
The stories we tell about ourselves matter. So what happens when we can’t trust the mirror the media is holding up?

This is a story about the New Brunswick Media Co-op, an independent news outlet born in a climate of missing facts and misplaced blame and fear.

The lands of the Wabanaki

The land known today as New Brunswick was originally and is still inhabited by the Wabanaki – the people of the dawn – a confederacy of Indigenous Peoples that includes the Wolastoqiyik, Mi’kmaq, Abenaki, Penobscot, and Passamaquoddy. With the arrival of the first French and British colonizers in the 16th century, the land was forever changed.

In the mid to late 19th century, British imperialists in the new colony of New Brunswick were felting pine and spruce, displacing and disposing Indigenous Peoples. Today, after centuries of timber, pulp, and paper serving as the backbone of New Brunswick’s economy, many parts of our forests have been devastatingly clearcut. The province – which has been extracting fossil fuels for over 300 years and was home to North America’s first petroleum operation in the mid-19th century, British imperialists in the new colony of New Brunswick were felting pine and spruce, displacing and disposing Indigenous Peoples. Today, after centuries of timber, pulp, and paper serving as the backbone of New Brunswick’s economy, many parts of our forests have been devastatingly clearcut. The province – which has been extracting fossil fuels for over 300 years and was home to North America’s first petroleum operation in the mid-19th century, which has been extracting fossil fuels for over 300 years and was home to North America’s first petroleum operation in the mid-19th century, which has been extracting fossil fuels for over 300 years and was home to North America’s first petroleum operation in the mid-19th century, which has been extracting fossil fuels for over 300 years and was home to North America’s first petroleum operation in the mid-19th century, which has been extracting fossil fuels for over 300 years and was home to North America’s first petroleum operation in the mid-19th century, which has been extracting fossil fuels for over 300 years and was home to North America’s first petroleum operation in the mid-19th century, which has been extracting fossil fuels for over 300 years and was home to North America’s first petroleum operation in the mid-19th century,
The corporate media’s business model is failing,” says Jay, “and so is its ability to speak basic truths about the crises we’re living.”

Corporate media in Canada is itself in crisis. As Google and Meta have snatched away advertising revenue, corporate media has faced declining readership and profitability. In Canada, 26% of newsrooms have closed since 2015. In 2018, the People bear the brunt of it not owned, but media workers and readers. Newspaper CEOs have cashed in – in 2018 with the NB Media Co-op is looking to transfer to info@nbmediacoop.org, by credit card at restaurant or online, or by donating $30 or by donating $2.50 to $100 every month.

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“Don’t hate the media, be the media”

“Do not be afraid of anything,” Koch says. “The reason given was that the company announced a new facility in Moncton, Koch found himself being censored. For Haley, “The voices included in – like in 2018, when Postmedia’s CEO took a $1.2 million executive pays in 2021, the Co-op partnered with OHS-TV, a community television station based in St. Andrews, together, we produced the NB Debater, a news show in which Tobin LeBlanc interviews community leaders at the University of New Brunswick, speaks to social justice activists otherwise ignored by corporate media. For Haley, “The voices we heard in the NB Media Co-op are often left out of [corporate media] or are treated as the subject of those media stories rather than the authors of their own story.”

One of the most popular NB Debater episodes featured Canadian Union of Public Employees NB president Steve Drost and regional director Sandy Harding telling the story of a strike by workers at a chocolate factory. On the picket line, workers walked off the job demanding decent wages. Irving Limited capacity, reduced workweek initiatives. Poverty prevention and reduction has positive effects on the overall economy and society in terms of purchasing power, gross domestic product (GDP) growth, and reduced poverty-related expenditures.

When there are paid sick days, everyone benefits: workers, employers, and the wider community. Janelle LeBlanc is Provincial Coordinator of the Common Front for Social Justice.”

Call for story submissions about migrant housing

The Madhu Verma Migrant Justice Centre in partnership with the NB Media Co-op is looking to publish stories on the NB Media Co-op website about the struggles for realty for migrants and those with precarious immigration status in the province.

Journalists can submit a story (800 to 1200 words approximately) in either French or English. Stories up to 2500 words are also accepted. Please offer a payment of $400.

Submit your story at info@nbmediacoop.org. If you would like to pitch a story idea before submitting a full story, email us your story idea and we can provide guidance. Check out our submission guidelines at the top of our website.

For more information, contact Amy Floyd at info@nbmediacoop.org.