

# White City & Emerald Park

AUGUST EDITION, 2023

## Community Newsletter



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### Barbie isn't just a movie star now – she's also a virtual social media influencer

The explosive public response to the upcoming Barbie movie starring Margot Robbie and Ryan Gosling demonstrates the sheer power of nostalgic marketing for contemporary consumers.

The Barbie movie made headlines last summer over its hefty US\$100 million budget. Part of this budget went into its decadent set, which reportedly contributed to a global shortage

of pink paint, as well as a massive marketing push that has seen partnerships with Airbnb, Xbox, Forever 21 and a multitude of other brands in numerous sectors.

Branded characters and mascots like Barbie are tied to powerful childhood memories for many. Yet in the age of the metaverse these characters aren't remaining dolls or television characters. They're

also becoming social media influencers.

#### Barbie does it for the 'gram

Barbie was developed by Mattel in 1959 in the form we know her best — a physical doll. Since then, there have been a series of Barbie's never-ending iterations, including in digital form.

Barbie's virtual presence first began on PC games in the early 2000s. She now

exists as a virtual persona on commonly used social media platforms. There, she interacts in real-time with followers through posts and comments.

Most notably, an animated version of Barbie began vlogging through YouTube in 2015, sharing advice about life and introducing subscribers to her closet. She also takes part in the latest trends on TikTok.

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# Barbie isn't just a movie star now – she's also a virtual social media influencer

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Barbie currently has 11.4 million subscribers on YouTube, 2.4 million followers on Instagram and 1.1 million on TikTok. This ranks Barbie among the most successful virtual influencers in the world.

## What are virtual influencers?

Virtual influencers are computer-generated personalities who exist through social media profiles to generate followers. They act just like human social media influencers in many ways. For example, they endorse products through stylish lifestyle posts and dance in viral TikTok challenges.

Virtual influencers can make just as much money — or more — as human influencers on social media. In 2021, America's first virtual influencer, Miquela Sousa, made around USD\$11 million through brand endorsements.

Lil Miquela describes herself as a 19-year-old Brazilian robot living in Los Angeles who supports causes like climate activism and Black Lives Matter. But the company behind her creation, Brud, is tight-lipped on the creative and cultural labour that has gone into her identity and activities.

Brud generates and maintains other virtual influencers as well. In 2018, their newest launch — Bermuda, a virtual influencer presenting as a young white female Trump supporter — grew upwards of 50K followers when she "hacked" into Lil Miquela's Instagram account and proliferated her own posts to the influencer's audience.

The timing of this stunt was notable, as it success-

fully demonstrated Brud's viral buzz-building capacities while it was working to secure funding from investors.

Research finds that these virtual characters receive almost three times more

engagement than human influencers — in the form of likes, comments, shares and follows that a profile may generate through posts and videos.

They also have the potential to generate lucrative curiosity in pop culture and news media. In 2019, KFC redesigned Colonel Sanders as a "hot" 2.0 version of himself, posting on Insta-

gram as a virtual influencer. Engagement rose exponentially.

In these ways, virtual influencers represent distinct storylines and personalities which imitate racial identities, genders, sexualities

cases, infamy, characters like Barbie and Colonel Sanders represent a unique subset of virtual influencers.

As brand mascots-turned-influencers, they have a decades-long start on representing themselves and relating to the public. Moreover, they represent a company's messaging in the form of familiar figures.

Large conglomerates have a vested interest in turning public opinion to profit-driven objectives. As such, brand mascot-influencers take on new and highly potent forms of power to share specific messages in different ways, sometimes to entirely new generations of consumers.

Virtual characters are now paired with chatbot technology to allow more conversational and human-like dialogue. When profit and public good come head-to-head, disinformation and privacy concerns can be potential consequences of such personalized storytelling.

In South Korea, users of the visual chatbot Iruda found that their intimate statements and details were illegally saved to the chatbot's database and recycled for other conversations, resulting in numerous privacy breaches.

Iruda, a volatile large language model AI, was characterized as a harmless and attractive young woman in her 20s who is friendly and always open for a chat.

Mattel allows users aged six and older to converse with Barbie through Amazon's Alexa. Young users on social media apps like TikTok are also encouraged to

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Lil Miquela

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## 4 ways to help your kids keep up in school this year

Nelson Education's Edwin, which allows kids to browse an extensive catalogue of content to find out more about what interests them.

**Highlight the fun in learning.** Being a successful learner starts with having a positive attitude. Show kids that learning can be fun and exciting by thinking of ways to turn research into a game. Reward them with inexpensive prizes or more play time. Chances are, the more fun children have learning, the more they'll want to seek out new information and grow.

**Allow your child to teach you.** Challenging your kids to take the information they learn and apply it to everyday life is a great way to enhance understanding,

while also helping identify areas for improvement. Encourage your kids to tell you what they've learned. Support your child as they navigate new information and help them learn by asking questions they may not have considered. This will foster even more learning and help familiarize your child with collaborative student-teacher relationships.

Digital learning tools are rapidly evolving classrooms. By embracing this new way of learning, both at school and at home, you can help your kids excel.

Find more information on modern classroom technology at [edwin.nelson.com](http://edwin.nelson.com).

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We all want our children to succeed, but sometimes it's important to take a step back and encourage kids to set their own course, learning new skills and information on their own.

