



# JOURNALISM *that* MATTERS



# Who **WE ARE**

Brunswick News is the largest news media company in New Brunswick, Canada, serving both English and French audiences

- Paywall for all paid titles
- 3 daily newspapers
- 7 weekly newspapers
- 15+ EMC publications
- Province-wide flyer distribution network
- Atlantic Canada's largest job website
- English and French products



# BRANDING

Large

TELEGRAPH-JOURNAL

DAILY GLEANER

TIMES & TRANSCRIPT

Small

THE TRIBUNE

le Madawaska

KINGS COUNTY RECORD

NORTHERN LIGHT

BUGLE OBSERVER

VICTORIA STAR

MIRAMICHI LEADER

EMC



Advertiser

The Post-Gazette

ThisWeek

THE INTERNATIONAL Money Saver

Riverside Neighbours

Weekender

PublicityPlus

infoweekend.ca

THE WEEKLY Current

Digital



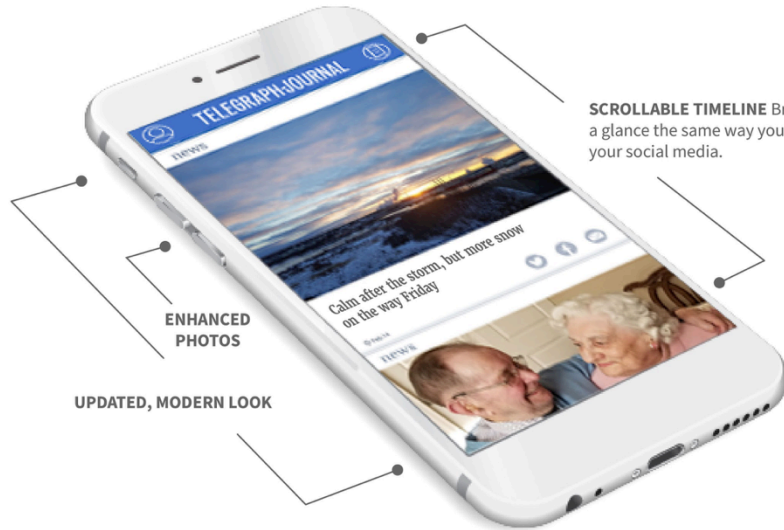
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BONSHAW

# TJ.news PAID CONTENT WEBSITE



**SCROLLABLE TIMELINE** Browse stories at a glance the same way you would check your social media.

**ENHANCED PHOTOS**

**UPDATED, MODERN LOOK**

- All 10 subscriber publications available under one URL
- Mobile-first website built in-house, launched in March



