

MP Meeting Script

Thank you so much for agreeing to meet with me. As you know xxx publication is a strong supporter of our community and there are many challenges that we are all facing as COVID has changed the way many of us work and join in community events. I am sure it is very different for you too in your role as MP.

I wanted to take a bit of your time today to situate two ways in which our news media publishers are challenged.

First, as you know COVID has strained our news teams and our internal marketing team that liaise with local businesses for advertising. We recognize business; particularly small business is struggling these days.

Second, news media publisher find our business model being disrupted by the web giants Facebook and Google. They do not pay for the content they use and they are not transparent or fair when it comes to advertising revenue splits.

Our association representing the majority of publishers across Canada recently released an economic analysis of the situation and found that Facebook and Google pocket up to 80% of the ad revenue in Canada. This is consistent with other studies in countries like Australia, France and the EU. I can tell you from our experience advertising revenue negotiations are opaque with Google and Facebook while they use content, news stories, our journalists write. This is a one-sided business arrangement that is not sustainable for our publication.

Publishers, big and small, from across Canada are asking all MPs to support the government's stated intent to introduce legislation to change the way Facebook and Google negotiate, and compensate publishers for their content. The government said they would do this in the Speech from the Throne in September.

We have a proposal which we have shared with the government Ministers' that does not involve revenue from the Government of Canada, does not impose any fees on the consumer and is in keeping with our trade obligations.

My request to you is quite straightforward – please tell the Minister of Heritage, Stephen Guilbeault (pronounced GEE-BO), to introduce legislation to [Level the Digital Playing Field](#) as soon as possible. We really would like to see this legislation in early 2021.

Our community newspaper is important to your constituents. Please act now to ensure we can continue to employ our hard working journalists and report on what is happening in our community.