bryan • Abbas • Yvonne Mohajjer • Adolf Arntt • Adrian Martin • Adrian Wightman • Agnes & Ray Manning • Agnes & Stephen Yuen • Agnes Bolivar • Agnes Jackson • Aimee McKinley • Al Benning • Al Jaugelis • Al Marro • Alan & Lynn Hope • Alan Holtgren • Alan Miller • Alan Waterman • Arian & Brenda Basu/Hali • Albert Knudsen • Alfred Inasaki • Alice Bandoni • Alice Barnes • Alicia Guelchon • Aline Andermatt • Alison Antonio • Alison Chant • Alison Dubanel • Alison Hay • Alison Ireland • Alison Platt • Alan & Evelyn Hope • Alan Ridgway • Allison Simpson • Anja Branson • Anja Fredrik • Andrea West • Andrew & Betsy Malar • Andrew Blacklock • Andrew Porzani • Andrie Davie • Andy Glass • Andy Stewart • Angela Baggott • Angela Craig • Angela Foster • Angela Yamaoka • Angelika Hedley • Anila De Vos • Anila Horita • Anila Wootton • Anja Grabi • Ann & Sterling Adhe • Ann Chalmers • Ann Lawson • Ann Lowrey • Ann Pullar • Anna Chesler • Anna Griffith • Anna Schillebeech • Anne & Jim Northey • Anne Berger • Anne Cocking • Anne Haug • Anne Kennedy • Anne Marlin • Anne Murray • Anne Ritschel • Anneliese Schroll • Anthony Elmgj • Antoniette Shapiro • Antonette Johnson • April Cook • Archie & Donna Mullar • Aylene Helene • Aylene Ryan • Aylene Ross • Aylene Wallace • Arthur Allen • Arthur Birk • Arthur D Serry • Ashley Spores • Audrey Barton • Audrey Calvori • Audrey Henry • Audrey Pihach • Audrey Van Bruchem • Barb Barker • Barb Kahl • Barb MacPhee • Barb Pretty • Barb Wright • Barbara & Jim Wesson • Barbara Baydala • Barbara Campbell • Barbara De Jong • Barbara Fitzpatrick • Barbara Ganton • Barbara Holloway • Barbara Howell • Barbara Leroy • Barbara Mason • Barbara Nowell • Barbara Quenville • Barbara Wayne • Bernice Cowan • Bernice Whitley • Barry & Mary Koehler • Barry MacKenzie • Beatrice Alexander • Beatrix Freudenreich • Benito Padilla • Bernadette Kuzbin • Bernice Brown • Bernice McMillan • Bernice Pearson • Bernice Sumner • Bert & Michelle Hillfield • Beth Johnson • Beth Sneider • Betta Vanderveer • Betty Dunstan • Betty Inouye • Betty Parker • Bev Bentley • Bev Clarke • Beverly Bala • Beverly Taylor • Beverly Vancoral • Beverly Alder • Beverly Bala • Beverly Hanna • Beverly McLennan • Bill & Joan Cole • Bill & Susan Verran • Bill Cummings • Bill Didier • Bill Jackson • Bill Ross • Bill Simpson • Birgit Janssen • Blake Cowan • Bob Burtain • Bob Creighton • Bob Dankel • Bob De Ridder • Bob Farrell • Bob Munroe • Bob Skler • Bobbie McCabe • Bonita Bowden • Bonnie Abbott • Bonnie Simons • Brad & Holly Bowling • Brad Brush • Brad Cunningham • Brad Sherwin • Bradford Hines • Bradley Bowling • Brenda Dobro • Brenda Provost • Brenda Tawerner • Brenda Vanhuys • Brent Mills • Brian Carlsen • Bruce Conley • Bruce Gordon • Bruce Larkin • Bruce Taylor • Bruce Winter • Bryan Kelly • Bud Tasaedale • C. 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Tamboline • Joan Granam • Joan Hansen • Joan Harlyn • Joan Lundell • Joan Mackie • Joan Morris • Joan Pym • Joan Scabar • Joan Wallace • Joan Werran • Joana James • Joanne Johnston • Joanne Pua • Jocelyne Phillips • Joel Barlucasse • John & Isabelle Harris • John Bantala • John Curran • John D. McLean • John Greenfield • John Gurry • John Greenfield • John Gurry • John Hartman • John L.P. Anderson • John Lonsdale • John MacKenzie • John Martin • John Miller • John Moores • John Nelson • John Dorney • Jon Jessiman • Jose Vargas • Joseph Christopher • Josephine Walsh-Mahaux • Joy & Keith Hand • Joy Dickson • Joy Markey • Joyce Barr • Joyce Manary • Joyce Nightingale • Joyce Perrot • Joyce Van Veendaal • Judith & William Duetels • Judith Hand • Judith McLeod • Judith Rithaler • Judy Foster • Judy Leaver • Judy Prinz • Judy Rithaler • Julia Hawkes • Julia Kelly • Julie & Ronald Lapinsky • Julie Herdner • Julie Hubbs • June D Pearson • Jane McKenna

