



Happy holidays!

December 2006



NEWS & VIEWS



PUBLISHED QUARTERLY BY THE SASKATCHEWAN WEEKLY NEWSPAPERS ASSOCIATION

Dayplanner

2007 Newspaper Symposium
January 26-28, 2007
Coast Plaza Hotel, Calgary, AB
For more information please contact
Maurizia Hinse, 434-8746 Ext 225/
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**SWNA
Semi-AGM**
March 3, 2007
Hotel Saskatchewan
Regina, SK

**2007 Ma Murray Community
Newspaper Awards**
April 14, 2007
Sheraton Vancouver Wall Centre Hotel
Vancouver, BC

To have your event listed here,
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382-9683

90th Annual SWNA Convention a smash hit

BY STEVE RENNICK

It was an event that will go down in time as one of the greats.

The Saskatchewan Weekly Newspapers Association's 90th annual convention was held September 21-24, 2006 at the Regina Inn.

Over the four days, close to three hundred people, including dignitaries from across the country, got a chance to network, learn and have fun.

More than a hundred were in attendance, when the convention got underway Thursday night with the President's Reception. Premier Lorne Calvert spoke, as did Saskatchewan Party MLA Don Toth. Both the governing NDP and opposition, as well as business and community leaders, were well represented at what is always a stellar event.

Friday morning was all about the 2006 Junior Citizens of the Year (see story below).

The day kicked off with a breakfast at the Regina Inn. Not only did the kids get a great meal, they had their first taste of dealing with city media.

Reporters from the print, radio, and TV mediums print peppered the kids with questions at a morning news conference. The stories were featured during noon-hour and evening newscasts.

It was then off to the CBC for a tour of both the radio and television facilities that make up the Saskatchewan branch of our national broadcaster. The kids and their families enjoyed it.

The day wrapped up with the Junior Citizen of the Year banquet.

The patron of the event, the Lieutenant Governor of Saskatchewan, Dr. Gordon Barnhart, was able to attend this year, and brought greetings on behalf of the Queen.

On the morning of Saturday, September 23, the SWNA annual general

meeting was held. Former vice president Neil Thom won the presidency; former director Kent Peters became vice president (see picture of new board on page 2).

The afternoon saw three world class workshops: one on ad design by newspaper design guru Phil Nesbitt, another on editorial by award-winning investigative reporter Gary Dimmock, and one on sales provided by renowned expert John Foust. The convention was capped off by the annual Better Newspapers Competition. Awards were handed out in 41 categories, as excellence in the community newspapers



Premier Lorne Calvert brings greetings on behalf of the province at the opening of the Saskatchewan Weekly Newspapers Association's 90th annual convention, September 21-24, in Regina.

association in Saskatchewan was recognized.

Following that: world-class entertainment provided by one of the gems of the world of Canadian humour: the host of CBC's Madly Off In All Directions, Lorne Elliott.

Planning is already underway for the 2007 convention, which will go September 20-23 in Saskatoon at the Sheraton Cavalier Hotel.



Comedian Lorne Elliott provides the entertainment at the 2006 Better Newspapers Competition banquet

It's all about the kids...

BY STEVE RENNICK

The 2006 Junior Citizens of the Year were recognized at a formal awards banquet September 22 at the SWNA annual convention in Regina.

They are: 18-year-old Adila Azizi, an Afghan refugee who now calls Regina home. Adila came to Canada in 2000 not knowing how to speak, read or write English. She now does things like translate for recent immigrants to Canada.

18-year-old Robert Marshall from Indian Head overcame serious head injuries suffered in a car accident in which he lost his

dad. Robert has since gone on to doing things like raise six-thousand dollars for diabetes research by running in a marathon in Rome.

17-year-old Christa Bruneau from Willow Bunch became a pillar of support during two trying times: when her little sister had to go to Toronto to seek treatment for a chronic illness, and after her mom contracted West Nile disease.

18-year-old Kathryn Kitchen co-chaired Estevan's first relay for life and is the coordinator for Estevan Minor Hockey's learn to skate program.

Long-time Saskatchewan publisher dies

BY STAFF

Kevin Hamm, better known as K.T., passed away on the morning of October 23, 2006, at a care facility in Wilkie.

The honorary life member of both the Saskatchewan Weekly Newspapers Association (SWNA) and the Canadian Community Newspapers Association (CCNA) suffered a serious stroke in January 2006.

