

NEWS & VIEWS



PUBLISHED QUARTERLY BY THE SASKATCHEWAN WEEKLY NEWSPAPERS ASSOCIATION

SWNA circulation now pushing 400,000

BY STEVE RENNICK

The Saskatchewan Weekly Newspapers Association is growing.

At a June 7, 2006 board meeting, the directors approved the membership applications of six papers.

The Northeast Sun, the Watson World, the Regional Optimist, the Moose Jaw Sunday Times, and l'Eau Vive all received full memberships.

A monthly publication, the Saskatchewan Senior, became a publishing associate member.

The circulation of the new members pushes the total combined circulation for the Saskatchewan Weekly Newspapers Association's membership to more than 380,000.

One of the real coups of

the most recent induction of members is Journal l'Eau Vive.

The French-language newspaper was a member back in the 1980's, but financial problems forced its withdrawal.

l'Eau Vive is published in Regina, but its readership stretches from Prince Albert and Swift Current to St. Denis and Willow Bunch.

"Ever since I took over the helm in the year 2000, it's been a goal of mine to return to the Saskatchewan Weekly Newspapers Association," says l'Eau Vive General director Rejeanne Flichel.

SWNA president Terry Jenson says, "We've long been interested in securing

the membership of a non-English publication and hope this is just the first of many."

Another important accomplishment for the Saskatchewan Weekly Newspapers Association was adding Moose Jaw to the fold.

The addition of the Moose Jaw Sunday Times brings a circulation of 18,673 to the association.

Association executive director Steve Nixon says, "It's long been a hole in the SWNA's coverage of the province, and one that we're very glad to fill with the Moose Jaw Sunday Times."

The SWNA now has 92 members.



Junior Citizen Committee chair Chris Ashfield (L) and SaskEnergy's Leslie Gosselin (R) adjudicate this year's Junior Citizen selection process.

2006 Junior Citizens of the Year selected

BY STEVE RENNICK

On May 17th, the Junior Citizen Selection Committee met in Regina at RCMP Headquarters to select this year's winners.

The four Junior Citizens 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.

This year's SaskEnergy Community Spirit award recipient is 18-year-old Mike Ehman from Weyburn who works with special needs kids and is very involved in volunteerism in

his community. During the month of June, all four Junior Citizens of the Year were recognized at special ceremonies in their communities. Their classmates were given a chance to celebrate the accomplishments of their fellow students.

All five will be recognized at the 2006 Junior Citizen of the Year award banquet, September 22nd in Regina.

The banquet is one of the focal points of the Saskatchewan Weekly Newspapers Association's annual convention, falling on the Friday night.

The keynote speaker for that night is former Junior Citizen of the Year, world re-known figure skater Nicole Watt.

Also confirmed for that night is Premier Lorne Calvert and our new Lieutenant Governor, Dr. Gordon Barnhart. Barnhart isn't officially sworn in until August 1, 2006, but highly placed sources within the protocol office tell this reporter it is a done deal.

See related photo on page 3

Shaunavon Standard tops in Canada

BY STEVE RENNICK

The Shaunavon Standard was named Best All Around paper, circulation 1250-1999, in the General Excellence category at the 2006 Better Newspapers Competition.

Shaunavon Standard publisher Leslie Corrins says it moved her to tears. "We're obviously putting

out a quality newspaper, and it's so nice to see that my staff is rewarded for all their hard work, week in and week out."

The Moosomin World-Spectator was honoured four times in the Premier Awards: first in the Best Agriculture Story category, and 2nds in the Best Ad

Design, circulation up to 3999, Best Newspaper Promotion, circulation up to 3999, and in the Outstanding Community Service, circulation up to 3999 category.

Whitewood fared well in the General Excellence category, placing 3rd in Best All Around newspaper, circulation up to 1249, 2nd in Editorial Page, circulation up to 1249, and securing a Blue Ribbon in the General Excellence, circulation up to 1249 category.

The Battlefords News Optimist received a Blue Ribbon, circulation 2000 to 2999, category and reporter Jennifer Obelman finished first in the Best Feature Story, circulation up to 3999, category.

The Maple Creek and Southwest Advance Times received a Blue Ribbon in the General Excellence, circulation 2000 to 2999 category.