Personalize your news in the order you want to read it



Digital replica of BNI newspapers & vast, searchable archives

## 5 steps to **SUCCESS**



1

Quality Products

2

Customer-First Structure

3

Best Tools & Data

4

Engaged Teams

5

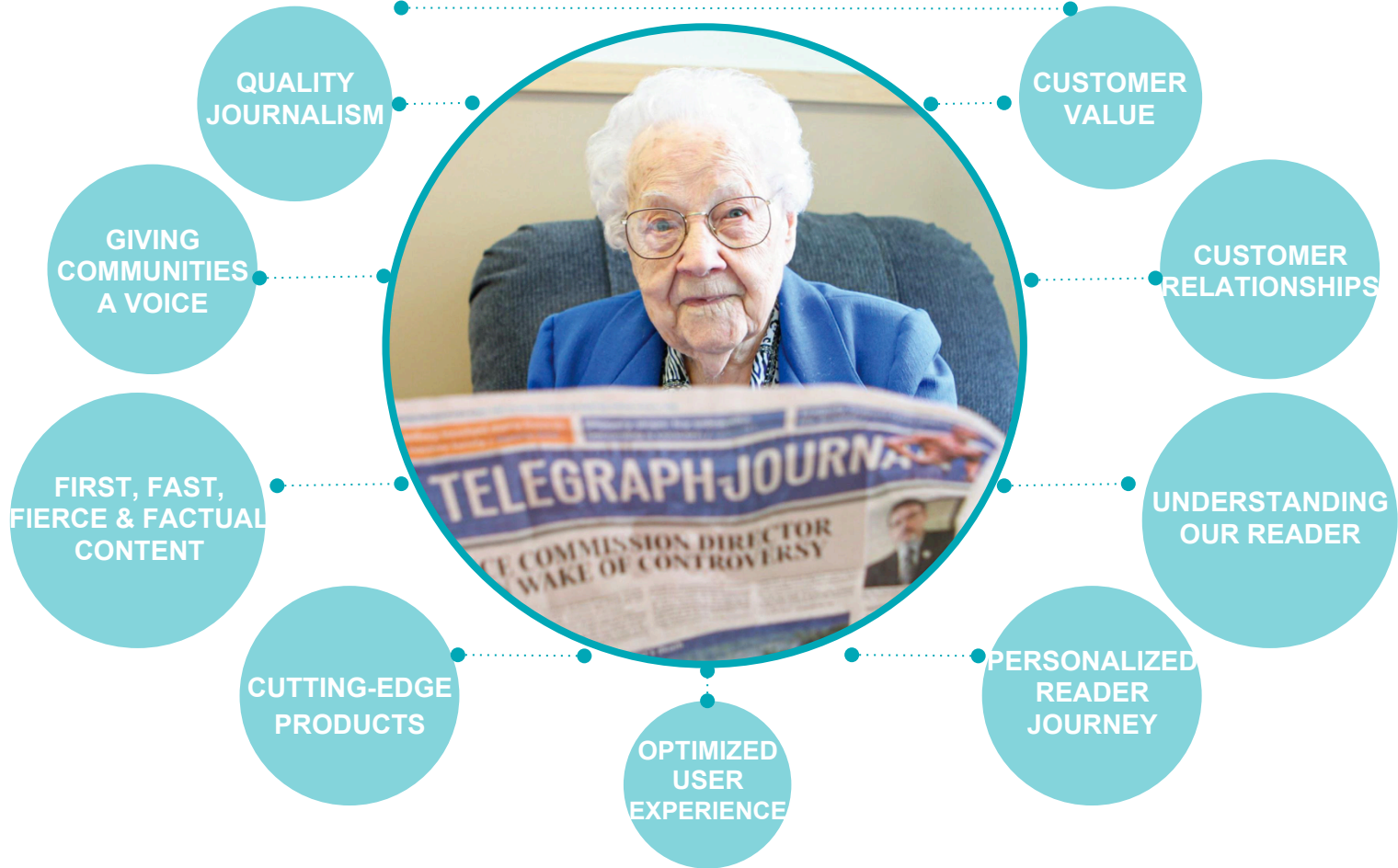
Clear Vision

# Customer-focussed **STRUCTURE**



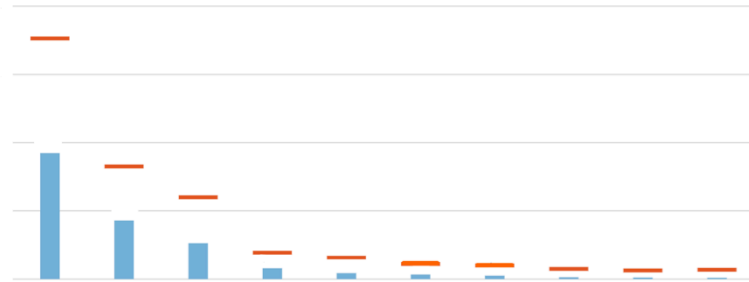
*Overseeing quality content ... and the subscriber experience.*

# Revolving around our **READERS**





# Empowering teams with DATA





## Newsroom data CHAMPIONS



Bruce Hallihan

“I use data in concert with my social media channels - Twitter and Facebook media page - to try to maximize exposure to my stories.”



Jennifer Bishop

“Having access has helped our newsroom understand what type of content is grabbing our readers' attention.”



Tom Bateman

“I'm all for using data to help inform daily decisions in our newsrooms and get more eyeballs on the work we are doing.”



Amanda Gaudet

“Our job is to provide interesting and quality stories, and having data on our side - showing us what's trending, when people are reading, how many people our content is attracting - helps us make sure we are offering our subscribers what they want.”



Jackson Doughart

“The mark of our success in BNI newsrooms is reader engagement, and data is our most important tool for tracking the interest of our customers. I am eager to discuss how it can make our work better.”