Kevin Hamm, elected CCNA president in 1983, was publisher of the Unity (SK) Northwest Herald, the Wilkie (SK) Press and the Western Farm Advisor. He was first elected to the CCNA board in 1976.

Three generations in his family have been in the newspaper industry.

Kevin, who was born in Naicam, began his career setting hand-set type. He moved to Wilkie in the 1950s to learn the mechanical end of running a newspaper. He had planned to return to Naicam, but when an opportunity arose to buy the Wilkie (SK) Press in 1960, Kevin did so. He

formed a partnership with the then-owner of the Northwest Herald and bought the Unity paper when its owner moved away in the mid 1960s. Kevin then convinced his father to join him. Kevin became sole owner in 1966. Kevin's wife Fuzz



worked in the business; another son who worked with his parents died in a tragic accident.

In his community, Kevin was vice-chairman of the

board of directors of the Unity Union Hospital, served on the volunteer fire department, was organizer and charter secretary of the Unity Elks, and was secretary and an active member of the Kinsmen Club, the Unity and Saskatchewan Chambers of Commerce, the Knights of Columbus, and the Saskatchewan Wildlife Federation.

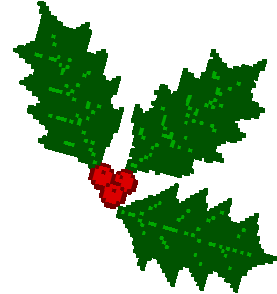
During his term as CCNA

Hamm stressed the special concerns that resulted in his naming three presidential task forces: one on Canada Post, one on alternative delivery of mail; and one on newspaper competition. Strong lobbying in Ottawa on postal problems followed the first of several meetings with representatives of Canada Post was held. Newspaper delivery methods were studied, and a questionnaire sought ideas for changes to the competitions.

In his farewell remarks at the 1984 CCNA convention, Hamm suggested a Hall of Fame to record the names and details about persons important to the industry. He also felt blanket classified advertisements were "the best thing that happened to papers since offset printing."



From L to R: SWNA Communications Coordinator Steve Rennick, Jr. Citizen of the Year Adila Azizi, Jr. Citizen of the Year Christa Bruneau, Jr. Citizen of the Year Kathryn Kitchen, and Jr. Citizen of the Year Robert Marshall



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Steve Nixon, Executive Director

December 2006

President's message BY NEIL THOM, SWNA PRESIDENT

With less than a month until Christmas, I am sure most of you are extremely busy. Increased advertising lineage, lots of inserts to be distributed and school concerts photos are just the start of all the things that need to be done in the office in December.

Since our annual meeting in September, we have had one board meeting and the committees have been busy working on the sidelines with our ever efficient office staff. The marketing committee has been working hard at improving our Saskatchewan Employment Weekly revenues while at the same time making sure AdWest is aggressively pursuing national advertising space. A distribution com-

mittee was struck to review our relationship with Canada Post and how we can improve our methods of distribution.

Planning will begin soon for our semi-annual meeting in March and member input is definitely on the agenda. It is time for all of us to increase our presence on the net. Advertising, editorial and youth readership are all key factors to maintain and grow our business.

For those of you who are closing your office for a week or two and to everyone else who gets a few days off during the holiday season, enjoy the time with your friends and family and all the best to everyone in the new year.



From L-R: director Alison Squires, director Daryl Hasein, director Chris Ashfield, director Jim Tennant, director Darryl Ward, director Clark Pepper, vice president Kent Peters and president Neil Thom. Absent: director Stewart Crump

Canadian publishers go down under BY STAFF

The Saskatchewan Weekly Newspapers Association (SWNA) is getting a warm welcome from newspaper colleagues in New Zealand.

As part of the the

SWNA's trip to New Zealand, they will be special guests at the New Zealand Community Newspapers Association's convention and awards ceremony. In fact, the association

changed the date of their convention to coincide with the publishers' trip.

21 people are going on the February 3 -14, 2007 trip.

Saskatchewan Employment WEEKLY YOUR NEXT CAREER IS HERE

Glacier grows BY STEVE RENNICK

On September 13, 2006 the board of Glacier Ventures International Corp. announced it had entered into an agreement to acquire fifty percent of the Alberta Newspaper Group Limited Partnership

("ANGLP"). Among the papers owned and operated by the ANGLP are the Prairie Post, the Maple Creek News, the Maple Creek and Southwest Advance Times, and the Shaunavon

Standard. Glacier now owns and operates 27 Saskatchewan newspapers, including Yorkton This Week, the Estevan Mercury, and the Humboldt Journal.

