



The Lake Report

Serving the communities of Niagara-on-the-Lake

CCNA Awards – 2023

228 - Best Multimedia Breaking News Coverage

Kai Bartel strikes gold

Dear judging panel members:

Niagara-on-the-Lake is largely a tourist and retirement community on the southern shore of Lake Ontario where sports like golf, tennis and lawn bowling are popular.

But in the summer of 2022, the greater Niagara region hosted the Canada Summer Games, a major competition for up-and-coming athletes with dreams of making it to the Olympics.

Sailing and tennis competitions took place in Niagara-on-the-Lake and while our newspaper, The Lake Report, and our news website, Niagaranow.com, covered those extensively, we also covered the sports in which our town's two Summer Games athletes competed: wrestling and rowing.

Remarkably both NOTL athletes took home gold medals in their events and we found that reader engagement in our online, social media and print coverage was off-the-charts popular during the two weeks of the Games.

So, on Saturday, Aug. 20, 2022, on the final weekend of the Games, when Niagara-on-the-Lake athlete Kai Bartel was competing for two shots at a gold medal, we opted to give his events blanket coverage, with Breaking News updates as merited.

That day's coverage started with the original set-up piece by reporter Molly Bowron outlining details of the races to come on Saturday and finished with Breaking News updates of the outcomes of both races.

The original set-up story was updated as each race unfolded. That way readers could easily follow the story from beginning to end. The original file can be found at the bottom of the full Breaking News story via the link below or [here](#).

Bowron was on-scene at the race course for colour and quotes and a full write-through for our print edition. And managing editor Kevin MacLean (uncredited), working remotely from our newsroom, helped write, edit and publish the Breaking News updates.

The results, along with a screenshot photo of the medal presentation, were posted within minutes of the races concluding, long before any other Niagara media published the news. Again, these stories, simultaneously updated on social media, garnered huge reader engagement, plus comments and shares – especially gratifying given it all happened around noon on a Saturday in the middle of the summer. Please see attached screenshots from some of the social media pages to which the Breaking News story was posted.

Our coverage continued in print, social and online a few days later with Bowron's full write-through (an [inside look at Bartel's race](#)), an [editorial on the athletes' successes](#) and later [a perspective piece by Bowron](#), a former U.S. college rower.

Link to the Breaking News stories:

<https://niagaranow.com/news.phtml/notls-kai-bartel-qualifies-for-two-rowing-finals-at-canada-summer-games/>

Full write-through:

<https://niagaranow.com/news.phtml/rower-kai-bartel-wins-gold-in-heart-stopping-mens-8-race/>

Editorial:

<https://niagaranow.com/opinion.phtml/editorial-a-sporting-triumph/>

Opinion/perspective piece:

<https://niagaranow.com/opinion.phtml/opinion-crossing-the-finish-line-a-tale-of-passion-sweat-and-tears/>



Kevin MacLean ▶ NOTL 4 All

August 20 · 🌐



BREAKING NEWS: GOLD for NOTL's Kai Bartel



NIAGARANOW.COM

BREAKING: NOTL's Kai Bartel wins gold with Ontario men's 8 team at Canada Summer Games



Dianne Gallo, Megan Scott Vanderlee and 264 others

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BREAKING NEWS: GOLD for NOTL's Kai Bartel



NIAGARANOW.COM

BREAKING: NOTL's Kai Bartel wins gold with Ontario men's 8 team at Canada Summer Games



Norm Arsenault and 44 others

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BREAKING NEWS: GOLD for NOTL's Kai Bartel



NIAGARANOW.COM
BREAKING: NOTL's Kai Bartel wins gold with Ontario men's 8 team at Canada Summer Games

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