

ANOTHER MEDIA IS POSSIBLE

NON-PROFITS
like Briarpatch
and Saskatoon
Community Radio.

CO-OPERATIVES
like Missinipi
Broadcasting and
Prairie Dog/Planet S.

WHO ARE THEY?

**COMMUNITY
ACCESS TV
PROGRAMS** like
The Four and
Talk of the Town.

**FIRST NATIONS-
SUPPORTED MEDIA** like
CREEK FM "Your All
Nation Super-Station"

**GRASSROOTS
DOCUMENTARIANS** like
m.pet productions.



**THEY'VE BEEN UNDER
POLITICAL ATTACK**

- Under the Sask Party, all Crown ads were withdrawn from Prairie Dog and Planet S, forcing staff layoffs.
- Briarpatch's federal grant was directly over-ruled by Minister James Moore, the same year Our Times, Canadian Dimension and many other progressive magazines lost their funding.

**WHY ARE
THEY IN
TROUBLE?**



WHY DOES IT MATTER?

THE FREE MARKET AND OUR POLITICAL LEADERS HAVE FAILED TO SUSTAIN AND PROTECT QUALITY JOURNALISM THAT SERVES OUR COMMUNITIES.

- 15.6 % decline in local broadcast programming 1998-2008.
- Ongoing loss of CBC employees and services.
- Closure of 8 Canadian small-market commercial TV stations in 2009.
- Ongoing consolidation and loss of community newspapers.
- Sell-off of public media assets like SCN.
- Decline in investigative journalism that holds power to account.



**SUPPORTERS ARE
MELTING AWAY**

- Cuts to other groups means fewer advertisers and subscriptions sales.
- Unions are diverting their communications dollars to private sector media.
- Reduced federal transfers to the Federation of Sask Indian Nations (FSIN) has led to reduced support for First Nations media.
- Canada's donor culture is sliding - people want media for free.

FEDERAL FUNDING HAS BEEN SLASHED

- 89.2 % drop in magazine titles receiving distribution assistance since 1990.
- 94.5% cut to magazine project and operating assistance grants since 2001.
- 74.2 % loss of distinct community access channels since 1982.
- Zero federal funding for community radio.
- 44.4 % decrease in Northern Aboriginal Broadcasting funds since 1987.
- 100 % cut to the Native Communications Program.

CANADIANS DESPERATELY NEED INDEPENDENT MEDIA TO MEET THEIR INFORMATION NEEDS.

INVESTIGATE and
expose injustice.

INCUBATE new
ideas.

WHAT DO THEY DO?

BUILD
communities.

LINK our
many social
movements.

MOBLIZE
people
to take
action.

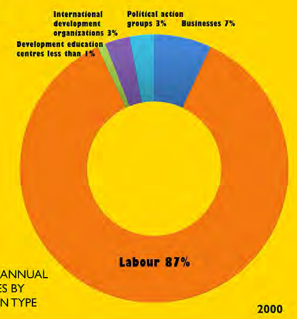
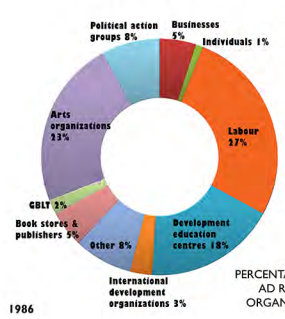
INVOLVE people
in telling their
own stories.

LEAD coverage
of emerging
social issues.

MOBLIZE
people
to take
action.

Research by Patricia Elliott
University of Regina School of Journalism.
Full report available at www.patriciaelliott.ca
Independent Voices: Third Sector Media Development and Local Governance in Saskatchewan. Centre for the Study of Co-operatives, University of Saskatchewan, 2015.

HOW SOCIAL CUTS HAVE ERODED THE AD BASE - BRIARPATCH MAGAZINE



BOLD STEPS

BC LABOUR VENTURE CAPITAL helped start The Tye, a highly popular and progressive online news magazine.

QUEBEC'S SOLIDARITY FUND supports community radio and northern TV.

HERE'S WHAT THE LABOUR MOVEMENT IS DOING IN OTHER PLACES TO BUILD UP MEDIA THAT WORKS FOR PEOPLE, NOT PROFIT. WHAT CAN WE DO IN SASKATCHEWAN?

ALBERTA'S SOCIAL ENTERPRISE FUND helped CKUA Community Radio upgrade its equipment.

WORKERS bought Victoria's CHEK-TV after its corporate owners closed the station, and they greatly improved local news coverage.

New
Word

THIRD SECTOR MEDIA: non-profit media, co-operative media, labour media, First Nations-operated media, community media.
Not commercial media. Not state-sponsored media. Not social media. A distinct third sector of voluntary/co-operative/nonprofit/independent/participatory journalism by and for the people.