



# NEWSPAPERS CANADA

## Federal Government Advertising Community Newspapers

2015



NEWSPAPERS CANADA  
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# Federal Government Advertising Community Newspapers

2015

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[www.newspaperscanada.ca](http://www.newspaperscanada.ca)

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Annual Report on Government of Canada Advertising Activities 2013-2014:

<http://www.tpsgc-pwgsc.gc.ca/pub-adv/rapports-reports/documents/rapport-report-2013-2014-eng.pdf>

## Executive Summary

The Government of Canada spent **\$75,213,380** on advertising (media and production) in 2013-2014. Spending on traditional major media represents **\$56,846,443**. This is a slight increase over last year but considerably less than the 2009-2010 traditional media expenditures of \$114.3 million.

Advertising in community newspapers accounted for **\$2,097,566** in 2013-2014. However, this includes spending of \$1,230,413 on Official

<b>Total Print/Weeklies</b>	<b>\$2,097,566</b>
<i>Official Language</i>	\$432,388
<i>Ethnic</i>	\$747,750
<i>Aboriginal</i>	\$50,275
	<b>\$1,230,413</b>
<b>Balance Community Newspapers</b>	<b>\$867,153</b>

Language publications, Ethnic publications and Aboriginal publications (some of whom are CCNA members).

The end result is spending of just **\$867,153** for the balance of the community newspaper industry, which represents approximately 849 publications. On average this results in annual federal government spending of \$1,021 in each of Canada's local community newspapers.

In the 2013-2014 fiscal year the majority of government advertising dollars were once again spent on television. Although TV spending was less than the previous year, the government spent just under half (46%) of all ad dollars on this medium. The two media that saw significantly increased spending were the Internet (+30%) and Radio (+82%).

The government should and must communicate the programs and services it provides directly to citizens and get the best value for the taxpayer's money. However, the way in which it chooses to advertise says a lot about what media it values, and why. TV and Internet ads work to build brand, not to inform. Community newspapers generate debate and serve as a forum for discussion.

There has been a sharp increase in the number of government press releases distributed in place of paid public notices. Often these same press releases appear as paid public notices in competing media. Community newspapers that print these releases legitimise the government's strategy of using this free space to reduce their ad spend in community newspapers.

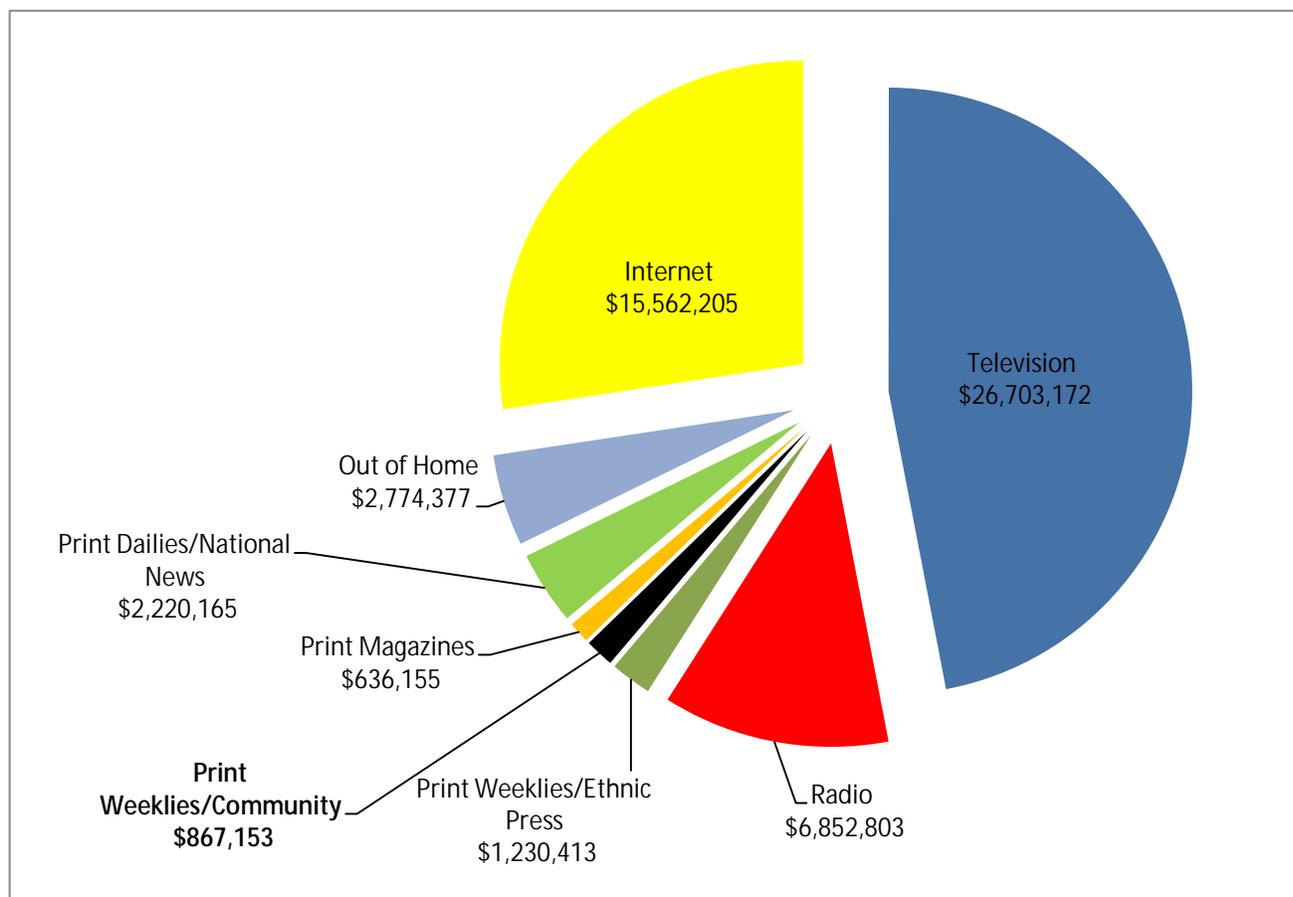
Research shows that community newspapers are an extremely effective way to reach Canadians in their local markets. Government departments know this and now try to communicate with Canadians using press releases instead of paid advertising.