Contributions may be made at [support.delta-optimist.com](http://support.delta-optimist.com), or if you prefer not to donate online, you may call 604-946-4451, or mail a cheque to 5008 47A Avenue, Ladner, BC, V4K 1T8.

In case of an error or omission please let us know and we will send you a corrected print-out.



**BUDGET BLINDS**

SUPPORT LOCAL SMALL BUSINESS

CONDUCTING BUSINESS SAFELY

• Social Distancing During Apts • Added Cleaning & Screening Processes

\*Offer expires May 31st 2020. Can not be combined with other offers. Restrictions Apply.

Call today to book your free consultation 604-948-3088 | [www.budgetblinds.com](http://www.budgetblinds.com)





# Shop Local Campaign

# World-Spectator, Moosomin (SK)

**Shop LOCAL and WIN!** *What would you do with \$15,000?*

**THE WORLD-Spectator Christmas Giveaway**

We're giving away more than \$20,000 worth of prizes in The World-Spectator's Christmas Giveaway!

The grand prize is \$15,000 to be spent at any or all of the participating businesses. Here are a few ways you could spend \$15,000 if you are the winner:

What could you do with \$15,000 at Tristar Foods?

With \$15,000 you can purchase over **1800** foot long Subway Sandwiches!

What to have for lunch won't be a problem!



As part of the Christmas Giveaway, you could win a **\$50 Gift Card** from Tristar Foods

**Tristar Foods**  
Esterhazy, SK • 306-745-3905  
Open 5 a.m. - 11 p.m.

What could you do with \$15,000 at Rocanville Pharmacy?

Spread Christmas Cheer with **750 \$20 GIFT CERTIFICATES** to share with your closest friends and family members from Rocanville Pharmacy



As part of the Christmas Giveaway, you could win a **Winter Gift Basket** from Rocanville Pharmacy

**PharmaChoice Rocanville Pharmacy**  
Rocanville, SK • 306-645-2633

What could you do with \$15,000 at Moose Mountain Leisure Ltd.?

Purchase a new **Snowmobile, ATV or Side-by-Side** or put a down payment on a **NEW BOAT!**



As part of the Christmas Giveaway, you could win a **\$100 Gift Certificate** from Moose Mountain Leisure Ltd.

**Moose Mountain Leisure Ltd.**  
Highway # 13 • Carlyle, SK  
306.453.2928  
www.moosemountainleisure.com

What could you do with \$15,000 at Bumper to Bumper?



**REPLACE ALL OF YOUR TOOLS!**  
Outfit your shop with a complete line of Milwaukee power tools as well as yard care including Milwaukee hedge trimmers, chainsaws, leaf blower, whipper snipper and so much more!

