

TRUST AND TRANSPARENCY COMMITTEE DELVES INTO LOCAL ISSUES

COMMUNITY LEADERS GATHER IN ROUNDTABLE, WRITES KAREN 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.

Earlier this year, I told you about the Halton Advisory Council that was formed by Metroland's Halton Division community newspapers to help us better understand the issues facing our residents, readers and business partners.

The council — led by the Burlington Post, Oakville Beaver, Milton Canadian Champion and Georgetown/Acton Independent and Free Press — brought together a group of community leaders to share their thoughts on what issues were most pressing in Halton.

After taking it all in, we formed three subcommittees to delve into the issues more closely — Diversity and Inclusion, Trust and Transparency, and Community Health, Safety and Well-being.

The Diversity and Inclusion Committee met in a virtual roundtable in September; then late last month, the first meeting of the Trust

and Transparency Committee was held. We asked the Trust and Transparency Committee members:

- Trust in the media is said to be at an all-time low. Do you agree with this notion? If so, what are the factors that have contributed to a lack of faith in the media. Do you feel social media played a role?
- What determines whether you trust a media organization and the information it is providing?
- What can media organizations like Torstar/Metroland do to gain public trust?

We heard several recommendations from the committee members on how to gain public trust. Among the suggestions, we were advised to: ensure story information, including spelling of names, is always accurate; avoid clickbait headlines; and increase our reporters' visibility in the community.

As a result of feedback from the meeting, we are planning editorial initiatives to improve our relationship with our readers, including regular features in our print editions showcasing our newsroom team, and stepped-up measures to monitor for website headlines that could be interpreted as clickbait.

Next week, the Community Health, Safety and Well-being Committee will meet for the first time and we expect to gain insight into issues affecting Halton residents' welfare and prosperity and how we should cover them. Stay tuned.

Karen Miceli is managing editor of Metroland's Halton community newspapers. We welcome your questions and value your comments. Email our trust committee at trust@metroland.com.

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SNAPSHOT



Giovanni Discenza photo

A blue jay prepares to enjoy a snack in a backyard on James Street. Do you have a great local photo you'd like to share? Send it to sleblanc@metroland.com, along with a brief description.

AS AN INVESTOR, DO WHAT WORKS

DON'T TRY TO OUTPERFORM THE MARKET, WRITES PETER WATSON



PETER WATSON
Column

Picking the best mutual fund is a difficult task.

In 2001, there were 2,900 U.S.-based equity mutual funds. Twenty years later, only 41 per cent of those funds were still in existence.

Mutual funds merge on a regular basis. For many investors, the mutual fund you initially select is not the one you end up with.

A more important ques-

tion is: how did mutual funds perform?

Only 19 per cent of the funds survived and outperformed their benchmarks over the 20-year period. This information is from the Mutual Fund Landscape 2021, Dimensional Fund Advisors.

There are two opposite approaches to managing money. Some managers believe stock markets are efficient and the best estimate of the value of a stock is the price at which the stocks is publicly traded.

Others believe a skilled investment manager can find mistakes with prices of stocks. Based on this belief the managers buy stocks they feel are underpriced and sell stocks they believe are overpriced.

So, what is the best approach to managing your investment portfolio?

My opinion is based on past evidence. Do not try to outperform the market by

selecting an actively traded fund. Invest in an extremely well diversified investment fund.

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. Watson provides wealth management services through Watson Investments. He can be reached at www.watsoninvestments.com.

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