## Federal Government Advertising 2013-2014

The Government of Canada spent **\$75,213,380** on advertising (media and production) in 2013-2014. This is a slight increase over last year but considerably less than the 2009-2010 expenditures of \$136.3 million.

Total 2013-2014 spending on traditional media (excluding production and commissions) was **\$56,846,443**. Total community newspaper advertising was **\$2,097,566**.

<b>\$ millions</b>	<b>2013-14,</b>
Television	\$26,703,172
Radio	\$6,852,803
Print Weeklies/Ethnic Press	\$1,230,413
Print Weeklies/Community	\$867,153
Print Magazines	\$636,155
Print Dailies/National News	\$2,220,165
Out of Home	\$2,774,377
Internet	\$15,562,205
<b>TOTAL Traditional Media</b>	<b>\$56,846,443</b>

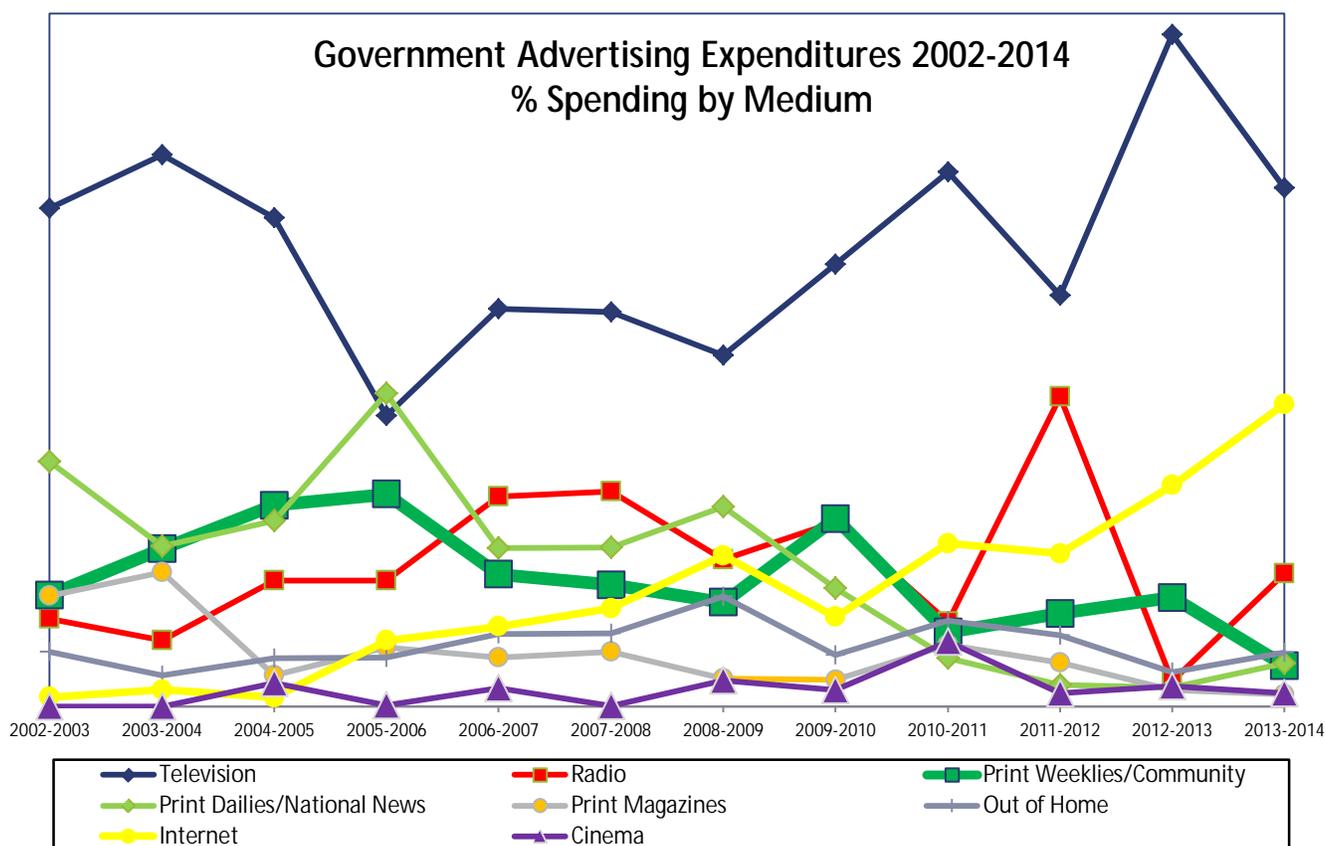


## Federal Government Advertising - Trending

Since 2002 government spending has changed dramatically.

The impact of the Internet is evident in the government advertising strategy. Internet spending has gone from less than 1% in 2002-2003 to 27% in 2013-2014. This is a global trend. In Canada these increases have been primarily at the expense of print (Magazines, Daily Newspapers, Community Newspapers).

