



**COVID-19 Media Impact Map for Canada
Fact Sheet
Summary of data for March 11, 2020 to April 29, 2020**

ABOUT THIS PROJECT

This map tracks the impact of COVID-19 on media outlets in Canada after March 11, 2020, when the World Health Organization declared a global pandemic. For large companies, in many cases it is not clear from the information available which divisions, publications or programs have been affected so we have mapped the changes to the head office location and mapped the specific outlets where there is known impact. This means that the number of affected outlets is underrepresented on the map/in the data.

Specific markers represent daily newspapers, community newspapers (published fewer than five times per week), magazines, television and radio broadcasters, and online news sites. The colour of these markers shows the type of COVID-19 impact on media outlets. Where there is more than one impact, markers display the colour representing the most severe impact according to this order: closed/temporarily closed, cancelled some/all print editions, cut back news broadcasts/shows, reduced coverage (other), layoffs/job losses, and pay cuts/reduced hours.

Credits/citations: The COVID-19 Media Impact Map for Canada is a joint project of the [Local News Research Project](#) at Ryerson University's School of Journalism, the journalism news site [J-Source](#) and the [Canadian Association of Journalists](#).

Lindgren, April, Wechsler, Steph & Wong, Christina. (2020). COVID-19 Media Impact Map for Canada: Fact Sheet. <http://localnewsresearchproject.ca/covid-19-media-impact-map-for-canada/>

Visit the map: <http://localnewsresearchproject.ca/covid-19-media-impact-map-for-canada/>

Contact us: If you have additional information about how COVID-19 has affected a news organization in Canada, please contact us at info@j-source.ca or fill in details using the form [COVID-19: Impacts on media in Canada](#).

Overview of map data

The map displays a total of 135 markers representing media outlets that have been impacted by COVID-19.

Breakdown of map markers by type of media

Media type	Number of map markers
Community newspaper	78
Daily newspaper	22
Magazine	1
Radio	3
Television	21
Online	4
Companies with multiple holdings where only company-wide data is available	6
Total	135

Map markers that represent the six companies with diverse media holdings that have made only company-wide data available are not included in these tables. See the [Companies with diverse media holdings where detailed information is unavailable](#) section for more information.

Breakdown by type of COVID-19 impact

COVID-19 impact	Number of media outlets
closed/temporarily closed	50
cancelled some/all print editions	19
cut back news broadcasts/shows	16
reduced coverage - other	4
layoffs/job losses	78
pay cuts/reduced hours	53
Total*	220
*Includes 129 media outlets, some with more than one impact	

Breakdown by language

Language	Number of media outlets
English	107
French	18
Chinese	2
Russian	2
Inuktitut	1
Total*	130
*Includes 129 media outlets, one of which publishes in more than one language	

Breakdown by ownership

Owner	Number of media outlets
Saltwire Network	25
Postmedia Network Inc.	15
Independent	13
CBC	13
Glacier Media	12
Black Press Media	11
Bell Media	7
La Coopérative nationale de l'information indépendante (CN2i)	6
Torstar Corporation	5
Lexis Média	4
Aberdeen Publishing	4
Continental Newspapers	2
Media Central Corporation	2
Other	10
Note: only owners with more than one map marker are listed	

Companies with diverse media holdings where detailed information is unavailable

Information about all map markers representing companies with diverse media holdings that have made only company-wide data available is provided in this table.

Owner	Media type	Geographic coverage	Language	COVID-19 impact	Brief description
Bell Media (owns 172 media outlets)	Radio, television	Local/regional, national	English, French	pay cuts/reduced hours	250 employees had hours cut by 25% and some staff were mandated to take vacation time
Cogeco Media (owns 23 radio stations)	Radio	Local/regional	French	layoffs/job losses	130 employees were temporarily laid off
Quebecor (owns more than 55 media outlets)	Daily newspaper, magazines, television, online	Local/regional	French, English	layoffs/job losses	Quebecor temporarily laid off 10% of its employees (1,150 permanent and temporary workers)
Stingray Media Group (owns 101 radio stations)	Radio	Local/regional	English	layoffs/job losses, pay cuts/reduced hours	90 employees were temporarily laid off and remaining staff had wages cut 10%
Torstar Corporation (owns more than 120 media outlets)	Community newspaper, daily newspaper, magazine	Local/regional	English, Chinese	layoffs/job losses, pay cuts/reduced hours	Torstar permanently eliminated 85 positions and cut management salaries
Postmedia Network Inc. (owns more than 140 media outlets)	Community newspaper, daily newspaper, online	Local/regional, national	English	closed/temporarily closed, layoffs/job losses, pay cuts/reduced hours	15 community newspapers closed and 30 staff laid off. 50 more temporary layoffs and pay cuts for management

Provincial data

Map markers that represent multiple media outlets are not included in these tables.

Breakdown of COVID-19 impact by province

Province	Total # of media outlets in province	closed/temporarily closed	cancelled some/all print editions	cut back news broadcasts/shows	reduced coverage - other	layoffs/job losses	pay cuts/reduced hours
Alberta	4	0	0	2	0	2	2
British Columbia	30	4	8	1	0	16	14
Manitoba	14	12	0	1	0	12	1
New Brunswick	3	1	0	1	0	2	1
Newfoundland and Labrador	10	8	0	1	0	8	9
Northwest Territories	0	0	0	0	0	0	0
Nova Scotia	15	11	1	1	0	12	13
Nunavut	1	0	1	0	0	0	0
Ontario	27	12	4	3	1	11	9
Prince Edward Island	3	1	0	1	0	1	2
Quebec	18	0	5	4	1	13	2
Saskatchewan	4	1	0	1	2	1	0
Yukon	0	0	0	0	0	0	0
Canada (total)	129	50	19	16	4	78	53

Breakdown of media type by province

Province	Community newspaper	Daily newspaper	Magazine	Radio	Television	Online	Provincial total
Alberta	0	2	0	0	2	0	4
British Columbia	22	4	0	2	2	0	30
Manitoba	12	1	0	0	1	0	14
New Brunswick	1	1	0	0	1	0	3
Newfoundland and Labrador	8	1	0	0	1	0	10
Northwest Territories	0	0	0	0	0	0	0
Nova Scotia	12	2	0	0	1	0	15
Nunavut	1	0	0	0	0	0	1
Ontario	15	2	0	0	8	2	27
Prince Edward Island	0	2	0	0	1	0	3
Quebec	4	7	1	1	3	2	18
Saskatchewan	3	0	0	0	1	0	4
Yukon	0	0	0	0	0	0	0
Canada (total)	78	22	1	3	21	4	129