As classrooms become increasingly digital, children can now go beyond traditional classroom resources, learning more about anything they want with a simple click of the mouse.

With this in mind, here are

a few easy ways to help your child be an independent, curious learner in the digital age:

**Create chances to safely explore at home.** Pose questions to your kids about what excites them and encourage them to learn more about that topic on kid-friendly, trusted websites. That way, they will already feel comfortable with new digital learning platforms at school, such as

### ERES Community Council (ERESCC)

2023—2024

#### Kindergarten Registration

Emerald Ridge Elementary School is accepting registrations for the 2023-2024 school year. Any child who will be five years of age by Dec. 31, 2023 is eligible to register for Kindergarten for the fall of 2023. The link to register your child is on the ERES webpage under **Quick Links — Kindergarten On-line Registration Form**.

If you wish, you can contact the school office at [emeraldridgeschool@pvsd.ca](mailto:emeraldridgeschool@pvsd.ca) and we will email you the registration form. Early registrations assist ERES to plan for the upcoming school year.

First Day of School for Students:  
TUESDAY, SEPTEMBER 5th

Do you have Extra Bottles and Cans taking up space in your garage?

Learn how you can help us fundraise. The funds received from your donation to SARCAN will be used for our school's learning improvement plan initiatives.

Check out the ERES Facebook page for more details at: [www.facebook.com/EMRidge/](http://www.facebook.com/EMRidge/)

Next ERESCC Meeting  
Tuesday, Sept. 12th @  
6:30 pm in ERES library

All parents are encouraged to attend as your input and ideas are welcome and valued.



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MEET YOUR TEACHER & DROP OFF YOUR BACKPACK  
Thursday, August 31st 5:30 p.m.—6:30 p.m.



## A hearty and healthy plant-based sandwich for back-to-school lunches

Do your kids complain that the standard lunch options you serve are boring? Add this plant-based sandwich recipe that uses sprouted whole grain Silver Hills bread to your lunch lineup for a tasty alternative.

Swapping regular sandwich bread for a sprouted grain option, means more fibre, protein and minerals to keep kids powered up throughout the day.

### Chickpea and Avocado Sandwich

Prep time: 15 minutes Makes: 4 Sandwiches

#### Ingredients:

- 1 small or ½ medium red onion
- 1 - 3 celery ribs, depending on size
- 2 - 4 dill pickles, optional
- 15.5 oz (435 g) can chickpeas, drained and rinsed
- ¼ cup (60 ml) vegan mayo
- ¼ tsp (4 ml) garlic powder
- salt, to taste
- ground pepper, to taste
- 8 slices Silver Hills Bakery's The Big 16 sprouted whole grain bread
- 2 large avocados, peeled and pitted
- 1 tbsp (15 ml) lemon juice
- vegan pesto, to taste
- 2 medium tomatoes, thinly sliced
- 3 jalapenos, seeded and sliced

#### Directions:

1. Mix red onion, celery and dill pickles in your food processor and pulse until ingredients are roughly chopped. Scrape down the sides as needed.
2. Add chickpeas to food processor. Continue pulsing until ingredients are thoroughly combined. Again, scrape down the sides when necessary.
3. Add vegan mayo, garlic powder and salt and pepper. Process until mixture is blended to a smooth and spreadable consistency. Taste and adjust seasoning as needed.
4. Toast your sprouted bread slices.
5. Combine avocados and lemon juice in a bowl. Mash and mix to desired consistency with a fork.



6. Spread 2-3 tablespoons (30-45 ml) chickpea mousse on one slice and 1-2 tablespoons (15-30 ml) avocado mash to the other.
7. Dress with jalapenos and tomato slices.

**Tip:** Any leftover filling will keep in an airtight container in the refrigerator for about 5 to 6 days. Stir before serving.  
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# Talking to kids of all ages about personal safety



## 2023 PROGRAM

January 11<sup>th</sup> and February 8<sup>th</sup> are Virtual Meetings only!

- Jan. 11<sup>th</sup>** From Canola Field to Field of Dreams - Developing an Acreage – Jeff Holland & Bob Baker
- Feb. 8<sup>th</sup>** Bulbs - Care, Planting & Storage - Helen Shook - UofS
- Mar. 8<sup>th</sup>** Love Your Veggies – Renee Kohlman, Saskatoon
- Apr. 12<sup>th</sup>** Planning a Community Garden - speaker TBD
- May 10<sup>th</sup>** Roses - Tough Guy or Princess - Sheila Bonneteau
- Jun. 14<sup>th</sup>** Growing Grapes in the Prairies – The Collective WCGC Experience
- Sat. July 15<sup>th</sup>** 2023 WCGC Garden Tour
- July & August** Summer Wine Wednesdays – Members only events
- Sept. 13<sup>th</sup>** Unusual Plants to try - Helen Hugh
- Oct. 11<sup>th</sup>** Fermented Foods - Back to Your Roots, Regina
- Nov. 15<sup>th</sup>** Holiday Social & AGM

### Do you want to join? It is easy:

- Complete a membership application available at: <https://whitecitygardenclub.weebly.com>
- Scan and email it to [wccg2011@gmail.com](mailto:wccg2011@gmail.com)
- Send an e-transfer for your membership fee (PW Membership) to [wccg.communications@gmail.com](mailto:wccg.communications@gmail.com), or
- mail the application and a cheque to: White City Garden Club, c/o Arlene Janzen, Box 541, White City, SK, S4L 5B1



