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# ETHNIC MEDIA ESSENTIALS



## Canadian Multilingual Media Profiles for Those Who Need to Know

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Мониторинг и анализ многоязычных этнических медиа-ресурсов • Мониторинг и анализ многоязыч

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Wielojęzyczne międzynarodowe badania i usługi mediów etnicznych • Wielojęzyczne międzynarodowe badania i usługi medió

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Διεθνής Πολυγλωσσική Έρευνα και Υπηρε



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We gratefully acknowledge the contributions of our team of consultants, who monitor these outlets on a regular basis. Without their contribution, this collection of ethnic media profiles would not have been possible.

Toronto, December 1, 2015

## Contents

Introduction to the ethnic media in Canada .....	5
AFRICAN AND CARIBBEAN MEDIA .....	7
ARABIC MEDIA.....	10
ARMENIAN MEDIA .....	13
BENGALI MEDIA .....	14
CAMBODIAN MEDIA .....	16
CHINESE MEDIA .....	16
CHINESE MEDIA.....	17
DUTCH MEDIA .....	21
FARSI MEDIA .....	22
FILIPINO MEDIA .....	23
GREEK MEDIA .....	27
GUJARATI MEDIA .....	28
HINDI MEDIA .....	30
HUNGARIAN MEDIA .....	31
ITALIAN MEDIA .....	32
JAPANESE MEDIA .....	35
JEWISH MEDIA .....	37
KOREAN MEDIA.....	40
POLISH MEDIA.....	42

PORTUGUESE MEDIA.....	44
PUNJABI MEDIA.....	46
ROMANIAN MEDIA.....	50
RUSSIAN MEDIA.....	52
SOUTH ASIAN ENGLISH MEDIA .....	54
SPANISH MEDIA .....	56
TAMIL MEDIA .....	59
TURKISH MEDIA .....	61
UKRAINIAN MEDIA .....	62
URDU MEDIA .....	65
VIETNAMESE MEDIA.....	67
The Bottom Line.....	69
Annex 1: Notes to communicators on ethnic media planning.....	70
Annex 2: Six Ways Ethnic Media Market Intelligence Can Serve You .....	73
Annex 3: Ethnic Media in Canada – the MIREMS View .....	76

## Introduction to the ethnic media in Canada

Every year, Canada receives about 250,000 new immigrants. A vast majority express themselves better in languages other than English or French. This results in a large contingent of people who primarily speak non-official languages. They bring with them diverse visions of the world, on everything from organ donation to bank interest and from family relationships to taxation. Language holds the key to these diverse visions, and media is its expression in the public forum.

MIREMS – Multilingual International Research and Ethnic Media Services – is a corporation devoted to the monitoring and analysis of media in many languages. The company mandate is to render language barriers transparent for decision-makers.

These Ethnic Media Profiles offer an overview of the media serving Allophone communities in Canada, based on our own daily tracking of those sources. Each chapter deals specifically with one of the language groups we monitor.

These Profiles lay no claim to being exhaustive. They are a snapshot of a changing scene with which no update can keep up, because it follows Canada's changing demographics of immigration.

### The immigrant audience

The 2011 Census of Population counted more than 200 mother tongues or languages spoken most often at home. One in every five Canadians claimed a mother tongue other than English or French. This means 20% of the total population. About half of Toronto's population is foreign-born. The percentage is 40% in Vancouver, 26.2% in Calgary and 22.6% in Montréal in 2011.<sup>1</sup> In the last five years, these trends have increased.

The top five language groups were Chinese, Mandarin and Cantonese, with over a million speakers in total; Punjabi, the third largest language in Canada after English and French, with 460,000 speakers; and Italian, Spanish and German with over 400,000 speakers each. Tagalog and Arabic have over 300,000 speakers. Portuguese and Polish have over 200,000 speakers. Another 13 language groups have more than 100,000 speakers, including Hindi, Gujarati, Urdu, Persian, Tamil, Vietnamese, Korean and Greek.<sup>2</sup>

Nine out of ten immigrants settle in urban areas, with over 60% in the three cities of Toronto, Vancouver and Montreal. Around 53% of the people born outside Canada live in Ontario, 14.4% in Quebec, 17% in British Columbia and 9.5% in Alberta.<sup>3</sup> The fact that these diverse cultural communities are mostly urban in nature is key to media development driven by advertising and sales communications on the one hand and free distribution on the other.

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<sup>1</sup> Statistics Canada, <http://www12.statcan.gc.ca/nhs-enm/2011/as-sa/99-010-x/99-010-x2011001-eng.cfm>

<sup>2</sup> Statistics Canada, [http://www12.statcan.gc.ca/census-recensement/2011/as-sa/98-314-x/98-314-x2011003\\_2-eng.cfm](http://www12.statcan.gc.ca/census-recensement/2011/as-sa/98-314-x/98-314-x2011003_2-eng.cfm)

<sup>3</sup> Statistics Canada, <http://www12.statcan.gc.ca/nhs-enm/2011/as-sa/99-010-x/99-010-x2011001-eng.cfm>

## The multilingual media

The composition of the cultural media changes over time, as a result of new arrivals from different cultural backgrounds and the slower integration of more established groups. Cultural media provide a voice to demographic segments that transition from permanent residency to citizenship and from needs to contributions to the Canadian economy and society.

The main impact of cultural media lies in the fact that it is in non-official languages. Language retention is a cultural choice that varies from community to community. It is affected by the shift in the population base from first- to second-generation immigrants, and by successive waves of migration worldwide.

The more widely spread and newer the population is, the weaker the media. The more consumers, merchants and services in a single language are concentrated demographically and geographically, the stronger the media. At the same time, convergence and global communications have led to an exponential increase in media offerings from the homelands.

A so-called 'ethnic mainstream' - a group of national and multinational media sources that are in sync with the 'mainstream' English and French media - is mostly daily in frequency and national in distribution. On the other hand, a very large group of weekly and fortnightly print sources cater to the demands of advertisers and publish close to the 'weekend market days.' Monthlies generally focus on cultural and long-term issues.

Our inventory of sources runs to over 1,000 sources, including specialized publications such as sports and entertainment magazines, directories and real estate guides. They are spread across more than 30 languages from over 45 cultural groups, the top five being Chinese, Punjabi, South Asian English, Russian and Spanish. The number of media sources for each language varies significantly. For example, there are five times as many Chinese media outlets as Hindi ones. If we add to this the difference in frequency – the Chinese media is predominantly daily, the Hindi a mix of daily radio and weekly print – it is clear that a careful balance must be struck to avoid the perception that Chinese opinions are dominant in the cultural media as a whole.

There is no such thing as an 'ethnic' person, just as there is no such thing as a 'cultural' person. Hence, there is no such thing as the cultural media – there is Chinese media, Italian media, Punjabi media and so on, each with their respective audiences, media styles and formats, ways of mixing homeland and Canadian reporting, and understandings of the role of the media.

In the following pages, we invite you to take a tour around the ethnic media landscape in Canada. A wide diversity that is yours to explore!



## AFRICAN AND CARIBBEAN MEDIA



According to the 2011 census, about a million people, or 3% of the Canadian population, were Black Canadians of African or Caribbean origin. About 60% are of Caribbean origin, with Jamaicans, Trinidadians, and others from Anglophone countries settling mostly in Toronto and Ottawa and Haitians mostly settling in Montreal. The Caribbean community includes not only Blacks but also numerous descendants of Indians and other South Asians, as well as individuals with Chinese, European, Aboriginal and mixed roots.

The others are African descendents who arrived either long ago from the United States to escape slavery and wars or, more recently, directly from Africa as economic migrants, international students who stayed, or refugees. The African-Canadian community is very diverse in itself. It comprises a diverse range of cultures and religious beliefs, from Rastafarian to Muslim to Pentecostal, and a variety of languages, including English, French and Portuguese (see our Portuguese profile) as well as a multiplicity of African languages, including Somali, Amharic and Tigrigna.

### Greater Toronto Area

The Greater Toronto Area is home to three weekly newspapers with a Caribbean focus, the Weekly Gleaner (Jamaican), Caribbean Camera and Equality News, as well as Pride and Share, two other prominent weekly papers addressing a Black audience of both African and Caribbean origin.

**Caribbean Camera** is a Toronto-based weekly geared to the Caribbean community, which includes people of African origin, but also many of Chinese and South Asian descent. The first part of the paper focuses on the Caribbean/Black community of Toronto and surrounding areas. Recently, a great deal of coverage was given to the Toronto mayoral elections, with the paper itself openly supporting John Tory (although all three major candidates were interviewed). A lawyer in the Caribbean Camera writes a column on Canadian immigration issues. The rest of the paper deals with subjects such as news from the Caribbean, medicine and sports. **Equality News** provides news about Toronto and Canada as well as news from the Anglophone Caribbean and India.

**Pride** is also a Toronto weekly, but focused more on the overall Black community. Most of its Canadian news has to do with the Black community, including racial profiling by the police. The rest of the paper deals mostly with Caribbean news, as well as sections on health, relationships and financial advice. **Share** publishes a wide range of community news, including critical reports on racial profiling, the under-representation of visible minorities in the school system and immigration reform as well as exemplary reports on awards won and other achievements by Blacks in Toronto and community services performed by Black organizations.

**Toronto Caribbean Newspaper** is published twice monthly. It focuses on people of Caribbean descent of all races. It is primarily a lifestyle publication, with sections on financial matters, food and medicine, and it usually contains a press release from Immigration, Refugees and Citizenship.

**Indo Caribbean World**, which is published out of Thornhill, Ontario, is, as its name suggests, geared to people from the Caribbean whose ancestors came from India and other parts of South Asia. Canadian news reported in this paper principally deal with ethnic issues, like cultural events in the Indo-Caribbean community or general immigration news. The majority of the paper consists of news pertaining to the Caribbean, particularly to Trinidad and Guyana. Other issues addressed comprise literature and entertainment, including India's film industry (Bollywood).

**The Ghanaian News** and the **Nigerian Canadian News** come out on a monthly basis to keep readers informed about news from their home country as well as local, provincial and national news from Canada. The Ghanaian News features a range of information articles about immigration, finances, child rearing and the education system; it provides local professionals with a forum to present their expertise. It also has a Christian religious orientation and extensively features community cultural and religious events. The Nigerian Canadian News provides news from around Africa, as well as Canadian, local and international news, but it also features a lot of advice articles on relationships, health issues and other matters of daily living and opinions on current events. **The African Immigrant Magazine** addresses issues related to immigrants in Canada specifically.

**Journal Canora** is the only monthly magazine published in French in Ontario. It is directed at an African, Caribbean and Asian audience and has a mission to promote the rights of the communities, their participation in political and cultural life, and the use of the French language. Journal Canora focuses on French-language settlement and community services in Ontario, as well as local and provincial news and stories of social and political interest relating to the Afro-Caribbean community in Ontario.

The monthly newspaper **Meftih** serves the Eritrean community in English and Tigrigna, and the monthly paper **TZTA** provides regular news in English and Amharic for the Ethiopian community.

Toronto's radio station **G98.7 FM** is entirely devoted to the African and Caribbean community, with daily news, talk shows and music programming. Other stations have weekly programs. The multicultural radio station **CHIN 100.7 FM** features "Talk to Me," a Saturday night Caribbean program, and **CIAO Radio AM 530** features a Friday night Caribbean West Indian program and weekly programs in Somali and Amharic.

**OMNI TV's** weekly African program, **Ondes Africaines**, features French and English interviews giving advice for everyday living and local community events. The weekly magazine **Caribbean Vibrations** portrays Caribbean cultural performances. **Muuqaalka Soomaalida**, the weekly Eye on Somalia, reports on events and developments in the Somali community in Toronto. **Admas** (Horizon) promotes and reflects the culture and heritage of the Ethiopian-Canadian community in Ontario.

## **Ottawa**



Ottawa has two websites catering to a Black audience. **Black Ottawa 411** posts regular announcements of upcoming events in Ottawa. **The Black Ottawa Scene** is updated on a monthly basis and posts articles about exemplary Black leaders in the community and organizations serving the community.

The University of Ottawa campus radio station **CHUO 89.1 FM** radio has a series of weekly programs for Ottawa's African and Caribbean community every weekend, in English, French, Creole, Somali and Amharic. **CKU 93.1** at Carleton University has several weekly Reggae music programs as well as a Somalian and a Haitian program on Sundays.

Ottawa's City TV station has a monthly program for the Caribbean community, the **Caribbean Calendar**, and one for the Black community in general, **Fontonfrom**. Each monthly program airs on two consecutive weekends. Each program has interviews with studio guests from the community and reports about community events.

### Montreal

**The Montreal Community Contact** posts commentaries on social and political issues affecting the local Black community in Montreal.

The Haitian radio station **CPAM 1410 AM** provides programming around the clock geared towards the Haitian community. Much of it is in French and some in Kreyol. Programming includes music as well as news, media reviews, commentaries on political and social issues and a weekly immigration program. **Cameroon Voice** is a radio station that re-transmits Radio Equinoxe from Cameroon and RTS from Switzerland. However, its website is a daily source of news about Africa, Canada and the world.

The multicultural station ICI Television carries the daily **Kreyol Bossbens Show**, touted as the best source for all the latest happenings in Montreal's Haitian community, as well as the daily **Âme D'Afrique** in French and African languages, a musical and cultural show that explores the rhythms of Africa.

### Vancouver

**The Afro News** serves the Black community of British Columbia with a wide range of news about local events, national politics, community leaders, sports and arts, finances, history, education, technology and entertainment. **Ethiopia Zare** provides regular updates for the Ethiopian community.



