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Glacier acquires more Hollinger assets

Source: Business in Vancouver, January 17-23, 2006; issue 847

Glacier Ventures has recently increased its presence in BC. With last year's acquisition of Madison Publishing, Glacier took over ownership of the Bridge River News, Coast Reporter, Powell River Peak, Squamish Chief, and Whistler Question. They now own and operate 25 daily and weekly newspapers and related printing operations in BC. Glacier's rapid rise in the western Canadian publishing world has been "exciting and rewarding," says Glacier Ventures CEO Jonathon Kennedy. "We had a vision and we've been pursuing that vision and worked hard to consummate the opportunities that we saw as being available." Already the largest publisher of community newspapers in Saskatchewan and the largest agricultural publisher in Canada, Glacier's combined daily and community newspaper group will have a circulation of roughly 1,020,000 across BC, Alberta, Saskatchewan and Manitoba. Their holdings in BC now include the following papers:

- Powell River Peak
- Coast Reporter
- Squamish Chief

- Whistler Question
- Bridge River Lillooet News
- Business in Vancouver
- Employment Paper
- Western Investor
- Real Estate Weekly
- Merritt News
- Merritt News Extra
- Kamloops Daily News
- Kamloops Extra
- Prince George Citizen
- Prince George This Week
- Prince George Extra
- Alaska Highway News
- North Peace Express
- The Northerner
- Peace River Block News
- The Regional Advertiser
- The Mirror
- The Northern Horizon
- Prince Rupert Daily News
- Prince Rupert Daily News Extra
- Nelson Daily News
- West Kootenay Weekender
- Cranbrook Daily Townsman
- Kimberley Daily Bulletin
- East Kootenay Weekly Extra
- East Kootenay Weekly Weekender
- Trail Times
- Fernie Free Press
- Grand Forks Gazette
- Grand Forks Boundary Bulletin
- Creston Valley Advance



Ma Murray Awards Gala Planning in Full Swing

Well, it's just eight weeks away. Plans for the Ma Murray Awards Gala, set to take place on Saturday, April 22, are in full swing. Judges' decisions are almost all in, and we'll be announcing finalists next week at <http://www.bccommunitynews.com/files/awards.html>. Congratulations to all the BCYCNA members for setting yet another record. We're thrilled with the response we got this year, and are happy to announce that 2006 saw a 5% increase in entries. That makes this the fifth year in a row that entries have increased! It seems that Gala attendance has been following the same trend; last year's Ma Murray Awards set an attendance record in the history of the BCYCNA, and we're predicting that the 2006 numbers will top that record. The River Rock Casino Resort is ready to host the party of the year! As you know, **Simi Sara** and **Dave Gerry** from City TV's Breakfast Television have signed on as MCs for the evening, and we've just secured comedian



Can your ads pass inspection?

by John Foust
Raleigh, NC

I selected a tie in a department store and took

it to the cash register. The sales person held it up and frowned. "See that thread hanging out about an eighth of an inch? That's a defect in a prime target area."

I took a closer look. "I'd better find another tie."

As we walked to the tie display, he explained. "I used to work in the garment manufacturing industry. For the inspection process, each piece of clothing has designated target areas. In a shirt, for example, the number one area is the v-shape that extends from each side of the collar to the point where a jacket is buttoned. If I'm remembering correctly, the rest of the front is area number two, the sleeves are number three, the sides are number four, and the back is number five. The higher the ranking, the higher the inspection standards.

"For a tie," he continued, "the number one area is in the front, below the knot. You probably wouldn't mind a picked thread in the back, but it's bad when it's right up front."

Hmm. If we were to apply this concept of target areas to

advertising, let's see how the rankings would look.

1. The headline. This is the most important part of an ad. It's a well known fact that for every ten people who read an ad's headline, only two will read the rest of the copy. That means the headline outranks everything else by 80 to 20 percent.

Consider news articles. You can read just the headlines - and nothing else - and get an idea of what's going on in those stories. If you can't say the same for an ad's headline, it's time for a rewrite.

As you're writing, remember that people buy benefits - not unsubstantiated claims and exaggerations.

2. The illustration. Obviously, some ads don't have illustrations (just like some shirts don't have collars). But for the ones that do, this is a key element.

An illustration is defined as "a picture or diagram that helps make something clear or attractive." This could lead us to say that an illustration in an ad - whether it's a photograph or a drawing - has two purposes: 1) to attract attention, and 2) to clarify the headline.

3. The body copy. Whether it's long or short, the copy should continue the theme that is introduced in the headline. And it should be set in a readable font, against a clean background. Reverses (light text on a dark background) should never pass inspection.

4. The logo. Here, the most common flaw occurs when an advertiser uses a logo for a headline. Certainly, the name of a business can be included in a headline. But the logo - by itself - is not a headline.

In most cases, the logo should appear below the copy. This creates a logical sequence: 1) here's what our widget can do for you, and 2) here's where you can buy one.

Pass inspection in all four areas - and your ads will be dressed for success.

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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, Phone 919-848-2401.

