



## BCYCNA Secures Another Huge Government Ad Buy



The BCYCNA is proud to tell you that our strong relationship with the Provincial Government has once again led to a significant new advertising initiative, which will benefit every member newspaper. After the tremendous success of the Best Place on Earth campaign that ran in every BCYCNA paper earlier this year, the BC Government has once again decided to take advantage of the reach only our papers can provide. A substantial buy, this campaign tackles the enormous –and growing– problem of crystal meth use in our province.

The buy includes four weeks of full-page ads in every BCYCNA newspaper starting October 23rd. Half of the page goes to the paid ad, and the other half is divided between editorial directed at parents and a localized story from either the Health Authority,

local hospital, prominent doctor, etc, as each paper sees fit.

Each newspaper also has the opportunity to sell an adjacent page to local concerned businesses.

This buy stems from the success of August’s province-wide Best Place on Earth campaign, which was credited for increasing domestic tourism bookings via the Tourism BC website by 96 percent over last year. BCYCNA papers should be proud that their reach and influence stretches so far, and can continue to flex their muscles with this month’s campaign warning against crystal meth.

The power of the community press continues to touch readers, and the BCYCNA is thrilled with the results.

## Don Kendall moves to Black Press head office

David Black, Chairman and CEO of Black Press is pleased to announce that Don Kendall, Publisher of the Penticton Western News, will join the corporate head office of Black Press effective the end of this month. He will be working on future projects for the rapidly growing Black Press.

Don has held a number of important assignments over the years with Black Press, including Publisher of the Honolulu Star Bulletin and co-founder and Publisher of the Vernon Morning Star. Don has also served as a Vice President of Cariboo Press in his 18 years with Black Press.

For the past three years, Don has served as Publisher of the Penticton Western News, The Western News Daily, The Summerland Review and has recently added the quarterly Wine Trails publication to the Penticton operations. He also managed Webco West, the printing and bindery operations based at the Black Press plant in Penticton.

Says BC South Group President, Don Moores, “Don has really grown our business in Penticton and will be missed. On behalf of the staff, we wish him well working with our corporate office.”

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# Fifty Writing Tools from the Poynter Institute

*Excerpts from the workbench of Roy Peter Clark*

## Writing Tool #4: Period As a Stop Sign

**Place strong words at the beginning of sentences and paragraphs, and at the end. The period acts as a stop sign. Any word next to the period says, “Look at me.”**

Strunk & White’s “The Elements of Style” advises the writer to “Place emphatic words in a sentence at the end,” which offers an example of its own rule. The most emphatic word appears at “the end.” Application of this tool—an ancient rhetorical device—will improve your prose in a flash.

In any sentence, the comma acts as a speed bump and the period as a stop sign. At the period, the thought of the sentence is completed. That slight pause in reading flow magnifies the final word. This effect is intensified at the end of a paragraph, where the final words often adjoin white space. In a column of type, the reader’s eyes are drawn to the words next to the white space.

Emphatic word order helps the news writer solve the most difficult problems. Consider this news lead from *The Philadelphia Inquirer*. The writer must make sense of three powerful news elements: the death of a United States Senator, the collision of aircraft, and a tragedy at an elementary school:

*A private plane carrying U.S. Sen. John Heinz collided with a helicopter in clear skies over Lower Merion Township yesterday, triggering a fiery, midair explosion that rained burning debris over an elementary school playground.*

*Seven people died: Heinz, four pilots, and two first-grade girls at play outside the school. At least five people on the ground were injured, three of them children, one of whom was in critical condition with burns.*

*Flaming and smoking wreckage tumbled to the earth around Merion Elementary School on Bowman Avenue at 12:19 p.m., but the gray stone building and its occupants were spared. Frightened children ran from the playground as teachers herded others outside. Within minutes, anxious parents began streaming to the school in jogging suits, business clothes, housecoats. Most were rewarded with emotional reunions, amid the smell of acrid smoke.*

On most days, any of the three news elements would lead the paper. Combined, they form an overpowering news tapestry, one that the reporter and editor must handle with care. What matters most in this story? The death of a senator? A spectacular crash? The death of children?

In the first paragraph, the writer chose to mention the crash and the senator upfront, and saved “elementary school playground” for the end. Throughout the passage, subjects and verbs come early—like the locomotive and coal car of a railroad train—saving other interesting words for the end—like a caboose.

