

ATLANTIC COMMUNITY NEWSPAPERS ASSOCIATION

President's Message



Shawn Woodford

ACNA President 2009-11

elcome one and all to the 2010 Atlantic Community Newspapers Association (ACNA) Better Newspapers Competition (BNC) Awards Gala in Halifax, NS.

Each and every year, the ACNA is so very proud to see employees of the various member newspapers attend the BNC Awards Gala and be awarded for the past year's achievements.

Being judged amongst your peers in Atlantic Canada is a great way to gauge how your particular newspaper is doing. Our judges come from other parts of Canada and they get to judge newspapers without bias and allow a piece to stand on its own merits.

Want to say special thanks the ACNA staff for their efforts in coordinating the BNC Awards, plus the overall organization of the ACNA Conference – great job as usual.

Each year hundreds of entries are received in the various categories and just to make it to the standing finalist listing is a great accomplishment. You are amongst the top three in Atlantic Canada with such a rank.

On behalf of the Board of Directors of the ACNA and all member newspapers, please accept my sincere congratulations to all 2010 BNC Award winners. You all do great work each and every day and you should all be very proud. Raise a glass and celebrate.

It's not every day that newspapers make news. I encourage you all to return home and splash your accomplishments across your front pages. We are community newspapers, and the community will certainly be excited about your awards – share the joy. We don't trumpet our own horn enough at times – this is a great time to start.

But the ACNA is more than just the BNC Awards.

Our mission: "The ACNA is dedicated to the excellence, credibility and economic well being of its members through leadership, education and communication."

Through the last number of years, the Board of Directors has been working on a number of initiatives to move the ACNA forward. We have focused on three key areas of: advocacy, training and revenue generation.

The ACNA, in coordination with the Canadian Community Newspapers Association (CCNA), is the eyes and ears for the newspaper industry in Atlantic Canada. We have regular input on policy matters that affect our membership. As an example, we have been very active with input on the changes to the Publication Assistance Program (PAP) to ensure newspapers were not affected negatively. From issues surrounding recycling to taxation, we're on the case.

Training has been a major focus in the past number of years. From the Canadian Professional Sales Association (CPSA) training offered to sales reps in our member newspapers, to the various workshops held at the annual conference, the focus on continuous education is essential. Earlier this year we have been having regular idea sharing calls for both editorial and sales. We plan to expand this to the circulation group as well in Fall 2010.

ACNA is primarily funded by the Blanket Classified Program. We are in the process of looking at other revenue generators in the wake of diminishing classified, taking a more on-line approach.

To say this industry has changed in the past number of years is an understatement. The ACNA team, led by Executive Director Mike Kierstead, is consistently staying on top of industry trends to ensure we're focused on the changes ahead. Our goal is to communicate this knowledge to you in a meaningful and useful way. The regular ACNA newsletter is one of these communication methods.

ACNA as an organization is changing as well and this story will unfold in the months and years to come. Stay tuned and keep reading. Our industry is alive and well and we're so glad to have you all on board.



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WINNER Barbara Dean-Simmons Clarenville Packet

What a great victory picture! The happy faces of the leaping victors sums up their jubilation economically - no need to read the story here

STANDING FINALIST Jamie Roach Kings County Record

Another nice moment of victory. Photographer has a good sense of timing to capture seven faces screaming simultaneously. Good job of anticipating the decisive moment of happiness.



SSHS

STANDING FINALIST Chuck Brown St. Stephen Saint Croix Courier

Good action combines well with an artistic flair created by the water droplets flying around the rugby player. Photographer was at the right position so we can see the player's facial reaction as she encounters the puddle.



WINNER Annapolis County Spectator

Page 3 Features are great. Very clean presentation. Front page pictures need a bit of work.



STANDING FINALIST Windsor Hants Journal

Good writing, above-the-fold photo treatment is good.



STANDING FINALIST Happy Valley Goose Bay Labradorian

	Α	В	C	D	E	F	G	Н	I	J	K	TOTAL		
Annapolis County Spectator (NS)	75	100	75	95	90	90	90	40	45	32	40	772		
Windsor Hants Journal (NS)	126	100	60	75	70	90	90	40	45	30	40	766		
Happy Valley Goose Bay Labradoria	n (NL) 70	100	75	85	70	90	90	40	40	40	30	730		
Stephenville Georgian (NL)	120	110	73	50	50	90	90	40	45	30	25	723		
Port Aux Basques Gulf News (NL)	98	77	75	75	65	90	90	40	30	30	40	710		
Bass River Shoreline Journal (NS)	98	104	75	40	55	90	90	40	45	32	40	709		
Enfield Weekly Press (NS)	106	100	75	50	50	90	90	40	40	25	29	695		
Placentia Charter (NL)	100	100	62	59	40	90	90	40	34	30	30	675		
Port Hawkesbury Reporter (NS)	103	105	40	50	40	83	90	40	40	30	30	651		
Sackville Tribune Post (NB)	70	50	40	65	70	90	90	40	40	45	35	635		
Springhill Record (NS)	75	60	40	50	45	90	90	40	40	30	40	600		
Queens County Advance (NS)	62	77	55	10	80	90	90	40	45	30	20	599		
LEGEND A - FRONT PAGE 150 pts B - COMMUNITY NEWS 150 pts	C - EDITORIAL PAGE AND OP-ED 100 pts D - PRESENTATION 100 pts E - PHOTOGRAPHY 100 pts			F - ADVERTISING CONTENT 100 pts G - ADVERTISING DESIGN 100 pts H - CLASSIFIED ADVERTISING 50 pts					I - Local Features 50 pts J - Sports 50 pts K - Production quality 50 pts					









STANDING FINALIST Clarenville Packet



STANDING FINALIST Gander Beacon

This was not an easy decision. What stood out for me are the different papers excelled in different categories. Take into account the Grand Falls Advertiser scored best in Editorial Page, the Amherst Citizen in Production, the Lewisporte Pilot in Photography and the Kings County Advertiser in Best Sports. Yet, none placed in the top three. Instead, there were a lot of very good newspapers but not one shone head and shoulders above the others, hence the close scoring. It was very tough determining winners. Newspapers which generally did everything well rose to the top.

It's a credit to Atlantic Canada newspapers that you are not afraid to take a stand in editorials. Most were very well done with writers not afraid to take a stand on local issues. Even some papers which lost points had good editorials but they were not written locally. And what I would give to have a cartoonist! Where do you guys find them! Well done!

It was very good to see modularity in layout. It gives the newspaper a good, clean crisp look and easy-to-read format. In short, this was the best overall selection of entries in General Excellence I have ever judged! Congratulations!

GENERAL EXCELLENCE CLASS 2 - Circulation 3,001 - 4,999													
	Α	В	C	D	Ε	F	G	Н	ı	J	K	TOTAL	
Woodstock Bugle Observer (NB)	120	125	80	80	70	75	85	40	35	40	45	795	
Clarenville Packet (NL)	125	120	70	70	80	70	80	40	45	40	35	775	
Gander Beacon (NL)	120	120	75	75	80	70	70	45	30	45	40	770	
Kings County Advertiser (NS)	100	110	80	75	80	70	80	35	45	45	40	760	
St. Stephen Saint Croix Courier (NB)	120	120	75	80	75	65	75	40	35	40	35	760	
Lewisporte Pilot (NL)	120	120	65	80	90	70	75	40	35	25	35	755	
Campbellton Tribune (NB)	115	110	90	75	70	75	80	35	40	30	30	750	
Grand Falls Windsor Advertiser (NL)	115	110	95	75	75	65	70	35	35	30	40	745	
St. Stephen Courier Weekend (NB)	120	115	70	70	65	70	70	40	35	30	40	725	
Carbonear Compass (NL)	125	110	60	75	75	70	70	35	35	20	35	710	
Amherst Citizen (NS)	130	100	60	85	60	60	65	40	30	30	35	695	
Shelburne County Coast Guard (NS)	115	115	65	70	60	60	65	40	35	35	35	695	
Marystown Southern Gazette (NL)	110	110	70	70	50	60	60	40	30	35	35	670	
LEGEND A - FRONT PAGE 150 pts B - COMMUNITY NEWS 150 pts	C - EDITORIAL PAGE AND OP-ED 100 pts D - PRESENTATION 100 pts E - PHOTOGRAPHY 100 pts			F - ADVERTISING CONTENT 100 pts G - ADVERTISING DESIGN 100 pts H - CLASSIFIED ADVERTISING 50 pts					I - LOCAL FEATURES 50 pts J - SPORTS 50 pts K - PRODUCTION QUALITY 50 pts				





WINNER Bridgewater Bulletin

Strong editorial elements across the board, front page, photographs, well written stories and clean layout. Commitment to the "story" shows throughout the paper but is more than obvious in the first 5 pages, which has been left open without advertising.



STANDING FINALIST **Kings County Register**

The well constructed front page draws you into an easy read. Very good use of photos, they are both of this class. Good community advertising features. good quality and size.

