



**COVID-19 Media Impact Map for Canada
Fact Sheet
Summary of data for March 11, 2020 to February 17, 2021**

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 workers and services across the media industry. As we approach March 11, which is one year since the World Health Organization declared a pandemic, media organizations are in flux. Some broadcasts have resumed, some newspapers that closed temporarily have reopened, and some temporary layoffs have ended. In other cases, "temporary" cuts or closings have become permanent.

The information boxes accompanying map markers are updated to reflect these types of changes.

This update includes 43 new markers. Some represent changes that have taken place since October 22, when we published our last fact sheet, while others represent newly verified impacts from earlier in the pandemic.

As of February 17, 2021:

- 34 outlets have closed permanently (27 community newspapers, five radio stations and two television stations) while the fate of another 28 that closed temporarily is still unknown. 54 of the 62 outlets that have temporarily or permanently closed are community newspapers.
- 48 outlets — 30 community papers, 14 daily papers and four magazines — have cancelled some or all print editions.
- 179 outlets have reported layoffs or job losses. Seventeen companies with multiple media holdings also reported layoffs or job losses, but have not provided details about which outlets are affected.
- 2,957 editorial and non-editorial jobs have been cut temporarily or permanently. To date, we have confirmed 1,214 permanent job losses. The status of many of the remaining layoffs is unclear. In some cases, employees have been rehired, in other cases it is undetermined whether layoffs are permanent or temporary.

Since the previous map update on October 22, 2020:

- Rogers Sports & Media laid off approximately 100 employees across the country during the week of November 17, 2020, and cancelled some programming at four stations. Some of the media outlets impacted include: Citytv Calgary, Citytv Vancouver, JACK 96.9, KiSS 95.7, KiSS 99.3, KiSS 100.5 North Bay, KiSS 100.5 Ottawa, KiSS 100.5 Sault Ste. Marie, K-Rock 105.7, NEWS 95.7, NEWS 1130, and Sportsnet 590 The Fan.
- CBC reduced the workforce at Radio Canada International from 20 employees to nine after a restructuring announcement on December 3, 2020. As part of the restructuring, services in two new languages (Punjabi and Tagalog) were added while services in Arabic, Chinese and Spanish were reduced.
- Bell Media announced a company restructuring in January 2021 that resulted in six senior executive layoffs and nine management staff layoffs. During the week of February 1, 2021, Bell Media laid off 210 employees in the Greater Toronto Area as well as numerous employees in other regions across the country. In conjunction with these layoffs, three TSN radio stations have closed (TSN 1040, TSN 1150 and TSN 1290) and at least five stations have cancelled some of their programming.

Overview of map data

The map displays a total of 280 markers (263 media outlets and 17 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	122
Daily newspaper	41
Magazine	11
Radio	46
Television	36
Online	7
Companies with multiple holdings where only company-wide data is available	17
Total	280

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	62
cancelled some/all print editions	48
cut back news broadcasts/shows	25
reduced coverage - other	18
layoffs/job losses	179
pay cuts/reduced hours	75
Total*	407
*Includes 263 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	54	30	0	15	77	48
Daily newspaper	1	14	0	2	30	12
Magazine	0	4	0	0	8	5
Radio	5	0	6	0	45	1
Television	2	0	19	0	15	6
Online	0	0	0	1	4	3

Breakdown by ownership

Owner	Number of media outlets
Postmedia Network Inc.	34
Bell Media	30
Independent	28
Saltwire Network	25
Black Press Media	19
Glacier Media	18
Canadian Broadcasting Corporation	14
Rogers Sports & Media	11
Great West Newspapers	10
Harvard Broadcasting	10
La Coopérative nationale de l'information indépendante (CN2i)	6
Corus Entertainment Inc.	6
Northern News Services Limited	6
Torstar Corporation	5
MBS Radio	5
Aberdeen Publishing	5
Lexis Média	4
Quebecor	3
Continental Newspapers	2
Media Central Corporation	2
Canada Wide Media	2
Jim Pattison Broadcast Group	2
Other	16