Consider, also, the order in which the writer lists the anxious parents, who arrive at the school in “jogging clothes, business suits, housecoats.” Any other order weakens the sentence. Placing “housecoats” at the end builds the urgency of the situation, parents racing from their homes dressed as they are.

Putting strong stuff at the beginning and the end allows writers to hide weaker stuff in the middle. In the passage above, notice how the writer hides the less important news elements—the who and the when (“Lower Merion Township yesterday”)—in the middle of the lead. This strategy also works for attributing quotations:

“It was one horrible thing to watch,” said Helen Amadio, who was walking near her Hampden Avenue home when the crash occurred. “It exploded like a bomb. Black smoke just poured.”

Begin with a good quote. Hide the attribution in the middle. End with a good quote.

## WORKSHOP:

1. Read Lincoln’s Gettysburg Address and Dr. King’s I Have a Dream speech to study the uses of emphatic word order.
2. With a pencil in hand, read an essay you admire. Circle the last words in each paragraph.
3. Do the same for recent examples of your own work. Look for opportunities to revise sentences so that more powerful or interesting words appear at the end.
4. Survey your friends to get the names of their dogs. Write these in alphabetical order. Imagine this list would appear in a story. Play with the order of names. Which could go first? Which last? Why?



# 2007 Ma Murray Community Newspaper Awards

## THE COUNTDOWN

And so it begins... The 2007 Ma Murray Community Newspaper Awards are just six months away. That may seem like a long time to you, but here in the BCYCNA office, plans are already well underway!

The 2007 Gala will be taking place one week earlier than usual; be sure to mark **Saturday, April 14, 2007** on your calendar now, and plan to be there!



## THE ENTERTAINMENT

We're very pleased to announce that we have confirmed comedian **Todd Butler** as the evening's entertainment. A veteran with over 20 years of live performing, Todd brings a stunning combination of musical parody, whimsical wit, outstanding musicianship, and outrageous political satire to the stage. He swings easily from lambasting politicians in hilarious political parodies to interpreting the latest news stories with a twist. He's performed at folk festivals and comedy festivals all over Canada, and even entertained BCYCNA members a few years ago. We're thrilled to have him back!

## THE JUDGES

We'll also be looking for judges over the next few months. If you know of qualified professionals who would be interested in getting a glimpse into what's happening at community newspapers across BC and the Yukon, let us know!

## THE VENUE

This year we will be returning to one of our favourite venues of all time; the **Sheraton Vancouver Wall Centre Hotel** has played host to the Ma Murray Awards many times in the past and the quality of service there is second to none. In the heart of downtown Vancouver, the Wall Centre provides a sleek and elegant setting for the BCYCNA to showcase the community newspaper industry. Those of you who have been there might also recall the magnificent hospitality suite on the 35th floor, offering up the best view in and of the city.

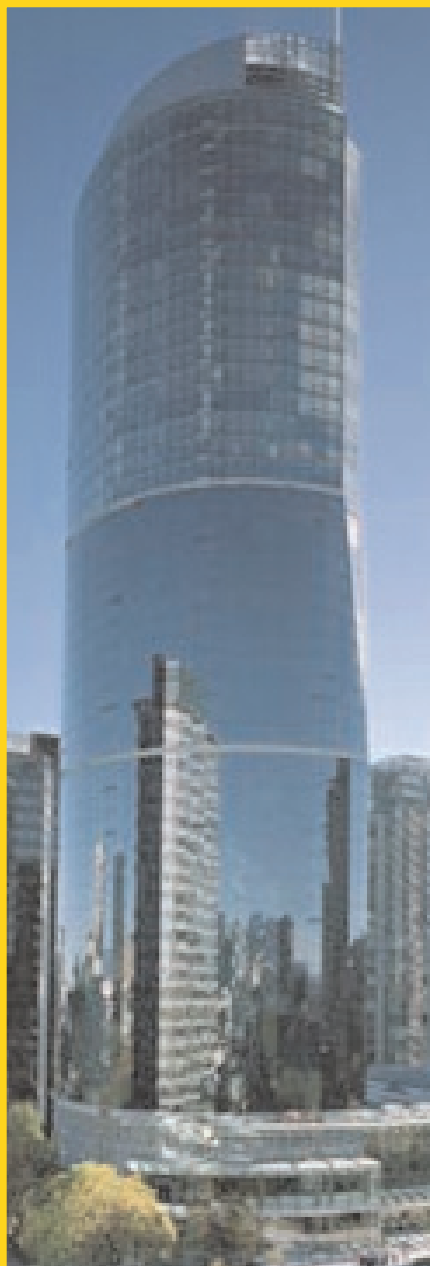
## THE SPONSORS

BCYCNA is thrilled to welcome back **Terasen Gas** as the title sponsor of this event, as well as **CN, Catalyst Paper** and the Black family, who have all confirmed their support for another year. Securing other sponsorship will be a major focus over the next few months.

