

Guelph Mercury

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Newsroom: 519-823-6060

Who we are:

Managing Editor: Phil Andrews 823-6050  
City Editor: Brian Williams 823-6051

Other info:

Editorial Fax: 767-1681  
Photo reprints: 823-6005  
Editorial Email: editor@guelphmercury.com  
Website: www.guelphmercury.com

Advertising

Advertising dept.: 519-822-4310  
Advertising: Sally Sarachman 823-6010  
Advertising Fax: 823-4272  
Classified: 822-8690  
Classified Fax: 822-1338  
Circulation: Peter Hill 823-6035  
Pre-Press: 823-6025  
Production: 823-6025  
Administration Fax: 822-7459

Administration

General Manager: David Kilgour 823-6040  
Email: dkilgour@guelphmercury.com

Getting it right

Our accuracy pledge

Nothing is more important to us than accuracy. We always strive to ensure the information we provide is factual and correct. But sometimes we make mistakes, and when we do, we will correct them promptly and prominently. If you see a factual error, please contact the newsroom at 519-823-6060 or by email at editor@guelphmercury.com.

Lottery results

Yesterday's unofficial winning numbers:

Pick 3: 1 0 9  
Pick 4: 1 8 3 6  
Poker: 2H 2C KS 9S QH  
Keno: 1 2 4 5 7 8 11 15 25 26 28 31 38 41 48 51 53  
54 61 68  
Encore: 1414016

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Facebook no substitute for signs

Some municipal election candidates will be most conspicuous during this campaign by their absence from local roadsides.

Several candidates have already pledged to mount sign-free campaigns.

Mayoral candidate Ray Mitchell was the first, that I know of, to openly pledge not to erect signs. In an interview shortly after filing his nomination papers last Friday, Mitchell said he will not accept donations or put up signs.

That tack seems to have caught on.

In the early days of the six-week campaign, Ward 1 candidate Allan Boynton and Ward 3 candidate Craig Chamberlain have both issued press releases announcing signless campaigns, and word is trickling in from across the city that others will adopt a similar approach.

Boynton says he will accept no donations and mount his campaign on no more than \$1,000 of his own money. Signs, his press release stated, are not environmentally friendly and are "an eyesore to our great community."

Chamberlain's release noted his campaign will be "simple and direct, and I have cut out the excesses of electioneering."

The key difference between Mitchell and Boynton and Chamberlain is that Mitchell freely concedes he has no hope of winning, and I suspect would be horrified to wake up Oct. 26 to find himself mayor-elect.

Mitchell wants to be heard during the campaign, to participate in all-candidates' debates and to keep his top-priority issue — namely the downtown — at the forefront.

Since he knows he won't win, spending



SCOTT TRACEY  
jury of one

money on signs would not only potentially be environmentally harmful, but just plain stupid.

Boynton and Chamberlain, on the other hand, are a different story.

Both seem to have come out of the gate intent on making a real run in their respective wards, though both are facing unique challenges: Chamberlain in that he is running against both incumbents, and Boynton in that he is fighting for votes against 10 other candidates.

Both reasons suggest the sign-free strategy might not be the best one.

Campaigns are about campaigning, about introducing candidates to voters.

Studies have spoken to the importance of name recognition, and by the time electors step into the voting booths on Oct. 25 they will have seen most candidates' names hundreds of times just by driving to and from their home.

There are other ways of getting a candidate's name out there, of course, and some will argue that in our wired world there are more effective ways of helping voters become familiar with those vying for their ballots.

Websites and Facebook pages will be quite common, as well as the old standbys of flyers.



SCOTT TRACEY, GUELPH MERCURY

This cluster of election signs represents fewer than half the candidates running in Ward 1. Some candidates say they won't erect signs.

But electronic electioneering presumes voters will feel sufficiently engaged in the process that they will seek out such forums, while flyers often tend to find their way unread into blue boxes.

My daughter Sophie recently pointed out one of those bus-stop advertising signs that read, "You just proved signs work."

The point of the ad campaign, of course, is that people read and recall signs.

If that sign hadn't been there, we wouldn't have known about it.

Even if it had a Facebook page.

Scott Tracey is a Mercury staff writer. His *Jury of One* column appears Fridays. He can be reached at stracey@guelphmercury.com

HIV test results and support available immediately

HIV FROM PAGE A1

Plenty, she said, pointing to the wealth of information, accommodation, educational workshops and other support the AIDS Committee of Guelph and Wellington County offers.

