



Brief to the Commission of Culture and Communication

# **The future of News Media in Quebec's English-speaking Minority Communities**

Presented by the  
Quebec Community Newspapers Association

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## **Introduction**

The Quebec Community Newspapers Association, or QCNA, is a not-for-profit representative organization. The Association may, through its secretariat, serve as a clearing house for information, including paid advertising information to help members ensure their financial viability. We help to enhance the role of the community newspapers and their enterprises as social, cultural and economic catalysts. The Association will help to support the community involvement of its members, reinforcing their leadership role vis-à-vis their audience and communities.

QCNA is focused on strategic issues affecting the development and vitality of Quebec's English minority communities' newspapers, through advocacy and governmental representation to defend their rights.

Our 23 full members and 7 affiliate members are all community/local newspapers. They work to keep the minority communities informed about local news, politics and services to be found in their cities, towns or municipalities. Most provide direct services to community organizations by conveying their crucial information to the English minority population. Most of our members serve isolated pockets of English-speaking Quebecers in dense urban settings and others are the only link to information in small isolated or agricultural areas. Across Quebec our members are a fundamental and crucial part of their community and play a central role in our democracy.

English-speaking Quebec is Canada's largest official language minority community; with more than 1 million people; which represents 13,7% of Quebecers who specifically use English as their first official spoken language. Although 84 per cent of our community lives within the Montreal Census Metropolitan Area, more than 210,000 community members live in other Quebec regions and our members strive to keep all of them connected through the distribution of information.

## **Media Landscape**

English-speaking Quebecers have consistently signalled that access to information in their own language is both a need and a priority (CHSSN-CROP survey, various years). This may seem a bit of a contradiction in a world awash in English-language information through CNN, Time magazine and Hollywood movies galore. The important nuance is that English-speaking Quebecers need information in their own language about their own local and regional communities, something that is increasingly hard to access on a consistent basis in a

context of the francization of daily life in Quebec and the demise of traditional community media.

English-speaking Quebecers have historically enjoyed access to a variety of local and regional media with a history that has been disrupted by disturbing media trends that have given impetus to numerous consultations. The very existence of long-established media institutions deeply rooted in our communities now appears endangered. A significant number have already disappeared. Others have been transformed, most not for the better.

<sup>1</sup>News media currently serving English-speaking Quebec includes:

- two daily newspapers (The Montreal Gazette, which also has a significant digital presence, and The Record, based in the Eastern Townships);
- more than four dozen community newspapers, of which 30 belong to the QCNA and some of which are 'inserts' in French language community newspapers;
- three network television stations with major websites (CBC, CTV and Global) along with City TV;
- Community TV – which is enjoying a recent revival in Montreal, if not elsewhere in our community outside that city;
- radio stations that provide news and current affairs (CJAD, CBC);
- eight community and campus radio stations (2 are campus, and 2 of the community stations are bilingual); and
- a variety of online-only media outlets, such as MTL Blog, Le Ricochet and some serving as 'community hubs' in rural regions to fill the vacuum left by the demise of traditional community newspapers.

## **Situation Overview**

A vibrant, healthy and diverse media serves to inform, encourage, embody and advance public debate. It also provides a core indicator of the civic health of its community. Free-flowing, wide-ranging information and opinions enables and nourishes democracy. Local media that accurately reflects the community it serves is essential to help sustain democratic values and provide a framework for our communities to evolve.

These values are of even greater importance in situations characterized by minority linguistic and cultural status. We believe the government can take a leadership role as defined by its mission statement: "In the areas of culture and communications, the Commission contributes to the development of these fields, to individual and collective development, and to the creation of an environment conducive to the creation and vitality of

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<sup>1</sup> QCGN Brief, 2016

the territories.” The actions that can be taken by the Commission are further encouraged through its vision: “To be the catalyst for a unique, diverse, accessible, inclusive culture that calls for partnerships and citizen participation.” Under these principal guidelines, we feel our collaboration would ensure the accomplishment of your mandate while strengthening our culturally diverse English-speaking communities.

One of the policy roles and mandates of the Commission of Culture and Communication is to offer operative assistance for community media. Outlined in the program, community media is to promote the accessibility and participation of the population in the media, to improve the supply of local and regional information, and to contribute to the development of the regions while contributing to the promotion of the French language. Although the program also supports English-speaking community/local newspapers by specifically qualifying the program “as promotion of the French language” it is clearly contradictory with the Commission’s vision of diversity. Furthermore, it does not consider the cultural differences between the traditional Francophone Community business model of not-for-profit and the English community newspaper traditional business model of for profit.<sup>2</sup> More than 65 community newspapers are supported by the Ministry of Culture and Communications. They are fully recognized therefore can participate in all programs created to support the community local press. Of this list, only two are serving the English-speaking community in their language of choice. These “approved community media” are also benefitting from the Commission’s directive to encourage all departments and government organizations to dedicate 4% of all their advertising to community news media.