## ARABIC MEDIA



The Arabic community constitutes a large visible minority group in Canada. According to the 2011 Census, there were 380,620 Canadians who claimed Arab ancestry.<sup>4</sup> The number of people of Arab origin in Canada is growing considerably faster than the overall population. For example, the number of people who reported Arab origin rose by 27% between 1996 and 2001, while the overall population grew by only 4%.<sup>5</sup>

There is a great amount of diversity among Arabs. The Arabic community is a construct: in the real world, we have Lebanese people, North Africans from the Maghreb, Egyptians, Middle Easterners and newcomers from the Arabian Peninsula.

There are linguistic, cultural and religious differences. Some dialects are mutually incomprehensible, such as Egyptian and Algerian. Some Arabs are Shia; the majority are Sunni; some are Ahmadiyya; and a minority are Christian. Those coming from countries under former French colonial rule have French as a second language, while others have English. This has, in part, directed their settlement, with Anglophones tending to gather in Ontario and Francophones in Montreal.

It has also created some media that are pan-Arab in outlook, while others are specifically focused on one or more nationalities of origin. Some take on a Middle Eastern identity, while others cater to the Maghrébins and use French alongside Arabic. Some Muslim publications function entirely in English and appeal to a common Muslim identity among an even wider range of newcomers to Canada (including South Asians).

The Lebanese are the largest group within the Arab-Canadian community. In 2001, 41% of all those with Arab roots said they were Lebanese, while 12% were Egyptian; 6% were Syrian; 6% were Moroccan; 6% were Iraqi; 4% were Algerian; and another 4% were Palestinian.<sup>6</sup> The large majority of the Canadian population of Arab origin live either in Ontario or in Quebec.

The Arabic media in Canada plays a vital role in the dissemination of information among Arabic immigrants, in bringing the community together, and in facilitating their integration into Canadian society. The Arabic media in Canada serves Arabic readers from different countries: those from Lebanon, Syria, Morocco, Iraq and Algeria, as well as the Arabic diasporas from other countries living in Canada.

<sup>4</sup> Statistics Canada. "2011 National Household Survey: Data tables". Retrieved 11 February 2014.

<sup>5</sup> Statistics Canada. <http://www.statcan.gc.ca/pub/89-621-x/89-621-x2007009-eng.htm>

<sup>6</sup> Statistics Canada. <http://www.statcan.gc.ca/pub/89-621-x/89-621-x2007009-eng.htm>

## Print and Web

MIREMS monitors more than 20 Arabic sources, which are mostly papers and websites. Most print papers are published on a weekly or monthly schedule. Several websites are updated on a daily basis, including **MinCanada**, a national website that brings news and commentaries that are related to or important to the Arab and Muslim communities throughout Canada.

**Atlas Montreal** is a weekly print paper, but its website is updated daily with a range of local community, Canadian and home country news. Two other monthly papers are of high profile in Montreal: **Maghreb Canada**, which focuses on national and immigration news, while also carrying theatre, family, business and events sections, and **Alfa**, which posts a lot of immigration and political news, as well as other national news. Being in Montreal, these three papers speak above all to an audience from the Maghreb - Northern Africa - and carry many articles in French. They thus provide an accessible venue to reach out to this community with advertising and awareness-raising campaigns.

**Al Bilad** from Ontario has an extensive section for local events, including political events, in addition to a jobs section and an immigration column. We also monitor other papers and websites, including **Al Hadas**, **Meshwar**, **Egypt and Arab World in Canada**, **Sada Al Mashrek** and the **Assyrian Voice Forum**.

The **Al Ayam** is a free bi-weekly publication based in Mississauga, Ontario. It covers diverse topics ranging from local community news, events, family, sports, food & entertainment, technology, and politics. It also has a section that covers immigration news.

**Good News** is a bi-weekly newspaper in Ontario. Its website is also updated daily with anything from news to articles and opinions. It covers topics ranging from local news to Egyptian and Middle Eastern news. In addition, it advertises special events and discusses health issues.

**Meshwar** is a half-monthly newspaper from Mississauga, Ontario. It covers diverse topics ranging from local news to Egyptian and Middle Eastern news. In addition to that, it advertises special events and local community events that take place in Mississauga and Toronto. There is also a section that covers opinions and comments about policies and issues that take place in the Arab world.

**Assaha Magazine** was established in 2005 in Toronto. It is distributed once a month in Toronto and Mississauga and covers news and activities of the Arab community in Canada, with a focus on Ontario. It provides useful resources and information for Arabs living in Ontario and information about the various sectors of Canadian life.

**The Arab News** newspaper is published every two weeks and is based in Toronto. It is segmented into different sections, including Canadian and American news, immigrant news and opinions, Lebanese, Iraqi and Palestinian news, Egyptian, Syrian and Sudanese news and family and health topics, special announcements and advertising for the Arab community.

## Radio

**CHOU 1450 AM** in Montreal is a radio station entirely dedicated to the Arabic community. The daily journal '**Overdose**' covers local, provincial and federal news, as well as Middle Eastern and international news. The show also offers press reviews and weather and traffic information. In addition, listeners are invited to comment on the hottest news and events in Quebec, as well as national- and international-level events.

Several multicultural radio stations also carry Arabic programming. For example, **CFMB 1280 AM** in Montreal carries an hour of Arabic programming five evenings a week. **CHIN FM 97.9** in Ottawa carries six hours of Arabic music and variety programming every weekday and shorter time slots on the weekends.

## TV

While Arabic viewers can subscribe to a variety of international Arabic stations, locally produced programs in Arabic are usually weekly segments on multicultural stations. **OMNI TV** in Ontario and BC carries **Omniyat TV**, which covers community events and sheds light on topics relevant to local Arabic-speaking communities. **ICI Television** in Montreal carries **Le Grand Maghreb Arabe**, a show covering issues related to the Arab-Maghrebian community in Montreal.



## ARMENIAN MEDIA



The Armenian community in Canada was estimated at 50,500 in the 2006 census and mostly concentrated in Montreal and Toronto. Many of the earlier immigrants came from the Armenian diaspora in the Middle East, with more recent arrivals from Armenia after the collapse of the Soviet Union.

### Print

**TorontoHye** is a monthly community newspaper in Toronto that covers events and news in the Armenian community in Toronto and homeland and Middle Eastern news. It has an Armenian and an English section.

The **Horizon Armenian Weekly** is published out of Montreal and distributed in Montreal and Toronto. It is the official political newspaper of the Armenian Revolutionary Federation's (ARF) Canadian Central Committee, has been published since 1979, and has various supplements, including a literary supplement, youth supplement, English supplement and thematic supplements. It deals primarily with homeland and community issues, while the active website posts Canadian and international news with a focus on the Middle East.

**Abaka** is an Armenian-Canadian weekly newspaper established in Montreal, Quebec. It was founded in 1975 and publishes in Armenian, with two pages each in French and English. It was the official political organ of the Armenian Democratic Liberal Party (Ramgavar party) and has been reflecting the views of the splinter Armenakan-Democratic Liberal Party since 2010. The paper publishes a monthly youth supplement. It reports on community news in Montreal and issues related to Armenian history and politics in Armenia and the diaspora.

### Radio

The Arabic radio station **Radio Moyen-Orient CHOU 1450 AM** has a weekly Armenian radio program, **Vanatsayn Armenian radio**.

### TV

**OMNI Television** features a weekly Armenian program, **Nor Hai Horizon**, on OMNI 2. Rogers Television in Ottawa includes a monthly program called **Armenian Culture** in its multicultural line-up. Both cover local community events, news and performances.





## BENGALI MEDIA



The exact number of Bengalis in Canada is unknown, but it is estimated to be over 200,000 people with roots in Bangladesh and the Indian states of West Bengal, Tripura and southern Assam. Among them, 100,000 live in Toronto. As a result, there is a strong Bengali media presence in Toronto. There are seven regular publications and five websites, all published weekly or monthly. The publications work as a bridge for Bengalis yearning to connect with their country of origin and, at the same time, to integrate in Canada's socio-economic mainstream.

### Print and web

Most prominent are the weekly newspapers available in community stores in Toronto, and some in Montreal, including Aajkal, Desher Alo, Bhorer Alo, Jogajog, the Bangla Mail and Bangla Kagoj. **Aajkal**, which claims to be the most popular weekly, is published by Sayed Abdul Goffar. The newspaper offers news and analysis on events in Canada and Bangladesh. **Desher Alo** publishes stories on matters of interest to the Bangladeshi community, such as employment and immigration.

**Bhorer Alo**, published weekly, has a balanced approach to Canadian and Bangladeshi news. The publication positions itself as “a voice of the Bangladeshi community” and offers news and analysis of Bangladeshi and Canadian politics, immigration, prominent global news, editorials, North American news, lifestyle and entertainment news. It also has a separate Montreal news section. **Jogajog** is another publication that gives a lot of space to Canadian mainstream news.

**Bangla Mail** and **Bangla Kagoj** focus mostly on Bangladeshi news. **Bangla Kagoj** positions itself as “the most popular Bengali weekly in Canada”. It has similar contents to the other Bengali publications, including news, analysis and editorials on Bangladeshi and Canadian politics, international, entertainment and sports news, and a special section for Montreal news.

**Probashi Kantho** is a monthly print and web publication that compiles articles on politics, citizenship, immigration, community development and policy, as well as sections on entertainment, literature, technology, health, sports and food.

Bengali news websites published in Canada include The Bengali Times, DeshBidesh-e and the Bangla Reporter. **The Bengali Times** is published online weekly and covers major news from Bangladesh, while Canadian news are mostly focused on Bengali community activities. On the other hand, **Notundesh**, another web publication, focuses on both Canadian and Bangladeshi news, with Canadian news usually providing the lead stories. **DeshBidesh-e**, published online from Toronto, positions itself as the “global voice of the Bengali community.” The online **Bangla Reporter** covers prime headlines and news of Canadian politics, immigration and integration issues.

These publications offer a convenient way to reach the Bengali community with information about local business initiatives, awareness-raising on health and social issues, public service announcements and communications from community leaders.

### Radio and TV

CHIN 1540 AM features a weekly radio segment in Bengali on Saturdays. However, it concentrates mostly on music, with rare news or discussion programming.

**OMNI TV** hosts the weekly news magazine **Amantran**, which combines reports on community events, sports and entertainment with coverage of local, national and international news.



## CAMBODIAN MEDIA



In 2011, there were an estimated 34,340 Cambodians in Canada, with concentrations in Toronto and Montreal. Many of them left Cambodia as refugees during the Khmer Rouge era between 1975 and 1979.

### Print

**La Presse Cambodgienne** is a monthly paper published in Montreal. It focuses on homeland news, international news and general interest articles. The publication is mostly in Khmer, with some articles in English, and offers a unique vehicle for advertising and messages to the Cambodian community.

### Radio

Several multicultural radio stations carry weekly programs in Cambodian. **Radio Khmer** in Montreal is available online and on the air on CFMB Radio. Fairchild Radio carries an hour of Cambodian programming per week on each of its Toronto and Vancouver stations.



## CHINESE MEDIA



The Chinese community constitutes the second-largest visible minority group in Canada. It numbers just over 1,324,700 and makes up 21.1% of the visible minority population and 4.0% of the total population in Canada. Among the immigrants whose mother tongue was other than English or French, the Chinese languages were the most common mother tongues reported by about 852,700 individuals in the 2011 household survey, with 34.4% reporting Cantonese, 24.6% reporting Mandarin, and 38.2% simply reporting Chinese.<sup>7</sup>

Given the significant population of Chinese Canadians, the Chinese media in Canada plays a vital role in the disseminating of information among Chinese immigrants to bring the community together and better facilitate their integration into Canadian society. The Chinese media in Canada serves Chinese readers from four main backgrounds: those from Mainland China, Hong Kong, Taiwan, as well as the Chinese diaspora from other countries living in Canada. With respect to the geographic distribution of the media sources, most of them are concentrated in Ontario and British Columbia, with a few found in Alberta and Quebec. Print and web are the most dominant source types, accounting for 76% of the 37 Chinese media sources MIREMS monitors, while radio and TV sources account for 11% and 13%, respectively.

### Print and Web

Among the Chinese media sources that MIREMS monitors, 28 are print papers or websites, and four are considered 'ethnic mainstream' papers that are published daily and are national in distribution. These are **Ming Pao**, **Sing Tao**, **World Journal**, and **Today Commercial News**. **Ming Pao Daily** (Toronto and Vancouver), **Sing Tao Daily** (Toronto, Vancouver, and Calgary), and **World Journal** (Toronto and Vancouver) are very similar in structure. They all contain important international, national, and home country news across different versions, while featuring major local and community news in each local version. The news coverage of the three papers touches every facet of the readers' life, including Canadian and international politics, international affairs (e.g. regional conflicts, terrorism, public health), immigration issues, economic trends, international trade, manufacturing, finance, housing, employment, and entertainment. In addition, these three papers feature opinion pieces, columns, and commentaries reflecting the viewpoints of the overseas Chinese community on various issues.

<sup>7</sup> Immigration and Ethnocultural Diversity in Canada, Statistics Canada, <http://www12.statcan.gc.ca/nhs-enm/2011/as-sa/99-010-x/99-010-x2011001-eng.cfm>



**Today Commercial News**, previously known as Today Daily News, is published daily from Tuesday to Sunday in its Toronto version, but is also available as a weekly paper in Vancouver, Calgary, Montreal, and Ottawa with local content. While heavily adorned with advertisements, this free paper presents a variety of contents, including major local and Canadian news, homeland news with a focus on Hong Kong and China, international news, financial topics, entertainment, sports, and opinion columns on both local and homeland issues that are of interest to Chinese immigrants.