Your child's safety is your priority from the day you first bring them home until long after they've left the nest. And as kids grow more independent and spend more time unsupervised, parents and caregivers must learn to have meaningful and open conversations on personal safety topics when they can't be there to protect them. Here are some tips:

### Set boundaries

If your children openly communicate their needs and wants, they are old enough to understand basic safety lessons. This could include dangers inside and outside the home like getting burned by the stove or scalding hot water, and how to safely cross the street. Setting safety boundaries for your children changes with age and is ever evol-

ing. For example, when appropriate, get them to memorize a parent or guardian's phone number to reach out to in an emergency. You can also chat with them about the importance of being cautious when interacting with strangers, both in person and virtually.

### Discuss physical safety

If your kids have decided to move out, explore the workforce or pursue post-secondary education out of town – there are some steps they can take to protect themselves when they're on their own.

If they will be living alone or in a dorm, make sure they know where all the exits are and where to locate the building's emergency plan. If they are living in a rental property, portable smoke and carbon monoxide

detectors are small investments for added peace of mind.

A personal mobile phone for emergency use is a common way to help stay connected, however, most campuses also have well-marked emergency phones to use in the event someone is being followed or harassed. Public transit systems often have designated safe waiting areas as well.

### Talk about human trafficking

While many people think of human trafficking as an issue that doesn't happen close to home, every year Canadians across the country are taken advantage of and exploited for sexual or labour purposes.

Teach your kids about what human trafficking is

and what traffickers may do. Some traffickers may isolate kids from friends and family, pressure them into providing services to earn love, pay back favours or gifts, or to show gratitude. Traffickers may even show romantic interest or offer fake job opportunities.

If a job offer sounds too good to be true, it may well be. A legitimate job offer will clearly state the wages, hours and expectations. Further, teach your kids to never hand over their passport or other personal documents to anyone.

Support is available 24/7 through the hotline from the Canadian Centre to End Human Trafficking at 1-833-900-1010. Find more information at [canada.ca/human-trafficking](http://canada.ca/human-trafficking).

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PVSD is always looking for those who are seeking part time employment as bus drivers! Check out their website to apply [pvsd.ca](http://pvsd.ca)!

### IMPORTANT DATES

Sep 5	First day of school!
Sep 30	Day for Truth & Reconciliation
Oct 9	Thanksgiving – school closed
Oct 23	Non-student day

Don't forget Wolverine Wednesdays!

Online: <http://whitecity.pvsd.ca/> click the "SCC" menu

Phone: 306-781-2115

ÉWCSCC on Facebook: <https://www.facebook.com/EWCSCC>

# Barbie isn't just a movie star now – she's also a virtual social media influencer

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engage with Barbie through likes and comments. A 2020 study estimated that 30 per cent of users in the United States were younger than 14. Algorithmic technologies are being marketed as friendly, familiar characters who have already established trust with young consumers.

Barbie exemplifies a growing trend of companies personifying their brand mascots as virtual influencers on social media platforms. In this form, she possesses a unique power to influence opinions, emotions and buying trends for corporate profit.

Meanwhile, there are currently no regulations which demand transparency from those who communicate on behalf of virtual influencers and guardrails in case

of harmful or incorrect dialogue.

In January, Meta revealed plans to construct the first-ever ethics guideline for virtual influencers. Yet as internet researchers Tama Leaver and Rachel Berryman note, the scope of this guideline is very limited.

To account for the growing activities of virtual influencers today, greater awareness and consideration of policies which govern virtual influencer creation and activity production — particularly for those with deep storylines from the analog age — are essential.

**Jul Parke**

*PhD Student in Media, Technology & Culture, University of Toronto*

**THE CONVERSATION**



The White City Public Library Branch is located in the White City Community Centre, 12 Ramm Avenue East. Online at [www.southeastlibrary.ca](http://www.southeastlibrary.ca). Drop by or give us a call 781-2118.