Of particular note is the dramatic turnaround in Radio spending from 2011 to 2014. Radio expenditures moved from about 2% to almost 12%, effectively switching positions with Community Newspapers.



%	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014
Television	44.58	49.35	43.70	26.00	35.56	35.30	31.41	39.55	47.85	36.81	60.10	46.42
Radio	7.86	5.92	11.30	11.30	18.77	19.26	13.15	16.53	7.57	27.73	2.27	11.91
Print Community	9.98	14.09	18.00	19.00	11.82	10.90	9.33	16.81	6.65	8.32	9.75	3.65
Print Dailies	21.90	14.36	16.60	28.00	14.17	14.22	17.88	10.61	4.34	1.95	1.71	3.86
Print Magazines	9.93	12.00	2.80	5.30	4.41	4.92	2.53	2.41	5.53	3.91	1.48	1.11
Out of Home	4.90	2.78	4.30	4.40	6.47	6.56	9.84	4.58	7.71	6.40	3.05	4.82
Internet	0.85	1.49	0.80	5.90	7.15	8.79	13.51	8.02	14.58	13.69	19.81	27.05
Cinema	0.00	0.00	2.10	0.10	1.65	0.05	2.34	1.49	5.78	1.19	1.83	1.17

## Advertising Media Analysis

In the 2013-2014 fiscal year the majority of federal government advertising dollars were spent on Television. Although TV spending was less than the previous year, the government spent just under half (46%) of all ad dollars on this medium.

The two media that saw a significant increase in Federal Government spending in 2013-2014 were the Internet (+30%) and Radio (+82%).