In addition to the four ethnic mainstream papers, there are 23 active bi-weekly, weekly, and monthly print sources that MIREMS monitors, including ten in Ontario (Chinese News, 51 Weekly, Canada China News, Herald Monthly, North America Weekly Times, Chinese Canadian Times, Ming Pao Saturday Supplement, CCL Chinese Journal, World Journal Toronto Chinese News, and Ottawa Weekend Chinese News), four in British Columbia (World Journal Vancouver Chinese News, Global Chinese Press BC, Dawa Business Press, and AutoNerve), six in Alberta (Edmonton Chinese News, Canada88 Community News, Canadian Chinese Times, Trend Weekly, Chinese Journal Edmonton, and Oriental News Calgary), and three in Quebec (Sept Days, Sept Days Real Estate and Sinoquebec Chinese Newspaper). In general, these weekly or monthly papers tend to focus more intensively on events or issues that have direct impact on the local Chinese community. In addition, articles on consumer products and trends, real estate market statistics and analysis, entertainment news, travel advice, lifestyle information and opinions, and personal immigrant life stories are commonly seen in the weekly papers.

We also monitor eight websites, including New Star Net, New News, Chinese Readers, La Presse Chinoise, Epoch Times, Chinese Canadian Voice, and Luby Chinese Weekly, all of which are updated on a daily basis, with the exception of the Luby Chinese Weekly, which is updated weekly. These websites provide timely delivery of major international, Canadian, and home country news with a focus on topics that are pertinent to the life of Chinese Canadians, such as immigration, education, health, and cultural integration. Unlike the print sources, the articles on the websites are less likely to be original pieces, as they are usually taken from other sources, such as mainstream Canadian papers, ethnic mainstream papers, or another website.

## **Radio**

**A1 Chinese Radio Am 1540** is the Chinese program of the multicultural station **CHIN Radio** in Toronto, which was formerly produced under the banner of Toronto First Radio but is now jointly owned by CHIN Radio/TV International, Sing Tao Daily, and the Fairchild Group. A1 Chinese Radio has both Cantonese and Mandarin programs that broadcast major international, national, and city news and discuss these news from a community perspective. In addition, the station also provides information on traffic, weather, music, entertainment, and lifestyle to Chinese Canadians in Toronto. The Mandarin and Cantonese programs are very similar in structure and content; sometimes only the order of topics is changed.



**CIRV FM 88.9** is a Canadian radio station in Toronto that airs a multicultural programming format, predominantly in Portuguese, Spanish, and Chinese (Cantonese and Mandarin). The Chinese program at the station covers major Canadian news, homeland news about Mainland China, Hong Kong and Taiwan, local Toronto news, as well as local community events, weather, and entertainment news. On special occasions, critics are invited to make comments on popular topics in the city, such as the Toronto municipal election.

**Fairchild Radio Toronto and Vancouver** is a Chinese-Canadian multicultural radio network in Toronto and Vancouver. The stations broadcast at AM 1430 and FM 88.9 in Toronto and at AM 1470 and FM 96.1 in Vancouver. They are members of the Fairchild Media Group. Fairchild Radio has a combination of Mandarin and Cantonese programs and features a wide array of program formats ranging from news, current affairs, everyday information and practical knowledge, personal finance, talk shows, lifestyle, entertainment, and music. In addition to the Chinese programs, Fairchild Radio also has international programs in other languages, such as Punjabi, Vietnamese, Italian, Hungarian, and Russian, to broadcast news and provide helpful tips on daily living to Canada's multicultural communities.

**CHMB AM 1320** is a radio station in Vancouver that airs a Chinese-language-programming format. CHMB is currently owned and operated by the Mainstream Broadcasting Corporation, a British Columbia media company owned by a local Vancouver businessman, James Ho. Mainstream began its broadcasting service in 1973 as Overseas Chinese Voice (OCV), and was incorporated into the multicultural AM radio station CHMB AM1320 in 1993 to serve the needs of Vancouver's multicultural community. In addition to meeting the demand of the Chinese-speaking community, CHMB is also providing service to the growing diverse Vancouver community in 12 other languages, including Portuguese, Filipino, Greek, Japanese, Tamil, Ukrainian, Vietnamese, Danish, Icelandic, Norwegian and Swedish. Every effort is made at the station to ensure its programming reflects the diverse cultures and core values of Vancouver's ethnic communities fairly and accurately.

## TV

**Fairchild Television** was founded in 1993 as one of the subsidiaries of the multimedia conglomerate Fairchild Media Group. Fairchild was the first Chinese media corporation to operate nationwide in Canada, with its head office located in Vancouver and two regional offices in Toronto and Calgary. In order to better serve the increasing number of Chinese immigrants, Fairchild Television constantly works towards bringing viewers the latest and most popular Asian dramas, entertainment programs, variety shows, investigative reports, as well as news and current affairs programs.

**OMNI News Mandarin** and **OMNI News Cantonese** are the national and local newscasts in Mandarin and Cantonese on the OMNI TV system in Canada, launched on November 7, 2011.<sup>8</sup> Both the Cantonese and Mandarin newscasts have a national edition and a local edition that airs weekdays. The national editions are available in Ontario, BC, and Alberta, but the local editions are only available in Ontario and BC. In addition, OMNI News Mandarin has a one-hour weekend newscast in Ontario, BC and Alberta. OMNI News Mandarin and Cantonese provide the Chinese community in Canada with daily coverage of national and international news, featuring news from Mainland China, Taiwan, and Hong Kong. In addition, they bring viewers segments on weather and finance.

**Global National Mandarin** was launched by Global National on January 23, 2011, with Carola Wang as anchor and Frank Qi as correspondent. This 30-minute Mandarin-language newscast airs weeknights on Shaw Multicultural Channels in both Vancouver and Calgary. Global Mandarin provides international and Canadian news to the Mandarin-speaking community.

**New Tang Dynasty Television (Canada)** is a Canadian Category B Chinese-language specialty channel and is owned by New Tang Dynasty Television Canada (NTDT). It was launched on March 28, 2012, on Shaw Cable. NTDT Canada airs a unique programming mix of news, cultural shows, educational programs, sports, and entertainment in Cantonese and Mandarin. Its flagship program 'NTD News' is well-known for providing insightful and uncensored news from Mainland China to the local Chinese community in Canada.



## DUTCH MEDIA



According to the Canada 2006 Census, there are 1,035,965 Canadians of Dutch descent, including those of full or partial ancestry. The first Dutch came to Canada with the United Empire Loyalists, followed by a wave in the late 19th and early 20th century that helped settle the Canadian West. A large number of Dutch immigrants moved to Canada after World War II, including war brides, settling mostly in the cities. More recently, the Canadian government has been actively recruiting skilled workers from the Netherlands. Most have settled in Toronto, Ottawa and Vancouver.<sup>9</sup>

Despite the large number of Dutch immigrants, Dutch Canadians have assimilated rapidly. There are relative few Dutch-Canadian organizations and media.

### Print

There are three major publications for the Dutch community, all available throughout Canada on a subscription basis but published in the GTA. *De Nederlandse Courant* and *Maandblad de Krant* are monthly papers published in Dutch. They aim to keep Dutch culture alive in Canada and focus on stories about the Dutch community. **De Nederlandse Courant** has more a local focus on the GTA, with local ads and event listings, and has history and sports sections. **De Krant** carries a lot of stories about the Netherlands and personal reflections written by Dutch contributors throughout North America, with ads from across Canada.

**DUTCH, the Magazine** is a full-colour bi-monthly magazine about the Netherlands and its people, culture, arts, travel, society, history and food, published in English. *Maandblad de Krant* and **DUTCH** are published by the same publisher and are also available in the US.

### Radio

The mostly South Asian multicultural radio CJMR 1320 airs a weekly one-hour Dutch program, "The Dutch Touch," on Saturday mornings.



<sup>9</sup> [https://en.wikipedia.org/wiki/Canadians\\_of\\_Dutch\\_descent](https://en.wikipedia.org/wiki/Canadians_of_Dutch_descent)

## FARSI MEDIA



According to the Canadian census from 2006, there are more than 120,000 Iranians living in Canada. The Iranian population is mostly concentrated in the Greater Toronto Area, Vancouver and Montreal. The first wave of Iranian immigrants came to Canada in the 1970s. The number increased after the Iranian Islamic revolution and has been increasing ever since. There have been a few outstanding Iranian Canadians such as Hassan Khosrowshahi, the former Chairman and CEO of Futureshop, and Karim Hakimi, the founder of Hakim Optical.

### Print and Web

The Iranian community has over 23 print sources and 12 news websites. In Toronto, the main dailies are **Parnian** magazine and **Pars Canada**, which contains Canadian news and information on immigration. The main weeklies are **Shahrvand**, **Salam Toronto** and **Iran Star**. They contain local and national news as well as advertisements and news about Iran. The main Toronto monthly is Parnian magazine.

In Vancouver, the main dailies are **Vancouvernameh**, which contains mostly Canadian and local news, and **Migrating Bird Blog**, which has news and information about immigration to Canada. The main weeklies are Danestaniha Magazine, Paivand, Iranto and Iroonia. **Iranto** mostly focuses on immigration news and information for newcomers, and **Iroonia** contains local news, information and advertisements. The main monthly for Vancouver is Farhangema.

In Montreal, the main sources are **Hafte**, a weekly magazine and website with local and national news, and **Paivand**, which is a monthly print paper also available online.





## FILIPINO MEDIA



Most Filipino newspapers in Canada are located in Ontario (principally in Toronto), with others in Winnipeg and Vancouver and one in Montreal. The majority of these papers are published in English, even if some have articles in Tagalog.

Examples of Greater Toronto Area-based newspapers are the twice-monthlies **Balita** and **Philippine Reporter** and the monthlies **Atin Ito**, **Filipino Bulletin**, **Filipiniana News** and **Waves**. All these papers - which appear mostly in English - consist of roughly equal portions of content focused on events and issues from the Philippines, Filipino-Canadian community happenings like festivals and alumni reunions, and Canadian news, particularly on immigration. Items on immigration include notices of ministerial announcements from Immigration, Refugees and Citizenship, legislative changes, advice columns geared to people thinking of coming to Canada or bringing a family member here, and details and occasional commentary on specific immigration programs such as the Live-in Caregiver Program.

Unlike most other Filipino-Canadian papers, **Taliba**, a twice-monthly from Scarborough, is published principally in Tagalog. Its content is about evenly divided between news from abroad (mainly from the Philippines) and from Canada, with a specific focus on immigration-related and cultural matters.

The **North American Filipino Star** in Montreal, a monthly, is printed almost completely in English save for a few phrases in Tagalog within an English-language article. The publication includes news from the homeland (the January issue featured a large number of items on Pope Francis' visit to the Philippines), Canadian mainstream news (generally without commentary), and happenings in Montreal's Filipino community.

Winnipeg's **Manitoba Filipino Journal** and its Edmonton-based counterpart the **Alberta Filipino Journal**, which are published entirely in English, consist almost half of advertisements and the other half of community (including but not exclusively Filipino-Canadian) events and announcements, sports and entertainment, and news from the homeland. There are occasionally more 'socially conscious' pieces, like a commentary on the recent Maclean's article on racism in Winnipeg. Unlike most of the Toronto Filipino papers, the Manitoba and Alberta Filipino Journals do not particularly concentrate on immigration.



Vancouver has the twice-monthly **Philippine Journal**, which describes itself as the oldest Filipino publication in British Columbia. Another Filipino paper in that city is **Planet Philippines**, which appears monthly. It mostly deals with homeland and entertainment news, but also includes a Canadian immigration advice column with details on specific regulations and programs. A weekly, the **Philippine Canadian Inquirer**, has lifestyle and entertainment sections as well as a collection of world, Canadian, and Philippine news, generally from outside sources (the Associated Press, Canadian Press, and Philippine News Agency, respectively). Both Planet Philippines and the Philippine Canadian Inquirer are published in English.

### Radio

Winnipeg's multicultural station **CKJS AM 810** airs three hours of Tagalog radio every morning and three hours in the afternoon, during the morning and evening commute. The programs feature music, advertising, news, updates on local events and developments, and interviews.

**Fairchild Radio FM 96.1** in Vancouver has a daily one-hour program in the mornings called **Pinoy Juan Radio**, with a four-hour slot on Saturdays. **Fairchild Radio** in Calgary and Toronto also has weekly programs in Tagalog, as does **CKCU FM 93.1** in Ottawa.

**Pinoy Radio** is a new online Filipino radio station streaming Filipino music and other programming in a mixture of Tagalog and English 24/7. The station is a good way for businesses, NGOs and politicians to address the Filipino community in Toronto with their messages.



## GERMAN MEDIA



The 2006 census put the number of Canadians with German ancestry at over 3 million, including those from Germany, Austria, and Switzerland and from German settlements in Eastern Europe and Russia. A significant community of Mennonites settled in the Kitchener-Waterloo area after the American Revolution, and these communities attracted more German settlers over time. Germans from Eastern Europe settled in the Western provinces as the Prairies were settled, especially Mennonites from Russia and other religious minorities. Another major influx of Germans occurred after the Second World War.

While Germans make up a large ethnic group in Canada, they are less visible than others because they immigrated many decades ago and have been largely assimilated, partly due to anti-German sentiment during and after World Wars I and II. All early German papers in Western Canada were forced to fold or switched to English during World War I. With the aging of the post-World War II generation, a number of recent German papers have ceased operations in the last decade, including two in 2014, due to declining demand.

