

**STEWARDSHIP PLAN**

**2021**

**Annual Report**



**News Media Canada**  
**Médias d'Info Canada**  
nmc-mic.ca

## Required Information Page

**Stewardship plan approval date:** October 19, 2017

**Product category:** Schedule 5 – Printed Paper and Packaging [Newsprint]

**Stewardship agency and/or program name:** News Media Canada

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**Stewardship program website:** None

**Stewardship Plan and Annual Reports website:** <https://nmc-mic.ca/public-affairs/newspapers-and-recycling/bc-stewardship/>

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## Message from the Chair

What a year 2021 has been. At long last the pandemic began to wane and a sense of normalcy take hold again. New conflicts emerged in the world. Climate disasters extracted an ever-greater toll. And we saw divergence in our society unlike any in recent memory, with the added challenge of technology that gives anyone with an opinion and a keyboard an aura of legitimacy. I am at once thankful that newspapers and our incredible journalists remained steadfast mediators throughout, and anxious of a future society with fewer of them.

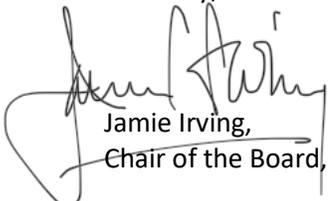
There is no getting around the drastic declines in traditional newspaper distribution. Our papers are fewer and thinner. This reality is starkly seen in this year's tonnage numbers and the trends leading up to them. Early in my career new publications would regularly enter the landscape, covering new regions, new issues, new opinions. But now our industry struggles to simply hold on to the content we have. We are committed to this, as are we to shifting our methods of communication to reach as many people as possible in a changing media and technology landscape. This is clearly more important than ever.

2021 has also seen some major shifts in recycling. This time last year the EPR policy paradigm was clearly starting to emerge in the United States, particularly for packaging. It's now fair to say is boiling like a hot kettle, with a number of states approving legislation and many more going through the challenging process of figuring things out. In many ways, even with a decade or more experience with packaging EPR here north of the border, we're still going through some of the same. When it comes to newsprint, provinces at the forefront of the policy movement have revisited the important role it plays in our society and how that may well justify a distinct role from packaging in our recycling systems.

This is an important time for newspapers in British Columbia. Our stewardship plan is nearing a transition phase and we are working with government on a vision for what happens next. This type of process is not without its challenges, but we are buoyed by our shared goals of a thriving professional news media and a successful newsprint recycling system.

We are pleased once again to report an exemplary recovery rate for newsprint in BC through the Recycle BC system. On behalf of News Media Canada I express my gratitude for their continued efforts. I also thank our membership for doing both the critical work of keeping our populace informed, while also working the front lines of recycling promotion and data tracking. Finally, I truly appreciate the commitment of so many British Columbians to support national, local and foreign language print news and look forward to delivering more of the quality journalism you expect in the coming year.

Sincerely,



Jamie Irving,  
Chair of the Board, News Media Canada

## Introduction

News Media Canada's (NMC) current Stewardship Plan was originally approved for a five year term. This has been extended by one year to now expire in December 2022. As such, the process of renewal began some time ago as we move toward the next stage of newsprint stewardship in BC, be that a similar system to the last six years, or something different. We encourage interested parties to monitor our website and subsequent reports, which will provide more information on where we end up.

The format and substance of this report is very much consistent with those previous. You will find information on all the requirements of the Recycling Regulation included, such as our distribution and recovery figures, public communications efforts, and an updated list of all our acting members.

For as long as NMC remains the active entity on newsprint stewardship in British Columbia, we will make all efforts to provide an avenue for publishers to extinguish their obligations and will remain open to any paper that wishes to join. Our Stewardship Plan is one of a very small number approved under Schedule 5 in BC and remains the only one for obligated newspaper producers. Appendix A specifically shows our 2021 list of subscribers. The list is similar to last year, albeit with name changes to certain titles due to mergers of local papers as well as rebranding. *Epoch Times* has dropped off the list this year.

Our collection system via Recycle BC has remained unchanged since our Plan was first approved. They continue to operate a robust collection network of depots and curbside systems throughout the province, all of which allow for the inclusion of our obligated newsprint material. We also continue our system of combined in-kind advertising and cash compensation via the Provincial Government as per the original agreement. As always, we refer readers to the RBC annual reports for further detail on their collection system and new developments over the course of the past year.

