

EDITORIAL PAGE.

Why is it, in the fall, the time we should take to drink in the beautiful colours of nature, take long walks in the crisp morning air and generally attempt to "charge-up" our life's batteries before the long and sometimes unpleasant days of winter, do we all have to get "so busy?"

Organizations are now in full swing, with meetings and planned activities. A multitude of events fill our calendars, to the point that it is sometimes easier to stay home than decide which one to attend!

We all have heavy demands on our time and energy. We all have our "pet" projects which we support...but we should remember that, while the things that are important to us, may be only of secondary importance to others.

One of the things I have found most helpful in planning my "priorities" is my day book. Each meeting and event is entered and, if someone throws a wrench in the works by announcing a meeting after one day is full...then my response can be very genuine... "Sorry, I have a previous commitment". So many will, on already agreeing to attend a meeting or function, suddenly be "persuaded" to change their plans at a later date, leaving the planners of the original commitment short of participants. Participating in a recent Promotions and Public Relations workshop, the common error most had made when reporting "poor turn-out" or "lack of response and support" was....lack of planning! We all have busy lives...and one or two days notice is just not enough anymore to guarantee a "good attendance", no matter what the event... Most of us need at least 2 weeks advance notice, sometimes more. The Lantern, for the North Leeds area, is an excellent way of "checking" on forthcoming events and "booking" them in your personal day book. The response to the "Advance Booking Column" has been excellent from those organizations who use it...not only to plan their own events, but also to make note of the events of others. As a senior member of our community stated, after being "out" 3 nights in a row, "A body can only go to so many things and still say 'I enjoyed myself'".

Remember, plan...and plan ahead...and then let us know....well in advance!
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The North Leeds Lantern is a monthly community newspaper, distributed free-of-charge to all households in the Townships of Bastard & S. Burgess. Rear of Leeds & Lansdowne, South Crosby and the Village of Newboro. **Subscriptions** are available to those residing outside of these areas: **\$7.50** Canadian residents; **\$10.00** U.S. mailings.

Funding is provided through commercial advertising with the aforementioned townships contributing towards the bulk mailing costs.

Circulation averages 2,800/mth. The aim of the Lantern is to provide a monthly newspaper of interest to local residents. News from Councils, local organizations and the public is published as space permits and under the guidelines established by the Board of Directors. The Lantern also hopes to provide a forum for local concerns and invites letters or articles from the general public. Letters &/or articles must be signed on submission.

STAFF

P. Little*-Ed., D. Roantree*-Ass. Ed., S. Duncan*-Sec., M. Jackson*-Treas., J. Keates*-Billing/Layout, M. Keith-Mailing, E. Albert-Del-

ivery, E. Mattice*-Photography, J. Baker*-Lay-out, B. Blackman*-Layout, K. Scott, J. Monaghan, B. Scovil.

(underlined = Directors - *-Lay-out)

Deadline: The Lantern goes to press the last Tuesday of each month - the DEADLINE is always the Wednesday before that date. ALL advertising copy, articles etc., MUST be received BEFORE that date for inclusion. **Phone Calls:** We would appreciate ALL material be submitted by MAIL to North Leeds Lantern Box 136, Elgin, KOG 1E0

Advertising Content: While staff prepare ads for print, the content of the ad is the responsibility of the advertiser. False or misleading advertising should be drawn to the attention of the editor & the advertiser in question.

No ads, or other information will be taken by phone!

Birth, Wedding, Graduation, Death notices, etc.: - are not accepted as these fall under the jurisdiction of daily or weekly newspapers. This is the policy of the Board of Directors.

Calendar & Coming Events: Items submitted before the deadline will be included free-of-charge in these areas if requested. Information re

**NORTH LEEDS LANTERN
SUMMARY OF AUDIT 1985-86**

Income	
Advertising Revenue	12,313.00
Municipal Grants for mailing costs	2,288.00
Subs Sales Donations	721.00
Interest	431.00
	15,753.00
Expenses	
Audit	200.00
Printing	9,760.00
Postage	4,337.00
Supplies & Misc	1,030.00
Staff Dinner	100.00
Equipment purchased	2,616.00
Scholarship Award (one time only)	1,025.00
	19,068.00
Net Income (Loss)	(3,315.00)

This was the financial picture as of March 31/86

**NORTH LEEDS LANTERN DEAD-LINES
1986**

To ensure your material is included in the Lantern please refer to the dates below. Material arriving AFTER the deadline stated cannot be guaranteed inclusion. The Lantern reserves the right to edit material submitted for publication.

