**The Canadian Journalism Fund: Local Advocacy Plan**

Members’ Briefing

News Media Canada, on behalf of our members across the country, have proposed that the federal government establish the Canadian Journalism Fund (CJF) as a vehicle to ensure that citizens of Canada can continue to enjoy access to diverse sources of quality journalism.

Our proposal is consistent with the lead recommendation of the House of Commons’ Standing Committee on Canadian Heritage, while also serving to address the critical issues for our industry, as identified in the Public Policy Forum’s report, *The Shattered Mirror*. To date, the Government of Canada has not formally responded to the Committee’s recommendations, or our proposal.

In order to continue our efforts to advocate on behalf of our industry, we are asking members to engage in activities in their own communities to help bring awareness of the need for action. Specifically, we are asking that each of you meet with *your* Member of Parliament over the course of the summer and seek their support for the CJF. In short, we are looking to turn each and every MP into a champion for local community news when they return to Ottawa in September.

The process is simple: request a meeting with your local MP (or MPs, where applicable) and brief them on the challenges our industry faces as well as how the proposed Canadian Journalism Fund can help secure the future of Canadian news media in fair and appropriate manner. Tell them that you expect that they will take up the cause and let the government know – at every opportunity – that the future of Canadian journalism hangs in the balance.

In addition to meeting with your MP, consider other approaches to helping to educate your local communities and ensure that your federal political representatives are aware of how important an issue this is. You might choose, for example, to put together a single, or series, of op-ed pieces in your publication to explain to your readers why community journalism matters.

To support you in this process, we have provided you with a Lobby Kit. This package includes a briefing note template, a slide deck (should you choose to walk your MP through printed slides), Q&As, and key messages. We have also included two recently published op-eds related to the subject, which you may choose to republish or use as inspiration for your own publications.

Finally, we would appreciate it if you could let us know of your activities as they occur so that we might be able to track and report on our progress. To that end, please be sure to let Brent Jolly (bjolly@newsmediacanada) know of any MP meetings, correspondence, or other outreach activities you have engaged in over the summer.

**Requesting a meeting with your MP:**

Over the course of the summer, Members of Parliament will be spending considerable time in their ridings meeting with constituents. In order to request a meeting, all it takes is a simple email, phone call or letter to the MPs local constituency office.

If you aren’t sure of your MPs local contact information, you can access it here (<https://www.ourcommons.ca/Parliamentarians/en/members>) by clicking on their name.

Some key points to include in your request for a meeting:

* As the publisher of XXX, I’d like to request a meeting with you (or the MP, if dealing with their staff) to discuss the future of journalism and news in our community.
* Vibrant and independent news media are the lifeblood of our democracy and are an important foundation for thriving communities.
* News media outlets, such as my own, are facing massive challenges in Canada. While our readership remains stronger than ever, Canadian news media are struggling in the face of new technologies and changing business realities.
* A recent publication by the Public Policy Forum, as well as a substantive examination by the House of Commons’ Canadian Heritage Committee, confirm these challenges, as well as the need for decisive action now if we are to ensure that Canadians will continue to be well-served by a diverse array of journalistic news sources.
* I would like to come in to see you/my MP in order to explain what all of this means locally, for my publication, and for the community that we both so proudly serve.