NMC continues to act as the foremost trade association for newspapers in Canada. We provide public affairs, marketing, research, and other member services to publishers in BC and across the country. In 2021 NMC welcomed Paul Deegan as our new President and CEO following the departure of our long-time leader John Hinds. Jamie Irving remains Chair of the Board of Directors. As last year, our board currently consists of 16 members including our Chair, who are representatively drawn from across the country and newspaper media landscape.<sup>1</sup> All prior years' Annual Reports as well as our original Stewardship Plan are archived on NMC's website for reference.<sup>2</sup>

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<sup>1</sup> Refer to the current list of directors here: <https://nmc-mic.ca/about-us/board-of-directors/>

<sup>2</sup> These documents can be found at this link: <https://nmc-mic.ca/public-affairs/newspapers-and-recycling/bc-stewardship/>

## Third-Party Audit and Issues with Producer Data

NMC engaged BDO Canada LLP for our 2021 audit, as we have in each of the four years prior. They were employed in February of 2022 and conducted their internal audit work between March 1, 2022 and May 10, 2022. The work was done in accordance with the Institute of Internal Auditors (IIA) Standards.

The format and methodology were consistent with previous audits to provide maximum continuity and ease of comparison. The key metrics and performance indicators are the same, namely, Gross Production Volume, Residential Production Volume, and disaggregated PPP numbers. Each of these metrics is publisher specific. We had 10 report their 2021 data, down from 11 in 2021 due to the loss of *Epoch Times*.

Key elements and methodology were the same as all previous years, with the remote nature of interviews and inquiries due to Covid-19 continuing for 2021 as in 2020. The goal of the audit was to gather the necessary in-scope data, adjust it as appropriate, and ensure the greatest possible accuracy and consistency between publishers.

All non-financial information has certain limitations and imprecision. The nature of the reporting methodology that relied directly on publishers means that internal information was used, which cannot be relied on with as much confidence as third-party verified data. Wherever possible, BDO worked to gather third-party evidence for support, however this was not always available.

BDO begins each of these audits by calculating the “Gross Production Volume” (GPV) for each publisher. This figure represents the total production tonnage for all PPP (paper and otherwise) of all member producers for the year, regardless of whether the material entered the obligated residential stream or not. These figures are therefore always the same or higher than Residential Production Volumes (RPV), which are by nature a subsection of them.

As they have been for each reporting year, BDO worked through a number of errors and omissions with the collection of GPV data. For example, in one case a producer reported only their newsprint volumes and BDO was able to calculate disaggregated volumes through the data provided for the residential tonnage for all PPP categories. In another case some calculation errors were identified and BDO obtained additional evidence to conduct recalculations. There were also a small number of data entry issues resulting in both over and under reporting of copies, as well as some instances of double-counting. All of these were rectified by BDO via adjustments (noted in the tables in the next section). Overall the attention to detail of BDO resulted in a good standard of accuracy, within the unavoidable limitations inherent in this type of exercise.

Our BC-wide data aggregation has historically been complicated by the existence of producers both with and without their own internal printing capabilities. This is a persistent issue that is unlikely to go away. It creates some difficulty in the sense that Gross Production Volumes (GPV) are not reported in the same way for both types of publishers. Those who do their own printing typically use a paper inventory method of calculation, whereas those who use external printers calculate on a copies basis. The result is that the former will inevitably include some paper spoilage, resulting in a relatively higher GPV.

“Residential Production Volume” (RPV) represents the denominator in the Recovery Rate calculation in the next section. It is the share of newspaper produced for residential customers. Although there are some small differences in how this is calculated, the general approach between publishers is as follows:

- Tabulate the total number of copies printed for each publication
- Subtract those copies not discarded through the residential stream such as:
  - Internal copies
  - Copies distributed to commercial and institutional settings like transit, hotels, and office/retail subscriptions
  - Returns
- Take the resulting as the residential total
- Translate those copies into a weight in Metric Tonnes

BDO tested different publishers' data on these calculations and the methods used to calculate weights and found that although not identical in every respect, the approaches and results were reasonable. They were also observed to be highly consistent with the methodologies used in the past. One challenge identified was a lack of awareness across all publishers as to what exactly is included and excluded from the residential stream. Part of this appeared to result from new individuals taking over these tracking responsibilities. NMC will work on improving staff education and consistency in this area. We will also do further work on standardization across publishers, which was identified as another issue.

BDO also looked at the disaggregated volumes of PPP from newspaper producers, including magazines and other bound periodicals, plastic film/laminates, other printed paper, and other packaging. Magazines were significant, the other categories much less so. The plastic and laminates category was again largely film sleeves used to protect newspapers in wet weather. The final table in the next section shows the detailed breakdown of these categories by publisher, with the appropriate adjustments.