Month	Deadline	Layout	Issued
September	Aug. 20	Aug. 26	Aug. 29
October	Sept 24	Sept 30	Oct. 3
November	Oct. 22	Oct. 28	Oct. 31
December	Nov. 19	Nov. 25	Nov. 29
January	Dec. 24	Dec. 30	Jan. 2*

*January 2 issue may be changed depending on publisher's schedule for Christmas printing.

IMPORTANT NUMBERS

Red Cross HomeMakers 359-5382
V.O.N. Office 272-2343
Ambulance 00-267-0991
Cancer Society
Joyce Warriner 272-2237
- Service to Patients

We changed the Cover...

As the photo by Earl Mattice seemed too good to "reduce" we changed the cover format for this month to accommodate this beautiful view of Fall in our area.

date, place & time may be included in Coming Events but may not include cost, ticket sellers, or be unduly long. It is the responsibility of organizations to inform the Lantern IN WRITING items to be included in the calendar. **N.B.** Weekly meetings will be listed each month under the day held. Less frequent meetings MUST be submitted monthly and will be entered under the specific date. **It is the responsibility of the organization to inform the Lantern, in writing, of termination of any activity, e.g. weekly euchres, bingo's etc.**

Planning Calendar: Advance planning can assist all local organizations. While space permits, the Advance Planning Calendar will be included monthly. Entries are free-of-charge BUT must be submitted separately from current month's events. **N.B.** Commercial enterprises may not use Calendar of Coming Events areas.

Advertising Rates

Classified minimum \$2.00
Must be paid for in advance
½ page \$35.00 Full pge-\$60.00
Thankyou Notes minimum \$4.00
Announcements etc. Min. \$4.00

**OOPS, WE'RE IN THE "RED"..
Don't worry....We can still carry on!
BUT....**

Having absorbed 3 mail increases along with 4 increases in paper and printing costs over the past 5 years AND having not increased advertising rates for more than 7 years.... The Lantern audit is showing us that "the time has come...."

While advertising revenue was up 4.5% in 1985-86, our production costs were up approx. 22%

As a non-profit corporation, our aim is not to make money, with all labour involved with the "putting together of the paper" being done exclusively by volunteers. Mailing costs are generally borne by the participating councils leaving only the printing and supplies to be paid for from advertising revenue.

The present situation, while not black...(or should that be red?) leaves us no alternate other than to raise our advertising charges. We have checked with similar "community newspapers" (non-profit) and find we are somewhat low (approx 150%) in our charges. (No, we are not going to "double" our rates.)

The Executive of the Directors will meet in the next few weeks and discuss changes in the fee schedule and all regular advertisers will be informed in advance of any changes, as well as the date when these changes will be instituted. (Probably Jan. 1/87)

A suggested rate of \$1.00 per square inch has been suggested which would make it very easy for advertisers to assess in advance the cost of their ad. (e.g. 3x3 = \$7.00 in present rate structure...this would be \$9.00 in the suggested schedule.)

It is also possible that an Out-of Area" advertiser would be subjected to a surcharge as the Lantern's mandate is primarily to serve those businesses and organizations within the four contributing municipalities, (whose municipal tax dollar assists with the mailing costs).

The Lantern is still your best Ad buy!

While the Lantern offers a limited number of spaces for weekly events on the calendar, we would also list, in a separate column, organizational meetings which take place on a regular 2 weekly or monthly basis. e.g. Library Board meets every 4th Thursday, etc. If your organization wishes to be listed in this column, please send information to Box 136, Elgin KOG 1E0

It is the obligation of the organization to inform the Lantern, in writing of any changes in their scheduled events.

Payment of Accounts

We request that all accounts be paid promptly to:

**NORTH LEEDS LANTERN
Box 136, Elgin
Ontario, KOG 1E0**

If you are paying on behalf of an organization, PLEASE include name of ad account so that the correct credit can be given.

GREMLINS!

These little "fellows" are responsible for our "bloopers", "typo's" and other "sins". We apologize in advance for these "mischief makers"....we ask you to remember that The Lantern is prepared by a group of dedicated but imperfect volunteers. Thank you.

We will be happy to quote you on your advertising needs. Please submit ad copy, indicating approximate size and/or amount you wish to spend on your ad. We will then adjust size, if necessary, and bill you within your guidelines.

THE LANTERN RESERVES THE RIGHT TO ADJUST AD SIZES DEPENDING ON SPACE LIMITATIONS.