

Stouffville Free Press

Whitchurch-Stouffville's Independent Community Owned Newspaper

Editorial ...
 ... Kate Gilderdale
 Advertising Sales ...
 ... Bruce Stapley
 Graphics Dept. ...
 ... Travis Merrick

Published each month in Whitchurch-Stouffville by the Stouffville Free Press Inc. with a press run of 10,500
 P.O., Box 125, Stouffville, Ontario L4A 7Z4 • Phone / Fax: 905-640-FREE (3733)
 Editorial email: withwrinkles@hotmail.com • Advertising sales: bstapley@sympatico.ca
 Graphics department: travis.merrick@sympatico.ca

EDITORIAL POLICY: Opinions expressed by columnists, contributors and in letters to the editor are not necessarily those of the Stouffville Free Press. Letters must be signed and the telephone number (which will not be published) included. Requests that a name be withheld will be honoured only if there is a compelling reason to do so. Errors will be corrected if brought to the attention of the Stouffville Free Press. The Stouffville Free Press reserves the right to edit or refuse to publish any unsolicited material. ADVERTISING POLICY: The Stouffville Free Press is not liable for slight changes or typographical errors that do not lessen the value of the advertisement nor are they liable for other errors and omissions to advertisements in subsequent issues, or any refunds of monies paid for the advertisement. All claims of error must be made by Wednesday at noon of the week following publication.

Getting back to our grass roots

'The challenge for the newspaper business is not to stay in business; it's to stay in journalism.' Harold Evans

Small town newspapers have long been under seige in Ontario. With the increase of corporate ownership, the emphasis has shifted from local to regional news in order to create larger, more powerful markets for big advertisers.

Few independent local papers survive in an area dominated by major corporate players, whose commitment to shareholders and the bottom line rules out the traditional in-depth coverage of small, individual municipalities. At the Stouffville Free Press, we believe that many residents and retailers would welcome an independent, local monthly.

We also believe our community has room for both regional and local publications, and that competition is not only healthy, but desirable. And we are not alone.

The Scugog Standard, established last fall following the purchase of The Port Perry Star, has proved immensely successful. In Uxbridge, another independent, The Uxbridge Cosmos, has been warmly welcomed by readers starved of local news.

Traditional community papers benefit small-town retailers with limited advertising budgets, providing them with an uncluttered, local environment in which to market their goods and services. Readers can find out what's going on in the community they live in, and can use the newspaper as a forum for their own stories and ideas.

The Stouffville Free Press is created for and by the residents of Whitchurch-Stouffville. Each month we will offer local features on everything from sports to the arts. Popular local columnists will include Luke Anderson, Ruth LeBlanc and Ralph Pohlman, and award-winning cartoonist Walt Radda will take a monthly look at the funny side of life in Whitchurch-Stouffville.

We encourage you to send us information about your events for our calendar and to tell us what you would like to see in your local paper. We also invite you to visit stouffvilleonline.com, where highlights of the newspaper will be featured every month, and where you can comment directly on an article or send a letter to the editor with just a click of your mouse.

Whitchurch-Stouffville is a growing community, but one that continues to maintain a friendly, small town atmosphere. And it's the job of your local newspaper, with your input, to help keep that atmosphere alive and well.

Welcome to the first edition of the Stouffville Free Press. We wish you all a Very Merry Christmas and a Happy New Year.

Readers Write

Local news coverage helps bring the community together

To the Editor:

Congratulations to the Stouffville Free Press!