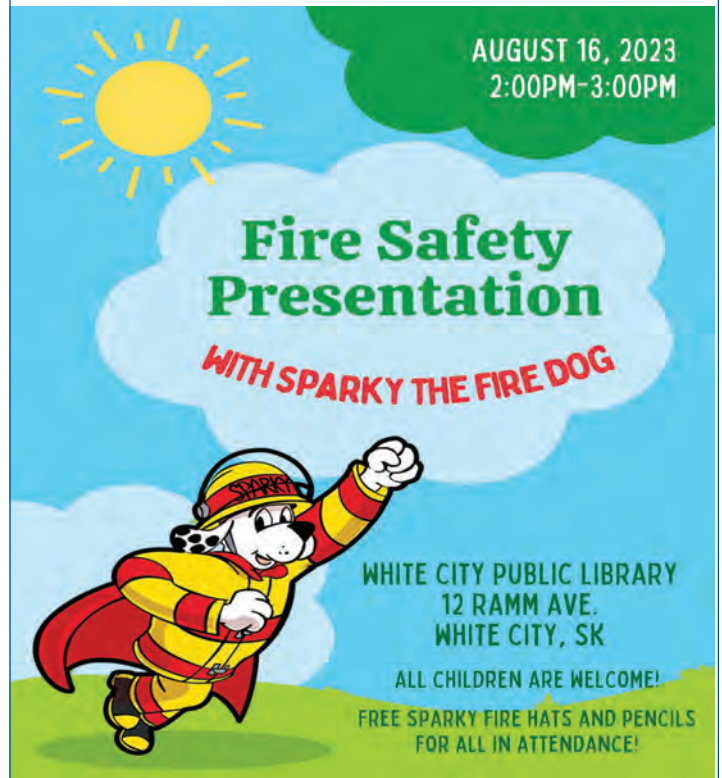
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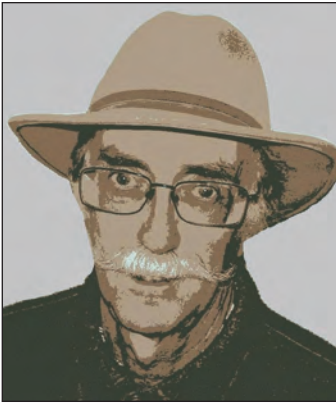
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**AUGUST 2023 PROGRAM & EVENTS CALENDAR**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Nature Bingo Activity sheets available	2	3	4 Summer Reading Club 10:00-11:30 AM Ages 5-12 Please register	5
6	7 Closed for Saskatchewan Day	8	9 Marble Run 2:00 PM	10 Stay & Play 10:00 AM Ages 0-4 years	11 Summer Reading Club 10:00-11:30 AM Ages 5-12 Please register	12 Code & Go Robot Mouse 10am to 2 pm
13	14 Marble Run 2:00 PM	15	16 Fire Safety with Sparky Fire Dog 2-3 pm	17 Stitch, Make & Chat 1:30 PM	18 Summer Reading Club 10:00-11:30 AM Ages 5-12 Please register	19 Marble Run 10am to 2pm
20	21 Code & Go Robot Mouse 2:00 Pm	22	23 Marble Run 2:00 PM	24 Stay & Play 10:00 AM Ages 0-4 years	25 Summer Reading Club 10:00-11:30 AM Ages 5-12 Please register	26 Code & Go Robot Mouse 10am to 2 pm
27	28 Marble Run 2:00 PM	29	30 LEGO Club 2:00 PM	31 Reading contest Deadline		







# Off the Beaten Track

- By John Panter

Reeve Mitch Huber announced his resignation at an R.M. of Edenwold regular council meeting. The press release issued by the R.M. adds "and it was accepted on June 13th." It should be noted that the 13th was not a Friday, but there might have been a slightly queasy feeling passing among the assembled councillors and municipal staffers on hearing the news.

I left the meeting before his afternoon announcement but I had taken the opportunity to intercept him on his way back to the Chair from the morning's coffee break to give him a "thumbs up" for his handling of council meetings. His contribution to them has usually been almost the equal of the contribution of all councillors combined. That's my impression anyway, and I wonder if that work-load had something to do with his decision to resign.

I started attending R.M. council meetings back in 2012, a time when spectators at meetings, certainly spectators with pens, were a rare, and not entirely welcome, occurrence. Municipal staff numbers were kept at a minimum, necessitated by the small, cramped quarters in the old facility

in Balgonie, shared with the Town of Balgonie. The cab of the works superintendent's truck was probably considered as additional office space.

Councillors in those days were definitely "hands on", doing a lot of the work that municipal employees do today. The modern council is supposed to be a group of policy makers only, leaving the administration and employees to carry out those policies. Mitch Huber has been in the Reeve's chair throughout the transition.

It hasn't always been smooth sailing, of course. The recent experiment with a Chief Operating Officer was a disaster but when that became apparent Mitch Huber recognized it and pulled the trigger.

It's fair to say that I have had run-ins with the R.M. council, in the pages of this publication and in-person as a one-man delegation to Council over some issue or other. Throughout those last eleven years Mitch Huber has been unfailingly polite and courteous to me, never taking offense at any of my criticism, and at times even bending the rules to allow me to say what I had to say.

So now there will be a by-election to choose a new Reeve and the transition to the modern theory of municipal governance will be complete. The new Reeve will not have Huber's encyclopedic knowledge of every road and culvert, every gravel pit and the amount of remaining gravel, the inventory of every

piece of municipal equipment and the amount of life left in it, and a pretty good recollection of every council decision ever made.

There was a mid-point in time between councillors sitting around a pot-bellied stove, eating crackers, discussing whose road needed grading, and the modern rule by administrators. Mitch Huber found the sweet spot between these two theories of municipal governance. More municipal staff will be required now to keep track of what he has stored in his memory banks, and that will be reflected in increased taxes.

Enjoy your retirement Mitch. I'm betting that municipal politics will look

pretty good to you from the cab of a tractor.

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## Family travel must-haves

Greenwood Davis recommends tuning into an audio-book. "When we go on long road trips, audio books are a must. My family loves the classics; we listened to Charlotte's Web when the boys were little, and are now enjoying favourites like Lord of the Flies and To Kill a Mockingbird."

**Make it an adventure.** The key to keeping the little ones entertained while away is often in the little things. Greenwood Davis suggests the Zinc Flyte Scooter Suitcase: a compact piece of cabin-sized luggage that converts into an on-the-go scooter. "This suitcase is the perfect mix of

fun and functional. It offers tons of room for all of your kids' stuff and is a super fun way for them to get from point A to point B."

