



**Natural Connections**  
Edmonton's Integrated Natural  
Areas Conservation Plan

Public Engagement Process Report 2

# ***State of Natural Areas Report Release*** **Final Report**

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City of Edmonton, Office of Natural Areas  
December 2006



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## Highlights

Teleologic advocated a 'soft launch' release of the *State of Natural Areas* report to generate media attention that could be leveraged to maximize involvement in the public engagement process.

Teleologic approached several print and broadcast journalists to inquire as to their interest in covering the story of the City's intention to develop an integrated natural areas conservation plan. The *Journal*, in particular, showed interest, and had an advance interview with Grant Pearsell, Natural Areas Coordinator. The *Journal* ran its story with a front-page, above-the-fold headline and virtually a full-page story on A3 the day before the press conference and official release of the report.

Though it is difficult to calculate the value of a front-page, good news story, the Journal rate card suggests an approximate value for the story on A3 alone of \$8,000.

CBC Radio One ran the story three times on November 14 at noon, 4:30 p.m. and 5:30 p.m. *Edmonton AM* ran two different features stories on November 20 and twice on November 21.

The story ran in the noon news and in the evening news broadcasts on CFRN and in the evening news broadcast on CBC-TV.

The *Journal* did a follow-up story November 22 on the Edmonton Land Trust, and both the *Edmonton Examiner* and *SEE Magazine* ran full-page features in their issues of the weeks of November 13 and 23, respectively.

Several attendees at each of the open houses cited the newspaper and radio coverage in particular as the reason that they about the opportunity to become engaged in the development of *Natural Connections*.

### Press valuation

Print: 4 items, including *Edmonton Journal* front page headline and page A3

Radio: 6 items, including a running series on CBC 740. Total time: 16:07

Television: 3 items. Total time: 2:10

Total items: 11 (2 print, 6 radio, 3 television, 0 other)

Estimated value: Print \$15,000; radio \$3,000; television \$2,100; total \$20,100.

The media soft launch yielded approximately \$20,000 in free media coverage that clearly reached the desired stakeholder group.

## Soft launch

A soft launch is a strategic media relations technique in which the story is detailed in advance to key reporters who might have a particular interest. In this case, Teleologic targeted environment reporters in all three local media.

Initial interest was not strong, with the exception of Hanneke Brooyemans, the environment beat reporter for the *Edmonton Journal*. Given the relatively low initial interest, Ms. Brooyemans was given an 'exclusive' and prepared her story in advance of the scheduled news conference on Tuesday, November 14. The *Journal* ran its story November 13, with a front-page, above-the-fold headline and a virtual full-page story on page A3, immediately inside the cover. The Office of Natural Areas provided the *Journal* with photographs and a map to illustrate Edmonton's natural areas.

## News conference

In part due to the *Journal* giving the story such prominence, the November 14 news conference on the following day was well very attended. All three media were represented and the story received good coverage throughout the day on radio and television. The success of this exercise argues strongly in favour of cultivating relationships with specific environment beat reporters in the future, and using the 'soft launch' approach to secure greater coverage. Open houses cited the newspaper and radio coverage as the reason that they about the opportunity to become engaged in the development of *Natural Connections*. See Appendix One for the news release issued in support of the news conference.

The *Journal* did a follow-up story November 22 on the Edmonton Land Trust, and both the *Edmonton Examiner* and *SEE Magazine* ran full-page features in their issues of the weeks of November 13 and 23, respectively. The broadcast clips were burned to CD-ROM and DVD and given to the Office of Natural Areas.

The media soft launch yielded approximately \$20,000 in free media coverage that clearly reached the desired stakeholder group.

## Press valuation

It is not possible to buy the front-page position granted to the *State of Natural Areas* report release story. A two-inch, banner ad at the bottom of the front page costs \$4,749. A full-page ad costs \$4,238, with an additional 35% premium for placement on page A3 (see Appendix Two).

November 13	<i>Edmonton Journal</i>	\$ 11,500
November 14	CBC Radio One (3 hits)	900 <sup>1</sup>
	CFRN-TV (2 hits)	1,400
	CBC-TV	600
	<i>Edmonton Examiner</i>	1,000
November 20	CBC Radio One (2 hits)	900
November 21	CBC Radio One (1 hit)	200
November 22	<i>Edmonton Journal</i>	2,500
November 23	<i>SEE Magazine</i>	<u>1,000</u>
	<b>Total</b>	<b>\$ 20,000</b>

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<sup>1</sup> This figure is difficult to calculate since CBC is not a commercial radio station. The story, therefore, achieves extra impact among specific listeners but CBC has fewer listeners than 630 CHED.

## Media clips

### Print

#### City ponders parkland quota Edmontonians asked to put a value on green space at series of conservation-plan open houses

Hanneke Brooymans, *The Edmonton Journal*  
Published: Monday, November 13, 2006

Guess how much of Edmonton's landscape still consists of natural areas?

The mental gymnastics involved in that calculation would have to include the furious pace of construction the city has experienced in the last few years.

The answer: nine per cent.

The question burning in Grant Pearsell's mind now is, what do Edmontonians want to do with that nine per cent?

Pearsell is the city's natural areas co-ordinator.

“Ultimately, how much we can save in a city comes down to what the citizens want,” said Pearsell, who will kick off a month of public consultations this week to find out how important people think their green spaces are.

Pearsell doesn't expect the full nine per cent to be saved. New neighbourhoods will need land, he said.

But he's hoping the scheduled open houses will give him and city council a sense of how much value the community places on the natural areas. He also wants to know if citizens feel the city should acquire more natural areas and if they think the current natural areas need to be managed differently.

All of this input will be used to hammer out a new conservation plan. He wants to put this before council by fall of 2007.

“I think we have to act very quickly because of the unprecedented pace of development,” he said. “If we had an economy that was slow, we'd have lots of time.”

In 1993, an inventory project designated 85 natural areas as a priority for conservation. Most of these natural areas are located on private property. Since then, 40 of these sites have been nibbled away at, while eight have completely disappeared, says a new report prepared for the city's Office of Natural Areas.

The city has increased the natural areas reserve fund to \$1.25 million annually to purchase some of the most important privately owned areas, but with land going for \$100,000 to \$150,000 per hectare, that doesn't buy a lot of property, Pearsell said.



Deciding which natural areas to save is “critically important,” said Colleen

Cassady St. Clair, a University of Alberta conservation biologist and member of the city's natural areas advisory committee.

“Not all pieces of land are equal in their ecological value,” she said.

Some types of habitat, such as wetlands, offer a high number of wildlife species a place to live, forage for food and find water. For this reason, they're also hot spots for “watchable wildlife” and a great place to educate children and the public about natural systems, said Dave Kay, Ducks Unlimited's manager of provincial operations for Alberta.

“(Wetlands) offer urban people a chance to connect with nature,” he added.

Other chunks of woodlots or meadows are valuable because they act as corridors or stepping stones between the larger natural areas, said St. Clair.

The Urban Development Institute, which represents more than 133 companies involved in the real estate development industry, simply wants the city to get ahead of the pace of development to avoid conflict.

The city should seek voluntary donations of any privately owned natural areas they're interested in, or offer to purchase them at market value, said Jodie Wacko, an institute director.

