
Local News Strengthens Our Democracy

Professional journalism that reflects the diverse communities in which we live is important to a healthy democracy in Canada.

In June 2016 the Canadian Radio-television and Telecommunications Commission (CRTC) established new Broadcasting policies that will be applied to Rogers relicensing hearings later this year. The Commission should hold Rogers accountable to enforceable conditions of license that are clearly defined, transparent and responsible to the local communities they reflect.

Original creative content from a diverse Canadian experience as told by members of those local communities. Reporters, videographers, editorial writers and editors; the storytellers who live in the community.

Original, first run, local, seven (7) days a week story telling by full time employees of the local programming license holder.

Large, vertically integrated, Canadian broadcast license holders like Rogers should invest in local programming for the privilege of holding their license.

Rogers operates in a protected regulatory environment. Whether they broadcast over the air or over the Internet, broadcasters must continue to be regulated in the interest of all Canadians – that includes broadcasters' employees, who have dedicated our working lives to producing the high-quality, creative content that Canadians expect and deserve.

The Canadian Government's Standing Committee on Canadian Heritage is studying the media and local communities. Heritage Minister Mélanie Joly is conducting a national consultation on Canadian culture in a digital world.

Please support Unifor in our efforts to hold the Liberal Government, the CRTC and Rogers to the highest standards as we work together to play an active role in creating an exciting and distinctive future for Canadian media.

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