## Recovery Rate

The table below shows our recovery record over the past five years. 2021 came in at 84%, slightly lower than previous years but still well above the 75% target. We believe this figure is the most important by which to assess our Stewardship Plan. As always, it is derived by dividing the tonnage of residential newspaper recovered in BC throughout the reporting year, by the Residential Production Volume (RPV) from the BDO audit report.

Annual Recovery Rates	
2017	96%
2018	93%
2019	102%
2020	90%
2021	84%

The 2021 figures are calculated as per the following:

- Residential Production Volume of PPP as per the BDO report: 10,249.73 MT
- Recovered Tonnage Attestation for NMC material from Recycle BC: 8,581 MT
- Recovery Rate:  $8,581 \text{ MT recovered} / 10,249.73 \text{ MT produced} \times 100\% = 84\%$

The same disclaimer as in past reports is important to note here: only the newsprint distributed and reported by our members is included in the numerator. The denominator, however, includes anything collected by Recycle BC, which could include commercial material, out-of-province material, and material from exempt or non-compliant publications. As a result, NMC acknowledges that the recovery rate may be over-estimated due to certain unavoidable data and audit challenges. However, we believe that this discrepancy is slight at most, considering the small influence of these factors relative to the overwhelming majority of obligated newsprint that our members account for in the province.

Consistent with all previous years, the precise data reported by publisher and material is reproduced in the tables on the following two pages.

## 2021 Tonnages

<i>GROSS PRODUCTION VOLUMES (GPV)</i>	<i>Black Press</i>	<i>Glacier Media</i>	<i>Globe and Mail</i>	<i>Postmedia</i>	<i>Sing Tao</i>	<i>Times Colonist</i>	<i>Continental Group</i>	<i>Aberdeen</i>	<i>Ming Pao</i>	<i>Georgia Straight</i>	<i>Total</i>
<b>Reported GPV for 2021</b>	6,268.00	1,992.00	712.04	2,981.24	850.45	1,436.41	214.03	269.86	1,033.74	38.62	15,796.39
<b>Adjustments</b>	(3,157.10)	(460.18)	(100.64)	2.46	-	-	-	0.03	-	-	(3,715.43)
<b>Revised 2021 Estimates</b>	<b>3,110.90</b>	<b>1,531.82</b>	<b>611.40</b>	<b>2,983.70</b>	<b>850.45</b>	<b>1,436.41</b>	<b>214.03</b>	<b>269.89</b>	<b>1,033.74</b>	<b>38.62</b>	<b>12,080.96</b>

<i>RESIDENTIAL PRODUCTION VOLUMES (RPV)</i>	<i>Black Press</i>	<i>Glacier Media</i>	<i>Globe and Mail</i>	<i>Postmedia</i>	<i>Sing Tao</i>	<i>Times Colonist</i>	<i>Continental Group</i>	<i>Aberdeen</i>	<i>Ming Pao</i>	<i>Georgia Straight</i>	<i>Total</i>
<b>Reported RPV for 2021</b>	3,113.27	1,395.78	611.39	2,119.24	525.39	1,390.94	214.03	256.05	592.62	28.73	10,247.44
<b>Adjustments</b>	0.84	0.18	0.01	3.33	-	-	-	(1.27)	(0.80)	-	2.29
<b>Revised 2021 Estimates</b>	<b>3,114.11</b>	<b>1,395.96</b>	<b>611.40</b>	<b>2,122.57</b>	<b>525.39</b>	<b>1,390.94</b>	<b>214.03</b>	<b>254.78</b>	<b>591.82</b>	<b>28.73</b>	<b>10,249.73</b>