# Training INVESTING IN LEARNING



- Monthly training program
- Tailored to individual needs
- Tested for 80% pass rate
- Re-tested for added support

## Shoot like a pro

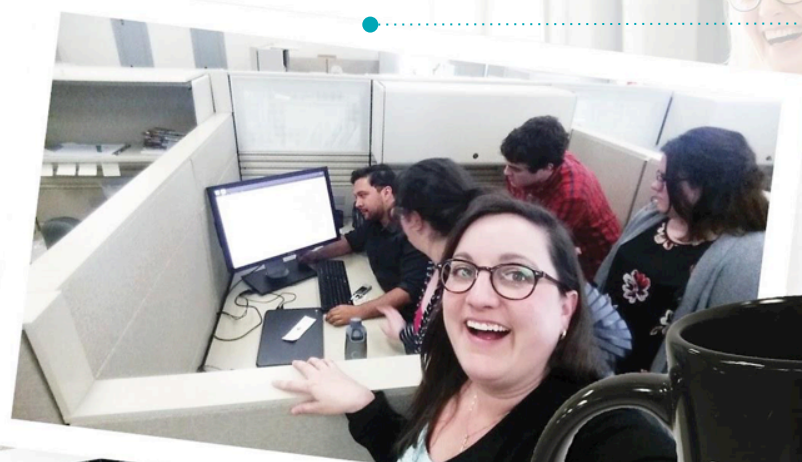
Get great photos using your phone - with photojournalist Diana Martin



## Write better headlines (let's start here)

How better display can drive engagement, and traffic

Don't be afraid to **MAKE IT FUN!**





## • Rewarding our teams •



**BNI's Marketing  
team invited staff  
to see 'The Post'**

**80 team members took  
them up on the offer!**

# 29 honours for EXCLUSIVE CONTENT



Atlantic Journalism Awards

AJAs Breaking News award for the Daily Gleaner

Michener Award finalist



Winner of Canada's Press Freedom Award

www.telegraphjournal.com Up-to-the-minute breaking news every day

# TELEGRAPH JOURNAL

THURSDAY, JANUARY 19, 2017

TELEGRAPHJOURNAL.COM



Abdel Al Shabih, right, grimaces in frustration during Tuesday's town hall meeting with Prime Minister Justin Trudeau in Fredericton. Abdel wasn't bored, as many people (including the PM) thought - he was being distracted by his two-year-old brother, Omar. PHOTO: THE CANADIAN PRESS/DAVID WOODMAN

## THE INCREDIBLE STORY BEHIND THE TRUDEAU 'BORED KID' PHOTO

Boy's family has chosen to honour prime minister in special way

LAVERNE STEWART  
THE DAILY GLEANER

FREDERICTON-It started out as a joke. Prime Minister Justin Trudeau went on Twitter on Tuesday night to poke a little fun at himself.

He'd seen and was obviously amused by a Canadian Press photo taken during the town hall event he hosted in Fredericton earlier in the

More coverage  
• Prime minister made secret steps during time in province: A2

### exclusive

day. That photo showed a young boy in the crowd, covering his face - apparently out of boredom.

"I haven't seen faces like these kids' since I taught math class. Thanks New Brunswick," Trudeau wrote.

It was a fair assumption - but Trudeau couldn't have been more wrong. That boy, a 10-year-old Syrian refugee named Abdel Al Shabih, considers Trudeau his hero - the man who helped his family escape "from hell."

When the photo was taken, Abdel was a little annoyed; his two-year-old brother Omar was distracting him



10-year old Abdel Al Shabih, right, and Omar Al Shabih, 2, seen with his family, recently had his photo go viral on the Internet while attending a town hall meeting with Justin Trudeau. Abdel will soon be welcoming a new sibling that has been named after Canada's prime minister who is moving his family to Canada and gave them a home. PHOTO: JAMES MCCORMACK

## Man to be evaluated for alleged threats to premier

TIMES & TRANSCRIPT

A Moection man accused of threatening Premier Brian Gallant has been sent for a psychiatric assessment.

Daniel LeBlanc of Second North River just west of Moncton is charged with threatening Gallant on Monday.

In provincial court in Moection on Wednesday, LeBlanc was released from custody on conditions that include staying away from Gallant and agreeing to undergo a mental health assessment.

Specifically, LeBlanc, 35, has been ordered to stay at least 100 metres from the premier, members of his family and anywhere Gallant is working.

He's accused of conveying a threat to cause bodily harm to Gallant on Monday. The threat was allegedly made online.

The condition that LeBlanc attend a mental health assessment was demanded by the Crown for the purposes of assessing his fitness to stand trial as well as assess his state of mind at the time of the incident.

