



**Community
Newspapers
Association**
British Columbia & Yukon

The BCYCNA Update

The Community Newspaper Newsletter

August 15 2005

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Access Copyright can add to your bottom line



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For more information visit the website at www.accesscopyright.ca or click on:

www.bccommunitynews.com/files/Access%20Copyright.html



Seven new free dailies introduced in Vancouver

The first editions hit the newsstands on May 9. Black Press, one of the leading community newspaper chains in Canada, has launched seven new daily newspapers, all free, in Abbotsford, Chilliwack, Langley, Maple Ridge, the Tri-Cities, Surrey and White Rock. The following excerpt, from Deborah Shaw's article in the Suburban Newspapers of America newsletter, goes into more detail. (*Reprinted with permission. For the full article, visit the archive section on www.suburban-news.org*)

The business model for these newspapers is quite simple. The Free Daily ... is marketed as a natural extension of the company's existing home-delivered community newspapers. Targeted to saturate high traffic areas, the Free Daily is bulk delivered to high traffic locations through the community every morning starting at 5am, five days a week. The existing community newspapers continue to reach households on their regular publishing days.

Each edition of the Free Daily contains national, global and regional news and is designed for a quick, informative read. Regular content also includes sports, business and entertainment stories along with a daily crossword and weather. No staff has been added; instead the work is handled by existing staff in editorial, sales, production and distribution.

The ad inventory is limited. The Daily is

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BCYCNA Membership Changes

BCYCNA membership has gone through many changes recently, with three new members joining us since November 2004, and two leaving us since May.

Over the New Year we welcomed the **Robson Valley Times**, who reach Valemount, McBride, and Dunster; as well as the **Campbell River Courier-Islander** and the **Campbell River North Island Midweek**.

More recently, we have said goodbye to the **Castlegar Citizen** (see article below for full details) and the **Peachland Review**.

We'd like to extend a warm welcome to our newest members, and our best wishes to those who have moved on.

The Castlegar Citizen Closes its Doors

The staff at the Castlegar Citizen published their last edition on May 11, 2005.

Back on January 31, 2000, striking employees of the Hollinger-owned Castlegar Sun announced that they would begin publishing their own weekly community newspaper – the Castlegar Citizen.

Rob Munro, publisher of the Citizen said, “the community was with us right from the start. The paper was supported by the union and the community of Castlegar.” In fact, community members stood behind [us] to such a degree that many opted not to take out advertising in the Sun and cancelled their subscriptions to the newspaper. The Citizen grew steadily as revenues increased over their five years in operation. However, stiff competition in the market, coupled with the desire of some employees to move on to other projects and more stable employment, made it harder for those remaining to continue on.

Munro wrote, “Being on strike is never easy. Some of the Citizen members said, from year to year, they didn’t know how long they could continue in such an uncertain environment. Some had turned down good job offers because of their dedication to the Citizen, not knowing if it would still exist a few months down the road.”

The May 11, 2005, farewell editorial gives a good explanation of the situation. “We heave a collective sigh as the final touches are placed on this, the last issue of the Castlegar Citizen. What a long, strange, incredible and rewarding trip this has been. Although we don’t end with a resolution to our 287-week strike, we feel we can say that, despite the uncertainty surrounding a labour dispute, we have certainly always tried our best to accurately and fairly represent the wonderful community that Castlegar was and is.”

.....
The BCYCNA wishes all the best to everyone from the Castlegar Citizen.

Free Dailies.....CONT'D FROM PAGE 1
pre-dummed at roughly 50-50 ad/news content with pre-determined ad sizes and placement. Once sold out there is no more ad space until paging is increased. Currently, the dailies are running at 20 pages. The impetus behind the launch of the Free Daily was the declining readership of The Vancouver Sun and Province and the belief among Black Press editors that these readers were not lost completely, just not interested in what was being offered. According to project manager Frank Teskey, “The format is designed to engage the reader and provide tightly edited news clips and strong photos that can be digested in a very short time and better inform the reader in a number of subject areas.”... “We are very pleased with how the Free Daily has been received. ... Reader feedback suggests they like the tight package, not having to navigate several sections of mainstream dailies to get a quick fix of what’s happening around the world. They like that it’s free and easy to find in various locations in their respective communities. There is also the factor of trust and confidence. Through

Columns for Hire

If you're looking for a new columnist or feature to include in your paper, look no further! Well, except maybe on the BCYCNA website...

