

# NEWS & VIEWS



PUBLISHED MONTHLY BY THE SASKATCHEWAN WEEKLY NEWSPAPERS ASSOCIATION

## We've Only Just Begun

BY STEVE RENNICK

The 90th Annual Saskatchewan Weekly Newspapers Association convention is of special significance. At 90 years young, the Association looks back on the previous nine decades with pride. But, to borrow from the Carpenters, we've only just begun.

Beginning the evening of Thursday, September 21st with the President's Reception, expect the 2006 convention to be informational, entertaining, and above all, a social event that lets you reacquaint yourself with old friends, and make new ones.

On Friday, you have a chance to give the 2006 Junior Citizens of the Year a warm industry welcome. Join these exceptional young people and their families for breakfast or lunch, or go with them on a tour of the CBC studios. In the afternoon, the SWNA provides a series of informational sessions

on the tools the association can put at your disposal. Then don your best duds in the evening, for a formal banquet full of pomp and ceremony that for the Junior Citizen recipients is one of the water-mark moments of their young lives.

Saturday starts with the SWNA annual general meeting, followed by the Canada Post Literacy Awards over the noon hour. In the afternoon, take part in one of three workshops: "Newspaper Design" with media guru Phil Nesbitt, "Winning Ad Strategies" featuring SWNA favourite John Foust, and what is sure to be a gripping session with one of the best in editorial, investigative journalist Gary Dimmock, as he talks about "Tracking Stories for Community Newspapers."

Then, on Saturday night, we celebrate our own. But the 2006 Better Newspapers Competition

awards will be much bigger than usual. A cast member from the hit CTV series "Corner Gas" accepts an Honorary Lifetime Membership in the SWNA on behalf of the show's fictional newspaper "The Dog River Howler." Following the award, prepare to laugh, when comedian Lorne Elliott, host of the CBC's "Madly Off In All Directions," takes the stage. And, each night of the conven-



The Regina Inn, site of the 2006 SWNA convention

tion, budget some time for the always-popular hospitality suites. Party 'til the wee hours in the company of friends, new and old.

We've only just begun...

## 2006 SWNA CONVENTION SCHEDULE

### Thursday, Sept 21

5:00 pm President's Reception (Vic's Steakhouse)  
Share a drink and munchies with the clients, agencies and VIP's the SWNA does business with.

### Friday, Sept 22

8:00 am Registration Desk opens (Main Lobby)

9:00 am Breakfast (Kenosee)

10:30 am CBC Tour

12:00 pm Lunch (Kenosee)

1:00 pm "SWNA 101"  
Find out about the tools the Saskatchewan Weekly Newspapers Association can put to work for YOU! (Diefenbaker)

5:00 pm Reception/cocktails and Junior Citizen photography session (Wascana B)

6:30 pm 30th annual Junior Citizen of the Year awards banquet featuring world-class figure skater and past award recipient Nicole Watt (Wascana A)

9:00 pm Toonie bar hospitality suite (Diefenbaker)

### Saturday, Sept 23

8:00 am Registration Desk opens (Main Lobby)

8:00 am Breakfast (Cannington)

9:00 am Annual General Meeting (Cannington)

12:00 pm Lunch & Canada Post Literacy Awards (Cannington)

1:00 pm Concurrent Keynote Seminar Sessions

- "Newspaper Design" with Phil Nesbitt (GlenElm)
- "Winning Ad Strategies" with John Foust (Qu'Appelle)
- "Tracking Stories for Community Newspapers" editorial workshop with Ottawa Citizen investigative reporter Gary Dimmock (Diefenbaker)

6:00 pm Reception/cocktails (Cannington)

6:30 pm Supper (Cannington)

7:15 pm A cast member from "Corner Gas" accepts an honorary life-time membership on behalf of the "Dog River Howler," the fictional newspaper from the hit TV show. That kicks off the 2006 Better Newspapers Competition awards ceremony. (Cannington)

8:15 pm The "Lorne Elliott Comedy Show" (Cannington)

9:00 pm FREE hospitality suite (Diefenbaker)

### Sunday, Sept 24

10:30 am Golf at Emerald Park Golf and Country Club. Delegates are responsible for their own green fees.