**It is in this context that we are addressing you. Our challenge, as English-speaking community/local newspapers, is to be recognized and appreciated for the local work we do in our communities. We encourage community involvement through participation in associative memberships like the QCGN. We foster support for local service providers by creating partnerships and we strive for diverse quality media content that is local and relevant even as news consumers now turn to digital sources in ever-greater numbers. We meet all the criteria of the community newspaper except for being a not-for-profit and French.**

QCNA is a strategic partner with the Association de la presse francophone du Canada, or APF, and we work collaboratively to help official language community newspapers in a minority setting thrive. The equal partnership is not only appropriate because it reflects the Official Language designation of Canada, but it is also helping inclusivity, equality and competitiveness of all minorities. A strong local newspaper can make a significant difference in the lives of a small minority community and in English Quebec most of those newspapers

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<sup>2</sup> You can find the list at <https://www.mcc.gouv.qc.ca/index.php?id=4613>

are for-profit organizations. If the government is to support its diverse communities, it must understand the fundamental cultural differences.

The National Newspaper Association defines Community Newspaper as: “any newspaper that defines itself as committed to serving a particular community”. Isobel-Patricia Lonergan in his thesis submitted to the Faculty of Graduate and Postdoctoral Affairs for the degree of Master of Journalism at Carleton University in 2015, writes: “This study hopes to help fill that gap by examining the role of community newspapers in democratic social inquiry, where “community newspaper” is narrowly defined as small, locally oriented publications serving a specific geographic region, with distribution of the print product at a frequency of no more than three times per week. Even Wikipedia refers to Community Newspapers as a term used by publishers, advertisers and readers to describe a range of publications that share a common service to their local community and commerce. As you can see the definition is very different than its French counterpart that refers to community newspapers as community owned.

The work, the reporting and the positive result on the community is the same. We are seeing a significant difference in support from the Government in accomplishing this important democratic and informative role for all English-speaking Quebecers. Here is a list of official language community media (radio and newspapers) in minority settings from across Canada. You will easily notice that the majority of newspapers serving the Quebec-English communities are privately owned and the majority of the newspapers serving the French-speaking Canadians outside of Quebec are not-for-profit. They are both viewed equally important to the Canadian Government therefore all federal government funding is equally accessible to both forms of community newspapers.

We ask for: **A new definition of “community newspapers”**, to be inclusive of the English-speaking community newspapers serving official language minority communities in all the subsidized government programs. We recommend that the definition of community should not be based on the business type but more on the services and content of the news provided locally. Furthermore, to be inclusive of the cultural diversity in Quebec we recommend that the specificity of the “French content” be removed from the program objective.

List compiled by APF for federal project funding:

<b>Province / Territoire</b>	<b>Langue officielle</b>	<b>Entités légales ou affiliations</b>	<b>OBNL ou Entrepris e</b>	<b>Média(s) communautaire(s) )</b>
Nunavut	Français	Association francophone du Nunavut	OBNL	Journal Le Nunavoix et la radio CFRT
Yukon	Français	Association des franco-yukonnais	OBNL	Journal L'Aurore boréale
Territoires du Nord-Ouest	Français	Les Éditions franco-ténoises	OBNL	Journal L'Aquilon et Radio CIVR
Colombie-Britannique	Français	La Source (Vancouver)	Entreprise	La Source
	Français	CILS - Victoria	OBNL	CILS
Alberta	Français	Le Franco (Edmonton)	Entreprise	La Franco
	Français	Radio Edmonton	OBNL	Radio Edmonton
	Français	CHPL Plamondon	OBNL	CHPL Plamondon
	Français	CKRP Rivière-la-Paix	OBNL	CKRP Rivière-la-Paix
Saskatchewan	Français	Coopérative des publications fransaskoises	OBNL	Journal L'Eau vive
	Français	CFRG Gravelbourg	OBNL	CFRG
Manitoba	Français	Presse-Ouest (pour La Liberté)	Entreprise	Journal La Liberté
	Français	CKXL - Winnipeg	OBNL	CKXL
Ontario	Français	Hearst Médias	OBNL	Journal Le Nord et radio CINN
	Français	Publication Voyageur	Entreprise	Le Voyageur (Sudbury)
	Français	Tribune du Nipissing-Ouest	Entreprise	Tribune du Nipissing-Ouest (Sturgeon Falls)
	Français	Le Goût de vivre (Penetanguisne)	OBNL	Le Goût de vivre
	Français	CFRH - Penetanguisene	OBNL	CFRH
	Français	Capitales Médias	Entreprise	Le Droit
	Français	Orleans Star	Entreprise	L'Orléanais
	Français	Les Éditions André-Paquette	Entreprise	Vision, Le Reflet, Le Carillon
	Français	L'Express de Toronto inc.	Entreprise	L'Express de Toronto