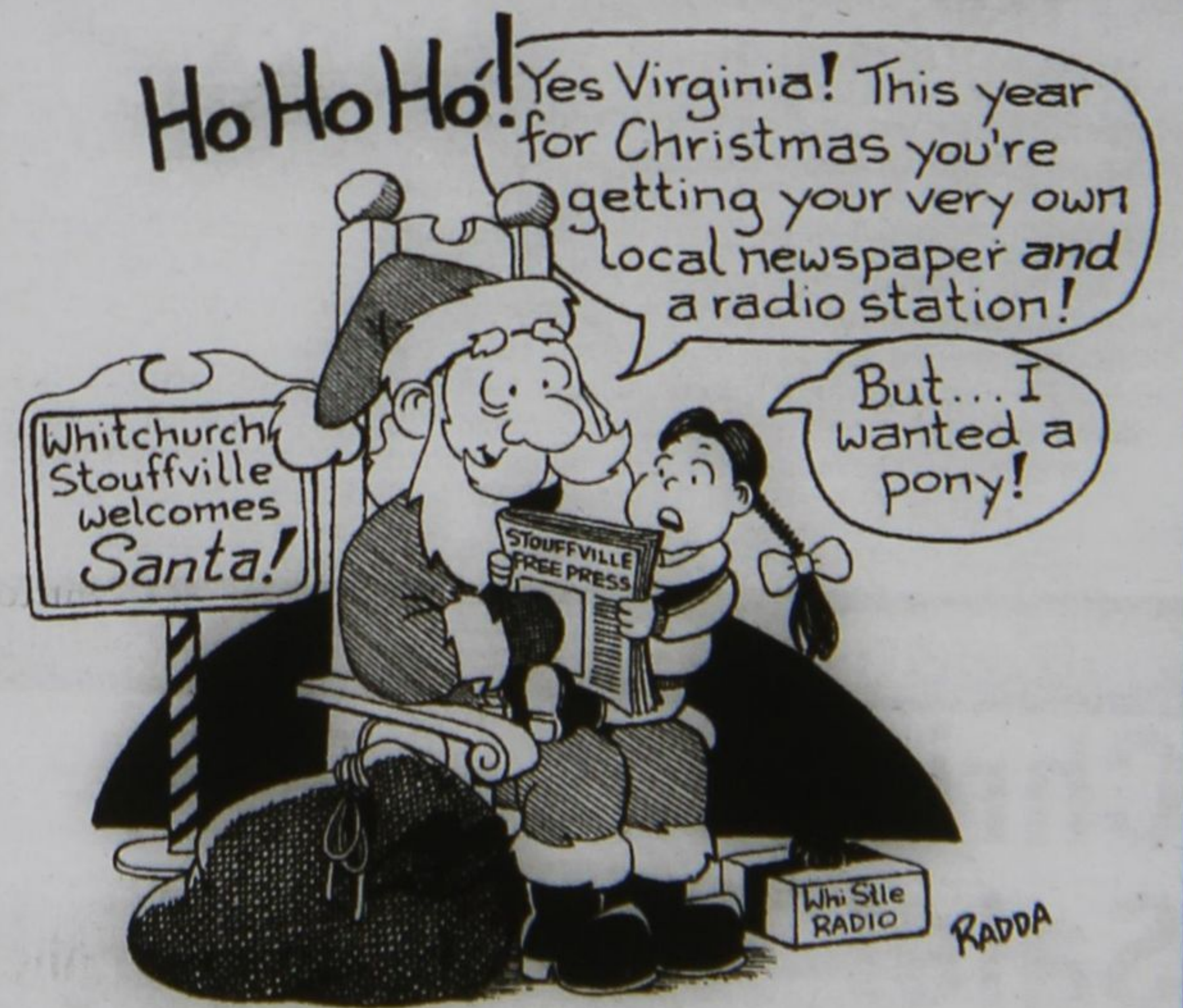
The conveyance of news, information and events is a key component of bringing Whitchurch-Stouffville together as a community. The sharing of information provides a sound base of knowledge which in turn leads to proactive debate and discussion on emerging issues in the municipality.

Whitchurch-Stouffville has a long history of community-based initiatives, volunteerism and local festivities which I hope you will promote and profile as part of your monthly programming. All signs point to the fact that Whitchurch-Stouffville is the newest upcoming hub of economic development, and having local newspapers targeted to our community is a great step for us.

I know that your news information coverage will be the topic of conversation on our park benches and in local coffee shops. On behalf of the Mayor, Council and Town residents we wish you success as you profile our community within York Region.

Sue Sherban
 Mayor

Free Thoughts



Word from the Street

December 2005

What local holiday events do you like to participate in?



Heidi Wallis

We attend the Strawberry Festival to celebrate Canada Day, the Santa Claus Parade, the Christmas Eve Service at Lemonville United Church and Fireworks on Victoria Day and Labour Day.



Jen Ferris

We love to take the kids to the Santa Claus Parade and to see them in their school Christmas Concerts.



Stan Campbell

My wife and I participate in the Strawberry Festival, the Festival of Lights and the Santa Claus Parade and other community events. We like to take part.



Amy Warr

I attend the Festival of Lights and the Canada Day Strawberry Festival. I participate in it with my company, Leadbetter Meats, who supplies food.