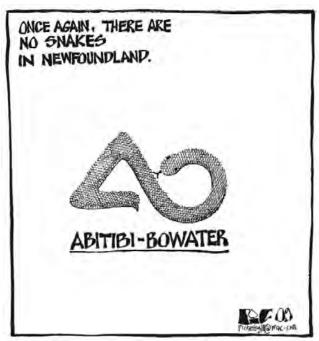


STANDING FINALIST **Montague Eastern Graphic**

Great paper with the strongest opinion columns of

	Α	В	C	D	Ε	F	G	Н	I	J	K	TOTAL
Bridgewater Bulletin (NS)	130	130	90	100	90	90	80	50	40	40	50	890
(ings County Register (NS)	140	130	90	90	90	90	80	40	40	40	50	880
Montague Eastern Graphic (PE)	140	140	80	90	90	80	80	40	40	40	40	860
nfield/Waverly The Laker (NS)	130	130	80	80	80	90	90	40	40	40	50	850
Miramichi Leader (NB)	130	140	90	90	90	90	80	20	40	40	40	850
Pictou Advocate (NS)	130	130	80	80	80	80	70	40	40	40	40	810
Alberton West Prince Graphic (PE)	130	120	80	80	80	80	80	40	40	30	40	800
t. Anthony Northern Pen (NL)	110	120	80	80	80	80	80	50	40	40	40	800
armouth Vanguard (NS)	130	130	80	80	90	80	80	30	30	40	30	800
Bathurst Northern Light (NB)	120	130	80	80	70	80	70	30	30	40	30	760
sussex Kings County Record (NB)	120	110	80	70	70	80	70	30	30	30	30	720
Antigonish Casket (NS)	110	120	80	70	60	70	60	30	30	40	40	710
nverness Oran (NS)	110	130	80	70	60	60	70	20	30	30	30	690
Chester Clipper (NS)	110	120	70	80	80	70	70	40	0	0	40	680





WINNER Peter Pickersgill Placentia Charter

First place goes to Peter Pickersgill's cartoon about Danny Williams' government revoking Abitibi-Bowater's water and forestry rights after the paper company announced it was closing its Grand Falls-Windsor operation. It is clever, well-drawn and makes a very strong comment on a very newsworthy subject - exactly what an editorial cartoon is supposed to do.



STANDING FINALIST **Jason Freeman Kings County Register**

Jason Freeman' cartoon about the surprise announcement of layoffs at a local food processor was humorous, timely and "cutting."



STANDING FINALIST Jim Oliver Sackville Tribune-Post

Third place Jim Oliver's cartoon about Sackville town council's reticence in dealing with a traffic safety issue is a great example of the hyper-local cartoon.

Honourable Mention - Ted Michener, St. Stephen Saint Croix Courier The very talented Ted Michener received an honourable mention for his drawing skills.

Best Resources Story





WINNER Aaron Beswick St. Anthony Northern Pen

A well-crafted story that clearly brings home the difficult financial challenges facing fishermen catching coldwater shrimp off the coast of Labrador. The reader feels the struggle of these fishermen, who go to sea in often dangerous conditions to be paid the equivalent of less than minimum wage. The story is a pleasure to read, as well as enhancing understanding of an important issue critical to the paper's readership. "Rough Waters Ahead" is a worthy winner in the best resource story category.



STANDING FINALIST Pam Snow Springdale Nor'wester

SIGNS OF RECOVERY

Scientists say northern cod stock is growing but advise caution for fish managers

STANDING FINALIST Barbara **Dean-Simmons Clarenville Packet**



WINNER Bridgewater Bulletin

The Bridgewater Bulletin was a clear winner in this category showing excellent initiative and creativity to cultivate an historical archive of local WWII stories. A solid ad campaign with great editorial support and online component, the Bulletin's entry had it all.



STANDING FINALIST Mirimachi Leader



STANDING FINALIST Montague Eastern Graphic

Best Website



WINNER Southshorenow.ca

This site serving the communities of southwestern Nova Scotia is a region-leading effort to engage audiences around news content. Editors have an active presence in social media and make extensive use of their site to reflect community interests. They regularly link news content to past coverage to build context and they encourage audience interaction by live-blogging events. The site offers breaking news alerts and a broad range of multimedia. A strong community presence results from a spirited effort to use the medium effectively.



STANDING FINALIST Novanewsnow.com

The site serving western Nova Scotia uses visual highlights and photo galleries to build stories that are compelling for online audiences. It showcases strong design and clean navigation to boost usability and visual appeal. Editors make a consistent effort to categorize content for easy browsing. As well, the site offers users tools to easily view the most discussed and highest-rated content.



STANDING FINALIST Peicanada.com

Editors make considerable effort to harness the medium with regular blogs posts and use of multimedia. A solid presence in social media and a range of content on the site result in a good effort at community engagement online.

This category is sponsored by:

GoToDigital

All the entries were really good. Imagination, initiative, concentration, emotion and technical skill were all present with the finalists quickly rising to the top.



WINNER Keith Cororan - Bridgewater Bulletin

The smile on the child's face as he stands proud with his fish on the line tells the story with no words necessary. Great photo!



STANDING FINALIST Grace Trowbridge - Miramichi Leader

Nice action shot. I was impressed at the sharpness and contrast of the photo. While the subjects were moving at a high speed, the photographer was able to capture a sharp image.



STANDING FINALIST Andrew Brown - Montague Eastern Graphic

You can see the look of hard work, determination and dedication on this child's face as he sits on a pile of his hard work. A photo that tells the story that at any age goals and dreams can be accomplished.

Best Graphically Designed Ad

Outstanding Sales Person



WINNER Sharon Robinson Sackville Tribune-Post

Great use of colours, Easy to the eye, Limited text (no encyclopedia), Liked the water splash idea for pricing and the beachball for mileage. All pertinent ad copy is visible. Stands out.

STANDING FINALIST **Vicky Hines Bridgewater Bulletin**

Good use of photo, great background. Motivates you to buy paint and start painting.





STANDING FINALIST **Shawn Clark** Woodstock **Bugle-observer**

colours.



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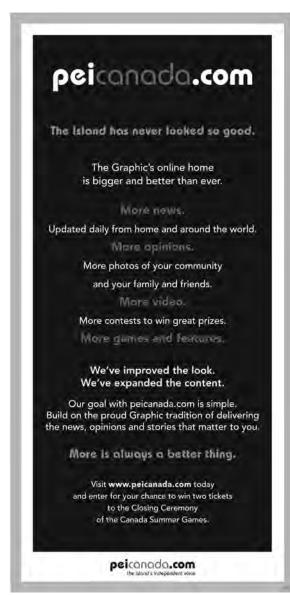
WINNER Gloria Hunt - Stephenville Georgian

Gloria has over 19 years of newspaper advertising experience and continually raises the bar in terms of generating revenue for her publication. On top of that, her clients love her because she helps their businesses build successful advertising campaigns that make them more money.



STANDING FINALIST Steven Lacey Chester Clipper

This ad was selected due to the clever approach, use of graphics and general layout of the page. The ad itself is simple, with very few words needed to explain or promote the newspapers' presence on the internet or "web." The advertisement to "look for us on the web" is situated nicely as a custom banner ad at the bottom of the page with the text of the newspaper laid out around the ad.



STANDING FINALIST Aura Lee Shepard Montague Eastern Graphic

Based on an effective series of ads promoting a newspaper or aspect of its services to the community, Eastern Graphic's submission for Best In House Promotion was impressive. Using half page, full page and banner ads, Eastern Graphic did a great job promoting and informing readers about their website 'makeover.' From July 22 through to January 27, 2010, promotional ads for peicanada. com informed readers about the "much more than newsprint" options found on their website. The promotional ads were effective in the use of colour, 'clean' layout design and frequency of insertion, which would have had a great impact on the effectiveness of the promotion.

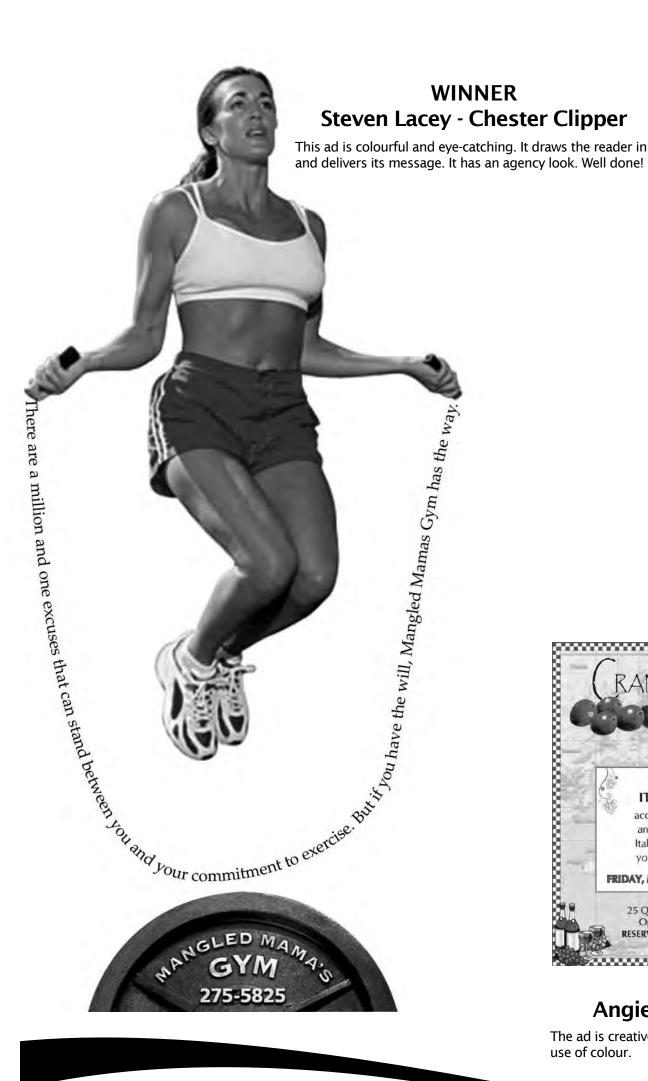


WINNER Staff - Bridgewater Bulletin

The earthfriendlynews.ca campaign by Lighthouse Media Group clearly incorporated several elements of the judging criteria (clever/innovative approach, quality of design, use of graphics, colour and photos) in their in-house promotion, "Get Your Green On!

