

THE BAY OBSERVER

Finally; A cost-effective and efficient way of reaching upper income households in BOTH Hamilton and Burlington. Traditionally, to reach this desired demographic, advertisers have had to make multiple buys.

The Bay Observer simplifies this by providing guaranteed delivery of your advertising message to the top 30,000-earning households in select postal codes.

Why Advertise in The Bay Observer?

Reaching 75,000 high income readers in Burlington, Hamilton, Dundas, Ancaster, Westdale. You only pay for qualified consumers.

Guaranteed delivery into homes and businesses by Canada Post to L7L, L7N, L7R, L7S, L8G, L8J, L8L, L8S, L8P, L9C, L9G, L9H, L9K,

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Quality journalism and content on every page allowing the reader to see your ads in a classy, uncluttered environment.

Competitive rates and creative solutions to your communications needs.

CANADIAN PRIDE
Ben Guyatt looks into our past and finds a hero for young people
Page 11

GOOD FOR GOOD COP
Constable Christine Hicks and others are helping kids through the tricky parts of growing up
Page 9

WAKE UP
The play your mother warned you about (in 1906) arrives at Toronto's Canon Theatre
Page 10

THE BAY OBSERVER
FRIDAY, APRIL 3, 2009
FOR WEEKEND READ BY HAMILTON & BURLINGTON
VOL. 2, No. 40 • PRICE: \$1 (INCL. GST)

METROLINX STOPS AT 'GO'
GO AND METROLINX WILL NOW OPERATE UNDER ONE ROOF AS THE PROVINCE MOVES TO IMPLEMENT ITS MULTI-MILLION DOLLAR TRANSIT PLAN. STORY ON PAGE 12

STAY SAFE
High safety ranking doesn't mean an end to vigilance
Criminals still on lookout for opportunities, say police
BY DENIS GIBBONS
SPECIAL TO THE BAY OBSERVER
Burlingtonians shouldn't develop a false sense of security from a Maclean's magazine survey that ranks Halton Region as the fourth safest place in Canada to live and the safest in the Greater Toronto Area.
Halton Regional Police, for example, are encouraging people to think twice about leaving their vehicles running in the driveway.
While helping her son deliver papers at 4 a.m., one woman was shocked to have her car stolen.
The woman left her car running by the side of the road with her son in the passenger seat while she walked up to the front door to drop a paper off.
When she started back down the walkway, she noticed that another car with three people in it had pulled up alongside her vehicle.
Continued on page 3

inside
Young students compete for a chance to become 'Builder of the Day' Page 11
COMMENT 6
ARTS 10
EVENTS 13
B.I.S. DIRECTORY 15
Continued on page 3

CITY HALL
CHAMBER CHIMES IN ON CHANGING COUNCIL BEHAVIOUR
BY PEGGY CHAPMAN
THE BAY OBSERVER
In the ongoing saga of badly-behaved politicians, one councillor is welcoming ideas being brought forward by the Hamilton Chamber of Commerce. The Chamber has a specific subcommittee researching council governance. Ward 2 Councillor Bob Bratina feels more should be done to address time management and inappropriate behaviour and had recently sent out a message.
Continued on page 3

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Six Powerful Reasons Why the Observer is Your Best Advertising Buy

Coverage. Reaching the top earners and consumers in the Bay Area. Advertisers only pay for their target audience.

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Well-Written and Well-Read. By attracting a quality team of journalists and analysts to provide a truly compelling read that brings readers and advertising messages together in a quality environment.

No Risk. The Observer will supplement - not compete with existing publications. 71% of daily newspaper readers in the market say a publication like the Observer has strong appeal for them and they would definitely read it in addition to their existing publication. *Try us!*

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6 FRIDAY, MARCH 6, 2009

BAY COMMENT

Published by The Bay Observer, Hamilton, Ontario

COMMENT

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CANWEB PRINTING, Printing

EDITORIAL

Don't lose sight of the real story

Last week police had decided no charges would be laid in connection with the removal and subsequent leak of a tape containing a conversation between Mayor Eisenberger and a reporter. The ongoing police investigation has allowed sufficient time to pass to obscure what were far more important issues surrounding the case. The removal of the tape was small potatoes from the beginning — whether the tape was former communications adviser Ian Doney's property, as he insisted (and the police apparently agreed) — or whether it belonged to the City was not of great importance.

