



**COVID-19 Media Impact Map for Canada
Fact Sheet
Summary of data for March 11, 2020 to May 13, 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 162 markers (150 media outlets and 12 companies with multiple holdings) representing the impacts of COVID-19 on media in Canada.

Breakdown of map markers by type of media

Media type	Number of map markers
Community newspaper	90
Daily newspaper	24
Magazine	8
Radio	3
Television	21
Online	4
Companies with multiple holdings where only company-wide data is available	12
Total	162

The number of media outlets affected by COVID-19 is underrepresented on the map/in this data because full details of layoffs, reduced hours, pay cuts and reduced coverage at media outlets owned by the [companies with multiple media holdings](#) are unknown. Quebecor, for instance, announced the temporary company-wide layoff of 1,150 employees, but we do not have specific information on how those job losses are distributed throughout its divisions and its television, magazine and newspaper holdings in particular. Similarly, although privately-owned companies such as Black Press Media and Glacier Media in western Canada have implemented layoffs, pay cuts and reduced hours, we do not have details on how the cuts affected each of their publications. As information about the COVID-19 impact on individual media outlets does become available, the map will be updated.

The tables below provide details of the pandemic's impact on individual news outlets. They do not include the map markers that represent companies with multiple media holdings. See the [Companies with multiple media holdings where detailed information is unavailable](#) section for more information on these markers.

Breakdown by type of COVID-19 impact

COVID-19 impact	Number of media outlets
closed/temporarily closed	52
cancelled some/all print editions	29
cut back news broadcasts/shows	16
reduced coverage - other	6
layoffs/job losses	82
pay cuts/reduced hours	59
Total*	244
*Includes 150 media outlets, some with more than one impact	

COVID-19 Impact by media type

	closed/ temporarily closed	cancelled some/all print editions	cut back news broadcasts/ shows	reduced coverage - other	layoffs/job losses	pay cuts/ reduced hours
Community newspaper	50	18	0	3	59	33
Daily newspaper	1	9	0	2	15	11
Magazine	0	2	0	0	5	5
Radio	1	0	1	0	2	1
Television	0	0	15	0	0	6
Online	0	0	0	1	1	3

Breakdown by language

Language	Number of media outlets
English	123
French	23
Chinese	2
Russian	2
Inuktitut	1
Total*	151
*Includes 150 media outlets, one of which publishes in more than one language	

Breakdown by ownership

Owner	Number of media outlets
Saltwire Network	25
Independent	22
Postmedia Network Inc.	16
Black Press Media	16
CBC	13
Glacier Media	12
Bell Media	7
La Coopérative nationale de l'information indépendante (CN2i)	6
Torstar Corporation	5
Aberdeen Publishing	5
Lexis Média	4
Canada Wide Media	2
Continental Newspapers	2
Media Central Corporation	2
Other	13
Note: only owners with more than one map marker are listed	

Companies with multiple media holdings where detailed information is unavailable

Information about all map markers representing companies with multiple 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
Black Press Media (owns nearly 100 newspapers)	Community newspaper	Local/regional	English	layoffs/job losses, pay cuts/reduced hours	Unspecified temporary layoffs and reduced hours
Canada Wide Media (owns 9 brands)	Magazine, online	Local/regional	English, French	layoffs/job losses, pay cuts/reduced hours	30% of staff temporarily laid off. Remaining staff taking pay cuts and working reduced hours.
Cogeco Media (owns 23 radio stations)	Radio	Local/regional	French	layoffs/job losses	130 employees were temporarily laid off
Dougall Media (owns 9 media outlets)	Community newspaper, radio, television	Local/regional	English	layoffs/job losses, pay cuts/reduced hours	Temporary layoffs, pay cuts and reduced hours, including 15 non-editorial staff
Glacier Media (owns 165 brands)	Community newspaper, magazine, online	Local/regional	English	layoffs/job losses, pay cuts/reduced hours	Unspecified company wide temporary layoffs, pay cuts and reduced hours
icimédias (owns 23 newspapers)	Community newspaper	Local/regional	French	reduced coverage - other, layoffs/job losses	Between 30% and 50% of staff have been laid off, depending on the region. Number of pages in publications have been reduced.

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
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
Vista Radio (owns 44 radio stations)	Radio	Local/regional	English	layoffs/job losses, pay cuts/reduced hours	Temporarily laid off 10% of its staff (approximately 30 employees). Managers and executives are taking pay cuts.

Provincial data

Map markers that represent companies with multiple media holdings 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	39	4	13	1	0	18	18
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	31	14	5	3	1	12	9
Prince Edward Island	4	1	1	1	0	1	2
Quebec	25	0	8	4	3	14	4
Saskatchewan	4	1	0	1	2	1	0
Yukon	0	0	0	0	0	0	0
Canada (total)	150	52	29	16	6	82	59

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	29	4	2	2	2	0	39
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	17	3	1	0	8	2	31
Prince Edward Island	1	2	0	0	1	0	4
Quebec	6	8	5	1	3	2	25
Saskatchewan	3	0	0	0	1	0	4
Yukon	0	0	0	0	0	0	0
Canada (total)	90	24	8	3	21	4	150