

PEOPLE
who MAKE
the Paper
WORK

Special Issue

Times Review

Fort Erie, Ontario, Canada

Celebrating 100 years of serving Greater Fort Erie 1895-1995 & the current staff of the Times-Review who bring it all home to you twice a week, every week



Centennial spirit took over as 1995 Times-Review staff and some regular contributors posed to commemorate the 100th anniversary of Fort Erie's hometown paper, captured in 1895 format by local award-winning photographer Bill Helsdon. From left: Marlene LeJeune, Gail Atkinson, Peggy Tedder, Mike Robinson, Lynda Goodridge, Melinda Therrien, Paul McGill, Donna Pollard, Stephanie Freeman, Petrina Richardson, Lynda Dubuc. These creative minds and hands and many more work to make your hometown paper, the Times-Review.


Times-Review Commemorative Issue Spring-Summer 1995

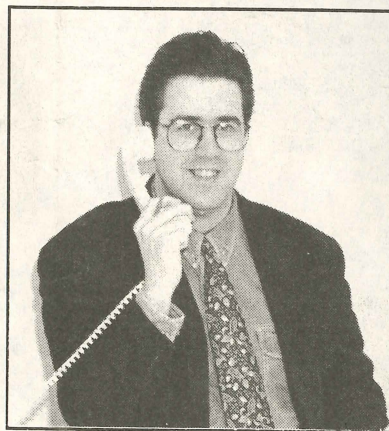
advertising PAYS

The Times-Review is a business which relies on profits for prosperity and growth. A newspaper has two things to offer: information and readership; information to the reader and readership to the advertiser. The primary source of revenue is advertising, display and classifieds. Advertising pays the salaries, purchases the newsprint, buys the press time, funds capital expenditures, and finances the day-to-day operations. Unless a newspaper makes money, it cannot continue to publish.

Melinda Therrien has worked seven years with the company, and seven months at the Times-Review where she is advertising manager. Always on the go, she is a totally organized motivated individual who is accountable and responsible for ad campaigns, sponsor pages, and customer service. Melinda says above all, she is impressed with the community spirit among her clients in Fort Erie, their fierce devotion and respect for the town. She finds people to be very friendly. Melinda and her husband Denny will celebrate their fifth anniversary in June. They have a Yorkshire Terrier named Correy which she takes on daily power walks. In her spare time, Melinda enjoys cross-stitch and gardening, she has more than 50 rosebushes.



Larry Anderson has his own marketing company in Fort Erie, and we got to know him through a motivational business column he writes for the T-R. He came on board on a contract basis to coordinate ad campaigns for T-R advertising clients and to fill in for Lynda while she's away with new baby.

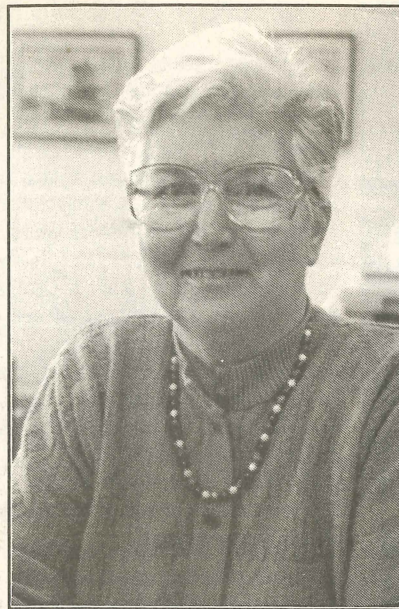


Lynda Dubuc has been with the T-R 16 years. She started as a typesetter, took on some dark room duties, even delivered papers by bundle and door to door. Within a couple of years, she entered the competitive world of ad sales and has since been a top seller month after month, year after year. Lynda is well-loved by her clients, who know her to be a dedicated and accountable representative of the paper for quality and service. She is a three-year director of the Chamber of Commerce, chaired the Santa Claus parade committee, and is involved in many town and club activities. She and her husband Donald are soon expecting a new brother or sister for their son Christopher.

