



LOCAL NEWS RESEARCH
PROJECT



SPATIAL INFORMATION FOR
SPICE
COMMUNITY ENGAGEMENT

Local News Map Data
February 1, 2023

ABOUT THIS PROJECT

The [Local News Map](#) is a crowd-sourced resource that tracks what is happening to local newspapers, broadcast outlets and online/digital news sources in places across Canada. The map displays information going back to 2008, the start of a deep recession and a turning point for many previously profitable local news organizations. This report, which along with a copy of the latest data is produced every two months and archived [here](#), summarizes the information available on the map.

The map displays markers that represent changes to free local daily newspapers, paid subscription local daily newspapers, community newspapers (published fewer than five days per week), private/public radio stations, private/public television stations and online/digital news sources, including online radio stations, newsletters, web-based digital news sites and other emerging online formats.

The following types of changes to local news operations are recorded on the map:

- the closing or launch of a news outlet
- service improvements such as a new or extended local television newscast
- service reductions such as a reduction in the number of times a newspaper publishes per week
- mergers of local news outlets that result in the launch of a new entity and/or the closing of an existing news operation
- local free daily newspapers that become community newspapers
- local paid-subscription daily newspapers that become community newspapers
- local news operations that shift to making content available online only

Map markers only reflect the most recent change at a news outlet so a digital site that launched in 2016 would show up on the map/in the data as a “new” online/digital outlet. If that news operation subsequently expanded service by, for instance, opening bureaus in nearby communities, the marker would be changed to a “service increase” marker and appear that way in the overall data. The marker description would, however, include information about the history of the launch and any other previous changes.

A local news organization is defined as a news outlet that maintains independence from those it covers, demonstrates a commitment to accuracy and transparency in reporting methods, and is devoted primarily to reporting and disseminating timely, originally produced news about people, places, issues and events in a defined geographic area.

When users click on a map marker, a pop-up box displays the name and owner of the news outlet along with information on what changed, the community name, when the change occurred, language of operation and links to the source of information about the change. Filters allow users to sort the markers by news outlet ownership, media type and type of change.

The information that registered users add to the map about changes to local newspaper, radio, television and online/digital news sources is displayed using color-coded markers. Map administrators also regularly add markers. The fact that the pace of change is steady but slow helps ensure the accuracy of map data because, with fewer than a dozen markers typically

added each month, administrators are able to verify each crowd-sourced submission. This includes reviewing the contents of links that provide details of the change that has occurred. These links are published with the markers so the source of the information is clear to map users. The journalists, researchers, journalism students, media owners and community members who visit the site and are quick to point out errors also constitute a form of quality control for the data.

This project is the result of a collaboration between Professor [April Lindgren](#), lead investigator for the [Local News Research Project](#) at Toronto Metropolitan University's School of Journalism and Associate Professor [Jon Corbett](#), who leads the University of British Columbia's [SpICE Lab](#) (Spatial Information for Community Mapping). Funding for this project has been provided by the Rossy Foundation, the [Ken and Debbie Rubin Public Interest Advocacy Fund](#), the [Canadian Geospatial and Open Data Research Partnership](#), the Canadian Media Union/CWA Canada, Canadian Journalists for Free Expression, a Mitacs Accelerate grant, Unifor and Toronto Metropolitan University.

Credits/citations: The Local News Map is a joint project of the Local News Research Project at Toronto Metropolitan University's School of Journalism and the University of British Columbia's SpICE Lab (Spatial Information for Community Mapping).

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Visit the map: <https://localnewsmap.geolive.ca/>

