ANNUAL REPORT 2021/2022

Quebec Community Newspapers Association



A Few Reflections

A NOTE FROM BRENDA O'FARRELL

Vice-President, QCNA

Financial Highlights

During the course of the last fiscal year, QCNA has delivered the largest benefits program to its members in the organization's history. The federally funded Local Journalism Initiative has provided direct financial assistance to all QCNA member publications in a substantive way to help each news outlet create original news content.

This is a success story that deserves to be underlined.

QCNA has also delivered direct benefits to all publications that participated in the News Matters project. Again, this initiative was another first for the organization as it focused not only to provide information highlighting the expanding role each of our newspapers play in our communities but delivered bottom-line benefit.

Organizational Highlights

On an organizational level, QCNA, under the guidance of its new General Manager, Heather Gray, braces to build on the

The newspaper industry in the past year has witnessed another period of struggle and change. But as the larger media landscape continues to shift, one trend line is beginning to come into sharper focus – the specifically evolving and expanding role of community newspapers.

Community papers are no longer simply a voice for their communities, they are emerging as the only voice in these regions. And by virtue of that, their once dual role of informing and reflecting their communities is expanding. They are now the only source of news that serves to inform the wider provincial and national audience of what is happening in these communities. And, in the past year, we have seen many examples of this.

In addition, the expanding role of our papers is not only limited to the geography they cover, but the demography of Quebec's linguistic minority community they serve. In the political climate that is the province's Bill 96 era, this has never been more important.

These developments, however, bring their own set of challenges. They also provide great opportunity and promise. And it is through this lens that QCNA will continue to advocate for the benefit of its members because great opportunity and promise need to be identified, articulated and harnessed to propel us forward.

initiatives of the last year to ensure members continue to receive needed benefits without being overburdened with reporting tasks.

Heather is also reimagining QCNA's communications, reconfiguring staffing and coordinating our funding and reporting requirements. Her performance in the past year provides us with a window through which I see a bright future for QCNA and its role in the debate over how the media landscape should be reshaped.

BOARD EXECUTIVE & MEMBERS

Lily Ryan
President

Brenda O'Farrell Vice- President

George Bakoyannis
Secretary/Treasurer

Michael Sochaczevski Board Member

Matthew McCully Board Member

Nikki Mantell
Board Member

INDEPENDENT AUDITOR'S REPORT

Provided by Samson & Associates

The QCNA delivered on key programs including the Local Journalism Initiative, in 2021-2022.

REVENUES $1,396,977



Clearing House Payments, $265,088

Core Funding (Schedule A), $123,807

News Matters Project, $73,368

Local Journalism Initiative (LJI) , $799,998

Community Media Strategic Support Fund, $65,373

General Operations , $68,371

Direct Member Services, $8,439

EXPENDITURES $1,404,444



Clearing House Income, $281,490

Core Funding, $151,352

News Matters Project, $73,368

Local Journalism Initiative (LJI) , $799,998

Community Media Strategic Support Fund , $65,374

YCW Internship, $19,990

Membership Fees , $6,575

Fundraising & Donations , $2,750

Members Advertising Contributions , $2,655

After unrealized gains of $2,782 and CEBA funding, for the fiscal year 2021-2022 QCNA excess of revenue over expenditure was $15,315.

HIGHLIGHTS FROM THE 2021-2022 QCNA CALENDAR

COALITION | Rencontre de la Coalition des éditeurs du Québec et de la francophonie

April

QCNA Board Meeting

COALITION | Rencontre de la Coalition des éditeurs du Québec et de la francophonie

May June

COALITION | Rencontre de la Coalition des éditeurs du Québec et de la francophonie

Levelling the Digital Playing Field

Budget fédéral - Analyse du Consortium

The Connector

July News Matters (with Reseau Presse)

August News Media Canada | Monthly Meeting

September QCNA AGM

News Media Canada | Monthly Meeting

News Media Canada | Monthly Meeting

October November December

SRQEA - QCNA: State of the English-speaking media industry

The Connector

COALITION | Rencontre de la Coalition des éditeurs du Québec et de la francophonie

News Media Canada | Monthly Meeting

LJI Administrative Organization Roundtable The Connector

LJI Administrative Organization Roundtable Dialogue Day - Impacts of the Pandemic on Tourism News Media Canada | Monthly Meeting

January LJI Administrative Organization Roundtable News Media Canada | Monthly Meeting

February LJI Administrative Organization Roundtable The Connector

March News Media Canada | Monthly Meeting

LOCAL JOURNALISM INITIATIVE

Over 1,400 articles of civic journalism produced

Journalists, from investigative reporters through freelance series writers, sourced, wrote and informed Canadians and their communities.

