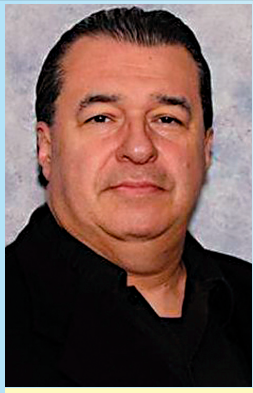


The CENTRAL NEWSPAPER

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-  **Oshawa Naval**
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Member 2015.

JOE INGINO IS AN ACCOMPLISHED WRITER/AUTHOR OF OVER 800,000 Published Columns in Canada and The United States



Logic

NEWSPRINT IS DEAD

NOT!!!

By Joe Ingino
Editor/Publisher

ACCOMPLISHED WRITER/AUTHOR OF OVER 800,000
Published Columns in Canada and The United States

"I live a dream in a nightmare world"
Always Remember That The Cosmic Blueprint Of Your Life
Was Written In Code Across The Sky At The Moment You Were
Born. Decode Your Life By Living It Without Regret or Sorrow.
- ONE DAY AT A TIME -

In the newspaper industry there are three types of publishers. The incoming - the outgoing and those that have no clue what they are doing. The latter are the ones responsible for damaging the integrity of the industry. Companies like SNAP, SNAP'ed, Oshawa Life, Neighbour and the many other fly by niters. A bunch of socialite editors that have no clue on the industry and rely on brown nosing photo opt politicians, promise the world and deliver empty promises. This tarnishing the integrity of real publications of actually giving clients value for their invested dollar in advertising.

The incoming think they can take the world by storm and in many cases fail to establish a solid vision for their publication. You, must have solid direction and a timeline for when to accomplish goals.

At the Central we always respected those established before us and made sure we never competed. Instead we created our own market and assured customer satisfaction was our prime goal.

This philosophy has made us number one today and a leader in our industry. Many incoming do not do this. Many incoming just attempt to copy the outgoing's papers style and hope for the best. Normally these publications are free to the public. Mistake one. Normally these publications are monthly or bi-weekly as they can't establish a solid client base. Any publication that does not charge, by it's own admittance has no readership. This is why it has to be given for free. Many of these free publications are the first to go out of business and in Durham we have had our share of publishing failures.

The outgoing publishers or publications (Metroland) are those that have been entrenched in the community they served for so long that they really do not care. Their primary goal is to maintain the status quo and use the political influence in those communities to benefit financially.

The outgoing publishers are more prone to fall for fads like online publishing. It is cheap to advertise online.... Unfortunately you get what you paid for. Who is really online?

Today internet has become nothing short of a public toilet. The promise of millions of viewers when in reality on any given post if your lucky you get 10 viewers.

Why is this you may be asking. Well, the sea of millions is made up for a particular niche. The average person is far from that niche. The niche is made up of teams of online tech support that know how to manipulate and influence trends and fad online. For the average entity. This is way out of their budgets.... This in part is why public notices by municipalities online are failing. No one is getting their notices. The municipalities and the Region all made the same mistake. Making the assumption that all taxpayers have internet, computers and or smart phones. Road side signs don't work. Road side signs work on the 3 second rule. If you audience does not grasp the message in 3 seconds. That billboard is a waste of time and money.

Going to public building to read boards is not working out as people are busy enough to go to building to find out what is happening in their communities. Then what is the answer?

Simple. People by the thousands are demanding that municipalities publish in their local newspapers, I know so because we get all the new subscribers. Local newspaper are superior to national papers as the local papers are published by a local small business doing a big job. Also local papers are time proven and trusted to be true. Online is proving to not work. Even for the debunked Metroland. Their online version is seriously failing. In print newspaper is making a huge come back. So much so that The Central is exploring taking over markets right across the GTA. Support your local small business making a huge difference in the way you stay informed.

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The Oshawa-Durham Central Newspaper



New Federal Ridings and the Impact on Durham Region

by Maj (ret'd) CORNELIU. CHISU, CD, PMSC,
FEC, CET, P. Eng.
Former Member of Parliament
Pickering-Scarborough East

As of this week, any federal election called will be based on an entirely new electoral map. There are major changes in the GTA as well as the Durham Region, where serious tensions could emerge.