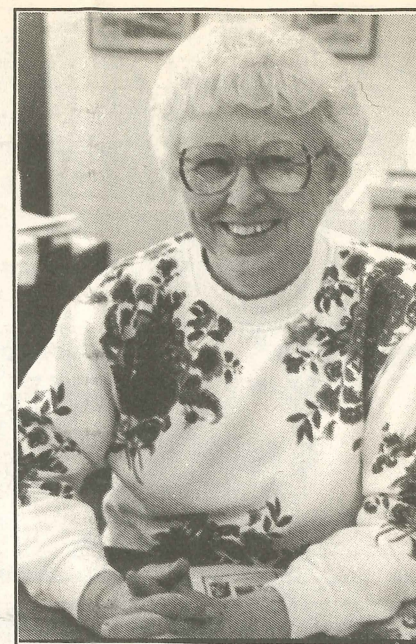


Linda Boudreau joined the Times-Review advertising team in March as a clerk and telemarketer. She is far too neat, but we're working on her. Her daughter Sarah and son Andrew go to school in Stevensville. They love their dog Jagger.

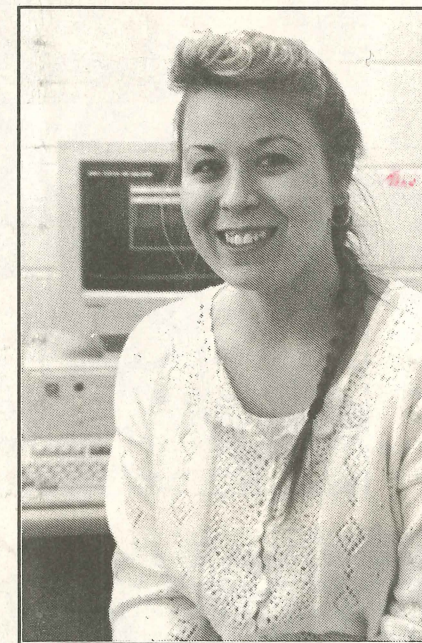
SeRvice with a SMiLe



From dark room technician to proofreader to accounts payable to clerking, billing, reception, coordinating tear sheets for advertisers to laying out the twice-weekly dummies, Marlene LeJeune, for 21 years, has been part of the Times-Review from inside out to outside in. She also tends to general office maintenance, buys groceries and makes the best banana bread on earth. Marlene and her husband Jim have been married 40 years. They have three children and two grandchildren, Lindsay and Kyle.



Donna Pollard has been a mainstay at the Times-Review. For 21 years she has become the friendly and familiar first face customers see at the counter and meet over the telephone. Donna is responsible for keeping the current year of issues organized in the morgue on top of an array of duties including clerking, filing, mailing, shipping, purchasing, inventory, troubleshooting, classified ad sales, and she often organizes luncheons and dinners and cooks us sloppy joes. She is married to Tom, and in her spare time enjoys many crafts and hobbies, especially time spent with granddaughters Ashleigh, Erin, and Lauren.



Petrina Richardson started at the Times-Review on a co-op placement and today, almost four years later, she is manager of circulation services at the Times-Review. She coordinates all paper routes for drivers with bundles for carriers in all corners of the town. Once a laborious and time-consuming job by hand, Petrina now inputs and organizes via computer, making her job more efficient. Her utmost responsibility to readers and advertisers is to deliver a Times-Review to every home twice a week, every week. She loves animals.

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The primary goal of front office staff and all Times-Review staff is to serve the citizens of greater Fort Erie by producing an interesting, accurate and useful weekly history of events, both political, social, and commercial. Like any business, our goal is to make a good return on our investment. We believe we can do that by telling the stories and displaying the products our community desires. We want to know what is going on in every corner of our town. Tell us! You know the Fort Erie community like no one else.

