



## **Publisher Report 2019**

The world of publishing is facing a crisis. More and more publications are closing. The demand for news and the method in which it is delivered is changing. This creates a need to find new ways to publish, connect with the public and delivered what they are looking for.

Newspapers and magazines are physical and need to be printed. They are found in physical places like coffee shops, outlets and home delivered. Whereas, the internet news is delivered wherever you are. Many consider it more accessible, convenient and efficient. The internet does not have the look or feel of a newspaper or magazine. Therefore, offering both options gives the customers the method in which they wish to receive the magazine.

Engage the subscriber most likely is the way to see the publication survive and thrive in this market. It is our belief that the Townships Sun offers many topics which engage people through information, memories, history, our culture and our stories.

The face of The Townships Sun is changing to encompass the world it was with the world it has become. We strive to maintain the integrity of the magazine. The print version remains important to our mission while at the same time recognizing the demand for other formats. The more people we reach the more we increase the longevity of the publication. Over 45 years in the community tells a story, one of spirit and loyalty. The people of the Eastern Townships are proud of their history and proud of their stories. These people share the stories with us, and we leave them wanting for more.

If, we are able to create a following, who are always looking forward to the next issue, we are successful. The cultivation of new writers has been a very positive aspect of the magazine. The contribution of photos from local people have given us more attention while we are then in turn able to give recognition to local talent, of which we have an abundance of.

New advertisers have been added to the magazine, new writers, new photographers, web page, podcasts, numerous Facebook postings, links and outreach has certainly helped us in our mission to offer interesting aspects of the Eastern Townships. When we see the competition emulating the Townships Sun, we know we have a good formula. But we must not rest on this alone we need to keep searching, listening and creating new approaches to the demands of the public.

Like the spokes in a bicycle wheel, the more we have the more stable we are. And when one of these spokes is removed, we remain stable as we have managed to create many spokes. We love the Townships and this is reflected in each publication. When the mission is from the heart it is difficult to stop. It takes work and dedication. We are ready for the challenge. Closure is not an option.

**The Townships Sun Board** – David Wright, chair; Janet Angrave, copy-editing; Melanie Cutting, layout; Jennifer Brown, Ads, Tom Standish, publisher (resigned August, 2019); Barbara Heath, Editor.

**Office Manager** - Marion Greenlay.