St. Clair suggested the big challenge is imagination. Rather than sticking with the familiar method of going out to the fringes of the city, bulldozing a flattened grid, building houses and planting saplings, the city could build around woodlots and wetlands, integrating them into new communities, she said.

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### **Public input (sidebar)**

Edmontonians have plenty of opportunities to give their input on the fate of the city's remaining natural areas.

An online survey will be available from Nov. 10 to Dec. 8 at [www.edmonton.ca/naturalareas](http://www.edmonton.ca/naturalareas).

There will also be four public open houses, all taking place from 6 to 9 p.m.:

Northwest Edmonton  
Monday, Nov. 20  
Days Inn (Oak Room)  
10010 179A St

Northeast Edmonton  
Thursday, Nov. 23  
Delwood Community Hall  
7515 Delwood Rd.

Southwest Edmonton  
Tuesday, Nov. 21  
Riverbend Community Hall  
258 Rhatigan Rd. East

Southeast Edmonton  
Wednesday, Nov. 29  
Woodvale Community Hall  
4540 50th St.

Two public workshops will enable interested citizens to participate in a structured exploration of conservation issues. Space is limited and pre-registration is required. Register by sending an e-mail to [naturalareas@teleologic.ca](mailto:naturalareas@teleologic.ca).

North Edmonton  
Thursday, Nov. 23  
6 to 10 p.m.  
Delwood Community Hall  
7515 Delwood Rd.

South Edmonton  
Wednesday, Nov. 29  
6 to 10 p.m.  
Woodvale Community Hall  
4540 50th St.

# TOP COPY

MONDAY, NOVEMBER 13, 2006 A3\*

## City ponders parkland quota

Edmontonians asked to put a value on green space at series of conservation-plan open houses

**HANNAH BIRD OPINIONS**  
*Journal Staff Writer*  
EDMONTON

Green space is Edmonton's badge of honor. It's the city's most visible and valuable asset. But how much green space should the city have? And how much should it be worth?

The answer is the subject of a series of open houses in Grand Haven Park and elsewhere in the city, which will help the city decide how much green space it should have.

Edmontonians are being asked to put a value on green space at a series of open houses. The city is trying to determine how much green space it should have and how much it should be worth.

The city is trying to determine how much green space it should have and how much it should be worth.

The city is trying to determine how much green space it should have and how much it should be worth.



Rapid development is fast eroding Edmonton's remaining natural open spaces, which now make up nine per cent of the landmass.

**EDMONTON'S NATURAL AREAS IN 2005**



Herby Ridge Park offers a rich habitat for birds and their ducklings in spring.

### PUBLIC INPUT

Edmontonians have had a chance to give their input on the future of the city's remaining natural areas.

At an open house in Herby Ridge Park, Edmontonians were asked to put a value on green space.

At an open house in Old Strathcona, Edmontonians were asked to put a value on green space.

At an open house in the City Centre, Edmontonians were asked to put a value on green space.


### Castro has cancer, unlikely to live another year, U.S. intelligence says

The Associated Press WASHINGTON

The U.S. government has accused Fidel Castro's health is deteriorating rapidly. U.S. intelligence says Castro is unlikely to live through 2007.

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## **Public to provide input on conservation**

BARRY HANSON

*Examiner Staff*

Week of November 13

Edmonton residents will have a chance over the next few weeks to help the city set its future environmental priorities.

The city is launching a consultation process that includes a series of workshops and open houses, as well as an online survey for public input on a new integrated natural areas conservation plan.

“We want to hear how they (city residents) value natural areas and get them to give us some indication of the direction the city should be going in,” says Grant Pearsell, natural areas coordinator with the city’s office of natural areas.

In the past few decades the city has done some surveys of green spaces in Edmonton, including an inventory of green spaces in 1986 and a more comprehensive study in 1993, and a conservation policy was passed by city council in 1995.

The office of natural areas was created in 2002. The office recently completed a study using updated scientific techniques to identify the overall ecological network in the city.

The study shows a number of core areas in and around the city – the big blocks of wildlife habitat, mostly in the river valley and ravines – the linkages connecting the city’s natural areas, which include green strips like railroad rights of way and utility corridors, and the rest of the more isolated green spaces, known as stepping stones.

Pearsell points out that along the older development near the river, natural areas tend to be well-connected, with green spaces offering ready access to the numerous ravines that feed into the river valley. But as development occurs farther away from the river valley, the agricultural areas that served as wildlife corridors are disappearing, and the “stepping stone” green areas are becoming more isolated.

“There’s some urgency to make sure we’re making the right choices” as the city develops its conservation policy, Pearsell points out.

In the ’90s, when the city’s population growth was minimal, there was plenty of time to work on policy. But now, with the city experiencing unprecedented growth, the sooner the policy is developed, the better.

“We’re hearing from the citizenry that natural areas are important,” he says. The open houses, workshops and online survey will be a way for the city to present the latest science-based information to the public and to get feedback on what direction the city’s conservation policy should take.

“We already know that people have a lot of opinions, he says, adding the process will ask “How much should we be doing? More? A lot more?”

The office of natural areas will develop a strategic plan in the new year, which will likely be presented for public feedback next fall before going before council for final approval.



## **Land trust would save valued areas: Donations wouldn't be available to city**

Hanneke Brooymans, *The Edmonton Journal*, November 22, 2006

EDMONTON - Owners of the last remnants of Edmonton's natural areas will soon have the choice of donating their property to a land trust. The Edmonton and Area Land Trust could be set up as soon as early 2007.

Landowners can also give their land to the city, but that option raises concerns about what future city councils could do with the land, said Grant Pearsell, the city's natural areas coordinator.

"There seems to be a general agreement when you talk to people that they would be more willing to give land to a trust," he said. The trust would preserve and protect donated natural sites from Edmonton and the surrounding area.

Pearsell and Martin Garber-Conrad, CEO of the Edmonton Community Foundation, appeared before the city's transportation and public works committee Tuesday to present the trust's business plan.

The committee agreed it would recommend to city council that the city subscribe to the incorporating documents of the trust as a member.

The trust is proposed as a partnership between the following: the City of Edmonton, the Edmonton Community Foundation, the Edmonton Nature Club, the Land Stewardship Centre of Canada, the Legacy Lands Conservation Society and the Urban Development Institute.

The land trust plan will come before city council next week. Council will also have to decide in December whether or not it will approve a request for \$2.5 million of start-up money for the trust.

Charles Richmond, of the local Sierra Club chapter, told the committee he is concerned the trust may be set up in a manner that will not protect agricultural land.

"Public sentiment may turn and we may want agricultural heritage lands preserved as well," he warned council.

But Garber-Conrad told the committee while the trust does not explicitly call for the preservation of agricultural land, it doesn't exclude that possibility either.

Currently, nine per cent of the city's land base consists of natural areas. Much of this property is privately owned. Pearsell does not expect all of it will be preserved, since land will be needed for new neighbourhoods. He said this underscores the need to offer people the land trust option.

"It's important to do this now to feed additional means of protecting natural areas above and beyond the means available to the city."