	Français	Altomédia	Entreprise	Rempart, Metropolitain, L'Action, Le Régional
	Français	UCFO	OBNL	Agricom
	Français	La Presse communautaire et CKGN	OBNL	La Presse communautaire et CKGN
	Français	UNIQUE - Ottawa	OBNL	CJFO
	Français	CHOD - Est ontarien	OBNL	CHOD
	Français	CHOQ - Toronto	OBNL	CHOQ
Nouvelle-Écosse	Français	Société de presse acadienne	OBNL	Le Courrier de la Nouvelle-Écosse
	Français	CKRH - Halifax	OBNL	CKRH
	Français	CIFA - Saulnierville	OBNL	CIFA
	Français	CKJM - Cheticamp	OBNL	CKJM
	Français	CITU - Petit-de-Grat	OBNL	CITU
Nouveau-Brunswick	Français	Acadie Média	Entreprise	Acadie Nouvelle
	Français	Le Moniteur acadien (Shediac)	Entreprise	Le Moniteur acadien
	Français	Association régional de la communauté francophone de Saint-Jean	OBNL	Le Saint-Jeanois
	Français	Brunswick News	Entreprise	L'Étoile
	Français	CFAI - Edmundston	OBNL	CFAI -
	Français	CFJU - Kedgwick - St-Quentin	OBNL	CFJU
	Français	CIMS - Balmoral	OBNL	CIMS
	Français	CKRO - Pokemouche	OBNL	CKRO
	Français	CKMA - Miramichi	OBNL	CKMA
	Français	Radio Beauséjour	OBNL	Radios CJSE et CFBO
	Français	CKUM Moncton	OBNL	CKUM
	Français	CJPN Fredericton	OBNL	CJPN
	Français	CHQC - St-Jean	OBNL	CHQC
Île-du-Prince-Édouard	Français	La Voix acadienne inc.	OBNL	La Voix acadienne
Terre-Neuve et Labrador	Français	Le Gaboteur	OBNL	Le Gaboteur
	Français	CJRM (TNL)	OBNL	CJRM

Quebec English Radios	English	CIDI - Brome-Missisquoi	ONBL	CIDI FM
	English	CFBS - Blanc-Sablon	OBNL	CFBS FM
	English	CJMQ - Lennoxville	OBNL	CJMQ FM
	English	CJAS - Ste-Augustine	OBNL	CJAS FM
	English	CFTH - Harrington Harbour	OBNL	CFTH FM
	English	CHIP - Pontiac	OBNL	CHIP FM
Quebec English Newspapers	English	Aylmer Bulletin	Entreprise	Aylmer Bulletin, Pontiac Journal, West Quebec Post
	English	Low Down to Hull & Back News - Chelsea	Entreprise	Low Down to Hull & Back News
	English	The Equity - Shawville	Entreprise	The Equity
	English	Main Street - Laurentian	Entreprise	Main Street
	English	News First	Entreprise	The Laval News, Parc Extension News, South Shore News
	English	Michael Publishing	Entreprise	The Suburban City, West Island, Laval
	English	Kahnawake News - Kahnawake	Entreprise	Kahnawake News
	English	Westmount Independant - Westmount	Entreprise	Westmount Independant
	English	Sherbrooke Record	Entreprise	Sherbrooke Record, Brome County News
	English	TownShips Sun - Lennoxville	OBNL	TownShips Sun
	English	The S.P.E.C - The Gaspé	OBNL	The S.P.E.C
	English	Quebec Chronicle-Telegraph - Quebec City	Entreprise	Quebec Chronicle-Telegraph
	English	The Senior Times - Montreal	Entreprise	The Senior Times
	English	Quebec Farmers Advocate - Ormstown, Hemmingford	OBNL	Quebec Farmers Advocate
	English	Canadian Jewish News - Montreal	Entreprise	Canadian Jewish News
	English	Humsafar Times - Lasalle	Entreprise	Humsafar Times
	English	The Nation - James Bay Territory	Entreprise	The Nation
	English	Nunatsiaq News - Nunavik and Nunavut	Entreprise	Nunatsiaq News



