

*i*POLITICS

To whom it may concern,

We are excited to introduce The Barrie Compass, a groundbreaking division of iPolitics Limited, dedicated to redefining local journalism. Our mission is to deliver fresh, concise, and no-nonsense reporting that resonates with the heart of your community. We invite you to support bringing The Barrie Compass to your city, where we can work together to keep your residents well-informed and engaged.

We are seeking the city's assistance in launching an inclusive community news outlet that will strive to connect residents across and keep them informed. With a digital strategy already in place, we are keen to partner with the city to keep those with limited digital access such as seniors connected to their community through a print newsletter.

Community Focused News Beats

Unveiling Local Politics

Our comprehensive coverage provides a front-row seat to the decisions shaping your city and the pulse of your community. With a focus on municipal issues, council meetings, and community politics, The Barrie Compass ensures that every resident understands the intricacies of local governance. We are committed to making complex policies accessible and relevant, highlighting how these decisions impact everyday life.

Community Growth and Entrepreneurship

The Barrie Compass will deliver in-depth analysis on the nexus between local decisions and businesses. Our coverage will illuminate how tax policies, regulations, and land use decisions affect local entrepreneurs and the broader economic landscape. By empowering residents with this knowledge, we foster a supportive environment for business growth and economic development.

Sports Coverage

Our sports reporting unites communities through the excitement and passion of local athletics. From exclusive interviews with athletes to dynamic game coverage, The Barrie Compass will ensure your residents never miss a beat. We'll celebrate the triumphs and challenges of local sports teams, fostering community spirit and pride.

Tailored Content Plan

The Barrie Compass offers a content and delivery model designed with your community's lifestyle in mind. Our goal is to deliver free, high-quality journalism directly to residents' inboxes and social media feeds, fostering a well-informed and connected community.

Weekly Digital Newsletter

Our flagship Weekly Municipal Pulse Newsletter will keep residents on top of local issues with curated content delivered strategically the day after council meetings. This newsletter covers politics, business, and sports, providing a well-rounded perspective on the week's events.

Print Bulletin

To ensure inclusivity, we aim to partner with the city to deliver our monthly news bulletin to facilities across the community, catering to seniors and those with limited digital access. This bulletin provides comprehensive coverage of municipal decisions and local sports results, ensuring all residents stay connected to their communities. Working with the city, we'll help communicate critical information to those who aren't digitally connected or lack digital literacy.

Engaging Website

Our free online platform houses newsletters, in-depth articles, and engaging features. It serves as a portal to the latest in local politics, business impacts, and sports coverage. The user-friendly interface ensures that residents have easy access to the information they need.

Active Social Media Presence

Our robust social media platforms keep the community engaged with local breaking news and sports scores. By following, engaging, and sharing, residents become part of a vibrant, connected community.

Dynamic Podcast

Our sports podcasts combine passion with analysis, offering exclusive interviews with athletes and in-depth game discussions. This auditory gateway to the local sports scene provides residents with comprehensive coverage and insights.

Demonstrating Value for Community Businesses and the Municipality to Advertise and Reach Residents

Supporting The Barrie Compass offers local businesses several targeted advertising opportunities to connect with residents digitally or in print, fostering strong local connections and contributing to the local economy.

The Barrie Compass will also offer opportunities for the municipality to advertise to residents in new ways:

- Communicate important updates directly to residents' inboxes through our weekly newsletter.
- Reach those who prefer traditional media with information in our monthly print bulletin.
- Share detailed information about local initiatives and programs through sponsored web content.
- Promote city events and services to a diverse audience via our Sports Podcast sponsorship.

Collaboration and Synergy

As a member of the iPolitics Limited family, The Barrie Compass integrates seamlessly with iPolitics and QP Briefing. This collaboration provides a unique cross-platform synergy, sharing curated content that reflects the heartbeat of your community. Whether it's provincial decisions impacting your locality or a federal nomination race in your riding, this integration enriches the dialogue between regional and national perspectives.

Join Us in Elevating Local Journalism

We believe that quality journalism should be accessible to all. By supporting The Barrie Compass, you ensure your community receives reliable news that keeps residents informed and engaged. Partner with us to redefine how your community engages with its stories—making being informed effortless and impactful.

Together, let's bring The Barrie Compass to your city and create a new era of local journalism that truly reflects and supports your community.

I look forward to hearing from you to discuss this opportunity further.

Sincerely,

Laura Pennell

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