The city has increased the natural areas reserve fund to \$1.25 million annually to purchase some of the most important privately owned areas, but with land going for \$100,000 to \$150,000 per hectare, that doesn't buy a lot of property, Pearsell said.

"I really think this is the way to go," said Patsy Cotterill, a member of the Edmonton Nature Club and long-time conservationist of local natural sites.

## **Disappearing natural areas**

### **Pace of development put lands above the river valley in danger**

*SEE Magazine*, Issue 678, November 23

By Angela Brunschot

Canoeing down the North Saskatchewan River, surrounded by trees and animal life, Edmonton's grey buildings, sprawling residential suburbs and abandoned patches of empty space seem a universe away. The contrast is even more striking when viewed from the High Level Bridge—a profusion of organic life against the rigid concrete of towers and roads.

The river valley has been a point of pride among many residents ever since Fredrick Todd recommended its preservation in 1907. It's widely considered North America's longest stretch of urban parkland.

But lands that sit above the river valley and connected ravines have not enjoyed such iconic status, nor are they as protected.

With only nine per cent of the city still undeveloped and the current pace of building near break-neck speeds, the city doesn't have time to dilly-dally, says Grant Pearsell, Edmonton's natural areas coordinator. As the Edmonton area population grows, developing a sound plan for Edmonton's natural areas has become much more important.

“We really have to get a handle on dealing with this. If we had more time, we'd have the luxury of planning it out, but now with the pace of development, we need a clear idea of what people want,” he says. “Once a natural area is gone, it's gone forever. You can make the wrong choice in land use. You could zone residential but in the future zone commercial. But once the natural areas are gone, you don't get a chance to fix that.”

#### *Linking natural areas*

Pearsell says careful planning in linking existing natural areas can provide the river valley concept throughout the entire city. Not just for people, these corridors would provide ecological stability, he says. The river valley's continuous natural area provides paths for large and small animals to move through the city. For example, if there's a fire in one area deer can escape further down the valley.

“Just as we have roads, railroads, pipelines and the all human infrastructure connected, we need connections for wildlife,” he says.

This is standard ecological thinking, says Patsy Cotterill, a member of the Edmonton Nature Club. But while she welcomes the preservation of more natural areas and the corridor concept, she doubts the city will follow through in a way that will ensure ecological functions instead of showpiece green space.

Human trails, possibly lit, could greatly discourage animals moving through the area, she says. “Are these corridors going to be wide enough and suitable for small and even larger animals?” she asks. Even walking a dog can disturb small rodents, she points out. The city must also ensure there are large shrubs and trees for birds to fly over the paths. She also wants more research into the performance of other corridor projects in other cities.

#### *Lost opportunities*

Natural areas not considered valley or ravine lands, referred to as tablelands or flatlands, are diminishing at a much faster rate, says Pearsell. While Edmonton has lost only 0.1 per cent of the river valley lands

since 1993, 12 per cent of the tablelands are now developed. Developers must petition city hall before developing valley or ravine lands. No such automatic protection exists for the tablelands.

Cotterill cites lack of information as another reason for the loss in natural tablelands. “We get all this other stuff though the city, but there’s never anything on natural areas and the public simply doesn’t know,” she says. Because the public doesn’t have natural areas on their radar, the city doesn’t consider it a major issue, which means there’s no budget for publicity, resulting in a “vicious cycle,” she says.

Moreover, much of the public thinks the natural areas they see on maps are protected, but many are privately owned, she adds.

#### *Money doesn't grow on trees*

Certainly, privately owned natural areas present many difficulties, says Pearsell. The city could declare these areas parks, but that draws money away from other needs like soccer fields and schools. The city does have a yearly \$1.25 million dollar fund for acquiring natural lands, but that doesn’t go very far in Edmonton’s current boom.

Budget excuses don’t impress Cotterill. “I really think that we’ve somehow got to counter that notion that everything is so expensive. When you look at the huge amounts of money coming into Alberta and the amount of money that any project costs, why should they penny-pinch on natural areas?” The city should look beyond current budget concerns and concentrate on the benefits the investment will offer future generations.

With that goal in mind, The Edmonton Community Foundation and the Urban Development Institute, along with the city and other partners, are working on creating a land trust. The trust would both raise funds for purchasing lands and receive private donations of land.

#### *Have your say*

While Cotterill still thinks this latest plan is too little too late and holds doubts the consultations will genuinely consider public suggestions, she does urging public participation. Head count makes a difference, she says. “If you’re going to go to the politicians and ask for money, it’s good if you can demonstrate public support.”

Pearsell insists he’s looking for other ideas and opinions at the public consultations. He needs a clear mandate from residents on land priorities and management in order to go forward, he says.

“It’s a short process, but it’s quite urgent that we do this. If we take our time, more development will happen. As it is, our plan couldn’t realistically be ready until the fall of next year. That’s a long time in our economy.”

Details on the public consultations are available at [www.edmonton.ca](http://www.edmonton.ca).

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## **Radio**

NEWS (12:00) (cbx-am), EDMONTON, 14 Nov 06, Reach: 9,000, Time: 12:06, Length: 00:01:14, Ref# 74AD5A-6 (broadcast three times through the day)

Anchor/Reporters: Andrew Sprage

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A SERIES OF PUBLIC MEETINGS WILL DETERMINE IF THE PUBLIC IS WILLING TO PAY TO PROTECT NATURAL AREAS FROM DEVELOPMENT IN EDMONTON. [EDMONTON CITY COUNCIL] “GRANT PEARSELL, CITY OF EDMONTON NATURAL AREAS COORDINATOR”

--transcript--

PUBLIC MEETINGS ON NATURAL AREAS PROTECTION

ANDREW SPRAGUE (CBX): And finally, how much do you value Edmonton's natural areas? Would you pay to protect them from development? Those are questions the city will be asking over the next two months at a series of public meetings and on-line.

In particular officials want to know if Edmontonians support a plan to buy up to 1,300 hectares of private land in developing parts of the city. These are far removed from the existing river valley system. More people then would be able to appreciate native plants and wildlife in their own communities. It would cost about a \$150 million to acquire the private land. That's about the same as a new overpass or an LRT extension.

Grant Pearsell is the city's Natural Areas Coordinator.

GRANT PEARSELL (Edmonton Natural Areas Coordinator): I think that if we are going to make any significant progress that is the direction we're going to have to go in. Whether the people want that, Edmontonians want that, we'll have to wait and find out.

SPRAGUE: Pearsell says Edmonton is rapidly losing natural areas outside the river valley because of housing development. He hopes to have a plan to take before the city council early in the new year.