<b>CATEGORIES OF PPP</b>	<b>Black Press</b>	<b>Glacier Media</b>	<b>Globe and Mail</b>	<b>Postmedia</b>	<b>Sing Tao</b>	<b>Times Colonist</b>	<b>Continental Group</b>	<b>Aberdeen</b>	<b>Ming Pao</b>	<b>Georgia Straight</b>	<b>Total</b>
<b>I) NEWSPRINT</b>											
<b>Reported in 2021</b>	2,733.50	1,342.07	590.78	2,092.26	383.84	1,366.31	212.90	256.05	395.15	28.73	9,401.59
<b>Adjustments</b>	-	0.19	-	3.33	-	-	-	(1.27)	(0.06)	-	2.19
<b>Revised 2021 Estimates</b>	2,733.50	1,342.26	590.78	2,095.59	383.84	1,366.31	212.90	<b>254.78</b>	395.09	<b>28.73</b>	9,403.78
<b>II) MAGAZINES</b>											
<b>Reported in 2021</b>	-	49.75	17.16	28.98	141.55	15.75	1.13	-	184.39	-	436.71
<b>Adjustments</b>	378.58	-	-	-	-	-	-	0.38	12.36	-	391.32
<b>Revised 2021 Estimates</b>	378.58	49.75	17.16	26.98	141.55	15.75	1.13	<b>0.38</b>	196.75	-	828.03
<b>III) PLASTIC FILM AND LAMINATES</b>											
<b>Reported in 2021</b>	-	3.95	3.24	-	-	5.85	-	-	-	-	13.04
<b>Adjustments</b>	2.04	(0.01)	-	-	-	-	-	-	-	-	2.03
<b>Revised 2021 Estimates</b>	2.04	3.94	3.24	-	-	5.85	-	-	-	-	15.07
<b>IV) OTHER PRINTED PAPER -</b>											
<b>Reported in 2021</b>	378.58	-	0.21	-	-	3.03	-	-	13.09	-	394.91
<b>Adjustments</b>	(378.58)	-	-	-	-	-	-	-	(13.09)	-	(394.67)
<b>Revised 2021 Estimates</b>	-	-	0.21	-	-	3.03	-	-	-	-	3.24
<b>V) OTHER PACKAGING</b>											
<b>Reported in 2021</b>	1.19	-	-	-	-	-	-	-	-	-	1.19
<b>Adjustments</b>	(1.19)	-	-	-	-	-	-	-	-	-	(1.19)
<b>Revised 2021 Estimates</b>	-	-	-	-	-	-	-	-	-	-	-

## Communication and Consumer Awareness

Stewardship Plan members have done an exceptional job of continuously promoting newspaper recycling ever since our Plan was approved. We of course have unique access to advertising space via our publications themselves. When someone is reading one of our papers, they will get a clear and in-the-face reminder of what to do with it when finished, not a small recycling number buried on the bottom of a bottle or under a lid somewhere.

After starting the campaign with a single, rather simple ad, some years ago NMC developed a full suite of much more interesting and effective promotional pieces. They came in many colours and sizes, including both text and purely pictogram forms. This gave our wide variety of titles the flexibility to use whichever worked for them at any given time. This ad campaign has remained very popular with our local papers in particular. The Black Press, Glacier Media, and Aberdeen papers, for example reported using them weekly through every edition in 2021. This means any time someone picked up the *Peachland View* or *New Westminster Record* this past year, they were exposed to ads positively encouraging recycling.

We also had new content created this year that was used by our larger dailies. They utilized some more catchy, colourful, and current pieces featuring blue box and planet earth pictograms. These pieces were published extensively with *The Globe and Mail*, for example, reporting 103 editions throughout 2021 featuring these ads. The *Vancouver Sun* and *Province*, both of Postmedia Network, also ran this set of ads repeatedly. Examples from actual papers are included on the next two pages to give an idea of how they looked when presented to our readers.

A review by BDO as part of their annual audit also look at the Stewardship Plan commitment to “continue ongoing recycling promotion in BC newspapers”. Their audit found that some producers included the promotional pieces in all their publications, with others just in select ones. One experienced a gap from January to March 2021, however this was due to staffing and operational challenges and resumed through the remainder of the year. Overall, their report concluded the Stewardship Plan requirement regarding recycling promotion was well met.

## Most schools in B.C., Alberta remain open despite rising COVID-19 cases

KELLY CRYDERMAN  
PRATYUSH DAYAL CALGARY

Students at Athabasca's three schools were sent home at the beginning of the month and will stay there to do remote learning until at least April 19. The northern Alberta town with a population of 3,000 is grappling with one of the largest school-related outbreaks in the province - with at least 101 infections linked to Edwin Parr Composite School.

And more contagious variant cases have been confirmed at the Grades 7-12 school.

"We were shocked at how quickly this COVID spread at our one school," said Neil O'Shea, the superintendent at the Aspen

View school division.

"Based at the speed at which this travelled, we felt we needed to do something."

But in Alberta and British Columbia, where COVID-19 variant case numbers are rising, the full closing of a school is the exception rather than the norm. The situation in Canada's western-most provinces has so far stood apart from hot spots in other provinces such as Ontario, Quebec and Saskatchewan, where many boards have closed - or are preparing to close - whole districts of schools amid Canada's third wave.

In contrast, chief medical officers in both Alberta and B.C. have indicated that schools are the one of the last places they want to shut down, because of the benefits they provide to students and their families.

"We see cases go up when children are not in school, and that is often because they have unstructured time and children need school. We know it is a safe place for them," B.C. Provincial Health Officer Bonnie Henry said.

But teachers' unions say their members aren't getting the protections they need, or being vaccinated quickly enough. And the debate over what needs to happen is still playing out - with some parents and teachers expressing grave concerns about children continuing to attend full-time, in-person classes.

