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To: [News Journalism](#)
Subject: submission to: News Media Assistance Program (News MAP) [SEC=OFFICIAL]
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Submitted by: Anonymous

Submitted values are:

Step 1: Your submission

Remain Anonymous

Yes

Private Submission

Yes

Published name

[REDACTED]

Short comment

I recognise the critical need for local news, whether in traditional print or digital formats. As the owner of a news organization overseeing four regional/rural newspapers, I face substantial challenges, particularly in recruiting and retaining top-tier journalists, and in attracting local advertisers who increasingly favor platforms like Facebook and other social media channels for their advertising expenditures.

The primary obstacle lies in our ability to offer competitive wages and appealing working conditions. While we have historically employed recent journalism graduates at affordable rates, investing in their training, there is a recurring trend of them seeking more lucrative opportunities elsewhere. Currently, we are confronted with a scarcity of applicants, and financial constraints often hinder our ability to secure their services. Furthermore, experienced journalists are increasingly drawn to positions in local councils or government-operated hospitals due to the allure of higher remuneration.

The difficulty in acquiring local advertising funds is exacerbated by the dominance of social media giants. The continued production of weekly local news owes much to the commitment of the Victorian state government, which consistently places a full-page advertisement in each of our publications.

A crucial solution lies in a heightened commitment from the federal government to allocate a larger portion of advertising expenditures to local, regional, and rural newspapers, whether through traditional print or online advertisements.

Additionally, exploring mechanisms to support and enhance the viability of local news outlets involves providing financial assistance or tax rebates for journalists working in areas outside large metropolitan areas. Furthermore, assistance in funding training costs for cadet journalists and their employers is imperative to foster the development of skilled professionals in our industry.

Step 2: Contact details

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Consultation name

News Media Assistance Program (News MAP)