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NEWS (16:30) (cbx-am), EDMONTON, 14 Nov 2006, 04:32PM, Length: 00:01:07, Ref# 74B182-3  
Anchor/Reporters: Andrew Spragg, Reach: 8,000  
THE CITY OF EDMONTON IS LOOKING AT WAYS TO PRESERVE NATURAL REGIONS FROM HOUSING DEVELOPMENTS. “GRANT PEARSELL, NATURAL AREAS COORDINATOR”

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NEWS (17:30) (cbx-am), EDMONTON, 14 Nov 2006, 05:34PM, Length: 00:01:06, Ref# 74B1D1-5  
Anchor/Reporters: Andrew Spragg, Reach: 10,000  
THE CITY OF EDMONTON IS LOOKING AT WAYS TO PRESERVE NATURAL REGIONS FROM DEVELOPMENT PROJECTS. “GRANT PEARSELL, NATURAL AREAS COORDINATOR”

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EDMONTON AM (cbx-am), EDMONTON, 21 Nov 06, Reach: 12,000, Time: 06:21, Length: 00:03:15, Ref# 753250-3  
Anchor/Reporters:

--transcript--

## EDMONTON: GREEN SPACES

RON WILSON (CBX): Well, we talked about how the city has grown so much, in particular as you head to the north side of Edmonton, or deep in the south side of Edmonton. And with that, of course, means that a lot of what was parkland or green space is being eaten up by the suburbs. The city is asking for advice on how to protect its remaining natural areas.

About two dozen people took the city up on it request. They were at the first of four public meetings. Jason Doucette(?), Ann Dulquin(?) had some things to say and they said them to the CBC's Steve Finkelman.

JASON DOUCETTE (Resident): I just got back from Montreal and I don't want our city to turn out like that. Eastern cities they made huge mistakes in planning and development. Edmonton, we are starting to make those kind of mistakes. I'm just trying to find a way to put some input in so we can avoid future problems.

STEVE FINKELMAN (Reporter): What kind of mistakes are you talking about?

DOUCETTE: We've lost a lot of wetlands in the Edmonton area. Once a huge area for many waterfowl species, to congregate during spring and obviously, you know, propagate doesn't happen as it should, or as it has in the past. And we find... we just find that these areas, these important areas, these wetland areas are disappearing at an incredible rate. Especially with the building of the Anthony Henday. It's a wonderful piece of road for motorists, but the loss of habitat... not even wetlands, talking like parkland areas as well, with the expansion of the Anthony Henday we find we have a lot of developments now popping up alongside of it, and with that the habitat loses out, animals, all that.

ANN DULQUIN (Resident): Why the subject interests me? Because I like living in, near natural areas, and I wouldn't want to live anywhere else.

FINKELMAN: Are you close to a natural area?

DOUCETTE: Yes, we are. We're backing onto a ravine, and we're surrounded by fields still and we must... we appreciate it. The wildlife is interesting, the light is good, the air is clean.

FINKELMAN: One of the reasons for this is to talk about how we ensure that everybody else in the city has that same kind of access.

DULQUIN: Well, we try and keep the ones that we have already. We do have quite a few patches of natural area around the city and it's important to see that they remain. And I don't know what you do about preventing developers from developing it. It is private property, but of course coming from Europe I'm only too familiar with the way populations can grow and how governments have to say you can't cut these trees down, you can't move here, you can't develop this, that, and the other, because otherwise the whole place turns into a concrete jungle.

WILSON: That's Ann Dulquin. You also heard the voice of Jason Doucette. Two of the Edmontonians who took the city up on their offer to go to a public meeting last night. The meeting has been called to protect... how to... Edmonton should protect our remaining natural areas.

There'll be another public session tonight. This is for people who live in southwest Edmonton. It is at six o'clock tonight at the Riverbend Community Hall. So if you have an interest in offering your opinion on how we should protect our remaining natural areas in Edmonton, and you live on the southwest side of the city, tonight 6:00 to 9:00 o'clock the Riverbend Community Hall.

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EDMONTON AM (cbx-am), EDMONTON, 20 Nov 06, Reach: 20,000, Time: 07:16, Length: 00:05:40, Ref# 750210-12

Anchor/Reporters: ANNE SULLIVAN

--transcript--

EDMONTON: GREEN BELT PROTECTION

RON WILSON (CBX): Edmonton's river valley is one of the largest parks in any Canadian city, but what if you don't live anywhere near the river? The city is looking to build corridors of green space so people in the suburbs can still get into nature. The CBC's Anne Sullivan looks at one area under consideration in northeast Edmonton.

ANNE SULLIVAN (Reporter): This is pretty much the middle of nowhere Edmonton; in the city's far northeast. On this side of a 167th Avenue there are farmers' fields and little else. Across the street the city is exploding.

Hundreds of new homes, hundreds, are going up. It's stereotypical suburbia. The homes are packed in. They're painted various shades of beige with a double garage facing the street, and one scrawny tree in the front yard.

Mike White is behind the city's plan to make a green corridor here. He's president of Lago Lindo Community League.

MIKE WHITE (Lago Lindo Community League): So you'll be able to walk through an old forest. You'll be able to walk through greenland where the animals will be walking and it's going to give kids a chance to see nature, give them a chance to see some wild flowers.

SULLIVAN: The pathways would be walking trails connecting parks, fields, lakes and woods. In the northeast people would be able to bike for miles, from 97th Street all the way to the river valley.

WHITE: Every summer we make treks down to the river valley. So it's going to allow us to hop on a bike and ride down there now, as opposed to getting in our car and driving through traffic to get there. It's going to take a little longer to ride the bike, but I think it's going to be a more eye-opening experience as you ride along the river valley.

SULLIVAN: At city hall councillor Janice Melnychuk remembers growing up in the northeast.

JANICE MELNYCHUK (Edmonton City Councillor): As a kid my parents used to take us out for Sunday drives and sometimes we'd stop and look for mushrooms.

SULLIVAN: Melnychuk wants the area preserved.

MELNYCHUK: I think that it really can add a really important dimension to the quality of life for the people living up in the northern part of the city, because they're really far away from things like a ravine system and from the river valley park system. So this would create the opportunity for a park that goes right across the northern part of the city and connects those people actually right up to the river valley eventually.

SULLIVAN: Patsy Cotterill crunches through the snow to Poplar Lake. This would be part of the northeast trail. The lake is mostly hemmed in by roads and houses. The only undeveloped side is today crawling with bulldozers. Cotterill is with the Sierra Club. She says a greenbelt isn't just for people.

PATSY COTTERILL (Sierra Club): I think it's a very good idea. I mean, that's the prevailing belief in ecological circles that you need to have these connecting corridors to allow for movement, not just of animals, but I think even of plants. You know, seed material has to move and replenish, repopulate.

SULLIVAN: Cotterill has fought before to protect natural areas in Edmonton and she's lost. She says the city has a poor record on conservation.

COTTERILL: Some small portions of some of the natural areas have been maintained courtesy of the developer usually. But the city just hasn't put in the big bucks that are needed to purchase these lands.

SULLIVAN: The city's record is bad. Thirteen years ago it chose 80 sites to preserve. Since then more than half of them have either been fully developed or partially. Only one quarter of those sites have been saved.

Most of the sites are owned by developers who want to build homes. Jodie Wacko is with a group representing land developers.

JODIE WACKO (Group Representing Land Developers): As a development industry we're always willing to work with the city of Edmonton and advance the conservation of areas. However, we believe that any conservation has to acknowledge private owner or private property rights, and any retention has to be done in the eyes of the market and the market value of these lands.

SULLIVAN: In other words, they'll sell for the right price and land values have never been higher in Edmonton.

Councillor Melnychuk says the city needs to find the money.

Back in the northeast Mike White believes the city will do the right thing.