On Saturday, Alberta Premier Jason Kenney announced an in-school rapid screening test program will expand to 300 more schools but the Alberta Teachers' Association decried the move as too little, too late. ATA president Jason Schilling said it's "mind-boggling" that Alberta teachers are still being excluded from current provincial priority groups for vaccines.

"The government should be looking hard at Scenario 2 in their reopening strategy, which calls for a blend of at-home and in-school learning with reduced class sizes," he said.

COVID-19 case counts in both Alberta and B.C. are high and likely to go higher. The rate of total active cases in Alberta was 310 per 100,000 population as of Sunday, according to federal data - the highest rate in the country. In B.C., the number of cases was 189 per 100,000, not far off from Ontario's rate of 210 per 100,000.

In B.C., broad information about schools is hard to come by, but between March 29 and April 4, the province's Centre for Disease Control said 68 schools had at least one exposure notice issued. Variant cases are leading to hospitalizations in B.C. but schools are still largely open for in-class learning. Last week, Dr. Henry said it will be about one month before a COVID-19 variant known as B.1.1.7 makes up 60 per cent of new cases in B.C.

In Alberta, cohorts or grades typically get sent home for remote learning rather than whole schools. Alberta Education Minister Adriana LaGrange said the province is working closely with Chief Medical Officer of Health Deena Hinshaw, monitoring variant cases, and is addressing school outbreaks on a "case-by-case basis."

But the ATA notes that nearly one-in-five Alberta schools are recording cases, on alert and outbreak status. James Talbot, an Edmonton Zone Medical Staff Association co-chair who is also a professor at the University of Alberta's school of public health, said many doctors are calling for the government to move to first wave-type restrictions, "and that would involve closing schools."

"We're hearing a discussion happen behind-the-scenes about when the correct time to do that is."

In B.C., Dr. Henry has said the highest risks is in the city of Surrey, where B.C. is recording the highest transmission rates. But they have implemented new safety plans. And unlike Alberta, B.C. has prioritized teachers among other essential workers for vaccinations.

Still, teachers in Surrey are calling for stronger measures owing to rising variant case numbers, including a mix of remote and in-person learning, mandatory masks for everyone in kindergar-

ten to Grade 12 and the timeline to vaccinate sped up.

Almost 11,000 school-based staff in Surrey have already been immunized, but Rani Senghara of the Surrey District Parents Advisory Council worries that it might not be enough. She's hearing from many parents who are worried about the spreading variants, and are calling for the closing of schools.

"We're right now with the highest numbers we've ever been," she said. "Just because they got their vaccines, the Surrey school teachers, they're not fully protected."

Teri Mooring, president of the B.C. Teachers' Federation, said the lack of public access to school-based COVID-19 data is adding to the teachers' stress, as they already are "very desperately trying to find ways to get themselves vaccinated."

Parent Lama Alsaafin has received a number of COVID-19 exposure notices for her daughter, 15, studying at Semiahmoo Secondary in Surrey. But any school closing will be difficult for Ms. Alsaafin's son, 13, who is on the autism spectrum and needs both the classroom experience and his teacher's assistant.

"It's a no-win case here. If they're staying at home, they're not doing well in academics. If they're going to school, they're going to be exposed to the risk again."



## Premier defends proposed application fee for FOI requests, cites those coming from opposition parties

VICTORIA

British Columbia's premier is defending a proposed \$25 fee for non-personal freedom-of-information requests despite pushback from groups including one trying to access data on COVID-19 exposures at schools.

John Horgan says there's been an "extraordinary proliferation" of requests from opposition parties, though his own party did the same before it formed government.

However, he says it doesn't make sense to ask a deputy minister who may receive 6,000 e-mails a month to disclose that information monthly, rather than asking for documents that would support certain decisions.

He says voluntary disclosure is the best way forward and that B.C. would not be alone in charging a fee that applicants are expected to pay in other jurisdictions.

Citizen's Services Minister Lisa Beare introduced a bill this week proposing a "modest" charge for anyone filing applications asking for information held by the province.

Ryenta Martins, spokeswoman Safe Schools Coalition BC, says lack of timely and complete

information has prompted volunteers in the parent-run group to file freedom-of-information requests for all 60 school districts starting about a month ago.

However, she says parents shouldn't be required to pay for information on health and safety in public schools, and applicants couldn't afford to pay \$25 for each request for information that is not available on health authorities' websites.

"We're asking for electronic copies of all records of confirmed cases of COVID-19 by school for the requested school districts," she says.

"All they're putting up is the school and the applicable dates, so we don't know if that's 30 cases per school or one case per school. There's no idea really, no picture of what is happening in our education system for cases. And that really is important to families who have other health concerns, who have to be a little more careful or who just don't want to take that risk."

