

# **Northumberland Queeries**

*The vision behind NQ Publishings Ltd*

*Business Summary*

**Ashley Bouman, Owner & Founder**

**Created: May 4, 2023**

**REVISED September 23, 2023**

# Company Description

## Mission Statement

Northumberland Queeries is a cooperative of local citizens dedicated to community-driven content creation.

Our mission is to ignite and preserve local talent by providing an independent, progressive multimedia platform for news, lifestyle, and community issues. We amplify diverse voices, create space for meaningful discussions, and showcase local events, ensuring Northumberland County has a vibrant, alternative media source.

## Principal Members

Ashley Bouman                      Founder, Editor/Creative Director

Ashlynn Paterson                      Community Education Director

### Editorial Committee TBA

To start a volunteer editorial committee of community members will help launch Northumberland Queeries into the public atmosphere.

## Starting Out in 2025

NQ Publishing Ltd will be registered as a not-for-profit in Ontario.

## Legal Structure

NQ Publishing Ltd will be registered as a not-for-profit in Ontario.

# Executive Summary

## What is Northumberland Queeries?

Northumberland Queeries was established by a local activist from Cobourg, Ontario, who identifies as queer and disabled. With her unique perspective, lived experiences, and expertise, she aims to offer a fresh perspective on social issues and current events not only in Northumberland but also beyond.

NQ Publishings Ltd is a registered not-for-profit organization dedicated to producing and publishing Northumberland Queeries, an alternative and independent news media outlet. Through our platform, we strive to cover community news, lifestyle, and community initiatives and efforts encompassing Northumberland County.

At NQ, we believe that queer and intersectional representation in smaller, rural communities is very important, so we will do our best to cover local news, social justice issues and advocacy and issues and feature regional grassroots organisations dedicated to making a difference in this community.

Our vision is to spread community education and awareness of 2SLGBTQ+/BIPOC issues throughout the county and across Canada.

Northumberland Queeries is an arts and culture creative hub that will feature and support local writers, photographers, authors, poets, and content creators to build an archive of the current Northumberland as we know it, from different vantage points and perspectives.

Northumberland Queeries will be a revenue stream for NQ Publishings Ltd. Revenue from Northumberland Queeries will go towards the growth and expansion into a complete publishing and marketing company that services Northumberland County. We want to capture history by providing location-specific publishing services to the residents in our area.

This publication will offer representation of the various underserved communities that often go overlooked in mainstream media. We want to give a voice to the unheard and representation to the underrepresented.

At the moment, this is a huge gap in local news coverage. We are going to fill that gap.

### **ALL INFORMATION WILL BE ACCESSIBLE**

NQ will produce content that will be available and accessible to everyone's needs.

We believe in a barrier-free future and will produce Canadian content that is accessible to all.

## **SERVING OUR FRANCOPHONE COMMUNITY**

As we build our content, we will apply for grants that will help us fund French language translations.

Growing our revenue will allow us to hire francophone writers to create regionally specific content. Canada is a proudly bilingual country, and we want to produce content that reflects that and helps the francophone population in Northumberland County feel heard and represented.

We look forward to creating local jobs that will incorporate a variety of languages, with local people writing from their own perspectives in their natural language.

# **Upcoming Projects**

Northumberland Queeries has been a passion project of the founder since 2017. Building her skills in the editing and publishing industry in the last 15 years, Ashley Bouman is ready to build her own media empire incorporating her artistic style and flair.

The following is a list of planned projects for 2024-2025:

## **PASSIONS FOR ZINES**

What is a zine? A zine is very similar to a magazine, the only difference is that zines are created as an art movement. Zines exist not to make a profit but rather to add unheard voices to narratives. Their history is political as well as a portal for storytelling. Essentially, in its simplest forms, it is an expressive copy of the artistic/written work of the creator. Zines were a big part of the third-wave feminist movement in the 1990s.

## **YOUTH ZINE WORKSHOP**

In partnership with the Cobourg Public Library and the Port Hope Public Library, NQ will facilitate Zine Workshops for youth.

We are keen on capturing the voices of our youth and encouraging artistic expression. Opportunities for participants to learn about creative writing, content creation and self-publishing are included in the workshop.

## **BUILDING A ZINE LIBRARY**

We are excited to teach the youth in the area that there are alternative ways to express themselves. Zines are meant to be distributed and shared amongst peers. We look forward to building a digital zine library that will spread the reach of the zines to our audiences on our media networks and the internet.

## **NEWSLETTERS**

Keeping the community connected with newsletters that take a variety of the NQ multimedia network, showcasing the community education component of our mission. Promotion of our content and creating an avenue for advertising revenue, the newsletter will feature popular articles, new content, surveys, contests and community alerts. Newsletters are a great way for media to keep in touch with their readers.