**Game on-the-go.** For long trips, there's no better entertainment than video games. For the ultimate in on-the-go gaming, Greenwood Davis recommends Nintendo Switch, a video game system that you can play at home or pick up and take with you wherever you go – making it the perfect travel companion. "My whole family loves the system. We take it with us on vacation, knowing that after a day of outdoor fun we have something fun and relaxing we can do together!"

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Travelling together as a family can be an incredible experience – but a little preparation will ensure that your adventures run as smoothly as possible.

"When you're travelling long distances with kids in tow, it's good to come prepared with things that will make the travel experience less stressful and more fun

for the whole family," says Heather Greenwood Davis, family travel expert.

To help families survive (and thrive) on their journeys, we asked Greenwood Davis to share her top suggestions.

**Tune in together.** For a great family bonding activity that will keep everyone engaged (and quiet)

## No AC? How to keep cool this summer



Unusual heat can pose serious health risks, such as heat exhaustion or heat

stroke. Knowing how to stay cool is a must – especially if you don't have air condi-

tioning. Here are a few tips to help you keep your cool.

### Stay hydrated

To decrease your risk of dehydration, drink plenty of cool liquids - especially water - before you feel thirsty. When you are thirsty, you are already dehydrated.

### Dress for the weather

Check forecasts regularly so you know when to take action. On hot days wear loose-fitting, light-coloured clothing made of breathable fabric. Because sunburned skin is less efficient at sweating – and sweating is how your body naturally cools off – be sure to wear sunscreen that is at least SPF 30 and a wide-brimmed hat for protection.

### Keep your home cool

Create meals such as a bean salad or cold noodle bowl that don't need to be cooked in an oven. Block

the sun by opening awnings and closing curtains or blinds during the day. And, if it's safe to do so, open your windows at night to let cooler air into your home while the sun is down.

### Beat the heat

If your home is extremely warm, try taking a cool shower or bath until you feel refreshed, and try to spend a few hours in a cool place. It could be a tree-shaded area, swimming facility or an air-conditioned spot like a shopping mall or public library.

Watch for symptoms of heat illness, including dizziness or fainting, nausea or vomiting, headache, or rapid breathing and heart-beat. If you have any of these symptoms during extreme heat, move to a cool place and drink liquids right away. Water is best.

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# The Goal of Healthy Communication

- By Gwen Randall-Young

When we have children, we are training the next generation of humans. That is a big responsibility to be sure. We are now seeing so much conflict and disharmony from the individual to the global level. We shake our heads in disbelief, but perhaps we should not be so surprised.

tors, we can model a different way of communicating that could change those destructive patterns.

For example, sometimes parents feel that in a discussion with their child, the child does not listen, and is argumentative. The irony is the child may have learned poor listening manners from the parents. Parents tend to skip over the part of the communication where the child states his point of view.

This happens for a few reasons 1) we think we already know what the child's argument will be, 2) we already

already know what the parent's answer will be, and 3) they see no point in having the discussion with us. What we have is dead-end communication, so why bother?

The more positive approach is to listen with an open mind. Allow the child plenty of time to state their case. Commend them for the good points they make. Then, gently communicate your point of view.

Take the time to ensure they understand why you think as you do. This way, even if your answer is still

no, the child at least feels heard, and that his ideas and feelings are valued. You might even find a compromise. If this happened globally, what a different world it would be. Children learn what they live, so we must be ever conscious of what we are modeling.

*Gwen Randall-Young is an author and award-winning psychologist. For permission to reprint this article, or to obtain books, CDs or MP3s, visit [www.gwen.ca](http://www.gwen.ca). Follow Gwen on Facebook for inspiration.*

## Judging, criticizing, taking sides, and gossiping about others are toxic human behaviors that are incompatible with creating peace.

The same negative dynamics that play out in the world are similar to what is happening in some families, in our schools, and in our culture. Judging, criticizing, taking sides, and gossiping about others are toxic human behaviors that are incompatible with creating peace.

Getting stuck in one's ego perspective does not allow for respectful communication or effective problem solving. There is no room for understanding the other. As parents or educa-

know what our answer will be, 3) we really do not want to be having the discussion.

Now, imagine you wanted to make a point to your boss, and he or she came to you with the above mindset, refusing to listen. You know how you would feel. Children get frustrated and either start responding angrily or disrespectfully, or they shut down and do not even bother to discuss things with parents a because: 1) they already know what the parent's argument will be, 2) they