WHITE: So I think it's going to be a great vibrant community, as soon as this all gets developed here, which is, you know, starting this year it's going to be booming. So we're going to have to put up with some construction problems and lots of traffic, but you know, as they're building, but I think it'll be wonderful when it's finished.

SULLIVAN: The city has plans for about five such greenbelts. Total costs? A \$150 million, about the same price as one overpass.

Last year Edmonton put aside \$1 million in a conservation fund. White is hoping the city puts the same value on parks and trails as it does on building roads and overpasses.

In Edmonton northeast I'm Anne Sullivan.

WILSON: Anne, thanks very much for that. There is a public meeting to look at the city's conservation plan tonight. It starts at the Days Inn, the one located at 179A Street and 100th Avenue. Again, that's the Days Inn, 100th Avenue, 179A Street. It's up in northwest Edmonton and it starts at 6:00 o'clock tonight.

--end--

\*\*\*\*\*

NEWS (07:30) (cbx-am), EDMONTON, 21 Nov 06, Reach: 20,000, Time: 07:35, Length: 00:00:45, Ref# 752E24-4

Anchor/Reporters: Carol Amadeo

--transcript--

EDMONTON: GREEN SPACES

CAROL AMADEO (CBX): The City of Edmonton got some advice last night about what to do with its remaining natural areas. Edmonton has lost about one-quarter of its green spaces, woodlots and wetlands over the past decade. Ann Dulquin(?), who attended the meeting, says the government could simply pass a law.

ANN DULQUIN (Resident): Coming from Europe I'm only too familiar with the way populations can grow and how governments have to say you can't cut these trees down, you can't move here, you can't develop this, that and the other because otherwise the whole place turns into a concrete jungle.

AMADEO: City officials say it would cost about \$150 million to purchase all the remaining natural areas to protect them from development. The city will hold three more public meetings on the issue over the next week. It hopes to have a plan ready for council by next year.

--end--

## Television

NOON NEWS (cfrn-tv), EDMONTON, 14 Nov 2006, 12:09PM, Length: 00:00:40, Ref# 74ACA1-10  
Anchor/Reporters: CARRIE DOLL/ DARYL MCINTYRE, DAN KOBE, Reach: 49,000  
THE CITY OF EDMONTON IS LOOKING AT WAYS TO DEFEND ITS NATURAL AREA.  
RESIDENT INPUT IS BEING SOUGHT. "GRANT PEARSALL, NATURAL AREAS  
COORDINATOR"

CANADA NOW (LOCAL) (CBXT-TV), EDMONTON, 14 Nov 2006, 06:04PM, Length: 00:00:45, Ref# 74B410-5  
Anchor/Reporters: PORTIA CLARK, Reach: 10,000  
THE CITY OF EDMONTON IS SEEKING PUBLIC INPUT ON THE MANAGING OF NATURAL  
AREAS "GRANT PEARSELL" CITY OF EDMONTON

LATE NEWS (cfrn-tv), EDMONTON, 14 Nov 2006, 11:42PM, Length: 00:00:45, Ref# 74B547-13  
Anchor/Reporters: KIM TAYLOR, Reach: 35,000  
THE CITY OF EDMONTON IS SEEKING PUBLIC INPUT ON THE MANAGING OF NATURAL  
AREAS "GRANT PEARSELL" CITY OF EDMONTON

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Individual clips are provided to the client on DVD.



## **Appendix One: News release**

(See next page.)

# News Release

IMMEDIATE RELEASE

## Edmonton seeks resident input on natural areas conservation

**Edmonton, November 14, 2006** – The City of Edmonton is calling on residents to help develop a new *Integrated Natural Areas Conservation Plan*. The plan is being developed to properly manage natural areas within Edmonton’s boundaries, while Alberta’s Capital City deals with the demand for commercial, industrial and residential development.

The first phase of public consultation began with the release of the updated *State of Natural Areas* report. The City invites Edmontonians and key stakeholders to participate in developing the vision and guiding principles for natural areas conservation through an online survey, public workshops and open houses. The City will then use this input to develop the implementation plan.

The City is seeking input from citizens on how it should balance development pressures with its commitment to preserve sensitive landscapes that support significant native plants and wildlife, and that afford residents and visitors with opportunities to appreciate nature that are rare in urban municipalities.

“It’s important that we understand the value that Edmontonians put on natural areas,” said Pearsell, “We can take that into account as we make plans for the future. Citizens who participate in our public engagement process will help to determine the future direction of our *Integrated Natural Areas Conservation Plan*.”

Residents of Edmonton interested in providing input to the City’s *Integrated Natural Areas Conservation Plan* should visit [www.edmonton.ca/naturalareas](http://www.edmonton.ca/naturalareas) to review the new *State of Natural Areas* report, take the survey, learn about upcoming open houses or sign up to participate in public workshops.

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### About Edmonton:

Edmonton, Alberta’s capital city, serves north-western Canada and is the heart of a region of more than one million people. Edmonton is Canada’s health care hub and an international pacesetter in health innovation, discovery and education; a global leader in environmental stewardship; and a culturally diverse centre with a passion for the arts and sports. Well-positioned to support northern resource development, Edmonton enjoys one of the world’s most cost-competitive business environments, and was rated by the Conference Board of Canada as the top city for economic growth in the country in 2005. Edmonton is unrivalled in its combination of affordability, prosperity and opportunity, making it an ideal place to live, work, invest and visit.

For more information on Edmonton, please visit our website at: [www.edmonton.ca](http://www.edmonton.ca).

**For additional information please contact:**

Grant Pearsell  
Natural Areas Coordinator  
Office of Natural Areas  
(780) 496-6080



# Backgrounder

## *State of Natural Areas report*

**Edmonton, November 10, 2006** – The 2006 *State of Natural Areas* report is an update of a similar document submitted to City Council in 1993. It documents all existing natural areas within Edmonton's municipal boundaries and includes several maps that provide specific information about different aspects of the City's natural areas, including losses since 1993, protection and ownership status, regional integration, vegetation, plant and wildlife observations, soil capability and surficial geology.

The full report exceeds 100 pages and includes three parts:

1. Natural Areas Mapping Summary Report;
2. Landscape Linkages/Connectivity Analysis Summary Report; and
3. Natural Areas Systems Analysis.

The maps contained in the *State of Natural Areas* report was made available to media in .jpg format on CD-ROM at the news conference in the City Hall media room at 10 a.m., Tuesday, November 14, 2006.

The primary difference between current natural areas management and that proposed under the *Integrated Natural Areas Conservation Plan* is to manage all municipal natural areas as an integrated network. Current City policy approaches the North Saskatchewan River Valley and Ravine System (NSRVRS) as separate from natural areas in Edmonton's 'tablelands.' Edmonton's approach has not differed from the 'islands of green' management strategy practiced in other municipalities. Advances in ecological management, however, have demonstrated the superiority of managing all natural areas within a given boundary as an interconnected network that will support the viability of wetlands and the safe movement of plant and animal species both within the municipality and through to adjacent natural areas in the region. The proposed *Integrated Natural Areas Conservation Plan* is intended to bring all natural areas under the same protection measures and to conserve those areas as a network of natural areas, maintaining a healthy environment for the City's wildlife and human inhabitants, and ensuring the many benefits provided by natural areas.

