

#CanadianMediaManifesto

# CANADIAN MEDIA MANIFESTO

## THE SITUATION.

The news isn't good. Since the beginning of the COVID-19 pandemic, 53 Canadian news media publications have closed (48 were community newspapers). Moreover, 3,000+ journalists have lost their jobs. Between 2008 and April 1, 2021, 448 news operations closed in 323 communities. More communities are devolving into news deserts, every week more Canadian media jobs are lost. As a result, trusted local news, journalists' jobs, and our ability to reach and inform Canadians are all at risk.

The solution: Advertising. Critical to a robust media system, advertising funds essential investments in Canadian jobs and local news. We at the CMDC have a plan.

## WHAT WE WANT TO ACCOMPLISH.

Through collaboration with our top digital partners



**OUR GOAL, BY 2025, IS TO INCREASE CANADIAN SHARE OF DIGITAL MEDIA INVESTMENT TO 25%.**

Based on current forecasts, this could represent an increase of \$350m from SMI tracked agencies to Canadian publishers and increase total digital investment in Canadian outlets above \$1B.

### HERE'S WHY

A healthy, balanced Canadian media ecosystem supports the economy, fosters responsible media, and gives our clients more opportunity to connect with engaged and diverse Canadian audiences. Local news is good for democracy, diversity, and the economy. It's good for Canada. Yet advertisers spend only 19% of their digital media budgets on Canadian Media.

# HERE'S HOW

- » **To highlight the importance of investment in local media** – and to rally the industry around this critical issue – the CMDC has launched the first Canadian Media Manifesto for responsible media practices.
- » Our Canadian Media Manifesto promotes to advertisers **the benefits of investing locally with intent**. We're not asking them to invest blindly in only Canadian platforms; we're asking them to understand and to share the gain from the universal and sustainable benefits of a strong, sustainable Canadian media ecosystem.
- » **Diversity**. Our industry relies on a strong and diverse range of media voices and outlets. They keep us informed, promote accountability, support our economic recovery and form the backbone of our national fabric.
- » **Advertising is a critical driver of the Canadian economy**. There has never been a better time to invest in Canadian media and we're coming back stronger than ever." We are asking leaders to take a pledge as the start of our 'Canadian Media Manifesto' mission.
- » CMDC members represent almost **97% of Canada's total advertising investment**. This means that our members have a critical role to play in educating, providing data, and building a viable media infrastructure that allows Canadian media to thrive.

## WHAT YOU CAN DO.

- 1 Join the movement to support** Canadian Media and take the pledge.
- 2 Initiate a conversation on the value** of Canadian Media at your agency. It all starts with one conversation with your planning and investment team to assess your strategy and investments supporting local media.
- 3 Review and apply Canadian Media Manifesto task force tools** and tactics for agencies, publishers and marketers to start to re-imagine a sustainable and healthy Canadian media ecosystem and invest with intention.
- 4 Measure**. CMDC has partnered with SMI to create a simple measurement and progress tracking tool. All members of the CMDC will have access.
- 5 Share**. As leaders in the media industry; great challenges like this offer opportunities for great leadership and collaboration. We can demonstrate our leadership by uniting and sharing this pledge. We see it proclaimed and practised in every industry and in every country around the world right now: "Buy Local". If we collectively decide to buy local and invest in our Canadian media ecosystem, we will reverse these trends and ensure our news and Canadian media industry grows strong once again.

### About CMDC

The Canadian Media Directors' Council is an association that plays a proactive role in the media communications industry as advocates, leaders and advisors, to ensure a fair and progressive marketplace on behalf of our clients, our agencies and our media partners. We operate as a collective, influential voice, promoting the advertising sector as a driver of growth. It is essential that we share our voice in the significant decisions that will directly affect our industry.

### About The Canadian Media Manifesto

The Canadian Media Manifesto is a collaborative effort of industry leaders. The CMDC taskforce includes leaders from across member agencies including, Sarah Thompson, CSO, GroupM, Caroline Moul, President, PHD, CSO MindShare; Brian Cuddy, VP Digital Cossette; Samantha Kelley, VP Group Director, Touche, Patricia Gray, VP Digital Media Experts.

Further questions on The Canadian Media Manifesto please contact

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