



**Quebec Community Newspapers Association
43rd Annual General Meeting, Conference & Awards Gala**

**Hotel V in Gatineau, Quebec
Friday June 16, 2023**



The Hotel V is located in the beautiful Outaouais region. Just minutes from Ottawa, this 4-star hotel offers well-being and comfort to its visitors.

Hotel V also means a multitude of services and amenities at your disposal to ensure that your stay is both agreeable and unforgettable!



Hotel V

**585, boul. de la Gappe
Gatineau, QC, Canada
info@hotelv.ca 1 800 926-6489**

Better[★]BNC[®]

Schedule of Events

(Subject to Change)



FRIDAY, JUNE 16, 2023 - CONFERENCE DAY

Open to QCNA board members & staff, member publishers, editors, owners, journalists, and guests.

- 9:00 am **Registration Opens outside Urban Room A**
- 9:30 am – 11:30 am **Annual General Meeting**
*Information and Updates with Brenda O'Farrell, QCNA's Interim President
Consortium Representative, Linda Lauzon, Executive Director, Réseau.Presse.
Special Guest - Mr. Charles Taker, Representative for Quebec, and Nunavut Office of the
Commissioner of Official Languages.*
- 11:30 am – 12:30 pm **Networking Lunch Break (catered lunch in Urban Room A)**
- 12:45 pm – 1:45 pm **The Swiss Army Knife Approach to Local News Revenue
A Virtual Presentation**
*Frank Mungeam – The local media view from 30k feet – 15 minutes
Penny Riordan – Opportunities with Reader Revenue and Membership – 15 minutes
Liz Hayes – Opportunities with Branded/Sponsored Content – 15 minutes
Q&A – 15 minutes*
- 1:45 pm – 2:00 pm **Coffee break provided to participants**
- 2:00 pm – 3:00 pm **THE TRUST PROJECT - For trustworthy local news**
*Linda Lauzon, Executive Director, Réseau.Presse
Mélanie Tremblay, Editor-in-chief, Francopresse*
- 3:00 pm – 4:00 pm **"The Future of Journalism" Interactive Roundtable Discussion**
How to keep up with the media movement – connection & progression

Conference Close - Overnight Guests may check-in at this time

- 4:00 pm – 6:00 pm **Open Networking at Resto Bistro Rumeur (front & back terrace)**
*Guests are welcome to mingle with colleagues and overnight guests can explore some of
the fantastic hotel amenities.*
- 7:00 pm – 11:00 pm **Awards Gala & Ceremony – Better Newspapers Competition**
*Location: Urban Room A
Business casual – but please dress to impress!*

Quebec Community Newspapers Association
Association des journaux régionaux du Québec

Conference Session Information



The Swiss Army Knife Approach to Local News Revenue

Local Media Association

Local Media Association brings all media together to share, network, collaborate and more. More than 3,000 newspapers, TV stations, radio stations, directories, digital news sites, and research and development partners engage with LMA as members or constituents of our programs.



Current areas of focus are reader revenue, branded content, OTT/Connected TV, first-party data strategies and journalism funded by philanthropy. Incorporating our four strategic pillars – business transformation, journalism funded by philanthropy, industry collaboration, and sustainability for publishers of color – LMA helps local media companies develop their strategies via cutting-edge programs, conferences, webinars, research and training.



Frank Mungeam is Chief Innovation Officer for the Local Media Association, which works with over 3,000 local media brands (newspapers, TV stations, radio stations, digital news sites & more), as well as several hundred R&D partners in the industry. LMA's mission is to help local media companies develop sustainable business models for news.

Frank Mungeam
Chief Innovation Officer



Liz is back following her passion of local news as Director of Strategy for The Branded Content Project, where she's assists in the execution of the strategic initiative and collaborates on product creation, marketing, distribution, communication plans and sales training.

Liz Hayes
Dir. of Strategy, The Branded Content Project



Penny Riordan is the Director of Business Strategy and Partnerships for Local Media Association. She runs the LMA Digital Club, including two web conferences per month where members collaborate with industry peers on important digital revenue, product, audience and content topics. Penny also supports the work of the Oklahoma Media Center and LMA's new initiative on locals' news startups with the Tributary in Jacksonville, FL.

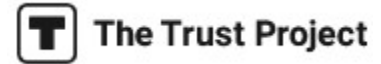
Penny Riordan
Director, Business Strategy and Partnerships

Conference Session Information Cont.



