



HOUSE OF COMMONS  
CHAMBRE DES COMMUNES  
CANADA

April 23, 2020

Hon. Steven Guilbeault  
Minister of Canadian Heritage  
House of Commons  
Ottawa, ON K1A 0A6

Dear Minister,

I am respectfully calling on the government to quickly use the promised \$30 million of the emergency advertising budget to share critical information on the COVID 19 pandemic. During the pandemic, people turn to our regional media and local radios for essential information on what is going on in our communities. But to be able to continue providing information, our media need the federal government to quickly inject the \$30 million promised. If the delays continue, the situation will deteriorate further and we may see community media forced to close, which is what we want to avoid.

Local and regional media play a crucial role in informing Canadians during this pandemic. Strongly impacted by the dramatic drop in advertising revenues for more than a month, they are doing extraordinary work by playing their essential role in informing citizens.

Local media are part of the lifeline of communities. It is where we get a sense of our communities, local events, sports, and so much more. I have tried to do my part by taking out weekly ads and encouraging others to do so as well. Common sense tells us that the federal government can step up and share the load.

We are going to be changed enough after all this, let us make sure having a caring local media is something that does not change.

Sincerely,

Dave Epp  
Member of Parliament  
Chatham-Kent—Leamington

CC: Hon. Bill Morneau, Minister of Finance