A 2014 Totum Research report found that **26% of Canadians don't use social media** and those that do are using it primarily for communicating with friends (65%) and sharing photos and videos (49%). Only one in five look at any advertising on social media. **However, eight out of ten adults who can't be reached with social media can be reached with newspapers, in print, online or with a mobile device.**

Research has found that between **30-45% of adults are not reached with commercial radio**. Newspapers are the most effective way to reach these Canadians.

## Public Notice

For the 2013-2014 fiscal year, public notice spending was \$3,415,874, a 2% decrease over the 2012-2013 fiscal year.

Open and transparent communication from the government to Canadians is vital. The proper dissemination of public notices from the government assures that the public is informed.

In the United States, and in some areas within Canada, there is a push from different levels of government to move public notice into an online only forum and to discontinue the requirement for publishing public notices in printed newspapers that represent the markets that are relevant to the content of the notice. Often cost reduction is touted as the main driver for this push, but this reduction would come at the cost of the public's right to know, which should be the main priority of the notice.

There are two main components to public notice;

- 1) informing the public of the notice, and
- 2) providing access to the information pertaining to that notice.

Online certainly makes access to the information easier but it does not provide a suitable forum for introducing the notice to the public in the first instance; especially within certain demographics of the Canadian population.

The overall concern is this deepening trend of governments using their websites and social media to reach their constituents. Without a unified front across the industry, newspapers will stand to lose significant revenue.

This new proposed municipal approach raises three major issues:

1. Social media does not reach more than a quarter of Canadian adults.
2. Government has an obligation to provide access to municipal, provincial and federal information for all Canadians.
3. Website information can be changed while newspaper public notices are printed, archived and remain as a permanent public record.
4. Given the scarcity of media providing local news, the ability of printed newspapers to deliver government information is proven and an essential tool for continued democratic and economic vitality.

Research shows that **community newspapers are an extremely effective way to reach Canadians in their local markets**. A 2013 study confirms that **56%** of Canadians rely on community newspapers and their inserts for information about federal government programs and services.

This follows 2012 research which found that **53%** of Canadians felt that printed newspapers were the most appropriate advertising medium for information about federal government programs and services.

## **Public Notice vs. Press Release**

In the past year, there has been a definite reduction in the number of paid public notices placed in community newspapers. This corresponds with the sharp increase of government press releases; often public notice couched as “news”.

Many government communications departments are specifically writing press releases to sound like news stories in an attempt to get free coverage with their reduced media budgets. Unfortunately, many community newspapers print these releases in order to fill news holes, which legitimises the government’s strategy of getting free space and reducing their ad spend.

Many of these same press releases remain as paid public notice in other competing media.

The recent press release regarding the Universal Child Care Benefit is a good example. This program was promoted originally in press releases in many markets instead of a print advertising campaign. It was subsequently promoted through Social Media and broadcast campaigns to communicate to the public that many families were not registered to receive this benefit.

## **Recent example of a government press release that should be a paid public notice:**

### **News Release - Millions of dollars in unclaimed benefits**

Harper Government looking for hundreds of thousands of families not currently registered for the enhanced child care benefit

**May 20, 2015     Regina, Saskatchewan     Employment and Social Development Canada**

An estimated 2,000 families with children in Regina are eligible to receive money under the Harper Government’s proposed enhanced Universal Child Care Benefit (UCCB), but are at risk of not receiving the benefit unless they apply. The Honourable Pierre Poilievre, Minister of Employment and Social Development, along with Member of Parliament for Regina—Lumsden—Lake Centre, Tom Lukiwski, today asked for help from the media and the public to encourage families to apply for the benefit. At today’s event, Minister Poilievre and MP Lukiwski also assisted eligible families apply for the benefit.

The majority of families with children, approximately 3.8 million, are known and will automatically receive the enhanced UCCB or be contacted by the Government to confirm their information. However, many eligible families are not currently captured by the Government’s UCCB system and may miss out on receiving money that is owed to them unless they apply. In 2015 alone, this represents potentially millions of dollars in unclaimed benefits. In Saskatchewan, an estimated 10,200 families with approximately 18,700 children are not registered. In Regina, as many as 2,000 families with 3,500 children are estimated to be missing from the Government’s registry.

Under the proposed enhancements to the UCCB, families would receive almost \$2,000 per year for each child under 6 and \$720 per year for each child aged 6 through 17. The new benefit amounts would be retroactive to January 1, 2015 and be reflected in monthly payments to families in July 2015. The proposed enhancements to the UCCB are expected to more than double the number of families that benefit from 1.6 million to more than 4 million.

