

Public version

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	NOSECT 490991	
	REGISTRAR - REGISTRAIRE	
OTTAWA, ONT.		#161(c)

COMPETITION TRIBUNAL

IN THE MATTER OF an application by the Director of Investigation and Research for orders pursuant to section 92 of the Competition Act, R.S.C. 1985, c.C-34, as amended;

AND IN THE MATTER OF the direct and indirect acquisitions by Southam Inc. of equity interests in the businesses of publishing the Vancouver Courier, the North Shore News and the Real Estate Weekly

BETWEEN:

THE DIRECTOR OF INVESTIGATION AND RESEARCH

COMPETITION TRIBUNAL
TRIBUNAL DE LA CONCURRENCE

CT-9011

No. du dossier
Director v Southam Inc

Exhibit No. A-2; 11:15

No. de la pièce
Sept. 5, 1991

Filed on
G. Bellehumeur

Registrar
Greffier Applicant

- and -

I hereby certify this to be a true copy of the original document. /
Je certifie par la présente que ceci est une copie conforme au document original.

Dated this / Fait ce 4th day of /
jour de September 19 91

G. Bellehumeur

For Registrar, Competition Tribunal /
Pour Registraire, Tribunal de la concurrence

SOUTHAM INC., LOWER MAINLAND PUBLISHING LTD., KIM PUBLISHING INC., YELLOW CEDAR PROPERTIES LTD., NORTH SHORE FREE PRESS LTD., SPECIALTY PUBLISHERS INC., ELTY PUBLICATIONS LTD.

Respondents

AFFIDAVIT

I, EDWIN BOLWELL, Consultant, of 33 Harbour Square, Suite 2016, in the City of Toronto, in the Province of Ontario, MAKE OATH AND SAY AS FOLLOWS:

(a) That I am a publishing industry consultant and President of Edwin Bolwell & Associates Ltd., consultants and attached hereto and marked as Exhibit "A" to this Affidavit is a copy of my Resume.

(b) I have been retained by the Director of Investigation and Research in connection with this proceeding to provide a report on the newspaper industry in Canada and, specifically, on the newspaper markets of the City of Vancouver, in the North Shore and the Lower Mainland of British Columbia.

(b) That attached hereto and marked as Exhibit "B" to this Affidavit is the public, corrected, version of Exhibit "B" to my Affidavit dated August 16, 1991.

SWORN BEFORE ME at the City)
of Vancouver, in the Province)
of British Columbia, this)
4th day of September, 1991.)

Mary L. Ruhl)
A Commissioner for taking)
Affidavits for British)
Columbia.)

Edwin Bolwell
EDWIN BOLWELL

EDWIN BOLWELL

Edwin (Ted) Bolwell is a publishing industry consultant with an extensive, accomplished background as a senior executive with some of North America's major publications.

His staff positions have included:

- * Editorial director of Canada's largest daily newspaper chain.
- * Editor of one of the biggest newspapers in the U.S.
- * Managing editor of Canada's largest newspaper.
- * Senior editor at Time magazine in New York.
- * An assistant editor at the New York Times.

In recent years, he has declined such appointments as publisher at various major Canadian newspapers, publisher of a major national magazine, and president of a large chain of weekly suburban newspapers.

Instead, he has headed Edwin Bolwell & Associates Ltd., a consulting firm he established to assist owners of newspapers and magazines in all areas of their operations, including strategic planning, market research and repositioning, senior staffing, product redesign, marketing and promotion, acquisitions and startups.

His clients have included Hearst newspapers in the U.S., and, in Canada, Southam Newspapers, the Toronto Star, the Financial Post, TV Guide, NOW magazine and Dumont Publications (a Quebec-based weekly newspaper chain).

He also has clients in Australia, and has been called upon by the Canadian Ministry of Consumer & Corporate Affairs as a publishing industry expert, most notably in a major inquiry involving the Thomson and Southam newspaper groups.

This is Exhibit "A" referred to in the
affidavit of Edwin Bolwell
sworn before me at Vancouver
this 4th day of September 1991

Mary L. Lube
A Commissioner for taking Affidavits
for British Columbia

EDWIN BOLWELL

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869-0157

CAREER

Since 1981 EDWIN BOLWELL & ASSOCIATES LTD.

President

A consulting firm that specializes in assisting newspapers and magazines to increase readership.

Among services provided: market & reader studies, redesign, content changes (including development of new sections, new magazines, new TV guides), staff assessments, systems reorganization, marketing strategies and planning, promotion & advertising planning and execution.

Clients have included Hearst Newspapers, Southam Newspapers, TV Guide (Canada), the Financial Post and NOW magazine.

1978-1980 F. P. PUBLICATIONS LIMITED, TORONTO

Editorial Director

Reporting directly to president of Canada's biggest newspaper chain, was responsible for overall editorial standards of group's nine dailies.