## THE ENTRIES

We're currently developing the entry forms and plan to have them sent out to member newspapers by the **third week of November**. See the list of award categories on page four and get a head start on gathering up your best work! Once all the entry forms have been sent out, the deadline to submit your entries will be **Wednesday, January 10, 2007**.

**KEEP WATCHING THIS SPACE FOR UPDATES ON THE PARTY OF THE YEAR!**





Ad Campaign Award  
Ad Design Award: Black & White  
Ad Design Award: Process Colour  
Ad Design Award: Spot Colour  
Arts & Culture Writing Award  
Business Writing Award  
Cartoonist Award  
Classified Section Award  
Columnist Award  
Editorial Award  
Environmental Writing Award  
Eric Dunning Integrity Award  
Feature Photo Award: Black & White, Circulation over 10,000  
Feature Photo Award: Black & White, Circulation under 10,000  
Feature Photo Award: Colour, Circulation over 10,000  
Feature Photo Award: Colour, Circulation under 10,000  
Feature Series Award  
Investigative Journalism Award  
Ma Murray Community Service Award, Circulation over 10,000  
Ma Murray Community Service Award, Circulation under 10,000  
Neville Shanks Memorial Award for Historical Writing  
Newspaper Excellence Award: Category A  
Newspaper Excellence Award: Category B  
Newspaper Excellence Award: Category C  
Newspaper Excellence Award: Category D  
Newspaper Excellence Award: Category E  
Newspaper Excellence Award: Category F  
Newspaper Promotion Award  
Outdoor Recreation Writing Award  
Photo Essay Award  
Ralph Hall Feature Article Award

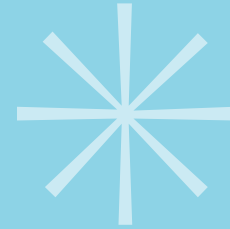
# 2007 MA MURRAY AWARD CATEGORIES

Special Section Award, Circulation over 10,000  
Special Section Award, Circulation under 10,000  
Sports Photo Award, Circulation over 10,000  
Sports Photo Award, Circulation under 10,000  
Sports Writing Award  
Spot News Photo Award: Circulation over 10,000  
Spot News Photo Award: Circulation under 10,000  
Tourism and Recreation Guide Award  
Website Design Award



# Learn the trade, Not the tricks

by John Foust - Raleigh, NC



As I sorted through the day's mail, one envelope stood out among the others. Through a window on the front were the words "Vehicle Recall Information" in bold letters. Wondering why there would be a manufacturer's recall of my car—which at the time had nearly 100,000 miles—I opened it immediately.

It was a trick. There was no recall. Inside the envelope was a mass-mailed message from a local car dealer, offering to buy my car "with incredible incentives." One of the incentives was something they called "dead cost pricing." The letter didn't explain what they meant by that term, but as far as I was concerned, the offer was dead as soon as I read it.

They used a cheap gimmick to get me to open their envelope. Why should I trust them to give me a fair deal on a car?

A couple of weeks later, I mentioned the direct mail piece to Clark, a regional sales manager at a large market paper. "It sounds like their letter writer's baloney detector is broken," he said with a laugh. "We'd never let one of our advertisers get away with something like that. It's not a classic bait and switch, because it doesn't involve money. But it still looks manipulative and dishonest.

That kind of tactic makes the advertiser—and the advertising medium—look bad."

Clark was right. The car dealer's trickery worked on one level, but failed miserably on a deeper, more important, level. Although it succeeded in making me open the envelope, it failed by making me suspicious of everything they said in the letter. (Think of a good news/bad news joke: The good news is you've got their attention. The bad news is they think you're a liar.)

