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## OPINION

# NEWSROOMS ACROSS GLOBE IMPACTED

Continued from page 1

ing a digital marketplace with behemoths like Google and Facebook.

This duopoly, according to News Media Canada president and chief executive officer John Hinds, has made it extremely challenging for local news providers to compete on a number of fronts. We're up against big firms with vast amounts of data and savvy algorithms, and competing for digital ad dollars.

"When you've got 70 to 80 per cent of the digital ads being sold by two players, and they are not Canadian players, that's a real problem," said Hinds. "We need to be in a position where we can continue to have viable business models that will allow us to provide news and information to our citizens."

It's no secret the newspa-

per industry has taken a significant financial hit.

Newsrooms, here and across the globe, have been impacted. Reports suggest more than 100 local news outlets have been shuttered in Ontario since 2008, leaving some citizens to live in news-poor areas. Service reductions at other media companies mean fewer boots on the ground to report on important issues affecting your community.

Reduced advertising has a direct influence on the type of journalism a news media business is able to produce. It's one of the many risks identified in a July report by Australia's Competition and Consumer Commission, which carried out an inquiry focused on the impacts of digital platforms such as search engines, social media and digital content aggregators have on

consumers and businesses, including news media businesses. The commission made 23 recommendations that called for regulatory and legislative changes, the creation of codes of conduct, as well as further inquiries to examine specific tech services.

This type of thorough examination of the digital marketplace and its challenges is desperately needed here to ensure businesses are competing on a level playing field.

Canada might be late to the game — the European Union and United States have each launched anti-trust investigations on "market-leading online platforms" — but better late than never.

*We welcome your questions and value your comments. Email our trust committee at [trust@metroland.com](mailto:trust@metroland.com).*

*Catherine O'Hara is Regional Managing Editor for Torstar Corporation's Community Brands in Halton, Hamilton, Peel and Niagara.*

## COMMUNITY

# FOUNDATION GIVES SCHOLARSHIPS TO YOUTH COPING WITH LOSS

MELANIE HENNESSEY  
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Several students have been selected as this year's recipients of scholarships in honour of two local young people who died in a kayaking accident.

The scholarships from the Zach Sutherland and Kaya Firth Resiliency Foundation were recently bestowed on four students during a reception at Eagle Ridge Golf Course.

The pupils - Meghan Ogram, Ross Kelleher, Dana Mitchell and Maddison Deverell - each received

\$2,500.

The scholarship was founded by the Sutherland and Firth families to recognize and support resiliency in youth who have faced significant loss in their lives. The initiative is supported by various fundraising events, including the annual Golfing for Resilience tournament and eve-

nings with spiritual mediums. Zach Sutherland and Kaya Firth, both 21-year-old University of Guelph students, lost their lives in February 2016 during a kayaking trip on the Credit River. For more information on the scholarship, and to read the recipients' stories, visit [choose2bere-silient.com](http://choose2bere-silient.com).

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