

production
JOURNAL

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Precision Colour Printing
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Published for
The Newspaper Society by
Cullum Publishing Ltd

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8th Floor, St Andrew's House
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London EC4A 3AY
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ISSN 0032-9878

The Newspaper Society

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**Recycled paper
made up 79%
of the raw
material for UK
newspapers
in 2007**

Local newspapers keep communities together

AT THE Newspaper Society's Annual Lunch, held at Claridges in London, some 220 guests heard Sir Terry Leahy, chief executive of Tesco, describe local newspapers as 'a pillar of local communities'. He said: "It is a great honour to address an organisation which seeks to uphold free speech, honest reporting and stands for open debate. These are values we all share, and we share something else as well: we both compete in tough competitive markets which are full of life's hurly burly."

"We both have to listen to our consumers, in your case readers, and customers. Their views, habits, tastes are always changing and we need to be on top form to keep in with our customers".

Leahy's speech focused on Tesco's role as a 'real driver for social mobility' and his concern about the standard of education in UK schools.

"We, you the media and us as employers, need to shine a light on this problem, and make sure politicians and policy-makers focus on it".



Rothermere and Bailey call for competition changes



● Sly Bailey

THE competition authorities' approach to local newspaper transfers was criticised by Lord Rothermere, chairman of the Daily Mail and General Trust, and Trinity Mirror chief executive, Sly Bailey, when giving evidence at the final meeting of the House of Lords Communications Committee's enquiry into media ownership and the news. The Select Committee, chaired by Lord Fowler, heard how both media groups considered that the competition authorities' narrow and outdated view of local markets failed to take account of the reality of the fierce competi-

tion for advertising and audience faced by regional and local newspapers.

Such intervention could in fact undermine the plurality which the system was intended to promote. As an example of this, Bailey used the recently announced closure of eight of Trinity's free newspapers in Derby and Peterborough. It was suggested that had the competition authorities not prevented their transfer to Johnston Press in 2001, they would still be around.

Strong concerns were also raised about BBC's planned expansion of its local on-line services. Bailey warned the

Committee that this could damage local newspaper businesses. She said that Trinity Mirror had had success with its ultra local web sites, which served areas as small as individual postcodes, but that the business was at a 'very fragile, embryonic' stage.

"Our concern is that if the BBC moves on-line evermore locally, without the same commercial constraints as us, it will disrupt these markets making it much more difficult to enter into them. We must not allow it to distort these embryonic markets if we believe in a plurality of voice".

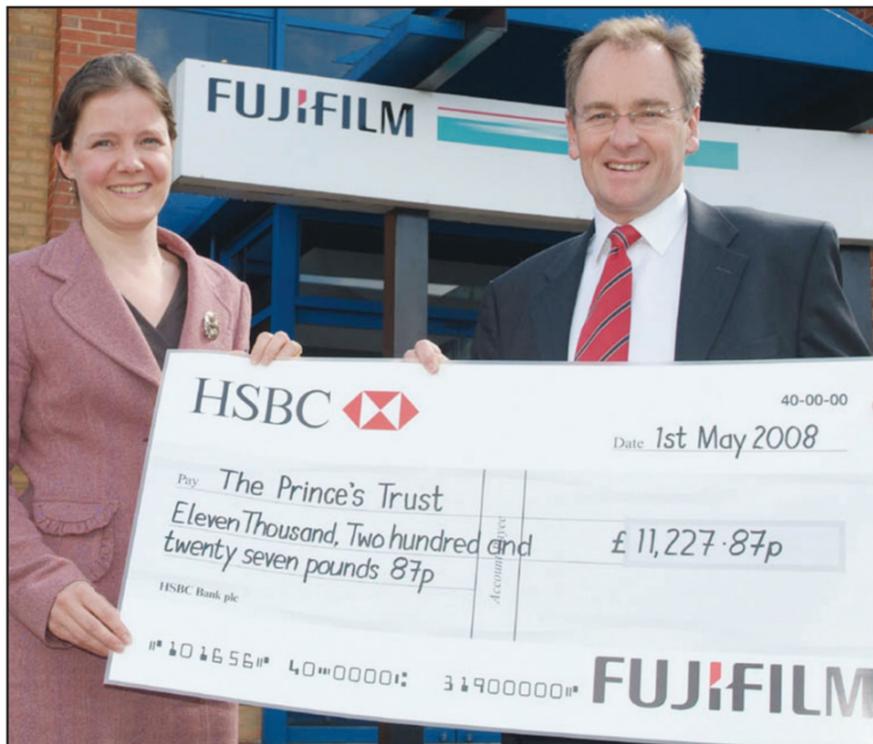
Newspaper industry raises record amount

A RECORD £11,227 was raised at the 2008 Newspaper Awards for youth charity, The Prince's Trust. The Trust provides practical and financial support to young people, helping to develop key skills, confidence and motivation, and enabling young people to move into education, employment or training.