1994 OCNA Best Sports Pages, 3rd Place ••• 1993 CCNA Best Editorial Page, 3rd Place ••• 1992 OCNA Best Front Page, 2nd Place •••

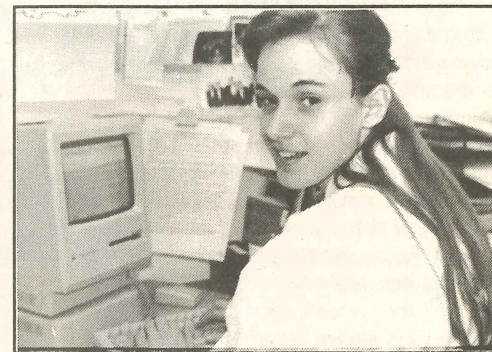
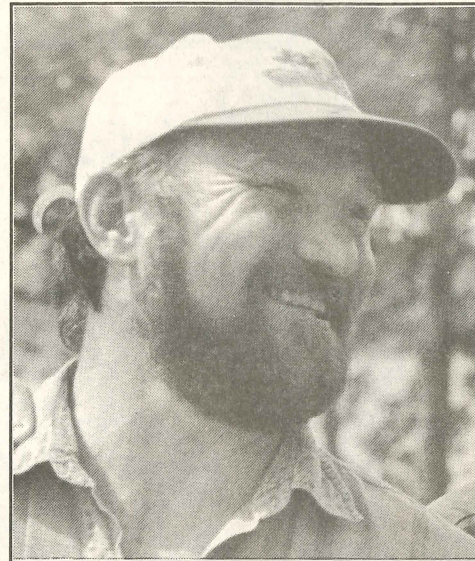
all the News That Fits



Gail Atkinson came to the Times-Review as a reporter-photographer in October 1991 following almost three years writing and shooting at papers in Tillsonburg, Simcoe, Delhi, Ingersoll, Port Colborne and Parry Sound. Within two years, she became editor, and is committed to making the Times-Review the best twice-weekly hometown paper in Ontario, as printer-publisher E.W. Johnston achieved during the 1960s. Gail is responsible for all editorial content, all copy, headlines, photos, columns, and coordinates a staff of three plus numerous community columnists. She continues to write and shoot, but not as much as she'd like to, faced with increased administrative duties.

Gail believes in the Times-Review, in Fort Erie and she is extremely proud of her hardworking team at the Times-Review.

Robert T. Huard is a familiar Fort Erie personality whose face and homespun humour appear on the op-ed page twice a week for gosh, has it been four years already? Bob's blue-collar column is faithfully followed by Fort Erie folk who've come to appreciate the distance he's come since dropping out of high school, losing his job, and now struggling through the '90s. Bob's On the Border was named 1993 Best Humour Column in Ontario.



Cub reporter Kristen Schmalz joined the editorial team in February 1995 in a co-op placement for English credits through Fort Erie Secondary School. The Times-Review has been a co-op employer many years, giving students from area high schools and Niagara College the opportunity for hands-on experience in various parts of the newspaper industry. Kristen hopes to be a writer, learning skills as a reporter to further her goals.

If it matters to readers, and writers, it's news. If you didn't know it yesterday, it's news. Public policies and its effects on the town are news. Crime and its consequences are always news. Health concerns, business openings and closings, jobs and strike issues are news. News happens every day. It can be good or bad, a special event or a community tragedy. Newspapers hold a mirror up to the community by describing what people are doing and perhaps why they are doing it. We gather news ourselves and we rely upon readers for reports.

The Times-Review is one of more than 200 members of the Ontario Community Newspaper Association, the Canadian Community Newspaper Association, and the Ontario Press Council. Fort Erie's paper of 100 years relies upon the recognized accountability of the Audit Bureau of Circulation for guaranteed distribution numbers.