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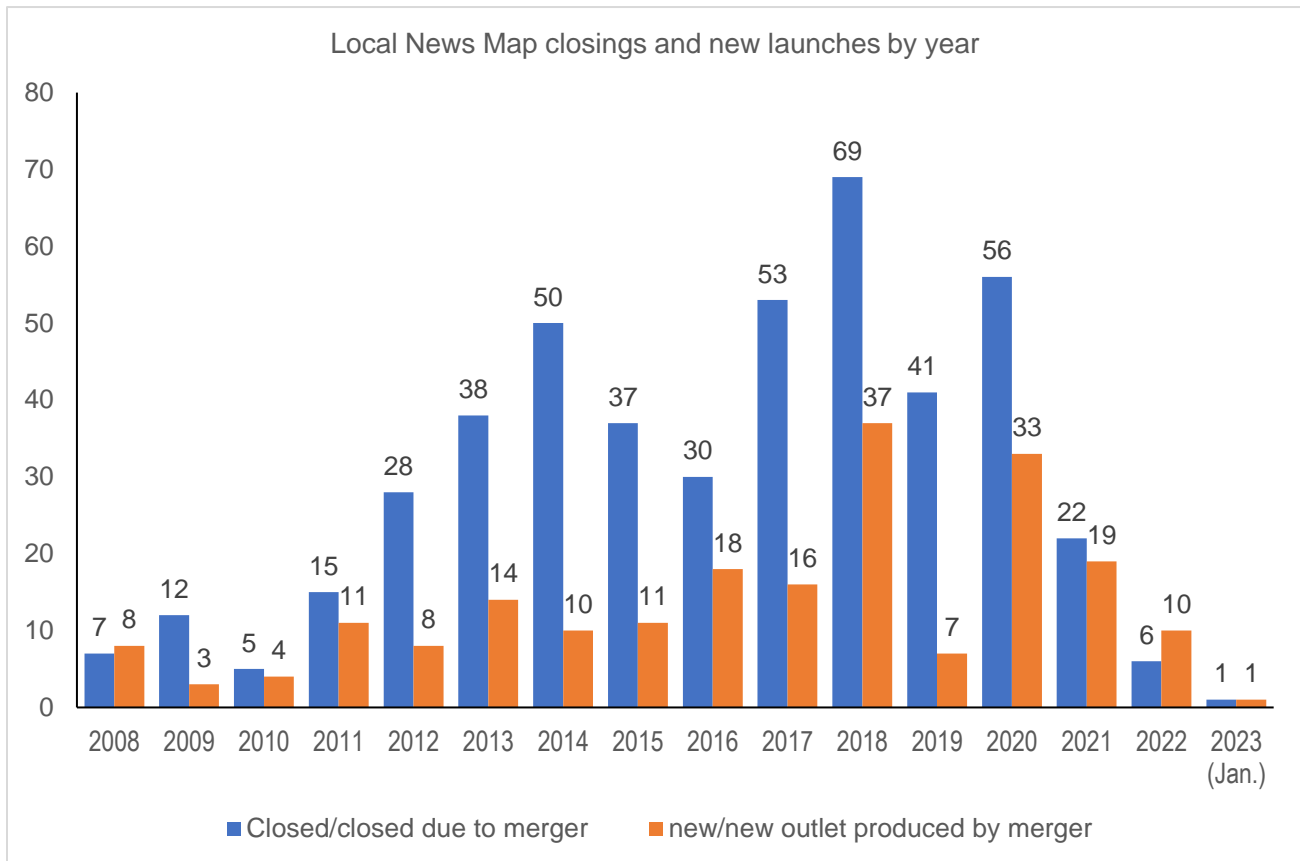
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Worth noting

General

- between 2008 and February 1, 2023, a total of 470 local news operations closed in 335 communities across Canada
- community newspapers, which publish fewer than five times per week, account for most of the closings (360)
- 210 new local news outlets launched between 2008 and February 1, 2023, in 147 communities



A special [report](#) published in mid-2022 that examined the effects of the pandemic on news media in Canada suggested difficult times may be ahead given the end of government COVID subsidies and uncertain prospects for a major recovery in advertising. Recent map data suggest those difficult times may have arrived.

In October 2022, SaltWire Network cancelled the Monday print editions of its four daily newspapers - the Cape Breton Post, Chronicle Herald, The Guardian, and The Telegram.

Since June 2022, Postmedia Network Corp. has also been announcing the cancellation of some or all print and e-editions at many of its daily and community papers. Map markers for 18 Postmedia publications have been updated to reflect these changes. The company's recent

decision to shift 12 community newspapers in Alberta to [digital-only formats](#) as of February 27 will be reflected in the next Local News Map summary report scheduled for release on April 1, 2023.

All of these developments come amid a recent flurry of layoff notices and dismissals. Postmedia [announced](#) in late January 2023 that it will lay off 11 per cent of its editorial staff. Not long afterwards, the digital startup Overstory Media Group [fired four journalists](#) - half the editorial team - at its flagship Capital Daily site in Victoria, B.C.