The national Better Newspaper Competition awards were handed out May 27th, 2006 at the CCNA's 87th annual convention in Quebec City.

See related story on page 2.



Outgoing CCNA president Lynn Hennigar (L) presents Moosomin World-Spectator reporter Amanda Stephenson (R) with the Best Agriculture Story award at the national BNCs May 27th in Quebec City.

Dayplanner

The SWNA 90th Annual Fall Convention
September 22-23
Regina

To have your event listed here, contact the SWNA office at (306) 982-9683

ComBase on the move

BY KENT PETERS



Humboldt Journal publisher Kent Peters (L) and Val McNally (R) sport shaved heads after raising more than \$7500.00 for breast cancer research.

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

ComBase Chairman Joseph Wuest announced that effective May 1, 2006 all ComBase operations will be moved to the CCNA Toronto office and the Vancouver office will be closed.

The SWNA ComBase Committee considers this to be a very prudent decision and thanks the ComBase board for their hard work in arriving at this conclusion.

By consolidating the offices it reduces expense for ComBase and puts it on a much stronger financial footing.

We join the Board of Directors of ComBase in thanking Elena Dunn for her efforts and wish her well in her future endeavours.

The ComBase committee will keep you apprised of all future announcements from the ComBase Board.

In other news, all publications should have all of their radio data now and can move forward with local promotion of them. We would like to ask any publishers who are running advertisements using ComBase data to forward them to the committee so they can be used as a resource by other publications.

Localizing international stories pays off for Saskatchewan newspapers

BY STEVE RENNICK

The Moosomin World-Spectator and the Esterhazy Miner-Journal walked away with heads held high from this year's Canadian International Development Agency Awards for Excellence in Writing on International Cooperation.

The World-Spectator's Amanda Stephenson took first place in the Circulation up to 9999 category for her piece "A Bountiful Harvest."

The Miner-Journal's Helen Solmes finished third, for "Confirmed: Sponsorships, Donations Making a Difference."

Stephenson will now travel with a CIDA representative to a developing nation to see first-hand how Canadians are contributing to international cooperation projects.

Winners were announced at the CIDA Awards reception May 27th in Quebec City at the CCNA's 87th annual convention.

The Honourable Josee Vernier, Minister of International Cooperation, attended the event and spoke about Canada's role in assisting developing nations.

The CIDA awards celebrate the efforts of community journalists writing stories of local interest about Canadians working abroad.

The Canadian International Development Agency works in partnership around the world to support sustainable development in developing countries and to offer humanitarian assistance in areas of need.

Its mandate is to reduce poverty and contribute to a more secure, equitable, and prosperous world.

A trip down memory lane...

BY PEGGY HASEIN

As I was cleaning out my parents' house I came across a book, 1,000 Needed Inventions. It was written in 1929 by Raymond Francis Yates and published by the Bureau of Inventive Science in Rochester, N.Y. Yates consulted with radio engineers, electrical and mechanical engineers.

In the forward, Yates talks about the need for alternative energy sources (coal and gas were expensive even in 1929 - 10 per cent of available energy came from coal and the gasoline engine was 20 per cent efficient) and delves into wind power, electrical power and atomic energy. Solar energy is also mentioned. He notes that power is the stuff the world runs on and cautions that it should not be wasted.

The book was an interesting read, some of the inventions happened, others did not quite pan out the way the author envisioned.

There are many references to improving the typewriter which today has become almost extinct. Still, if you take it one step

further, the computers we use have replaced the typewriter and incorporate many of the improvements Yates included in the book.

The various institutes and societies of engineers and scientists were willing to pay anywhere from \$500 to \$1,000 for these inventions. A tidy sum in 1929. Following are the inventions that pertain to the newspaper and printing industry. I thought you might find it interesting and I will leave it to the more seasoned veterans of the industry to debate whether or not Yates was on the right track and if indeed the goal has been achieved.

Photography - An instantaneous method of producing colour photographs. Color photography has not as yet been brought within the limits of the camera fans and millions would be made available to the man who could do this.

Printing - The invention of a type font for music printing is one of the great needs of the day in the printing industry.

Camera Tripod - An improve camera tripod that

will be light but rigid. Vibration is fatal to picture taking and yet the real portable tripods are so light that they vibrate very easily.

