



**COVID-19 Media Impact Map for Canada
Fact Sheet
Summary of data for March 11, 2020 to
November 17, 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](#).

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Worth noting

The [COVID-19 Media Impact Map for Canada](#) tracks the impact of COVID-19 on media outlets in Canada after March 11, 2020, when the World Health Organization declared a global pandemic. The information boxes accompanying map markers are regularly updated to reflect the evolving situation on the ground.

This report, the eighth since we launched the map in the spring of 2020, includes an expanded section with more detail on media organization closures. The report now includes a new table that breaks down the data to show the number of permanent closings and the number of outlets that closed temporarily but subsequently re-opened. In addition to the table, we've included a list of media outlets in each category.

We anticipate doing at least one more update by spring 2022. Considerations that shape our discussions around continued tracking of the pandemic's impact on news operations include updating previously incomplete data and uncertainty about what will happen to company balance sheets as government financial support winds down.

Some media companies have been drawing on the Canadian Emergency Wage Subsidy (CEWS) program for financial assistance. In its latest quarterly filing, for instance, Postmedia Network Canada Corp. [reported](#) receiving a total of \$63.3 million from the program since its inception. This included \$23 million in wage subsidies for the year ending Aug.31, 2021 and \$40.3 million in the previous year. Postmedia's net earnings in 2021 were \$33.7 million, as compared to a loss of \$16.2 million in 2020. CEWS was replaced in October by the Canada Hiring Recovery Program, which will run until May 2022.

It is unclear the extent to which smaller, privately held news operations have tapped CEWS or what the bottom lines of companies will look like when all of the COVID 19-support programs are terminated. The COVID-19 Media Impact Map for Canada, we hope, will provide some insight into these matters in the coming months.

The data we have assembled on layoffs since March 2020 are available [here](#). There are now 288 markers on the map representing pandemic-era change throughout the media industry.

Since March 2020:

- 53 outlets have closed permanently (41 community newspapers, five radio stations, four online sites, two television stations and one magazine) while 16 outlets have reopened after temporarily closing (15 community newspapers and one daily newspaper)
- 51 outlets — 31 community papers, 15 daily papers and five magazines —have cancelled some or all print editions. At this point we do not have data on the number of publications that have returned to previous print service levels.
- 183 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.
- 3,023 editorial and non-editorial jobs have been cut temporarily or permanently. To date, we have confirmed 1,281 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 March 11, 2021:

- 12 of the newspapers temporarily closed by Saltwire Network at the start of the pandemic have been confirmed as permanently closed while three of the chain's publications have reopened
- Canadian Art magazine permanently closed in October 2021

Overview of map data

The map displays a total of 288 markers (271 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	127
Daily newspaper	41
Magazine	12
Radio	46
Television	36
Online	9
Companies with multiple holdings where only company-wide data is available	17
Total	288

During the pandemic, 3,023 editorial and non-editorial employees have been temporarily or permanently laid off by 41 owners. Of those, 1,281 have been confirmed as permanent layoffs. More detailed information about these layoffs is available [here](#).

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 [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 is 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	69
cancelled some/all print editions	51
cut back news broadcasts/shows	25
reduced coverage - other	21
layoffs/job losses	183
pay cuts/reduced hours	76
Total*	425

*Includes 271 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	56	31	0	17	78	49
Daily newspaper	1	15	0	2	30	12
Magazine	1	5	0	1	9	5
Radio	5	0	6	0	45	1
Television	2	0	19	0	15	6
Online	4	0	0	1	6	3

Breakdown of affected media organizations by ownership

Owner	Number of media outlets
Postmedia Network Inc.	35
Bell Media	31
Independent	29
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	238
French	30
Chinese	3
Russian	2
Arabic	1
Inuktitut	1
Punjabi	1
Spanish	1
Tagalog	1
Total*	278
*Includes 271 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. Five newspapers have cancelled some or all 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	27	0	2	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	72	21	9	6	2	48	10
Prince Edward Island	5	1	2	1	0	2	2
Quebec	36	5	12	6	3	24	4
Saskatchewan	14	2	2	1	4	6	2
Yukon	0	0	0	0	0	0	0
Canada (total)	271	69	51	25	21	183	76

Breakdown of media type by province

Province/territory	Community newspaper	Daily newspaper	Magazine	Radio	Television	Online	Provincial total
Alberta	13	2	0	8	4	0	27
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	3	15	13	6	72
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)	127	41	12	46	36	9	271

Media outlets that closed during the pandemic

Status of media outlet closings

Status of closing	Number of media outlets
Permanently closed	53
Reopened	16
Total	69