Starting with this issue of the Update, we invite all BCYCNA members to look to this space for new ideas of syndicated columns and features to spice up your pages – some of them at no cost at all!

Below are two intriguing features that have been presented to the BCYCNA in recent weeks. You'll find a complete list at www.bccommunitynews.com/members/syndicated.html. If you know of a columnist or feature writer that you think deserves exposure to all members, let us know at the BCYCNA office, and we'll include them here!



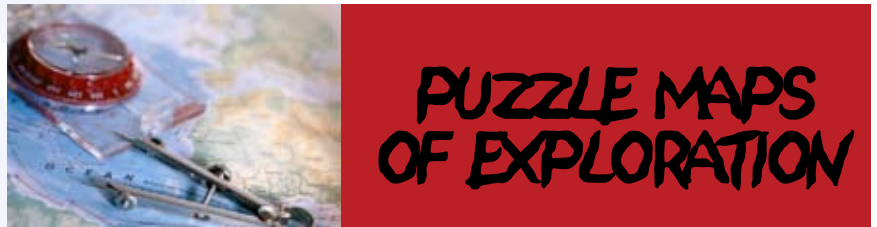
Medbroadcast (www.medbroadcast.com) is Canada's leading Internet health portal. Specializing in connecting Canadian consumers to health information, they also manage www.bchealthguide.org and www.healthyontario.com.

Medbroadcast was recently ranked as the number #1 medical website on the Internet for current, credible, and helpful health information (as ranked by Canadian Living Magazine in its January 2005 issue).

Monthly health content is available for all BCYCNA members at no cost. If you are looking for a ready-made health section for your readers, this might be just what you're looking for!

Click below for a sample article
www.bccommunitynews.com/members/syndicated.html

COST: No cost
CONTACT: Tara Henein at
416-383-0010 ext. 273 or by email at
tara.henein@MediResource.com



A graphically-enticing, fun, educational puzzle appears weekly in the form of an "Olde Worlde Treasure Map" with word and navigation clues that require the reader to think a little "outside the box." The map provides a geography and history lesson and is a great educational resource for teachers and home school educators, or can simply serve as a fun, inviting puzzle for kids of all ages reading your newspaper.

This product could help to promote advertising space around it for private schools, preschools, and educational materials retailers. Based in Kelowna, creator John Bracey is the originator/designer of the children's playgrounds aboard BC Ferries. John writes and designs while his wife Katherine operates her own business marketing unique kinesthetic (hands-on) educational resources for primary/elementary grades.

Click below for a sample treasure map and the answer key
(Adobe PDF) www.bccommunitynews.com/members/syndicated.html

COST: \$25 per map (first one is free)
CONTACT: John Bracey by email at john@geotheater.com

Free Dailies.....CONT'D FROM PAGE 2

our ongoing efforts in providing award winning community newspapers we have built a strong relationship with the community. It's seen as a natural extension of the community newspaper and I believe contributes to a high pick-up rate of the Daily in the various markets."

Richard Mostyn, Yukon News editor, acknowledged as one of the ISWNE's "Golden Dozen"

The Yukon News is no stranger to winning awards. Their editor, Richard Mostyn, was recently recognized by The International Society of Weekly Newspaper Editors, whose summer conference in Alberta last month included the presentation of the annual Golden Quill Awards. The prizes are awarded for excellence in editorial writing, and they honour 12 notable journalists from all over North America, each of whom stands out from up to 150 entries every year. As judge Walter Nagel states, the winners "demonstrate that expert opinion writing is a demanding assignment, but not an impossible one." About Mostyn's article, Nagel observes "a catchy narrative style, clear explanation and excellent detail." He goes on to say that "purposeful courage in editorials is a commendable thing; this powerful document tackles, head-on, the touchy issues of ethnicity and aboriginal privilege."



The BCYCNA would like to recognize and congratulate Richard on his award. Read his piece below.

The good, the bad and the ugly

In February, James Allen was hunting bison like it was 1872.

The guy, who happens to be chief of the Champagne and Aishihik First Nations, was out with a three buddies near Aishihik Lake.