As part of the Christmas Giveaway, you could win a **Milwaukee M18 Fuel 1/2" High Torque Impact Wrench** from Bumper to Bumper



**Bumper to Bumper**  
Rocanville, SK • 306-645-2112  
Langenburg, SK • 306-743-2332

What could you do with \$15,000 at Pharmasave in Esterhazy?

As part of the Christmas Giveaway, you could win a **Family Fun Gift Basket** with something for all ages in your family from Esterhazy Pharmasave

Purchase a **\$20 Christmas Gift** for EACH of the 12 Days of Christmas for **60 members of your friends & family!**



**LIVE WELL WITH PHARMASAVE**  
Esterhazy, SK • 306-745-2022

*Support Local*  
THIS HOLIDAY SEASON  
**ONLY 8 MORE DAYS TO ENTER!**

DRAW DATE: DECEMBER 20, 2022





# We Love Local Campaign

# Crossroads This Week, Shoal Lake (MB)



# WE ♥ LOCAL

You've heard the phrase "Shop Local" before, but do you know what it really means for your community?

Shopping local means buying groceries in town rather than running to the city, it means shopping at your local hardware store rather than ordering on Amazon, it means running an ad in the local newspaper rather than just posting on Facebook.

When we support local, we are supporting a local family. Our local businesses and entrepreneurs are the life of our communities. They pay local taxes and create local jobs.

Supporting local literally helps business owners put food on their table, it keeps kids in our schools and in our sports programs. Spending local means businesses have money to donate back to community groups. Amazon and Facebook don't do that.

Quite simply, the money we choose to spend here, stays here. And the reality is every dollar spent online leaves our area and is never coming back.

If the state of our world has taught us anything maybe it is the value of community. We need each other, and we rely on each other. So let's support each other. Together, we can keep our business community strong in these hard times and beyond.

The question isn't, why shop local?  
The real question is what happens to our area if we don't?

**Crossroads**  
*This week*





“Research shows that communities without a newspaper performing the basic watchdog duty of keeping the people’s business in the light of day have higher crime rates, less government transparency, and higher taxes. An essential element of a newspaper’s DNA is to bring governmental activities to the attention of citizen taxpayers.”

Leonard Woolsey  
President, Southern Newspapers  
Publisher, The Daily News in Galveston (TX)



**Best Local  
Editorial  
CCNAward  
2020**

**The  
Independent,  
Petrolia (ON)**

# Editorial

## Petrolia's final slap in the face

We supposed Petrolia residents should not be surprised.

Mayor Brad Loosley revealed Monday what many had suspected for the last two years; the council during the 2017 debacle with its CAO deliberately hid from the public what actually went on. And they did it in a very permanent way.

Loosley revealed that new members of council have not been able to review the report of Investigator John Fleming and then further told *The Independent* it was because the council of the day and the former administrator signed a non-disclosure agreement about his departure, hiding Fleming's report from public view forever.

That makes us wonder what is in it? What happened that taxpayers, who paid the salary of the CAO, can't see? How badly did the system fail? And did Fleming articulate how the people we elect utterly failed to do their job of overseeing the CAO's actions? That might have been enough for the councillors to say yes to a non-disclosure agreement.

Some may ask why does this matter; the privacy commissioner says the document can't be released anyway. That's true. The adjudicator did rule it was part of the CAO's work record and therefore under the Freedom of Information Act is protected.

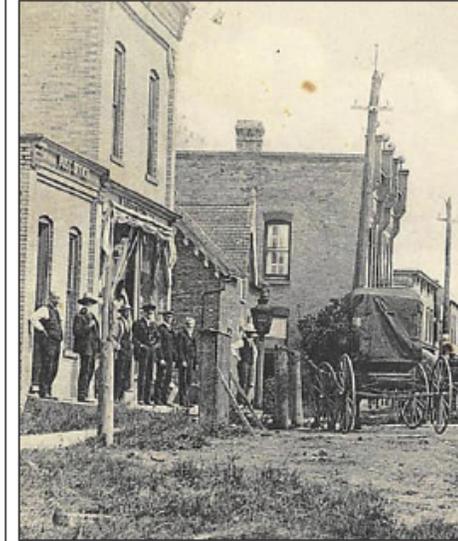
The issue the callous way elected officials put their own interests and the interests of an employee being fired ahead of those of the taxpayers. They deliberately hid what happened with the non-disclosure agreement.

