

TRUST AND TRANSPARENCY MATTER

The so-called digital age has brought us access to an abundance of news. But with all that information at our fingertips comes an equally unprecedented amount of misinformation, creating a system where trust can get lost.

The recent rallying cry of "fake news" only adds more confusion as it provokes suspicion and discredits legitimate media. These types of tactics are not new. The history of news media is filled with deadly disagreements and presses confiscated by authorities (or mobs), tossed in waterways or set ablaze.

Newspapers are an integral part of society, taking on the role of being an active and trusted participant in the daily lives of its neighbours with a truthful account of the day's events.

The need for such information has not changed with the advent of the digital age. In fact, it has become even more important in a world where an abundance of unreliable information is found, shared and circulated at the speed of a click of a button. Now, more than ever, there is a need for compelling, engaging, unique, relevant, and above all, trustworthy sources of information.

Ultimately, it's about maintaining trust with our customers.

Trust is not about blind faith or agreeing with everything we publish. It is about giving you the tools you need to make a good, informed judgment about the value we provide. It is about us being transparent, honest, reliable and responsive so you know - really know - who we are, what we do and how we do it.

Our newsrooms are comprised of trained journalists who follow journalistic standards, which the public can view at any time on our website.

We are committed to accuracy. If there is an error - and sometimes there are, because journalists are human and humans are fallible - we will correct the public record. We very publicly admit our mistakes.

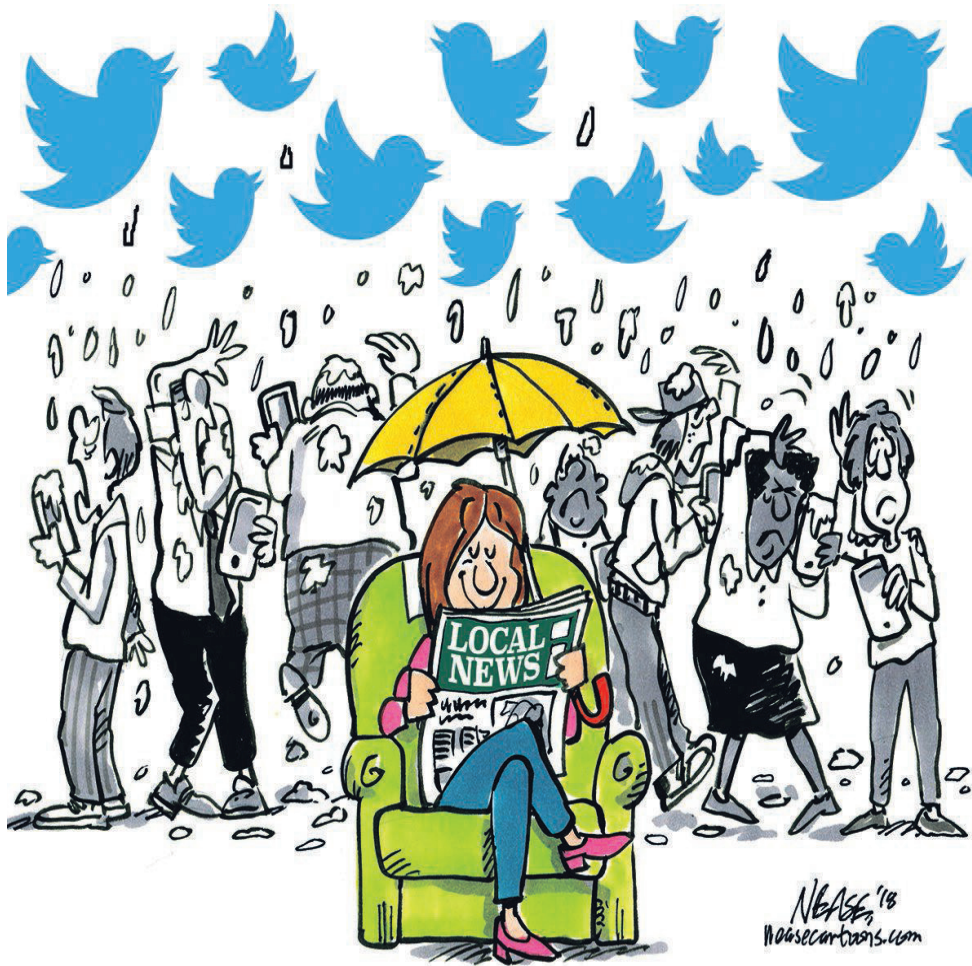
We are also a member of the National NewsMedia Council, a self-regulatory ethics body that promotes ethical practices and deals with public complaints regarding media coverage.

Despite this, sometimes it seems journalists work under a shroud of mystery. We want to lift that veil. We have launched a trust initiative to tell you who we are and how and why we do what we do.

Just as government transparency and accountability are vital components to any working democracy, so too is a free, responsible and responsive press built on trust.

We welcome your questions and value your comments. Email our trust committee at trust@metro-land.com.

**NEWSPAPERS
MATTER**
NOW MORE  THAN EVER



THANK YOU FOR READING

LOCAL NEWSPAPERS REMIND US HOW VITAL OUR SMALL WORLD IS, WRITES MICELI



KAREN MICELI
Column

It's about trust. Our relationship with our readers is built on transparency, honesty and integrity. As such, we have launched a trust initiative to tell you who we are and how and why we do what we do. This article is part of that project.

I like to think community newspapers and their readers have a mutually beneficial relationship, even a partnership.

Editors, reporters and photographers get the privilege of telling stories about the people, places and events that shape our towns and cities.

Meanwhile, readers get to be in the know about the

goings-on right outside their door and hopefully find information that helps them in their daily lives.

Recently during National Newspaper Week, we shone a spotlight on our publications and told you why they matter now more than ever.

This week I am putting in my own two cents' worth, and in doing so, I ask you to imagine your town/city without a community newspaper.

How would you know what went on at town council Monday night? What was that heavy police presence up the street last night? What's the entertainment lineup for ribfest this year?

Whether the news is about a road closure, 10 events this weekend, or the newly-proposed development in downtown, there is no substitute for a local paper.

Local newspapers are reflections of their communities - the interests, concerns and passions of their residents. They touch our lives and remind us of how vital our small and immediate world is.

And as much as we want to drive home a message that newspapers matter, we also know we are nothing if we are not read.

We know we have amazing, loyal readers, and it even goes beyond that - where we form what I consider to be a partnership.

Many of you take the time to contact us with your story ideas as well as make sure we are on top of breaking news, and even let us know when we did something you didn't like.

That reader engagement is key in a successful community newspaper. So let's keep our partnership going strong.

Together we will ensure community newspapers arrive at your doorstep for years to come.

Karen Miceli is managing editor of Metroland Media's Halton Division newspapers - The Burlington Post, Oakville Beaver, Milton Canadian Champion and Flamborough Review. She can be reached at kmiceli@metroland.com and 289-293-0616. We welcome your questions and value your comments. Email our trust committee at trust@metroland.com.

ABOUT US

This newspaper, published every Thursday, is a division of the Metroland Media Group Ltd., a wholly-owned subsidiary of Torstar Corporation. The Metroland family of newspapers is comprised of more than 80 community publications across Ontario.

This newspaper is a member of the National NewsMedia Council. Complainants are urged to bring their concerns to the attention of the newspaper and, if not satisfied, write The National NewsMedia Council, Suite 200, 890 Yonge St., Toronto, ON M4W 2H2. Phone: 416-340-1981 Web: www.mediacouncil.ca



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