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3 letter words

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5 letter words

EIGHT  
FRAME  
GARDA  
OVENS  
RANAI  
SAIGA  
SKILL  
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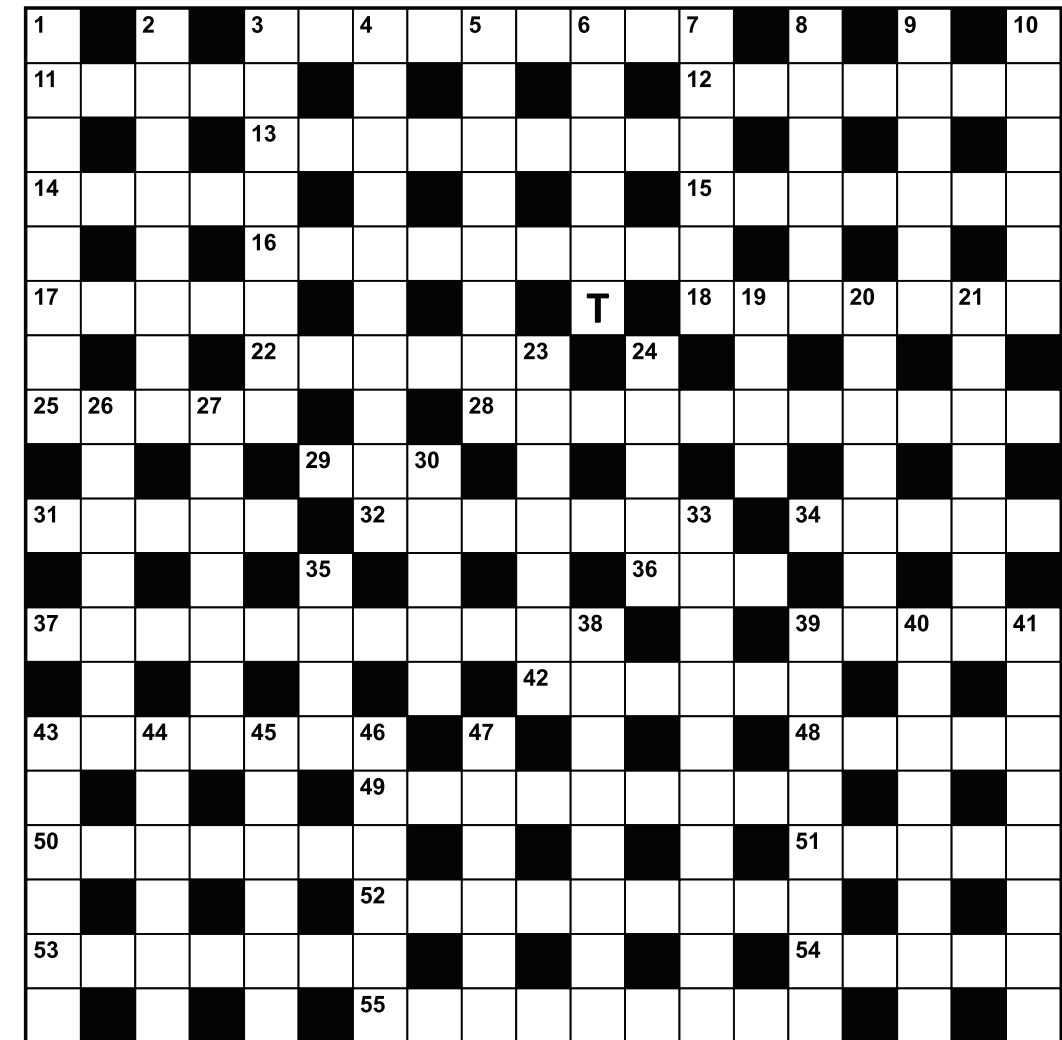
6 letter words

CELERY  
GEIDAI  
INTUIT  
NIBBLE  
O'BRIEN  
PICNIC  
PRAXIS  
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TOMATO  
XPUTER  
YEAR OF

7 letter words

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EXAMINE  
EXAMPLE



FORELEG  
ICE BLUE  
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8 letter words  
EARNINGS  
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9 letter words  
DIRECTION  
HISTORIES