Prizes for the charity draw were presented by the evening's host, comedian Rich Hall, and Keith Dalton, director of Fujifilm Graphic Systems UK which organised the fund raising.

"This is such an impressive total and, yet again, the industry has demonstrated its generosity. The Prince's Trust is a superb charity and we are delighted that the newspaper industry has given it such great support," said Dalton.

Catlin Kennedy, senior head of events at the Trust who collected the cheque from Keith (pictured) commented: "This donation will help so many young people who we work with on a daily basis".



Knowsley extension officially opened

NEWSPRINTERS, the newspaper manufacturing subsidiary of News International, has officially opened the extension of its Knowsley site. The ceremony was carried out by Clive Milner, group managing director NI.

Brian McGee, managing director of Newsprinters, said: "Now that our three print sites are fully operational, we have Europe's largest and most advanced newspaper manufacturing operation. The scale and speed of our presses give us an opportunity to generate additional revenue for our business by selling extra press capacity to third-party publishers".

Currently, Newsprinters Knowsley produces News International's own national titles - *The Sun*, *News of the World*, *The Times* and *The Sunday Times*. It will also print the Telegraph Media Group's *The Daily Telegraph* and the *Sunday Telegraph* later in the year.



● Brian McGee

Smartfocus acquires Astech InterMedia

WITH the aim of building its US presence, UK-based Smartfocus which provides multi-channel marketing software, has acquired US-based Astech InterMedia, provider of data-driven marketing systems for the news media industry. The deal follows a five year business relationship.

Smartfocus says that the acquisition will consolidate its international presence in the news media industry adding over 200 Astech clients, 70 of whom already use Smartfocus technology, to its European news media client portfolio. The combined business now serves over 600 clients and partners.

Final call for XMA Awards entries

REGISTRATION for the Ifra XMA Cross Media Awards 2008 closes on 30 June. The aim of the competition, which is sponsored by Adobe and Protec, is to find the best examples of combining different print, on-line and mobile channels used to bring across the advertisers' message.

The project entry needs to have been undertaken between 1 July 2007 and 30 June 2008. Prizes will be awarded in three categories: cross-media campaigns for individual advertisers; cross-media classified ads combining print, on-line and mobile channels; and cross-media communities for special interest groups that serve as a platform for new advertiser target groups.

Interested newspaper publishers can register via the Ifra Web-site (www.ifra.com/xma) where they can also submit their entries. The winners will be announced in October at Ifra Expo 2008 in Amsterdam where the entries will be displayed.

NLA adds 150th regional newspaper mandate

THE Newspaper Licensing Agency (NLA), which licenses businesses to copy content from national and regional newspapers, has received its 150th mandate to represent a regional newspaper publisher. This brings the total number of titles it represents to 1,400.

The latest newspaper to sign up is the Cheshire-based *Congleton Chronicle*, along with its *Sandbach* and *Biddulph Chronicle* sister titles. Jeremy Condliffe, editor of the *Congleton Chronicle* said: "I had been considering a NLA licence for some time but was prompted to act by a recent presentation to the Newspaper Society. I am pleased to know that the Newspaper Licensing Agency is there to support the efforts of smaller publishers such as ourselves".

UK young creatives top in Europe

THE winners of the Newspaper Society's 'the wanted ads' young team of the year competition scooped both first and second prize at the Best Yet (Best Young European Team) awards held in Stockholm. The team that took the gold award, Zoe Hough and Miranda Abbs from agency Lean Mean Fighting Machine, beat 19 creative groups from across Europe, while the other UK entry, Enrique Reija and Borja Alvarez of St Lukes, came second. The winners now have the chance to attend the Cannes Lions Advertising Festival in June.

The Best Yet award required the competing teams to come up with a creative execution that fulfilled a brief set by Lego promoting its warrior toy series Bionicle.