# TAKE THE THREE SECOND TEST!!!

Turn to any page in this newspaper.

Look at any ad for the count of three. Then turn page.

Tell me what you remember of that ad or page?

Can you recall product?

Can you recall phone number?

Can you recall what was advertised?

Can you recall address?

Can you recall company name?

Can you recall any pictures?

Can you recall any logos?

If little or nothing. You just proven why BUS ADVERTISING, BILL BOARDS ELECTRONIC ROAD SIDE SIGNS do not work.

WHY: - Normally when people are driving they are constantly looking around for all kind of safety reasons. Three seconds tends to be the rule for determining decision making.

When looking at a bus. People look for safety first then
what is actually on the bus. This compounded with the fragmented artwork due to windows and doors. The average person does not truly see the ad. They notice a bus in
motion and maybe the color. Not the messages on it. Much
like when you turned the page. You could retain some minute detail but not the whole message.

On a billboard. The key to advertising is simplicity. More than two points. The readers will not be able to retain any information. Therefore the sign will be rendered useless.

Electronic road side signs - Same principle. The high

Electronic road side signs - Same principle. The high color and light affect in many cases even though appealing. It is also very confusing for the mind to retain any information.

Priority is the wow factor of the brightness, (one second). Then word recognition (two seconds). Finally, understanding of what the eye has just witnessed.

These form of advertising do not generally work and can be very costly. The key or purpose for these forms of media to have an impact. It relies on respecting the three second rule.

What this means is that the message has to be contained
 and clear as for bus advertising. Many try to put to much in a bus that has windows and moving doors. This making the ads look like a badly composed ransom note.

For Electronic road side signs and signs in general. Most advertisers again do not respect the three second rule.

Drivers, walkers do not sit there and read signs. They glance and move on. If a service or product is needed. It is highly speculated that they will not have a pen and paper ready to take down the advertisers information.

Online advertising/social media. Online/social media advertisement operates on a three click rule. If your viewer fails to go to the particular interest in three clicks. Viewer will just move on and or 'x' it off. Look at the number of 'Likes'.

#### Then what is the answer?

Newsprint advertising has gone through some major trans formations in the past 15 years. Those, that failed to adjust
 have fallen, declared bankruptcy.

■ The bottom line is that newsprint advertising has decades of proven success.

WHY: People like to have information in their hands. Easy access and simple. Anyone can turn a page. Not everyone can find an online site and or afford internet.

Information in news print is reliable and comes from a source known in the community.

Social media has become nothing short of a public toilet. Everyone uses and abuses it. From entities pretending to be reputable companies to the many fraudsters.

Online information has become unreliable and manipulative as it plays on people's weaknesses.

There is no value in no cost. With news print. You pay for a subscription to be assured to have reliable information.

Advertisers, they get what they pay for.

VALUE. As newsprint may change but never go away.

#### Clarington designating five properties under Heritage Act

The Municipality of Clarington is passing by-laws to designate five properties in Bowmanville and Courtice for their architectural and historical value under the Ontario Heritage Act. The properties are:

19 ½ -23 King Street West, Bowmanville, 33 King Street West, Bowmanville, 192 Liberty Street North, Bowmanville, 175 Liberty Street North, Bowmanville, and

1/5 Liberty Street North, Bowmai 1598 Baseline Road, Courtice

Heritage designation is the formal recognition of a property's

heritage designation is the formal recognition of a property's heritage value and its significance to the community. It helps to conserve important places for the enjoyment of present and future generations, said a municipal statement.

Clarington's heritage buildings can be found scattered throughout the rural countryside, clustered within historic downtowns, and within scenic hamlets and residential areas.



### Why choose us:

- \* Reliable and Professional Service
- \* Personalized Comfort Solutions
- \* Cultural and Community Connection

## **Our Services Include:**

- \* Personal Care
- \* Companionship
- \* Palliative Care
- \* Meal Preparation
- \* Wound Care
- \* Technology for Seniors
- \* Respite Care
- \* Cleaning Services
- \* Food Service Workers

647-243-6507

info@mcitygroup.com mcitysupportservices.com

# Roy slams robocalls

#### as worst of American-style politics

Whitby Mayor Elizabeth Roy has slammed a series of 'robocalls' to residents as a divisive approach reflecting the worst of American-style politics.

"I am aware that a series of automated phone calls [see transcript below] have been sent to Whitby residents over the past week. These calls contain misleading claims about me and about the work of Whitby Council and Durham Regional Council," said Mayor Roy in a statement released.

"They also ask residents whether they would vote for me, or for Regional Councillor Chris Leahy, if an election were held tomorrow.

This is part of a concerning pattern of political conduct – one that I have repeatedly called out, she said.

"This disrespectful and divisive approach mirrors the worst of American-style politics, relying on outrage, distraction, and personal attacks rather than honest debate or constructive work, said Mayor Roy. "Sharing misinformation, intentionally or otherwise, erodes public trust and undermines the work of Whitby Council, town staff, and our community partners.

Council Commitment

She pointed out that it also stands in direct contrast to a commitment council made together only weeks ago.

"In October, every member of Whitby Council publicly endorsed the Elect Respect campaign, created by female elected leaders in Halton Region who are deeply concerned about the rise in harmful and disrespectful political tactics.

"The campaign calls on politicians to engage with integrity and respect. Specifically, Whitby Council members agreed to 'reject and call out harassment, abuse, and personal attacks' and 'treat others with dignity and respect in all spaces, including public, private, and online'," she said.

"These robocalls run directly against the spirit and purpose of that pledge – and I am calling out this behaviour," she added.
Elections in 2026

The next municipal election is still a year away – election rules do not allow campaigning outside of the election period which commences in May 2026.

"Our responsibility is to focus on serving the people of Whitby, strengthening our community, and working together on the issues that matter. I remain committed to that work," said Mayor Roy.

Robocall Transcription – Nov. 5, 2025

1) If the election for mayor of Whitby were held today, which candidate would you vote for? (Chris Leahy, Elizabeth Roy, Roger Gordon)

2) In an election for mayor of

Whitby were held today, who would be your second choice?

3) How much blame do you associate with Elizabeth Roy for not voting to disclose details of the \$54 million cost of renovating regional headquarters, which included \$1 million on the controversial revolving door? (large amount, small amount, none, not sure)

4) How much blame do you associate with Elizabeth Roy for sitting on the board of directors of Elexicon and refusing to vote for reduced pay after losing \$3.2 million in annual income for the Town of Whitby (large amount, small amount, none, not sure)

5) How much blame do you associate with Elizabeth Roy for supporting spending \$13 million of tax dollars on property to house a homeless shelter, when that same property was valued at only \$8 million five months earlier (large amount, small amount, none, not sure)

6) How much have you heard about Chris Leahy being reprimanded by the integrity commissioner for criticizing fellow councillors for racist treatment of one councillor with 65 hours of video evidence? (A lot, a little, none, not sure)

