



**COVID-19 Media Impact Map for Canada
Fact Sheet
Summary of data for March 11, 2020 to October 22, 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 media 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](#). This project is also supported by the [Ken and Debbie Rubin Public Interest Advocacy Fund](#).

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](#).

Notable developments

The [COVID-19 Media Impact Map for Canada](#) captures the pandemic's effects on labour and services across the media industry.

As reopening progresses across the country, working conditions surrounding COVID-19 have begun to shift again, with some broadcasts resuming and temporary layoffs ending. In other cases, "temporary" cuts or closings have become permanent.

The information box accompanying map markers will be updated to reflect those changes as we are made aware of positions, hours and services being restored.

This update includes 37 new markers, some that represent changes that have taken place since August 14 and others that represent newly verified impacts from earlier in the pandemic.

As of October 22:

- 51 outlets have temporarily or permanently closed. Of these, 48 are community newspapers.
- 46 outlets — 30 community papers, 12 daily papers and 4 magazines — have cancelled some or all print editions.
- 141 outlets have reported layoffs or job losses. Fifteen companies with multiple media holdings also reported layoffs or job losses, but have not provided details about which outlets are affected.
- 2,553 editorial and non-editorial jobs have been cut temporarily or permanently. To date, we have confirmed 810 permanent job losses. The status of many layoffs remains unclear. In some cases, employees have been rehired, in other cases it is undetermined whether layoffs are permanent or temporary.

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Since the previous map update on August 14:

- CBC announced on October 7, 2020 that it is cutting about 130 jobs across English-language services from five locations across the country by the end of 2020, mostly affecting positions in Toronto. About 60 employees will be laid off from multiple divisions, while other positions will be cut through attrition and unfilled vacancies. Affected employees include 40 unionized members of the Canadian Media Guild from five locations, 11 unionized employees affiliated with the Association of Professionals and Supervisors, and 10 managerial positions. Fifty-eight positions from news, current affairs and local news will be impacted, including 19 layoffs.
- Four Glacier Media community papers in Manitoba — Reston Recorder, Melita New Era, Souris Plaindealer and Deloraine Times & Star — were permanently closed on September 3. These losses are in addition to eight community newspapers in Manitoba that were shuttered by Postmedia in April.
- Fourteen full- and part-time employees were permanently laid off at Journal de Québec in September, including photographers, graphic designers, statistics technicians, archives technicians and three journalists.
- Great West Newspapers announced earlier this fall that approximately 30 temporary layoffs have become permanent, representing about 15 per cent of the workforce. The total includes seven newsroom layoffs (proofreading, photographers, and sports). Between the end of March and beginning of April, the company stopped publishing individual print editions of 10 community newspapers in Alberta, merging the papers' local content into three regional print and digital editions.

Overview of map data

The map displays a total of 237 markers (221 media outlets and 16 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	118
Daily newspaper	40
Magazine	10
Radio	23
Television	24
Online	6
Companies with multiple holdings where only company-wide data is available	16
Total	237

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	51
cancelled some/all print editions	46
cut back news broadcasts/shows	16
reduced coverage - other	18
layoffs/job losses	141
pay cuts/reduced hours	75
Total*	347
*Includes 221 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	48	30	0	15	77	48
Daily newspaper	1	12	0	2	30	12
Magazine	0	4	0	0	7	5
Radio	2	0	1	0	21	1
Television	0	0	15	0	3	6
Online	0	0	0	1	3	3

Breakdown by ownership

Owner	Number of media outlets
Postmedia Network Inc.	31
Independent	26
Saltwire Network	25
Black Press Media	19
Glacier Media	18
Canadian Broadcasting Corporation	13
Great West Newspapers	10
Harvard Broadcasting	10
Bell Media	7
La Coopérative nationale de l'information indépendante (CN2i)	6
Corus Entertainment Inc.	6
Northern News Services Limited	6
Torstar Corporation	5
Aberdeen Publishing	5
MBS Radio	5
Lexis Média	4
Canada Wide Media	2
Continental Newspapers	2
Jim Pattison Broadcast Group	2
Media Central Corporation	2
Quebecor	2
Other	15
Note: only owners with more than one map marker are listed	

Breakdown by language

Language	Number of media outlets
English	190
French	27
Chinese	2
Russian	2
Inuktitut	1
Total*	222
*Includes 221 media outlets, one of which publishes in more than one language	

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 across the company
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.
The Canadian Press	Wire service	National	English, French	layoffs/job losses	Pagemasters North America temporarily laid off 7 staff in April and 11 staff in June. In July, 5 returned to work. The equivalent of 9 full-time layoffs were announced in September.
CBC/Radio-Canada (owns 27 TV stations, 88 radio stations and 1 digital-only station)	Radio, television, online	Local/ regional, national	English, French	layoffs/job losses	On October 7, CBC announced the elimination of about 130 jobs from five locations by the end of 2020.
Cogeco Media (owns 23 radio stations)	Radio	Local/ regional	French	layoffs/job losses	130 employees were temporarily laid off

Corus Entertainment Inc. (owns 39 radio stations and 49 TV stations)	Radio, television	Local/ regional, national	English	layoffs/job losses	Global News issued a number of layoff notices on July 23. The company has not provided a total number of layoffs.
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.
Jim Pattison Broadcast Group (owns 47 radio stations, 3 TV stations and 18 online sites)	Radio, television, online	Local/ regional	English	layoffs/job losses	40 staff laid off and another 30 offered early retirement packages, representing approximately a 10% workforce reduction
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 laid off 30 staff. 50 more temporary management layoffs and pay cuts. 38 permanent layoffs from 13 papers.

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 (about 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	24	0	1	2	11	21	12
British Columbia	50	4	15	1	1	27	20
Manitoba	17	12	1	1	0	15	3
New Brunswick	4	1	0	1	0	3	1
Newfoundland and Labrador	10	8	0	1	0	8	9
Northwest Territories	4	0	4	0	0	0	0
Nova Scotia	18	11	1	1	0	15	13
Nunavut	3	0	3	0	0	0	0
Ontario	46	12	8	3	1	26	10
Prince Edward Island	5	1	1	1	0	2	2
Quebec	30	1	10	4	3	19	4
Saskatchewan	10	1	2	1	2	5	1
Yukon	0	0	0	0	0	0	0
Canada (total)	221	51	46	16	18	141	75

Breakdown of media type by province

Province	Community newspaper	Daily newspaper	Magazine	Radio	Television	Online	Provincial total
Alberta	12	2	0	8	2	0	24
British Columbia	35	6	2	4	3	0	50
Manitoba	14	2	0	0	1	0	17
New Brunswick	1	1	0	1	1	0	4
Newfoundland and Labrador	8	1	0	0	1	0	10
Northwest Territories	4	0	0	0	0	0	4
Nova Scotia	12	2	0	3	1	0	18
Nunavut	3	0	0	0	0	0	3
Ontario	18	13	1	1	9	4	46
Prince Edward Island	1	2	0	1	1	0	5
Quebec	6	9	7	2	4	2	30
Saskatchewan	4	2	0	3	1	0	10
Yukon	0	0	0	0	0	0	0
Canada (total)	118	40	10	23	24	6	221