Note: only owners with more than one map marker are listed

Breakdown by language

Language	Number of media outlets
English	231
French	29
Chinese	3
Russian	2
Arabic	1
Inuktitut	1
Punjabi	1
Spanish	1
Tagalog	1
Total*	270
*Includes 263 media outlets, some of which publish 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	closed/temporarily closed, cut back news broadcasts/shows, layoffs/job losses, pay cuts/reduced hours	Hours were cut by 25% for 250 employees in April. 6 senior executives and 9 management staff were laid off in January. 210 employees in the GTA and numerous employees in other regions were laid off, 3 radio stations closed and 5 stations cancelled some programming in February.
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 by the end of 2020. 2 Senior Directors were laid off in October and 11 jobs were lost at Radio Canada International in December.
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 in March. 5 community newspapers were permanently closed in September.
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. The number of pages in publications have been reduced.
Jim Pattison Broadcast Group (owns 47 radio stations, 3 TV stations and 18 websites)	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, cancelled some/all print editions, layoffs/job losses, pay cuts/reduced hours	In May, 15 community newspapers closed and laid off 30 staff, 50 employees were temporarily laid off, employees had their pay cut, and 38 staff were permanently laid off from 13 papers. In July, 3 community newspapers closed. Four newspapers have cancelled some print editions.
Quebecor (owns more than 55 media outlets)	Daily newspaper, magazine, television, online	Local/ regional	French, English	cancelled some/ all print editions, cut back news broadcasts/shows, layoffs/job losses	Quebecor temporarily laid off 10% of its employees (1,150 permanent and temporary workers) in March. TVA Sports cut sports newscasts and eliminated 17 jobs in October. 24 Heures changed from a daily to a weekly newspaper in February.

Rogers Sports & Media (owns 56 radio stations, 7 TV stations, 5 magazines, and more than 200 websites)	Magazine, radio, television, online	Local/ regional, national	English, French	cut back news broadcasts/shows, layoffs/job losses	Rogers Sports & Media laid off approximately 100 employees and cancelled programming at 4 stations in November
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	closed/temporarily closed, cancelled some/all print editions, layoffs/job losses, pay cuts/reduced hours	In April 2020, Torstar permanently eliminated 85 jobs, cut management salaries, closed 3 community newspapers, and cancelled some print editions at two daily newspapers
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 took 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/ territory	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	26	0	1	3	11	22	12
British Columbia	56	7	15	4	1	35	20
Manitoba	19	13	1	1	0	17	3
New Brunswick	5	1	0	1	0	4	1
Newfoundland and Labrador	10	8	0	1	0	8	9
Northwest Territories	4	0	4	0	0	0	0
Nova Scotia	21	11	1	1	0	18	13
Nunavut	3	0	3	0	0	0	0
Ontario	69	18	8	6	1	45	10
Prince Edward Island	5	1	2	1	0	2	2
Quebec	35	2	11	6	3	23	4
Saskatchewan	10	1	2	1	2	5	1
Yukon	0	0	0	0	0	0	0
Canada (total)	263	62	48	25	18	179	75

Breakdown of media type by province

Province/territory	Community newspaper	Daily newspaper	Magazine	Radio	Television	Online	Provincial total
Alberta	12	2	0	8	4	0	26
British Columbia	35	6	2	7	5	1	56
Manitoba	14	2	0	1	2	0	19
New Brunswick	1	1	0	2	1	0	5
Newfoundland and Labrador	8	1	0	0	1	0	10
Northwest Territories	4	0	0	0	0	0	4
Nova Scotia	12	2	0	5	2	0	21
Nunavut	3	0	0	0	0	0	3
Ontario	22	13	2	15	13	4	69
Prince Edward Island	1	2	0	1	1	0	5
Quebec	6	10	7	4	6	2	35
Saskatchewan	4	2	0	3	1	0	10
Yukon	0	0	0	0	0	0	0
Canada (total)	122	41	11	46	36	7	263