	English	Sud-Ouest Journal	Entreprise	Sud-Ouest Journal
	English	The Eastern Door - Kahnawake	Entreprise	Eastern Door
	English	Stanstead Journal - Stanstead, Qc	Entreprise	Stanstead Journal
	English	Your Local Journal - Vaudreuil-Dorion, Québec	Entreprise	Your Local Journal
	English	Cult.MTL - Montreal	Entreprise	Cult Montreal
	English	Gravite Media (Journal St-François)	Entreprise	The Gleaner
	English	Ricoshet Media	Entreprise	Ricoshet Media
	English	Cittadino	Entreprise	Cittadino, Montreal
	English	The North Shore News	Entreprise	The North Shore News
	English	Lori:Wase	Entreprise	Lori:Wase, Kahnawke
	English	Pontiac Journal	Entreprise	Pontiac Journal
	English	Monteal Community Contact	Entreprise	Monteal Community Contact

### **Recycling information dilemma Financial Impact**

Arthur Sulzberger Jr. said, “Newspapers cannot be defined by the second word—paper. They’ve got to be defined by the first word—news.”

Revenue trends are clear and in some instances shocking where figures are available. Print advertising revenue, including digital in small community papers are below what is needed for proper financial stability. Classified advertising, once a newspaper-revenue staple, has virtually evaporated. Consumers have abandoned the placement of ads in newspapers because Craigslist, Kijiji, Lespac and similar services which allow them to buy and sell items, rent apartments, etc. for free. The government has also turned to digital advertisements through social media and other more prominent aggregators are leaving the community newspapers at a loss. Unfortunately, the community papers must also face increased expenses even with internal cuts and reduced labour. Most of QCNA’S members have had to cut jobs, and many publisher-editors are also writing articles, taking pictures while dealing with a lot of administrative duties. The government has added a layer of fees with the Recycling tax and free advertisement in lieu of fees owed.

It is because of this additional financial strain that we are addressing you. **Our challenge, as English-speaking community/local newspapers, is to be recognized as an integral and essential part of democracy and the minority community's cultural expression. We encourage environmental initiatives and are favourable to working with the government in sharing advertisement to promote recycling, but we cannot carry the burden of fees that do not represent the exact characterization of the newspapers.**

Collins dictionary defines the following terms:

A book is a number of pieces of paper, usually with words printed on them, which are fastened together and fixed inside a cover of stronger paper or cardboard. Books contain information, stories, or poetry, for example.

A newspaper is a publication consisting of a number of large sheets of folded paper, on which news, advertisements, and other information are printed.

We are attempting to draw the similarities that both books and newspapers play in the life of our communities. Attention can be brought to the fact that many community newspapers print stories from the community where it features the local hero. Children's accomplishments are immortalized and celebrated in the local newspaper. The cultural heritage and customs are also playing out for all to see in each edition when the edition promotes a religious or national holiday. A newspaper is the cultural expression of the community it serves; it is the first to write about the local culture.

We could also argue the democratic role all newspapers play in keeping all governments accountable to the population. How can a community make an informed decision if no real responsible news source is available to them? The financial burden incurred by the community English-speaking newspapers coupled with the lack of financial support has had a detrimental and unsettling impact on their capability to perform their duty towards the community they serve. While the books are sheltered from any environmental taxes, even with the arrival of digitally printed books, our industry; even though we are a crucial information tool; is penalized at the same rate as an empty bottle of soda or wrapping paper.

<sup>3</sup>Here are the staggering numbers to consider:

Between 2010 and 2019, fewer tonnes of newsprint were produced -92,000 (-68%). Even with this substantial reduction of newspaper produced, the contribution demanded by the government from the media rose by \$9 million an increase of +340%, over the same period.

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<sup>3</sup> source paper from RecycleMédia 2019

The per-tonne processing cost went from \$23.03 in 2010 to \$241.92. Even with the initial subsidy announced in 2017 of 12 million dollars over five years and the newly added 3 million dollars... many newspapers cannot foresee continuing publishing much longer. If the Commission values the vital role local journalism plays in the life of minority communities, it must then take drastic measures to ensure the vitality and financial viability of these newspapers.

