

WE COMMITTED TO DO BETTER: HOW ARE WE DOING?

OUR OBLIGATION IS TO RAISE UP THOSE WHO LACK A PLATFORM FOR THEIR VOICES TO BE HEARD, WRITES JOANNE BURGHARDT



JOANNE BURGHARDT
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.

In a year bookended by the murder of George Floyd, a Black man killed by police in the United States, and the discovery of the unmarked graves of 215 children on the site of the former Kamloops residential school, may we never again deny the existence of systemic racism.

One year ago, I joined editorial leaders in endorsing seven calls to action from the Canadian Journalists of Colour (CJOC) and Canadian Association of Black Journalists (CABJ), found here: www.cjoc.net/white-paper.

We invited Metroland's journalists, including those at this newspaper, to join us in this endeavour. More than 25 per cent of the team volunteered to join committees to help us map our path forward. In the months since, our journalists have participated in workshops, planning and discussions around our own biases, and about con-

sciously listening to, and giving voice to, a broader audience.

Our parent company, Torstar, has completed its first internal, voluntary demographics survey. Those results will be used as a baseline against which we will monitor our progress in building a more diverse workforce.

We are redrawing recruitment, hiring and development practices that have historically limited diversity at all levels. Year to date, 62 per cent of all newly-hired journalists in Metroland have furthered our goal for a more diverse workforce.

We are establishing leadership training and mentorship programs to provide diverse staff an opportunity for development and advancement.

We have established a province-wide community council to advise us on improving diversity and inclusion in our content.

To assist students from diverse and under-represented backgrounds in gaining experience in our newsrooms as part of their scholastic requirements, we have reshaped our academic placement process. Each newsroom will host at least one student each year. We have launched a summer internship program for BIPOC journalists who are new to the industry.

We have an obligation to educate ourselves, to fight racism, to raise up those who do not have ready access to a platform through which their voice can be heard.

We are committed to making a difference.

Joanne Burghardt is the director of community engagement for Metroland. We welcome your questions and value your comments. Email our trust committee at trust@metroland.com.

TO LEARN HOW TO SUBMIT YOUR OWN CONTENT VISIT THEIFP.CA

SNAPSHOT



Tony Fortunato photo

A blue jay visits a backyard in rural Georgetown. Do you have a great local photo you'd like to share? Send it to sleblanc@metroland.com, along with a brief description.

WHAT TO EXPECT FROM INVESTMENTS

STOCKS AND BONDS HAVE A DIFFERENT EXPECTED VOLATILITY AND RETURN, WRITES PETER WATSON



PETER WATSON
Column

Many investors dislike volatility.

Most would prefer a \$10-a-share price to increase gradually to \$11. Perfect. A 10-per-cent return with no drama.

Volatility is a normal part of investing. As investors, we have to accept that if we own shares.

As it turns out, volatility is our friend. Potential strong returns from owning shares are predicated on those shares having the risk of volatility.

You do have the option to eliminate stock volatility in your portfolio. Sell

your shares and buy bonds and the level of volatility that you are likely to experience will be significantly less than if you had owned those shares.

But there is a problem. The expected return on a bond is significantly less than that of stocks. That is logical because a bond owner that has significantly less risk of volatility will accept a lower return as a trade-off.

As investors, we accept the risk of volatility with the expectation that we will have a higher return.

This leads us to the im-

portant task of designing an investment portfolio that meets our needs.

This is referred to as asset allocation.

In my opinion, asset allocation is the most significant decision investors make. It will be the most significant determining factor of expected volatility and expected returns.

Peter Watson is registered with Aligned Capital Partners Inc. (ACPI) to provide investment advice. Investment products are provided by ACPI. ACPI is a member of the Investment Industry Regulatory Organization of Canada. The opinions expressed are those of the author and not necessarily those of ACPI. He provides wealth management services through Watson Investments. Watson can be reached at www.peterwatsoninvestments.com.

ABOUT US

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