The real issue in question was what was actually on the leaked tape — the circumstance surrounding the resignation of a senior manager, Lee Ann Coveyduck in the wake of revelations that the City Licensing department was dysfunctional and that there was a possibility of corruption in the department. Three licensing staffers were dismissed. The licensing department fell under Coveyduck's portfolio and as the senior bureaucrat she took the fall even though Licensing has traditionally been a highly political department and had notoriously been a "no-go" area for senior staff.

In the tape transcript the Mayor was clear that there were no grounds for dismissing the manager for cause. The mayor was upset because someone had leaked details of the severance that had been negotiated with the manager — a deal that would have seen her resign and take up a contract position, presumably in lieu of a cash severance payment that could have reached \$300,000.

It's worth noting that the contract position would have seen Coveyduck implementing the recommendations of the consultant who had looked into the problems in licensing — hardly the type of assignment that would be given to someone who was not up to the job.

After details of the arrangement leaked out, Ms. Coveyduck refused the contract job, begging the question of whether — because the leak had made her position untenable — the city had been obliged to pay her out. A freedom of information inquiry might provide the answer although the matter involved both a legal matter and a confidential personnel matter, the chances of a successful FOI request are slim.

So at the very minimum we have the actions of somebody at City Hall putting taxpayers potentially on the hook for a large severance payment. God knows we've had enough of those in Hamilton over the years.

The other issue is the licensing department itself — have any of the serious management and morale problems that were identified in a 2007 consultant's report been addressed? What has happened since the report and its recommendations were released? People at city hall may know but the public is certainly none the wiser. A public update on this issue is needed.

Energy audits: some other time

No one can argue against the need for energy conservation, but the Ontario government's proposal to impose mandatory energy audits on property owners who wish to sell will hit those in the lowest and unfairly targeted vulnerable section of the population.

The largest single factor in the current economic crisis is the collapse of the real estate market in the United States and its ripple effects in Canada. While Canada has been spared the worst elements of the US housing meltdown, we are expecting the value of resale real estate to drop by approximately 2% this coming year, and the number of new housing starts to decline sharply.

At a time when real estate is slowing or in moderate decline, mandatory energy audits will exacerbate an already slow real estate picture. The audits will unfairly target older homes which are typically occupied by seniors or families with relatively low disposable income. In neither case will these occupants be in a position to implement the major renovations required to bring these properties up to standard. They will pay their \$150 to \$300 for the audit, only to see their property devalued and rendered less saleable.

People who purchase older homes know what they are getting. Utility bills are readily available, and it is the new owners who are better equipped to finance the upgrades.

If the government is serious about retrofitting older homes it should roll out a homeowner assistance package that could very quickly begin to feed cash back into the economy, targeting lower income Canadians and seniors with an audit that will only serve to depress an already slow sector in our economy makes little sense.

Killing the Golden Goose

The main reason large over-the-air TV networks like CTV and Global are in decline is the proliferation of cable specialty channels, which they launched. Specialty channels are able to charge a fee for carriage on cable or satellite, allowing them a good shot at profitability. With a guaranteed base of cash flow, they are able to offer advertising at very attractive rates.

No longer do national brand advertisers have to pay huge bucks for mass audiences. They can cherry-pick the specialty channels that better meet the specific demographic they are seeking to reach.

In the case of Global they did not enter the specialty TV business when other players were snapping up channels and as a result had to overpay for the channels they purchased from Alliance Atlantis. It is the debt associated with those purchases that has Global in its current predicament.

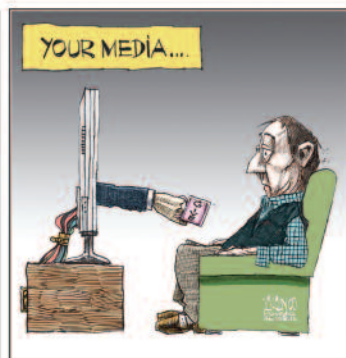
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Letters to the Editor: Letters to The Bay Observer are subject to editing for length or content reasons at the discretion of the editor. Please restrict letters to 250 words maximum.