The campaign appropriately titled "Get Your Green On," used a combination of full-page full colour ads, and 'teaser' ads in their publications to get people excited about the new upcoming on-line product earthfriendlynews.ca. There is no doubt the readers' attention would have been captured by the full page colour ads that started with "March 17 is your LUCKY DAY!"

Two months after the "Get Your Green On" advertisement campaign, the Bridgewater Bulletin followed up this 'In House Promotion' with a 'All the news, without the pulp' promotion for earthfriendlynews.ca. The innovative approach with use of graphics and play on words messaging promoting the newspapers new 'green' on-line services (launched on St Patties day) is why I chose this campaign from Lighthouse Media Group Staff as Best In House Promotion.





STANDING FINALIST Staff - Enfield Weekly Press

Nice choice of colours, well laid out, fonts are a good choice for this ad a little busy however.



STANDING FINALIST Angie Pearson - Bridgewater Bulletin

The ad is creative and inviting, it's also well balanced. Good copy and good use of colour.

Frozen in time

Can't see the whales for the icebergs



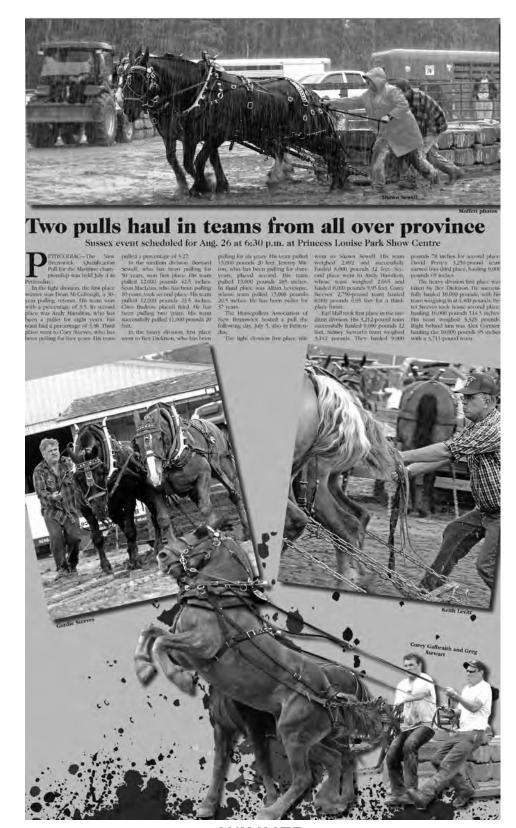
STANDING FINALIST Jeff Jackson and Denise Pike Carbonear Compass

Magazine styled layout and very good selection of photos. Good use of Photoshop with drop shadows a very neat way to display multiple photos on a page.



STANDING FINALIST Stacey Colwell Bridgewater Bulletin

Excellent use of Photoshop with jumpers, took a great deal of time to prepare these photos. Photos assembled very well overall.



WINNER Natasha Moffett Sussex Kings County Record

Very good visual layout with light article describing the events. Unique use simulated mud stained newsprint paper associating the mud the Horse Pulling Championship endured from the day's weather.

Best Original Advertising Idea



WINNER Heather Cunningham St. Stephen Saint Croix Courier

A great non-traditional idea which generated over \$2,500 in additional revenue. As well it generated new clients which will lead to some being long-term advertisers. This ad section covered all areas of the judging criteria and was the overall choice for "Best Original Advertising Idea.



STANDING FINALIST Penny MacDonald Bridgewater Bulletin



STANDING FINALIST
Staff
Stephenville Georgian

Best Advertising Program



WINNER
Tina Hennigar
Lunenburg Lighthouse Log



STANDING FINALIST
Susan Coish
Sackville Tribune Post



STANDING FINALIST
Gloria Hunt
Stephenville Georgian



STANDING FINALIST The Shoreline Journal



STANDING FINALIST Angela Isenor Enfield Weekly Press



WINNER Angie Pearson Bridgewater Bulletin

Great layout, appropriate use of color and graphics on a green background. Headlines using apple graphic in background in conjunction with client's logo was very effective. Not too much clutter and professionally presented. I believe the objective of the ad was achieved in a professional manner.

Outstanding Photographer



WINNER
John Gardner
St. Stephen Saint Croix Courier

Gardner's work consistently demonstrates outstanding composition. All of his photos are truly capturing and do very well in telling their own story.



STANDING FINALIST Keith Corcoran - Bridgewater Bulletin

Corcoran has snapped some fantastic images. This is partly due to always choosing the best angles to shoot from.



STANDING FINALIST Daniel Martins - Miramichi Leader

Martins work shows that he is able to shoot a wide variety of photography styles. By incorporating natural light in one instance, he has turned average into exceptional.

Housing: Search for answers leads to questions



STANDING FINALIST **Michael Gorman** Yarmouth County Vanguard

Michael Gorman, who wrote the Yarmouth County Vanguard's series on local housing issues (including mortgage anomalies), showed his tenacity for industrious investigation of property records and an ability to look deeper into a story, thought the results left this reader a bit wanting.

His series on homelessness in Yarmouth, and his piece on a young girl trying to better her life, despite of her father's failings, are important stories that need to be told. And his choice and use of sources made the report even more compelling. Bravo!

Little miracle BIG surprise for Port de Grave couple



"The technician looked at me and said 'my dear you're pregnant with a full term baby.' I said, 'no sir, you got the wrong woman and you're looking at the wrong

Guilty

Mom admits murdering daughter to keep boyfriend

By LISA BROWN

BRIDGEWATER - Karissa Boudreau's final words were "Mommy, don't," words the judge said should haunt the murderer for the rest of her life.

Penny Patricia Boudreau pleaded guilty to second-degree murder Friday in a Bridgewater courtroom. She admitted strangling

Karissa Boudreau

Killed January 27, 2008

12 year old was getting in the way of her relationship with her boyfriend, Vernon Macumber. Although the plea bargain reached by Crown and defence was for second-degree murder, the facts read in court revealed Ms Boudreau thought about the killing for days, carried it out, discarded her daughter's

her only child because the

body and covered up her crime "Surely, Penny Boudreau, you can never call yourself mother in conjunction with Karissa's name again," Justice Margaret Stewart concluded.

Ms Boudreau, 34, entered the court-room dressed in a black T-shirt and jeans, sniffling and wiping tears. She sat through most of the proceedings, turning her chair so her back was to the courtroom gallery, occasionally rocking back and forth, using tissues offered by the deputy sheriffs who surrounded her.

She stood three times — to re-elect her method of trial and enter a guilty plea, to answer a series of questions from the judge to confirm



Penny Boudreau returns from court after admitting she strangled her 12-year-old daughter, Karissa, last January because she wanted to save her relationship with her lover. She was sentenced to life in prison for second-degree murder with no chance of parole for 20 years.

that guilty plea, and when she was sentenced to life in prison with no chance of parole for 20 years

According to an agreed statement of facts which Crown attorney Paul Scovil read to the court, Ms Boudreau and Mr. Macumber were having issues they blamed on Karissa in January 2008. Mr. Macumber gave Ms Boudreau an ultimatum to choose between him and her

On the afternoon of January 27, Ms Boudreau took Karissa for a drive. She stopped at the Sobeys parking lot around 5:30 p.m., bought juice and bacon, and called Mr. Macumber indicating Karissa was not in the car when she left the store.

See GUILTY, A4

WINNER Lisa Brown - Bridgewater Bulletin

Lisa Brown of the Bridgewater Bulletin does everything a good newspaper editor is looking for in a journalist. Her writing is clear, clean, concise, and moved the story forward, making the reader want to read more

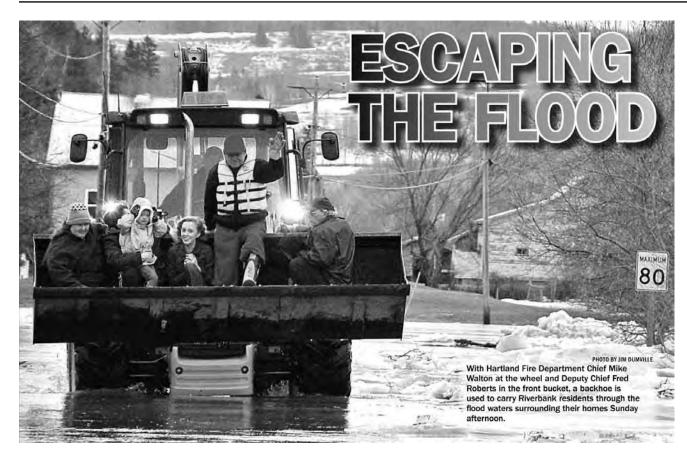
Lisa's year-later follow-up stories on the tragic murder of young Karissa Boudreau, aside from being extremely informative, were at times written in a style worthy of a crime novel - a good one. The same can be said for her series on Steven Hall.

And Lisa's involved features on Lunenburg Harbour fisheries officers made this landlubber further appreciate the hard work of these dedicated professionals. So, here's to another dedicated professional - Lisa Brown.

STANDING FINALIST Denise Pike: Carbonear Compass

Denise Pike of The Compass shows a penchant for stories that cover important social issues. Her initial story on the "miracle baby" - which was picked up across North America - was made better two weeks later when she went back to look at the fallout, both positive and negative.

Her Meals on Wheels piece, and her story on eating disorders, made a good use of statistics and provided valuable information to readers - often more than once. Nice work



WINNER Jim Dumville Woodstock Bugle-Observer

This photo forcefully captures the plight of people as they are rescued from floodwaters that engulfed their homes. The unique mode of rescue makes for a light moment during a major disaster. The photo is framed with enough environment to give us visual context as to the extent of the flooding.