## **FUNDRAISING CAMPAIGN**

Launching a fundraising campaign is the perfect way to build awareness of NQ and attract our target audience. We would like to launch an Indiegogo or similar campaign and ask the community for support to get started. Alternative methods of crowdfunding is also a possibility.

At the moment, we are looking to cover start-up costs, as we want to keep our excitement and momentum going.

## **Target Audience**

The target audience for Northumberland Queeries will initially be progressive, centre/to left-leaning community members looking for variety in local news media. Change is desperately needed, and as Northumberland is seeing population growth, there is evidence that new news media will prosper due to the influx of new residents in the area.

The current scope of local news media has been stagnant over the years. The final blow was when Postmedia decided to close the doors at Northumberland Today, the long-standing daily newspaper (that eventually turned weekly in the last decade of its existence).

The current media in Northumberland offers a particular perspective, often lacking journalistic integrity or ethics and perpetuating misinformation and stereotypes that are harming specific community people. The narratives have not faltered from the typical right-leaning sentiment.

NQ wants to add substance to regional media options. There is an advantage because NQ is female-owned and operated, as well as being grassroots, with a queer/feminist, intersectional lens, something that does not yet exist in news media broadcasting and journalism in Northumberland.

Community education is critical.

## **Future of the Company**

The goal of NQ is to build content, launching and maintaining more continuous and scheduled content to build readership and drive website traffic.

Launching more continuous and scheduled content to build our readership and drive website traffic. More content means a steady flow of web traffic to open a new source of revenue stream in advertising sales.

We will take the time to plan and build on this business summary, thoroughly researching and applying for grants that will help the company expand into the following steps:

## **PURCHASING NEW OFFICE EQUIPMENT**

The first step is an upgrade of office equipment. NQ uses dated technology and would like to purchase new equipment and update the software on new computers. Purchasing a Xerox machine that will be instrumental in the beginnings of the publishing side of this endeavour. High-capacity Xerox machines have the capability to print magazines on the spot. Printing magazines and other materials “to order” will cut down on the amount of environmental waste.

Audio and video equipment to build a multimedia range and NQ will be able to expand into all facets of content creation for news and community education purposes.

Note: NQ will develop ecological-friendly and sustainable publishing policies and procedures.

## **FINDING AN OFFICE SPACE**

We're looking to establish a gathering space for community members, a place to hold meetings and classes, and an official mailing address. Not to mention the visual representation of having a queer-designated space in a high-traffic area of Cobourg (the most populated town within the county).

## **BUILDING A ZINE LIBRARY**

With new office space, we can host our own Zine workshops and provide open access to zine production materials (a Xerox machine) that people can access free of charge. We can advertise our Zine library in hard copy and digital access.

## **CREATING A YOUTH HANG-OUT SPOT: ARCADE & SNACK BAR**

The ultimate goal.

A revenue-generating social enterprise is a significant part of our expansion plan. The revenue from the arcade will go to fund future publishing initiatives that will benefit the greater community. Funds can offset the costs of people just starting their artistic careers. NQ wants to be a forerunner in nurturing and promoting local talent.

The Arcade & Snack Bar will double as a queer-positive/safer space in the community that will be a funky child and youth-friendly hang out. Hate will have no place behind the doors of this soon-to-be-named youth club. There will be a sensory-friendly arcade that will be fun for the entire family on weekends as the space will be designated a student hangout for those still in high school and younger.

A relaxed and comforting atmosphere will provide another space in which people do not have to spend money to be there, there will be options for food purchases and arcade games, but it will not be necessary. It will provide a space to chill out after school with snacks and free wifi. The revenue from the arcade, NQ brand products, and fundraising events will go towards keeping the space clean, healthy, COVID cautious, up-to-date and accessible to everybody.

This idea was designed specifically from the lack of accessible community spaces for youth in

our area, as noted by a concerned parent new to Cobourg and wondering where the queer-friendly, youth-friendly spaces were.

***Now is the time for action. Now is the time for new independent news. Now is the time for Northumberland Queeries.***

# Market Research

## Media Industry

Media in the area is predominantly online. There is still a weekly periodical, Northumberland News, and it is free and gets delivered to your doorstep. We will build Northumberland Queeries online to start but branch out into hardcopy publications as we build our readership and develop content that residents want to see.

We strive to bring more localised print media to Northumberland while adhering to sustainable and environmentally-friendly distribution methods. Our vision is in content creation and following media industry trends as well as providing comfort methods (print and other visuals) with topics that are not location specific (such as recipes, tutorials, how-to guides and feel-good news stories).

NQ will serve as an image creator and garner a fanship from across the world given its online presence, and while the primary substance is local, there will be a variety of treats for everyone to enjoy. Promoting Northumberland in this manner will drive up tourism revenue as local businesses, community events, and organisations will be featured.