Further, with today's medical advances, AIDS, afflicting at least 26,600 Ontarians in 2008, is more a chronic ailment than a death sentence, she added.

Though some people hesitate to be tested, DePutter said demand

for testing is increasing locally, hence the need for more.

Her office at 409 Woolwich St., near London Road, offers testing from 1:30 to 3:30 p.m. every first and third Wednesday, but that will rise to weekly during those hours.

Testing results are available immediately, with no appointment necessary at the AIDS Committee site. It's an anonymous procedure, with people not required to identify themselves or present provincial health cards.

The testing is carried out by public health, which also offers tests by appointment at its sexual health clinic at 600 Southgate Dr. and occasionally at Guelph's Stonehenge therapeutic centre.

"Our clinics are quite busy," said Rosalyn LaRochelle, manager of public health youth and adult clinical services. She noted last year her organization performed almost 1,000 HIV tests across the region it serves.

The coming changes restore

weekly testing in place until the health board refocused last year on emerging risks, primarily the H1N1 flu threat, LaRochelle added.

The AIDS Committee will shortly begin a public awareness campaign to encourage more frequent testing. The campaign includes posters, wallet cards, advertising and social media.

It begins Sept. 27 and rolls out in stages. More information is available online at: www.aidsguelph.org

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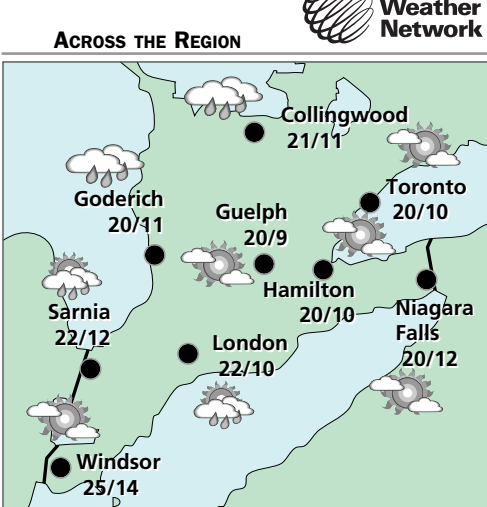
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WEATHER

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ALMANAC	TOMORROW	SUNDAY	MONDAY	TUESDAY
Normal High 19.5° Normal Low 7.9° Record High 26.7°/1972 Record Low -1.7°/1973 Precipitation Today's Normals 4.6mm	Partly cloudy H: 20 L: 9	Variably cloudy H: 16 L: 7	Mainly sunny H: 17 L: 9	Showers H: 21 L: 12
<b>CANADA TODAY</b>	<b>WORLD TOMORROW</b>			
Toronto sunny 18/10 Calgary p.sunny 7/1 Charlottetown rain 14/9 Edmonton sunny 8/-1 Fredericton rain 18/4 Halifax rain 17/9 Iqaluit showers 6/2 Montreal sunny 17/7 Ottawa sunny 17/7 Quebec C. sunny 17/4 Regina m.sunny 8/-2 Saskatoon sunny 7/-3 St John's p.cloudy 16/10	Amsterdam p.sunny 15/9 Beijing rain 19/19 Berlin p.sunny 13/7 Brussels cloudy 14/6 Hong Kong p.cloudy 31/26 Honolulu p.cloudy 30/23 Jerusalem sunny 27/16 Kiev rain 17/15 Las Vegas sunny 37/20 Lisbon cloudy 23/19 London p.sunny 17/7 Los Angeles p.cloudy 18/15	Madrid p.sunny 23/16 Mexico rain 15/13 Miami p.cloudy 31/25 Moscow rain 15/12 New Delhi rain 25/23 Paris cloudy 17/5 Rome cloudy 28/20 Seoul p.cloudy 28/20 Singapore tstorms 32/28 Stockholm cloudy 15/10 Sydney sunny 19/9 Tel Aviv sunny 30/24 Tokyo p.cloudy 25/23		
<b>RESORTS TOMORROW</b>				
Vancouver p.sunny 19/14 Victoria showers 17/13 Whitehorse p.cloudy 17/5 Winnipeg p.cloudy 10/2 Yellowknife p.cloudy 6/-1				
Acapulco rain 31/25 Barbados tstorms 31/25 Cancun rain 30/26 Bermuda tshowers 31/24 San Juan p.cloudy 30/28				



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