STANDING FINALIST Kent Burton - Grand Falls Windsor Advertiser

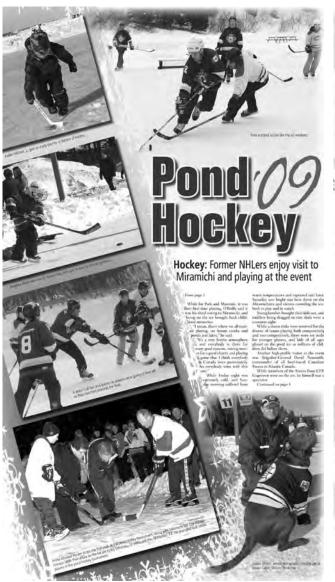
This photographer was in the right place at the right time to capture this moment of drama at the fire. The crumbling building, as the firemen look on helplessly, shows the destructive force of this fire in a very visual manner.



STANDING FINALIST Charlene MacKenzie Sussex Kings County Record

Sometimes events happen and a news photographer has to move fast to get to the location as it all unfolds. This photographer moved quickly enough to get photos mere minutes after an altercation. The photo captures the tense moments of this frightening event.

Best Page Design





WINNER Anne Assaff Miramichi Leader

It's clear a lot of thought went into the design of this eye-catching spread. The clever layout (a play on a roll of film) and attention to detail (judicious use of the drop shadow, the snowflake motif in the background) made this entry stand out. Even the choice of colours seems well planned, so the page doesn't clash or become overwhelming to the eye.

Also, the design of the headline says "fun", which is an entirely appropriate thing to do with light copy.

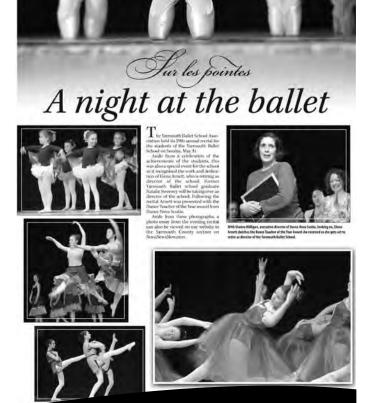
STANDING FINALIST Tina Comeau and Crystal Turne Yarmouth County Vanguard

A clean, simple layout can be very powerful. This spread, in black and white, doesn't try to do too much and as a result comes off looking clean and sharp. The decision to anchor the spread with a shot of the dancers' feet showed original thought.



STANDING FINALIST Chuck Brown St. Stephen Saint Croix Courier

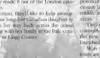
The effort put in by the designer is obvious. I like this page because it goes way beyond the standard "photo, cutline and headline" offerings that are all too often on display in newspapers across Canada



Her body lies over the ocean...

Why haven't the remains of a Canadian daughter "of some prestige









Kensal Green Cemetery "Who's Who" burial ground

WINNER Charlene MacKenzie Sussex Kings County Record

It was a mystery more than 90 years in the making. How did the remains of New Brunswick teenager Gladys Winifred Fowler, who died in England in 1917, wind up neglected in a London crypt? Charlene MacKenzie decided to find out, and her investigation attracted international attention and ultimately led to the return of Fowler's remains. Thorough research, engaging writing and a commitment to see the story through to its conclusion make this the best investigative piece of the year.

STANDING FINALIST Michael Gorman - Yarmouth County Vanguard

In this well-researched, two-part series, Michael Gorman puts a human face on an urgent but neglected problem in a small Nova Scotia town - homeless youth. The stories explore the extent of the problem, the reasons young people are on the streets, and what needs to be done to help. An excellent example of public service journalism.

STANDING FINALIST Katelin Dean - Woodstock Bugle-Observer

These stories - an initial news report and follow-up - turn a spotlight on the spending and governance of the Woodstock First Nation. Solid, detailed reporting that presents both sides of the story make this a fine investigative piece.

WFN Band under review

Woodstock First Nation's spending habits questioned

Tensions boiled over at the Woodstock First Nation on Tuesday afternoon as a pair of band residents showed up at the band hall demanding answers for the chief and

"There's the chief," screamed Valerie Polchies, one of the frustrated band members, as Chief Jeff Tomah headed

the instraced and memores, as Chief Jen Toman headed towards his truck. "Ask him questions." Polchies found out on Tuesday moming that she was in-eligible for the band welfare she had applied for Aug. 22. She had entered the band hall to ask council for a copy of social services guidelines. She admitted she acted out of fewtratics.

rustration. "I'll get that to you when I want to," one of the council-s screamed as Polchies and her sister - Sally Polchies

iors screamed as Poicines and her sister - Sally Poicines - exited the building.

Chief Tomah told the Bugle-Observer on Wednesday the Polchies sisters "staged" the event. He did not appreciate the media showing up unannounced.

"People want to shove cameras in people's faces, they'll

(the cameras) be seized and people's vehicles will be seized and I'm not threatening, I'm promising," he said. Tomah's wife attempted to take a camera from a Bugle-Observer reporter after he took a photo of Tomah walking

away.

In terms of what Polchies was looking for, the chief explained, the social service guidelines are available from the Department of Indian Affairs or from the band council office.

council office.

"The same individual that's asking – asked two years ago for these documents and we had them ready for her and she never picked them up," Tomah said.

"She's more then welcome to have copies of it, to have copies of manuals and copies of different policies.

"If you're not entitled (to welfare), there's rules," he caid. "There's not to he rules to maintain some kind of

said. "There's got to be rules to maintain some kind of peace and order."

peace and order."
"I won't put up with (her methods)," Tomah continued.
"That's totally unprofessional."
"If you want to deal with issues, there are ways to deal ...
that are are respectful, mindful and courteous," he said.
"The issue Tuesday, is that someone wasn't entitled to
social," Tomah said. "They were done working, and they

A SPECIAL REPORT



Homeless in Yarmout

From 30 to 90 people said to be not knowing where they'll sleep

in cars: that i

People who don't think the area has a homelessness

problem are kidding themselves

Best Speciality Column

Clothesline stories tell a great deal

I love to see clothes hanging on a clothesline. I love the way the wind blows them, giving them a life of their own. I appreciate saving energy by not using my dryer. But mostly, I love the stories a clothesline tells.

When you drive by a house, it is hard to imagine the lives of the family that lives inside, but if the clothes are hang-

ing on the line. that's another story altogether. All of a sudden we catch a glimpse of the people who reside there.

Maybe it's a clothesline full of cloth diapers and baby sleepers. There is a new mother inside this



Parenting Lila Hope-Simpson

house, loving her new baby, overwhelmed by the extra laundry and lack

Maybe you can see soccer shirts, shorts and socks on the line; a family that encourages active living and supports their children playing sports.

A beach towel and bathing suit remind us of a family picnic on the beach and sleeping bags hung up to dry take bring us back to a weekend camping trip.

Take on a life of their own

Somehow clothes on a line take on a life of their own. The fresh sheets, the matched socks, the undergarments, the jeans and T-shirts, all blowing and dancing in the wind, whisper stories of everyday family life, from the mundane to the spectacular.

If I were an artist, I would paint pictures of colourful clotheslines full of clothes blowing in the breeze. If I were a photographer, I would take their pictures and put them on display. But all I can say is I am a woman who appreciates clotheslines and likes to hang out my laundry in the sunshine whenever I

I know some people hang their clothes outside in the dead of winter and bring them in stiff and frozen to thaw out. I'm not there yet. I admit to using my dryer in the winter and on rainy days. I do, however, have a folding drying rack that I like to set up next to my woodstove in the winter and hang my clothes by the fire.

A good clothesline makes a difference

Clotheslines come in many forms. Don't you love the little stairways to nowhere in people's backyards that were built for the sole purpose of reaching the clothesline?

A good, solid clothesline makes a big difference in its use. You don't want it to sag with the weight of the wet clothes. You want it to be taut and straight, with a reliable pulley.

Continued on page 30

WINNER Lila Hope-Simpson **Kings County Advertiser**

Lila Hope-Simpson's 'Clothesline stories tell a great deal' was everything a good specialty column ought to be. It was informative, breezy and insightful, and it got this judge thinking about clotheslines for the first time in the recent past; in fact, it prompted thim to go home and contemplate changing the line for the upcoming summer. It also comes full circle, ending roughly where it started, another important component of a good column. In all, hers was the strongest entry of a fairly strong field

Lack of fan support has future of Titan in Bathurst in doubt

things don't turn around quickly, don't be surprised Acadiethe Bathurst Titan bid farewell to the K. C. Irving



Assaff

SIDE

LINES

Regional Centre for good at the end of this season.

The writing is clearly on the wall (or on the ice, if you wish). It is painfully obvious to anyone who has been to a game recently that the fan support needed to keep the team in Bathurst just isn't there.

Yet the Titan are still here, and as long as they are not sold, or the Quebec Major Junior Hockey League hasn't been asked to approve a relocation request, there is still hope. Hope for the dedicated fans of the team, and more importantly, for the more than 100 jobs directly or indirectly tied to the team. Those jobs include everything from team employees, whether they be coaches, trainers or public relations staff; to ushers; canteen and bar workers; and ticket takers. Some of those jobs will be lost, other employees will see their hours cut and still others will be forced to move with the team.

FOOD FOR THOUGHT A Passage to India



Participate in the Canadian Force

STANDING FINALIST **Loretta White - Chester Clipper**

The Clipper food column makes this judge check in more regularly with the paper to see what other food columns he could sink his teeth into.

STANDING FINALIST **Peter Assaff Bathurst Northern Light**

Peter Assaff's column about the future of the Acadie-Bathurst Titan laid the issue out plain and simple, but with some strong reporting factors thrown in, which made for a fun read for any hockey fan.