Information and privacy commissioner Michael McEvoy has also criticized the proposed fees, calling them a barrier for those seeking information that should be readily available.

"I am unable to understand how this amendment improves accountability and transparency when it comes to public bodies that operate in a free and democratic society. Nor is it necessary, since [the Freedom of Information and Protection of Privacy Act] already authorizes public bodies to charge access fees, to help defray the costs of responding to requests," he says in a release.

Mr. McEvoy says people want greater accountability from governments and public institutions, and that includes access to information about decisions that affect their lives.



THE CANADIAN PRESS

Examples of new ads run in The Province and Vancouver Sun: May 6 and October 22, 2021

**2 | NEWS** | THEPROVINCE.COM

**INSIDE TODAY**

- NEWS: 12:30
- CLASSIFIED: 34-36
- ENTERTAINMENT: 32-33
- LIFE: 25-26
- SPORTS: 37-38
- OPINION: 40-41
- REAL ESTATE: 42-43
- TRAVEL: 44-45
- FOOD: 46-47
- HEALTH: 48-49
- TECH: 50-51
- ARTS: 52-53
- CLASSIFIED: 54-56
- ENTERTAINMENT: 57-58
- SPORTS: 59-60
- OPINION: 61-62
- REAL ESTATE: 63-64
- TRAVEL: 65-66
- FOOD: 67-68
- HEALTH: 69-70
- TECH: 71-72
- ARTS: 73-74

**CONCEPTS SUDOKU** BY DAVID GREEN

Sudoku is a number placing puzzle based on a 9x9 grid with several given numbers. The object is to place the numbers 1 to 9 in the empty squares so that each row, each column and each 3x3 box contains the same number only once. You can also play Concepts Sudoku online at [www.conceptssudoku.com](http://www.conceptssudoku.com).

**Solution to previous puzzle**

8	7	6	3	9	5	1	4	2
5	4	9	1	7	2	8	3	6
1	2	3	4	5	6	7	8	9
3	1	2	9	7	8	4	5	6
7	5	8	4	1	3	2	6	9
4	2	8	6	3	1	5	7	9
6	3	4	1	7	2	5	9	8
9	1	7	5	6	8	4	2	3
2	6	5	9	3	4	8	7	1

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**Liberals pick Mountie as Surrey South candidate**

**CHERILIAN**

The former head of the Surrey RCMP in the B.C. Liberal Party's push for a candidate for the Surrey South by-election. Cherilian Sturko, an RCMP sergeant and former media relations officer for the Surrey RCMP, will represent the Liberals in what is expected to be a hotly contested race for the Surrey South riding.

Sturko said she is "excited to bring fresh ideas and a new perspective to Victoria, on behalf of the people of Surrey South."

Sturko previously worked in television broadcast and in public service. She served in the Canadian Armed Forces as a reservist starting in 2005 and joined the RCMP in 2008. After postings in Langley, Abbotsford, and Okanagan, she was transferred in 2018 to Surrey, where she served as the media relations officer for the detachment. She is currently the largest in the law-enforcement community in the riding.

Sturko was born in Surrey, B.C., and has three children. She is currently a resident of South Surrey.

**Sweet Mother's Day Crepes!**

**Ingredients:**

- 1 cup flour
- 1 cup milk
- 1 egg
- 1/2 cup sugar
- 1/2 cup oil
- 1/2 cup vanilla extract
- 1/2 cup lemon juice
- 1/2 cup lemon zest
- 1/2 cup lemon slices
- 1/2 cup lemon seeds
- 1/2 cup lemon rind
- 1/2 cup lemon pulp
- 1/2 cup lemon juice
- 1/2 cup lemon zest
- 1/2 cup lemon slices
- 1/2 cup lemon seeds
- 1/2 cup lemon rind
- 1/2 cup lemon pulp

**Instructions:**

1. In a large bowl, combine the flour, milk, egg, sugar, oil, vanilla extract, lemon juice, lemon zest, lemon slices, lemon seeds, lemon rind, and lemon pulp.
2. Whisk the ingredients together until smooth.
3. Heat a non-stick crepe pan over medium heat. Pour a small amount of batter into the pan and swirl it around to coat the pan.
4. Cook the crepe for about 1-2 minutes, until the edges are slightly browned.
5. Flip the crepe and cook for another 1-2 minutes.
6. Remove the crepe from the pan and place it on a plate. Repeat with the remaining batter.