### Print

The German papers published in Canada are weeklies, monthlies or quarterlies. The only remaining weekly paper, **Das Journal** from Toronto, is available online and reviews political and economic news from Europe. It has sections on automobiles, food, science, sports and culture.

The main monthly papers are Die Kleine Zeitung mit Herz from Williams Lake, BC; Der Albertaner from Edmonton; and Das Echo from Pointe-Claire, Quebec. **Die Kleine Zeitung mit Herz** is distributed in local stores in British Columbia and available on subscription; it includes local news and common interest stories, extensive commentaries on recent developments around the world, a tourism section, short stories about celebrities, and room for letters from readers.

**Der Albertaner** engages with politics in Alberta, including contributions from MPs and MLAs and editorials about national policy matters. It also has news about Germany, book reviews, features on German individuals and organizations in Alberta, reports on local clubs and German schools, legal information for German Canadians and general social commentary.

**Das Echo** has a wide variety of articles on political, economic and cultural developments in Europe and around the world. It also has historical articles, book reviews, letters from readers, and reports on Germans in Canada. **Echo Germanica** has switched from the paper format to a monthly online blog with contributions on German community events in Toronto, as well as stories and poetry.

**The Hofbräuhaus News** is a quarterly newspaper in Ottawa that is distributed in European ethnic stores and posted online. It covers events and developments in the German community in and around Ottawa and in Ontario, as well as an exhaustive listing of announcements for upcoming local events in the German community.

### Radio

**Radio Herz** is a 24-hour German station in Waterloo, Ontario, transmitting on the air and online. It includes German, Swiss and Austrian programs that are mostly music, but also provide information about cultural matters and club events as well as news and sports. **Deutsches**

**Radio Xanadu** is an Internet radio station in Montreal broadcasting a variety of German music.

**CKJS 810 FM** in Winnipeg and **101.7 World FM** in Edmonton carry daily German programs in the evenings with Deutsche Welle newscasts, music and commentary on local events and developments.

In addition, a number of multicultural radio stations across Canada carry a weekly German program, including CHIN AM 1540 in Toronto, CIAO AM 530 in Brampton, CHIN Radio Ottawa, CJSW in Calgary and CJSF in Vancouver. They mostly consist of German music with some commentary, and some also carry the German news from Deutsche Welle Radio.

### Television

**OMNI BC** carries a weekly German program titled **Ahorn TV**, which features prominent German individuals and businesses in Western Canada. Otherwise, Germans mostly rely on the **Deutsche Welle** station, which is produced in Germany and features European and global news and documentaries covering scientific and political developments around the world. Deutsche Welle recently introduced an English channel in Canada to replace the German channel but, after vehement protests from viewers, reintroduced the German channel on a separate subscription basis.



## GREEK MEDIA



There are over 250,000 people of Greek heritage in Canada today. The majority live and work in the major metropolitan centres of Toronto, Montreal and Vancouver. Canada has been seeing a second smaller wave of Greek immigrants during the last 10 years. The following are some of the Greek-language media sources serving the community today:

### Print

**Ta Nea** is a Greek-language weekly published in Montreal. It covers a broad range of topics, from local Montreal issues to issues affecting Greece and Cyprus. **BHMA.net** or the **Greek Canadian Tribune** is another Montreal weekly paper that covers local community issues as well as some homeland and national news. **The Montreal Greek Times** publishes on a monthly basis and focuses on community events in Montreal and surrounding areas.

**The Greek Press** is published in Toronto on a weekly basis and covers both homeland and national issues, with a strong focus on community reporting.

**Patrides** is a North American monthly paper published in English and Greek. It covers regional North American issues, focusing on the major metropolitan areas in both Canada and the United States. **Gnomi** ('opinion' in Greek) is a monthly paper published in Vancouver and reports on news from Europe and Canada and on local community events.

### Radio

**CFMB 1280** is serving the Montreal community with Greek broadcasts 6 days a week. It covers homeland news as well as local issues. **CINQ FM** broadcasts in Greek 4 days per week in Montreal under the Radio Centreville banner and covers national, local and international news, as well as various music and community programs. **CKDG FM**, also known as **MIKE FM**, is a Greek-owned multilingual radio station operating in Montreal and serving the Greek community there. It covers a variety of music, news and community programming.

### TV

**Odyssey TV** is available across Canada and offers coverage of the Greek television stations ERT and Antenna Satellite. In addition, it offers coverage of Canadian community events and issues with daily national news coverage and weekly reports from the Hellenic communities of Toronto, Montreal and Vancouver. **The Hellenic Kaleidoscope** is a monthly program on Rogers TV in Ottawa, covering local community news.





## GUJARATI MEDIA



Gujaratis are spread all over the world. Canada is currently one of their favourite countries. The first Gujarati arrived in Canada on January 14, 1910. However, in 1960, there were only about 900 Gujaratis, mainly in Toronto. Today their number has crossed the 100,000 mark. The majority of Gujarati Canadians, about 60% of them, live in Ontario. Smaller Gujarati communities can be found in Alberta, British Columbia and Quebec. Gujarati immigrants are heavily concentrated in five major cities: Toronto (more than 50%), Vancouver, Calgary, Montreal and Edmonton. Today, they are among the most affluent people in Canada. They have entered every field of service, business and the professions, although their first love is business. The Gujarati media in Canada is still evolving. It mainly caters to the needs of new immigrants and people who are homesick for news from back home. Lately, Gujarati Canadians have also become more active politically. Major Gujarati newspapers read by the community are Gujarat Abroad, Swadesh, Gujarat Express, Divya Bhaskar and Gujarat Newsline. Now Gujarati radio and TV programs are also playing an important role in promoting the Gujarati language, literature and culture.

### Print

All Gujarati newspapers in Canada are published weekly. Daily editions of some Gujarati newspapers published in India are also available on the web. These dailies, such as Gujarat Sam Char, Divya Bhaskar and Akila Gujarat, also cover news related to immigrants from Gujarat who settled in North America. Almost all Gujarati newspapers in Canada are published in Toronto, which is the major hub of the Gujarati community. MIREMS monitors all Gujarati newspapers published from Toronto.

**Gujarat Abroad** is the leading weekly newspaper published in Canada. It was established in 2002. The print edition as well as web edition is published every Friday and covers all matters of interest to Gujarati Canadians, including social, cultural, business and political news and trends, in Canada as well as India.

**Divya Bhaskar** is one of the fastest-growing newspapers in the Gujarati language. The paper was launched in Canada in 2004. Divya Bhaskar is known for its in-depth news presented in a friendly, presentable and personalized format, with content from every region of Gujarat.



**Swadesh** is a leading Gujarati newspaper published from Toronto on a weekly basis (on Fridays). It has been published since 2006. It is a leading Gujarati newspaper that enjoys high esteem and readership among readers from Canada. It covers news from Canada and the world in the Gujarati language. Swadesh's root concept is to provide impartial news and information in the Gujarati language to Gujarati readers living in Canada. It provides information and entertainment through its news, columns, leisure and various other articles in its print edition.

**Gujarat Express** is another favourite Gujarati newspaper published from Toronto. It also comes out weekly and covers news about Toronto, Canada as a whole, India and the rest of the world, along with several columns and articles of interest to the community.

**Gujarat Newsline** is a weekly newspaper focused on the Indian Gujarati community and is distributed all over the GTA. The paper is a relative newcomer in the business but is gaining fast acceptance among readers.

### Radio

Gujarati radio and TV programs have mainly commercial, cultural, literary and entertainment content.

**Radio Muskaan** broadcasts every Sunday from 9 to 10 am on **AM 1650 CINA Radio** from Mississauga and covers local and international news, views and one-on-one interviews, providing “a soothing blend of entertainment and information.”<sup>10</sup>

**Sheetal Sangeet** online radio, relayed from Milton, Ontario, is the first 24-hour Gujarati Internet radio station targeting a wide adult audience with a diverse selection of music and entertainment shows.<sup>11</sup>

### TV

Gujarati TV programs are relayed by **Asian Television Network** on its **ATN Gujarati Channel**. It is “positioned as a family entertainment channel and provides a platform for culture preservation and promotion.”<sup>12</sup> The channel showcases contemporary programming, including current news/affairs and cultural events.

<sup>10</sup> [https://www.facebook.com/RadioMuskaan/info?tab=page\\_info](https://www.facebook.com/RadioMuskaan/info?tab=page_info); <http://tunein.com/radio/Radio-Muskaan-with-Neelam-p486915/>



## HINDI MEDIA



Hindi is one of the fastest-growing language groups in Canada and is spoken by native speakers from India's major cities, especially Delhi, and several Northern Indian states. As India's official language, along with English, it is also read and understood by many Indo-Canadians as a second language.

### Print

MIREMS monitors three Hindi print publications in the Greater Toronto Area: **Hindi Abroad**, **Saptahik Hindi Samachar** and **Indo Canadian Samay** are weekly Hindi newspapers, connecting the growing number of Hindi-speaking Canadians. The papers focus on people, culture, politics and religion and inform the community about news and current affairs.

**The Hindi Journal** is a monthly Hindi-language newspaper in Vancouver. It has been around for five years as a constant source of news and knowledge for the Hindi-speaking community of the region.

### Radio

In the Toronto area, the multicultural **CHIN Radio** has a daily Hindi program. The South Asian station **CMR** has two daily Hindi programs, **Voice Radio Hindi** and **Shon Radio**, and the South Asian station **CINA** has a daily Hindi program.

In Vancouver, **Red FM 93.1** has daily Hindi programming both in the mornings and afternoons. **Radio India AM 1600** also has daily Hindi programming.

### TV

The **Asian Television Network (ATN)** in Markham has extensive Hindi news and other programming, as well as programming in other South Asian languages and English. In addition, **City TV** airs the weekly cultural program **Eye on Asia** in Hindi.



## HUNGARIAN MEDIA



Most Hungarians living in Canada today arrived in the country as refugees after the anti-Soviet revolution in Hungary in 1956. In recent Canadian population censuses, over 120,000 of Canada's residents claimed Hungarian as their ancestry. The greatest concentrations are in metropolitan centres, in particular in Toronto, Montreal and Vancouver.<sup>13</sup>

### Print and web

There are two major weekly Hungarian newspapers in Canada, which are produced in the GTA: **Kanadai Magyarorszag** and **Magyar Elet**. They are distributed throughout Ontario in multicultural newspaper stores and by subscription.

Hungarian websites in Canada include **Hungarian Free Press** and **Kanada Magyar Hirlap** in Ottawa and **Magyar Kronika** and **Kanada Vilaga** in Montreal.

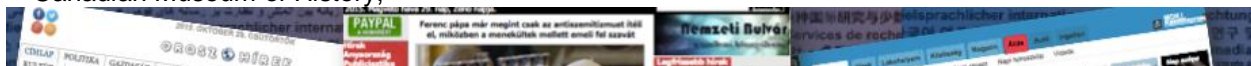
### Radio

The multicultural station **CIAO AM 530** in Toronto airs a two-hour Hungarian program on Saturday afternoons. **CKJS AM 810** in Winnipeg has a weekly half-hour Hungarian program on Sundays. **Fairchild Radio** in Toronto, Vancouver and Calgary each have one hour of Hungarian programming a week.

### TV

**OMNI TV** airs a weekly Hungarian program, **Magyar Kepek**. **Rogers TV** in Ottawa has a monthly program called **Hungarian Spectrum**. Both cover local community news.

<sup>13</sup> Canadian Museum of History,



## ITALIAN MEDIA



The Italian-Canadian media cater to well over a million Canadians with full or partial Italian ancestry (according to the 2011 census), about 4.6% of the Canadian population.<sup>14</sup> They trace their history in Canada back to one of the first explorers, Venetian Giovanni Caboto (John Cabot). Almost 70% of Italian immigrants came to Canada in the first two decades after 1945. Italian Canadians are renowned for their cuisine, particularly pizza.<sup>15</sup> [2] Italian Canadians played a lead role in developing multicultural radio and TV in Canada, including CFMB Radio in Montreal, CHIN Radio in Toronto, and a precursor of OMNI TV.

Areas of concentration for the Italian-Canadian community are the GTA, especially Vaughan, and the Montreal area. The area around College Street in Toronto has come to be called Little Italy. As a result, the print, web, radio and TV sources we monitor on a regular basis are mainly in Ontario and Quebec.

### Print and Web

The daily **Corriere Canadese** ('Canadian Courier') is published in Toronto from Monday to Friday. Editor Joe Volpe is a former federal Liberal MP and immigration minister. The Corriere Canadese has four main sections: the first part dedicated to Canadian events and issues, a section with international news from Italy and the rest of the world, a sports section, and a page of community activities held by social clubs and religious organizations. The paper has been critical of the Harper government's immigration policies. Volpe and the various contributors to the Corriere Canadese believe that the federal Conservatives discriminate against aspiring immigrants from non-English- and -French-speaking countries like Italy, Portugal and Poland in favour of people from places such as Ireland.