We ask that, **Newspapers are defined as “cultural and democratic information tools”**. Newspapers are not recycling waste, like flyers, milk cartons and cardboard. Newspapers, like books, should be considered a cultural and democratic information tool exempt from the recycling taxes. We recommend the commission defines the community newspapers as cultural and democratic tools essential to English-speaking communities and works with QCNA to establish the new advertisement promotional partnership agreement.

### **Advertisement Will Always Be Needed Even in the Age of Digital**

News will continue to be produced by journalists and newspapers will continue to distribute the information to their readership. In the case of community newspapers, the readership is localized, and the news is mostly about the region. The question of print or digital is only the means of getting the information to the reader. In both scenarios, advertisement is needed to keep publications of current news available.

In considering digital distribution of news broadband continues to be limited in the regions, as indicated by a freshly issued CRTC map produced in conjunction with a new hearing on basic telecommunications services.<sup>4</sup> Thus the digital choices provided to citizens in rural and remote areas continues to be restricted. The rollout of full and affordable broadband access across rural locations remains a necessity. However, are we serving the needs of all our minority communities by utilizing only one distribution method?

We must also not ignore the demographics. Many older citizens who are most accustomed to print and television, they are effectively shut out of democratic discourse carried out through such digital means as Twitter and Facebook. It is interesting to note that more than one quarter of Quebec’s English-speaking citizens are seniors. The decline of print largely orphans those who are unversed in or uncomfortable with emerging technologies.

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<sup>4</sup> Broadband Internet Service Coverage in Canada: <http://www.crtc.gc.ca/eng/internet/internetcanada.htm> (Accessed April 8, 2016)

An exciting study sponsored by News Canada Media looks at how Canadians consume their news information.<sup>5</sup>The conclusions are clear as reported in the Nelson Star. According to the survey, 88 percent of Canadians read a newspaper, either in print or online, at least once a week — a three-percent increase from the inaugural study conducted in 2012. The articles continue to say that 52 percent of newspaper readers use both print and digital to access their news.

It is undeniable that a newspaper must be able to generate income from advertisement sales to pay the journalist who research and write the articles. We believe that the policy put forth by the Commission to encourage all ministries and government organizations to invest 4 % of their annual advertising in community newspapers supports this statement. If the government does indeed believe that it is of the utmost importance to the viability of community news organization to direct advertisement dollars; then we concur with the government's initiative. We would also like to see this initiative offered to the English-community newspapers members of QCNA so we can also maintain our news quality and support local jobs.

QCNA is addressing the perceived inequality of treatment between both linguistic communities. **Our challenge, as English-speaking community/local newspapers, is to have access to these government advertising dollars. Without support from our government QCNA members have a harder time receiving their fair share of government advertisements.**

We have and continue to look at alternative sources of revenue. In doing so QCNA and its partner l'APF have successfully developed a digital news aggregator. We will be launching this tool in September of this year. All our member community newspapers serving official language minority communities across Canada will be featured on CanadaLocal.Media. We are excited to have had the support of the Canadian government in the design and implementation of this new local news gateway. The success of this modern news distributor will only succeed if the Quebec government contributes to its financial viability.

We ask a **fair share of the advertisement dollars** be given to the English media. Quebec's English-speaking community represents 13.7% of the total population, it is crucial to our existence that a minimum of 13,7% of all Quebec's advertisement dollars (digital, radio, television and print) be dedicated to the English-speaking media. We also recommend that 4% of that amount be allocated explicitly to English-Community media as newly defined in our brief. This contribution should be mandatory for all ministries and government organization.

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<sup>5</sup> <https://www.nelsonstar.com/business/dont-stop-the-presses-report-finds-canadian-newspaper-readership-at-all-time-high/> .

## **Looking to the Future and Getting It Done**

Clear opportunities exist for you to encourage and support English-Quebecers by strengthening their local community news provider. A lot needs to be done and community newspapers do not have the resources to manage all the changes and adaptations needed to move into the digital era. Most of our members need more than just a grant; they need support, training, education and guidance. If the Commission is to have a positive long-lasting impact, it must consider creating a fund dedicated to English community media.