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10 letter words  
MANDRAGORA  
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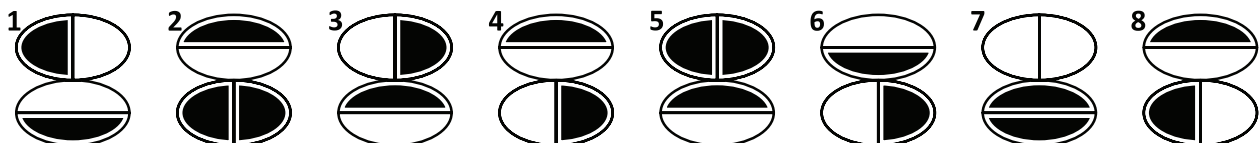
11 letter words  
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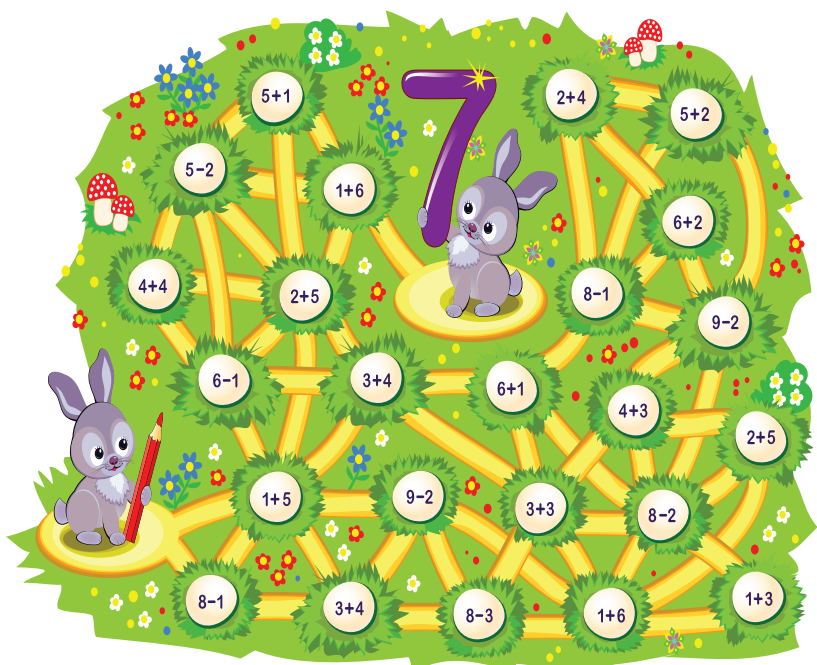
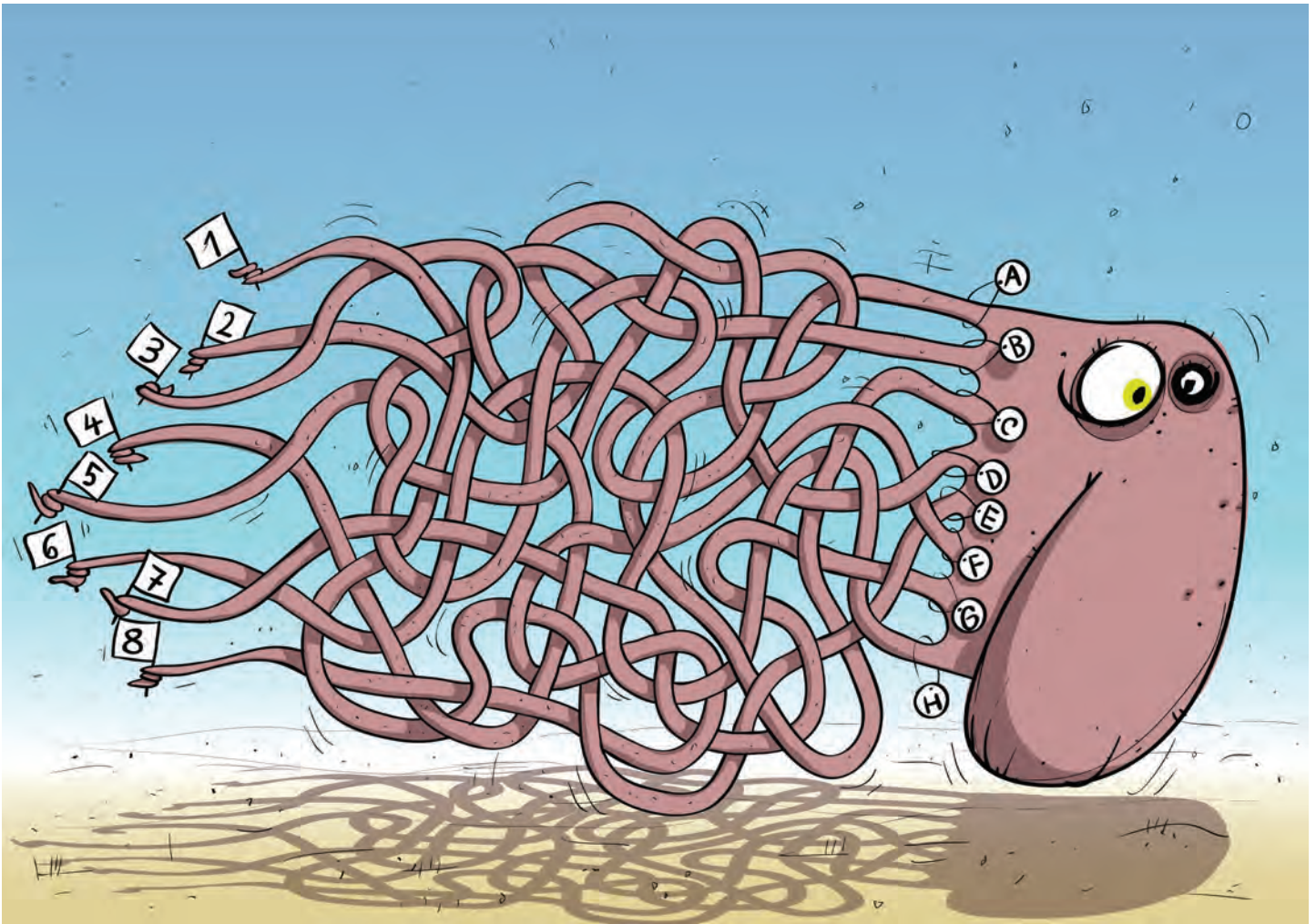
## VISUAL PUZZLE



Spot the two identical graphic elements (rotation allowed).



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## 3 tips for a successful job change

Are you ready for a career pivot? Maybe you want to chase that employment dream you've had, level up your skills to try something new or just get a change of scenery. If you're considering taking this leap, here are three ways to make sure you have a successful switch.

### 1. Identify your strengths and desires

Any new career path should be led by your strengths and experience. Are you an outgoing people-person? Then perhaps a client-facing job would be a

good fit. Would you rather stay behind a computer? Then maybe data entry, design or a writing career would be ideal. Research different roles where your prior skills would be a sought-after benefit.