MA MURRAY CONT'D FROM PAGE 1



Kevin Foxx as our entertainment for the night. Foxx has been on the comedy circuit for close to ten years. He's

performed in Montreal's Just for Laughs Festival, as well as in the Vancouver, Halifax, and Chicago Comedy Festivals. He was a writer for *This Hour Has 22 Minutes*, he's been profiled on Star TV, and he was selected by Richard Pryor to play himself in a Showtime pilot called *Pryor Offenses*. We're thrilled to welcome Kevin to the Ma

Murray Awards Gala. He admits to enjoying a hand or two of poker, so you might see him around the casino before the show!

Watch this space in every newsletter for updates on the Gala. You can also check in at <http://www.bccommunitynews.com/files/awards.html> for the latest news!

Kevin answers most common questions from publishers



Kevin Slimp is a favorite speaker and trainer in the newspaper industry. He can be reached at kevin@kevinslimp.com

It has to be some kind of record. At least it's a record for me. Over the past week, I've spoken at four press association conferences in four states. Speaking on the topic, "New Technology for Newspapers," I noticed that the same questions resurfaced repeatedly during the Q&A portion of the presentations:

Is InDesign really that much better than QuarkXPress?

I get this question more than any other. I'm not on payroll of Adobe or Quark, so it doesn't really matter to me which software a newspaper uses. But the question is asked, so I acquiesce. Yes, the version (CS2) of InDesign currently available is, in my opinion, superior to the version of QuarkXPress that is currently available (6.5). I don't have any inside information, but I wouldn't be surprised if QuarkXPress 7.0 is on the market by the time many of you read this. If you want to know how QuarkXPress 7 will compare to InDesign CS2, I'll let you know after I've had a chance to test the new software.

If you were spending your money, which digital camera would you purchase for newspaper purposes?

I was spending my money and I purchased the Canon Digital Rebel XT. People who know a lot more than I do tell me it's the best cam-

era available for less than \$1,500. I took their word for it and I've been pleased with my purchase.

How hard will it be for my newspaper to move up to OS X and InDesign from OS 9 and QuarkX-Press (or PageMaker)?

That depends on the size and makeup of your newspaper staff. There's always some resistance to change. Having worked with hundreds of newspapers who have made similar conversions over the years, I've learned it can take as little as two days and as long as a few months. When I've been involved, it usually includes time to determine software and hardware needs and purchase new equipment. This is followed by installation of the new hardware and software (1 to 3 days, depending on the size of the staff), two or three days of training in the new software, followed by transition to the new workflow. In the best case scenario, the entire process can happen as quickly as a few days (after the equipment and software has been installed). In larger operations involving a pagination workflow (similar to Baseview or Managing Editor), additional time is involved for training in the workflow process.

Our photos always seem to be too dark. Is there something we're missing?

Most newspapers I visit haven't

adjusted their color settings in Photoshop to match their printing process. Photoshop's default settings are created with magazines in mind. Photos saved with these settings will produce too much ink which, in turn, soaks into the newsprint and comes out dark and muddy. To get better results, adjust the color settings in Photoshop, especially the black ink limit.

CONT'D ON PAGE 5

Here's where you will find Kevin in the near future

Indianapolis, Indiana
March 16-17

Kent State U., Ohio
March 29-30

Toronto, Ontario
April 1

Peoria, IL
April 6

New York
April 7-8

Saskatoon
April 10-12



Columns for Hire

“Rudy’s Reflections”



A First Nations performer and playwright, and single dad of two boys, Rudy Kelly has been writing a popular column in Northwestern B.C. for over 10 years, having worked as a journalist in Calgary, AB, and Prince Rupert, B.C., where he lives. He writes about social

issues, relationships, raising his boys, and people in general; sometimes with serious consideration, but usually with tongue firmly planted in cheek! His awards include a Theatre B.C. Special Merit Award for Writing and Best Weekly Feature Column from Sterling Newspapers.

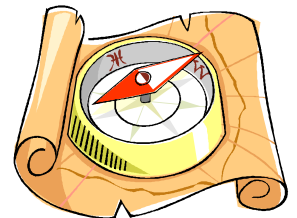
[Click here](#) for a sample column

COST: \$25 per column

CONTACT: Rudy Kelly by email at shelby@citytel.net

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... You’ll find a complete list of new ideas for syndicated columnists 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!

PUZZLE MAPS OF EXPLORATION



In our August 2005 newsletter, we included a listing for Puzzle Maps of Exploration. The maps have been revised and updated, so are being included again now. These puzzle maps are an eye-catching series of fun history puzzles in the form of a drawn world map with word and direction clues that require the reader to “think ye outside the box.” Each weekly map provides a few “smiling groaners” as well as a geography and history lesson. They are a useful educational resource for teachers and home school educators, or simply a fun puzzle for the kids of all ages reading your newspaper.

This product should help to promote advertising space around it for private schools, preschools, and educational materials retailers.