<sup>14</sup> Wikipedia, [http://en.wikipedia.org/wiki/Italian\\_Canadians](http://en.wikipedia.org/wiki/Italian_Canadians)

<sup>15</sup> Rizwana and Reshmeena Lalani, Canadian Immigrant, Toronto, 19/05/2011, <http://canadianimmigrant.ca/community/italian-community-has-deep-roots-in-canada>



The weekly **Lo Specchio** ('The Mirror') comes out of Vaughan, the 'city of above Toronto,' a municipality with a large Italian population and a mayor of Italian descent. Lo Specchio is divided much the same way as the *Corriere Canadese* in terms of content (Canadian news, homeland news, and so on). Unlike the *Corriere Canadese*, however, Lo Specchio tends not to offer political opinions. Another major Italian-language newspaper in Ontario is the weekly *L'Ora di Ottawa* ('Hour of Ottawa'). This paper's Canadian affairs section is generally limited to the first page and consists of news without commentary. The rest of *L'Ora di Ottawa* includes events and activities in the local Italian-Canadian community, news from Italy, and arts and entertainment.

Other media geared to the Italian-Canadian community include Ottawa's **Il Postino Canada** and Toronto's **Panoram Italia**, both of which are mostly in English. *Il Postino Canada* comes out on an irregular basis and tends to focus on local issues involving the Italian and general community rather than on political matters. *Panoram Italia*, which is published six times a year, is geared towards food, travel, the arts, and general culture as opposed to news or politics.

Montreal boasts two Italian weekly papers: the **Corriere Italiano** ('Italian Courier') and the **Cittadino Canadese** ('Canadian Citizen'). The former contains some Canadian national news but concentrates principally on events in Montreal's Italian community like fundraisers and heritage language programs, with some news from Italy and sports reporting. The *Cittadino Canadese* is more 'news-focused' than the *Corriere Italiano* or *L'Ora di Ottawa*. Unlike the *Corriere Canadese*, though, the *Cittadino Canadese* does not seem to put special emphasis (or offer opinions) on Canadian national affairs, devoting equal space to Quebec provincial matters. Edmonton has an Italian paper that comes out twice a month called the *Italian Times*. It has virtually no Canadian content (even community news), focusing instead on news from Italy and the rest of the world.

Vancouver has an Italian-language paper called **Marco Polo**.

## Radio

**CHIN Radio** - created by Johnny Lombardi in 1966 - gradually became the largest multicultural radio station in Ontario, delivering programming in more than 30 languages to 30 different cultural communities in the Southern Ontario and Greater Toronto Area region. The station has now reached the Ottawa and Gatineau regions and also delivers programming streaming live on the Internet. Italian programming starts at 7:00 a.m. with the news, which is broadcast again several times throughout the day. Evening, Saturday and Sunday programming is almost completely dedicated to music and folkloristic programming sponsored and conducted by Italy's Regional community leaders and advocates. Morning programming includes an hour-long commentary in which local businesses and professionals discuss matters of interest to the community at large (legal matters, insurance, real estate, local politics, and so on). The station's hosts generally are not oriented within the Canadian political landscape; rather, they tend to take positions or express comments with respect to the controversial Italian political arena. The most popular program is currently 'Soccer City' broadcast Monday at 6:00 p.m., a commentary on the Italian Serie A soccer league.



**CFMB Radio** is a privately owned and operated radio station serving Montreal's diverse ethnic communities with programming in over 20 languages. The Italian programming includes music, news, sports, and commentary on current events affecting Quebec society at large and the Italian-Canadian community in Montreal. Afternoon programming is dedicated to commentaries focused on Italy's Regional communities in Montreal. Opinions expressed, particularly in the morning before and after the 7:45 a.m. news reports, are at times politically charged and critical of the Harper Conservative government, while the station maintains a neutral approach towards other levels of government such as those of Quebec Liberal Premier Philippe Couillard and Montreal Mayor Denis Coderre.

## TV

The Italian community once enjoyed OMNI 1 Television, which was owned by Rogers Media, a division of Rogers Communications. However, in 2015, Rogers cancelled OMNI News broadcasting in Italian and several other heritage languages, despite opposition from the community.



## JAPANESE MEDIA



There are more than 100,000 individuals of Japanese heritage residing in Canada today. The majority of them live in British Columbia, Alberta and Ontario. Furthermore, a large number of Japanese residents in this country are Canadian-born. However, the Japanese community today also consists of expatriates from Japan, Japanese international students and Japanese individuals who hold Canadian working holiday visas.

The following are some of the Japanese media sources that serve the Japanese community today:

### Print and Web

**The Bits Lounge** is a Japanese bi-weekly newspaper published in Toronto. It focuses on community news and features articles on lifestyle in Toronto.

**Torja** is a Japanese monthly publication in Toronto that features mostly community news and articles on lifestyle and shops in Toronto. It also includes commentaries on certain social and political issues related to Canada and Japan.

**The Bento Box** is an English-language monthly magazine published in Toronto that features articles on Japanese restaurants in Toronto and Japanese culture in general. The magazine also includes a section that teaches readers certain Japanese phrases that come in handy when travelling in Japan.

**.Nikkei Voice** is an English-language monthly publication based in Toronto that features news and articles on the Japanese community across Canada. It includes commentaries on various social and political topics about Canada and Japan.

**Coco Montreal** is a monthly publication based in Montreal that contains articles in English, Japanese and French. The founders of this publication hope to let more Japanese people learn about Montreal and Quebec. This publication publishes community news and articles about Japanese customs and culture.

**The Fraser** is a Japanese monthly magazine based in Vancouver. Its contents include news about Canada, commentaries on various social issues in Canada, and news about the Japanese community in Vancouver. Another publication called **Vancouver Shinpo**, which is also based in Vancouver, is published weekly and contains similar contents to those in The Fraser.

**E-nikka** is a web publication that focuses on community news in Toronto. This web newspaper is similar to **Minkei News**, which is based in Vancouver and publishes mostly community news and lifestyle articles related to that city.

**The Bulletin** is a Vancouver-based English-language monthly publication featuring the culture and history of the Japanese community in Canada. This media source includes reporting on the life and accomplishments achieved by Canadians of Japanese descent.

## TV

**Nikkei TV** produces an hour-long program every week and is based in Toronto. It has contents in both English and Japanese and focuses on community news, entertainment and Japanese culture.

**Contact Japan** is a monthly TV program aired on Rogers TV. It is based in Ottawa and features community news and events targeting the Japanese community in the national capital.



## JEWISH MEDIA



The Jewish presence in Canada dates back to the 1700s, with the establishment of a first synagogue in Montreal in the late 1700s and a community of about 450 by 1850. Between 1880 and 1930, the Jewish population in Canada grew to 155,000 with a wave of immigration fleeing the pogroms and rising anti-Semitism in Russia and Eastern Europe.<sup>16</sup> From the 1930s to the 1950s, Yiddish was Montreal's third most-spoken language, after English and French.<sup>17</sup>

In the first half of the twentieth century, Canada was home to a wide variety of Yiddish papers - some weekly, some monthly - published in Montreal, Toronto and Winnipeg. Some were short-lived, while others lasted several decades. The Keneder Odler (Montreal, 1907-1988) and Der Yidisher Zshurnal (Toronto, created in 1913) were published daily for many years and had to compete with three to four Yiddish dailies from New York.<sup>18</sup> These papers served as a vehicle for self-expression and integration for large numbers of Yiddish-speaking newcomers from Eastern Europe between 1900 and 1950. However, after the Holocaust and a final influx of Yiddish-speaking survivors in the late 1940s and early 1950s, the language, and with it its media, faced a steady decline.<sup>19</sup>

The Jewish media presence in Canada today is heavily print-oriented and concerned with news from Israel and the Middle East and from the local Jewish community. It also engages in a continuous effort of Holocaust education for the younger generation and in community debates around Jewish cultural practices, the relationship to the Muslim community, anti-Semitism in Canada and the continuity of the Jewish community. Most expression is in English, with some French articles in the Canadian Jewish News and a Hebrew edition of Shalom Toronto.

### Ontario and Montreal

Toronto has three prominent Jewish weeklies: the Canadian Jewish News, Shalom Toronto and the Jewish Tribune. The **Canadian Jewish News** comes out in Toronto and Montreal and carries English articles as well as some French articles in the Montreal edition. A recent readership survey found that its audience is mostly affluent and well-educated and 83% are over 50 years old. They read the paper closely, and over 20% say that the information and

<sup>16</sup> [http://en.wikipedia.org/wiki/History\\_of\\_the\\_Jews\\_in\\_Canada](http://en.wikipedia.org/wiki/History_of_the_Jews_in_Canada)

<sup>17</sup> [http://en.wikipedia.org/wiki/Hirsch\\_Wolofsky](http://en.wikipedia.org/wiki/Hirsch_Wolofsky)

<sup>18</sup> <http://www.monografias.com/trabajos100/prensa-judia-4/prensa-judia-4.shtml> and <http://www.tgmag.ca/magic/mt69.html>

<sup>19</sup> Margolis, Rebecca. "The Yiddish Press in Montreal, 1900 - 1945."

advertisements found in the paper influence their purchase decisions heavily.<sup>20</sup> The paper explores local community events, commentaries by community leaders on national and international political events, and arts, film and literature. The moderate weekly aims to include diverse points of view and tends to reflect the views of the Canadian Jewish Congress.

**Shalom Toronto** is published with an English and a Hebrew version and directed at Israeli Canadians. It reports on news from Israel, updates from the Jewish community in Toronto (celebrations, events, organizational politics) and developments of interest to the Canadian Jewish community (such as the Boycott, Divest and Sanctions - BDS - campaign, reports of anti-Semitism, 'Islamic' terrorism, and the conflict between some Jewish and some Palestinian groups in Canada).

**The Jewish Tribune** started as a B'nai Brith newsletter and is still affiliated with B'nai Brith Canada. It is distributed in Toronto, Montreal, Ottawa, Winnipeg, Hamilton and Windsor and "provides its readers with timely news of concern to the grassroots Jewish community in Canada, Israel and around the globe... from the political issues of the Middle East to the hate crimes and anti-Semitic incidents in Canada and the rest of the world."<sup>21</sup> It also carries features, community developments, book and film reviews, reports on arts and culture, and sports from around Canada. Its outlook is conservative on both Canadian and Israeli politics.

**Shalom Life**, launched in 2009, has become Canada's largest independent Jewish news source dedicated to covering culture, arts, society, technology, business, and general news, both locally and internationally."<sup>22</sup> It aims to share stories about Jewish culture and life, to raise discussion, and to inspire readers. The website is updated daily with inspirational, funny and encouraging stories about Israel and Jewish life everywhere. It has an active social media presence on all the major platforms and distributes a daily newsletter with the posts of the day. The site celebrates the achievements of Jewish artists, scientists, entrepreneurs and community leaders from around the world and reports on anti-Semitic incidents.

**The Jewish Standard Magazine** has Montreal, Toronto, Ottawa and Hamilton editions and an Ontario Small Communities edition. It dates back to 1929 and includes worldwide Jewish news, diverse commentaries on the conflict in Israel, and human interest stories. Most material is shared, but two pages are specific to each geographic edition.

Established in 1937 as 'a force for constructive communal consciousness,' the **Ottawa Jewish Bulletin** communicates the messages of the Jewish Federation of Ottawa and its agencies, and, as the city's only Jewish newspaper, aims to inform, inspire and enrich the lives of all members of this diverse community."<sup>23</sup> The paper has recently re-invented itself from a print-focused publication to a web-focused presence, with the aim of appealing to a younger readership. The weekly paper is now available online and complemented by an active website updated daily with community news from Ottawa and elsewhere, including book reviews, business initiatives, life stories of interesting individuals, and commentaries on events in Canada and in Israel.

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<sup>20</sup> <http://www.cjnews.com/news/everything-you-wanted-know-about-cjn>

<sup>21</sup> <http://www.jewishtribune.ca/about-us>

<sup>22</sup> <http://www.shalomlife.com>

<sup>23</sup> <http://www.ottawajewishbulletin.com/>



## Western Canada

**The Jewish Post & News** is a weekly paper published in Winnipeg and with a strong local orientation. It presents statistical analyses, developments and events concerning local Jewish organizations and a diversity of perspectives on local debates among the Winnipeg Jewish community. In addition, it gives coverage to news from Israel, accompanied by commentaries from Winnipeg observers of developments there. About two pages are dedicated to letters from readers, and another page features an editorial.

The Calgary-based **Jewish Free Press** comes out once a month. It focuses on happenings in the city's Jewish community, Jewish history and current events in Israel and the rest of the Middle East. There is not usually much coverage of Canadian events unless they have a connection with Israel or issues such as terrorism. There has recently been more emphasis on the Canadian Muslim community and its relationship with the Jewish community.

Established in 1930, the **Jewish Independent**, formerly the Jewish Western Bulletin, claims to be one of Vancouver's oldest and most respected Jewish community institutions.<sup>24</sup> The award-winning paper publishes articles in English and Hebrew about developments in Israel and in the Jewish community in Canada and abroad, often with a focus on interesting activities and achievements of local organizations and businesses in British Columbia. The paper states a desire to be inclusive of "the entire community, regardless of affiliation, politics, gender, orientation, ability, denomination or age."<sup>25</sup>

Another paper published in Vancouver is **Outlook: Canada's Progressive Jewish Magazine**, a secular periodical now published six times a year. It was founded in 1963 in Toronto as an English-language supplement to the Yiddish newspaper Vochenblatt. "Outlook has a socialist-humanist perspective and is devoted to Yiddishkayt, Jewish ethical humanism, and peace and social justice. It features political and cultural commentary on national and international events and trends in North American Jewish life" and supports the rights of both Palestinians and Israelis.<sup>26</sup> The paper has collaborators in Ottawa, Toronto, Hamilton, Winnipeg and Vancouver.

## Radio

Several radio stations in Canada have weekly Jewish programs, including **CFMB AM 1280** in Montreal. They broadcast mostly music and discussions of cultural matters (literature, arts).

