News Media Canada
Médias d'Info Canada

June 18, 2021

Michael Gordichuk
Manager, Solid Waste Services
City of Winnipeg Waters and Waste Department
510 Main Street
Winnipeg, Manitoba R38 1B6

Re: News Media Canada/MMSM in-kind advertising proposal

Dear Mr. Gordichuk,

The purpose of this letter is to outline in detail how the City of Winnipeg could expect to use its allotment of in-kind advertising as compensation for recycling costs incurred for newspapers distributed in the City.

News Media Canada, together with Multi-Material Stewardship Manitoba, has put forward a proposal to provide in-kind advertising for an obligation beginning in August of 2017. The purpose of the in-kind proposal is to provide advertising that is focused on environmental and sustainability issues. However, we are cognizant that the accumulated obligation, as well as future obligations, exceed what the City of Winnipeg would normally use to advertise and promote services related to recycling over a period of several years.

To address this, News Media Canada would like to assure the City that the in-kind advertising:

- Can be used until it is exhausted and will not be subject to a limited time frame.
- Is not limited to print advertising but includes other platforms provided by the participating newspaper publishers, including digital platforms and distributed flyers. It does not include advertising that must be purchased from third-party suppliers on those platforms, such as Google and Facebook.
- Can be used for issues, events, and projects related to a broad array of environmental concerns, including waste, litter, give away programs, tree planting initiatives and other purposes that can be discussed with newspaper publishers as they arise.
- Can be used for Sustainable Winnipeg initiatives related to climate change, green buildings, water conservation, waste management, sustainable transportation and sustainable food systems and security.
- Can be allocated to representatives of the arts and other community groups for the purpose of promoting the activities of those groups.

All of the above is subject to the reasonable availability of advertising and would be arranged directly with the participating newspaper publishers.

We want to reiterate that the in-kind arrangement must work for all parties involved and participating News Media Canada members are committed to doing their part to make this successful.

We appreciate that the City is being asked to step up to support journalism in a situation that is not of its own making. We have a legally binding agreement with the province under which the province extended the provincial sales tax to newspapers in exchange for paying for newspaper recycling. The province has walked away from their obligation and yet we continue to pay sales tax. The Winnipeg Free Press alone collects more than $1.5 million a year in PST, which would be more than enough to cover recycling costs for all provincial newspapers, now and in the future. None of this money currently goes to recycling. Given the current state of the industry, we simply cannot afford to pay twice, so we continue to look for options that would allow us to participate with municipalities in the recycling system and at the same time ensure the survival of Manitoba's newspapers.

We're asking the City of Winnipeg to support the in-kind option as a way of supporting its local newspapers.

Yours truly,



John Hinds
President and CEO