## Dayplanner

**MCNA**  
Annual Convention  
September 7-9, 2006  
Winnipeg, Manitoba

**AWNA**  
Annual Convention  
September 14-16, 2006  
Calgary, Alberta

**SWNA**  
Annual Convention  
September 22-23, 2006  
Regina, Saskatchewan

**CCNA**  
Annual Convention  
May 9-11, 2007  
Winnipeg, Manitoba

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



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## 2005-06 Board of Directors

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## CHAIRMAN

# Steady growth for the Saskatchewan Employment Weekly

BY MIKE COVEY, CAREERS SALES MANAGER

The Saskatchewan Employment Weekly is in a steady growth pattern. Since its inception in April 2006, the SEW has not only become popular amongst our readers, it is also gaining popularity within the advertising community. Both ad count and ad revenue are on an upward curve. The number of ads sold by members continues to increase. To date we have 23 member newspapers who have made at least one sale into this new employment product. Revenue is up 25 percent, when you compare the first ten weeks of the Employment Weekly to the second ten week period.

There have been over 150 different advertisers, including advertising and employment agencies. The variety of careers advertised include a diverse number of fields such as administration, bio-tech, construction, education and health, energy and financial professionals, heavy equipment operators, professional management and sales personnel. The list is diverse and continues to grow. Why? The answer is simple: the Saskatchewan Employment Weekly works.

Several companies are reporting very positive results because of advertising in the Saskatchewan Employment Weekly. After advertising, E-can Oil received 60 resumes, providing them with a steady stream of quality candidates. Precision Drilling had more than 50 resumes. Canexus reported receiving resumes from smaller Saskatchewan communities - which they directly attribute to the ad they placed in the SEW.

That success is our member's success. One paper with a circulation of just over twelve-hundred has generated more than sixteen-hundred dollars worth of commission revenue. The leading member for ad sales in the SEW has a sales force that has generated over five-thousand dollars in new revenue in commissions. Over 30% of these members have generated between five-hundred and one-thousand dollars, and over 35% of them have generated more than one-thousand dollars in commissions. This new commission revenue source for members is a true measure of success.

Another positive is the careers.swna.com website.

Traffic to the site has grown each month since its creation. Many advertisers are using it as an informational tool in making advertising decisions in regards to the Saskatchewan Employment Weekly.

The site also gives members access to a cost calculator. Just click on the advertising button. It gives you access to all the different ad column widths.

The members website, members.swna.com, also contains tools for members. Download electronic brochures under Career Classifieds. Processing orders is also easy. SEW insertion orders are available on the member's website.

If there are any other sales tools you require to help you make the sale, don't hesitate to contact the central office. We want to make it as easy for you as possible.

Editorial content has also become a key component of the employment weekly. Material from members has so far been critical. Because of your involvement, we have been able to inform and educate our readers about Ukrainian immigrants making a new life in Canada, and BP Oil's expansion plans in Saskatchewan that wound up employing some 50 people.

If you have not been able to make your first sale into the Saskatchewan Employment Weekly - wait until you do. We guarantee you'll be hooked, sales will get easier and your business will have the opportunity to develop a new revenue source.

My hat goes off to all members who have had success in selling the Saskatchewan Employment Weekly. And the welcome mat is also always out for any newcomers. Good luck and good selling.