## TV

Channel 22 on Rogers TV in Ottawa broadcasts a monthly program titled **Shalom Ottawa**, featuring in-studio interviews with rabbis and leaders of Jewish community organizations about their activities.



<sup>24</sup> <http://www.jewishindependent.ca/faq/>

<sup>25</sup> [https://www.facebook.com/pages/Jewish-Independent/183543145006590?sk=info&tab=page\\_info](https://www.facebook.com/pages/Jewish-Independent/183543145006590?sk=info&tab=page_info)

<sup>26</sup> <http://outlookmagazine.ca/>

## KOREAN MEDIA



As of 2013, there were 205,993 Koreans or people of Korean descent in Canada, making them the fourth-largest Korean diaspora population. Their communities are centred mainly around Vancouver and Toronto, and naturally the headquarters of the main Korean media were established in these two cities.

The Korean media serve two main functions: (1) a guide helping Koreans (especially newcomers) adjust to a different legal and social environment in Canada, and 2) a provider of homeland news, reminding Koreans that they must never forget where they are from. The Korean media have a nationalistic tone and often stress (directly or indirectly) that Koreans in Canada are all representatives of the homeland and therefore must be careful not to harm Korea's reputation.

### Print

Korean newspapers in Canada either write their own articles or borrow from other local and homeland newspapers, or they do both. Front-page news are usually local news instead of homeland news, unless it is a serious issue (e.g., the conflict between North and South Korea).

**The Korea Daily** is the biggest Korean newspaper in Canada. They are published in two editions: Korea Daily Vancouver and Korea Daily Toronto. Both share almost identical content for homeland news and issues but carry different local stories. They have daily columns focusing on socioeconomic and political issues in the homeland. On Canadian subjects, any news on immigration laws are covered in great detail, often as front-page news or in other prominent positions.

The weekly **Canada Express** in Vancouver provides translated news from Canadian newspapers, mainly the Vancouver Sun and the National Post. Accordingly, the slogan is "Canadian newspapers read in Korean language." **News Cube** in Vancouver provides its own local news and homeland news from Korea's Yonhap News.

The **Korea Alberta Journal** in Calgary puts a strong emphasis on political, legal and socioeconomic issues in Alberta (mainly Calgary and Edmonton) and the rest of the world, with virtually zero coverage of entertainment. In contrast, the **CNDreams**, also in Calgary, puts more emphasis on Korean life in Calgary, providing various columns on immigration and social issues concerning Koreans.

Similar to the Korea Daily, Montreal's **Korean Newsweek** publishes its own articles on local and homeland news, except that the paper is much smaller in size. **The Hanca Times** in Montreal provides homeland and domestic news, using homeland news from Korea's Yonhap News and local news concerning Koreans from the Toronto Korea Daily and Euro Journal.

Some newspapers are devoted entirely or almost entirely to specific purposes. **Kyocharo** is an ads-only paper listing Korean businesses and services in Toronto. The **Korean Real Estate Press** covers the housing market in Canada, with regular columns on home and car insurance. The **Vancouver Driving Magazine** covers car sales in Canada, with ads and reviews on the latest releases. **Vancouver Life Weekly** consists mostly of advertisements, mostly for Korean businesses and Korean mortgage, real estate, and legal professionals.

## Web

Korean web sources promote more active communication among Koreans around the news, taking advantage of the flexibility of the Internet. On numerous forums, people can upload their own opinions or questions. Job and business advertisements are updated more regularly.

The **Korea Times Vancouver** and **Korea Alberta Journal** in Calgary have websites divided into sections on immigration, education, the economy, real estate, health and travel.

**Weeple Vancouver** is similar to these websites, but different in the sense that it puts more effort into reaching out to the community, especially the younger generation. It provides a great amount of coverage on K-Pop (Korean pop music) and Korean sports stars (e.g., golfers, baseball players, soccer players) playing in the major foreign leagues. Also, it provides a mobile app service, making the service accessible on smartphones.

**Vancouver Chosun Ilbo** is the Vancouver edition of Korea's Chosun Ilbo, the biggest rightwing newspaper in the homeland. It focuses mostly on Korean politics, especially those concerning North-South Korean border security.

The **York Post** in the GTA focuses mainly on local and international political issues, mostly on East Asia.

## TV

**All TV** and **Arirang Korea TV** are Korean television shows located in Toronto. All TV is broadcast from Monday to Friday and the latter only on Saturday. Their key function is to promote Korean events in Toronto (sometimes in Vancouver and Montreal). These events are mostly cultural but occasionally political (concerning both domestic and homeland politics). They also provide helpful information for Korean living, mainly on visas (e.g., services provided at the Korean Consulate and changing Canadian immigration policies that Koreans could take advantage of) as well as health and safety (e.g., recalled food products).



## POLISH MEDIA



The 2011 census put the number of Canadians with Polish ancestry at over 1 million.<sup>27</sup> These immigrants are largely concentrated in the GTA of Ontario, including the traditional Polish neighbourhood of Roncesvalles in Toronto, and more recently Mississauga, which still retains a very large Polish diaspora, with 7.2% of its population having Polish roots. Currently, two MPs with a Polish background sit in the Canadian Parliament. Most of the more recent immigrants immigrated in the 1980s and early 1990s as political refugees and workers. Another major influx of Poles occurred after the Second World War.

### Print

The Polish papers published in Canada are dailies, weeklies, and bi-weeklies. The papers are mainly published in Ontario, with some active media in Quebec, Manitoba, and British Columbia. The only daily (3x week) paper is *Gazeta*. The weekly papers include *Goniec*, *Merkuriusz Polski*, *Zycie*, *Wiadomości* and *Czas Związkowiec*, and *Puls*, a bi-weekly, all of which are published in Toronto. An important bi-weekly published in Vancouver, British Columbia, is *Takie Zycie*.

The newspapers published in Ontario are distributed in local stores in Toronto and Mississauga and are also available by subscription.

**Gazeta**, which is available both in print and online, includes common interest stories, local and provincial news, homeland news as well as extensive commentary on international developments, real estate and immigration editorials, a health section, and room for letters to the editor. It covers events and developments in the Polish community in and around Toronto and Ottawa and other parts of Ontario, as well as an exhaustive listing of announcements for upcoming local events in the Polish community. *Gazeta* also includes a significant entertainment section.

**Goniec** is a content-rich weekly newspaper that is available only in print, and includes similar content to *Gazeta*'s, with extensive local news, provincial news, homeland news, various editorial columns, a tourism and automotive section as well as a section with ads. The paper also includes a section on legal questions concerning Polish Canadians.

<sup>27</sup> <http://www.statcan.gc.ca/pub/12-581-x/2010000/pop-eng.htm>



**Czas Zwiazkowiec** is a weekly that centres highly on homeland news, including politics as well as local Toronto and Winnipeg news, as the newspaper is published both in Ontario and in Manitoba. It also features Polish individuals and organizations in the two provinces. The paper has several pages of local Polish-Canadian community news on top of editorials and opinion columns.

**Zycie** is a weekly that includes many ads, local and political Canadian news as well as Polish and European news. The weekly also includes a health, entertainment and automotive section aimed at local consumers.

**Wiadomosci** is a weekly that carries numerous ads but also includes local community and Ontario news, including political coverage of major events as well as an entertainment, health and story section.

**Merkuriusz Polski** is a weekly that publishes mostly homeland and some international news but also contains a section on local municipal news as well as Ontario and federal political updates. The weekly carries an immigration column.

**Puls** is a bi-weekly that covers homeland politics and developments for the most part in addition to international news. The publication, however, has advice editorials regarding retirement, immigration and legal matters for the local Polish-Canadian community.

### Radio

**Polish CHIN 100.7 FM** covers a wide variety of news on political, economic and cultural developments in Canada and Europe. The program also includes a large music section and coverage of cultural events.

### TV

**OMNI TV** in Ontario carries Polish weekend programming that covers major Polish homeland news, cultural and political documentaries as well as news covering global developments. The program also includes feature interviews with prominent Polish-Canadian artists, actors and other figures. The program is available to everyone having a basic television subscription.





## PORTUGUESE MEDIA



The first contingent of Portuguese immigrants arrived in Canada in 1953. More than sixty years later, it is estimated that over 430,000 Canadians claimed full or partial Portuguese ancestry. Most Luso-Canadians (Portuguese Canadians) live in Ontario - 282,865 (69%) - followed by Quebec (14%) and British Columbia (8%). Many are from the Azores and Madeira.

The Portuguese-speaking community in Canada also includes over 15,000 Brazilians as well as a few thousand Angolans, Mozambicans and Cape Verde Islanders, who have a more recent immigration history in the country and mostly live in the Greater Toronto Area.

The print, web, radio and TV sources we monitor on a regular basis are mainly located in Ontario and Quebec.

### Print and Web

The weekly **Correio da Manhã** ('Morning Mail') is the Portuguese newspaper with the largest circulation in Canada. In terms of content, Correio da Manhã is divided into Canadian news, homeland news, international news, classifieds and a large section for soccer news.

Another Portuguese-language newspaper in Ontario is the weekly **Voice**. This paper's Canadian affairs section is generally limited to the first page. The rest of Voice covers events and activities in the local Portuguese-Canadian community, news from Portugal, and arts and entertainment.

Portuguese journalist Fernando Cruz Gomes is the President of **ABC**. This newspaper was founded in 2010 and is currently available in high circulation every Monday throughout the province of Ontario. Canadian news, politics, homeland news and international news represent a high percentage of the news released by ABC.

Quebec is home to the oldest Portuguese-language newspaper in Canada. Founded in 1961 in Montreal, **A Voz de Portugal** ('The Portuguese Voice') produces, besides traditional news, a number of articles for the Catholic audience, which represents a great portion of this community. Another well-known newspaper in the province is **LusoPresse**, which is updated on a bimonthly basis with local community news and Canadian and homeland issues.

Other Portuguese-language sources that MIREMS monitors include **Brasil News**, a bimonthly newspaper geared to the local Brazilian community in Canada; **O Milénio Stadium**, a weekly source that produces a lot of sports news; **Família Portuguesa**, a weekly source geared to local Portuguese Canadians and focused on community events and homeland issues; the monthly **North News** and the bi-monthly Brazilian and Portuguese magazine **etc&tal**.

### Radio

With at least eight hours of programming in Portuguese every day, **CIRV FM 88.9** targets the approximately 315,000 Portuguese listeners in the Toronto area. Owned by Frank Alvarez, the multicultural radio station has daily talk shows and music programs dedicated to the community. In terms of radio sources, CHIN also deserves a mention. It has been broadcasting in Portuguese for over 30 years and currently airs three shows: **Magazine FM**, **Despertar A Portuguesa** and **2 Dedos Di Musica**, on **FM100.7** in Toronto.

## TV

Launched on September 7, 2001, **FPTV** ('Festival Portuguese Television') is Canadian Category B Portuguese-language specialty channel controlled by Frank Alvarez, who also owns and operates CIRV FM. FPTV broadcasts a variety of foreign and locally produced programs aimed at the Portuguese-speaking communities of Ontario and Quebec. MIREMS presently monitors the daily news program **Jornal da Noite** ('Night Journal'), which brings Canadian and homeland general news, and the weekly **Montreal Magazine**, which covers community issues and events in Montreal.

**ICI Television** in Montreal broadcasts **Lusaq TV**. It covers community events and provides interviews with members of the Portuguese-Canadian community.



## PUNJABI MEDIA



Punjabi tops the list of the 10 immigrant languages spoken most at home, according to the 2011 Census: 460,000 people reported speaking Punjabi at home. In the Toronto area, 8% of immigrants spoke Punjabi, and in the Vancouver area, 17.7%. Not surprisingly, Canada has a large array of Punjabi papers and a number of dedicated Punjabi radio stations, as well as South Asian stations with a large proportion of Punjabi programming.

### Print and Web

MIREMS monitors about 39 Punjabi print and web publications in the Greater Toronto Area, British Columbia, Alberta and Montreal.

#### Greater Toronto Area

Most of the Punjabi newspapers are published weekly, but a few leading newspapers, like the Canadian Punjabi Post, Punjabi Daily and Hamdard Daily, are published daily. The **Canadian Punjabi Post**, first published in Ontario's Peel Region about 12 years ago, was the first daily in Punjabi published anywhere in the world outside of India. With a daily readership of more than 35,000, it is a household name for its readers and part of the 'ethnic mainstream.' The paper has played a pivotal role in creating stronger ties between immigrants and their new country, strengthening "Indo-Canadian ties" and linking Canadian Punjabis with their motherland.

**Road News** is the first and only East Indian trucking and taxi daily news web portal. It publishes the latest developments in the transport industry. Being a proud member of the Brampton Board of Trade and the Ontario Trucking Association, it highlights the core issues of the sector and is the true voice of the East Indian trucking community.

**Hamdard Daily** and **Punjabi Daily** are also published in Toronto (Hamdard Daily also has issues published in Vancouver, New York and California). They feature politics, Sikh community issues, homeland and immigration news, health, education, sports and entertainment.

Among the weekly Punjabi papers, Parvasi Weekly, the Sikh Spokesman, Awaaz Weekly, Panj Pani and Hamdard Weekly play prominent roles. **Parvasi Weekly** is known for its journalism of courage in the global Punjabi community and its investigative stories and features. It has a Toronto and a Vancouver edition. **Awaaz Weekly** comes out on Wednesday and is a popular newspaper in the Greater Toronto Area, with 10,000 copies circulated each week. **The Punjab Star** has a Punjabi and an English edition.