From my desk...

BY STEVE NIXON, SWNA EXECUTIVE DIRECTOR

Navigating the Association through the myriad of changes that are taking place is a challenge. I am not naive enough to believe that it has ever been any different.

Verna Thompson, SWNA President from 1996 to 2000, was in the office a while ago doing some research for the book she is writing. It is about the history of the community newspaper industry in Saskatchewan. One of the

chapters in her book is about the SWNA and in sifting through the archived records, Verna highlighted all the issues that faced publishers of the day. Each decade, from 1916 on, the same issues and concerns of the membership kept popping up; Canada Post rates, getting more National ROP advertising and keeping advertising rates competitive. These are some of the major issues we have today.

So have we actually achieved anything? Absolutely. There have been some historic wins with Canada Post rates, national ROP is now approximately \$6 million per year and our rates, on average, are competitive enough to get this business. 2007 will be no different.

Despite the significant decrease in national advertising from four major clients (centennial advertising, the Federal Government, Dell Computers and BASF), AdWest has created enough new business to dampen the revenue blow. In 2007, AdWest is expecting to further increase the national advertising spend, although they are expecting some loss to occur in the auto industry and can not predict what the Federal Government will do.

The Association has formed a distribution committee to look into Canada Post issues and to try and find a way to minimize any impact on members that are caused through changes within the Canada Post system. One of the

main issues the committee will be looking at through 2007 is the flyer market and how Canada Post is positioning themselves to capitalize on it, especially when it appears that it will be at the expense of our industry.

One of the main gains I think the Association has made is the activity that is taking place within its board and committees. 2007 is sure to see a continuance of this activity. The Marketing Committee is extremely active and constantly analyzing the flow of sales activity as we move through the year. The Convention, Junior Citizen and BNC Committees are gearing up to bring a convention that is as good, and maybe even better, than the amazing one we had in 2006.

I want to give a big thank you for your continuing support of the Saskatchewan Employment Weekly (SEW). Although it is not yet pulling the anticipated revenues, mainly due to the inactivity of the provincial government, it is building momentum. I am in constant communication with

the government over this issue and they maintain that they do support it but getting the bureaucrats to make the buys is going to take dogged persistence. I have no doubt that Saskatchewan's largest employer will eventually be including us in their normal spend.

Despite the tardiness of the provincial government, the SEW has generated over \$440,000 extra dollars in revenues; almost all of it going back to members for printing and commissions. It is opening doors to potential new business that has never given consideration to community newspapers before. From my desk, I think that the long term benefits will pay dividends to the membership that supports it. I am looking forward to the semi-AGM where we will have the opportunity to involve the membership in discussion in how the first quarter of 2007 is going.

I wish you all season's greetings and look forward to seeing you in the New Year.



Seminar presenters Gary Dimmock (centre left), Phil Nesbitt (top right), and John Foust (bottom right) delivered their messages to packed at the 90th annual SWNA convention, September 21-24 in Regina



2006-07 Board of Directors
PRESIDENT Neil Thom (Yorkton, Yorkton This Week)
VICE-PRESIDENT Kent Peters (Humboldt, Humboldt Journal)
DIRECTORS Stewart Crump (Kindersley, Kindersley Clarion)
Daryl Hasein (Biggar, Biggar Independent)
Darryl Ward (Weyburn, Weyburn Review)
Alison Squires (Wadena, Wadena News)

Clark Pepper (Shellbrook, Shellbrook Chronicle)
James Tennant (Swift Current, Prairie Post)
Chris Ashfield (Whitewood, Whitewood Herald)

2006 bnc winners

If you have an idea or an article for **News & Views** please contact Steve Rennick, SWNA Communications Coordinator at srennick@swna.com or 1-800-661-7962 ext 300