What is the LJI?

The Local Journalism Initiative (LJI) supports the creation of original civic journalism that covers the diverse needs of underserved communities across Canada. The QCNA, one of 7 not-for-profit organizations representing different segments of the news industry, administered the LJ Initiative program in Quebec.

1,400

plus civic news articles written

_ LJI 2021/2022 by the Numbers

800,000

dollars to qualified applicants

40

plus journalist roles funded

News Deserts

The LJI program served news needs in underserved communities known as news deserts.

Civic Journalism

Covers the activities of the country's

civic institutions (for example, courthouses, city halls, band councils, school boards, federal Parliament or provincial legislatures) or subjects of public importance to society.

QCNA's LJI Portal

January through March, QCNA partnered with Montreal's Akia Marketing to reconfigure the user interface of the on-line submission platform.

LJI content coordinators found themselves with increased functionality – to assist with tracking and reporting.

BETTER NEWSPAPERS CONTEST

2022 Competition was 500 entries strong!

Despite the challenges of a continued pandemic and its toll on communities and their vital industries, excellence was found in local journalism!

BNC 2022 by the Numbers

532
submissions

24
panel of judges

18
member publications

BNC Platform

This year, contest managers, judges and entrants, benefited from upgrades to the system configuration allowing for improved search and sort capabilities. In addition, Small Town Papers, the online contest provider, migrated the BNC contest platform to AWS (Amazon Web Services) which increased upload speed and stability.

Panel of Judges

Our 2022 panel of judges are highlighted in this year's award book.

The panel also benefited from an revamped Judge's Handbook and a dedicated communication stream, alerting them to program timelines, contest judging status and same-day issue resolution.

FEATURE COMMUNITY HEALTH

What were we writing about?
Top 5 Submission Categories

EDUCATION





NEWS COLUMN WRITING

NEWS MATTERS

Celebrating Local Journ

QCNA's News Matters project included a weekly news roundup and National Assembly
report and a series of four inserts which highlighted the importance of our newspapers to
the communities we serve, and to the English
speaking community at large.

Each insert focused on a different theme:



Newspapers as agents of change

How newspapers support the local economy

The role of newspapers in education

Attracting youth & new readers in a digital age.

Publishers were encouraged to build on these inserts by adding additional pages on the designated themes, accompanied by local sponsors or advertising.

This QCNA was a partnership to demonstrate individual and collective values of our newspapers, while providing publications with a

base for local promotion and advertising.

"Local community newspapers remain the favourite source for local news. Local information is the top reason people read their community newspaper."

SOURCE: 2018 TOTUM RESEARCH | STUDY OF MORE THAN 2,000 CANADIANS

YOUNG CANADA WORKS

At Building Careers in English and French

QCNA participated in the Young Canada Works at Building Careers in English and French program – domestic internships component (college and university graduates).

QCNA Internship

Communication & Advertisement Coordinator

Contribution

YCWBCEF Internship Key Accountabilities

QCNA

$14,992.69

Program Period October through March

Weeks of Work 25 weeks | 875 Hours

Web Presence

Funded by the Government of Canada
Financé par le gouvernement du Canada

Canada

QCNA PARTNERS

elan english language arts network

réseau presse

CONSORTIUM

QCNA OFFICE NEWS

The QCNA received a small (and zero dollar) refresh as we began the approach to the final year of our current lease on Maloney East in Gatineau and made preparations for a

Program/Office Coordinator to join our team in fall 2022.

The shifting of boxes and file reviews uncovered a few treasured relics and even an invite to a past foray to the Bromont region in 1964!

Bromont is hosting our 2022 AGM!

1964!

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