

# BEST WEBSITE

The nominations for Best Website offer some excellent examples of newspapers that are using the web to create brand new experiences for the audiences. These sites offer some exceptional hyper-local storytelling, complete with strong photos from members of the community. Most of the sites have already transitioned to offer a comfortable web experience as well as a fluid experience on mobile. They are also creating new ways to connect people with people in their communities, through categories such as “commute” and through social media integration.



## THE CANADIAN JEWISH NEWS

[www.cjnews.com](http://www.cjnews.com)

The Canadian Jewish News website is an extremely well-designed, bilingual, responsive web site that offers an excellent experience both on mobile and on the web. The content is fresh, well written and very pertinent to the target audience. There is excellent social media integration, smart use of video, and strong in-site linking (notably Popular and Recent categories). The site is easy to navigate and offers an excellent experience. On the whole, the CJN website is very deserving of this win.

## THE EASTERN DOOR

[www.easterndoor.com](http://www.easterndoor.com)

The Eastern Door is a very well-designed responsive site offering a visually interesting experience on mobile and web. The site is highly visual and the photography is a nice mix of action shots and other photos from the community. The site offers interesting social media integration, especially the Instagram sports feed on the main page. Interestingly, the current poll question on the site asks about the quality of the website, demonstrating they are listening to their audience. The main drawback on The Eastern Door site is that content is not updated very often. The content that is offered is well-written and very community oriented, from the news stories to hyper-local sports stories to the editorial writing.

## THE SUBURBAN (CITY EDITION)

[www.thesuburban.com](http://www.thesuburban.com)

The Suburban has a cleanly-designed, easy to navigate site that offers a comfortable experience on both mobile and web. Editorially, The Suburban offers strong writing and a wealth of stories that cover a wide variety of topics relevant to their audience. From a design perspective, the site is not especially visual and many stories do not include photos. Across the site, there are many photos and the very well-presented cartoon gallery. There is excellent use of in-site linking through the “latest” and “most popular” categories. The ads are also well integrated on both web and mobile. The best design element is the header, a well-designed top with a smoothly integrated weather widget. Overall, The Suburban web experience offers excellent editorial in an easy-to-navigate, more traditional website.

Judge: Thomas Ledwell, Communications Director, New Cities Foundation, Montreal, QC • Number of entries in the Best Website category: 8

# BEST HEADLINE WRITING

The entries show that newsrooms are willing to spend a little extra time making their pages more intriguing and more inviting, which is a good thing. Readers take in the headline as they are deciding if they will read the story or pass it by. Some entries do a great job of making readers curious, while others will make them chuckle.

**David Parker scores with his hockey-inspired music**

**Quebec City flips over Calgary Stampede pancakes**

**The rain on the Plains fell mainly on the Foo Fighters**

**Comiccon characters congregate in Quebec City**

**SNACS catering: the fruit of delicious partnerships**

1

**S. BARCLAY, C. KERWIN, S. NADEAU**

Quebec Chronicle-Telegraph

Inventive headlines show the Quebec Chronicle-Telegraph staff is willing to put full effort into grabbing readers' attention.

**Photo bomb-ardier?**

**Who gives a flying Ferrata?**

**Finding the purrrfect “cat-i-date” in Chelsea**

**Legality of raw milk udderly confusing**

**Toilet police coming for a bowl near you**

2

**STAFF**

The Low Down to Hull & Back News

Readers must enjoy receiving each Low Down just for the headlines. Some are a stretch but most will force the reader to seek answers within the stories.

**Hip-hop artist's health hit hard, homies step up to help**

**Beautiful bingo bonanza brings in big bucks, baby!**

**Rock your mocs and walk the talk**

**Hired Gunz take summer ball hockey league hostage**

**Deere saves deer**

3

**S. BONSPIEL, D. MARQUIS, D. J. ROWE**

The Eastern Door

The Eastern Door's writers sum things up nicely with creative touches.

Judge: Nevil Hunt, News Editor, Metroland Media, Ottawa, ON • Number of entries in the Best Headline Writing category: 6