WINNER: Byron Christopher Campbellton Tribune

Reporter Byron Christopher's series the Tribune's The Running Man tells the story of the escape and capture of convicted murderer Richard Lee McNair. It is a compelling story that draws in the reader from the start as writer Christopher wastes no time setting the scene by getting to the heart of the matter in his description of the deeds committed by McNair. The writing is skillful and concise and keeps the reader moving from scene to scene as the tale plays out. With the wisdom of a veteran reporter, Christopher chooses to keep the voice of the subject at the forefront of the story where it rightfully belongs. The series was complemented by strong layout, photos and graphic elements that pulled together a well-presented package.

Red tape didn't dampen hopes to adopt internationally

This story recalling international adoptions in the 1970s is the first in a series of stories about adoption

before Angelina Jolie be-gan adopting Third World babies, in fact, before the ctivist was even born-Lee and

In the days that the Whitneys first began investigating the option of in-ernational adoption there was not only no Jolie-there were no Internet search engines to provide information

ad contact numbers.

We were living in Toronto so we opproached the Children's Aid Society, we were told that they wouldn't conder us as candidates for international option until we adopted a child in mario, bee recalls. 'And we told seen that we would consider adopted a child in the condervation of the c





STANDING FINALIST Jeanne Whitehead - Sussex Kings County Record

Jeanne Whitehead's series on international adoption for the King's County Record takes the reader through the complications of international adoption as it evolved over a period of decades and presents for the reader a world few ever enter. As she walks the reader through the often perplexing process of international adoption, Whitehead allows her subjects to take centre stage and in doing so, makes the reader empathize with their struggles.



South Shore professionals offer free medical care to impoverished





STANDING **FINALIST**

Paula Levy **Bridgewater Bulletin**

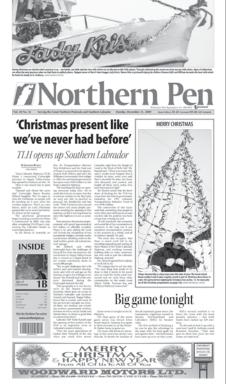
Paula Levy's series for the Bridgewater Bulletin, A Reason to Belize, tells the story of a reporter's first-hand account as a volunteer in Belize. Levy paints a realistic picture of the plight of the impoverished country by putting a human face on it. Although she presents the political reality she doesn't allow it to overtake that human element. The series was supported with good layout and photography.

Best Christmas Issue

Congratulations to the winners and all the newspapers for very good entries. Atlantic Canada can be proud to have so many newspapers which go the extra mile to publish Christmas issues loaded with stories celebrating the season.

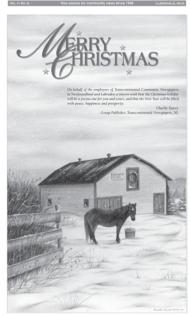
WINNER The Northern Pen

Was the most complete. It had it all from local stories, plenty of photos and a good presentation.



Christmas in the harbour

Päcket Land



STANDING FINALIST The Packet

Good job! It was heartening to see newspapers continued to publish news in their Christmas edition. The news does not stop at Christmas! Over the years, I've read too many entries which publish only Christmas stories. Good job to all!

STANDING FINALIST Bridgewater Bulletin

Proving you did not need to publish "Letters to Santa" to be an award winner. Their package of local stories shone above the other newspapers.

This category is sponsored by:

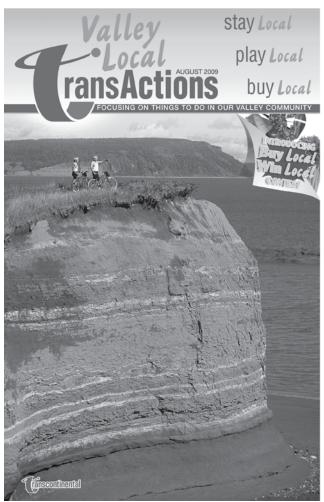
METRO



Best Special Section

WINNER Kings County Register

Enticing readers with contests, area map and description of things to do and places to go. Excellent layouts of ads, vibrant colors within the section on the ads and one of the best centre spreads on a participating merchant 10 week contest we have seen.



STANDING FINALIST Gander Beacon

There were a tremendous amount of ads that were created especially for this special five day event. Pictures of famous people shaking hands with locals was a nice touch in this section .





STANDING FINALIST Bridgewater Bulletin

A very unique idea, upgraded newsprint stock, excellent use of color, well laid out section with picture and stories about the South Shore.

Housing: Search for answers leads to questions





WINNER Michael Gorman - Yarmouth County Vanguard

Going way beyond what's usually required or expected to get a good story is what makes Gorman's efforts stand out from all other entries. This is enterprise journalism at its finest - Gorman saw something that didn't make sense and started digging. His efforts shine through in his copy, which is delivered in crisp, compelling fashion. It's clear that this journalist loves to ask "Why?" and that bodes well for the rest of his career. Congratulations on breaking this important story - a job very well done.

STANDING FINALIST **Tina Comeau** Yarmouth County Vanguard

Sexual abuse allegations are never easy to report and Comeau dealt with several alleged victims with the right touch of journalistic compassion and a narrative that makes a very difficult subject to absorb as a reader too compelling to put down. That's not an easy balance to strike, but it's done well here.

STANDING FINALIST Andrew Robinson Gander Beacon

The saga of Paul Oram's failed political career was heating up when this story was published, and one can only imagine the spark Robinson's story set off. Oram, the health minister, had claimed that his shortcomings as health minister were in part due to the fact he hadn't been given any briefing notes when he took over the portfolio. Robinson reveals here that Oram did in fact receive "maybe 24 inches" of briefing notes and rolls it into a hard-edged news story worthy of attention.

Briefing notes not prepared for me: Oram

By ANDREW ROBINSON

Health minister Paul Oram said briefing notes referred to in an inter-view with The Beacon shortly after he took over the health and community ervices portfolio in early July were not prepared for him. Last week, CBC News were told by

Last week, CBC News were told by the Department of Health that no briefing documents or notes were prepared for the MHA for Terra Nova District after he left the business portfolio to look after health. CBC used access to information laws to make the request.

In a telephone interview with The Beacon conducted the same week he was announced as the new health minister, Minister Oram said he had briefing notes on his desk waiting for him to go over.

briefing notes on his desk waiting for him to go over.

"Im sitting at my desk here now with, I don't know, maybe 24 inches of briefing notes and books and everything I have to go over. So there's a load of work here to do — there's no question about that. I just need to get brought up to speed, and I've had individuals in my office this whole day in fact briefing me on the department."

Speaking with The Beacon Monday, Minister Oram maintained that no briefing notes were prepared for him.

him.

"There were no formal briefing notes that were done, because I didn't ask for any, but in terms of files, as I said before, there were probably two feet of files on my desk I had to go through and be briefed on," he said.

"There are a bunch of files, and there are a bunch of different issues that sit on my desk every single day.

there are a bunch of different issues that sit on my desk every single day. They may not be in the form of a briefing note, but everything is filed and documented - there a paper trail for everything.

Briefing notes are sent through his department on a constant basis, but Minister Oram said they are not prepared for him.

me a load of briefing notes so I would start going through them, he said. "If I had to do that, that's all I'd do - read. I just don't have the time to go read every single formal briefing note that there is. But I do have the time to sit and have someone explain to me what we have on right now, and then I go through the files we have there."

Opposition reaction

Opposition reaction
Lorraine Michael, leader of the provincial New Democratic Party, said the statement made to The Beacon in July sounds contradictory to statements made about his preference for oral briefings.
"To me, it is logical to have briefing, notes, and I'd like to think that he has them. So why is he saying to the media in one case that he doesn't have them, and then saying to the media that be does?"
From her perspective, it is unac

From her perspective, it is unau-ceptable for a minister overseeing a 52.6 billion portfolio to rely on mem ory for retaining details on the day to-day business of health and com

to-day business of health and com-munity services.

'One has to be able to have access to documentation to back-up what they're saying, I just can't imagine who would be able to be head of that ministry and not have written docu-mentation. It's unbelievable there is none, therefore I believe there has to be, so why is Minister Oram pretend-ing that there isn't, she said.

Kelvin Parsons, Opposition House

Kelvin Parsons, Opposition House Leader for the Liberals, said Minister Oram's reliance on oral communica tion is an indicator that government wants to keep information away from the public. "It's got nothing to do with Oram's ability to remember – it's all

Orams ability to remember – it s all about government's desire to hide." He said oral briefing can be better than written ones, as they allow for a conversation to take place. However, he said-most politicians would rely on

See BRIEFING page 4



Men say they won't hide behind abuse anymore

Former parish priest in Wedgeport accused of sexual abuse

Story and photo by Tina Comeau



NURSES ON STRIKE

Local hospitals enact contingency plans



Norwalk Virus hits Clarenville hospital



Chamber steps up

recruitment of

family physicians LAURABITION



WINNER

Barbara Dean-Simmons - Clarenville Packet

Any bit of inattention can lead to public and very sometimes very embarrassing errors. There were not a large number of entries in this category - it appears Easterners make far fewer errors than the rest of the country.

The Packet takes first place for a large front page headline that reads, "NURSES ON STRIKE." After sending the issue to the printers on Monday, but before its Thursday distribution, the nurses and government reached an unexpected agreement and there was to be no strike. In the next edition's editorial, editor Barbara Dean-Simmons touched on the error and used it as a starting point in taking the government to task for exacerbating the situation. Well done for making the best of an imperfect situation and taking it all in stride!



