



BIG CORPORATE MEDIA

■ During the current economic crisis the news media in Canada continues to rely upon the analysis and advice of the same Bay St. financial pundits whose analysis and advice got us into this mess in the first place. Why do the media think we should trust the same fools who got us into this mess to get us out? We need responsible journalism, not more PR for Bay St. It's about time the media gave some air time to new voices that aren't afraid to hold corporate executives' feet to the fire.

■ The Harper government has been let off the hook by a tame media in Canada. Just last November the government told us the economic fundamentals were strong and that we'd have budget surpluses for the next four years. In January, just 60 days later, Harper unabashedly announced an economic catastrophe that would deliver unprecedented recession and massive deficits for years. Why isn't the media holding the Harper Conservative government accountable for its confused and contradictory policy statements on the economy?

■ The Harper government is forcing the CBC — our popular public

broadcaster which wins awards all the time — to make drastic

cuts to staff and programming. At the same time the government is considering bailouts for private media corporations Quebecor, CTV Globe Media and CanWest Global Communications (which never wins any news awards).

Why does the Harper government think it's a good idea to use taxpayer money to help save their friends in private media companies from their own mistakes?

■ Media ownership is more highly concentrated in Canada than anywhere else in the industrialized world. Since 2005 a handful of large and greedy media conglomerates have been on a buying binge. They have gobbled up most of the independent private television and radio stations and newspapers in Canada. As a result journalism is now less grounded in our home communities. Public debate and discourse have also declined. There is no longer any room for strong and honest dissent or criticism of the status quo. There is just one priority now: to produce profits for shareholders



by delivering eyeballs to advertisers and spending the least amount of money possible on quality journalism.

OBVIOUS SOLUTIONS

- The federal government must:
 - ◆ Refuse to bailout private media corporations and instead provide increased, long-term funding for public and local community broadcasting, independent and non-commercial media;
 - ◆ Create stronger rules that ensure both limits on corporate media ownership and a diversity of ownership types including public, co-operative, independent, alternative and non-profit;
 - ◆ Fund the creation of a non-profit independent research and information centre dedicated to monitoring, analyzing and correcting dishonest or misinformed spin from financial pundits about the critical economic issues facing the country.

TAKE ACTION

- Visit www.peoplesresponse.ca so you can:
 - ◆ Find out about town hall meetings in your community;
 - ◆ Connect with like-minded people and get involved with a virtual campaign;
 - ◆ Make your voice heard by sending an email to your Member of Parliament, completing a short survey, and posting your own note or video;
 - ◆ Download information and other resources such as fact sheets, videos and podcasts.
- Invite your friends, family and colleagues to get involved and speak out.