LETTER FROM THE EDITOR

Crimestoppers still putting bad guys behind bars



JOHN BEST

Jim Willis worked hard to get the program off the ground. Not everyone on the police "force" as it was then called was keen to see resources funnelled into an exercise like this. I remember working with Jim and Producer Dave Wilson to create an opening and closing sequence for the TV shorts. We went down to the lockup in the basement of the police station and as video was rolling, repeatedly slammed a cell door until we got just the right menacing sound. They still use it — it's like the MGM lion.

The Crimestopper Logo which is used in many other cities was also a Dave Wilson creation. It is actually an image of Jim Willis with a phone in his hand digitized to remove recognizable features. I was astounded last week to see they are still using the logo.

Crimestoppers has been a great success in terms of creating a link between the community and the police service. In Hamilton it has also served as a good career training ground for young officers on the way up the ladder — people like Insp. Bob Buck and Deputy Chief Ken Levanichew served stints as Crimestopper coordinators.

The top reward for a tip leading to an arrest is \$2,000, and there is an elaborate system of gift numbers used to enable the rewards to be paid out without breaching the confidentiality of the tipsters. Perhaps not surprisingly some of the tipsters are themselves on the periphery of criminal elements.

The most important feature of Crimestoppers, is that they have they've solved a lot of crimes with the program and put some bad guys in jail. What was an experiment 25 years ago is now deemed a success.

To ensure that no reporter would feel compromised by the Crimestopper program I decided to voice the Crimestopper re-enactments myself. Little did I know that I would be doing the voice-overs for 13 years.

More than 7 out of 10 existing daily newspaper readers are looking for a new publication

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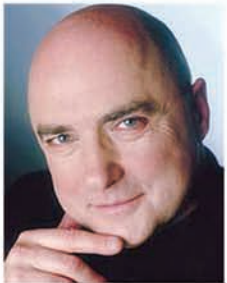
WHO'S IN THE BAY OBSERVER?

...Some of the best writers, critics reporters and cartoonists in Canada!



Publisher, Editorialist: John Best

John Best had enjoyed a lengthy media management career, in television and radio and now print. As Vice President, News at CHCH in Hamilton, John oversaw a significant expansion of the news operation. He founded Independent Satellite News, Canada's only television news service providing national content to Canadian independent TV stations. John is a frequent political commentator on radio and television, a documentary producer and author of a book and numerous articles on historical and political subjects. John is a past recipient of the New York Festival's award for writing in the International TV category.



Comment: Roy Green

Nationally syndicated talk show host Roy Green is a three time consecutive winner of the Canadian Association of Broadcasters national Gold Ribbon award. He is the recipient of the 1998 Human Rights and Race Relations Centre of Canada Gold Medal. He was named Communicator of the Year by the Canadian Public Relations Society in 1998. Roy was also the only media person included on the Hamilton Spectators list of "100 citizens of influence, of excellence and of a common purpose to improve our society, our economy, our spirit and our well-being". He was also named by the Fraser Institute to a panel of 24 "distinguished Canadians" charting the future of Canada on the issue of national unity. 2002: Recipient of HRH Queen Elizabeth Golden Jubilee Gold Medal. 2003: Finalist for the City of Hamilton Citizen Of The Year award. 2007: Inducted to the City of Hamilton Gallery of Distinction



Political Cartoonist : Aislin

Described as Canada's nastiest cartoonist Aislin, AKA Terry Mosher, is the resident political cartoonist for the Montreal Gazette and is syndicated across Canada and the US. The author of more than 40 books of cartoons, Aislin has frequently appeared as a commentator at Idea City, The Banff Festival for The Arts, Montreal's Canadian Club and numerous writers' festivals. The recipient of two National Newspaper Awards and a member of Canada's News Hall of Fame, Mosher has free-lanced in the U.S. and abroad for such publications as The New York Times, Time Magazine, The National Lampoon, Harper's Magazine, The Atlantic Monthly and Punch. The Bay Observer is proud to be the only publication in the GTA that carries Aislin's work on a regular basis



