



MEDIA RELEASE

19 February 2021

Cheek Media Co. believes government should own their part in Facebook ban

Cheek Media Co., founded in November 2020 by three Brisbane women, believes the Government should take responsibility for their part in the news ban that took effect on Thursday 18 February.

Cheek Media Co. CEO Kristin Perissinotto says “We’ve seen so many people lamenting that Facebook has done something terrible and unconstitutional, but we need to remember that the government has a part to play in this.”

Cheek Media Co. is a fully independent media company that is currently self-funded by the three founders. The company publishes daily stories on www.cheekmedia.com.au, predominantly made up of reviews, political opinion pieces, and explainers, and produces a podcast, The Weekly Cheek.

“We’re pretty disappointed by the state of affairs,” says Ms Perissinotto. “It’s a shame to think about how many people are now missing out on news because they aren’t seeing it in the usual place.”

“A business’ social media platform will always belong to the platform. Sure, it has your name and logo on it, but the data, the posts, even the followers, all belong to the platform. We think it’s absolutely vital to understand this when using the platforms, and today has shown us that it can all be stripped away.”

“We don’t know how long this stand off is going to last, and what will come of it, but at the end of the day, Facebook is a business that’s looking to make money. The government should own up to their part in this. Facebook and Google have both been threatening to do this very thing for months. Now we know that Facebook at least was very serious.”

“The Treasurer has been spearheading the News Media Bargaining Code for months, while Facebook and Google have been warning us that they might pull their services. It doesn’t make sense that Josh Frydenberg now turns around and puts it on Facebook.”

“The government is there to represent us, the community. Now parts of the community have limited access to news because of their actions, and they’re only interested in passing on the



blame. I've been surprised at how many people are happy to blame Facebook when the government has played a part in it. We're not going to let them off this easily."

The purpose of Cheek Media Co. is not to break news, rather to provide accessible explanatory content for its audience, entertainment, and opinion pieces. Cheek is a place for people who want to be informed without feeling as if they must carry the weight of the world on their shoulders.

Cheek Media Co is the independent digital media company amplifying voices, stories and ideas that are first and foremost, real. Learn more about Cheek by visiting www.cheekmedia.com.au or follow us on social media.

ENDS

For more information or to arrange an interview, please contact:

Kristin Perissinotto

kristin@cheekmedia.com.au