[Click here](#) for a sample treasure map (PDF) – these reproduce nicely in 6 inches x 4.5 inches (36x27 picas)

COST: \$20 per map (first two are free) - or \$75 per month when maps are published weekly

CONTACT: John Bracey by email at john@bpmoe.com



Industry News

Free press release service for all BCYCNA member papers

Community papers around BC and the Yukon have one more reason to be part of the BCYCNA! Effective immediately, we're now offering free press releases to all BCYCNA members. If you have a community-based event that you think is relevant to our other members, let us know! We'll put it in an email and share it with your BCYCNA peers as an Internal News Release. Just send the release in the body of an email to Kerry Burgess at info@bccommunitynews.com. Please indicate that you are taking advantage of the new internal news release service, and we'll send it out right away.

Cool e-newsletter.

Marketing Daily is a new news publication from MediaPost, and the first to focus exclusively on marketing industry news. Like their other products aimed at the general media and online media markets, Marketing Daily is designed to be a succinct and insightful read for busy business professionals who need to stay on top of the latest market-making news. Written by columnist John

Wolfe, Marketing Daily will provide you with a summary and analysis of the most important breaking news relevant to marketers, brand managers, and the people who need to understand their businesses. To subscribe, go to <http://www.mediapost.com/reg/index.cfm>.

Keep Us Posted!

Please inform the BCYCNA of any changes and happenings at your newspaper. The information is for our database, for use in The Update, etc. Tell us about any new staff. Have you published any special features or editions you want to tell us about? Has there been anything particularly newsworthy happening in your community? Any special accomplishments or successes you would like to share? Do you have any stories or photos of your staff out in the community? Can you give us a heads up about anything coming up in the next few months at your paper that we should cover in The Update? Please direct this notice to one person in your office who will be responsible for a quick reply whenever appropriate. Thanks so much for helping to keep us posted on your happenings!

RANDOM NEWS

THE DEATH OF THE TELEGRAM AFTER 161 YEARS



Reprinted from Poynter Online / AI's Morning Meeting, Friday, February 3, 2006

The death of the telegram could not have been less ceremonial. It might have gone completely unnoticed except for a few papers. LiveScience.com reported: After 145 years, Western Union has quietly stopped sending telegrams. On the [Western Union] company's website, if you click on "telegrams" in the left-side navigation bar, you're taken to a page that ends a technological era with about as little fanfare as possible: "Effective January 27, 2006, Western Union will discontinue all Telegram and Commercial Messaging services. We regret any inconvenience this may cause you, and we thank you for your loyal patronage. If you have any questions or concerns, please contact a customer service representative."

KEVIN CONT'D FROM PAGE 3

Are Macs really better for newspaper pagination than PCs?

Yes. I have no stock in Microsoft or Apple, so it matters not to me which you use. Coming from a guy who spent most of his years on the PC side of things, I've learned the hard way that Macs have far fewer printing issues, are faster and aren't susceptible to all those viruses that plague Windows-based machines. The idea that PCs are cheaper than Macs is false. Similarly equipped machines are pretty similar in price

on both platforms. Besides, most of the money goes into software and maintenance, not hardware costs.

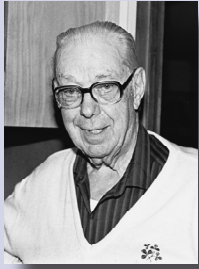
What's your favorite font management utility?

It's always been a toss-up between Extensis Suitcase and Font Reserve. They've recently been combined into one utility called Suitcase Fusion, so I guess that will be my new favorite.

What are the best restaurants you've found in your travels?

The Sunset Diner in Lebanon, Tennessee and Jersey Joe's in Tucson, Arizona.

OK. There you have it. The most common questions posed during my speaking engagements. That doesn't mean you should skip my next session in your area. I might find a new restaurant between now and then.



A Lifetime of Achievement for Edgar Dunning

A familiar face at many BCYCNA gatherings, Edgar Dunning has collected the Lifetime Achievement Award from the Delta Chamber of Commerce. Dunning, whose family started the Delta Optimist 83 years ago, took over operation of the paper in 1930, and at 95 years old, he still writes a weekly column there. He is a past-president of the Delta Chamber of Commerce, served as a member of the All Saints Anglican Young People's Association, and was a founding member of the Kinsmen Club of Ladner. Says the writeup in the Optimist, The Lifetime Achievement Award "recognizes an individual who has made a significant and noteworthy contribution, over time, to Delta [and is] ... awarded only at times when the board feels there is a candidate who meets the criteria." "It's appreciated," said Dunning, "I think other people have done as much as I have and maybe more, but I appreciate it very much."

Remembering Clive Stangoe

Clive Stangoe, owner-publisher of the Williams Lake Tribune from 1950-1973, died peacefully December 26, 2005 in Williams Lake at the age of 89. He purchased the Williams Lake Tribune in 1950; at just 34 years old, he was the youngest publisher in BC. Stangoe went on to win many awards including Best Newspaper in Canada in his circulation field. In 1973 he retired after selling the Tribune to the Black Family. Married for 64 years, Clive is survived by his loving wife, Irene; daughter Elaine and son Ward; five grandchildren and seven great-grandchildren.



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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.

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