### **Current natural areas within municipal boundaries**

Edmontonians have repeatedly made known their attachment to the City's parks and natural areas through public opinion research and public involvement opportunities. Edmonton is renowned across Canada as the nation's 'greenest' city. Much of that reputation rests with the 'ribbon of green,' the North Saskatchewan River and tributary ravine system, that traverses the City from the southwest to the northeast. However, there are other areas of ecological significance in the tablelands, particularly in the City's undeveloped agricultural regions in the southeast and northeast.

The City defines a natural area as “An area of land and/or water especially dedicated to the protection and maintenance of biological diversity, and of natural and associated cultural resources, and managed through legal or other effective means.” Areas such as groomed parks, recreational areas for sports, and schoolyards are not included in this definition.

The 2006 *State of Natural Areas* report identifies a total of 431 natural areas in Edmonton, occupying 7,226 hectares, or 9.1 percent of the City’s landscape. This includes 159 natural areas within the NSRVRS and 272 scattered widely across the tablelands. Natural areas range in size from the smallest, at one hectare, to the largest, at 554 hectares. A total of 2,372 hectares or 38 percent of the total land area of natural areas are under some form of protection in the City.

It is important to note that many natural areas are not publicly owned – that is, they are located on private lands – and the City has no legislative instrument to impel landowners to comply with conservation measures. At the same time, it should be noted that voluntary participation of landowners in conservation efforts has been excellent.

Natural areas within the NSRVRS total 5,179 hectares of which 2,127 are protected. Protection measures for the natural areas within the NSRVRS are contained within the “Ribbon of Green – North Saskatchewan River Valley and Ravine System Master Plan” and other management plans.

Natural areas in the City’s ‘tablelands,’ first identified in 1993, are addressed under Policy C-467, entitled “Conservation of Natural Sites in Edmonton’s Table Lands.” The Policy states that the City “will encourage the conservation and integration of as many Environmentally Sensitive and Significant Natural Areas into Edmonton’s future urban environment as are sustainable and feasible.” Natural areas in the tablelands represent 2,047 hectares, of which 245 hectares are under some form of protection. Most of Edmonton’s tablelands natural areas are at the City’s fringes, on undeveloped and/or agricultural land.

### **Change since 1993**

The 2006 *State of Natural Areas* report demonstrates that the City has lost 12 percent of the land area identified as natural areas in 1993. Most of these losses have occurred through the development of privately-owned land as the City accommodates dramatic population growth.

As the City continues to grow – between 2001 and 2005 alone Edmonton’s population grew by more than 46,000 people, equivalent to adding the city of Grande Prairie – it continues to develop policy to balance growth with conservation. When possible, the City works with the development industry to conserve natural areas within new communities, features that citizens have said contribute to their quality of life.

Natural areas within the City’s tablelands are more vulnerable to development than those within the NSRVRS. Since 1993, losses in the total land area then identified within the tablelands have been 23 percent. However, the City increased the

number of protected areas in the City during the same period by adding 22 new sites, representing 245 hectares, to the network in the tablelands. That also means that 21 percent of tableland natural areas have come under some form of protection since 1993. The remaining 56 percent of tableland natural areas identified in 1993 remain unprotected and are privately owned. In total, there are 1,330 hectares of identified natural areas within Edmonton that are on privately owned land. At current land prices of \$100,000 to \$150,000 per hectare, these lands have an estimated value of \$150 million.

### **Ecological Conservation Assistance Program**

The federal government provides tax incentives for the donation of ecologically sensitive land to approved conservation charities and has reduced the capital gains tax on such land to zero. In a complementary decision, the City approved the creation of the Ecological Conservation Assistance Program to cover the reasonable costs (legal, accounting, surveying, etc.) to landowners of making a donation to the City of Edmonton. In addition, the City is able to make a nominal payment to landowners of \$5,000 for each hectare set aside for conservation.

### **Key Edmonton species:**

Several natural areas have been protected or identified for protection in connection with plant and wildlife sightings. Key Edmonton species include the following.

#### **Fish**

Sturgeon

#### **Amphibians**

Tiger salamander

#### **Insects/Arthropods**

Compton's Tortoise Shell  
(butterfly)

#### **Plants/Trees**

Orchids, e.g. Bracted Bog-  
Orchid  
Yellow Lady's Slipper  
Spotted Coralroot  
Smooth Sweet-Cicely  
Turned Sedge

#### **Birds (Shore/Land/Water)**

Saw-whet owl  
Black-crowned night heron  
Pileated Woodpecker  
Western Tanager  
Great Blue Heron  
Great Horned Owl  
Northern Harrier  
Cooper's hawk  
Clay-coloured sparrow  
Sandhill Crane

#### **Mammals**

White-tailed deer  
Red-backed vole  
Cougar

### **Limited resources:**

Environmental protection and conservation measures are primarily within the domain of the federal and provincial governments.

Edmonton has limited authority under the *Municipal Government Act* (Alberta) to protect ecologically sensitive areas. Consequently, it is studying how best to integrate its natural areas management effort with existing plans and strategies of the other two orders of government and environmental non-government organizations (ENGOS), such as provincial fisheries and wildlife management plans, the United Nations Convention on Biological Diversity, North American Waterfowl Management Plan, and species-at-risk protection legislation.

# Backgrounder

## Public Events

There are three different opportunities for the public-at-large to get involved in helping to define the conservation vision for the City of Edmonton:

### On-line Survey

The Office of Natural Areas has created an on-line survey that will be available to residents of Edmonton from November 10 to December 8. Visit [www.edmonton.ca/naturalareas](http://www.edmonton.ca/naturalareas) to link to the survey.

### Public Open Houses

The City will host four public open houses, one in each of the four quadrants of Edmonton. The open houses will give residents an opportunity to view maps produced to support the 2006 *State of Natural Areas Project* report and to provide their input to City staff in an informal setting. Drop-in visits are encouraged.

#### **Northwest Edmonton**

Monday, November 20  
6:00 p.m. to 9:00 p.m.  
Days Inn (Oak Room)  
10010 179A Street

#### **Southwest Edmonton**

Tuesday, November 21  
6:00 p.m. to 9:00 p.m.  
Riverbend Community Hall  
258 Rhatigan Road East

#### **Northeast Edmonton**

Thursday, November 23  
6:00 p.m. to 9:00 p.m.  
Delwood Community Hall  
7515 Delwood Road

#### **Southeast Edmonton**

Wednesday, November 29  
6:00 p.m. to 9:00 p.m.  
Woodvale Community Hall  
4540 50 Street

### Public Workshops

The City will host two facilitated public workshops, one each on the City's north and south sides, that will enable interested citizens to participate in a structured exploration of conservation issues. Space is limited and pre-registration is required. Please register by sending an e-mail to [naturalareas@teleologic.ca](mailto:naturalareas@teleologic.ca).

