

INSIDE

- Martin to dissolve Communication Canada 1
- Canada Post Changes to Admail 2
- Juanita Gibney Appointed to Senior Leadership Post 2
- The Power of Initiative 3
- End Notes 4

martin to dissolve communication canada



between 1997 and 2002.

The program allegedly funneled millions of dollars to select middlemen; those who donated money to the Liberal party were awarded lucrative advertising contracts.

Martin also announced that Communication Canada, the agency responsible for the program, would be dissolved by the end of the fiscal year.

The BCYCNA has built up a strong relationship with Communication Canada over the years and its demise is a concern for the association.

Prime Minister Paul Martin announced that the Liberal government would be canceling the scandal-plagued federal sponsorship program. Martin made the announcement after his first cabinet meeting on Saturday December 13th, 2003.

The program was conceived after the Quebec sovereignty referendum in 1995, as a way to increase the federal government's profile among Quebecers. Money was put into sporting events, festivals, and cultural events in exchange for government logos on event signage and banners.

The most notable individual involved in the scandal is Paul Coffin, president of the Montreal-based Communication Coffin. Coffin is to appear in court in January 2004 on charges that his company created false bills and took almost \$2 million from the federal government

"We assume the role Communications Canada played in communities lately via sponsorship of events and festivals will come to an end," said BCYCNA General Manager George Affleck. "Obviously community newspapers and the association itself will be closely watching what replaces Communications Canada, if anything."

To date, there has been no announcement of a replacement agency for Communication Canada.



Canada Post to make changes to unaddressed admail



Canada Post has announced a number of changes to unaddressed admail. These changes will take effect on January 12th, 2004. Neither the BCYCNA nor CCNA have received the complete details of these changes; however, there are a number that are of concern to our members, particularly when it comes to inserts. The following excerpt comes courtesy of Canada Post online www.canadapost.ca.

If you know of any situations where members have been impacted, please inform George Affleck or Allison Grimwood .

4.4 Preparing Inserts

An Insert placed in a newspaper, magazine or catalogue must be firmly attached or folded into the mailing piece, in order to become an integral part of the mailing piece and not become separated during normal handling.

An Insert must be placed within the pages of the item so that there is a common fold, thereby making the insert an integral part of the item.

This may be done as follows:

- Opening the pages of the item, placing the insert within the pages and then folding the item to form a common fold; or
- If there are two sections to the item, the insert may be placed between the two sections and then the item folded to form a common fold.

Alternatively, the insert may be enclosed in a sealed envelope, in which case it will be subject to the envelope category specifications.

The following methods are acceptable to physically attach an insert to an Unaddressed Admail Item:

- Staples may be used if they are enclosed or covered in a manner that prevents exposure during normal handling; or
- Glue may be used, provided both the glue and the paper are strong enough to retain the insert within the item without tearing.

Juanita Gibney Appointed To Senior Leadership Post

Juanita Gibney, a past BCYCNA President and former Publisher and General Manager of the Penticton Western News, has been appointed to Director of New Product Development for Bongarde Media Company (UCL).

Gibney, a fixture in Okanagan Valley publishing circles, joined the senior leadership team of this specialized publishing enterprise.

"We are delighted to welcome a publishing executive of Juanita's caliber to our growing team," says Bongarde President and CEO Mark T. Ziebarth. "She exemplifies the

type of team-leading business builder we had been looking for."

Bongarde Media Company (UCL) publishes and distributes specialized information and communications programs to the North American OH & S marketplace including Safety Smart magazine. Their offices are located in Penticton, BC, and Calgary, Alberta.

The BCYCNA wishes Juanita Gibney luck in her new position.



The Power of Initiative

by John Foust
Raleigh, NC

One of my favorite philosophers, Elbert Hubbard, once wrote, "Don't sit down in the meadow and wait for the cow to back up to be milked. Go after the cow."

Reminds me of the time I played golf with H.C. and heard how his company had developed a weekly niche publication. Six months after the first issue, they were averaging 52 pages a week – in the midst of what was reportedly a slow economic period.

How was H.C. able to build the publication so quickly?

"We never stop selling," H.C. told me. "Do you know how many advertisers have called to say their ad is ready to be picked up? None. Not a single one has volunteered to bring business to us. We've had to go after it."

