

THINKING OF RUNNING FOR MUNICIPAL OFFICE?

If you are NEW.

Want to learn the issues? What to expect once elected?

Want to attend townhall meetings?

Learn All About It Before You Put Your Name On The Ballot

ALL FREE
TO NEW FUTURE CANDIDATES

Call and Make An Appointment TODAY!!! 905-432-2657

MUNICIPAL INTERNET POSTINGS DO NOT WORK

In an age of misinformation and shrinking newsrooms, your support for credible journalism has never mattered more.

According to the 2024 Digital News Reports by the Reuters Institute, 52% of Canadians say they're willing to pay for trusted news - yet only 15% actually do.

This gap threatens... the sustainability of local news organizations like ours who work every day to report with integrity, accountability, and a deep connection to our community.

Other countries are stepping up:

Norway: 40% pay for news

Sweden: 31% pay for news

Australia: 21% pay for news

Finland: 20% pay for news

Even United States out performs Canada's support of journalism, with 22% of readers who pay for news.

Canada shouldn't fall behind

Local journalism keeps communities informed, connected, united and empowered. It shines a light on the issues that matter most - your schools, your streets, your stories.

By subscribing, you're not just getting access to trusted local news - you're helping preserve a vital public service.

CHOOSE TRUTH CHOOSE FACTS

CHOOSE LOCAL JOURNALISM

Municipalities have opted for online posting with catastrophic failure. Every week you are missing out on important local information that affect your daily life.

Municipalities are forcing taxpayers to go on line.
Taxpayers are not responding due to a series of realities:

Cost of Internet

Cost of purchasing computer/cell phone.

Lack of knowledge on use of technology.

Complex web pages full of pop-ups.

Lack of time to sit in front of a computer.

Internet is infested with all kinds of algorithms that track you.

Internet is very specific and not broad enough for public.

By supporting your local newspaper you are uniting the community around a trusted local news source.

Your support, supports local businesses and creates an atmosphere of community. Your support sends a real message to your municipality that you demand arms length accountability.

Your local newspaper is written and published by journalists that live and work in the community. Community members that you can trust.

Today, even major network news sources have fallen to bias reporting due to political interests.

Your local community newspaper is different. Your local journalist bring you articles that matter to you and your family. Demand that your municipality publish in your local paper.

WITHOUT SUPPORT TRUTH HAS NO PLATFORM

Subscribe Today!!!



Appointment of Mr. John Ecker to the Police Service Board

The Durham Regional Police Service Board announced that Mr. John Ecker has been appointed to the Board by the Lieutenant Governor of Ontario for a two-year term.

"I welcome the honour to serve the community as a member of the Police Service Board," said Mr. Ecker. "I look forward to supporting the Board's responsibility to ensure that policing in our community earns the trust and confidence of the citizens of Durham Region."

"Mr. Ecker has strong connections to our community and extensive leadership and governance experience that will enable him to make an impactful contribution to the Board's deliberations and decisions," said Board Chair Shaun Collier. "His presence will assist the Board in achieving its objectives for a safe community."

The Durham Regional Police Service Board is the civilian governing body of the Police Service. Its responsibilities include establishing objectives for policing in consultation with the Chief of the Police, setting policies for adequate and effective policing and the administration of the Police Service, and hiring and monitoring the performance of the Chief of Police. The Board consists of seven members, three appointed by the Province of Ontario and four chosen by Regional Council.

John Ecker is a semi-retired communication, marketing, branding, and fundraising executive. Most recently, he served in successive senior roles at the Archdiocese of Toronto. He oversaw brand development and marketing for the archdiocese's highly successful Family of Faith Campaign, and led the strategic repositioning of the archdiocese's Office for Refugees. He also led the archdiocese's Indigenous healing and reconciliation activities. In 2022 he was the Program and Production Lead for the Pope's visit to Iqaluit, Nunavut, and received a Papal Medal from Pope Francis for his work. Previously, he was a Vice President at Indspire (the former National Aboriginal Achievement Foundation) and he has held director-level positions at the Ontario Trillium Foundation, ECHO: Improving Women's Health in Ontario, and Toronto Board of Trade.

