

January 15, 2020

To: Corinna Giles, Clerk, Town of The Blue Mountains
Krista Royal, Deputy Clerk, Town of The Blue Mountains

Over the past few years, it has become clear that many citizens and visitors to the Town of The Blue Mountains look to many sources, including print, online, and social media, for regular, reliable, objective local news and information. Local organizations, event organizers, and the local business community also look for regular, reputable means to inform the public about the events, goods, and services they offer.

As such, TMI Publications has identified the need to dedicate a section to The Town Of Blue Mountains, to be called The Blue Mountains Beacon, to provide a platform for local news and information provided in a neutral and unbiased way. The Blue Mountains Beacon will cover a broad range of local interests and will meet the needs of local businesses and organizations. Our objective is to cover the Town of The Blue Mountains geographic area to bring together a range of social, political, economic, and general interest information into one forum, accessed by both print and online.

TMI Publications (The Meaford Independent) has been providing online news for the Municipality of Meaford for ten years, and was recognized in December 2019 by Meaford Council as the first recipient of the Meaford Business Recognition Certificate. The print version was established almost seven years ago, as there was demand for a print newspaper. The Meaford Independent has been a member of the OCNA for the last six years and is a weekly publication, meeting the compliance needs of organisations public and private .

In smaller communities the preference is overwhelmingly for advertising of government and services to appear in a community newspaper. We would ask that the council of the Town Of The Blue Mountains advise the other boards and committees that are either under the auspice of The Town Of The Blue Mountains or operate autonomously yet still enjoy elected official representation of the Town of The Blue Mountains. TMI Publications would ask for the municipality to enter in an agreement of the sharing of content and advertising.

In order to be successful and sustainable, the Blue Mountains Beacon will seek respectful, knowledgeable, factual content and strong ethical advertising along with a committed readership base. Public input and support will be the foundation upon which the success of the Blue Mountains Beacon rests. We hope you will participate in the process of bringing a community newspaper back to the Town of The Blue Mountains.

Yours truly,

Susanne Wussow
Publisher
TMI Publications