Color Separation - A cover of this magazine is reproduced in four-colour process from an original water-colour drawing. The inks used in printing are yellow, red, blue and black, requiring four different plates. When photographing the original drawing, filters are used in front of lenses to separate colors. For the yellow plate, purples and magenta reds and to emphasize yellows, oranges and yellow green. An orange filter is used for the blue plate to strain out all red, orange and yellow and to strengthen blue, green and cold colors. Greenish yellow filters are employed to make black plates, eliminating a little of all colors and emphasizing blacks or near blacks. Last, for the red plate a green filter is used, eliminating green and near green and giving strength to red, pink, deep orange and violet. Dry plates and emulsions have not proved entirely satisfac-

tory, especially for the plates and filters for the red. We will pay \$500 for a perfect improvement on these processes. Popular Mechanics.

Etching Process - In making a halftone plate our greatest problem is to get a true and absolute photographic reproduction of the copy. By staging and fine etching, you could turn out a more or less mechanical reproduction and lose photographic values. A high negative could be made and staging done away with, but you would lose in the middle tones and light middle tones, and again lose copy value. If we could turn out a finished plate and a true reproduction of copy, in a one-depth "bite" (of the etching acid), it would result in a great saving in present cost. Offers 9, 9A and 9B expire May 1, 1925. For such a process, we will pay \$500. Address Jahn and Ollier Engraving Company, 554 West Adams Street, Chicago, Illinois. Popular Mechanics.

Linotypes - Any invention that will reduce the number

of parts in a linotype machine will be worth considerable money to its inventor.

Printing Process - In cold, dry weather the printing industry suffers considerably from static electricity which makes the paper behave badly in feeding. A means of neutralizing this static is one of the requisites of the industry.

Printing - Better distributions of ink so that printing will be uniform.

Photographic Plate - Photographic plate that cannot be over-exposed.

Cutting Dies - Where large dies are used on punch presses cutting sheet metal it is necessary to apply the lubrication to the metal to prevent the dulling of the die. If some attachment could be developed whereby the process of lubrication would be automatic when the die head descended the device resulting could be introduced into several thousand shops in this country.

President's Report

BY TERRY JENSON

I looked at the calendar on the weekend and all I can say is "wow", has time ever flown by.

It seems like yesterday that I stood before the membership after being declared president at the 88th annual SWNA convention in Regina.

In reality, it's been almost two years.

Two whole years have elapsed since I was handed the reigns of the best newspaper association in the land. My term as president has been nothing but an absolute pleasure.

Coming into the role in 2004, I had a lot of things in mind that I wanted to do. After some careful reflection driving home from the lake the other night, I realized that I accomplished one, maybe two, of my goals.

I was a giant failure. I let everyone down. I was

amazed I wasn't impeached for lack of activity.

Then it dawned on me that just because I only accomplished one personal goal (making sure SWNA didn't sink under my leadership), it didn't mean that SWNA hadn't accomplished its own goals.

This is a testament to the valuable people we have in our midst. While we as publishers go about our day-to-day tasks of putting our papers out for all to read, the team at SWNA is busy in the background giving us the tools we need to get the job done.

Heading into my final days as president, I'm amazed that I not only survived but that SWNA is in the best shape it's ever been. I owe a lot of that to past president Chris Ashfield, for it was him that left me a very easy job for

the past couple of years. I only hope to leave our tidy house within which to work.

There's so many people to thank but, at the risk of you the reader cranking up the music and going to a commercial, I'll just leave by saying thank you to a few of my closest people. First, my very understanding and patient wife, Angela, who has sacrificed a lot while I've been sitting around the board table (and no, we AREN'T going to find out if its a boy or a girl until he/she arrives in November!).

I'd also like to give a big shout out to my homeys at the office in Outlook (nice to learn city-speak on all those trips to the big cities around the country). They've held the place together and made a few improvements in my absence. Thanks

everyone, I really appreciate all the times when I had to go tend to SWNA business. I'm just trying to figure out now if the push out the back door of the office for those trips was just your way of keeping me on schedule or if it was...nah, I'm sure it was with good intentions!

To all, have a memorable summer. See you in Regina in September!