STANDING FINALIST Staff Miramichi Leader

Miramichi Leader for placing an ad with a pair of bare legs beneath an editorial photo of a choir director shot from the waist up. Very funny!



South African night introduces the locals to new food, music







MCGRAW





STANDING FINALIST JoAnn Sooley Grand Falls-Windsor Advertiser

Grand Falls-Windsor Advertiser, in its "A look back..." feature, reprinted some restaurant coupons circa 1986 and some customers tried to use them. This is a great story for the salespeople to use with clients to show the Advertiser is very well-read!



to come here. It was because of

year.
"I did something I shouldn't have done and I basically told myself I cannot screw this up,"

Gridiron offers alternative path for St. F.X. star

othis day, I still don't know I came out alive," Osei

id.
The fourth-year St. F.X. udent-athlete has also been abbed, sustaining wounds to schin and right cychrow.
"Tve seen people dead on e ground from knife and guit

ther and father at home, who ed him and taught him "right ong. ertheless, Osei started

"Toronto mentality."
"I lived in Montreal as well so I was used to the big cities.
"I went to the [Piper's] Puband wondered 'what the heek is

this?"

Osel described the entire experience as a "culture shock."
He added his now X-Men teammate Akeem Foster, who also made the recruiting trip, "loved "Than the control of the contro

it."

"He was preaching to me about coming here, He was on-board from the first day," Osel

Wake-up call

"The funny thing is when I came on my recruifing trip I said there is no way I am coming back here," Ose I laughed, describing his attitude as a "Thronto mentality".

FX. was not going to be his uext stop. He was considering offers from UBC and Concordia, always section of highway.

The field off, litped over and anded upside down. There was broken glass every where.

Still undecided, a conversation with a former high school team mate fand for mer x-Man [Travis Noel belped change his mind.]

Noel belped change his mind.

ris roommates [and team-nates] Cauchy Muamba, Kwasi Kansah, Jonathan Hood and

Going home

Maturity and devotion

The changes in Osel since his rrival at St. EX. have not gone

unnoticed.

X-Men football head coach
Gary Waterman described his
vetoran player as a "fine young

first-year head coach said.

Water man added Osei's development and maturation

is what coming to a university such as St. EX. is all about. "I believe the very nature of a university like St. FX. allows for individuals to find themselves, grow and become better citizens."

Waterman said Osei is a giving person who has become a community role model.

"He has been involved in numerous charitable events and has devoted countless hourstweards healthing others."

Honouring

Gilbert

After graduating this sp. Osei hopes to get a shot at pli in the Canadian Football Le. If that doesn't happen, he w

When he returns to Rexdale. Osel said he focuses a great deal of his time working with children, including talking to students at his former elementary school.

"I try to help them out and to have an impact on their lives.



victims of violence or spending time in prison. For those who remain, he soon realized he had to change the people in his circle

Keeping your head in the game

STANDING FINALIST **Tina Comeau** Yarmouth County Vanguard

Comeau put it all out there - the definition of a concussion, the effects it has on people, and the sheer danger any concussion, mild or severe, can cause an athlete. Strong quotes and an interesting young man drove this piece. Athletes and nonathletes alike would get something out of reading this story. Great job!

WINNER: **Corey LeBlanc - Antigonish Casket**

This one grabbed me right away and although it could have been trimmed because it ran a bit long, LeBlanc's writing style and the subject matter afforded him an ease with which he was able to pull off extra paragraphs without harming the overall piece. An excellent, informative read!

STANDING FINALIST **Angele Cano - Enfield Weekly Press**

I liked this one because it celebrated a young athlete whom it seems will continue to set new goals and break records. Good writing and nice photos. Congratulations!

Dedication, training, sacrifice all part of Cormier's success







Greeting the Queen



residents remember 1959 royal visit

STANDING FINALIST

Christopher Vaughan - Stephenville Georgian

A comprehensive reflection on a community's visit with Queen Elizabeth II and the Duke of Edinburgh. Complete with anecdotes from a wide swath of community members. A pleasure to read and view, as many historical pictures were included with the feature story.



One coincidence after another

his plane being shot down in the Second World War 65 years ago

STANDING FINALIST

Tina Comeau Yarmouth County Vanguard

A beautifully written tale of how one man pieces together the events surrounding his plane being shot down during the Second World War. The reader is taken on an easy-toread journey about how people, places and things fall in place - just at the right time. The photograph used in the story captured the man's quest for answers and appreciation for discovery.



Story of a young cancer survivor



WINNER Gavin Simms - Clarenville Packet

A gorgeous layout punctuates this superb feature story about a young boy's health struggles, his family's anguish and how their community rallies to support them. The photographs harnesses the strength and depth that radiates from this six-year-old cancer survivor. Definitely a keeper.

I enjoyed reading the editorials and finding out what concerns we Canadians (West Coast and East Coast) have in common. For the most part the entries were of sound opinions and compelling arguments.

Enough with the H1N1

Are you scared yet? Have you boarded up the windows? Maybe you should go and buy a year's worth of canned goods and bottled water, if you haven't already done so.

The H1N1 influenza has cancelled sports, and, God forbid, cut down on the number of trick-or-treaters this past Halloween. Some people believe the world will come to an end 2012. However, unlike 2000, when we thought planes and satellites would fall from the sky when midnight brought in the new millenni um, it looks like a flu could be our downfall.

There are precautions you can take to prevent the spread of germs, but is this new news? Did we just learn that washing our hands could prevent the spread of germs? Some parents may let their child go to school, but don't want them practicing with a sports team. What's the difference if they wear sweaty hockey gloves, or touch a doorknob or stair rail on their way to math class?

It seems that ever since 9/11 the world has been so easy to scare — so easy to sway. We see H1N1 as this apparent germ beast that's threatening to take over society, as if Godzilla itself was perched on top of Gander International Airport swatting oncoming planes

with gigantic pig-fists.

The fact is, life must go on, and we can't go through life constantly thinking about H1N1. We don't stop leaving the house because we're scared of getting hit by a car. We don't stop playing sports because we're scared of breaking a leg. We don't stop hunting because we're scared another hunter will mistakingly shoot us. So why stop going to hockey practice because we're scared of contacting H1N1? If we were going to avoid everything that can make us sick or injure us, we'll panic and panic until the ol' ticker stopped beating.

People wait in lines for hours for a vacci-nation that hasn't been tested properly, yet we'll have unprotected sex when we know AIDS WILL kill us...not might...WILL, and yet we still have unprotected sex. Why don't health boards, and/or government ministers hold news conferences about that?

In 2006, it was estimated that 5.5 million South Africans were living with HIV. It was also estimated that 70 newborn children an hour were infected with the virus by their mother, and 45 infants died from AIDS-related causes every hour.

"People wait in lines for hours for a vaccination that hasn't been tested properly, yet we'll have unprotected sex when we know AIDS WILL kill us...not might...WILL, and yet we still have unprotected sex."

In Canada, over 1,500 young people under the age of 19 were diagnosed with HIV between 1985 and 2005. It was reported in 2006 that as of 2005, 666 Canadians between

the ages of 10-24 were diagnosed with Aids. The Public Health Agency of Canada released information in 2006 stating that 58,000 Canadians were living with the HIV

Sure, it's great to practice procedures that could limit the spread of germs, but washing your hands shouldn't be a new practice — it should have been something you started doing when you were high enough to see over the sink. Keeping furniture and office equipment clean is something people have been doing for years. Not going to work, or staying home from school when you're sick has been going on for many, many, many, years. We don't have to be reminded of this.

There's no reason to panic, and there's no reason to shelter yourself with a SARS mask and bottle of Javex. We'll shudder, and wash our hands with fear when we hear of a H1N1-related death, but hearing that Aids took someone's life makes us go, "That's too

We couldn't take outside water bottles not even toothpaste, on planes after 9/11, and now H1N1 is keeping people away from sporting tournaments, extracurricular activities, and treat-or-treating. So, what's next? Mandatory SARS masks when we take public transportation? Will police officers charge people who shake hands? Will the government issue pamphlets on how to cover your nose and mouth when you sneeze? Maybe we'll have to start wearing gloves like Michael Jackson...and people thought he

WINNER **Matt Molloy Gander Beacon**

CEWs should get a second look

hether it's the public inquiry into the death Robert Dziekanski Vancouver's airport or the case of Stephanie Doucette who tried to attack her husband with a knife at the Sussex Mall, conducted energy weapons are a hot topic.

CEWs, most commonly known as Tasers, are lightening rods in the court of public opinion each time they are used by police departments across Canada.

So controversial are these tools of law enforcement, the Canadian Police Association and Canadian Association of Chiefs of Police stepped up to microphones recently to talk about misconceptions around CEWs. But in doing so they admitted Tasers have been used too often.

Meanwhile, RCMP commissioner William Elliott has said that CEWs should be used only in cases of "active resistance" or when cases involve threats to officers or public safety.

These admissions aren't exactly

ringing endorsements for the use of Tasers, which have been under intense scrutiny for some time. It does, however, leave the door open to placing these instruments and their use under an independent microscope, one free from outside influence.

Taking Tasers out of the hands of police officers isn't the answer though. With more demands of their abilities, officers of the law need all the tools necessary to keep Canadians and themselves out of harm's way. It's also a safe assumption that if faced with the choice of either staring down the barrel of a gun or the end of a Taser, most would choose the CEW. But it's also clear that a significant number of Canadians feel that staying the course isn't the answer either.

Tasers, like spell check on computers, can leave their users vulnerable to complacency, which is why the answer is not in a ban or in the status quo but somewhere in between, where the guidelines replace varying shades of gray with black and white.