# 2006 BNC Finalists

Battleford News Optimist - Best All Around Paper (circulation 2000-3499)	Meadow Lake Northern Pride - Salesperson of the Year
Battleford News Optimist - Best Editorial (circulation 2000-3499)	Meadow Lake Progress - Editorial Writing Excellence (circulation less than 3001)
Battleford News Optimist - Best Feature Photo	Melfort Journal - Best Overall Paper (circulation 2000-3499)
Battleford News Optimist - Best Front Page (circulation 2000-3499)	Melfort Journal - Best Business Writing Award
Battleford News Optimist - Best Health/Healthcare Coverage	Melfort Journal - Best Editorial (circulation 2000-3499)
Battleford News Optimist - Columnist of the Year	Melfort Journal Best Post-Secondary Education Story or Series of Stories
Battleford News Optimist - Photographer of the Year	Melfort Journal - Best Research Story or Series of Stories
Biggar Independent - Best Sports Photo	Melville Advance - Best Overall Paper (circulation 2000-3499)
Carlyle Observer - Best Business Writing Award	Melville Advance - Best Front Page (circulation 2000-3499)
Carlyle Observer - Best Front Page (circulation under 2000)	Moosomin World Spectator - Best Advertisement or Series of Advertisements
Carlyle Observer - Best Habitat Conservation Writing	Moosomin World Spectator - Best Saskatchewan Cultural Story (Feature or Series)
Country Press - Best Editorial (circulation 6500 and up)	Moosomin World Spectator - Best Feature Story
Country Press - Editorial Writing Excellence (3001 or more circulation)	Moosomin World Spectator - Best Habitat Conservation Writing
Esterhazy Miner Journal - Best Editorial (circulation under 2000)	Moosomin World Spectator - Best Hard News Photo
Esterhazy Miner Journal - Best Front Page (circulation under 2000)	Moosomin World Spectator - Best Healthcare Coverage
Esterhazy Miner Journal - Columnist of the Year	Moosomin World Spectator - Best Overall K-12 Education Coverage
Estevan Lifestyles - Best Advertisement or Series of Advertisements	Moosomin World Spectator - Best Post-Secondary Education Story or Series of Stories
Estevan Lifestyles - Best Business Writing Award	Moosomin World Spectator - Best Recreation Story or Series of Stories
Estevan Lifestyles - Best Saskatchewan Cultural Story (Story, Article or Column)	Moosomin World Spectator - Best Research Story or Series of Stories
Estevan Lifestyles - Best Sports Story	Moosomin World Spectator - Best Tourism Story or Series of Stories
Estevan Lifestyles - Best Website of the Year	Moosomin World Spectator - Best Website of the Year
Estevan Mercury - Best Overall Paper (circulation 2000-3499)	Moosomin World Spectator - Best Overall Paper (circulation 2000-3499)
Estevan Mercury - Best Saskatchewan Cultural Story - Feature or Series	Moosomin World Spectator - Photographer of the Year
Estevan Mercury - Best Editorial (circulation 2000-3499)	Moosomin World Spectator - Service to the Community Award
Estevan Mercury - Best Feature Story	Nipawin Journal - Best Editorial (circulation 3500-6499)
Estevan Mercury - Best Front Page (circulation 2000-3499)	Nipawin Journal - Best Sports Story
Estevan Mercury - Best News Story of the Year	Parkland Review - Best Saskatchewan Cultural Story (story, article, or column)
Fort Qu'Appelle Times - Best First Nations Coverage	Parkland Review - Best News Story of the Year
Humboldt Journal - Best Advertisement or Series of Advertisements	Prairie Post - Best Overall Paper (circulation 6500 and up)
Humboldt Journal - Best Saskatchewan Cultural Story (Feature or Series)	Prairie Post - Best Post-Secondary Education Story or Series of Stories
Humboldt Journal - Best Editorial (circulation 2000-3499)	Prairie Post - Best Tourism Story or Series of Stories
Humboldt Journal - Best Educational Coverage	Shaunavon Standard - Best All Around Paper (circulation under 2000)
Humboldt Journal - Best Hard News Photo	Shaunavon Standard - Best Sports Story
Humboldt Journal - Editorial Writing Excellence (3001 or more circulation)	The Outlook - Best Special Section
Humboldt Journal - Salesperson of the Year	Tisdale Recorder - Best Editorial (circulation under 2000)
Kerrobert Citizen - Best Sports Story	Tisdale Recorder - Best Educational Coverage
Kindersley Clarion - Best Front Page (circulation 2000-3499)	Tisdale Recorder - Editorial Writing Excellence (circulation less than 3001)
Kindersley Clarion - Best News Story of the Year	Watrous Manitou - Best Agricultural Story or Series of Stories
Kindersley Clarion - Best Sports Photo	Watrous Manitou - Best Recreation Story or Series of Stories
Lloydminster Meridian Booster - Best All Around Paper (circulation 6500 and up)	Watrous Manitou - Editorial Writing Excellence (less than 3001 circulation)
Lloydminster Meridian Booster - Best Editorial (circulation 6500 and up)	West Central Crossroads - Best Front Page (circulation 6500 and up)
Lloydminster Meridian Booster - Best Feature Photo	Weyburn Review - Best All Around Paper (circulation 3500-6499)
Lloydminster Meridian Booster - Best Feature Story	Weyburn Review - Best Editorial (circulation 3500-6499)
Lloydminster Meridian Booster - Best Front Page (circulation 6500 and up)	Weyburn Review - Best Front Page (circulation 3500-6499)
Lloydminster Meridian Booster - Best Sports Photo	Weyburn Review - Best Overall K-12 Education Coverage
Lloydminster Meridian Booster - Best Tourism Story or Series of Stories	Weyburn Review - Best Photo Essay
Lloydminster Meridian Booster - Columnist of the Year	Whitewood Herald - Best All Around Paper (circulation under 2000)
Lumsden New Waterfront Press - Best All Around Paper (circulation 2000-3499)	Whitewood Herald - Best Editorial (circulation under 2000)
Lumsden New Waterfront Press - Best Feature Photo	Whitewood Herald Best Front Page (circulation under 2000)
Lumsden New Waterfront Press - Best Photo Essay	Whitewood Herald - Best Special Section
Lumsden New Waterfront Press - Editorial Writing Excellence (less than 3001 circulation)	Whitewood Herald - Best Website of the Year
Maple Creek and Southwest Advance Times - Best Agricultural Story or Series of Stories	Yorkton News Review - Best Editorial (circulation 6500 and up)
Maple Creek and Southwest Advance Times - Best First Nations Coverage	Yorkton News Review - Best Front Page (circulation 6500 and up)
Maple Creek and Southwest Advance Times - Best Habitat Conservation Writing	Yorkton News Review - Best Special Section
Maple Creek and Southwest Advance Times - Best Hard News Photo	Yorkton This Week - Best Agricultural Story or Series of Stories
Maple Creek and Southwest Advance Times - Best Health/Healthcare Coverage	Yorkton This Week - Best All Around Paper (circulation 3500-6499)
Maple Creek and Southwest Advance Times - Best Overall K-12 Education Coverage	Yorkton This Week - Best Saskatchewan Cultural Story (story, article or column)
Maple Creek and Southwest Advance Times - Photographer of the Year	Yorkton This Week - Best Educational Coverage
Meadow Lake Northern Pride - Best Overall Paper (circulation 3500-6499)	Yorkton This Week - Best First Nations Coverage
Meadow Lake Northern Pride - Best Editorial (circulation 3500-6499)	Yorkton This Week - Best Front Page (circulation 3500-6499)
Meadow Lake Northern Pride - Best Educational Coverage	Yorkton This Week - Best Recreation Story or Series of Stories
Meadow Lake Northern Pride - Best Front Page (circulation 3500-6499)	Yorkton This Week - Best Research Story or Series of Stories
Meadow Lake Northern Pride - Best Photo Essay	Yorkton This Week - Editorial Writing Excellence (less than 3001 circulation)