I asked how the economy impacts his selling strategy. "It's like golf," he said. "Being in the rough affects how you play your next shot, but it usually doesn't mean that you've lost the match. You make adjustments and move on. It's all part of the game. Of course, you've got to have the basic skills, but you won't find out what kind of golfer you are until you're faced with a difficult shot."

"When you're on the golf course, you're supposed to play golf," H.C. explained. "And when you're a sales person, you're supposed to sell. I've seen a lot of sales people come and go. And I believe the main thing that separates the good from the mediocre is that good sales people spend their time selling. The others are looking for reasons to sit around the office."

What is H.C.'s advice for people who sell advertising?

"It's simple," he said. "Take your feet off the desk and put 'em on the pavement."

It's hard to sell without initiative. The famous German poet and scientist Johann Wolfgang von Goethe wrote, "Thinking is easy, acting is difficult, and to put one's thoughts into action is the most difficult thing in the world."

How many sales people think it would be a good idea to call on that tough client, but always seem to find a reason to put it off until tomorrow? How many are too busy thinking about the economy to make any calls this afternoon? And how many have decided to become order takers, just waiting around for business to walk through the front door?

"Things may come to those who wait," Abe Lincoln remarked, "but only things left by those who hustle."

People like H.C. are making sales and building their clientele. People who take orders are getting the leftovers.

In Emerson's day, maybe the world would beat a path to the door of someone who invented a better mousetrap. But things are different in today's media marketplace. Advertisers have more choices than ever before. And your paper has more competition than ever before.

"As long as I have to get my shoes re-soled more often than my competitors, I'm happy," H.C. laughed. "That means I'm making sales."

(c) Copyright 2004 by John Foust. All rights reserved. John Foust conducts on-site advertising training for newspapers, associations and advertisers. His "Basics of Layout and Copy" video is being used by newspapers from coast to coast. For information, contact: John Foust, PO Box 97606, Raleigh, NC 27624 USA, E-mail: jfoust@mindspring.com, Phone 919-848-2401.



ENDNOTES

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The BCYCNA has two new members! They are the **Quesnel Cariboo Advisor** and **Enderby, The North Valley Echo**. Contact information is as follows:

Tonya Shepherd, Publisher Quesnel Cariboo Advisor 264 Reid Street Quesnel, B.C. V2S 2M2 Phone: (250) 992-5572	Maureen Walker, Publisher Enderby, The North Valley Echo PO Box 669, 601A Cliff Ave Enderby, BC V0E 1V0 Phone: (250) 838-6017
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Welcome **Quesnel Cariboo Advisor**, the **100th member** and **Enderby, The North Valley Echo**, the **101st member** to the BCYCNA!

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Changes to the Blanket Classified Ad System

Effective the week of **January 5th, 2004**, the new Blanket Classified Ad rates for B.C. & the Yukon will be **\$349.00** for up to 25 words. Additional words will be \$8.00 each. With our two new members, we are now proud to boast a membership total of 101 community newspapers throughout B.C. and the Yukon. Several other provinces have also made changes to their membership, rates and circulation numbers, so please find attached a Canada-wide reference chart for you to copy and keep at your desk. If you have any questions about the blanket classified ads, call **Kerry Burgess** at **1-866-669-9222**.

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The **Ma Murray Community Newspaper Awards** packages have been mailed out. If you have questions or if you did not receive the package, please contact Allison Grimwood at 1-866-669-9222. The **deadline** for entries is **Tuesday January 20, 2004 at 5:00 PM**.

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Effective January 4th, 2004, : Tumbler Ridge News
Tumbler Ridge Community : Box 1981, 8 Sukunka Place
Connections is changing their : Tumbler Ridge, B.C. V0C 2W0
name to **Tumbler Ridge News**. : General Email:
Contact information is as follows: : mail@tumbleridgenews.com

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The board of directors of the **Atlantic Community Newspapers Association** (ACNA) announced the appointment of **Vanda Jackson** to the position of executive director. Jackson succeeds **Kathy Hannigan**, who left the association to assume another position.

BCYCNA Update

Publisher:

George Affleck

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Allison Grimwood

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Kerry Burgess