If your family is not currently receiving the UCCB, has never received the UCCB, or has never applied for the Canada Child Tax Benefit and you still have children under 18 in your care, please go to [www.canada.ca/taxsavings](http://www.canada.ca/taxsavings) in order to find out how you can apply.

### **Quick Facts**

- All families with children will benefit from the new Family Tax Cuts and Benefits Plan, which includes the Family Tax Cut, and enhancements to the UCCB, Child Care Expense Deduction and the Children's Fitness Tax Credit.
- Combined with tax relief introduced by the Government of Canada since 2006, a typical family of four can receive up to \$6,600 in tax relief and enhanced benefits in 2015.
- Low- and middle-income families will receive two-thirds of the overall benefits provided by the Government of Canada's new family measures.
- The Family Tax Cut will eliminate or significantly reduce the difference in the federal tax payable by a one-earner couple relative to a two-earner couple with a similar family income.

### **Quote**

*"Now that the Harper Government has balanced our budget, we are helping hard-working families balance theirs. That's why we want to ensure that every family with children receives the enhanced Universal Child Care Benefit. If you've got kids under 18, you qualify. It doesn't matter how much you make or the type of child care you choose. Apply now so you can receive the money that is owed to you."*

– The Honourable Pierre Poilievre, Minister of Employment and Social Development

*"Our Government is making life more affordable for hard-working families in Regina, and across the country, by enhancing the Universal Child Care Benefit. More families will now be able to benefit and have more money in their pockets to spend on their priorities as a family."*

– Member of Parliament for Regina-Lumsden-Lake Centre, Tom Lukiwski

## Community Newspaper Facts

Community newspapers and their websites are hyper-local. They effectively represent the towns, cities and regions they serve. They provide government with the opportunity to directly target these communities like no other medium.

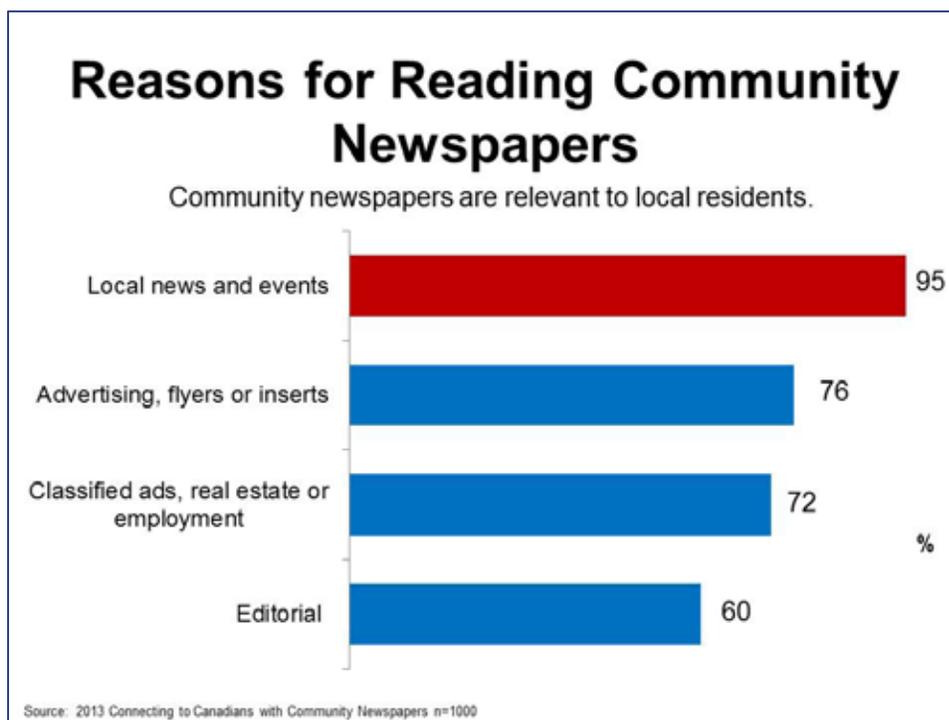
Every week in Canada, over 1,000 community newspapers circulate over 19 million copies in key metropolitan areas, rural and remote regions, and all areas in between. Community newspapers command a special place in Canadian households. The role they play is vital, often being the only choice for local news and information relevant to readers in the community.