Humourist: Ben Guyatt

Ben Guyatt is a stand up comedian and the host and producer of *Comedy at Club 54*, the longest-running stand-up comedy show on television. His other television shows include *Eleven After Midnight*, *Veranda Beach Comedy Club*, and *Cooking with Comics*. Ben has also authored two novels, and has a new book coming out: *Billy Green Saves The Day*. Currently, he is the host of *The Ben Guyatt Show* on the Corus Radio Network and does weekly stand up at Burlington's popular Club 54. He lives in Stoney Creek, Ontario.



Entertainment Reviewer: Alex Reynolds

Alex Reynolds is one of the most respected film, theatre and dance reviewers in Canada. His television and radio entertainment reviews are regularly cited in the national media. A veteran broadcaster Alex became nationally known as host of weekly remote broadcasts from Burlington's Brant Inn - carried coast to coast on the CBC radio network. The famous nightspot was a stopover for all the major entertainment figures touring North America during the 1950s and '60s. Over the years Alex has interviewed almost all of the major stars of stage and screen for both television and radio, and more recently as the entertainment editor of the Bay Observer.

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2011 Rate Card

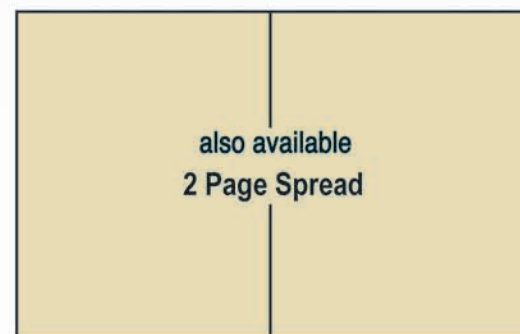
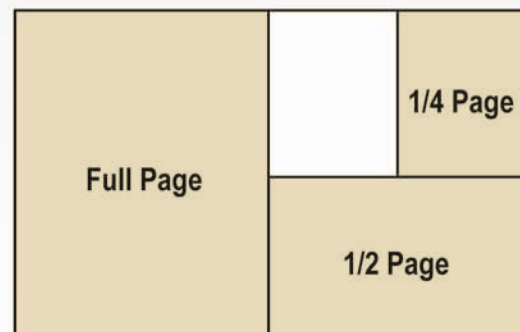
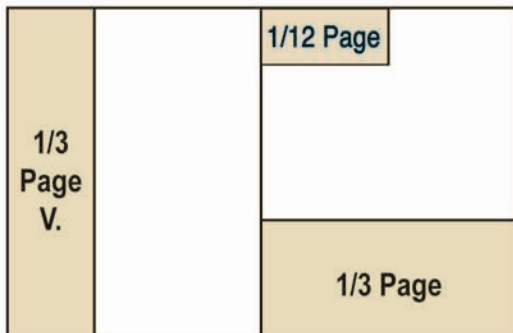
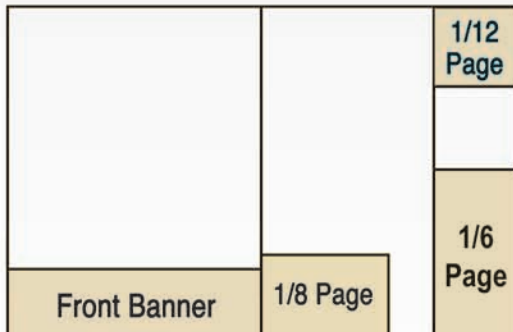
B&W	3X	6X	12X	Open
Business Direct	150	150	150	150
1/12 Page	250	250	250	250
1/8 Page	335	315	280	395
1/6 Page	440	410	350	500
1/4 Page	600	550	465	710
1/3 Page	810	740	655	900
1/2 Page	1125	1065	915	1285
Full Page	2175	2070	1800	2440
Front Banner	655	605	530	915

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Common Ad Sizes



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