**Plan Ahead!**

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**THIS WORK IN HISTORY 1985**

**Proposal aimed to line waterfront with brutalist concrete highrises**

**ARCHITECTURE**

The idea of a waterfront development in the 1980s was a controversial one. It was a time when the city was looking for ways to revitalize the waterfront and create a new identity for the city. The proposal was to build a series of high-rise buildings along the waterfront, which would be connected by a pedestrian walkway. The buildings were designed in a brutalist style, which was a departure from the traditional architecture of the city. The proposal was met with a lot of opposition, and it was eventually rejected. However, the idea of a waterfront development has since become a reality, and the city has seen a significant increase in its waterfront population.

**CONVERSATIONS THAT MATTER**

**STAY MOVING**

The idea of staying in a downtown area is a common one. It offers a lot of convenience and access to amenities. However, it can also be a bit of a hassle. There is a lot of traffic and noise in the downtown area, and it can be difficult to find parking. On the other hand, staying in a downtown area can be a great experience. It allows you to see the city from a different perspective and experience the local culture. It is a great way to explore a new city and see what it has to offer.

**WATER**

**THANK YOU FOR RECYCLING**

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## **Environmental Performance and Market Update**

Although down slightly from previous years, NMC remains very proud of our 84% Recovery Rate for 2021. This is well above our required collection target of 75%, and far higher than that achieved by our counterparts in packaging. This is especially the case when it comes to plastics. This 84% and the exemplary figures in past years solidify that newsprint is a top environmental performer among PPP materials under Schedule 5.

Our minimal environmental impact goes beyond just how much gets collected in a truck. Collection eventually transfers to processing, and you'd be challenged to find a material recovery facility that complains about newsprint quality or ease of processing. It is well suited to modern technology such as rotary disk screens and optical sorters, unlike many other materials which cause endless headaches for local processors. And it is consistent and predictable, having not changed at all in decades. This is important because it's easy for residents to recognize and doesn't require processing operations to constantly change their sorting categories and procedures to adapt to an ever-changing stream, a costly and inefficient practice typical of much current PPP.

And newsprint always has a place to go. There is consistent demand for our material, either on its own, or as a mixed residential papers grade. It is not plagued by the demand instability that causes many other materials to pile up because of a change in the market. Favourable prices and recycled content standards continue to ensure that there is demand for recovered newsprint as a substitute for virgin pulp. And with the ability to be recycled over and over multiple times, it is a true circular material.

Newsprint is certainly not immune to all market challenges. The Covid-19 pandemic and more recent economy-wide labour shortages have affected everyone including the recycling sector. Inflation is at record highs, particularly with respect to energy and transportation costs. Clearly, this has a significant impact on program costs and service delivery for recycling, which is heavily reliant on transportation. We hope to see these challenges ease in the coming year, both through reduced dependence on fossil fuels and stabilization of prices and the labour market.

## **Looking Forward**

This time next year we'll know what the future is going to look like for newsprint stewardship in BC. A number of important factors will determine where we end up. As one of the only materials in the PPP category whose volumes are decreasing, newsprint is unique. As one of the only materials in the PPP category that is a product rather than packaging, newsprint is unique. And as the only material that delivers a critical social and democratic good, newsprint is unique.

Recently, the province of Ontario acknowledged this unique nature and role of newsprint in granting it an exemption to the stewardship regulation there. We hope this option will receive similar consideration here in BC as the future vision is being crafted. There are a variety of options available to move forward, including the current model, the aforementioned exemption, and other new ideas not tried before. News Media Canada has presented several possible approaches and looks forward to working through them with the BC Government and stakeholders to achieve the best possible outcome.

## Conclusion

2021 marks five consecutive years of the News Media Canada BC Stewardship Plan meeting and exceeding its recovery goals. Newspaper started as the most recovered material in the first curbside recycling programs in this province. Fast forward three decades and newsprint remains one of, if not the most recycled materials in the mix. And this shows no sign of stopping. Each and every year newsprint has achieved exceptional recovery rates, far outperforming plastics and packaging. Providing a critical good to British Columbias – reliable information on what’s going on in the world around them – and being able to do so with limited impact on the environment, brings great pride to every one of our member stewards. On behalf of News Media Canada, thanks to everyone who has helped make the last five years such a success.

## Appendix A – List of Current Members and Publications as of 2021 Annual Report

The list below shows all current Stewardship Plan members. The specific publications are listed under each company name; only those that print on paper are listed, with online-only titles omitted. As compared to last year, there are a few minor title changes. As well, please note *Epoch Times* (Epoch Times Western Canada Society), is no longer a subscriber to our plan as of 2021 and as a result no longer appears on this list.