Since the last Local News Map update on December 1, 2022, eight new markers representing changes to local news media were added to the map including three from previous years that came to our attention. Among the changes:

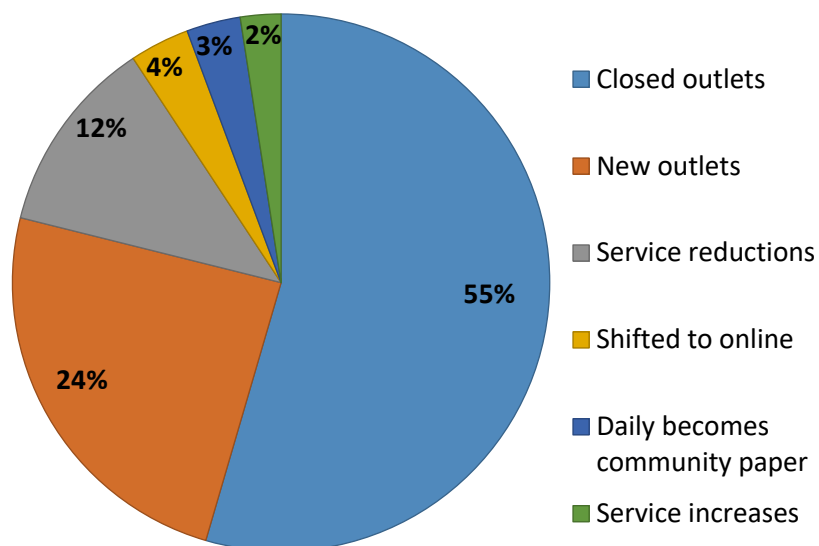
- A new marker was added for the closing of a community newspaper: The Voice closed in 2023.
- Two new markers were added for the launch of new online news outlets: BurlingtonToday.com launched in 2022 and PelhamToday.ca in 2023.
- A new marker was added for one community newspaper that shifted online: NOW Magazine shifted fully online in 2022.
- Two new markers were added for community newspapers that decreased service: Simcoe Reformer cut its Wednesday and Friday editions in 2022 and Woodstock Sentinel-Review stopped publishing a Wednesday edition in 2023.
- Two new markers were added that signal daily newspapers transforming into community newspapers (published fewer than five times per week): Owen Sound Sun Times and Standard-Freeholder cut their Wednesday and Friday editions in 2023 and now only publish print and e-editions on Tuesdays, Thursdays and Saturdays.

Overview of map data

The map displayed a total of 862 markers representing changes to local news outlets of all types between 2008 and February 1, 2023.

Breakdown of all markers by type of change that occurred:

closed	359
closed due to merger	111
daily (free) becomes a community paper	3
daily becomes a community paper	25
decrease in service	102
increase in service	21
new	175
new outlet produced by merger	35
shifted to online	31



Breakdown of all markers by type of media:

community paper	482
daily paper - free	34
daily paper - paid	72
online/digital	149
radio - private	45
radio - public	11
TV - private	42
TV - public	27

Breakdown of all markers by ownership¹:

Independent owners ²	194
Postmedia	98
Black Press	45
Transcontinental	38
Metroland	37
Torstar	36
Glacier Media	35
SaltWire Network	33
CBC/Radio-Canada	28
Sun Media	28
Bell Media	25
Rogers Media	17
Village Media	17
Great West Newspapers	16
Quebecor	16
Star News Inc.	12
Other	187

¹Only owners associated with more than 10 markers are listed except in the case of independent owners

²Owners with fewer than 3 media properties

Local news outlets that have closed since 2008

Total number of closings: 470 (359 direct closings + 111 closings due to mergers)

Number of communities where a local news outlet has closed: 335

Breakdown of closings by type of media:

community paper	360
daily paper - free	27
daily paper - paid	13
online/digital	27
radio – private	25
radio – public	6
TV – private	12
TV – public	0

Breakdown of closings by ownership¹:

Independent owners ²	81
Postmedia	57
Transcontinental	34
Black Press	32
Glacier Media	29
Sun Media	25
SaltWire Network	24
Metroland	23
Torstar	22
Great West Newspapers	13
Star News Inc.	11
Other	119

¹Only owners associated with more than 10 markers are listed except in the case of independent owners

²Owners with fewer than 3 media properties

Newly launched local news outlets since 2008

Total number of markers representing new outlets: 210 (175 new outlets + 35 new outlets produced by mergers)

Number of communities where a new local news outlet has been launched: 147

Breakdown of new outlets by media type:

community paper	68
daily paper - free	1
online/digital	114
radio – private	14
radio – public	3
TV – private	5
TV – public	5

Breakdown of new outlets by ownership¹:

Independent owners ²	93
Village Media	16
Torstar	10
Metroland	7
Overstory Media Group	6
Rogers Media	6
Bell Media	5
Black Press	5
The Discourse	5
CBC/Radio-Canada	4
Glacier Media	4
TVO	4
Your Community Voice	4
Other	41

