

ROGERS COMMUNICATIONS TO CUT JOBS



Rogers Communications is a name that many people outside of Canada may not know of, despite the fact that this is a fairly large media entity. For those of you in search of a better definition here is a look at how the company [describes itself](#), "Rogers Media Inc., a division of Rogers Communications (TSX: RCI; NYSE: RCI), is a diversified leading Canadian media company that engages in television and radio broadcasting, publishing, digital, and sports entertainment. Rogers Broadcasting has 55 AM and FM radio stations across Canada; television properties include five Citytv stations, five OMNI multicultural television stations, Sportsnet (consisting of four regional channels and the nationally-distributed Sportsnet ONE and Sportsnet World), and The Shopping Channel, a televised and internet shopping service. Rogers Publishing produces many well-known consumer and online magazines, such as Maclean's, Chatelaine, L'actualité, Canadian Business, and is the leading publisher of a number of industry, medical and financial publications. Rogers Media's suite of digital assets reaches 17 million unique visitors per month through more than 1,000 premium owned + exclusive and extended network sites. Rogers Media Inc. owns Rogers Centre stadium, a year-round sports and entertainment facility, and the Toronto Blue Jays Baseball Club." As you can see the company is diversified, but apparently the company is not diverse enough to stave off layoffs. They are getting ready to cut back on 375 jobs in order to set their profits to right. The company is cutting back on workers in different operations around the company, so there is not set information on exactly which positions are being let go an which ones are staying with the company in any real numbers. On the whole we do know a few things. We know that the workers have already been notified and that the layoffs have already begun. The company has not made given any information about what kind of severance benefits they may be giving to workers, if any, who are being parted from the company. Of course these are not the only private sector job cuts that citizens in Canada have had to endure. Some of you may recall our [earlier coverage](#) of retail cuts to a major Canadian tire company. For those of you who missed out here is an excerpt that will get you up to speed in no time at all, "Well it looks like the company is hoping to continue to be a brand their customers trust while they are pulling the rug out from under a fair number of their locations. The company has decided to close a significant number of its stores as part of a major rebranding effort. The company is getting ready to move into a period of growth for one of those brands, FGL Sports' under the Sport Chek name, as well as focusing on the Atmosphere brand as well. This expansion means that the company will be closing other stores that are being run under different brands the corporation owns. All in all the company will be closing about 115 stores which run under a variety of names. As you can imagine the closure of 115 retail locations is nothing to scoff at I terms of job losses. For the time being the company has not said how many workers are slated to be impacted by the store closures at the current moment."

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