# Do this and you can anticipate more sales

BY JOHN FOUST

I asked Emily, an advertising sales manager, about her secrets of selling. "A big key," she said, "is to see things from the advertiser's perspective. I encourage our team to think, 'If I were in their position, what would I want to know right now?' Web sites have FAQs - frequently asked questions - and so do we. It's a matter of anticipating those questions in advance."

Our conversation reminded me of a recent business trip to southwestern Utah. Because the most convenient airport was McCarran International in Las Vegas, my plan was to rent a car and make the two-hour drive.

When I asked the lady behind the car rental counter how to get to Interstate 15 North, she handed me one of those standard,

car rental maps. Before I drove out of the lot, I compared their map to the map I had brought with me. Everything looked okay; neither the airport nor the highway had moved between map printings. But since I'd learned that maps don't reveal anything about road construction or streets to avoid during rush hour, I decided to ask an expert - the person at the gate.

After the gatekeeper checked my paperwork, I asked, "What's the best way to get to I-15 North?" He shrugged his shoulders and said, "I don't know."

How about that for anticipation? I-15 is one of the busiest roads in his state. It runs within a few miles of where he was standing. But he didn't know how to find it.

From the efficient way he

examined my paperwork, it was obvious that this was not his first day on the job. But if he had been working with Emily, she might have told him, "Get a clue, buddy. It's your job to help people. Anticipate what they want to know, find the answers, and tell them - even if you have to write the information in a notebook and keep in your pocket."

Hockey legend Wayne Gretzky said, "Don't skate to the puck; skate to where the puck is going."

Anticipation can make athletes - and sales people - better. "It's easy to anticipate advertisers' concerns," Emily explained. "If you've been selling for a while, you should never be caught off guard by an objection or a question. You've probably heard them all before. But if you hear a new one, don't

say 'I don't know' without adding 'Let me find the answer for you.'"

When advertisers are on the receiving end of a sales presentation, what are they thinking? (How much does it cost? Does your paper's readership include my target audience? How have similar businesses advertised?)

After they sign a contract, what is important for them to know? (What about deadlines, turnaround time, production guidelines, available fonts and stock art?)

And when ads begin running, what are their concerns? (What is the billing cycle? What is the procedure to make copy changes?)

Emily is right. Anticipate what advertisers want to know - and you'll be on the road to more sales.

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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 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

For more insight from John, attend his "Winning Ad Strategies" workshop, at the annual SWNA convention the weekend of September 22nd and 23rd. The workshop is at 1:00 pm, Saturday, September 23, 2006 in the Qu'Appelle room, Regina Inn, Regina, Saskatchewan.



STEVE NIXON



LOUISE SIMPSON



NANCY ARP



MIKE COVEY



BRENDA FRIESEN



PATRICIA GARDINER



CAM JUST



LAIME NIMMO



LOIS WHITTINGSSTALL



Reception



Reception