IT'S OK TO GET MAD, JUST Don't Call US 'Fake News'

'WE'RE NOT THE ENEMY OF THE PEOPLE,' WRITES HECK

ALEXANDRA HECK aheck@metroland.com

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.

There's this shared feeling that journalists get when we hear about yet another newspaper shuttering.

It's a dull ache, deep in the gut.

Followed by a few shallow breaths, and ultimately the thought ... Why am I doing this?

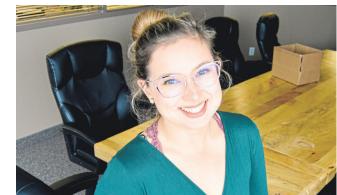
I'm 24 years old. Newspapers were under fire by the technology shift long before I ever entered Ryerson to study journalism.

If I was in this for money, well, I wouldn't have even followed through with my four-year degree. I would have transferred out.

I'm not here for that, though. None of us are. We're here because we have an innate curiosity about the world and this sense of responsibility to it.

We're not trying to save the world, because we can't, but we can help give society the tools to help make the world a better place.

We protect democracy. We illuminate injustices that go unnoticed, we give voice to those who are kept



Veronica Appia/Metroland Alexandra Heck is a reporter with Metroland Media.

NEWSPAPERS MATTER NOW MORE THAN EVER

silent.

At a community newspaper, we do this on a very intimate level. We report on the people and events close to home, that generally, only a small group of people care about - the tight communities we report in.

We stand in line at the grocery store with the same people we interviewed the previous day outside the town council chambers. We have to report on the hardest moments of someone's life - sometimes someone we've known for a long time. We're human. We feel

pain, we make mistakes. That's why we cringe

when we hear people talk about "the media" as this ubiquitous entity that actively plots to control the masses.

We're not "fake news," we're not the enemy of the people, we're the same people as everyone else standing in line at the grocery store. We put on our pants one leg at a time, just like you.

Journalism isn't just a job to us. It's our identity.

It's a common set of goals and values that keep us striving toward writing balanced stories in as much depth as we can. We do this because we have a responsibility to inform and through doing that we are given a sense of purpose and meaning in life.

It's OK to take issue with something we do, it's OK to get mad, but don't use the words "fake news."

We're real people writing the headlines - and these headlines are true - and we're doing it because deep down in the fibres of our being, we believe in what we do and you should too.

Outgoing IFP reporter Alexandra Heck recently accepted a position at the Orangeville Banner, a Metroland publication. She can still be reached at aheck@metroland.com. We welcome your questions and value your comments. Email our trust committee at trust@metroland.com.

P R E S E N T S Digital Marketing Made Simple

Confused about all of the choices out there and don't know where to start? This educational session will take you along a customer's purchasing journey and how your business message can be in front of them every step of the way.

Breakfast and or Lunch will be served.

All participants will receive a FREE 1/4 page in their local Newspaper and FREE Marketing Analysis on their Business.



Holly Chriss REGIONAL DIRECTOR, 289-293-0624

Vickie Dillane general manager, 289-293-0620



VISIT THEIFP.CA TO LEARN ABOUT LOCAL PEOPLE MAKING A DIFFERENCE IN THEIR COMMUNITY

