

City Council

Notice of Motion

MM45.30	ACTION			Ward: All
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Supporting Local Media Outlets and Connecting with Residents - by Mayor John Tory, seconded by Councillor Cynthia Lai

** Notice of this Motion has been given.*

** This Motion is subject to referral to the Executive Committee. A two-thirds vote is required to waive referral.*

Recommendations

Mayor John Tory, seconded by Councillor Cynthia Lai, recommends that:

1. City Council request the Chief Communications Officer to ensure the City of Toronto is supporting local media outlets such as community newspapers, magazines, online and multilingual media through City advertising campaigns, and to report as part of the 2023 budget process on opportunities to increase advertising support to local media.
2. City Council request all City divisions, agencies, boards and corporations to support local media outlets as part of any of their advertising campaigns for the remainder of 2022 and in future years.
3. City Council request the City Manager to circulate this Motion with both the Federal and Provincial governments and to encourage these governments to support local media outlets.

Summary

Governments have an obligation to ensure they are connecting with their residents and keeping them informed of City policies, initiatives, and events. We have seen the importance of this relationship throughout the pandemic. The City undertakes advertising campaigns on a variety of topics throughout the year to inform residents and the COVID-19 vaccination campaign was a great example of when the City released advertisements encouraging residents to get vaccinated.

Toronto is Canada's largest city and has one of the most diverse populations in the world. Approximately half of all Torontonians are immigrants and for many of these residents their first language is not English. Not only is Toronto a diverse City but it is a technologically advanced City that is only getting more advanced each day. With the diversity of people and the advancement of technology comes the many different modes of communications that our residents access to connect with each other and to learn about what is going on in their communities and across the world.

Some of these different modes of communication include local media outlets. Local media, including community and multilingual publications, play an important role in people's lives by

providing them with information that is not only reliable but it is relevant to their everyday lives because they typically cater to a local geographic area or an ethnic community. These local media outlets address issues that may not concern all residents and thus they may have a particular type of reader or subscriber. They may also cover local events and achievements. Furthermore, they provide opportunities for new journalists.

This Motion requests staff to ensure that we are supporting local media outlets such as community newspapers, magazines, online and multilingual media through advertising campaigns the City undertakes and to encourage all of our divisions, agencies, boards and corporations to do the same, including Members of City Council. It is important for the City to advertise in a variety of media and to support local media as much as possible which in turn will help them to continue to do the work they are doing. Additionally by advertising in local media, the City will be able to connect with as many residents in the City as possible.

Background Information (City Council)

Member Motion MM45.30