Media outlets that have permanently closed

Outlet	Owner	Media type	Province
Oliver Chronicle	Aberdeen Publishing	Community newspaper	BC
Osoyoos Times	Aberdeen Publishing	Community newspaper	BC
Book Television	Bell Media	Television	PE
Fashion Television	Bell Media	Television	QC
Quibi	Bell Media	Online	ON
TSN 1040	Bell Media	Radio	BC
TSN 1150	Bell Media	Radio	ON
TSN 1290	Bell Media	Radio	NB
HuffPost Canada	BuzzFeed	Online	ON
HuffPost Québec	BuzzFeed	Online	QC
AM980 CHRF	Evanov Radio Group	Radio	QC
Deloraine Times & Star	Glacier Media	Community newspaper	MB
Kipling Citizen	Glacier Media	Community newspaper	SK
Melita New Era	Glacier Media	Community newspaper	MB
Reston Recorder	Glacier Media	Community newspaper	MB
Souris Plaindealer	Glacier Media	Community newspaper	MB
Vancouver Courier	Glacier Media	Community newspaper	BC
Canadian Art	Independent	Magazine	ON
Cut Knife Highway 40 Courier	Independent	Community newspaper	SK
Soft 103.9	Independent	Radio	BC

South Grenville Journal	Independent	Community newspaper	ON
Voir	Mishmash Média	Online	QC
Delhi News-Record	Postmedia Network Inc.	Community newspaper	ON
Kingsville Reporter	Postmedia Network Inc.	Community newspaper	ON
Lake Shore Shopper	Postmedia Network Inc.	Community newspaper	ON
Lakeshore News	Postmedia Network Inc.	Community newspaper	ON
LaSalle Post	Postmedia Network Inc.	Community newspaper	ON
Morden Times	Postmedia Network Inc.	Community newspaper	MB
Shoreline Week	Postmedia Network Inc.	Community newspaper	ON
The Carman Valley Leader	Postmedia Network Inc.	Community newspaper	MB
The Interlake Spectator	Postmedia Network Inc.	Community newspaper	MB
The Prairie Farmer	Postmedia Network Inc.	Community newspaper	MB
The Red River Valley Echo	Postmedia Network Inc.	Community newspaper	MB
The Selkirk Journal	Postmedia Network Inc.	Community newspaper	MB
The Stonewall Argus & Teulon Times	Postmedia Network Inc.	Community newspaper	MB
Tilbury Times	Postmedia Network Inc.	Community newspaper	ON
Tillsonburg News	Postmedia Network Inc.	Community newspaper	ON
Winkler Times	Postmedia Network Inc.	Community newspaper	MB
Amherst News	Saltwire Network	Community newspaper	NS
Sackville Tribune-Post	Saltwire Network	Community newspaper	NB
The Central Voice	Saltwire Network	Community newspaper	NL
The Compass	Saltwire Network	Community newspaper	NL
The Gulf News	Saltwire Network	Community newspaper	NL
The Labrador Voice	Saltwire Network	Community newspaper	NL
The Packet	Saltwire Network	Community newspaper	NL
The Southern Gazette	Saltwire Network	Community newspaper	NL
The Western Star	Saltwire Network	Community newspaper	NL
The Northern Pen	Saltwire Network	Community newspaper	NL
Tri-County Extra	Saltwire Network	Community newspaper	NS
Valley Harvester	Saltwire Network	Community newspaper	NS
Beach-East York Neighbourhood Voice	Torstar Corporation	Community newspaper	ON

Bloor West-Parkdale Neighbourhood Voice	Torstar Corporation	Community newspaper	ON
York-City Centre Neighbourhood Voice	Torstar Corporation	Community newspaper	ON

Media outlets that have reopened

Outlet	Owner	Media type	Province
Bridge River Lillooet News	Glacier Media/Independent	Community newspaper	BC
Canadian Jewish News	Independent	Community newspaper	ON
Eastern Ontario AgriNews	Independent	Community newspaper	ON
The Bird's Eye	Independent	Community newspaper	BC
The Chesterville Record	Independent	Community newspaper	ON
The Low Down to Hull and Back	Independent	Community newspaper	QC
Villager News	Independent	Community newspaper	ON
Annapolis Valley Register	Saltwire Network	Community newspaper	NS
Colchester Weekly News/Colchester Wire	Saltwire Network	Community newspaper	NS
Journal Pioneer	Saltwire Network	Daily newspaper	PE
South Shore Breaker	Saltwire Network	Community newspaper	NS
The Casket	Saltwire Network	Community newspaper	NS
The News	Saltwire Network	Community newspaper	NS
Tri-County Vanguard	Saltwire Network	Community newspaper	NS
Truro News	Saltwire Network	Community newspaper	NS
Valley Journal Advertiser	Saltwire Network	Community newspaper	NS