He also serves as Chair of the Ontario Heritage Trust, the province's heritage agency.

He is a Governor on the Board of Durham College and a Board member of the Ontario Cultural Attractions Fund. Ecker previously served as Chair of the June Callwood Outstanding Achievement Awards for Voluntarism, Chair of the Whitby Public Library Board, Chair of Waterview Child Care Centre, Chair of the Lynde Marsh Alliance, Chair of Heritage Whitby, and served on the Board of Credit Canada. Internationally, he established Bimini Bound, which sent over 10,000 books and learning resources to schools on the island of Bimini, Bahamas. In 2025, the Lieutenant Governor of Ontario recognized Ecker's service to his community, Ontario, and Canada when she presented him with the King Charles III Coronation Medal.

He received his Photography Diploma from Fanshawe College in London and his BA in Political Science from the University of Waterloo.



NEWSPRINT VS ONLINE POSTING

While printing has risen to serve as a prominent form of communication with online publishing speeding quickly to meet the needs of the literate world, there are still, and will remain to be, significant differences between print and on-line publishing. Online and print publishing are significantly different.

What is the difference between online and print publishing?

Online and print publishing are significantly different. Choosing what medium to publish in depends on such factors as your publishing goals, the amount of money you have to spend, and the kinds of resources that are available to you.

Are print newspapers better than online newspapers?

Here are some of the major benefits and drawbacks of both print and online newspapers. Print newspaper pro: It's physical. The feeling of a warm newspaper right off the press is one of my favorite feelings, and the fact that a print newspaper can be physically held in your hands is a huge pro for print editions.

The other great thing about print newspaper is that the source is trustworthy and community know. Information in print is more reliable and accurate. Print copies also tend to be more beneficial to advertisers as it gets their product or service right in the hands of the consumer. News print also tends to have a lingering affect as newspaper are not normally read and erased or tossed. Newspaper on the average are seen by 2.5 people per household.

Difference between paid news print paper and free newspapers.

Paid circulation newspapers is the most reliable and effective means of publishing. Paid for newspaper have a captive audience that look forward to getting their copy of the paper on a particular day of the week. Or in some cases daily. Paid circulation have proven through history to be the most effective vehicle for advertisers. Costs, depend on number of copies published and or market reaches. In newsprint you truly get what you paid for.

What is an online newspaper?

An online newspaper (or electronic news or electronic news publication) is the online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical. Going online created more opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a more timely manner.

Reputable newspaper have stayed away from offering free online newspaper. Instead, they ask for a subscription to read a version of the newspaper. Normally just news briefs. Online publication, has only taken off in the last 10 years.

The reason. Cheap to produce. In general advertisers that rely on this type of media. Their ads never gets notices as most of the advertisers are filed in part of the web page offering the news.

In today's online climate. Information posted as trusted news outlets must be taken with a grain of salt. Sources are sketchy and reporting at time is skewed towards a political hidden agenda.

The other important thing about online only newspapers is that by their own admittance in not printing hard copy. These online newspaper can't generate a strong enough readership to justify the printing cost of hard copy.

Economic difference:

In print newspaper only cost \$1.00/wk to \$3.00/wk. Online, newspaper need to be accessed through a computer or smart phone. Internet service needs to be in place.

This, for many making it an impossible access as many are economically suffering.

Advertisers:

Like they say. 'You get what you paid for.' Online, may be cheaper than in print copy. But you also get what you paid for. In newsprint it goes directly to your customers hands, then it is up to you to offer the right sale to attract them.

Rule of thumb for online advertiser. If the consumer can't get to your ad in 3 clicks. You lost the interest.

In print advertising. Curiosity always has readers coming back. Online, once you closed that page it is gone for ever.

THINK BEFORE YOU ADVERTISE ONLINE