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Team Effort Team Spirit

From one day to the next, apart from the assignment book in the newsroom, reporters never know if they'll need office shoes or rubber boots, if they'll breathe smoke at a fire or face fire at a meeting. Reporters must be flexible, open-minded, curious, as well as trusting and skeptical. They love what they do, even though what they do may take the better part of 16 hours one day or six the next. In the T-R newsroom, reporters cover everything from town council to sports to general interest features. There are some specific beats, but generally, each reporter is able to adapt to any story.

Mike Robinson not only makes award-winning photographs or writes award-winning articles, he is an adept page-layout designer, who's work most recently placed third in Ontario for best sports pages. Mike was a reporter-photographer at the Niagara Advance in Niagara-on-the-Lake, a Rannie sister paper of the Times-Review, before he came to Fort Erie in 1992, where he now lives, works and plays. He and his trademark hat and vest are known around town at news and feature events. Mike, the most eligible bachelor in town, enjoys photography, fishing, news and sports. What else is there?



Stephanie Freeman has the fastest fingers in the newsroom, although Peggy and Mike aren't far behind. Stephanie started in the darkroom at the Times-Review, processing all film and making direct screen prints for the paper. She took on typesetting duties, then showed interest in writing and photography of her own and now, four years later, she writes, shoots, covers court, types, designs pages and special supplements, including the recent Meet Your Merchant, which is bound to win an award. She is recipient of numerous citations for photography and readers call specifically for Steph to cover their events. She enjoys snowskiing, water sports, and travel.

Following graduation from Niagara College in 1994, Peggy Tedder worked freelance for Rannie newspapers in Beamsville, Niagara-on-the-Lake and Thorold before we were lucky enough to employ her at the Times-Review. She began as a features writer and now covers council and related stories, earning her the respect of those she writes about and those who read her work. Peggy's a reporter dynamo as well as a mom of three children. A few months ago, Peggy was presented the Southwestern Ontario Publishing Award for journalism student most likely to succeed.



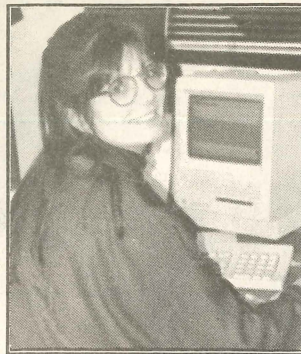
William J. Thomas Paul McGill Lynda Goodridge Martha Willmore Michael Foster Gloria Katch Earl Plato

With our columnists, we're also proud of a host of report contributors from all across town: JoAnne Columbus, Jennie Hutchinson, Barb Wilkie, Marie Hoyle, Charles Davies, Glenn Criger, Doris Cornell, Dr. Bob Sommerville, Marlon Schmidt, Margaret Salisbury, many elementary and secondary school student reporters, and Steve Green, our wonderful editorial cartoonist

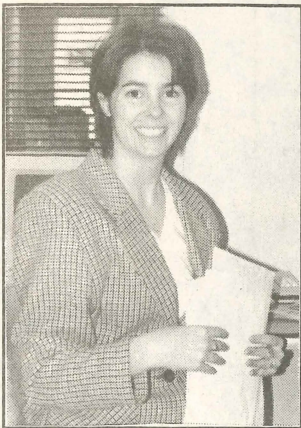
• 1991 OCNA Best Single Ad ••• Awards and Citations from Head Injury Association, Big Bros. Big Sis, United Way, Chamber of Commerce •

BEHIND THE SCENES

Jacque Hoover is manager of specialty products, such as Rannie's Niagara Business Report, and also manager of classified ad sales. She came two years ago to Rannie from the Grand River Sachem in Caledonia where she was ad manager and remains a part owner.



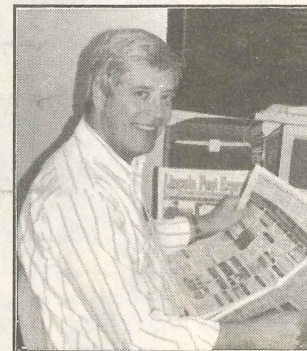
Sally Bond is the classified ad sales rep for Fort Erie, and also for Rannie newspapers in Thorold and Niagara-on-the-Lake. She is a journalism graduate of Niagara College, working as a part-time reporter until taking the full-time classified position.



