



Editor's Report – 2019

Over the past year we have added more levels of interest to the web page as well as the magazine. Our number of followers have increased. The history and event posting on Facebook are very popular. This has created a new visibility to the magazine. (Just added to Facebook is an extension to the Townships Sun Facebook page, 'The Townships Sun and Beyond.' - This allows us to post history of locations outside of the Townships. Places and people who have connections to the Townships as well are interested in the history that surrounds us. We have in the past posted some of these photos on our Page only to have a small group of people commenting did not know that was part of the Eastern Townships. – This approach will hopefully satisfy both views.)

The web page, in July, introduced the podcasts section, with a podcast produced by Randy Piercy – Henry Seth Taylor. It is our hope to have more podcasts in the future about people, places, culture and history. I believe, it is an interesting way to give life to stories and engage even more people. The Sun Rise Café has been readapted to present the Podcasts. The original idea of the Sun Rise Café was to present stories in a visual format, however by adding voices to this original concept we may attract more people and future subscribers.

More people are now paying electronically via the Web Page. Thus, giving more options to our customers. We are growing and changing the page as we move forward, always with the vision in mind of informing and engaging more people. Reaction has been positive.

The following numbers are from 2015 until September 2019

Number of **writers: 117**

Number of **advertisers: has increased from 47 to 76**. Many of these may advertise only once a year, however they are still advertisers.

Organizations linked to the Townships Sun: **49**

Requesting people to submit photos of the Townships has taken on interest and we have had several people submit photos for use on the covers of the magazine. I often view other posts and contact people about using their photos for the covers. They are very excited about this prospect. This appears to be an excellent way to show the talent of the people in the Townships, engage people from various locations and increase our subscribership. Some of our readers are now giving gift subscriptions as they enjoy the magazine and want to share it with others.

New writers are joining us all the time. However, this takes work and constant effort on our part to encourage various people to submit articles. The readers like the everyday stories which

they relate to. They often comment that they appreciate us not changing the person's voice allowing their true spirit to show. The articles must be interesting and reasonably well written, however they are not looking for the perfect sentence structure. They look for the spirit and the voice of the era. It takes them back and reminds people of the many people who have come and gone in their lives. The writer Linda Knight Seccaspina is a prime example of the attraction her stories create. The variety of stories offer information, thought and ways to tell our stories.

I have met with groups, at their request, to present the magazine and the stories we tell. I always leave feeling they are engaged, interest and want more. All of these efforts take a tremendous amount of time and effort. It is a constant posting, searching, contacting and deciding on the focus of each issue. I have noticed that some local publishers have copied our direction. But thankfully, always after we have presented our stories. Staying ahead is an important part of the longevity of the magazine. It requires constant changing. I must say to have others copy our direction is a flattering as it tells us we must be doing something right or they would not be paying attention. (An example was the July issue focusing on farming. Right after the issue was published our local competition was searching for photos and stories on the same topic.) Imagine that!

The September issue is sporting a new look to the cover. The photo by Debra Mosher Roy is the full size of the cover. This approach is giving focus on the photo. The masthead is an overlay as well as the bottom of the page. We are trying this to see what type of reaction we get from the subscribers.

There has been challenges this year. Programs and computers have had to be replaced or upgraded, which is part of operations. However, financially it creates a strain on the budget. The Townships Sun Publisher is facing big medical challenges and is on a leave of absence. The other members of the team are picking up the extra duties. As in any situation where a person is not available it creates hurdles to overcome. (Files, contacts...) We are a small group, but a determined group with everyone pulling together to get the magazine to the subscribers. To keep on firm ground we must change with the market and our goal has been to maintain the integrity of the Townships Sun Magazine, in the history, culture and stories we present while looking for new ways to present the people of the Townships.

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