STANDING FINALIST David Kelly Sussex Kings County Record

Making the news

It's shocking how quickly those of us who live in Newfoundland get tarred with the same brush whenever the seal hunt, issue gets brought up.

The seal hunt, of course, was in the news a lot last week, because of the brave(heart – according to Peter McKay) actions of our esteemed Governor General Michaelle Jean, who, while visiting Nunavut, helped gut a seal carcass and ate some raw seal heart with her Inuit hosts.

While it was a move that simply grossed out some people around the globe, it also raised the issue of the seal hunt versus other hunts around the world and what the difference is.

News comment sites were buzzing all week, with var-

ious views, many positive, many negative.
One thing that seemed constant was that people, especially the animal activists, wanted to clarify the difference between an Inuit hunt for seal and the East Coast commercial seal hunt, which is commonly but erroneously known as' that barbaric Newfoundland hunt.'

It's a shame this issue has gone the way it has, with insults being hurled at us 'murderous souls' without a

And while the seal

hunt is an issue

many of us have

grown up hearing

about, most of us

really don't have a

large stake in the

issue, except for

our reputations as

real discussion taking place about the issue at hand, the seal hunt. Opinions are flown left and right about the issue, often by people who have never been to Newfoundland or the Eastern provinces, and quite possibly by people who have never, ever lived in a rural setting, where the death of animals and livestock for food an accept-

our reputations as our reputations as Newfoundlanders.

And while the seal hunt is an issue many of us have grown up hearing about, most of us really don't have a large stake in the issue, except for our reputations as Newfoundlanders.

For those who are against the seal hunt, but eat other kinds of meat, they seem to take issue with the point that the seal is only hunted for its fur.

That is a good point, especially in this day and age of reducing waste. It is a shame that years ago sealers and our government didn't realize this and at least attempt to utilize more of the seal than its fur. There is lots of good stuff in there and seal meat, so rich in nutrients and good oils, could have been a godsend to remote communities looking for opportunities to grow and prosper and perhaps this could have happened if more thought were put into the issue.

There are some activists we will never see eye to eye with, especially those who completely believe it is wrong, without a doubt, to kill animals for food or any other reason.

They have a right to their opinions, but it doesn't seem a logical argument for this planet. There will always be meat eaters. There will always be some people who choose to not eat meat.

It is great to discuss these issues but beware of dis-

In the caters. There will always be some people who choose to not eat meat.

It is great to discuss these issues but beware of discussing them with anyone who lumps us all in as a blood-thirsty race because of the activity which sustained our people and communities for centuries.

Elizabeth MacDonald, Editor, The Charter

STANDING **FINALIST** Elizabeth MacDonald Placentia Charter



Everywhere

"Sign, sign, everywhere a sign Blocking out the scenery, breaking my mind' "Signs," Five Man Electrical Band

If the provincial government follows through with its plans, there will be far fewer signs on the sides of highways and byways in Newfoundland and Labrador.

The province wants to make signs in this province match what tourists see in other Canadian provinces, throughout much of the United States and in many other countries.

Gone will be the interesting and creative billboards beckoning tourists from home and away to the restaurants, craft shops and museums off the beaten path.

Those signs, many interesting and unique, will eventually be replaced by small, standard blue and white directional signs. Nothing else, no matter how far back from the side of the road,

As a first step, government intends to start removing signs that don't meet even the current, more lenient rules early next month. The province has warned those businesses and organizations, just like the song says, "you ain't suppose to be here."

When the government asked departing tourists a few years ago how their trip to the province fell short, the most common response was that signage was confusing and inadequate. Visitors said they had difficulty finding major attractions.

That seems to point to the need for more signage, not less.

The province claims using the standardized signage system will make signage more convenient and effective. It says the fingerboard style signs will be less distracting to drivers.

It is hard to imagine that a fingerboard sign with only a business name can be more effective than a billboard that can list location, distance off the highway, a telephone number, season of operation and more.

It is equally hard to understand how a tourist, or anyone else, could be less distracted by trying to decipher a dozen or more fingerboards gathered together than several large signs spread over several kilometres.

It's interesting to note that the fingerboard signs are administered through the provincial Department of Transportation and Works, and cost participating businesses a little over \$140 a year.

'Sign said you got to have a membership card to get inside

Municipalities Newfoundland and Labrador wants municipalities to adopt similar rules. But not all towns agree.

The Port aux Basques Town Council doesn't see anything wrong with the status quo. The consensus at last week's council meeting was that the new policy is misguided.

The town has to check into its own signs, including the one that directs people to the Bruce II Sports Centre.

As Mayor Brian Button told his fellow councillors, "we spend too much time trying to be like everyone else."

The province is right to enforce the rules currently on the books, but the idea of eliminating all but provincially controlled signage is too much.

"Do this, don't do that, can't you read the sign."

– Natalie Musseau

WINNER Natalie Musseau Port Aux Basques Gulf News

This editorial is well researched and clearly written with a strong, well argued point.

Co-operation will benefit region

Last week, the town council of Bishop's Falls gave the people of this area something they have been longing for since Dec. 4. They came out with a plan of how to start to recover from the loss of the AbitibiBowater paper mill.

It was the first bit of real vision, real leadership and creative thinking any of us have seen since the announcement. And it has given some of us the feeling that at least there may be some hope. Wes, Premier Williams' expropriation was a bold move, and boldness is something this province needs if it is to finally come out from behind the shadow of the Upper Canadians who have been telling us for 60 years we are a poor cousin. There is no indication, though, that there was any plan involved, though, beyond taking back the proverbial playground ball so another player can take it and run.

At least the leaders in Bishon's Falls according to the contract of th

At least the leaders in Bishop's Falls are willing to put their ideas

In the largest town in the region, the council has had discus-sions as to where to go next and insiders say there actually is some kind of a plan. Too bad no one has told the rest of us about it – the people who cast the votes so they could have some representation. Bishop's Falls has gone through something similar to the mill

When the railway was shut down in the province in the last half of the 1980s, they saw one of the major employers move out - but

Businesses were established in the town that provided employment and spin-offs, some which are still in operation today.

Mayor Jody Fancey and her council have suggested the province help with increased municipal operating grants and they have asked that benefits from power generated at the hydro facility in the town stay in the town, both of which are very reasonable demands.

easiest and best idea any one has suggested since the closure was announced.

They want to work together with Grand Falls-Windsor. It makes sense that the only way for the communities directly affected by the Abitibiliowater closure work together. They should take a page from the union songbook and adopt a "united we stand, divided we fall," attitude.

There should be an immediate gathering of the councils of the communities of the Exploits Valley to discuss what their ideas are to help the area survive what will be a period where negativity and darkness will abound.

The media has taken criticism for calling on elected officials to provide leadership and roll out plans, but that is what residents of this area need and deserve. They need someone to keep throwing torches to those on the path through this terrible time so we can

ee our way out.

Leaders must have several traits to be effective: they must have ision, passion, character, be team builders and learn to be great on makers.

The town council of Bishop's Falls have shown they are able to ad – they have demonstrated they might have all of these traits.

Hopefully they will be able to form a team with all of the other wn councils in the Exploits Valley.

Their suggestion should not be looked on as a threat to the lead - they have dem

tonomy of any other community, but rather an opportunity to

cemonstrate true leadership.

The only way for the people of the Exploits Valley to survive and even prosper in the wake of the mill shutdown is to do it

STANDING FINALIST **David Newell** Grand Falls Windsor Advertiser

This category is sponsored by:



True patriot love

celebration for Canada Day will not be occurring this year. Organizers stated the official reason for the cancellation is the construction of the artificial field at St. EX. leaves no appropriate venue for the colourful display. Fireworks at Columbus Field or Dr. John Hugh Gillis damages property at businesses and homes Mayor Carl Chisholm said.

He also said brief discussions were held with the county about a location but parking and fire risks left no workable alternative. The inability to find an appropriate location is disappointing but not as much as Town of Antigonish recreation director Tricia Cameron's comments on the situation. Charged with the organization of Canada Day celebrations, Cameron said, "I'm sure we'll get some reaction, but here's a thought. If somebody wants to react, let them come forward with another location." Cameron's comments were short-sighted and flippant. Here

are six locations that come immediately to mind

Riverside International Speedway Grandstands, concessions, parking and a fallout area make this location perfect for a town and county celebration of Canada Day. There could be family games during the day, a concert in the evening and

the day, a concert in the evening and fireworks to top it off.

The Antigonish Mall. There is a field for fallout behind the mall. Staging could be set up somewhere near the Visitors Information Centre. Parking could be

toward the Canadian Tire end of the mall and at St. F.X. Saint Andrews Junior School and the Antigonish Education Centre. There is parking in the front, the new gazebo could serve as part of a stage and people could sit along the soccer field. Fireworks could be displayed over the fields beyond the school property.

Market Street area. Parking could be at Walmart, Superstore

and Staples with a concert in front of Central and fireworks

COMMENT

ONLINE

and staples with a concert in front of Central and Breworks launched behind the store.

Mount Cameron Estates. Staging could be set up at the bottom of the new development and fireworks displayed over the Antigonish Harbour. Imagine the view from Williams Point and other areas. Parking could be at Bethany and along the upper portion of the development.

Reconsider the high school. Were residents asked for input? If the celebration took place at the football and baseball fields, would fireworks displayed above the soccer fields damage

Were these six locations, or any others, considered and discussed between the town and country? If so, you would think they would have been mentioned so the public could see that an effort was made.