Paul Greene, director of communications for the New Brunswick RCMP, said on Tuesday that the arrest was made Monday evening in Second North River near Salisbury.

"The RCMP received information about a possible threat towards the premier of New Brunswick," said Greene.

LeBlanc returns to court March 13.



Daniel LeBlanc  
PHOTO: JAMES MCCORMACK & TRANSCRIPT

news



Dominic Cardy  
Photo: Bunker News Archives

## INVESTIGATION: No vaccination rules for N.B. teachers

© April 29

Katrina Clarke | The Daily Gleaner

Teachers in New Brunswick have no vaccination records.

That could be about to change as the Department of Education set earlier this month if required to be up to date to wait until the province can't

he didn't rule out requiring systems," Gardy said.

Those comments came at a Childhood Development Fredericton.



Katrina Clarke  
PHOTO: THE DAILY GLEANER

## DAILY GLEANER



Nature group receives SIM from J.D. Irving, Limited / News A2

Man takes action against daughter's boyfriend / Life B3

'I'm been on the mat almost since I was born' / Sport B10



## 'Vulnerable, not by choice'

Mom of kid battling cancer says the thought of unvaccinated classmates makes kindergarten 'pretty scary'

It's a scary thought, especially for parents of young children. What if their child goes to school with a child who isn't vaccinated? It's a thought that's been on the mind of a Fredericton mother whose 4-year-old son is battling cancer.

She says she's worried about her son's health and the health of other children in his class. She says she's worried about the thought of unvaccinated classmates making kindergarten "pretty scary."

## Infamous brush with Colombia's drug cartels

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She says she's worried about her son's health and the health of other children in his class. She says she's worried about the thought of unvaccinated classmates making kindergarten "pretty scary."



The Women's Representative for the Fredericton South-Bourgeois ward has been named a candidate for the upcoming election.

# TELEGRAPH JOURNAL

## The RESCUERS

1,400 residents evacuated in historic flooding

Residents of a small town in New Brunswick were evacuated on Tuesday as a major flood hit the area. The flooding was caused by heavy rain and a storm system moving through the region.

The evacuation was a major operation, with many residents being taken to temporary shelters. The flooding was particularly severe in some areas, with water reaching several feet above the ground.



Members of the Rescuers from The Department of Fisheries and Aquaculture are seen at a boat launch in the Miramichi Bay. Photo: The Daily Gleaner

<p>Residents worry about insurance coverage: A2</p>	<p>NV firefighters become water warriors: A3</p>	<p>Mother Nature's wrath has them above: A6</p>	<p>Man thanks his kys after dramatic rescue: A1</p>
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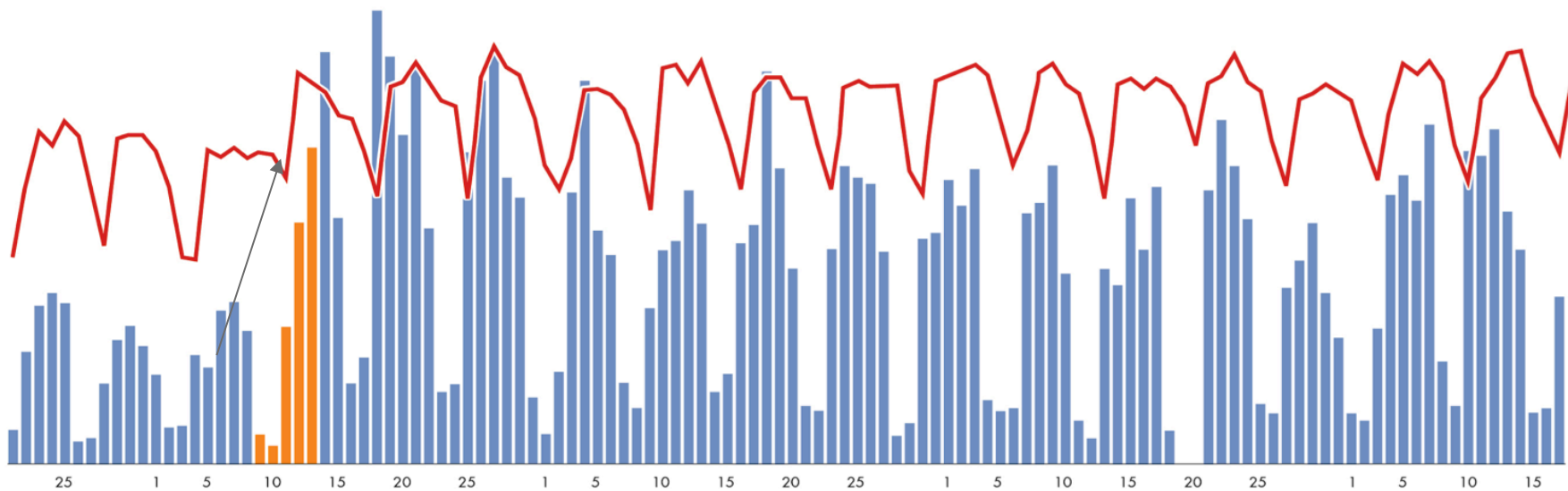
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AVERAGE DAILY  
READERS  
**↑ 22%**