## Company Advantages

Fresh, local content creation will be targeted to the issues and causes and familiarities of Northumberland County.

NQ will abide by a journalistic code of ethics and standards and put “people first” in reporting.

Northumberland Queeries is:

- Female-owned and operated from a feminist/anti-oppressive perspective
- Queer-owned and operated by a 20-year queer activist in rural Ontario
- Disability-owned and operated with decades of disability advocacy that has put completely accessible news as the top priority of our multimedia publishing
- Original Canadian content creation
- Grassroots, queer, feminist journalism
- Intersectional feminism, queerness and disability activism
- Giving a voice to the unheard and representing the underrepresented
- Regional community education content creation
- A fresh perspective
- Providing queer representation in rural areas of Canada



## **Intellectual Property Rights**

Our content creation will be original and protected under the standard copyright laws in the province of Ontario, the country of Canada and international laws that are applicable.

## **Research and Development**

NQ is planning to conduct the following research and development:

- Researching and reporting on localised and regionally specific marketing trends. Developing specific advertising space.
- Determine the need for additional multimedia services within our market related to branding, content creation and social media presence to small area businesses and other community organisations.
- Develop a local production company that will focus on locally curated content.
- Gather surveys, personal stories and statistical evidence of LGBTQ+/BIPOC people living in Northumberland. Create reports to reflect findings and make them a part of public discourse.
- Develop statistical evidence and reports to help community organisations and businesses see the marketing data specific to the region.

# Marketing & Sales

## Growth Strategy

Garner interest and support of Northumberland Queeries through this business summary.

Talk to mentors and potential investors.

Ideally looking for \$15,000 to \$25,000 for the groundwork of Northumberland Queeries to help with the initial start-up costs (that will help purchase new office equipment and office space).

Our time and focus will be spent developing other revenue sources such as building up Northumberland Queeries to a point where advertising space is available to showcase the eclectic mix of small businesses that makes this area unique.

Once the publication of Northumberland Queeries has been established, we will work towards expanding our publication and marketing services, keeping within the scope of Northumberland and helping those involved in writing and the arts by providing salaried and freelance job positions.

## Communication with our Audience

NQ News Now is a Facebook page that broadcasts local and national news and special interest stories. Northumberland Queeries currently has a small following of around 500 people (in followers and likes) on our Facebook page.

Offering newsletters will be a means of regularly scheduled contact and as a way to get feedback on how we are doing, how we can improve, and create the content readers want to see.

Host writing contests for our readers will be a great way to reach out and give back to the community. Each contest will have a small entry fee that will allow for cash prizes. These contents can be fundraising events eligible for local business sponsorship. The content generated from these contests can be shared through our media networks and featured in our publications. Niche contests can be developed, and contributors will be encouraged to keep writing. This is our brilliant way to display local talent.

## **Areas of Revenue**

The initial investment to start the project will be followed by incorporating as a charity so we will be able to ask for donations and other fundraising initiatives. Other areas of revenue include:

- Applying to municipal, local, provincial and federal grants. Small business loans and business grants.
- Selling advertising space in publications (digital and print) and on websites (and affiliated websites).
- Monthly/one-time donations. Cash donation drives. Application Fee-based contests. Raffles and prizes.
- Arcade & Snack Bar.

## **How to support NQ Publishings Ltd**

### **SPREAD THE WORD**

Share information about Northumberland Queeries with your friends, family, and community. Encourage others to visit the website or follow on social media to stay updated.

### **CONTRIBUTE**

Consider submitting articles, stories, or ideas to Northumberland Queeries. Your contributions can help enrich the content and diversity of voices represented.

### **SUBSCRIBE**

If Northumberland Queeries offers a subscription or membership program, consider becoming a subscriber. Subscriptions often provide access to exclusive content and can support the organization financially.

### **PROVIDE FEEDBACK**

Engage with NQ by providing constructive feedback on articles or sharing your thoughts on their content. This helps them understand their audience better and continuously improve their offerings.

### **VOLUNTEER/DONATE**

Reach out to NQ to inquire about volunteer opportunities or ways to donate. Non-profit organizations often rely on volunteers and donations to sustain their operations and expand their impact.

Showing your support can be as simple as staying engaged, sharing their work, and participating in the Northumberland Queeries community.

**Thank you for taking the time to read this business summary.  
If you have further questions or comments, please contact me.**

### **Contact Information**

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### **Northumberland Queeries**

NQ website (scheduled to be upgraded)

<https://northumberlandqueeries1.wordpress.com/>

### **Facebook Pages:**

<https://www.facebook.com/northumberlandqueeries>

<https://www.facebook.com/profile.php?id=100092385553933>