Go to www.swna.com for more details



Assiniboia Times publisher Glen Hall (L) presents Junior Citizen of the Year Christa Lynn Bruneau (R) with a certificate June 16 at Willow Bunch High School

Everyone Is A Salesman

AUTHOR UNKNOWN

Many have heard the suggestion that *everyone is a salesman!* Most would dismiss such a blanket statement as pure balderdash; but, we think it is much closer to the truth and should be a part of newspapers' distinct marketing strategy and advantage.

Consider this: Everyone (repeat - EVERYONE !) is more likely to buy from or frequent or tolerate increases or foul ups or spend more time with or extend subscriptions and share credit card information from an organization in which they have a personal relationship.

So, if you work in a newspaper pressroom or distribution department or are in charge of data entry at a research company and have little direct interaction with customer's, you CAN make a difference in how people want to consume the product or service your company provides. It's the same reason readers love pictures of family and friends in the paper - it is someone they know!

The bad news is this works against newspapers as they attempt to market or brand their products across multiple (and, that number *should* be increasing...) sales and distribution channels. It is certainly harder to integrate and coordinate such messaging in

a way which is consistent and even harder to do so in an increasingly customer-centric and positive way.

But, let's focus on the GOOD news. It can be done.

A Publisher or company CEO will arguably have the most impact and be able to create a favorable (one hopes) impression or *connection* with the largest number of possible clients and prospects. If true and done well, that's one of the reasons the Publisher earns the biggest paycheck.

However, even the distribution team member or analyst will have hundreds of family members, friends and contacts they interact with regularly. Imagine the possibilities if EVERY one of those points touched had a positive or better impression? It's simple - the likelihood increases the product will be consumed. If the positive impression is reinforced via promotion or pushed marketing efforts, world class relevant content, or, heaven forbid, an exemplary customer service experience, there will be MORE consumption.

Which leads me back to the reason newspapers have such a distinct and valuable marketing advantage vis-à-vis other media: **we have more people.** In market after market we find

there are more humans in newspapers collecting the locally focused news and information which every research engagement suggests is what consumers want.

Two critical points:

1) We are NOT harnessing that distinct advantage...at all! Not just the publisher or sales and marketing team one might expect to be connecting to the audience, but all newspaper personnel. In most papers, that would mean something like 2/3rds of the staff is not and has not focused on how they can be part of the solution. Most importantly, the editorial department, who interacts with people in a one-on-one way every day, does not realize how enormously valuable their contribution can be. We should be reaching out more!

2) In a technologically adept, internet-dependent, always on, perpetually connected world, the ability of humans to connect with humans becomes even more important. COUNT ON IT!

Here's a real world example - the following quote is extracted word-for-word from an email received from a realtor friend:

Three weeks ago at about 11 am I saw a new listing. In looking at the pictures

and knowing the street and location, I thought it might be a good home for my clients. I went up to do a "drive by." When I got back, I had a message on my phone to call my client about that house. Without going into all the detail, they made an offer on the house and escrow will close next week. The husband never even saw it until it was in escrow. Here is the point - that home was sold without any newspaper advertising. My client did not have to wait for the local paper to come out to see what new homes came on the market and they did not even have to wait for my call -- they saw it on the internet and took action to make their purchase.

Sure, newspapers and their connection (or, lack thereof in most cases) with MLS listings are part of the challenge. But, if we're to win back or save the real estate classified business several strategies involving our human assets must be considered. Local search strategies must be sure to include home listings. Period. Even if just an FSBO strategy to begin with.

More content must be devoted to this segment.

More of those within our organizations must be suggesting newspapers are a legitimate resource and we

have to back that up and be able to deliver. ...more tools, maps, indexes, tax information, city council information, etc. must be archived and made available for those seeking to buy or sell homes.

More of our team connecting with the buyers and sellers of houses and let's not forget it is the home owners who ultimately make that decision.

Then, finally, we darn sure better use MORE dollars and people to tell our different audiences how we can serve them and do so regularly and in a relevant way.

Keep in mind the other cliché some scoff at, but is equally true when it comes to the survival of newspapers - **people are our most important asset.** They are!

If armed with the required market intelligence and the tools to access and distribute that intel properly; and, properly aligned with others internally we can still win most media battles for consumer connection. Despite some very real challenges we're grappling with, the game remains ours to lose. Let's not let that happen.



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