# Celebrating Journalism That Matters

Be a part of our winning team

Our journalists have been recognized regionally and nationally this year in 14 different award categories from breaking news and opinion to in-depth public service journalism and photography. Their work spanned all corners of New Brunswick.

Some of the big winners were Saint John investigative reporter Michael Robinson who won the Canadian Association of Journalists Investigative Journalism Award in the community media category for his

exclusive "New Brunswick's Stabbed Ambulances", and Sarah Sealey, who won the prestigious Edward Goff Penny Award for Young Journalists for her body of work at the Times & Transcript.

In addition, the Daily Gleaner's Katrina Clarke won the prestigious Gordon Sinclair Reporting Award and will spend six weeks in Atlantic Canada and Australia investigating the failures and successes of Indigenous education.



\*NHL nomination for Sports Photo by Michael Robinson

## National Awards and Nominations



**Sarah Sealey** Winner of the Edward Goff Penny award for Young Journalists

**Jackson Doughart** Nomin. nomination for Editorials

**Michael Robinson** Winner of the CAJ award for Outstanding Investigative Journalism in Canada



Michael was also nominated for a CUPJ Jackson Award for Excellence in Journalism

**Michael Robinson** Nomin. nomination for Sports Photo



Sarah Sealey, Michael Robinson, Katrina Clarke

## Atlantic Journalism Awards



L-R: Tammy Scott-Wallace, Jennifer Bishop, Mark Richard, Adam Bowie



**Victoria Bond** Gold for Best Page Presentation



**Adam Bowie** Silver for Commentary, any medium



**Alison Jenkins** Award for top journalist/student



**Michelle Bartleman and Michael Robinson** Silver Awards for the Jim MacPhail New Journalist Award for body of work



**Mike Lantry** Silver for breaking sport news reporting



**Aidan Cox, Jennifer Bishop, Andrew Ryan, and Mark Richard** Silver for best community newspaper news story



**Michelle Bartleman** Silver for feature print



**Sean Hatchard and Sarah Sealey** Silver for sports reporting, any medium



**Tammy Scott-Wallace** Silver for best community newspaper news story

Special Marketing Feature

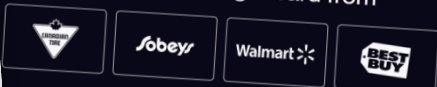


TELEGRAPH JOURNAL

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Marketing efforts line up with journalistic excellence





