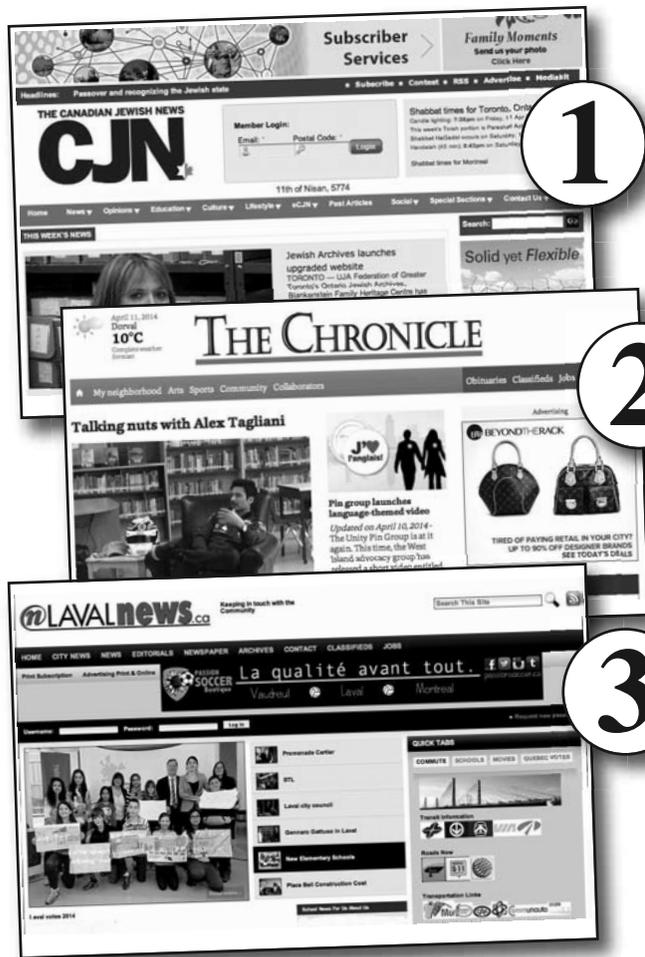


BEST WEBSITE

Websites were reviewed twice, on Feb. 24 and March 1, to see if content had been updated. One site would have placed in the top three for design, but too many stories teased on the home page were from last year, including two year-old editorials and a sports story from July 4, 2012! Several sites do not use IAB ad sizes, which will limit their ability to accept ads from outside their local markets. Make sure every font on your site is big enough to be easily read, which was a problem on even two of the winning sites. Some of the sites that didn't win did a better job of selling local ads than some of the better-designed sites. Remember, your website should be a revenue stream. I awarded Pontiac Journal du Pontiac honorable mention for its bilingual efforts.



THE CANADIAN JEWISH NEWS

cjnews.com

Nice-looking site, though I would've preferred an IAB-standard right rail with IAB-standard ads. Lots of content that was updated during the week. Nice "This Week's News" block. I like your news blocks, though the text font is too small. Nice video display. This is a national site, which gives it an advantage for fresh content over the others, but the total package still was best of the entries.

THE CHRONICLE

westislandchronicle.com

This could've been the first-place site if the content had been fresher. Two stories teased on home page under "Collaborators" are from last year. (Adjust the block so it doesn't pull in so many stories.) Clean site, lots of white space. IAB-standard ads, but they're remnant! Sell some local! Good that you up sell print ads. Good to have e-Edition. Ability to zone inserts is impressive.

THE LAVAL NEWS

lavalnews.ca

Pretty site, lots of content, even though it's built on an unusually wide grid. Nice slideshow. Content was updated during the week. Almost every font below the slideshow is too small to read easily, especially "School News..." and "Laval Weather" in reverse type. Ad sizes are IAB standard — good! Increase the size of your fonts and you'll contend for first next year!

Honourable Mention:

PONTIAC JOURNAL DU PONTIAC
journalpontiac.com

Judge: Gary Sosniecki, General Manager Creative Services, TownNews.com, LeClaire, Iowa • Number of entries in the Best Website category: 7

BEST HEADLINE WRITING

This was a great group of entries to review. Young journalists would do well to hone the craft of well-written headlines: This is what gets readers interested in your stories and requires the same type of effort needed to produce quality copy.

**Beaver sleeps with
the fishes**

**Closed sign fuels rumours of
Ryan's last gasp**

**Ol' fashioned hot rod gets
villagers pumped**

New hawk on the block

1

**TREVOR GREENWAY &
LUCY SCHOLEY**

The Low Down to Hull & Back News

The Low Down to Hull & Back News was the clear winner in this competition. There were no weak entries as they clearly put a lot of intelligent effort into enticing and entertaining their readers. "Beaver sleeps with the fishes" was a truly inspired hed that accurately channeled a memorable movie line to introduce a chilling tale of rodent revenge. It was the best among a superb group of submissions from the newspaper. Bravo!

**A drive towards an
end to hunger**

**Couple makes hanging in
the history books look easy**

**Kickin' it with kix at
the Shawville fair**

Scratching good fortune

2

CORY WILSON

The Equity

The alliteration, rhyming and simplicity of their headlines made The Equity a worthy second-place winner. Good marriage of accurate and attractive headlines across the board.

**Dorval Day delivers
daffy delights**

Grin and bear it

**Pickpocket pair purloin
Patsy's pocketbook**

3

MARC LALONDE

The Chronicle

Good alliteration on several entries... "Grin and bear it" obvious but quite accurate... Pollution headline also solid. "Pickpocket pair purloin patsy's pocketbook" was a personal favourite.

Judge: Leonard Gervais, Professor of Journalism, Concordia University/Department of Journalism, Montreal, QC • Number of entries in the Best Headline Writing category: 10