Sadly, some advertisers don't look beyond that first level. Their entire focus is to get attention, even if they have to resort to word games and visual gimmickry. The most blatant example that comes to mind is the clichéd industrial equipment ad featuring a bikini-clad model and the headline, "Now that we've got your attention." Thank goodness – or perhaps thanks to better baloney detectors – it's been a while since that one has appeared.

Harry Vardon, the legendary British golfer, advised young Bobby Jones to "learn the trade, not the tricks of the trade." Jones took those words to heart, and before he retired from competitive golf at 28, he won 23 of

the 52 tournaments he entered—an astonishing 44 percent. In 1930, he won the Grand Slam of the day: the U.S. Open, the British Open, the British Amateur and the U.S. Amateur.

That's good advice for the advertising business, too. Don't learn the tricks of the trade, learn the trade.

Sure, you can trick people into reading your clients' ads. But don't forget that you ultimately want readers to trust them. Without trust, consumers won't buy what your clients are selling. And without sales, your clients will spend their advertising dollars somewhere else.

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*John Foust conducts on-site and video training for newspaper advertising departments. His three new video programs are designed to help ad managers conduct in-house training for their sales teams. For information, contact: John Foust, PO Box 97606, Raleigh, NC 27624 USA, E-mail: [jfoust@mindspring.com](mailto:jfoust@mindspring.com), Phone 919-848-2401*

# Look for the modules within the page

by Ed Henniger

SHEESH! AGAIN! You're trying to do your best to offer your readers a design that's appealing but you've been given yet another page with a tough ad layout. Stairstepping up the right side of your page is a stack of ads that would challenge even the most experienced designer.

It appears that—whatever you do—you're doomed to cobbling together another forgettable page. Just throw in a headline here, wrap in a story around this ad, toss in some briefs around that ad...

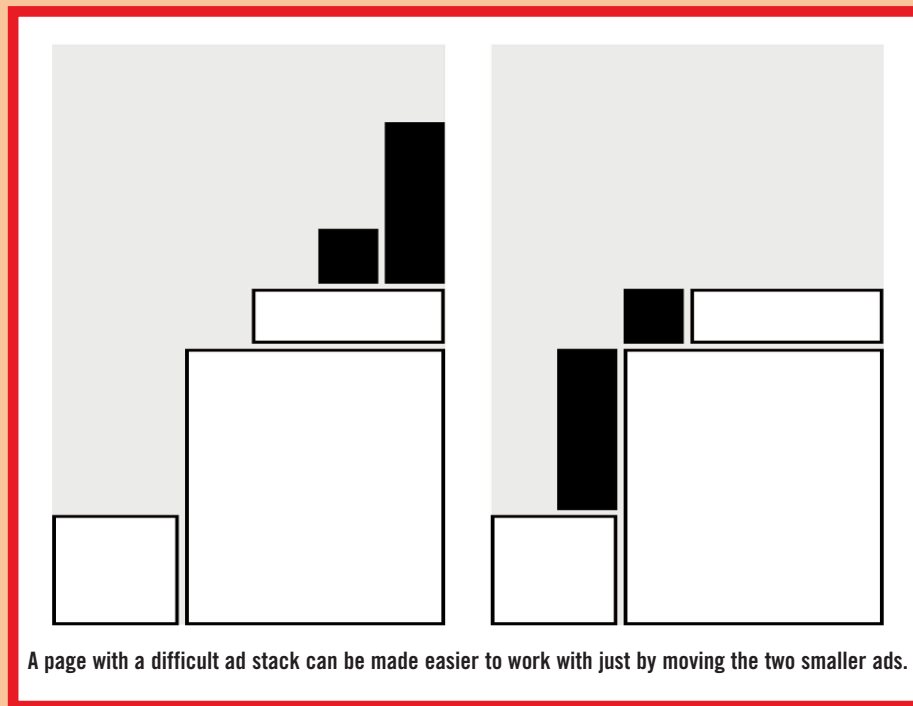
It may seem like a level of hell—but you can make it less so with the choices you make. Even the worst page has possibilities. Mind you, I'm not talking about a broadsheet page with 5 column-by-18 inch ad on it. There really isn't much you can do with that. My advice: Place a story across the top of the page (with a shallow photo or piece of art in, say, the last two columns. Then place a one-column story or two along the side of the ad. Then...get on to something that matters! You're not going to design that page—you're only going to fill it.

But most pages with stairstepped ads still offer us some opportunities.