Julie Dyball is the computer-tech extraordinaire who keeps all our Macs up and running in Fort Erie and across the region. She is also one of six typesetter-paginators who create ads and pages on screen in the composing department.



Jan Moore started in the accounting department in 1974. She became payroll clerk then moved on to classifieds about a year and a half ago, working for householders across Niagara for all seven Rannie papers.



Bill Bond, retired from General Motors, is the nighttime classified ad clerk who takes calls for classifieds that sell.



Regional distribution manager Fred Blackley joined Rannie in December after working many years with Canada Post in commercial and retail sales. Fred is responsible for all insert products in Rannie papers.



PRINTING & PUBLISHING

Rannie

The Times-Review is one of seven community newspapers in the Niagara region owned by Rannie Printing and Publishing. The Times-Review sister papers are the Thorold News, Niagara Advance in Niagara-on-the-Lake, Weekend Focus covering Lincoln, Grimsby, and West Lincoln, Lincoln Post Express in Beamsville, Grimsby Independent, and West Lincoln Review in Smithville.

The printer, Ridley Web Offset, is also part of Rannie Printing and Publishing.

The Rannie Group is one of several Ontario newspaper groups owned by Burgoyne Community Newspapers Ltd., owned by but operated independently of the St. Catharines Standard, one of the last independent family-owned newspaper groups in North America.

Community newspapers will not fade in the flurry of the information age. We press buttons and click switches to retrieve information, heighten our intellectual awareness and ride the global web of internet along the technological super highway. However, readership of weeklies is growing while readership of dailies declines. Last year 4.6 million weekly papers were read from St. John's, Nfld to Surrey, B.C. There are more than 200 weeklies and twice-weeklies in Ontario, more than 600 in Canada, and more than 10,000 in the USA. Readers may go global, but they stay local for hometown news they can't get anywhere else.

START THE PRESSES

Putting together all the pieces of the puzzle is a huge part of the newspaper process. Beyond the headlines and the news and the retail and classified ads readers enjoy twice a week every week in the Times-Review, an army of compositors, technicians, pressmen, and inserters perform miracles we all take for granted.

Sandi Follis pastes up each page of the Times-Review, sent electronically from Fort Erie to the Rannie centralized pre-press facility at Ridley Web in St. Catharines, where ads and editorial are waxed to page-sized flats. The flats are shot to full-page negatives in a four-page set and burned on to metal plates which are affixed to the press.

Donna Mouck processes black and white film for seven Rannie newspapers, including the Times-Review, then creates enlargements as screen-dot temporary photos to be printed as award-winning art for the paper. Each photo is meticulously gauged for perfect contrast in a direct screen print process (DPS).