After each decennial (10-year) census, independent electoral boundaries commissions review and, if necessary, make changes to the electoral districts in each province to reflect changes and movements in Canada's population. The commissions determine the boundaries so that the number of people in each electoral district is as equal as reasonably possible, while also taking into account communities of interest or identity, historical patterns and geographic size in sparsely populated regions.

As a result of the most recent changes, Canada will have 343 electoral districts instead of the previous 338, and as such, 343 new Members of Parliament.

The new ridings in the Durham region are Ajax, Whitby, Oshawa, Pickering-Brooklin, Bowmanville-Oshawa North, and York-Durham. The ridings of Ajax, Whitby and Oshawa were relatively unchanged. However, the riding of Pickering-Uxbridge became Pickering-Brooklin with Uxbridge transferred to the new riding of York-Durham.

Major changes occurred in the old Durham riding of former Conservative Leader Erin O'Toole, which is undergoing a seismic shift, as Durham is set to be dissolved into two new ridings: York-Durham for its northern half and Bowmanville-Oshawa North for its southern half.

Of the two new ridings, York-Durham is of particular interest. The sizable electoral district now includes parts of the Conservative held York-Simcoe (which no longer exists) and Haliburton-Kawartha Lakes-Brock (Conservative held). But, it also contains Liberal ground: about half of Markham-Stouffville and two-thirds of Pickering-Uxbridge. The Liberals have previously posted healthy leads in the both former ridings, but at least one incumbent, Helena Jaczek, has announced she will not be running for re-election.

Pickering-Brooklin, meanwhile, is a riding many Conservative hopefuls are eying. Such keen interest means that the stage could be set for interesting Durham Region electoral showdowns.

In Durham Region we will have 6 federal ridings instead of the 5 held previously. Until the next federal election, we have three Liberal holds and two Conservative.

Many things will happen in the coming months, with parties selecting candidates and getting ready for the election, which will probably be held sometime in 2025.

For the moment Elections Canada estimates that if the 2021 federal election were held with the new boundaries in place, the Liberals would have three fewer seats and the Conservatives would gain seven.

Meanwhile, in the GTA, it appears that the Conservatives have a chance of picking up several new seats. While many ridings are undergoing few to no changes, there are a handful, including the Durham Region, where the state of play could become spicy.

As of today, ridings in the Durham Region play out as follows: Oshawa, Bowmanville-Oshawa North and York-Durham will likely be Conservative, while Pickering-Brooklin and Whitby lean Conservative and Ajax leans Liberal.

With the situation in the country becoming more complicated both economically and socially we all hope that the next election will be able to bring about some badly needed changes. Compounded with influences from a rapidly shifting geopolitical situation, the next election should bring interesting surprises.

Looking at the current military and political turmoil in Europe and the Middle East, we can already sense that they will have an influence on the electoral situation in Canada.

The latest Middle East conflict is particularly troubling in that regard. Six months after Hamas's deadly Oct. 7, 2023 attacks on Israel, during which nearly 1,200 people were killed and about 250 were taken hostage, a war has broken out that has claimed more civilian lives in Gaza.

As a result, Canadian political parties have been forced to navigate difficult issues raised by a bloody conflict that has deeply divided the electorate.

The ways in which the parties have reacted and the positions they have taken — on matters such as funding for the UN Relief and Works Agency (UNRWA) and an NDP-sponsored motion that called on the government to work toward recognizing a Palestinian state — are having an impact on their support in different communities.

Such events and events that will follow until the next election is called, will add to the uncertainty of the election results.

We must observe, participate and do the best for our country in the next election. In the end, Canada that should matter most to all of us. We all live here, and we need to learn to live together and build the future of our children. **What do you think?**



Mayor Adrian Foster

By Clarington Mayor Adrian Foster

Statement from Mayor Adrian Foster on National Day of Mourning Clarington, Ontario?— As we mark National Day of Mourning, Clarington Mayor Adrian Foster has issued the following statement.

"Today, on the National Day of Mourning, we remember and honour the workers who have been killed or injured on the job and keep their loved ones in our thoughts. We pause to pay tribute to all those who were killed, injured, or made ill because of workplace accidents.

On behalf of Clarington Council, I want to express our sympathy and support to all those who live with the trauma of these tragedies. Clarington's flags will be lowered to half-mast to remember those who have died, been injured, or suffered illness in the workplace.

As we mourn today, we also renew our commitment to making our workplaces safer and healthier for everyone. By working together, we can prevent worker injuries and fatalities in the future."