Here are some tips and tricks:

If you've got a good working relationship with your ad department—and provided you clear it with them—you can often make the page much more workable just by moving a couple of the smaller ads. Maybe not, but it won't hurt to ask.

If someone in advertising owes you a favour, they might even be willing to move an ad or two to another page. Don't count on it—at some newspapers, moving ads to another page isn't an option.



Use pluggers to fill those small spaces you just can't use. Example: you have three two-column ads across the bottom of the page, two at four inches deep and the third at 3.5 inches. You can adjust by placing a shallow plugger below the 3.5 inch ad, giving yourself a clean ad module across the bottom. Use pluggers sparingly—too many can make you appear sloppy.

Try using your skills as a designer! Lean back from your computer. Take a long look at the page. Look for the modules that are already there—in the space you've been given. They really are there and you can find them if you give yourself just a few moments to look. Perhaps you need to turn away for a few moments and look again. This time, search for different modules. (See **SOME CHOICES**, below.) It's Zen-like: give the page time and it will "talk" to you. It will open itself up so you can see it in a completely different way.

You may argue with my last suggestion that you don't have time

for all that looking and "Zenning"—after all, you're on deadline. I would respond that if you don't take the time to look, you will never find.

As a result, you condemn yourself to throwing together another forgettable page.

And who wants that?

**SOME CHOICES.** For examples of how to deal with a difficult ad stack, visit Ed Henniger's web site at **www.henningerconsulting.com** and leave a request with an e-mail address. We'll send out a pdf file right away.

*ED HENNINGER is an independent newspaper consultant and the Director of Henniger Consulting. Offering comprehensive newspaper design services including redesigns, workshops, training and evaluations.*

*E-mail: edh@henningerconsulting.com.*

*On the web: **www.henningerconsulting.com.**  
Phone: 803-327-3322.*

# Useless—but interesting—Halloween Tidbits

Excerpts from Poynteronline, *AI's Morning Meeting*, Thursday, October 19, 2006



Consumers will probably spend \$4.96 billion on Halloween this year, making it the sixth-largest spending holiday after:

<b>Winter Holidays</b>	<b>(\$457.4 billion estimated)</b>
<b>Valentine's Day</b>	<b>(\$13.70 billion)</b>
<b>Easter</b>	<b>(\$12.63 billion)</b>
<b>Mother's Day</b>	<b>(\$13.80 billion)</b>
<b>Father's Day</b>	<b>(\$9.01 billion)</b>

Because it is not a gift-giving holiday or an apparel holiday, it ranks lower than other annual holidays in terms of spending.

Nearly two-thirds (63.8 percent) of consumers will celebrate Halloween this year, a noticeable rise over the 52.5 percent who celebrated in 2005.

Halloween activities will range from handing out candy (73.4 percent) to dressing in costume (34 percent) and visiting a haunted house (17.2 percent).

Most people (95.7 percent) will be scooping up plenty of candy, with the average consumer spending \$18.72 in that category.

Costumes are also expected to increase in popularity this year with consumers spending \$21.57 to dress up as their favorite alter-ego.

## TOP COSTUMES

The **National Retail Federation** provides a list of the top kids' costumes for 2006:

<b>Princess</b>	<b>(11.5%)</b>
<b>Pirate</b>	<b>(5.0%)</b>
<b>Witch</b>	<b>(4.8%)</b>
<b>Spiderman</b>	<b>(4.4%)</b>
<b>Superman</b>	<b>(3.7%)</b>
<b>Disney Princess</b> (Ariel, Belle, Cinderella, Sleeping Beauty, Jasmine, Snow White)	<b>(3.1%)</b>
<b>Power Ranger</b>	<b>(2.9%)</b>
<b>Pumpkin</b>	<b>(2.2%)</b>
<b>Cat</b>	<b>(2.0%)</b>
<b>Vampire</b>	<b>(1.5%)</b>



Thank you for reading **UPDATE**. Your feedback is essential to our mission of covering the community newspaper industry in BC. Please call, fax or email us with your ideas or comments.

### BCYCNA UPDATE

**Publisher: George Affleck**  
**Writer/Editor: Kerry Slater**  
**Creative: JW Design**

### BC AND YUKON COMMUNITY NEWSPAPERS ASSOCIATION

122-1020 Mainland Street Vancouver, BC V6B 2T4  
TEL: 1.866.669.9222 FAX: 604.684.4713  
[www.bccommunitynews.com](http://www.bccommunitynews.com)