



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

ABOUT THIS PROJECT

This map tracks the impact of COVID-19 on the media industry in Canada dating back to March 11, 2020, when the World Health Organization declared a global pandemic. For large companies, in many cases it is not clear which divisions, publications or programs have been affected. In these cases, we used the information available to map the changes to the head office location and entered data for specific outlets/divisions where there is known impact. One consequence of this is that the overall number of affected outlets and workers is underrepresented on the map/in the data.

Specific markers represent daily newspapers, community newspapers (those 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, [J-Source](#) and the [Canadian Association of Journalists](#). This project is also supported by the [Ken and Debbie Rubin Public Interest Advocacy Fund](#).

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Visit the map: <http://localnewsresearchproject.ca/covid-19-media-impact-map-for-canada/>
View the map data and a spreadsheet that tracks layoff data here: <https://localnewsresearchproject.ca/category/covid-19-map-data/>

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](#).

Worth noting

The [COVID-19 Media Impact Map for Canada](#) captures the pandemic's effects on workers and services across the media industry. One year after the WHO's declaration of a global pandemic, media organizations are in flux. The fate of many "temporarily closed" media operations is still unknown. In some cases, "temporary" cuts or closings have become permanent. In other cases, suspended broadcasts have resumed, newspapers that closed temporarily have reopened, and some temporarily laid off employees are back at work.

The information boxes accompanying map markers are updated to reflect the evolving situation on the ground.

With this update we are for the first time also releasing data we have assembled on layoffs over the past 12 months. You can see the data [here](#).

There are now 286 markers on the map representing change throughout the media industry.

Over the past 12 months:

- 67 media outlets closed temporarily or permanently. Of these, 40 are permanently closed (29 community newspapers, five radio stations, four online outlets and two television stations). At this point, we know of eight publications that closed and subsequently reopened. The fate of the other 19 media operations that closed temporarily is still unknown.
- For print media, the pandemic has accelerated the shift to digital: 49 outlets — 30 community papers, 15 daily papers and four magazines — have cancelled or suspended some or all print editions.
- 182 media outlets have reported layoffs or job losses. A total of 17 companies with multiple media holdings also reported layoffs or job losses, but have not provided details about which specific divisions/media outlets are affected.
- 3,011 editorial and non-editorial jobs have been cut temporarily or permanently. To date, we have confirmed 1,269 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 unknown whether temporary layoffs have turned into permanent job losses. Details of the layoff data we have tracked can be viewed [here](#).

There have been significant COVID-19 impacts on specific companies and regions over the past year. Among them:

- CBC announced on March 18, 2020 that all 6 p.m. and 11 p.m. local newscasts (except CBC North) would be replaced with CBC News Network coverage. During the first two weeks of April, the public broadcaster began restoring early evening and late night local newscasts though many were truncated 30-minute versions until the middle of last summer when almost all returned to 60-minute productions. CBC announced in October that it would cut about 130 jobs across English-language services from five locations across the country by the end of 2020. In early December, Radio Canada International announced the elimination of 11 jobs.
- Northern News Services Limited announced last March that it was temporarily cancelling print editions for all six of its community newspapers serving communities in Nunavut and the Northwest Territories.
- CN2i has permanently cancelled all weekday print editions at its six newspapers (Le Soleil, Le Nouvelliste, La Tribune, Le Quotidien/Le Progrès, Le Droit and La Voix de l'Est). All six newspapers continue to produce a Saturday print edition. The company

also announced that 50 of 143 employees temporarily laid off earlier in the pandemic would return to work, while the other temporary layoffs became permanent.

- SaltWire Network temporarily stopped publishing all weekly community newspapers in Atlantic Canada on March 25, 2020, and temporarily laid off 40 per cent of its workforce (240 employees). In June, 109 of those layoffs became permanent. Six of 20 community newspapers resumed publishing print editions in November.
- Quebecor temporarily laid off 10 per cent of its employees (1,150 permanent and temporary workers) on March 30, 2020, including 482 employees at Groupe TVA (25 per cent of its employees).
- Black Press Media announced last spring that it was cancelling some print editions for nine community newspapers.
- Glacier Media announced in the spring that it was permanently closing at least five community newspapers, temporarily closing others and instituting company-wide temporary layoffs and wage cuts. It is unclear how many employees were affected and how many positions and salaries have been restored.
- Bell Media announced in April 2020 that 250 employees would have their hours cut by 25 per cent. Then in January, a company restructuring resulted in six senior executive layoffs and nine management staff layoffs. During the week of Feb. 1, Bell Media laid off 210 employees in the Greater Toronto Area alone as well as numerous employees in other regions across the country. In conjunction with these layoffs, Bell closed three TSN radio stations (TSN 1040, TSN 1150 and TSN 1290) and at least five stations have cancelled some programming.
- Postmedia closed 13 weekly community newspapers in Manitoba and Ontario effective May 4, 2020. Additionally, the Napanee Guide and Paris Star shifted to publishing online only while some print editions were cancelled at another six papers. Over the past year the company made a variety of announcements about temporary pay cuts and layoffs among editorial and non-editorial employees resulting in 128 layoffs. At least 78 have become permanent layoffs.
- A number of Global News staff were issued layoff notices in the summer of 2020. As of July 25, 2020, we were aware of 15 workers who had posted news of their own departures to social media. The parent company, which eliminated the social and lifestyle teams, has not confirmed the total number of layoffs.
- 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.
- HuffPost Canada and HuffPost Québec were shut down in early March 2021 by U.S.-based BuzzFeed, which acquired the publications from Verizon through a deal that was finalized last month. Twenty-three workers were laid off, including five in Quebec, two weeks after they filed for union certification.

Overview of map data

The map displays a total of 286 markers (269 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	126
Daily newspaper	41
Magazine	11
Radio	46
Television	36
Online	9
Companies with multiple holdings where only company-wide data is available	17
Total	286

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	67
cancelled some/all print editions	49
cut back news broadcasts/shows	25
reduced coverage - other	20
layoffs/job losses	182
pay cuts/reduced hours	76
Total*	419
*Includes 269 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	55	30	0	17	78	49
Daily newspaper	1	15	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	4	0	0	1	6	3

Breakdown by ownership

Owner	Number of media outlets
Postmedia Network Inc.	34
Bell Media	31
Independent	28
Saltwire Network	25
Glacier Media	21
Black Press Media	19
Canadian Broadcasting Corporation/Radio-Canada	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
Aberdeen Publishing	5
MBS Radio	5
Torstar Corporation	5
Lexis Média	4
Quebecor	3
BuzzFeed	2
Canada Wide Media	2
Continental Newspapers	2
Jim Pattison Broadcast Group	2
Media Central Corporation	2
Other	16

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

Breakdown by language

Language	Number of media outlets
English	236
French	30
Chinese	3
Russian	2
Arabic	1
Inuktitut	1
Punjabi	1
Spanish	1
Tagalog	1
Total*	276
*Includes 269 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	55	7	15	4	1	34	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	71	20	8	6	1	47	10
Prince Edward Island	5	1	2	1	0	2	2
Quebec	36	4	12	6	3	24	4
Saskatchewan	14	2	2	1	4	6	2
Yukon	0	0	0	0	0	0	0
Canada (total)	269	67	49	25	20	182	76

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	0	55
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	6	71
Prince Edward Island	1	2	0	1	1	0	5
Quebec	6	10	7	4	6	3	36
Saskatchewan	8	2	0	3	1	0	14
Yukon	0	0	0	0	0	0	0
Canada (total)	126	41	11	46	36	9	269