You should also think about what will give you job satisfaction. Do you love to explore new places? A role that requires travel could lead you to cities you might not otherwise get to visit. Do you enjoy the social interactions of office life, or prefer remote? Write your own "job listing" for

your ideal position so you know where you're willing to compromise as well as your must-haves.

### 2. Understand the industry

Most industries have associations that provide training, networking opportunities and other support. See if there are any upcoming events that you can attend to learn more about the industry and start networking. You can also reach out to someone working in the field and set up a short coffee meeting or phone call to ask them key questions about that career.

It can be hard to know if an industry will remain in demand or be sustainable, so do your research. Census data is free-to-use, online information that can help you track job trends, including which industries are growing and which

are receding. Census data shows, for example, sustained growth in healthcare, skilled trades in construction and professional and technical services – this means there's an ongoing need for people to work in those areas.

### 3. Put yourself out there

Once you've identified the areas that appeal to you, don't be afraid to promote yourself. Use all the tools at your disposal: update your resume and digital professional profiles; ask friends and family if they have any connections in the field who might open some doors; and search online hiring platforms as well as industry-specific job boards.

Learn more about how you can use data to help launch your new career at [census.gc.ca](http://census.gc.ca).

[www.newscanada.com](http://www.newscanada.com)

# 2023 August

## Upcoming Events & Meetings

### Committee of the Whole Meeting

August 8 - 7PM

August 21 - 4PM

### Regular Council Meeting

August 21 - 7PM

Meetings are open to public and held at:  
White City Council Chambers  
14 Ramm Avenue E

Stay updated on local opportunities, community news and Town events by following us on social media!



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In observance of  
**Saskatchewan Day**  
the Town Office will be  
**Closed**  
Monday August 7.



## White City Fun Run

Join us on Saturday, August 12 for the White City Fun Run!

This event is an all-ages and abilities opportunity to get active and build community by walking or running alongside your neighbours.



## Movie in the Park

Sit back and relax in your lawn chair or on the grass while you enjoy a family-friendly movie on the big screen.

Stay tuned for more details to be posted on our social media!



**Thursday August 24**



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## How to get a side hustle on the map

For many of us, one of the few silver linings of living through the pandemic was that we had the time to focus on our passions. Some of those passions became profitable side hustles or have the potential to become one. Here are some simple tips to help your side gig thrive:

### Get networking

Raise awareness of who you are and what you do simply by introducing yourself. Reach out to related businesses on social media and in real life to collaborate or support initiatives and have a presence at events in the community. Having a presence drives awareness and is a great way to meaningfully network your business without a pricey sponsorship.

### Know your audience

Successful businesses invest in market research - knowing who your customers are guides decisions on how to market, plan for expansion, determine pricing, etc. The good news is, you don't need a big budget to do this if you know where to look. Up-to-date census data can be a great resource for new insights about your target audience and areas of interest. Find information on demographics, localized income levels, migration patterns, population growth, and employment for a specific area. Then, equipped with data, look for opportunities and how

you can capitalize on them.

### Digital intelligence

Many businesses rely on a wide range of digital tools to get the job done. For example, if you plan to sell directly to consumers, you'll need a website with a secure financial portal.

There are also online tools to draft communications, organize scheduling accounting and payment-processing. These useful tools can help you work smarter, not harder, while managing your business. You can start with the free versions of many of these programs, but, as your business grows, you'll need to invest in technology.

### Honest feedback

Most online shoppers will read at least a couple of reviews before they buy a product or commit to a service. Personal reviews or recommendations from the consumer's friends and family hold even more credibility. Encourage your happy customers to help your marketing efforts by sharing a review or testimonial on your site and other platforms where your product or service appears. Don't forget to thank them for doing so!

Learn more about how you can use census data and free online data tools at [census.gc.ca](http://census.gc.ca).

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# AUGUST 2023

The next issue of the **Community Newsletter** will be distributed the first week of September.

All copy **MUST** be submitted on or before **August 20th**.

Everyone is welcome to put meeting dates, birthdays, anniversaries, etc. on the calendar, free of charge.

Please email: [shannon@westernlitho.ca](mailto:shannon@westernlitho.ca)

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		WHITE CITY Composting 1	EMERALD PARK & WHITE CITY Garbage 1		EMERALD PARK Composting Summer Reading Club at White City Public Library 10:00 4	5
	SASKATCHEWAN DAY 6	WHITE CITY Composting Committee of the Whole Meeting - 7 PM 8	EMERALD PARK Garbage WHITE CITY Recycling 10	EMERALD PARK Recycling 10	EMERALD PARK Composting Summer Reading Club at White City Public Library 10:00 11	12 White City Fun Run
		WHITE CITY Composting 13	EMERALD PARK & WHITE CITY Garbage 15		EMERALD PARK Composting Summer Reading Club at White City Public Library 10:00 17	18 19
	Committee of the Whole Meeting - 4 PM Regular Council Meeting - 7 PM 20	WHITE CITY Composting 22	EMERALD PARK Garbage WHITE CITY Recycling 24	EMERALD PARK Recycling Movie in the Park 24	EMERALD PARK Composting Summer Reading Club at White City Public Library 10:00 25	26
		WHITE CITY Composting 27	EMERALD PARK & WHITE CITY Garbage 29			

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