We are a few years removed from when the fireworks between the county and town were over annexation/amalgamation. Since that expensive debate was settled, the celebration of Canada Day, complete with pinwheels, Roman candles, Catherine wheels and sparkles, is one event that helps bring the entire community

While no one doubts council's or Cameron's patriotism, the lack of creativity in finding a solution makes one wonder if finances played a role in the decision not to pursue a location for a fireworks display. The town finished the year with a deficit of \$115,164 and county council was more than \$28,000 in debt. If finances were a consideration then council and town employees should have been open about the situation. Using finances as an excuse would have been easier to swallow than flippant remarks by a key organizer of the Canada Day celebration.

This year Antigonishers will celebrate Canada Day with a breakfast at the Legion Hall as well as a hypnotist, cake cutting, concert and movie night at Columbus Field. In the county there will be celebrations mid-day at Teasdale's Field. Yet, the events will lack the sparkle that comes with true patriot love. Next year let's hope the celebrations go off with a bang.

STANDING FINALIST **Brian Lazzuri Antigonish Casket**



STANDING FINALIST Staff - Montague Eastern Graphic

This promotion involves a cross promo with pizza places whereby take a new or renewed subscription and get a free pizza. Great family idea...during these tough times any "free" food is always greatly appreciated! It has been done successfully for many years and had great renewals and 100 new ones. The creative was powerful and easily understood. Good coverage also for the pizza places. It asks for the order well with an easy entry form.



WINNER Marilyn Puddicombe - Gander Beacon

This promotion involves carrier points which is a sure fire way to boost sales and put a real face to the paper. There is incentive for the carrier to increase their deliveries and get more ongoing pay for it as well as getting a prize. It also provides incentive to do more given the more points the better the prize. They had over 900 new customers and that's what any successful circulation drive is all about.

STANDING FINALIST Staff Enfield Weekly Press

This promotion was very much a community one involving a local hockey association – East Hants Minor Hockey Association. I was impressed by the creative approach to teaming up to sell subscriptions and giving back a portion of each sale to the hockey association. It was successful because it generated 187 new households to the paper. I thought the ad layout was clean and understandable. The Post it Note was great added support!



Minister's reputation IN TATTERS

There is a massive political target on the chest of Allan Campbell, and the Innovation Minister has no one to blame but himself.

To put it lightly, the last few weeks have been disastrous for Campbell. Either through misspeaks, misinformation or flat out misleading statements, the minister has seen his reputation tattered.

Most troubling for taxpayers' is the revelation the provincial government loaned Mariner Sealoods \$500,000 for crab processing. The issue is whether the loan violates the long contentious Folar Foods agreement with Ocean Choice International. If it violates the agreement taxpayers could be on the book for millions

Under terms of the Polar agreement government cannot offer support to competitors of Ocean Choice without offering similar support to OCL.

Ocean Choice processes crab, yet Campbell's department never informed OCI of the Mariner loan. The minister contends he has a legal opinion to support the department's contention the Polar agreement was not violated.

Legal opinions are like numbers; pay a lawyer enough and you'll get the opinion you want. All government has managed to do is rightfully anger OCL

The deal with Mariner lacks transparency. Taxpayers wouldn't know it existed if a court hearing did not force its disclosure. The question now is what other loans are out there that taxpayers don't know about? What else is Campbell's department hiding? And remember just last summer OCI signaled its willingness to negotiate an end to the Polar deal. The company is still waiting for the Ghiz government to come to the table.

The minister's reputation further eroded over his now contested statements in the legislature that a new liquor store in Stratford would not cost taxpayers a

Liquor Commission CEO Brooke MacMillan was ordered by the premier's office to take one for the team and impale himself in an attempt to save Campbell. It didn't work. Mac-



Paul MacNeill

Against the Tide paul@peicanada.com

Millan's clarification simply rings hollow.

Taxpayers will not only pay \$25,000 to break an existing lease with 7.5 years remaining, but we will also pay \$700,000 to renovate the new space. The cost for rent will annually be tens of thousands of dollars higher.

Add it all up, and Campbell's idea of no cost to taxpayers is laughable.

Then there was Campbell's insistence that the province is negotiating a new Provincial Nominee Agreement with the lederal government. Again his public statements were wrong.

There are no negotiations. And more importantly the federal government. has no intention of entering negotiations, it is still stung by the arrogance and idlocy displayed by the Ghiz government in its decision to ramp up the PNP program despite an order from the federal government to shut it down.

A pattern of misleading Islanders is emerging. What we don't know is whether it is intentional or whether Campbell is being led by his department rather than the other way round. Neither is acceptable.

If these issues had arisen while the legislature was sitting or even several weeks prior to the recent cabinet shuffle, it is possible that the Souris area MLA would have been on the receiving end of a cabinet demotion. As it is, he is lucky to still be in cabinet, albeit now with a significant credibility Issue.

If he wants to stay he needs to elevate his game, because when ministers try to bluff their way through an issue it always has a habit of catching up with them.

Paul MacNeill is Publisher of Island Press Limited. He can be contacted at paul@ peicanada.com

WINNER Paul MacNeill - Montague Eastern Graphic

P.E.I. Premier Joe Ghiz may have had more finesse on the putting green than Paul MacNeill some 25 years ago, or so MacNeill writes. But these days MacNeill regularly takes the "quarters off" Ghiz and his government for its vision, programs, patronage and spending. MacNeill raises issues, questions decisions and reveals information that demand accountability and spark discussion not only around the cabinet table but also the kitchen tables across Prince Edward Island. This editorial writing champions the public interest and MacNeill is relentless and sets the bar high.

Lighting a fire under a better Canada

Wendy Elliott

The massively organized 2010 Winter Games Torch Relay, with all its gas-guzzling vehicles and coornercial excitement, made a one-hour pit stop in Wolfville, delighting most people on a warm November day that seemed to prove the existence of global

to prove the existence of global warming.
Feeling pretty cynical on my way to President's Field Friday, I ended up 50 per cent okay with the event.

Emece Randy Ferguson, perfectly bilingual, initially sounded like a preacher pumping up the congregation at a revival meeting. He got the crowd rouring and told us all to create a better world, build a better Canada and a better Wolfville. Nova Scotia.
There was lots of mom-and-apple-pie sentiment during the lead up to the arrival of the torch.

torch.

No question Wendy Beddingfield was a super choice to light the cauldron on campus, and O'Neal Blackman an equally good selection for the departure of the torch.

Ferguson kept asking, "Are you feeling hap-

Well, happiness is obviously a bottle of

Well, happiness is obviously a bottle of Coke.

"Open up some happiness today," was the commercial message we received from talented Coke-sponsored drummers.

Then, we were told RBC was donating \$50,000 to Acadia University, but no details were given. Thousands of freebic plastic tambourines were hanged; the crowd roared.

Are we an infantalized populace, defined by entertainment and the instant self-gratification of free soft drinks?

My impression of the longest torch relay in Olympic history? It is fundamentally hread

and circuses, with patriotic overtones. As best I can determine, the \$30 million budget for the relay comes from sponsorships, corporate partners and our various governments. That's not to mention additional local costs, fike extra policing.

Meanwhile, social activists in places like Antigonish, who questioned the "here, there and every where toreh run," were intimidated by RCMP, Jesse Campbell and Rachelle Exruga told CBC they had wanted to be provocative because they believe public money is better spent on housing and social programs than on sports infrastructure for the Olympic Games.

With democraticing grouponic

infrastructure for the Ulympic Games.

With demoralizing economic news in Canada and food bank use up 20 per cent, no wonder the government is happy to distract the populace. The irony is not lost on many advocates today. November 24, is the 20th anniversary of parliament's promises to end child poverty. Perhaps the torch run will make some forget their misery.

Premier Darrell Dexter, at least, got it right when he said recently, 'in the long term, the most constructive and productive thing that we can do is actually find ways to break the cycle of poverty, move people out of the positions that they find themselves in, in order to be able to make better lives for themselves.' So the show on President's Field was fine and fleeting entertainment, but it should not

so the snow on Presidents Freid was fine and fleeting entertainment. but it should not be viewed as truly nation building, A better Canada ought to be a land where no one suffers due to grinding poverty, and not just a land where our athletes beat their previous Olympic medal count. One without a focus on the other only dupes Canadians.

STANDING FINALIST **Wendy Elliott Kings County Advertiser**

Wendy Elliott's well-researched thoughtful columns are rooted in the community yet take the reader beyond the obvious. For instance, a glitzy stop in Wolfville of the 2010 Winter Games Torch Relay is a jumping point for Elliot to discuss real nation building and its connection to the eradication of poverty. In another instance, Elliott attends a posh public dinner featuring local food and wine and then discusses the politics of food and nutrition. Poverty especially among children raises the question that Elliott poses to her readers- how we use our wealth. Elliott is well connected to her Valley community - both past and present - and her columns inspire readers to civic action.

STANDING FINALIST Fred A. Hatfield **Yarmouth County Vanguard**

Whether it's from his hospital bed or the editor's desk. Fred Hatfield's columns draw you in with stories so conversationally written it is if he were in our living room sharing a cup of tea. A letter to grandchildren speaks poignantly about today's passing culture. Reflections about a recent murder case told through pictures from a family photo album. We're with him all the way. When medical staff at the VG told Hatfield that he is "a remarkable man." people who read his columns nod in agreement and add, he's a master storyteller.

The Miracle Man among us

vis confused, and frankly even my ego I thought the doctor come into the wrong room, rkable? Me? Hub?

Fred A. Hatfield

I had an operation, like I said last time I wrote, all lost my third open. I went home and discon-

There is always a danger of large when you shart to say thanks. An many who worked hard to ke through all of this. They were increare all appreciated, the recovery one and as I travel it. Ill languap my say in this bite – to concentrate on a So you wan't hear from me feature.



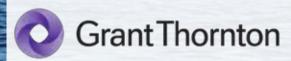
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