

# NEWSPAPERS ESSENTIAL SNAPSHOT OF HISTORY

Every week more than 167,000 copies of the Burlington Post, Georgetown/Acton Independent and Free Press, Milton Canadian Champion and Oakville Beaver hit the street and land on doorsteps across Halton.

Eight in 10 Canadians read a newspaper every week - either in print or online - including 85 per cent of millennials. And still, newspapers are in a battle for survival.

Research has found 63 per cent of Canadians are unable to distinguish between legitimate news websites and fake news stories, and 65 per cent are worried false information or fake news is being used as a weapon.

Access to truthful news is under threat. For years, the credible, independent news reporting that newspapers provide has been funded by local advertiser support. But as readership moved online, many Canadian brands and companies transferred their advertising dollars to global conglomerates. Seventy per cent of Canada's online ad revenue goes to Facebook and Google - despite the fact that ads in either digital or print newspapers are the most trusted of all ad formats.

This is National Newspaper Week in Canada. It is our chance to remind readers that newspapers are snapshots of history. They are accurate reflections of moments in time - what we were all thinking, doing and experiencing.

We asked our journalists to explain why newspapers are still essential. Here are some of their responses.

## Roland Cilliers, reporter

"Newspapers give people access to worlds and perspectives they often times wouldn't even be aware of. A world without community news is one with an ever more segmented population."

## Louie Rosella, online editor

"Newspapers matter because residents want to stay informed through the objective and investigative lens that our journalism offers regarding the issues impacting their community, whether it's a crime in their neighbourhood, taxes going up, a new development project, the need for a stop sign and so on. Without the delivery of this important, local content, the conversation dies. Change cannot be effected."

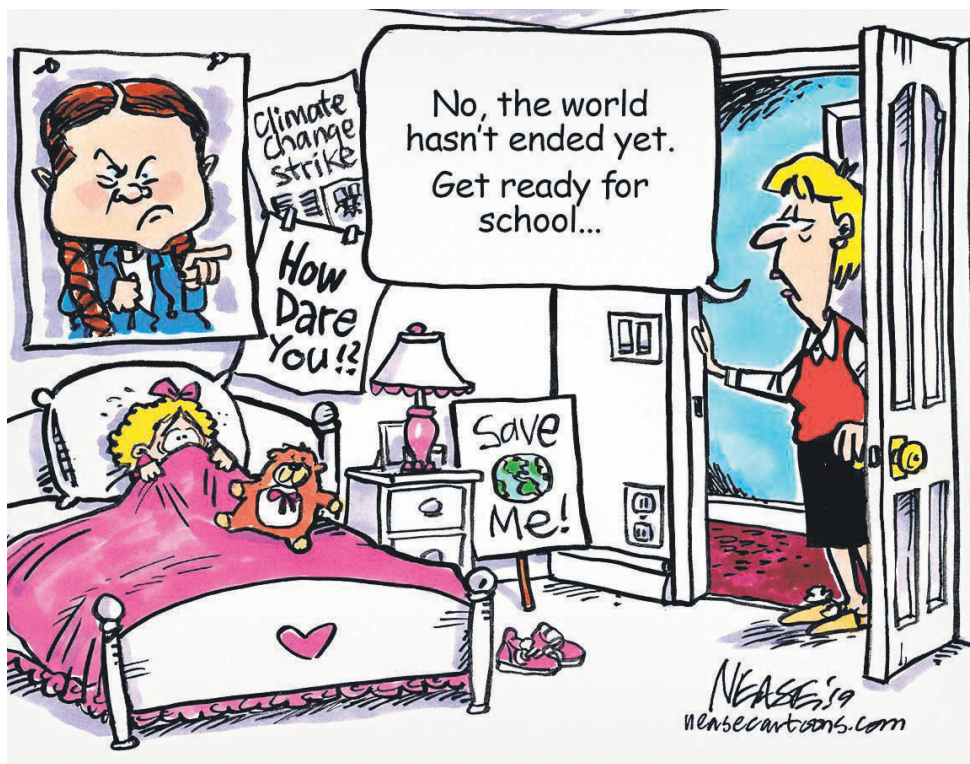
## Steve LeBlanc, news editor

"Newspapers matter because we don't just pass the baton of information at any given moment. Often we explore and share how the facts of a single event fit into a greater truth."

It's a clear consensus. Democracy depends on professional journalism. Without the journalism we produce, what would happen to the checks and balances that go hand-in-hand with the accountability we expect in our society?

Please sign a pledge of support at [newspapersmatter.ca](http://newspapersmatter.ca) and send a message to Canadian businesses, advertisers and all levels of government that newspapers matter, now more than ever.

TO LEARN HOW TO SUBMIT YOUR OWN CONTENT VISIT [THEIFP.CA](http://THEIFP.CA)



## EMPOWERING LOCAL LEADERS KEY TO BUILDING BETTER LIVES

### FCM PLATFORM PRESENTED TO CANDIDATES, WRITES RORY NISAN



RORY  
NISAN  
Column

Do you ever drive a car, take the bus, or use a sidewalk? I'm betting the answer is "yes." Municipalities are responsible for much of what you do on a day-to-day basis, yet we rely on other levels of government to support you through the infrastructure you use all the time. Despite being responsible for 60 per cent of Canada's public infrastructure, municipalities collect only 10 per cent of each Canadian tax dollar.

The Federation of Canadian Municipalities exists to ensure that municipalities are properly supported

by the federal government. For this election, we released a platform called Building Better Lives ([www.buildingbetter-lives.ca](http://www.buildingbetter-lives.ca)).

We are calling on parties to permanently double the federal Gas Tax Fund, so we can renew your local infrastructure in a predictable way.

If you live in Halton, traffic is almost certainly an issue for you. And you probably also use your local community centres, and the clean water that Halton provides. Roads, bridges, water systems and community centres get better through stable and predictable funding. Permanently doubling the Gas Tax Fund will provide that predictability.

We are also calling for permanent public transit funding mechanisms to empower municipalities to continue easing gridlock, and shorten commutes for workers and families.

Also, our housing affordability proposals

would increase the supply of affordable housing.

On climate change, new long-term funding for local climate adaptation would protect Canadians from more frequent, severe weather extremes - from wildfires to floods and storms.

And we are urging parties to commit to universal internet access.

Municipalities across the country, including Halton's, want these policies from the federal government. Halton Region is asking local candidates to respond to a questionnaire that reflects residents' concerns, including many of the above items. We are also asking candidates about their position on confirming regional and provincial regulatory roles in the proposed CN truck-rail hub.

You can check out candidates' responses at [Halton.ca](http://Halton.ca).

It's an exciting and important time for Canada. See you at the polls.

*Rory Nisan is an elected member of the board of directors of the Federation of Canadian Municipalities. He is councillor of Ward 3 in Burlington.*

## ABOUT US

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This newspaper is a member of the National NewsMedia Council. Complainants are urged to bring their concerns to the attention of the newspaper and, if not satisfied, write The National NewsMedia Council, Suite 200, 890 Yonge St., Toronto, ON M4W 2H2. Phone: 416-340-1981

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