### **Community Newspapers are Local**

Research shows that advertising within newspaper pages is trusted more than any other medium. One-quarter of Canadians read only their community newspaper, and most readers read every issue, cover to cover.

- 73% of adults read a community newspaper every week.
- More than three quarters of all women—more than any other medium—read their community paper. This is a key demographic difficult to reach with other media.
- Community newspapers effectively reach all demographics—professionals, well-educated, affluent consumers—as well as families with children, seniors and homeowners in urban and rural Canada.

Readership of local community newspapers has remained steady in today's new media landscape.



Community newspapers continue to remain relevant to local residents for news, information and advertising.

Nine out of ten Canadians read their community newspaper for local news and events.

## Government Advertising Expenditures by Institution

NAME OF INSTITUTION	PUBLIC NOTICES ONLY	AOR TOTAL EXPENDITURES	TOTAL
Aboriginal Affairs and Northern Development Canada	\$198,353	\$350	\$198,702
Agriculture and Agri-Food Canada	\$0	\$163,425	\$163,425
Atlantic Canada Opportunities Agency	\$0	\$13,638	\$13,638
Canada Border Services Agency	\$18,889	\$0	\$18,889
Canada Revenue Agency	\$14,474	\$7,048,172	\$7,062,646
Canadian Environmental Assessment Agency	\$182,237	\$0	\$182,237
Canadian Food Inspection Agency	\$44,481	\$223,118	\$267,599
Canadian Grain Commission	\$13,848	\$0	\$13,848
Canadian Heritage	\$0	\$28,681	\$149,097
<i>Digital campaign managed through PWGSC</i>	\$0	\$120,416	
Canadian Institutes of Health Research	\$309,630	\$0	\$309,630
Canadian Northern Economic Development Agency	\$27,971	\$0	\$27,971
Canadian Nuclear Safety Commission	\$99,711	\$0	\$99,711
Canadian Polar Commission	\$1,080	\$0	\$1,080
Canadian Radio-television and Telecommunications Commission	\$0	\$20,829	\$20,829
Citizenship and Immigration Canada	\$0	\$1,877,342	\$1,877,342
Correctional Service Canada	\$33,503	\$0	\$33,503
Department of Finance Canada	\$0	\$10,543,895	\$10,543,895
Department of Justice Canada	\$9,880	\$14,356	\$24,236
Environment Canada	\$47,527	\$10,029	\$57,556
Federal Economic Development Agency for Southern Ontario	\$4,400	\$0	\$4,400
Financial Consumer Agency of Canada	\$0	\$424,972	\$424,972
Fisheries and Oceans Canada	\$161,188	\$7,584	\$168,772
Foreign Affairs, Trade and Development Canada	\$233,822	\$3,170	\$703,551
<i>Digital campaign managed through PWGSC</i>	\$0	\$466,559	
Health Canada	\$1,200	\$5,227,657	\$5,228,857
Human Resources and Skills Development Canada	\$33,138	\$11,633,575	\$11,666,713
Immigration and Refugee Board of Canada	\$998	\$0	\$998
Industry Canada	\$0	\$7,706,706	\$8,598,986
<i>Digital campaign managed through PWGSC</i>	\$0	\$892,280	
National Battlefields Commission, The	\$109,725	\$0	\$109,725
National Defence	\$34,592	\$3,058,346	\$3,092,938
National Energy Board	\$185,253	\$0	\$185,253
National Farm Products Council of Canada	\$31,280	\$0	\$31,280
National Film Board	\$300,652	\$0	\$300,652
National Research Council Canada	\$52,722	\$11,782	\$64,504
Natural Resources Canada	\$0	\$11,058,800	\$11,058,800
Office of the Secretary to the Governor General	\$72,715	\$0	\$72,715
Office of the Superintendent of Financial Institutions	\$32,806	\$0	\$32,806
Parks Canada	\$223,613	\$1,006,630	\$1,230,243
Public Health Agency of Canada	\$0	\$169,733	\$169,733
Public Prosecution Service of Canada	\$9,674	\$0	\$9,674
Public Safety Canada	\$0	\$4,273,942	\$4,273,942
Public Service Commission of Canada	\$12,436	\$0	\$12,436
Public Works and Government Services Canada*	\$162,401	\$631,271	\$793,672
Royal Canadian Mounted Police	\$364,904	\$759,777	\$1,124,681
Statistics Canada	\$1,721	\$66,049	\$67,770
Transport Canada	\$371,837	\$0	\$371,837
Veterans Affairs Canada	\$4,550	\$3,902,115	\$4,338,972
<i>Digital campaigns managed through PWGSC</i>	\$0	\$432,306	
Western Economic Diversification Canada	\$8,667	\$0	\$8,667
<b>Total:</b>	<b>\$3,415,875</b>	<b>\$71,797,505</b>	<b>\$75,213,380</b>

