

August Newsletter

Scholarship winner active in community

Sara Kuric, 18, has a mind for commerce. And a heart of gold. She recently won the British Columbia & Yukon Community Newspapers Association Scholarship over students from all over the province. Her chosen essay answered the question, "*How could your community newspapers be more relevant to young people?*"

The Grade 12, Duchess Park student said she first studied the *Prince George Free Press*. Then she thought about ways to make it more appealing to youth.

"I wanted to find things the newspaper could have that interest me. And people my age."

Kuric came up with the idea of a page devoted to, and written by, youth. "It would be called Youth Zone. And it would have lots of things related to young people. Like right now (just before the federal election) there would be a story about youth voting, and the elections. There would be student reviews of concerts. Youth events and so on. I spoke with publisher Dennis Chapman about having youth about having you classified ads, maybe free or for a dollar.

For her ideas, contained in a essay, Kuric received a \$5,000 scholarship. She plans on using the scholarship to attend UNBC next fall and study Commerce. "I was very surprised and happy," she said of the award.

Kuric hopes that any changes the newspaper makes based on her suggestions, will get more young people reading more. Front to back. "It's really important that young people read the paper so they know what's going on in the world. If something jumps out at them, like youth news, they will look at the rest of the paper."

In addition to her creative mind, Kuric also has a community spirit. She volunteers for the Canadian Blood Services and the Income Tax Program, doing tax returns. And she donates time to the Community Police Access Centre, doing office work and "friendly phones".

She likes to help people. "We phone house bound people and just check in and make sure they are alright," Kuric said. "I was also a DARE mascot and an escort for the Safety Bear." And as if that isn't enough to keep any senior student busy, Kuric also sits on student council as its treasurer.

As for sports, Kuric used to do competitive figure skating until Grade 11, when an injury sidelined her. "I had ligament damage. I tried to go back but it was just too hard with the damage to my ankle."

Yukon Editor Sees Gold

Congratulations to Peter Lesniak, editor of the Yukon News. Lesniak article "Has John Chretien gone too far?" was chosen as one of the recipients of the 2004 International Society of Weekly Newspaper Editors (ISWNE) *Golden Dozen Awards*. Congratulations Peter!

Has Jean Chretien gone too far?

Regime change can't come soon enough – in Ottawa for a growing number of Canadians.

Jean Chretien's welcome wore out some time back for most of us, though he has just under a year left before he's agreed to leave public office for good. Before he takes that long walk into indexed pension-dom, however, he wants to leave a legacy.

And among the things he's determined to stick us with is a cumbersome and costly gun registry.

The final tally remains unknown. But it's already at a billion dollars, and climbing steadily.

This week, his Liberal government asked the Commons for an additional \$59 million for the embattled registry, which many gun owners consider to be one of the biggest boondoggles of his boondoggle-ridden reign.

And that's putting it kindly.

Furthermore, there are absolutely no guarantees that registering every firearm will result in any significant reduction in the number of accidental deaths or injuries from rifles, shotguns and handguns.

Nor will it do much to make our homes or streets safer, despite the relentless propaganda war being waged by Ottawa for the hearts and minds of those who don't own guns.

And yet, Chretien is determined the registry will get all the public money it needs, regardless of the final cost. So adamant is he, in fact, he threatened to expel from his caucus any MP who voted against the additional funding, even if it means a drubbing from their constituents in the next election.

You might say he's holding a gun to their heads.

So, whatever happened to his throne speech promise to let his MPs follow their conscience more often, rather than forcing them to toe the party line each and every time an important issue is put to a vote?

Or a greater role for back-benches, like our own Larry Bagnell, who was so angry with how the Liberal regime is handling this issue he boycotted Tuesday's vote in the Commons?

And Chretien's obsession with the gun registry is bound to cost the Liberals votes and seats, though exactly how many is hard to predict at this point.

At least 10 Liberal MPs have expressed their opposition – behind closed caucus doors, of course - to throwing any more public money at the gun registry, which could top out at the \$2-billion mark before every last firearm is duly registered, say some critics.

Surely all this money can be used for better things than feeding a burgeoning bureaucracy that won't make one iota of difference in the number of gun-related injuries or deaths.

And this lumbering beast is never going away. It will dog us forever, sucking up vast sums for years to come. And for what?

So that Jean Chretien can boast he got his way, defied his critics and bullied his back-bench into submission?

The only problem is he won't be around after next February to face the flak, which is certain to increase in intensity and frequency as the cost of his registry keeps edging up and up.

More Community Classifieds Sales Prizes Awarded

As you know, each time classifieds reps sell a community classified ad (which goes in all BCYCNA papers), their name is entered in a draw for \$100 each month.

We've been thrilled with the ever-changing selection of names in the draw each month, and hope that this means that the word continues to spread around your offices and that more and more classified reps are pushing the BCY community classifieds!

June's winner was a very excited **Anita Price** from **100 Mile House Free Press**, and for July, **Kelly Pownall** at the **VanNet Classifieds Call Centre** took the prize.

Whether you sell them all the time or you've never sold one before, it only takes one entry. Congratulations to the winners, and good luck to all of you in the coming months!!

For more information, contact Kerry Burgess at the BCYCNA, at classifieds@bccommunitynews.com, or call toll-free, 1-866-669-9222

SNA Fall Conference in Toronto September 28th - October 1st

The Suburban Newspapers of America (SNA) will be holding its Fall Publishers and Advertising Directors Conference in Toronto from September 28th to October 1st.

Entitled "Breaking the Barriers," this conference will celebrate the many victories for suburban and community newspapers in North America. From increased market share to growing readership to gaining more major and national account business, community newspapers are setting records and continue to break down barriers that were once in their way.

Co-sponsored by the **Canadian Community Newspapers Association** (CCNA) and the **Suburban Classified Advertising Network** (SCAN), the four-day event at the Sheraton Centre Hotel will address a wide range of issues of concern to senior newspaper staff. Topics of discussion include: hiring/retention of people, practical readership-building ideas, advertiser perceptions, working with third-party agencies, and managing across generations. Activities range from a one-day marketing symposium to roundtable discussions, an exhibit hall, and numerous networking and social opportunities.

For more information, visit the SNA web site at www.suburban-news.org or call 888-486-2466.

MCNA 85th Semi-Annual Convention

The Manitoba Community Newspapers Association will be holding their 85th Semi-Annual Convention from September 10th to 11th. The convention will be held at the Canad Inns in Portage La Prairie. For more information, please contact Kim Beauchamp at kimb@mcna.com.

Society for News Design Conference

The Society for News Design (SND) will host its 2004 Annual Workshop & Exhibition in San Jose, California, from September 30th to October 2nd. Registration is \$325 for SND and \$425 for non-members. For more information, please visit: www.snj.org or www.sndsj.org.