Politicians, who are supposed to represent taxpayers, instead gave the ultimate protection to the man they fired and likely, in doing so, covered their own butts as well. Not one person who voted for that agreement has any right at this point to say they believe in open government. They signed that right away.

Municipalities who don't want to be held accountable are likely taking notes and people who long for open, accountable government worry this sets a dangerous precedent.

Petrolia's non-disclosure agreement was a final slap in the face to taxpayers in this whole, sorry mess.

## Our Story



Florence once had a very active downtown with more making the hamlet a happening place. Local historians few were rebuilt.

## Politician, historian, journalist

I don't really remember when I met John Phair. He has just always seemed to be around.

Perhaps that's why I was so surprised when the likeable freelance journalist, politician and historian passed away Jan. 5. It seemed odd to think that I wouldn't run into John at events anymore.

John made his home in Lambton County. He farmed here, ran businesses here and was part of two municipal council's. He served four terms in Petrolia and was part of the committee which led the reconstruction the iconic Victoria Hall

time. While he w didn't smack yo his Conservative remember one ti some of the "nea Canadian politic

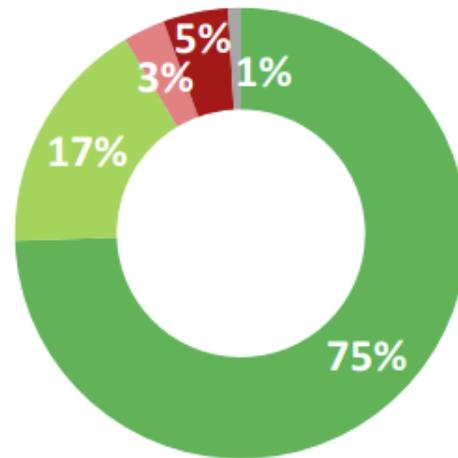
I really got to k freelance journal of agriculture we of articles for To would even trav conferences - pa Lambton's cold v learn something

He was interest everything and s



## Importance of accessing news from Canadian news sources

Q – Is being able to access local, regional, national and international news from Canadian news sources important, somewhat important, somewhat unimportant or unimportant to you?



■ Important                      ■ Somewhat important  
■ Somewhat unimportant   ■ Unimportant  
■ Unsure

### 9 in 10 Canadians

say being able to access local, regional, national and international news from Canadian news sources is important or somewhat important to them.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 30<sup>th</sup> to November 4<sup>th</sup>, 2022, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.





“Fact-checked, investigated, accountable truths – the stories that inform civil discourse, how we vote, what is happening in schools, hospitals, in the offices of influence, and on our streets – this comes from journalists – real people putting in a ton of effort to keep citizens informed.”

Jordan Bitove  
Publisher, Toronto Star & Owner, Torstar Corporation/  
CEO, NordStar Capital



# Champions Font

This presentation has been produced with the new **Champions** font, developed in 2022 to celebrate and support the news media industry.

Champions is a geo-humanist font incorporating:

- humanistic traits — which mimic hand motions reflecting the craft and artistry that goes into producing credible news each day; and
- highly geometric shapes — which represent the structure and rigour of fact-checking, editing, and producing high-quality credible content newspapers are known for.

**Show your support for the industry and download the Champions font at [www.nationalnewspaperweek.ca](http://www.nationalnewspaperweek.ca)**



**SHOP  
LOCAL.  
SAVE  
LOCAL** 

**Support the local  
businesses that keep  
your community and its  
newspapers thriving.**

