

Levelling the Digital Playing Field

Lobby Week

November 30th – December 4, 2020

Guidelines for NMC Members

We need your support on our ***Levelling the Digital Playing Field*** initiative.

News Media Canada members from across Canada are asked to contact their MP and to request a virtual meeting the week of November 30th as part of the **2020 Federal Lobby Week**.

Our virtual **Lobby Week** meetings will be an important touch point in our campaign to support the statement by the Minister of Heritage indicating that he will introduce legislation to require Facebook and Google to pay for the content they use from publishers and to negotiate and compensate publishers fairly for advertising.

Set up a Meeting with your MP

1. Check the attached MP list that matches MPs and News Media Canada member publishers. Please consult the list to find your MP's contact information.
2. Write a personalized email to the MP in your area using the email template. Please make sure to **bcc** Kelly at News Media Canada (klevson@newsmediacanada.ca) and Eric at H&K (Eric.dillane@hkstrategies.ca) when you send the email so we can track meetings and engagement.
3. Join your regional pre-briefing video calls on November 23/24th for a prep session on the meeting script and how to conduct your scheduled MP meetings. We will send invites to you for these briefing sessions.
4. Send feedback on your MP meeting discussion to News Media Canada using the tracking document. Email the feedback to Kelly at News Media Canada (klevson@newsmediacanada.ca).

Our community connections are a significant advantage. Let's use them to demonstrate how important it is that MPs support our publications.

Jamie Irving and John Hinds