## Government Advertising Expenditures by Major Campaign

Campaign and Description	Creative Agency	Cost	TV	Print	Radio	Internet	Cinema	Out of Home
<b>Canada Revenue Agency</b>								
Tax Savings: To encourage taxpayers to claim the tax relief measures to which they may be entitled and file their tax returns online and on time.	kbs+p canada, Agency 59 Ltd. and Ogilvy Montréal Inc.	\$5,718,793	*	*		*		*
<b>Citizenship and Immigration Canada</b>								
Services to Newcomers: To inform newcomers about the steps the Government of Canada is taking to create a fast and flexible immigration system, including improvements to foreign credential recognition services and super visas to speed-up family reunification.	Acart Communications Inc.	\$1,766,354		*	*	*		*
<b>Finance Canada</b>								
Economic Action Plan (EAP): An awareness campaign to inform Canadians of the tangible programs and benefits available to them through the Economic Action Plan.	kbs+p canada and Ogilvy Montréal Inc.	\$10,543,895	*	*	*	*		
<b>Health Canada</b>								
Protecting Health and Safety of Canadians: To raise awareness among Canadians of the health and safety information available on HealthyCanadians.gc.ca	Ogilvy Montréal Inc.	\$4,788,138		*	*	*		*
<b>Human Resources and Skills Development Canada</b>								
Better Jobs (Skills Initiatives): To encourage youth to pursue education in high demand fields and to inform Canadians of programs to support training and skills development to succeed in today's job market.	Acart Communications Inc., kbs+p canada and Ogilvy Montréal Inc.	\$11,268,598	*	*	*	*		
<b>Industry Canada</b>								
Wireless Telecommunications: To provide the facts about Government of Canada telecommunications policy and measures to improve services and costs for consumers.	Compass Communications Inc. and BCP Ltée	\$7,575,374	*	*	*	*		
Digital campaign managed through PWGSC	MacLaren McCann Canada Inc.	\$892,279						

Campaign and Description	Creative Agency	Cost	TV	Print	Radio	Internet	Cinema	Out of Home
<b>National Defence</b>								
Priority Occupations: To build and sustain awareness of job opportunities and dispel myths about life in Canada's Armed Forces, and encourage Aboriginals and visible minorities to seek information on career opportunities at forces.ca or a Canadian Forces Recruiting Centre.	Acart Communications Inc.	\$909,469		*		*		
Women's Recruitment Campaign: To encourage women to seek information on career opportunities in the Canadian Armed Forces.	Acart Communications Inc.	\$2,088,421		*		*		*
<b>Natural Resources Canada</b>								
Responsible Resource Development: To provide factual information about the importance of the natural resources sector to Canada's economy and to highlight improvements to the regulatory system to safeguard the environment.	M5 Marketing Communications Inc. and Ogilvy Montréal Inc	\$5,239,685	*		*	*		
International Stakeholder Engagement component	M5 Marketing Communications Inc. and Ogilvy Montréal Inc	\$5,819,115		*		*		*
<b>Public Safety Canada</b>								
Anti-Cyberbullying: To inform parents and youth of the potential legal consequences of cyberbullying, its social impact as well as how to prevent it.	Manifest Communications Inc.	\$4,273,942	*			*	*	
<b>Royal Canadian Mounted Police</b>								
A Career Nowhere Near Ordinary: To attract highly qualified and diverse candidates to meet the current and projected operational requirements of the RCMP.	Acart Communications Inc., Agency 59 Ltd. and Ogilvy Montréal Inc.	\$751,317			*	*		
<b>Veterans Affairs Canada</b>								
Remembrance Vignette: To encourage Canadians to honour the men and women who made the ultimate sacrifice for Canada by getting actively involved in remembrance activities.	Manifest Communications Inc.	\$3,884,871	*	*		*		*