#### **North Edmonton**

Thursday, November 23  
6:00 p.m. to 10:00 p.m.  
Delwood Community Hall  
7515 Delwood Road

#### **South Edmonton**

Wednesday, November 29  
6:00 p.m. to 10:00 p.m.  
Woodvale Community Hall  
4540 50 Street

### Landowner Workshops

The City is also hosting two facilitated landowner workshops, one each on the north and south sides, that will enable landowners in the City's undeveloped agricultural areas to participate in a structured exploration of conservation issues related to



those regions. Space is limited and pre-registration is required. Please register by sending an e-mail to [naturalareas@teleologic.ca](mailto:naturalareas@teleologic.ca).

***Northeast Edmonton***

Thursday, November 30  
6:00 p.m. to 10:00 p.m.  
Delwood Community Hall  
7515 Delwood Road

***Southeast Edmonton***

Monday, December 4  
6:00 p.m. to 10:00 p.m.  
Woodvale Community Hall  
4540 50 Street

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**For additional information please contact:**

Grant Pearsell  
Natural Areas Coordinator  
Office of Natural Areas  
(780) 496-6080



## **Appendix Two: Edmonton Journal rate card**

(See next page.)



# EDMONTON JOURNAL



## DISPLAY ADVERTISING RATES

2006 / 2007

### ANNUAL VOLUME RATES (NET)

Display Volume	Sun.-Thurs.*	Fri./Sat.
Casual .....	\$7.43/line	\$8.55/line
\$2,500 .....	\$7.18/line	\$8.25/line
\$5,000 .....	\$5.45/line	\$6.25/line
\$10,000 .....	\$4.35/line	\$4.99/line
\$20,000 .....	\$4.32/line	\$4.97/line
\$25,000 .....	\$4.24/line	\$4.88/line
\$35,000 .....	\$4.17/line	\$4.81/line
\$50,000 .....	\$4.03/line	\$4.63/line
\$75,000 .....	\$3.97/line	\$4.57/line
\$100,000 .....	\$3.95/line	\$4.55/line
\$125,000 .....	\$3.91/line	\$4.48/line
\$150,000 .....	\$3.87/line	\$4.45/line
\$200,000 .....	\$3.82/line	\$4.42/line
\$250,000 .....	\$3.79/line	\$4.37/line
\$350,000 .....	\$3.74/line	\$4.28/line
\$500,000 .....	\$3.62/line	\$4.17/line
\$1,000,000 .....	\$3.47/line	\$4.00/line
\$1,500,000 .....	\$3.38/line	\$3.90/line
\$2,000,000 .....	\$3.28/line	\$3.76/line

\* When Friday or Saturday is a non-publishing day, Friday/Saturday rate applies on Thursday.

### ANNUAL VOLUME

Annual volume plateaus include display and classified advertising in the Edmonton Journal, TVtimes, colour comics, special publications produced by the Edmonton Journal and online advertising. Advertisers agreeing to an annual volume commitment will be charged the corresponding rate. Advertisers achieving a higher volume plateau will be entitled to a rebate, and advertisers not achieving their volume commitment agree to pay at the rate applicable for the year's actual advertising volume. Annual volume commitment applies to fiscal year September 1 - August 31.

### POSITION CHARGES

Page A2/A3/B3 .....	plus 35%	Careers & Employment.....	10.58/line
Guaranteed Position .....	plus 35%	Double Trucks	
Specified Position .....	plus 35%	(Min. 1670 lines) ...	plus 1 column
Stock Listing.....	plus 25%		

### BANNERS

(Rates include colour)	Front	Section Front
Sun-Thurs..... 1X .....	\$4,749	\$3,490
Fri/Sat .....	\$5,468	\$4,006
Sun-Thurs..... 6X .....	\$4,036	\$3,256
Fri/Sat .....	\$4,657	\$3,775

Front Page Banner — 10 column (11.583") x 30 agate lines  
Section Front Banner — 10 column (11.583") x 40 agate lines

### COLOUR COMICS

Effective September 1, 2006 (non-commissionable)

	6 TIMES	13 TIMES	26 TIMES	52 TIMES
Earlugs (min. 6) .....	\$473	\$422	\$374	\$327
1/2 Page .....	Regular earned rates apply (720 lines) (9 column x 80 agate lines)			
Banner .....	Regular earned rates apply (270 lines) (9 column x 30 agate lines)			

### SPECIAL PRODUCTS

Profiles.....	less 25%	Flex Form Ads.....	plus 25%
(full page, 50% advertorial)		(minimum 1/2 page)	
Impact Sections		Gateways .....	plus 15%
(multiple pages for a single advertiser)		(minimum 1/2 page)	
4 pages .....	less 20%		
8 or more pages .....	less 25%		

	Sun.-Thurs.	Fri./Sat.
Advertising Feature Rates .....	\$5.45/line	\$6.25/line
Legal Notices & Auctions .....	\$7.43/line	\$8.55/line

Earlugs — section fronts only (colour add \$100)

1X .....	\$832	\$956
6X .....	\$750	\$862
13X .....	\$695	\$800
26X .....	\$638	\$739
52X .....	\$589	\$683

### Colour Advertising

Black / 1 Colour.....	\$1,897	\$2,183
Black / 2 Colours .....	\$2,769	\$3,184
Black / 3 Colours .....	\$3,320	\$3,820

### TERMS OF PAYMENT

Published rates are net. For commissionable rates multiply by 1.17647. No cash discounts. For clients without an established account, payment is due upon ad booking. For established accounts, payment is due by the last business day of the following month. A monthly service charge will be applied to outstanding balances.

## EDMONTON JOURNAL

A division of CanWest MediaWorks Publications Inc.

10006 - 101 Street, Edmonton, Alberta, Canada T5J 0S1  
Mailing Address: P.O. Box 2421, Edmonton, Alberta, Canada T5J 2S6  
Phone: (780) 429-5400 Fax: (780) 498-5602 [www.edmontonjournal.com](http://www.edmontonjournal.com)

Effective September 1, 2006



# EDMONTON JOURNAL



## TV TIMES RATES

2006 / 2007

### FRONT PAGE BANNER

(10.375" Wide x 2" Deep)

1 Time	6 Times	13 Times	26 Times	52 Times
\$2,542	\$2,415	\$2,288	\$2,161	\$2,034

### 1/6 PAGE ISLAND AD ON

SPORTS INDEX ONLY (3.334" Wide x 5.786" Deep)

1 Time	6 Times	13 Times	26 Times	52 Times
\$974	\$926	\$877	\$830	\$780

### SPORTS INDEX PAGE BANNER

(10.375" Wide x 2" Deep)

1 Time	6 Times	13 Times	26 Times	52 Times
\$1,272	\$1,208	\$1,145	\$1,080	\$1,017

Alternative to Island ad only.

