



Spin Doctors

How Media and Politicians Misdiagnosed the COVID-19 Pandemic

BY NORA LORETO

- Meticulously documents the root causes of key struggles amplified by the pandemic, including anti-Asian racism, deplorable conditions of migrant workers, and testing in racialized neighborhoods.
- Critically looks at media coverage of the pandemic, including how the political narrative shaped how Canadians understood the crisis, its cause and how to stop it.
- Evaluates how thousands of job cuts in the media industry profoundly impacted the quality and depth of local and national reporting of the pandemic.
- Author is the editor of Canadian Association of Labour Media and co-host of the popular podcast *Sandy and Nora Talk Politics*.

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As Canada was in the grips of the worst pandemic in a century, Canadian media struggled to tell the story. Newsrooms, already run on threadbare budgets, struggled to make broader connections that could allow their audience to better understand what was really happening, and why. Politicians and public health officials were mostly given the benefit of the doubt that what they said was true and that they acted in good faith.

This book documents each month of the first year of the pandemic and examines the issues that emerged, from racialized workers to residential care to policing. It demonstrates how politicians and uncritical media shaped the popular understanding of these issues and helped to justify the maintenance of a status quo that created the worst ravages of the crisis. *Spin Doctors* argues alternative ways in which Canadians should understand the big themes of the crisis and create the necessary knowledge to demand large-scale change.

NORA LORETO is a writer and activist from Quebec City. She is the author of *Take Back the Fight: Organizing Feminism in the Digital Age* (Fernwood 2020) and *From Demonized to Organized: Building the New Union Movement* (CCPA 2013). Nora is the editor of the Canadian Association of Labour Media and is an opinion columnist whose writing appears regularly in many publications. She co-hosts the popular podcast *Sandy and Nora Talk Politics* with Sandy Hudson.

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