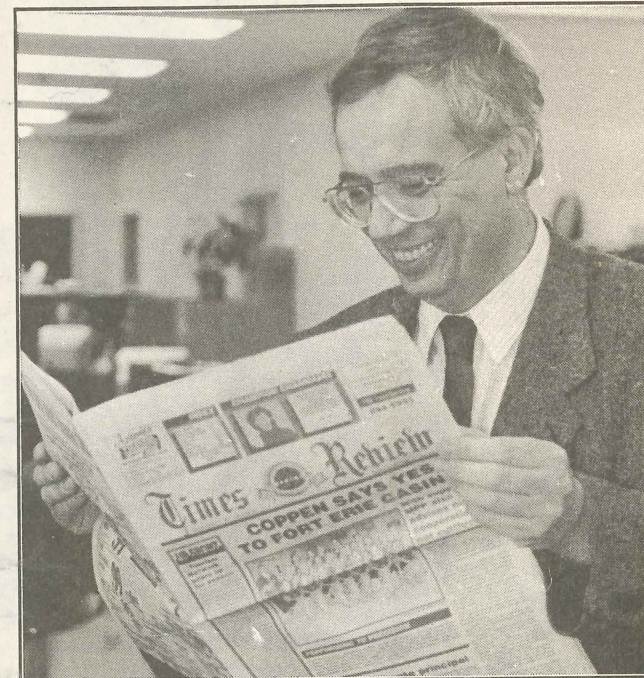
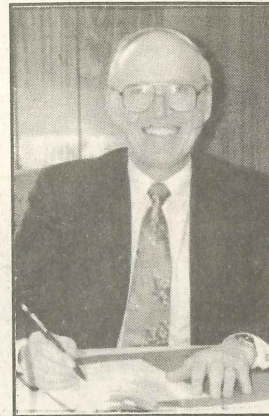
Holly Felton takes colour photos for advertising and editorial such as real estate photos, engagement photos, and any graphic element and shoots them with a special camera for a photo mechanical transfer (PMT).



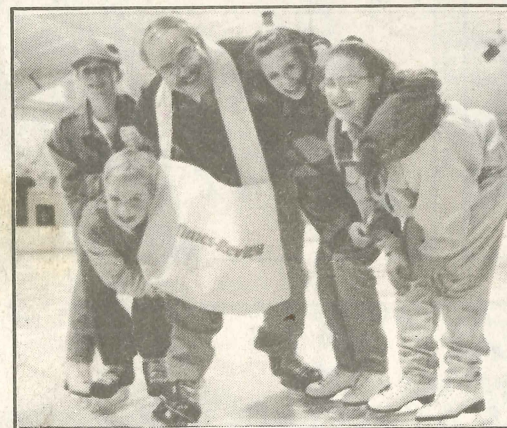
Press plant manager Jim McMenemy of Fort Erie took time from the busy press schedule to tour Fort Erie Cubs around the plant, showing them every stage of paste-up, pre-press, dark room, page negatives, metal plates, huge rolls of newsprint, and the very loud, very impressive press run. The Times-Review is on the press Mondays and Thursdays. Depending on scheduling, tours may be arranged to see the press run. Just give us a call.

PEOPLE who MAKE the Paper WORK

Thomas J. Haire joined Rannie in 1989 as general sales manager. He was named general manager of Rannie Newspapers in 1993. Tom is a director on the board of the Ontario Community Newspaper Association. He owned and operated two of his own newspapers for 18 years. He enjoys the challenges of newspapers in the '90s after 41 years in the industry. Tom and his wife Shirley have three children and five grandchildren. He enjoys golf and pool.



Publisher G. Earl Bateman started his newspaper career while still in high school as a reporter for the Niagara Advance. He covered council and community events from 1962-64. He later worked as a commercial printer until 1977 when he joined the St. Catharines Standard. In June 1992 he was appointed publisher of Northumberland Newspapers and in September 1993 he was named publisher and chief operating officer of Rannie Printing and Publishing. Earl and his wife live in Thorold. They have three grown children. In his leisure time, Earl is a Scouter.



Eight years ago Bob Burger came on board as Times-Review circulation manager, and many carriers still remember the personable fun-loving guy. Bob is now circulation manager for all Rannie papers, all the drivers and carriers, who he reminds us are the make-or-break of the newspaper industry. You're right, Bob, without the drivers and carriers, none of us on the team could deliver. He says he loves the team spirit at Rannie, and he ought to know: Bob's got years of experience as manager of Boys and Girls Clubs in Niagara Falls, Ont., and in Victoria, B.C. He and his wife Elaine live in Ridgeway with their three adorable daughters.

A recent survey indicated the Times-Review is Fort Erie's most important source of local and community events and advertising. The people who make the paper work are ever-conscious of the paper's popularity and work diligently to maintain the high standards expected by readers and advertisers as we celebrate 100 years serving Fort Erie.

