

NEWSPRINT VS ONLINE POSTING

While printing has risen to serve as a prominent form of communication with online publishing speeding quickly to meet the needs of the literate world, there are still, and will remain to be, significant differences between print and on-line publishing. Online and print publishing are significantly different.

What is the difference between online and print publishing?

Online and print publishing are significantly different. Choosing what medium to publish in depends on such factors as your publishing goals, the amount of money you have to spend, and the kinds of resources that are available to you.

Are print newspapers better than online newspapers?

Here are some of the major benefits and drawbacks of both print and online newspapers. Print newspaper pro: It's physical. The feeling of a warm newspaper right off the press is one of my favorite feelings, and the fact that a print newspaper can be physically held in your hands is a huge pro for print editions.

The other great thing about print newspaper is that the source is trustworthy and community know. Information in print is more reliable and accurate. Print copies also tend to be more beneficial to advertisers as it gets their product or service right in the hands of the consumer. News print also tends to have a lingering affect as newspaper are not normally read and erased or tossed. Newspaper on the average are seen by 2.5 people per household.

Difference between paid news print paper and free newspapers.

Paid circulation newspapers is the most reliable and effective means of publishing. Paid for newspaper have a captive audience that look forward to getting their copy of the paper on a particular day of the week. Or in some cases daily. Paid circulation have proven through history to be the most effective vehicle for advertisers. Costs, depend on number of copies published and or market reaches. In newsprint you truly get what you paid for.

What is an online newspaper?

An online newspaper (or electronic news or electronic news publication) is the online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical. Going online created more opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a more timely manner.

Reputable newspaper have stayed away from offering free online newspaper. Instead, they ask for a subscription to read a version of the newspaper. Normally just news briefs. Online publication, has only taken off in the last 10 years. The reason. Cheap to produce. In general advertisers that rely on this type of media. Their ads never gets notices as most of the advertisers are filed in part of the web page offering the news.

In today's online climate. Information posted as trusted news outlets must be taken with a grain of salt. Sources are sketchy and reporting at time is skewed towards a political hidden agenda.

The other important thing about online only newspapers is that by their own admittance in not printing hard copy. These online newspaper can't generate a strong enough readership to justify the printing cost of hard copy.

Economic difference:

In print newspaper only cost \$1.00/wk to \$3.00/wk. Online, newspaper need to be accessed through a computer or smart phone. Internet service needs to be in place.

This, for many making it an impossible access as many are economically suffering.

Advertisers:

Like they say. 'You get what you paid for.' Online, may be cheaper than in print copy. But you also get what you paid for. In newsprint it goes directly to your customers hands, then it is up to you to offer the right sale to attract them.

Rule of thumb for online advertiser. If the consumer can't get to your ad in 3 clicks. You lost the interest.

In print advertising. Curiosity always has readers coming back. Online, once you closed that page it is gone for ever.

THINK BEFORE YOU ADVERTISE ONLINE



FORMER GENERAL NOW WITH THE FIREWOLVES

OSHAWA, ON – The Oshawa FireWolves of the National Lacrosse League (NLL) announced the signing of forward Emerson Clark to a two-year contract and have assigned him to the Practice Roster, pending league approval. In a corresponding move, forward Hawi Francis has been released from the Practice Roster.

The 5'10" 205 lbs forward is from Whitby, ON and is a two-sport athlete who spent three seasons playing hockey for the Oshawa Generals and seven seasons playing professionally in the AHL And ECHL as well as suiting up in several preseason games for the Toronto Maple Leafs.

Clark was originally drafted in the fourth round (35th overall) in the 2013 NLL Entry Draft by the Toronto Rock. He most recently suited up in the NLL with the Las Vegas Desert Dogs in 2023 and the Buffalo Bandits in 2024. Clark has 3 points (1g, 2a), 13 loose balls, and 58 penalty minutes in 10 NLL games played.

While playing for the Oshawa Generals of the Ontario Hockey League (OHL), Clark also spent three seasons playing Junior A lacrosse for the Whitby Warriors where he recorded 16 points (3g, 13a) and 234 penalty minutes in three seasons. He won the Minto Cup in 2011 and 2013 as a member of the Warriors.

Clark will add experience and toughness to the FireWolves roster as they prepare for a four-game road trip before returning home to the Tribute Communities Centre on Saturday, February 14 against the San Diego Seals.

HOW DID THEY DIE?

Whitby Mayor Elizabeth Roy warned the public not to touch any dead or sick birds after eight dead geese were found near Port Whitby Marina.

She said Whitby Animal Services is working with the Canadian Wildlife Health Cooperative to send the specimens for testing. At this time, the cause of death has not been confirmed.

"Animal Services is continuing to monitor the waterfront and nearby areas for any other birds that may be sick or in distress. Anyone who sees a sick or dead bird is asked to report it to Animal Services and include the location so staff can respond as quickly as possible, said the mayor.

"As a safety precaution, residents should not touch or try to help birds and should keep pets on a leash to avoid contact," she added. The dead geese were found near Port Whitby Marina On Monday January 12, according to Central Lake Ontario Conservation. The cause of death is not yet known, but 10 dead Canada geese have been found near Port Whitby Marina this week.

Whitby Animal Services is working with the Canadian Wildlife Health Cooperative to send the geese for testing. Kate Novia, Whitby's supervisor of bylaw and animal services, reports they were collected.

Whitby Animal Services have responded to reports of dead Canada geese near the Port Whitby Marina Right now, the cause of death is unknown.

MUNICIPAL INTERNET POSTINGS DO NOT WORK

In an age of misinformation and shrinking newsrooms, your support for credible journalism has never mattered more.

According to the 2024 Digital News Reports by the Reuters Institute, 52% of Canadians say they're willing to pay for trusted news - yet only 15% actually do.

This gap threatens... the sustainability of local news organizations like ours who work every day to report with integrity, accountability, and a deep connection to our community.

Other countries are stepping up:

Norway: 40% pay for news

Sweden: 31% pay for news

Australia: 21% pay for news

Finland: 20% pay for news

Even United States out performs Canada's support of journalism, with 22% of readers who pay for news.

Canada shouldn't fall behind

Local journalism keeps communities informed, connected, united and empowered. It shines a light on the issues that matter most - your schools, your streets, your stories.

By subscribing, you're not just getting access to trusted local news - you're helping preserve a vital public service.

CHOOSE TRUTH CHOOSE FACTS

CHOOSE LOCAL JOURNALISM

Municipalities have opted for online posting with catastrophic failure. Every week you are missing out on important local information that affect your daily life.

Municipalities are forcing taxpayers to go on line. Taxpayers are not responding due to a series of realities:

Cost of Internet

Cost of purchasing computer/cell phone.

Lack of knowledge on use of technology.

Complex web pages full of pop-ups.

Lack of time to sit in front of a computer.

Internet is infested with all kinds of algorithms that track you.

Internet is very specific and not broad enough for public.

By supporting your local newspaper you are uniting the community around a trusted local news source.

Your support, supports local businesses and creates an atmosphere of community. Your support sends a real message to your municipality that you demand arms length accountability.

Your local newspaper is written and published by journalist that live and work in the community. Community members that you can trust.

Today, even major network news sources have fallen to bias reporting due to political interests.

Your local community newspaper is different. Your local journalist bring you articles that matter to you and your family. Demand that your municipality publish in your local paper.

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