Accomplishments included dramatic revival of three ailing newspapers in competitive markets. Major overhauls of products and personnel resulted in two of the largest circulation gains in Canadian newspaper history. Also created widely acclaimed F.P. News Service.

Other duties included advising the F.P. president on marketing strategies; exploring the development or acquisition of new publications, both newspapers and magazines; planning and interpreting readership studies; assisting in the hiring and development of publishers and key editorial personnel.

Also served as one of two F.P.-designated directors on board of Today magazine, a national weekly newspaper supplement (circ. 2,700,000), jointly owned by F.P., Southam and Torstar.

1977

NEW YORK POSTEditor

Hired by Publisher Rupert Murdoch two weeks after he took over the paper. Mandate, as the top-ranking editor, was to revitalize the paper to attract new readers and advertisers.

Editorially, accomplishments included enlivening the paper with crisper, tighter news stories, new features, new design, new talent.

Administratively, accomplishments included extensive reorganization of editorial staff (some 250) and operating procedures; establishing more effective working relationships with other departments.

Circulation gained more than 100,000 in six months.

Left in dispute with publisher over paper's tone.

1976

TIME MAGAZINE, NEW YORKSenior Editor

Responsible primarily for planning and producing contents of Press, People and Living sections. Also senior-edited, occasionally, Art, Behavior, Cinema, Education, Environment, Medicine, Music, Religion, Sexes, Science, Showbusiness, Television and Theater sections.

1974-1976

THE TORONTO STARManaging Editor

Responsible for planning, producing all editorial content except that on editorial page and letters to the editor; recruitment and development of staff of 325; preparation and administration of \$9,000,000 budget.

As member of executive committee and various special committees, also deeply involved in corporate planning and strategy.

Editorially, accomplishments included innovative use of graphics and editing techniques to make paper more attractive to readers; introduction of several successful new features. Under my direction, Star won four National Newspaper Awards (Canada's equivalent to the Pulitzers) and numerous other awards.

Administratively, accomplishments included extensive reorganization of staff to increase quality and productivity. At same time, significantly improved staff morale.

Note: Underwent in California, 1974, management training course conducted by distinguished industrial psychologist Robert B. Morton.

1969-1973

TIME MAGAZINE, NEW YORK

Acting Senior Editor

Responsible primarily for Education, Law and Religion sections. Also edited, occasionally, World, Press, People, Showbusiness, Cinema and Music sections.

Associate Editor

In this capacity was, progressively, Press Editor, Color Projects Editor, Sports Editor (responsible for Munich Olympics coverage), Associate World Editor. Wrote cover stories on Australian Prime Minister Gough Whitlam, Argentina's Juan and Isabelita Peron, and Women's Wear Daily Publisher John Fairchild.

1967-1969

THE NEW YORK TIMES

Assistant Metropolitan Editor

Shared responsibility for news coverage of New York City, New York State, New Jersey and Connecticut. Devised new plan to cover suburbs.

Assistant Cultural News Editor

Shared responsibility for coverage and editing of theater, movies and other entertainment news.

Assistant Women's Editor

Shared responsibility for coverage and editing of family, food, fashion, furnishings news.

Note: Was among small team of editors who conceived and produced prototype of evening paper then contemplated by New York Times.

1958-1966

THE GLOBE AND MAIL, TORONTO

Posts included Editor of the Globe Magazine (the paper's own weekly roto supplement), National Editor, Foreign Editor, City Assignments Editor, Picture Editor, Western Canada Bureau Chief, Political Reporter.

Note: From 1961 to 1966 was, periodically, guest political commentator for Canadian Broadcasting Corporation on national television and radio.

1958

ONTARIO HYDRO-ELECTRIC POWER COMMISSION, TORONTO

Information Officer. Wrote speeches for Chairman, prepared material for commission publications.

1957

CANADIAN BROADCASTING CORPORATION, TORONTO

Radio News Editor. First job in Canada. Prepared national and regional newscasts.

1951-1957

THE HERALD, MELBOURNE, AUSTRALIA

General and sports reporter. Chief reporter on Melbourne Olympics. Twice runner-up in national honors for cadet reporters.

EDUCATION

University of Melbourne. Journalism course. Haileybury College, Victoria, Australia. Boarder. Matriculated with second-highest marks in school.

PERSONAL

Born Melbourne, Australia, November 7, 1932. Divorced. Two adult children, Farley and Nicole. Special interests include music (classical to contemporary), theatre, reading, cooking, sports. Very active tennis player, occasional sailor. (Ghosted 1975 book on tennis for former Australian Davis Cup captain Harry Hopman.) Formerly very active in track & field, Australian Rules football, cricket.