Publication	Award
Estevan Lifestyles	Best Ad or Series of Ads
The Outlook	Best Special Section
Biggar Independent	Best Sports Photo
Humboldt Journal	Best Hard News Photo
Lloydminster Meridian Booster	Best Feature Photo
Yorkton This Week	Best Ag Story
Lumsden Waterfront Press	Editorial Writing Excellence (circulation less than 3001)
Country Press	Editorial Writing Excellence (circulation 3001 or greater)
Battlefords News Optimist	Columnist of the Year
Shaunavon Standard	Best Sports Story
Yorkton This Week	Best Cultural Story – Story, Article or Column
Estevan Mercury	Best Cultural Story – Feature or Series
Watrous Manitou	Best Recreation Story
Humboldt Journal	Best Educational Coverage
Lloydminster Meridian Booster	Best Tourism Story
Estevan Lifestyles	Best Business Story
Maple Creek Advance Times	Best K-12 Education
Yorkton This Week	Best First Nations Coverage
Estevan Mercury	Best News Story of the Year
Estevan Mercury	Best Feature Story
Battlefords News Optimist	Best Healthcare
Prairie Post	Best Post-Secondary Education
Moosomin World Spectator	Best Research Story
Moosomin World Spectator	Best Habitat Conservation
Battlefords News Optimist	Photographer of the Year
Meadow Lake Northern Pride	Salesperson of the Year
Estevan Lifestyles	Best Website
Moosomin World Spectator	Service to the Community
Weyburn Review	Best Photo Essay
Shaunavon Standard	Best All Around Paper (circulation less than 2000)
Melfort Journal	Best All Around Paper (circulation 2000 – 3499)
Weyburn Review	Best All Around Paper (circulation 3500-6499)
Lloydminster Meridian Booster	Best All Around Paper (circulation 6500 or greater)
Whitewood Herald	Best Editorial (circulation less than 2000)
Melfort Journal	Best Editorial (circulation 2000 – 3499)
Weyburn Review	Best Editorial (circulation 3500-6499)
Yorkton News Review	Best Editorial (circulation 6500 or greater)
Whitewood Herald	Best Front Page (circulation less than 2000)
Melville Advance	Best Front Page (circulation 2000 – 3499)
Meadow Lake Northern Pride	Best Front Page (circulation 3500-6499)
Lloydminster Meridian Booster	Best Front Page (circulation 6500 or greater)

A new look at the Unique Selling Proposition

BY JOHN FOUST, RALEIGH, NC

One of the best headlines I've seen lately was in a recruiting ad for a trucking company. With just four words, the ad went to the heart of a common problem faced by long-distance drivers: "Be home every weekend."

There are two levels of relevance in advertising. The first generates polite agreement, but not immediate action. If the trucking ad had emphasized equipment, cargos or routes, the reaction might have been "ho hum." Although those things may be relevant, they probably aren't deal makers.

Then there's the second level: motivational relevance. Would a prospective trucker – perhaps one with prior experience – be motivated by having weekends at home. You bet.

"Be home every weekend" is no puffed up ad slogan. It's a deal maker.

That ad reminded me of Rosser Reeves, one of the giants of the advertising industry. In his book "Reality in Advertising," he popularized the concept of the Unique Selling Proposition, the USP. Reeves believed that each advertiser should propose a specific benefit. He explained that the proposition must be one which the competition does not – or cannot – offer. It must be unique.

Motivational relevance goes beyond the standard "features and benefits" approach to advertising. Not every benefit is a deal maker. Today – as in Reeves' day – advertisers can put success or failure squarely on the shoulders of the motivational relevance of their messages. For example, I've met several people who bought cars from a particular dealership, because the service department is open until midnight. With their work schedules, it is important to be able to have their cars serviced during non-traditional business hours. They could have bought the same models elsewhere. But those other dealers had less desirable

service hours.

As you work with your clients, why not develop your own USP? Why not become more than a sales person, by positioning yourself as a marketing partner. One way to accomplish this is to help your clients establish motivational relevance in their advertising. Here's a closer look:

1. Start with features and benefits. When you meet with an advertiser, see yourself in the role of a police detective. Ask questions, look around, search for clues. The more you learn, the easier it will be to uncover the uniqueness of that business. Separate the wheat from the chaff, the meaningful from the "ho hum."

2. Find a problem. Now shift your attention to your client's prospective customers. What is important to them? In other words, if they are looking for a trucking job, are they frustrated by the prospect of being on the road on weekends? Or if they have busy schedules, are they putting off their auto service because there's not enough time during the work day?

3. Watch your language. "Be home every weekend" is a strong headline. "Work convenient hours" is weak.

Both sell the same benefit. But it's not just what you say, it's how you say it. Given a choice between the specific "every weekend" and the vague "convenient," specific will win every time.

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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.

