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<https://lnkd.in/g-yGwHBY> Canadian Media Directors' Council launches the Canadian Media Manifesto

Today, on World News Day, the CMDC launches the Canadian Media Manifesto, urging Canadians to support local media. However, the Canadian advertising community has a significant role to play in supporting a robust media landscape.

Advertisers need to put their words into action and support the use of local Canadian media in their advertising plans. Advertising is critical in supporting a healthy media landscape. Dollars spent in local media means investment in Canadian jobs and news reporting, and importantly – advertising on local radio works for advertisers. Local radio is a touchstone for Canadians. Throughout the day, Canadians turn to radio for up-to-date news, information, and factual, helpful insights on what's happening in their local communities and businesses. Throughout COVID-19, our favourite on-air "DJ"s" have been familiar voices; helping us, comforting us, encouraging us.

We call on agencies and advertisers to support the Canadian Media Manifesto. "CMDC President, Shannon Lewis, says the Canadian Media Manifesto aims to unite leaders in the media industry to drive home the message that Canadian media matters: "We are not asking advertisers to invest only in Canadian platforms, we are asking them to understand and to share the gain from the universal and sustainable benefits of a strong, sustainable Canadian media ecosystem."

Stuart Garvie, CMDC Chair and CEO GroupM, adds "As an industry, our priority needs to be to support and protect a strong media ecosystem in Canada; this requires intentional local investment and support for Canadian publishers and platforms—with a strong focus on diversity and responsible journalism. A healthy Canadian media ecosystem supports the economy, fosters responsible media, and gives our clients more opportunity to connect with engaged and diverse Canadian audiences."

@Radio Connects is a proud supporter of the Canadian Media Manifesto - Reach Canadian consumers through [#CanadianRadio](#)

Let's Protect What's Ours

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