

IT'S OK TO GET MAD, JUST DON'T CALL US 'FAKE NEWS'

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

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



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.

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.



Contextual
Display your message next to relevant content for more of an engaging message



Retargeting
Have interested visitors to your website be reminded to choose you.



Behavioural
Target specific lifestyle characteristics to further target the audience you want.



Geo Fence
Get your message to the face of those who visit your competitors



Social
Highly specific audience insights let us target only the best possible audience for your business



Dynamic Auto
Create real-time adaptable creative for those in the market for a new vehicle



Burlington Office
901 Guelph Line, Burlington

Georgetown Office
280 Guelph Street, Unit 77, Georgetown

Wednesday, November 28th
8:30 am & 12:00 pm
Breakfast and Lunch provided

Thursday, November 29th, 12:00 pm
Lunch provided

To sign up visit:

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