

## **New Edinburgh News Report 2025-2026**

As we come to the end of our 50<sup>th</sup> anniversary year, we've seen a few positive changes— both from contributors, advertisers and our stellar team. In the last report, we spoke about Philippe Marchand coming on board as our new production manager and the transition has not only been smooth but Philippe brings a wealth of experience, is fully bilingual and does exceptional work. John Leefe also stepped up to support Michelle McLean with advertising sales and we've seen good results – more on these results later! John also manages distribution so lots to keep up with.

Our core contributors do an outstanding job of ensuring we have timely relevant content for each of the five editions so thanks to the NECA Board and CCC team who contribute along with our 'Burgh Business Brief team (Daniel Hebert, Randy Mar and John Leefe) who ensure our local businesses are getting the attention they deserve! Dave Rostenne continues to support our communication needs when required. Otherwise, we've seen several new contributors come forward including Jennifer Manning and Liz Lesh most recently. And we thank both Eleanor Dunn and Jane Heintzman for many decades of support along with many others – far too many to mention! However, a special thank you to long time contributor Paul McConnell on his in-depth account of the 50-year history of our paper through headlines – much research and work went into this two-edition series.

Also worth noting that we've reduced some costs through using ONLY the NECA Libel Insurance - researched by Sean Flynn from the NECA board as many community papers now follow this model. We also increased distribution by approximately 40% at no extra cost (due to the price structure) of Transcontinental Printers— this should continue to ensure our advertising sales grow. As well, our page numbers have increased to an average of 40 pages and have gone as high as 44 – to ensure both contributors and advertisers are well-balanced. We are also slowly increasing select content (i.e.) Vanier businesses with the closure of Vanier Perspectives and our distribution area has increased into surrounding neighbourhoods. This has increased house distribution from 1950 to 3000 (54%) and our business distribution from 40 to 48 (20%). If anyone has interest in getting involved in the distribution of the paper, please contact John Leefe at [jparkerleefe@gmail.com](mailto:jparkerleefe@gmail.com).

In terms of ad revenue generation, if we look at our current fiscal year from the previous year, we see a slight increase of .003% from \$36, 450.00 in 2024-25 to \$36,590.00 in 2025-26. However, beginning in October 2026 as compared to October 2025, we've seen a huge increase of 65% so we hope to build on these results in the coming year with increased HR. Our NEN team is meeting on a more regular basis which seems to be productive thus far as we only meet with the NEN advisory board on an as need basis. However, we report into the NECA board monthly (except for July and August) so we have ongoing input from the board and the community. We've seen more full-page ads and we will be looking at subscription rates in the coming months to ensure we increase those as well.

In summary, thanks to our bookkeeper Nicholas Galambos and the entire distribution team including Ida Findlay, Kathryn Greer-Close, Andrew Fyfe, Carrolyn Johnston, Dawn Straka, Frederick Lavoie, Charolotte Mee, Carolyn Brereton, Julia Chandler & Jim Defaye, Penelope and Madeline Close, Stephen Chappell, William Beddoe, Beatrice Dupasquier, Christine Plouffe, Robert Todd, Kathy Stewart, Gavan Power, Kirk Dougherty, Chris Leefe plus several new student volunteers including Eliana Wolfsen, Jenna Mohammad, Max Sirois, and Linda Li.

We will continue to build on the positive direction we've experienced recently while supporting our core businesses along our main street and beyond. If anyone is interested in getting more involved, please let us know as we now deliver to New Edinburgh, Manor Park area and Vanier. Our content continues to expand and we hear positive ad hoc feedback from our readers through emails, meetings etc. If you'd like to reach out to us, our entire team is listed on page 3 of the paper.