### 1/2 PAGE HORIZONTAL (10.375" Wide x 5.786" Deep)

### 1/2 PAGE VERTICAL (5.085" Wide x 11.625" Deep)

1 Time	6 Times	13 Times	26 Times	52 Times
\$2,415	\$2,294	\$2,175	\$2,054	\$1,932

### 1/4 PAGE (5.085" Wide x 5.786" Deep)

1 Time	6 Times	13 Times	26 Times	52 Times
\$1,398	\$1,327	\$1,258	\$1,188	\$1,118

### FULL PAGE NEWSPRINT

(10.375" Wide x 11.625" Deep)

1 Time	6 Times	13 Times	26 Times	52 Times
\$4,238	\$4,026	\$3,814	\$3,602	\$3,390

### OUTSIDE BACK COVER

(10.375" Wide x 11.625" Deep)

1 Time	6 Times	13 Times	26 Times	52 Times
\$6,334	\$6,019	\$5,702	\$5,384	\$5,068

### INSIDE FRONT/BACK COVER

(10.375" Wide x 11.625" Deep)

1 Time	6 Times	13 Times	26 Times	52 Times
\$6,060	\$5,756	\$5,454	\$5,150	\$4,847

### COLOUR

#### Regular Stock

Black and 1 colour .....\$846

Black and 2 colours .....\$1,059

Black and 3 colours .....\$1,272

\* Subject to availability.

#### Guaranteed Position Charges

Plus 10%

<b>John Connolly</b> <i>Vice President Advertising Sales</i>	E-mail: jconnolly@thejournal.canwest.com	Phone: (780) 429-5440 Fax: (780) 498-5602
<b>Gord Deeks</b> <i>National/Sales Planning Manager</i>	E-mail: gdeeks@thejournal.canwest.com	Phone: (780) 429-5577 Fax: (780) 498-5605
<b>Ray Wood</b> <i>Classified Advertising Manager</i>	E-mail: rwood@thejournal.canwest.com	Phone: (780) 429-5474 Fax: (780) 429-5308
<b>Gary Johnston</b> <i>Retail Multi-Market Sales Manager</i>	E-mail: ggjohnston@thejournal.canwest.com	Phone: (780) 429-5575 Fax: (780) 498-5602
<b>Deborah Horlick</b> <i>Local Territory Manager</i>	E-mail: dhorlick@thejournal.canwest.com	Phone: (780) 498-5652 Fax: (780) 498-5602
<b>Ian Newman</b> <i>Local Territory Manager</i>	E-mail: inewman@thejournal.canwest.com	Phone: (780) 429-5542 Fax: (780) 498-5602
<b>Lyn Propp</b> <i>Advertising Services Manager</i>	E-mail: lpropp@thejournal.canwest.com	Phone: (780) 429-5264 Fax: (780) 498-5602
<b>Gerda Francis</b> <i>Inside Sales Supervisor</i>	E-mail: gfrancis@thejournal.canwest.com	Phone: (780) 429-5388 Fax: (780) 429-5308
<b>Rhonda Vickers</b> <i>Assistant Inside Sales Supervisor</i>	E-mail: rvickers@thejournal.canwest.com	Phone: (780) 429-5553 Fax: (780) 429-5364

#### Member of:

Audit Bureau of Circulations • Canadian Newspaper Association  
Advertising Standards Canada • NADbank

**Urgent advertising assistance (after 6:00pm)**

**Phone: (780) 429-5155**

# EDMONTON JOURNAL

A division of CanWest MediaWorks Publications Inc.

10006 - 101 Street, Edmonton, Alberta, Canada T5J 0S1

Mailing Address: P.O. Box 2421, Edmonton, Alberta, Canada T5J 2S6

Phone: (780) 429-5400 Fax: (780) 498-5602 [www.edmontonjournal.com](http://www.edmontonjournal.com)

Effective September 1, 2006





# EDMONTON JOURNAL



## DEADLINES & MECHANICAL REQUIREMENTS 2006 / 2007

### PREMIUM POSITIONS

Front Page Banner .....	10 columns	x	30	agate lines
Section Front Banner .....	10 columns	x	40	agate lines
Page A-2, A-3 .....	5 columns	x	70	agate lines
	10 columns	x	70	agate lines
Stock Page Island Ads .....	5 columns	x	100	agate lines
	2 columns	x	70	agate lines
Page B-3 .....	5 columns	x	100	agate lines
	10 columns	x	100	agate lines
Homes Front .....	10 columns	x	80	agate lines

### SPECIAL POSITIONS

Careers .....	2 column minimum
Obituaries .....	2 column minimum
Special Occasions .....	2 column minimum
Church Page .....	2 column minimum

### MINIMUM AD SIZES

1 column x 14 agate lines	6 columns x 35 agate lines
2 columns x 14 agate lines	7 columns x 40 agate lines
3 columns x 30 agate lines	8 columns x 45 agate lines
4 columns x 30 agate lines	10 columns x 60 agate lines
5 columns x 30 agate lines	

8 column tabloid and 9 column broadsheet advertisements are not available.

### BOX NUMBERS

Replies are mailed if desired. It is advisable to use name, address and phone number for better results. While every effort will be made to forward box replies as soon as possible, we accept no liability with respect to the loss or damage alleged to arise through either delay or failure to forward replies, however caused. Replies will be cleared every 4 weeks. Uncollected replies will be destroyed.

### DEADLINES

#### Display Deadlines

Space and Material: .....	3 days prior by 5:00 p.m.
Camera Ready Material: .....	2 days prior by 5:00 p.m.
Disk Material: .....	2 days prior by 12:00 p.m.
Proof Deadline: .....	Noon, business day prior to publication

#### Saturday Careers, Travel & New Homes Display Deadlines

Space & Material: .....	Wednesday by 4:00 p.m. (Saturday Careers, Travel)
Space & Material: .....	Wednesday by noon (New Homes)
Proof Deadline: .....	Thursday by noon

#### Classified Deadlines

Line ads: .....	1 business day prior by 2:00 p.m.
	Saturday for Sunday and Monday publication by 2:00 p.m.
	Exception: Friday Driving deadline is 8 p.m. Wednesday
Display: .....	2 business days prior by noon
	Exception: Friday Driving deadline is 5 p.m. Tuesday
Proof deadline: .....	1 business day prior to publication by 10:00 a.m.

#### TVtimes Deadlines

Booking Deadline: Thursdays, 15 days prior to publication.  
Due to space limitations, orders accepted on a first-come, first-served basis.  
Proof Deadline: Mondays, 11 days prior to publication.

#### Colour Comics Deadline

Fridays, three weeks prior to publication, subject to availability.

#### ROP Proof Corrections Deadline

One business day prior by 12:00 noon.

#### Pre-print Deadlines

Booking .....	2 weeks prior to insertion
Receiving .....	1 week prior to insertion

### CORRECTIONS

An allowance will be made for one incorrect insertion only upon manager's approval.

### MISCELLANEOUS

The Advertiser agrees that the Publisher shall not be liable for damages arising out of errors in advertisements beyond the amount charged for actual space occupied by that portion of the advertisement in which the error occurred, whether such error is due to the negligence of its servants or otherwise ... and there shall be no liability for non-insertion of any advertisement.

The Publisher reserves the right to add the word "Advertisement" or the abbreviation "Advt." to any or all advertisements, to edit or reject any advertising copy and to discontinue or omit any advertisement.

The Publisher reserves the right to increase the rate stipulated herein on any contract at any time on notice in writing. The Advertiser reserves the right to cancel the contract at any date upon which a higher rate than that contained therein is made effective by the Publisher.

### SPECIAL SERVICES

Affidavits: preparation charge per item .....	\$61.00
Box Replies: (includes mailing) .....	\$170.00

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