

Newspaper

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Le Jour ou nous serons maître chez nous newspaper, February 28, 1974.

Accession Number 2011.70

Date 1974

Materials ink, paper

Measurements 57 x 38 cm

Historical context

This is the first edition of the newspaper *Le Jour*, published on February 28, 1974.

In December 1968, MP Yves Michaud set up a parliamentary committee to study media concentration, a situation that worried many. In 1971, demonstrations took place outside the offices of *La Presse* on the same issue. Following the October 1973 elections, the Parti Québécois felt it had been the victim of an unfavorable press. It was against this backdrop that René Lévesque, Jacques Parizeau and Yves Michaud decided to create an independent, social-democrat newspaper, *Le Jour*. The daily covered the usual journalistic topics: labor, consumer affairs, sports and so on. However, since it adopted a social-democratic angle, it also covered labor issues, consumer self-defense, amateur sports, and more. There's a definite interest in this newspaper. On February 16, 1974, even before the first issue was published, *Le Jour* had 15,000 subscriptions. Public figures such as Yvon Deschamps, Gilles Vigneault and Félix Leclerc gave it their unhesitating support. However, with no access to government advertisers, finances quickly became precarious. Within a year, the Society of Editors (an innovation in North America), responsible for the newsroom, began to dismiss staff, and the internal climate was severely affected. What's more, although this was not the case, the PQ considered that the newspaper belonged to it. *Le Jour* did not survive this turmoil.

Le Jour was published daily between February 1974 and August 1976. A new, weekly version appeared in 1978, but lasted only a year.

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