He aimed at a herd of the animals and opened fire, squeezing off four rounds and emptying his rifle, which, by the way, wasn't powerful enough to humanely hunt bison.

He wounded a small cow.

One of his buddies, Devon Hurlburt, who had already shot a bison, put Allen's animal out of its misery.

And Hurlburt found another injured cow, limping and unable to keep up with the herd. There's a good chance it was also shot by Allen.

It was also dispatched.

A fourth animal, a large bull, was also found dead, shot by Allen.

The Nisling herd, which was transplanted to the territory in 1986 from Elk Island, Alberta, has about 500 animals, which range widely throughout south-central Yukon.

They are descendents of the great herds that were hunted to within a

whisker of extinction in 1879. Allen's shooting spree resulted in the death of two, and possibly three wood bison, which are still considered a species at risk in Canada.

He was charged with shooting too many animals and hunting with a rifle not powerful enough for the task. After threatening to take his case to the Supreme Court of Canada, he pleaded guilty to one count of poaching. He'll be sentenced later this month.

Here's where the story turns strange. Allen is unrepentant.

"I believe it was defensible," he said, shortly after his appearance last week in territorial court. He added he gave away the meat.

He's nettled that neither the Council for Yukon First Nations nor any individual First Nations offered to contribute to his legal defence.

"One of the things I can state is that the process, if it went any higher than this lower court, it would be expensive and there are no First Nations backing me," he said.

"I was in a conflict situation. I

can't garner support myself when I'm being charged. It isn't in my principle."

And then he played his trump card, bringing First Nation culture into the equation.

He called the Haines Junction conservation office hostile to First Nation hunting practices.

"I'll say that most of the Yukon have wildlife offices and officers that try to accommodate First Nations cultural hunting practices. They show more respect, more courtesy than the Haines Junction office.

"If you ask people up that way, you will have stories that show that the Haines Junction office isn't friendly to First Nations hunters or trappers." We found the statement amazing, considering it came on the heels of a second account of a First Nation leader killing too many bison in the Haines Junction region.

Robert Dickson, an elder and chief, pleaded guilty recently to wasting bison meat after a hunt at Borthwick Lake in March.

He was fined \$1,250 and ordered,

The good, the bad.....

CONT'D FROM PAGE 4

along with his niece, to attend a bison-hunting workshop.

If anything, this shows Haines Junction conservation officers are doing their jobs.

If you were to look at the bright side, Allen's handling of this affair, coupled with his ludicrous statements, may have served some useful purpose.

First, it has damaged the widespread and inherently dangerous belief that aboriginal people are selfless stewards of the territory's natural resources.

And rather than expose racism within Environment, the affair has shown that people are people.

That laws exist for very good reasons.

And, finally, that aboriginal leaders must abide by them just like everyone else. (R.M.)

Industry News

Glacier Ventures buys Madison Publishing in \$15 million deal.

Glacier Ventures has announced its acquisition of Madison Publishing, effective July 1, 2005.

Madison's community newspaper holdings include the Lillooet Bridge River News, the Sechelt/Gibsons Coast Reporter, the Powell River Peak, the Squamish Chief, and the Whistler Question.

Madison Ventures Corp., Madison Publishing's parent company, is a 36-percent stakeholder in Glacier Ventures.

Glacier is the largest publisher of community newspapers in Saskatchewan and the largest agricultural publisher in Canada.

ComBase focus groups starting this fall.

As the second wave of ComBase interviewing wraps up, ComBase is looking to the future and to finding ways to retain the very high levels of participation from small and large newspapers across the country.

That support has helped the company earn the respect of media planners who have said to make ComBase as national as possible. It also helped ComBase attract other newspapers to the study over the past couple of years. ComBase is currently seeking options to encourage the smallest members to continue to budget for regular measurement.

This fall, ComBase and CCNA will be conducting member focus groups across Canada. Aiming to speak to as many publishers, newspaper owners, sales representatives, editors and others, ComBase is hoping to get feedback that will help it to develop its next phase.

Among the topics to be raised with members:

- what you need from the research
- whether you're using it
- whether it has generated any new business
- whether it has changed internal processes, etc.
- your views on the cost vs. value equation
- any ideas or suggestions you might have to improve ComBase

For more on ComBase, visit their website at www.combase.ca



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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.

www.bccommunitynews.com