#### Greater Vancouver Area

The **Indo-Canadian Times** is a high-quality Punjabi-language weekly published in Vancouver every Thursday. It has served Canada for over 34 years. It is the oldest and largest circulating Punjabi newspaper in Canada, covering local ethnic news. **Punjabi Patrika** is a weekly bilingual English and Punjabi newspaper distributed in Abbotsford, British Columbia, and other areas of the Fraser Valley. The weekly **Indo Canadian Awaaz** has a Punjabi edition (Indo Canadian Awaaz) and an English edition (Indo Canadian Voice).

### **Alberta**

**Desh Punjab Times** is published in Calgary and claims a readership of 190,000. It provides the latest community news, overseas news, editorials, articles, novels, poems and short stories and makes an effort to connect the South Asian community with all the latest news from Canada and overseas. The **Punjabi Akhbaar** is a multilingual biweekly newspaper published in Calgary. Its content is 80% in Punjabi and 20% in English. The sections include local and international news, business, and special sections for women and children. The **Punjabi National** has Calgary, Edmonton and Vancouver editions and covers national, Indian and international news as well as editorials, sports, literature, and social and cultural topics. The **Des Pardes Times** publishes in Edmonton, Toronto and the US and covers a wide range of subjects, from the economy and politics to health, entertainment, and science and technology.

### **Montreal**

The **Desi Times** is a bilingual weekly Punjabi newspaper published in Montreal. It is around Metropolitan Montreal and online and covers the latest news and views on Canadian and Indian issues.

### **Radio**

In addition to dedicated South Asian stations, numerous multicultural radio stations and campus radio stations broadcast programming in Punjabi. Many of these programs are mostly music programs, while others cover news, announcements and discussions of local events, and interactive talk shows and phone-in programs.

### **Greater Toronto Area**

Two stations in the GTA are entirely dedicated to the South Asian community, CMR Diversity FM 101.3 in Etobicoke and CINA Radio 1650 AM in Mississauga. **CMR Diversity FM 101.3** was North America's first South Asian-owned and -operated FM radio station. It was established in 2004 and has programming in 24 languages, mostly South Asian but also African. Hindi, Urdu, Punjabi and Tamil programs air on a daily basis, while the other languages have weekly segments, often on the weekend. CMR serves as a forum for debates and exchanges of community, local, national and international news, events and culture. It airs phone-in programs on topics like mortgages, insurance, immigration and newcomer integration.

**CINA Radio 1650 AM** offers 24-hour multicultural programming for the Hindi, Urdu, Punjabi, Gujarati, Bengali, Armenian and Indo-Caribbean communities, with daily programming in Urdu, Punjabi and Hindi. These programs focus on issues concerning the local community, including community news, cultural events, live-on-location shows, immigration, real estate, insurance, personal finances, vehicles and health.



The multicultural radio stations **CIRV 88.9** and **CHIN FM 100.7** carry South Asian broadcasts on a daily basis: CIRV in Punjabi (**Gaunda Punjab** by Joginder Bassi) and CHIN in Punjabi, Hindi and Urdu. They provide coverage of Canadian, international and home country news and phone-in segments to discuss immigration, vehicle sales, mortgages and insurance as well as Indian politics and interviews with leaders in the Indo-Canadian community and local politicians. Other mostly mainstream stations also carry South Asian programming, including CIUT 89.5FM with a daily Punjabi program and 105.9 FM in Scarborough with the daily Hardum Radio in Punjabi.

### **Greater Vancouver Area**

Three of the Greater Vancouver Area's six full South Asian radio stations - **Radio India**, **Radio Punjab** and **Sher-e-Punjab** - are "cross-border" radio stations broadcasting into BC from the US. These stations are some of the region's most influential media voices, and leading Canadian politicians are routinely interviewed on their programs. They remain on the air despite CRTC attempts in the summer and fall of 2014 to shut them down. Sher-e-Punjab has fully moved to the US and now broadcasts as KRPI 1550 AM, with the same hosts and programs. It serves Sikh, Hindu and Muslim South Asians residing in Metro Vancouver and airs national and international news, commentary, interviews and talk shows on political and social matters, business news, community events and homeland news in Punjabi. **Radio India AM 1600 Punjabi** provides a comprehensive service to the Lower Mainland South Asian community, including Canadian and homeland news, informative live talk and debate, and informational segments.

Two of the three legally licensed South Asian stations, Radio Rim Jhim and the recently rebranded Spice Radio, are owned by Shushma Datt, the godmother of Indo-Canadian broadcasting in Canada.<sup>28</sup> **Radio Rim Jhim** regularly covers immigration and other government policies from a critical perspective but also highlights the abuse of policies by the community. The third licensed station is **Red FM** in Surrey, which has regular news programs and popular talk shows in Punjabi, Hindi and Urdu, including the daily Harjinder Thind Show.

### **Western Canada**

Red FM has recently set up a South Asian radio station in Calgary, **Red FM 106.7**. It provides community news, information on current immigration and homeland issues, entertainment, interviews with politicians, talk shows and debates in Hindi and Punjabi.

Winnipeg is served by one ethnic radio station, **CKJS AM 810**. Punjabi and Tagalog make up its core programming, with 18 hours of Punjabi content and 38 hours of Tagalog content each week. The main Punjabi program is **Radio Dhamaal** in the early afternoon.

### **TV**

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<sup>28</sup> National Post: October 3, 2014. <http://news.nationalpost.com/2014/10/03/pirate-radio-why-do-three-of-the-biggest-indian-language-stations-in-vancouver-broadcast-out-of-the-u-s/>



**OMNI News BC** and **OMNI News Ontario** broadcast daily news in Punjabi on a Canadian television system owned by Rogers Media. The news cover major national and international events, local news, government policies, municipal, provincial and federal elections, weather, health, finance, and entertainment. OMNI News BC also broadcasts several Indian reality TV shows and soap operas in the afternoon.

**PTC Punjabi** is a full Punjabi station that broadcasts religious programs, national and North American news bulletins twice a day in repeat telecast seven days a week, and talk shows on current affairs, politics, and entertainment. **ATN TV** serves Canada's diverse cultural communities with 53 specialty television channels that include sports, news, music, lifestyle, religion and entertainment in several regional languages, including Hindi.

Other multicultural stations carry weekly programs for the South Asian community. For example, **Vision TV** carries **Gaunda Punjab**, a cultural and religious program. Rogers TV in Toronto carries the **South Asian Focus**. In Ottawa, Rogers TV carries **Desi Ottawa** and **Sounds of India**, which feature cultural performances, local events and studio guests.



## ROMANIAN MEDIA



The Romanian community is a relatively small but passionate community in Canada. Romania and Canada have firm cultural relations, owing to the community of approximately 192,000 Canadians originally from Romania. Most of them live in the Toronto and Montreal areas. The strong diplomatic ties between Canada and Romania can be traced back to 1919 when the General Consulate of Romania was set up by Vasile Stoica in Montreal. Embassy-level relations began in 1967.<sup>29</sup>

Romanians first came to Canada at the end of the 19th century and at the start of the 20th century.<sup>30</sup> Following WWII, many Romanians immigrated to Canada. The majority of Romanians are part of the Romanian Orthodox Church.<sup>31</sup>

Various groups, such as the Association of Romanian Engineers in Canada (AREC), established in 2003, proudly support events within the Romanian community, as does the Romanian Orthodox “Buna Vestire” Parish in Montreal.<sup>32</sup>

MIREMS currently monitors the most active and relevant Romanian print, web, and television sources in Canada, which are mostly based in the GTA and Montreal.

### Print and web

**Faptu Divers** is the first Romanian weekly newspaper in Canada and is published in Toronto. The paper examines such issues as homeland and international news, as well as entertainment. It does not usually feature much coverage of Canadian news. **Observatorul** is a bi-weekly Canadian Romanian newspaper founded in 1990 and printed in Toronto. The paper also has a web edition. This source covers such items as community events, cultural pieces, religious topics, and various immigration matters.

**Acasa** is a bi-weekly paper that explores homeland and international news as well as community events and health issues. **Agenda Romaneasca** is a Kitchener-based bi-weekly paper that is distributed throughout the GTA. It is the first local Romanian paper in Kitchener, Waterloo, Cambridge, Guelph and London (Ontario). The paper has a focus on Romanian community events throughout the GTA.

<sup>29</sup> [http://www.canadainternational.gc.ca/romania-roumanie/bilateral\\_relations\\_bilaterales/canada\\_romania-roumanie.aspx?lang=eng&menu\\_id=9](http://www.canadainternational.gc.ca/romania-roumanie/bilateral_relations_bilaterales/canada_romania-roumanie.aspx?lang=eng&menu_id=9)

<sup>30</sup> [http://en.wikipedia.org/wiki/Romanian\\_Canadian](http://en.wikipedia.org/wiki/Romanian_Canadian)

<sup>31</sup> <http://www.thecanadianencyclopedia.ca/en/article/romanians/>

<sup>32</sup> [http://en.wikipedia.org/wiki/Romanian\\_Canadian](http://en.wikipedia.org/wiki/Romanian_Canadian)

**Pagini Romanesti** is a Montreal-based website publication that aims to support Romanian culture in North America and to increase communication between Romanians living in Canada. It often features opinion pieces, pieces about Romanians in the Canadian press, and homeland news.

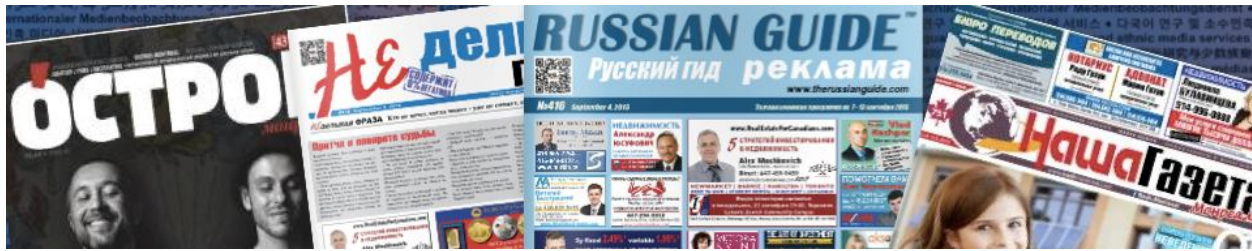
**Zigzag** is a monthly Montreal-based newspaper that often delves into immigration issues, as well as other Canadian and international news and health matters.

#### TV

**Noi Romanii** is a weekly television program produced by OMNI that often broadcasts community interest pieces, clips from Romania, and musical performances.



## RUSSIAN MEDIA



The Russian-Canadian media cater to over 550,000 Canadians who claim full or partial Russian ancestry (according to the 2011 census)<sup>33</sup> as well as to representatives of other nations who speak Russian as a first or a second language. Combining mostly Orthodox or Muslim traditions from the homeland with newly-adopted Canadian customs and lifestyles, Russian communities across Canada are a wide potential market for Canadian and international manufacturers and service providers. Russian-language media are a gateway for many Canadian companies that decide to expand their businesses into the Russian-speaking community. Monitoring these media sources can provide valuable information about specific needs and concerns of the community, demonstrate emerging market trends, and present opportunities to cater to Russian-speaking customers.

Most Russian-language media sources that we monitor (print, web, radio and TV) are located in Ontario, Quebec, British Columbia, Alberta and Manitoba – provinces with a significant Russian-Canadian population.

### Ontario

The weekly **Russian Express** has been published in Toronto since 1999.<sup>34</sup> With its business guide Russian Toronto and the Internet portal MasterPages, which provides information about the majority of Russian companies and service professionals in the province, Russian Express has become one of the leading community newspapers in Toronto.

The Web resources **Russian Week**, **Torontovka** and **Vestnik** provide the latest news from Canada and abroad: politics, statistics, sports, innovations, immigration and employment. In addition, the Russian Week Media Group incorporates a weekly advertising and news publication called Russian-Canadian Info, a weekly newspaper **Gazeta Plus** and a radio station called **Radio Plus (AM1430)**, which provides entertainment and information services for Russian-speaking Canadians.

**Canadian Courier** is a weekly publication that is widely distributed in supermarkets and ethnic grocery stores, medical offices, restaurants and rental apartment buildings in the GTA. This publication, as well as **Russian Canadian Info**, targets not just immigrants from Russia, but all Russian-speaking Canadians, including Ukrainians, Belarusians, and others. Both publications cover Russian, Ukrainian and Canadian news; their objective and balanced positions in covering the recent Russian-Ukrainian conflict allow them to cater to a wide audience.

<sup>33</sup> Russians in Canada. Wikipedia. Retrieved from [http://en.wikipedia.org/wiki/Russians\\_in\\_Canada](http://en.wikipedia.org/wiki/Russians_in_Canada)

<sup>34</sup> <http://russianexpress.net/>

## Montreal

The weekly **West East Montreal** has been published in Montreal since October 2006.<sup>35</sup> Its mission is to help Russian-Canadian readers keep abreast of all news and events that occur in the US, Canada (specifically in Montreal, Ottawa and Quebec City) and the rest of the world. A distinctive feature of this publication is "author's commentaries" – analytical articles on local and world events, exclusive investigations, and historical material.

## Vancouver

**Zemlyaki** is a daily public non-commercial Internet portal that offers access to extensive information of interest to Russian-speaking residents of Vancouver and the rest of BC, from current international and local news to updates for newcomers on Canadian immigration policy and employment opportunities. The website has thematic blogs written for newcomers and potential immigrants to Canada by people with experience in certain areas of Canadian life. The editors of the portal pride themselves on the website's positive atmosphere: "From our visitors, we expect respect for Canada and for representatives of all nationalities and religions."<sup>36</sup>

**Vancouverovka** and **Vancouver Express** are weekly Russian newspapers in Vancouver and the rest of BC. They offer articles on Canadian and international politics, economics, culture, as well as immigration advice.