- Postmedia Network Inc.
  - Vancouver Sun
  - Province
  - National Post
  
- The Globe and Mail Inc.
  - Globe and Mail
  
- Black Press Group Ltd
  - 100 Mile House Free Press
  - Abbotsford News
  - Agassiz-Harrison Observer
  - Alberni Valley News
  - Aldergrove Star
  - Ashcroft-Cache Creek Journal
  - Barriere Star Journal
  - Bella Coola Coast Mountain News
  - Boulevard – Okanagan
  - Boulevard Chinese Edition
  - Boulevard Mid-Island
  - Boulevard Vancouver Edition
  - Boulevard Victoria
  - Boundary Creek Times
  - Burns Lake / Lakes District News
  - Campbell River Mirror
  - Canadian Grapes to Wine
  - Castlegar News
  - Chemainus Valley Courier
  - Chilliwack Progress
  - Clearwater Times
  - Cloverdale Reporter
  - Courtenay / Comox Valley Record
  - Cranbrook Daily Townsman
  - Cranbrook Kootenay News Advertiser
  - Creston Valley Advance
  - Duncan Cowichan Valley Citizen
  - Fernie Free Press
  - Fort St. James Caledonia Courier
  - Golden Star

- Goldstream News Gazette
- Grand Forks Gazette
- Gulf Island Driftwood
- Haida Gwaii Observer
- Hope Standard
- Houston Today
- Indulge (Chinese/English)
- Indulge Magazine
- Invermere, The Valley Echo
- Kelowna Capital News
- Keremeos, The Review
- Kimberly Daily Bulletin
- Kitimat, Northern Sentinel
- Kootenay Extra
- Ladysmith-Chemainus Chronicle
- Lake Cowichan Gazette
- Langley Advance Times
- Maple Ridge-Pitt Meadows News
- Mission City Record
- Monday Magazine
- N2K Magazine
- Nakusp, Arrow Lakes News
- Nanaimo News Bulletin
- Nelson Star
- North Delta Reporter
- Northern Connector
- Oak Bay News
- Parksville/Qualicum Beach News
- Peace Arch News, White Rock/South Surrey
- Penticton Western News
- Port Hardy, North Island Gazette
- Prince Rupert, The Northern View
- Princeton, The Similkameen Spotlight
- Quesnel, Cariboo Observer
- Real Estate Victoria
- Real Estate Weekly Abbotsford
- Real Estate Weekly Langley
- Real Estate Weekly Surrey
- Revelstoke Times Review
- Rossland News
- Saanich News
- Salmon Arm Observer
- Salmon Arm, Shuswap Market News
- Sicamous, Eagle Valley News
- Sidney, Peninsula News Review
- Smithers, Interior News
- Sooke News Mirror
- Summerland Review

- Surrey Now Leader
  - Terrace Standard
  - Tofino-Ucuelet Westerly News
  - Trail Daily Times
  - Vancouver Island Free Daily
  - Vanderhoof, Omineca Express
  - Vernon, Morning Star
  - Victoria News
  - Williams Lake Advisor
  - Williams Lake Tribune
  - Wine Trails
  - Winfield, Lake County Calendar
- Glacier Media Inc.
    - Alaska Highway News
    - Bowen Island Undercurrent
    - Burnaby Now
    - Business in Vancouver
    - Coast Reporter
    - Delta Optimist
    - New Westminster Record
    - North Shore News
    - Northern Horizon
    - Powell River Peak
    - Prince George Citizen
    - Real Estate Weekly
    - Richmond News
    - Squamish Chief
    - The Dawson Creek Mirror
    - Tri-City News
    - Vancouver is Awesome
    - Western Investor
    - Whistler Pique
- Sing Tao Newspapers (Canada 1988) Ltd.
    - Canadian City Post
    - Sing Tao Daily
    - Sing Tao Etel Directory
    - Sing Tao Real Estate Guide
    - Sing Tao Weekly Magazine
- Continental Newspapers Ltd.
    - Okanagan Advertiser
    - The Daily Courier, aka Kelowna Daily Courier
    - The Okanagan Saturday
    - The Penticton Herald
    - Westside Weekly

- Aberdeen Publications Ltd. Partnership
  - Columbia Valley Pioneer
  - Kamloops This Week
  - Merritt Herald
  - Peachland View
  - The Local
  - Times Chronicle
  
- TC Publications Ltd. Partnership
  - Victoria Times Colonist
  
- Ming Pao Newspaper (Canada) Ltd.
  - Canadian Chinese Express
  - Healthy Living Weekly
  - Ming Pao Daily News
  - Ming Pao Gourmet Supplement
  - Ming Pao Property Gold Pages
  - Ming Pao Saturday Supplement
  - Ming Pao Sunday Supplement
  
- Vancouver Free Press Publishing Corp.
  - The Georgia Straight



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