The opportunity to redesign the information distribution channels is immense but can only yield long-term success if driven by an organization without a private gain, completely independent. QCNA has a vested interest from its members to identify trends, opportunities, negotiate on their behalf and defend their rights and interests. In our quest to better serve our members and the English-speaking communities, QCNA financed by the Secrétariat des relations avec les québécois d'expression anglaise, has launched a provincial study to clarify the impact of community newspaper closers and identify the needs of our communities. This study coupled with the CanadaLocal.Media gateway project being launched in September, clearly demonstrate our ability to step outside the box and lead our members into the next chapter of news delivery. We maintain an independence from our members missions and this enables us to serve not only our members interest but also the communities.

**Without financial assistance, we may not succeed in accomplishing the next steps. The programs in place are limiting and cannot fully assist us in establishing an overall plan to assist our membership's transition. Furthermore, QCNA must determine which areas in Quebec are news impoverished as defined by The Local News Research Project, in order to develop strategies to serve those communities.**

The resources required to research, develop, promote, implement and follow such an endeavour is significant. Under the digital transformation initiative an umbrella organization can receive funding to help its members, but by doing so, it eliminates the possibility for its members to access the fund. If QCNA was to receive funding to help members adapt their website to enable all functionalities of the gateway; members could not receive funding to develop a personalized business plan for that portal. The amount available to the umbrella organization is not enough to entertain the idea of creating a business plan for all members, adapt all websites and implement all other measures proposed in their business plan.

It is QCNA'S belief that the Commission should recommend utilizing our association to help support in this transition. With proper funding we can encourage and foster development of new, community-based media vehicles to supplement existing local coverage and help

replace locally relevant content where it has been thinned and often disappeared. These ventures could be seeded so that they will have a chance to bloom in sometimes surprising and unexpected ways, including the digital sector. In some instances, they could help local community media grow, or in some cases establish a digital presence.

We request that the Commission **allocates an Exclusive fund**, to be managed by QCNA in order to help all English-speaking community newspapers adapt their news distribution methods and help news impoverished areas supplement or create new local coverage so we can better serve the English-speaking-Quebecers' and move into the digital era;

## **Summary and conclusion**

It is with an optimistic eye that we look toward the future. We believe that Newspapers will adapt to the changes digital media brings; like they have in the past when radio first appeared. With support they will thrive once again and continue to foster a sense of belonging for those who read it.

In the first part of our provincial wide study, it became clear that the English communities across Quebec had not lost a lot of their local papers. In the face of the threat of closers, many communities came together and supported their local community news outlet. For the Quebecers of English expression, the community newspaper is a fundamental expression of the community. The health and well-being of the local population is mirrored by the health of its newspaper. They are an intricate part of each other. It is with this knowledge that we address the Commission to serve as a beacon of hope for the continued survival of our neighbourhood community newspapers.

We have outlined our issues so you may better understand the reality we are facing. Our jails are simple:

- English community newspapers receive adequate financial support and equal opportunities to program funding from the government than their French counterpart; and
- English communities are served by strong viable community news media while increasing our news reach to the news impoverished areas.

Our recommendations have been framed in a way to help revitalize media in our local communities and by filling in at least some of the gaps where coverage. Relatively modest in scope, these solutions could be rapidly implemented through modifications or additions to

existing programs given that some require simple changes to the criteria. The benefits would be quick and easily measured.

QCNA thank Hugh Maynard and QCGN for their support material for this brief.

## Our Proposed Recommendations

- **A new definition for “community newspapers”**, to be inclusive of the English-speaking community newspapers serving official language minority communities in all the subsidized grant programs. We recommend the definition of community should not be based on the business type but more on the services and content of the news provided locally. Furthermore, to be inclusive of the cultural diversity in Quebec we recommend that the specificity of the French content be removed from the program objective;
- **Newspapers are defined as “cultural and democratic information tools”**. Newspapers are not recycling waste, like flyers, milk cartons and cardboard. Newspapers like books should be considered a cultural and a democratic information tool exempt from the recycling taxes. We recommend the commission defines the community newspapers as cultural and democratic tools essential to English-speaking communities;
- **Fair share of the advertisement dollars** is given to the English media. Quebec’s English-speaking community represents 13.7% of the total population, it is crucial to our existence that a minimum of 13,7% of all Quebec’s advertisement dollars (digital, radio, television and print) be dedicated to the English-speaking media. We also recommend that 4% of that amount be allocated explicitly to English-Community media as newly defined in our brief. This contribution should be mandatory for all ministries and government organization.
- **Allocates an exclusive fund**, to be managed by QCNA in order to help all English-speaking community newspapers adapt their news distribution methods and help news impoverished areas supplement or create new local coverage so we can better serve the English-speaking-Quebecers’ and move into the digital era;