THE TRUST PROJECT - For trustworthy local news

Presented by: Linda Lauzon, Executive Director, Réseau.Presse
Mélanie Tremblay, Editor-in-chief, Francopresse



The Trust Project built the Trust Indicators by asking people what they value in the news – and what wins and loses their trust. Then they married their insights with bedrock journalism values to come up with eight core disclosures that every reader, listener and viewer should know.

In March 2023, Francopresse was the first francophone Canadian media to become a recognized partner of The Trust Project.

Linda Lauzon and Mélanie Tremblay will share their experience in becoming a recognized partner and the value for local news outlets.

HOTEL ACCOMODATIONS - IMPORTANT

Guests **MUST** reserve their own rooms.

A block of rooms will be reserved at a conference rate of **\$139 plus tax** until Monday May 15, 2023, after which time unreserved rooms will be released back into the inventory. Each lodger will need to contact the hotel with a valid credit card (no prepaid cards) to book their room among this group before that date, at **1-800-363-6489 ext. 0**.

**** GUESTS WILL NEED TO PROVIDE RESERVATION CODE 50688.**

Check in: 4:00 pm Friday after Conference

Check out: 11:00 am on Saturday.

SERVICES FOR OVERNIGHT GUESTS

Free Wi-Fi. Complimentary Nordic baths with waterfall, sauna and two relaxation areas with a fireplace. Exercise room equipped with training equipment and weight sets.

For more information, go to <https://www.hotelv.ca/en>

Hotel cancellation fees will be the responsibility of the guest.

See Hotel Cancellation Rules.

REGISTRATION FORM

(Please use one registration form per person)



Name:	Special Requirements (accessibility, diet): ***Please see the following page for lunch meal and gala dinner options. Choices must accompany each registration form.
Organization/Guest of:	
Phone:	
Email:	

REGISTRATION OPTIONS – Registration Counts are **IMPORTANT**- *please indicate choices below.*

Friday, June 16, 2023

- \$150+tx per person **Conference & Awards Gala Package**
Full day AGM & Conference entry, lunch, coffee break(s).
7:00pm Awards Ceremony & Gala
- \$100+tx per person **Awards Gala ONLY Package**
7:00pm Awards Ceremony & Gala

REGISTRATION FEES - Fees **MUST** Accompany Registration

Total Before Taxes \$ _____
(100304955RT) GST 5% \$ _____
(1001211346) PST 9.975% (*non-cumulative*) \$ _____
TOTAL \$ _____

PAYMENT OPTIONS - Fees **MUST** Accompany Registration

- Cheque (payable to QCNA) MasterCard Visa
- Card number _____
Name on Card _____
Expiration _____ CVV _____

REGISTRATION DEADLINE – Monday May 15, 2023.

Please return completed registration with credit card info/payment to administration@qcna.qc.ca.

CANCELLATION POLICY - Registration cancellations will be accepted in writing until **Monday May 15, 2023**, with a full refund. No refunds after that date. Substitutions are welcome.

LUNCH MENU

EACH MEAL INCLUDES A BEVERAGE AND A DESSERT

**Dessert at the discretion of the venue dependent upon availability.*



PLEASE CIRCLE ONE (1) OF EACH

LUNCH OPTION

CHOICE N°1

Chicken wrap, lettuce, bacon, cheese, honey mustard and mayo served with garden salad.

CHOICE N°2

Vegetarian wrap, julienned fresh vegetables, lettuce, pesto, cheese, and spicy mayo served with garden salad.

CHOICE N°3

Chicken Caesar salad

CHOICE N°4

Garden salad with salmon

BEVERAGE

CHOICE N°1

Bottled Water

CHOICE N°2

Oasis Juice (Orange or Apple)

CHOICE N°3

Pop (Pepsi, Iced Tea or 7-Up)

GALA DINNER 3-COURSE MENU

EACH MEAL INCLUDES AN ENTRÉE, CHOICE OF MAIN COURSE, A BEVERAGE, AND A DESSERT

ENTREE

SOUP DE JOUR

MAIN COURSE

PLEASE CIRCLE ONE (1) OPTION

CHOICE N°1

Grilled Chicken with a roasted red pepper & sun-dried tomato compote, goat cheese and pesto served with sauteed vegetables and cilantro rice.

CHOICE N°2

Salmon filet with sauteed vegetables, cilantro rice and homemade spicy mayo.

DESSERT

CHOCOLATE CAKE WITH COFFEE/TEA SERVICE