¹Only owners associated with more than 3 markers are listed except in the case of independent owners

²Owners with fewer than 3 media properties

Increases in service since 2008

Total number of service increases: 21
Number of affected communities: 20

Breakdown of service increases by type of media:

community paper	1
daily paper - free	0
daily paper - paid	2
online/digital	8
radio - private	0
radio - public	1
TV - private	9
TV - public	0

Note: Examples of service increases include longer local newscasts, the launch of a new local news program, increased frequency of publication for newspapers

Decreases in service since 2008

Total number of service reductions: 102
Number of affected communities: 59

Breakdown of service reductions by type of media:

community paper	29
daily paper - free	2
daily paper - paid	26
online/digital	0
radio - private	6
radio - public	1
TV - private	16
TV - public	22

Note: Examples of service decreases include shorter newscasts or fewer print editions per week for newspapers

Breakdown of data by type of local media (2008 to February 1, 2023)

NEWSPAPERS

- Total number of markers representing changes at daily and community (published fewer than five times per week) newspapers: 588
- Total number of daily and community newspapers that have closed: 400 (289 direct closings + 111 closings due to mergers) in 309 communities
- Total number of markers representing newly launched daily and community newspapers: 69 (34 new outlets + 35 new outlets produced by mergers) in 63 communities
- Total number of daily and community newspaper service decreases: 57
- Total number of daily and community newspapers that shifted to online: 31
- Total number of daily newspapers that became community newspapers: 28
- Total number of daily and community newspaper service increases: 3

Community newspaper markers on the map:

- Total number of community newspaper markers: 482
- Total number of community newspapers that have closed: 360 (252 direct closings + 108 closings due to mergers) in 292 communities
- Total number of new community newspapers: 68 (33 new outlets + 35 new outlets produced by mergers) in 63 communities
- Total number of community newspaper service decreases: 29
- Total number of community newspapers that shifted to online: 24
- Total number of community newspaper service increases: 1

Daily newspaper markers on the map:

- Total number of daily newspaper markers: 106
- Total number of daily newspapers that have closed: 40 (37 direct closings + 3 closings due to mergers)
- Total number of new daily newspapers: 1 (1 new outlet)
- Total number of daily newspaper service decreases: 28
- Total number of daily newspapers that became community newspapers: 28
- Total number of community newspapers that shifted to online: 7
- Total number of community newspaper service increases: 2

ONLINE/DIGITAL

- Total number of markers representing changes at online/digital news sources: 149
- Total number of newly launched online news sites: 114
- Total number of closed online news sites: 27
- Total number of online news sites service increases: 8

RADIO

- Total number of markers representing changes at radio stations: 56
- Total number of new radio stations: 17
- Total number of closed radio programs: 31
- Total number of radio station service reductions: 7
- Total number of radio station service increases: 1

TELEVISION

- Total number of markers representing changes to television stations: 69
- Total number of new TV stations: 10
- Total number of closed TV stations: 12
- Total number of TV station service reductions: 38
- Total number of TV station service increases: 9

Provincial data for changes to local news media since 2008

Breakdown of changes to local news outlets by province/territory

Province/territory	Number of closings/ closings due to mergers	Number of new/new outlets due to merger	Number of service reductions	Number of service increases	Total # of markers
Alberta	57	23	16	0	96
British Columbia	75	43	21	1	140
Manitoba	30	7	5	1	43
New Brunswick	11	6	7	1	25
Newfoundland and Labrador	20	0	3	0	23
Northwest Territories	2	1	1	1	5
Nova Scotia	23	9	5	3	40
Nunavut	0	0	0	0	0
Ontario	143	95	61	9	308
Prince Edward Island	0	0	3	0	3
Quebec	74	17	33	1	125
Saskatchewan	35	9	4	4	52
Yukon	0	0	2	0	2
Canada (total)	470	210	161	21	862

Breakdown of number of changes to different types of media by province/territory

Province/territory	Newspaper	Online/ digital	Radio	Television	Total # of markers
Alberta	70	11	4	11	96
British Columbia	80	36	18	6	140
Manitoba	34	1	3	5	43
New Brunswick	18	5	0	2	25
Newfoundland and Labrador	19	1	2	1	23
Northwest Territories	2	1	1	1	5
Nova Scotia	32	7	0	1	40
Nunavut	0	0	0	0	0
Ontario	200	72	16	20	308
Prince Edward Island	2	0	0	1	3
Quebec	86	11	12	16	125
Saskatchewan	43	4	0	5	52
Yukon	2	0	0	0	2
Canada (total)	588	149	56	69	862