

Igniting The Spark

This business is very **fast-paced** and there are many stories to tell, but that's what we **love** about it! We've been here since 1982 and we always have a **new story** to cover. It's **rewarding** to see our hard work be so well-received by our **readers!**



Words of Wisdom

Marketing is **essential** for business! The Reporter has **professional staff** who provide free guidance on how to **best market** your business - take advantage of our **experience** because we're here to **help you succeed!** With the support of media partners, **advertising and marketing** your event or business can be inexpensive and **highly effective** in getting your message out.

Why The Strait Area

Our **region** is full of interesting stories! We receive **endless support** from residents in communities across the Strait Area. We're so **grateful** for the opportunity to **reflect their priorities** in what we **publish**. Our line of business also gives us an opportunity to work with **communities** who support each other - one of the major **strengths** that we see in the entire **Strait Area!** Our communities are **involved** in what we write and in the **events/activities** that we support - **their participation is key to our success!**

Achieving that Wow Factor

We're **constantly changing** our style of work because as **technology** evolves, so do we! Our **website** was revamped in 2017 and it dramatically **changed** how we **operate**, and how we **report** on the stories of our region. **Blending** new and traditional **media**, it's become a **critical complement** to our hard copy paper. There's always **new ways of reporting** being introduced, and our strategy is to **incorporate** our own **style** into it. From one publication to the next, **we never do the same thing twice!**

Hopes and Dreams

The future at The Reporter is looking **bright!** Over the past two years, we have **grown** - in fact many community newspapers are **thriving**, so we're taking advantage of that **trend**. We watch the **demographics** and **adjust** accordingly to ensure that we stay **relevant** and **informative** in the **Strait Area!**