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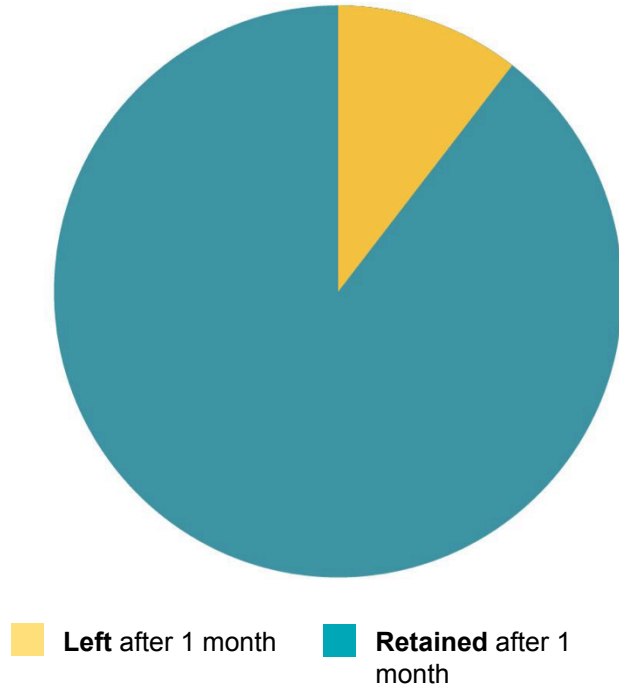
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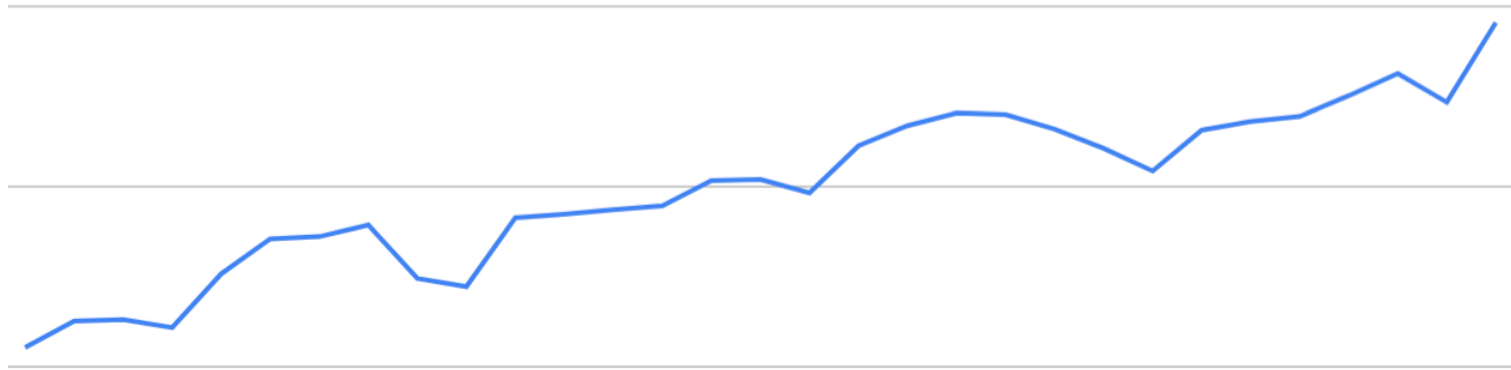
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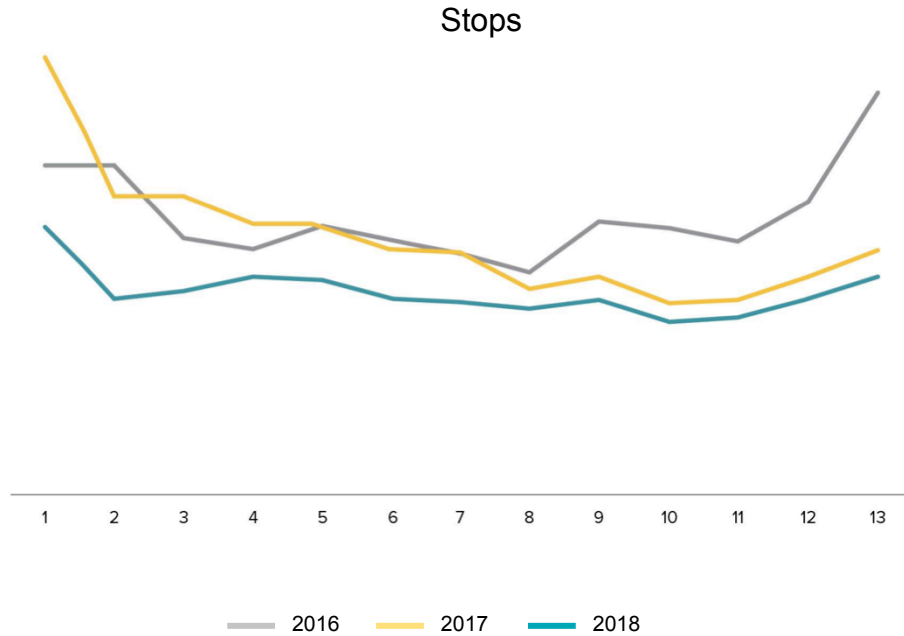


 **46%**  
increase

October **2016**

January **2019**

# LOWEST CHURN in three years



**THANK YOU** for listening