

# MEDIA KIT

## 2019



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[northernpolicy.ca](http://northernpolicy.ca)

# WHO WE ARE

Northern Policy Institute is Northern Ontario's independent think tank. We perform research, collect and disseminate evidence, and identify policy opportunities to support the growth of sustainable Northern Communities. Our operations are located in Thunder Bay, Sault Ste. Marie and Sudbury. We seek to enhance Northern Ontario's capacity to take the lead position on socio-economic policy that impacts Northern Ontario, Ontario, and Canada as a whole.

## VISION

A growing, sustainable, and self-sufficient Northern Ontario. One with the ability to not only identify opportunities but to pursue them, either on its own or through intelligent partnerships. A Northern Ontario that contributes both to its own success and to the success of others.

## MISSION

Northern Policy Institute is an independent policy institute. The objects for which the corporation is incorporated are:

- To advance education on the topic of sustainable development in Northern Ontario, including sustainable development for First Nations, Metis, and Inuit people & communities in Northern Ontario, by conducting research and analysis in the field of economic, technological and social trends and then making the results publicly accessible,
- To advance education by providing internship positions to youths within Northern Ontario and by holding meetings, and conferences for the general public, media and government officials; and,
- To do all such things as are incidental or ancillary to the attainment of the above objects.

## AREAS OF FOCUS



Communities



Environment



Infrastructure



Indigenous Peoples



Economy



Demographics

# PRESIDENT & CEO

Charles Cirtwill is the founding President and CEO of Northern Policy Institute.

Charles joined NPI in September 2013 after twelve years with the Atlantic Institute for Market Studies. He has worked in the public, private and not-for-profit sectors as a program manager, policy analyst, senior administrator, consultant and entrepreneur.

A resident of Thunder Bay, Charles travels extensively throughout Northern Ontario and can routinely be found engaging with one of NPI's 780,000 "bosses" (the people of Northern Ontario).

Whether at formal conferences, small workshop sessions, or one on one over coffee, Charles is passionate about listening to his fellow northerners. Charles is the author of, and firmly believes in, NPI's tag line: *evidence-based solutions for and from Northern Ontario*.



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## BOARD OF DIRECTORS

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# WHAT WE CAN DO FOR YOU

## INTERVIEWS & COMMENTARY

Our staff and authors have expertise on issues facing the North, and are happy to comment on our own research or other timely issues relating to Ontario's northern regions, the province and the country. NPI's President & CEO Charles Cirtwill appears frequently in local, regional and national media speaking to topics that have direct social and economic impacts on communities.



## MONTHLY CONTENT

NPI can provide you with monthly evidence-based content on topics that cater to your audiences.



## COLUMNS & OP-EDS

NPI regularly publishes 700-900 word [blogs](#) to our website, which we can share with you to re-publish in your paper or newsletter as a featured column. NPI can also provide short columns or descriptive data pieces on various topics by request.



## DATA SNAPSHOTS

There is no evidence without data. NPI's research and data analysts are ready to help, if you need (almost) any type of data relating to Northern Ontario.



## NEWSLETTER

[Subscribe](#) to our monthly e-newsletter, *Due North*, to stay up to date on all of NPI's work!



## DATA TOOLS

NPI is making data more accessible for everyone. [Check out our data and map tools](#) to start digging deeper into Ontario's northern regions.



# MEDIA CONTACTS

For any media inquiries, or to be added to our press release distribution list, please contact:

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## LOGOS

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