**Radio Vera** (Russian Voice, Vancouver), the only daily radio program in Russian in Western Canada, was founded on January 9, 2008. Its creation was possible thanks to the initiative of the Vice-President of the World Forum of Russian Jews, Dr. Dmitry Schiglik. Radio Vera is live every morning on 96.1 FM in Vancouver, Monday through Friday from 8 a.m. to 10 a.m.<sup>37</sup>

## Winnipeg

Winnipeg has a vibrant Russian community that publishes two newspapers – the weekly **Russian Winnipeg** and daily **Winnipeg.ru**. They cover such topics as Winnipeg news, Canadian and international news, immigration news, health, economics, art and culture. Russian Winnipeg also offers news from the Manitoba Immigrant Centre, an organization that provides immigration and settlement services to help immigrants connect, integrate, and fully participate in Canadian society.

## Alberta

The weekly newspaper **Zarubegom** is published by a Russian community in Calgary. It informs its readers about recent political, cultural and economic news in Canada and abroad as well as changes in Canada's immigration policy. It also offers advice to newcomers on settlement and employment in Canada. According to the newspaper's editors, the main objective of the newspaper is "to bring Russian Canadians together on the basis of common culture, Russian language, and respect for the memory of their ancestors."<sup>38</sup>



<sup>35</sup> <http://wemontreal.com/>

<sup>36</sup> <http://www.zemlyaki.ca/>

<sup>37</sup> <http://www.russianvoice.net/>



## SOUTH ASIAN ENGLISH MEDIA



A quarter of the visible minority population in Canada is South Asian. The largest South Asian communities are found in Ontario, British Columbia and Alberta.<sup>39</sup> The number of people in Canada of South Asian origin, as defined by Statistics Canada, is growing considerably faster than the overall population.<sup>40</sup> The South Asian media have evolved dramatically in the past decade. Now, South Asian media cover many local and federal issues, apart from bringing immigrants news from “back home.” These media have become a major community influence and even provide better access to politicians than their mainstream counterparts.

The South Asian community is by no means homogeneous. It includes newcomers originating from India, Pakistan, Sri Lanka, Bangladesh, Nepal and Bhutan. South Asians belong to a range of religious faiths, including Islam, Hinduism, Sikhism, Buddhism and Christianity.

South Asia is home to several hundred languages, the largest being Hindi, Bengali, Telugu, Marathi, Tamil, Urdu and Gujarati. According to the National Census 2011, Punjabi, Urdu, Tamil and Gujarati each have over 100,000 native speakers in Canada. Hindi is also widely used, as it is India's official language along with English. Each of these languages has a different script. Hindi, Urdu and Punjabi are closely related in their spoken versions but separated by scripts (Devanagari, Arabic and Gurmukhi, respectively).

MIREMS monitors Punjabi, Hindi, Urdu, Gujarati, Bengali, Tamil and Sinhalese, as well as South Asian sources published in English. The South Asian English sources are mainly print- and web-based. Punjabi, Hindi, Urdu, Tamil, Gujarati and Bengali media sources are covered in separate profiles.

### Print

A number of papers have chosen to publish in English to reach South Asians from all the language groups as well as the Canadian-born generations. MIREMS monitors about 58 South Asian English print and web publications in the Greater Toronto Area, British Columbia, Alberta and Montreal. These weekly newspapers cover a wide range of issues, from homeland and Canadian news, international events, editorials, economics and politics to entertainment, science and technology, health, education, immigration, newcomer services and immigrant success stories.

<sup>38</sup> <http://zarubegom.com/>

<sup>39</sup> 2011 National Household Survey: Data tables. Statistics Canada

<sup>40</sup> [www.statcan.gc.ca/pub/89-621-x/89-621-x2007006-eng.htm](http://www.statcan.gc.ca/pub/89-621-x/89-621-x2007006-eng.htm)

Among them are **India Journal**, an award-winning South Asian English newspaper in the GTA established in 1991; **CanIndia News**; **The Weekly Voice**, published twice a week on Wednesdays and Fridays, with columns and sections on news, views, cars, entertainment, health and current affairs; **Asian Connections**; **South Asian Focus** and **Times of India**, which cover Canadian community news and homeland news; **Canadabound**, a web portal focusing on newcomer and diversity issues; and **ApnaHub.ca**, a web portal that covers immigration news, community issues, fashion shows and South Asian festivals.

**The Times of Sri Lanka**, **Sri Lanka Reporter**, **Ceylon Express** and **Monsoon Journal** are English-language publications catering to a Sri Lankan audience. They are monthly papers based in Toronto.

**Indo Canadian Awaaz**, **Indo Canadian Voice** and **Indo Canadian World** are a set of South Asian weeklies published in Surrey. The Voice has a Punjabi edition (Indo Canadian Awaaz) and an English edition (Indo Canadian Voice), while Indo Canadian World is in English. They feature national and international news, editorials, sports, cars, movies, community news and events. Other English-language papers in the South Asian community include The Link, Apna Roots, the Asian Star and the South Asian Post.

The monthly **Asian Vision** in Edmonton is a multilingual medium with pages in English, Punjabi, Hindi and Urdu with local, national and international news and features on cultural, health and family matters.



## SPANISH MEDIA



The Spanish-language media in Canada is as diverse as the community it serves. Some community members and organizations, and some media, adopt a Pan-Latino identity and outlook based on common experiences in Canada and a common language. Others, particularly websites, cater to newcomers from a specific country of origin, like Colombia en London (London, Ontario) and Toronto Dominicano (Dominican Republic). Numerous Facebook pages are also organized along national lines.

In addition, the community, and the media, is divided along political lines. Many editors and journalists came to Canada in the 1980s with a first wave of immigration from Latin America, fleeing right-wing dictatorships, and continue to hold views favouring social justice and 'the underdog.' More recent immigrants are successful, highly educated professionals coming as skilled workers and sometimes espousing more neutral or conservative views. The second generation is moving towards a Spanglish, pan-American perspective, as reflected in the Spanglish radio station 360FM.ca, two bilingual monthly magazines, and the new site Panamerican World. Some media are also based on religious background (Las buenas nuevas, Radio Cristiana).

There are over a hundred Spanish media outlets in Canada. These media are heavily concentrated in the Greater Toronto Area, with about 40 outlets in the GTA and another 10 elsewhere in Ontario. About 10% are in the Prairies, 10% in Vancouver and 20% in Montreal. In addition, the sources in the GTA tend to be more frequent, with several daily websites and radio stations, while the sources out West tend to be weekly or monthly.

### Print and web

Out of the sources MIREMS monitors, 29 are print papers. Most are published on a weekly or monthly schedule. The weekly **El Popular** has established a certain dominance in the Spanish-language print market. El Popular has sections for Canadian, Toronto, Latin American and World news as well as columns on immigration, cinema and sports. The weekly **El Centroamericano** claims to be the highest-circulation weekly in the Hispanic community and reports on community, municipal and national news as well as social, immigration, lifestyle and religious topics.

We also monitor 29 websites. Toronto/Montreal Hispano, Somos Toronto, CBN Noticias in Vancouver and Noticias Montreal are updated daily with a range of local community, Canadian and home country news. **Toronto/Montreal Hispano** has an extensive section for local events in the city, including Hispanic and mainstream events, in addition to a jobs section and an immigration column. **Somos Toronto** tends to focus on national news and soccer, although it also has theatre, family, immigration, business and events sections. **CBN Noticias** tends to post a lot of immigration and real estate news, but also other national and Vancouver news. **Noticias Montreal** reports on provincial, national and home country news as well as immigration, economic, technology, entertainment and sports matters.

We also monitor dozens of Spanish-language newspapers in Latin America and Spain on specific issues regarding immigration quotas and international trade missions.

### Radio

MIREMS monitors 24 radio programs, of which about half are daily. **CHHA AM 1610 Voces Latinas** is a dedicated Spanish-language station in Toronto now celebrating its 10-year anniversary. It has daily talk show and music programs during the morning and afternoon commute, as well as programs dedicated to 20 different Latin American countries and programs dedicated to health, finances, family matters, seniors, the environment, immigration and labour matters. **K Buena** has recently come on the air as another dedicated Hispanic radio station, associated with El Centroamericano, with emphasis on music, entertainment, and a weekly health program produced in Costa Rica. Another new online station is **360FM.ca**, a proudly "Spanglish" radio station catering to the younger generation, mixing the Spanish and English languages and celebrating multiculturalism.

**CIRV FM 88.9** has a Spanish program every morning, Sunday to Friday, and the programming continues throughout the day on the online radio station **Ondas Hispanas**. The program features hourly news and weekly discussions of matters ranging from immigration and real estate to vehicle sales and health matters. **CHIN FM 100.7** has just added a new daily Spanish program in the evenings, emphasizing home country and international news and music and entertainment programming. Ottawa's daily Spanish program on **CHIN Radio** features mostly music and local events, after an English-language broadcast of mainstream news.

In Montreal, **CFMB AM 1280** and **CINQ FM 102.3** each have a daily evening program on weekdays, featuring local, national, home country and international news, music and discussions. CFMB has very brief news segments and a lot of music and discussion of local events in the Hispanic community in Montreal, as well as two weekly commentaries on social and political trends around the world. CINQ FM has a focus on social justice programming, including immigrant rights, labour standards, environmental protection, seniors' issues, Aboriginal issues, women's rights, and Latin American politics.

In Vancouver, **Vancouver Co-op Radio** broadcasts the daily **Bus de las siete** in the mornings, with music and discussions of Latin American and Canadian political and social trends from a social justice perspective. **Fairchild Radio** broadcasts the daily show **Latino Soy** with music, extensive Latin American news, and comments on local community events and Latin American trends.

## TV

The Canadian Hispanic community has seven TV programs. Four weekly programs feature reports from the local Hispanic community on OMNI, Shaw or Rogers CityTV. **ICI** in Montreal carries Spanish programming, and two dedicated **TeleLatino** stations in Toronto re-broadcast Hispanic news and entertainment programs made in the US, where hundreds of Spanish-language media sources serve a population of more than 50 million Hispanics.





## TAMIL MEDIA



There are over 350,000 people of Sri Lankan heritage in Canada today. The majority live and work in the major metropolitan centres of Toronto and Montreal. The suburbs of the GTA are also seeing an increasing influx of Sri Lankans. Cities like Ajax, Pickering, Markham, Oshawa and Whitby have a growing number of Sri Lankan Canadians, both immigrants and more established residents who have moved to these cities from the busy and crowded Toronto.

Immigration of Sri Lankan Tamils to Canada started in the mid-1980s during the beginning of the Sri Lankan civil conflict and continued till 2010. The rate of influx dropped after the end of the war in 2010. Stricter immigration and refugee laws played a significant role in reducing the arrival of immigrants from Sri Lanka.

The Tamil media are very concentrated in the GTA, with the exception of the Globaltamilnews website in London, Ontario; TamilNet in Vancouver; and the paper Montreal Irusu. The following are some of the Tamil- and English-language media sources serving the community today:

### Print and Web

MIREMS monitors 12 Tamil newspapers, all of them in Toronto except for the Montreal Irusu. They include Eelamurasu, the Tamil Mirror, Thangatheepam, Canada Uthayan, Vlambaram, Thamilar Senthamarai, Eelanadu, Suthanthiran, Canada Ulahathamilar, Uravu and Thai Veedu.

The Tamil print media is driven by commerce and advertising. The newspapers are mostly weekly, with a few of them being fortnightly and a couple monthly. They predominantly focus on homeland politics and homeland, regional and provincial events. Most allocate a separate section to Canadian content in the form of news, articles and coverage of regional and community events. Some of the newspapers have their own websites and release the newspaper in e-paper format.

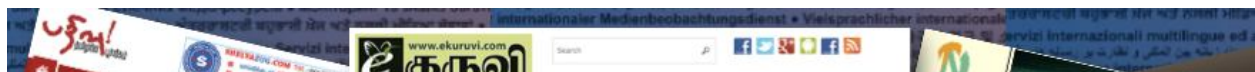
When it comes to websites based in Canada, there are about 20 websites that carry frequently updated and important Canadian content, along with homeland politics and other events. Three of them are located in London, Ontario, and one - TamilNet - in Vancouver, with the remainder in the Greater Toronto Area. Very active major sites include Ekuruvi, globaltamilnews.net, tamilcanadian.com, Seithy, Tamilwin and Canada Mirror.

## Radio

**Canadian Multicultural Radio** (CMR) serves the Toronto area and has a daily Tamil broadcast, alongside other South Asian languages. The **Canadian Tamil Broadcasting Corporation** (CTBC), **Vanakkam FM** and **Canadian Tamil Radio** (CTR) are some of the radio broadcasts serving the Sri Lankan Tamil community in Canada. Even though their broadcasts are limited to certain geographical areas in the GTA, they can be heard by the entire Tamil community across Canada over live streaming. Almost all of them have a 24-hour broadcast.

## TV

**Tamil Vision** (TVI), **Tamil One** and **TGT Senthamarai** are some of the Tamil TV stations operating in the GTA. They use Canadian content and Sri Lankan and Indian content in their programs. News broadcasts are frequent on these channels and cover Canadian, Sri Lankan, Indian and international news.



## TURKISH MEDIA



According to the 2011 Census, there were 55,430 Canadians who claimed full or partial Turkish descent. Significant migration initially began in the late 1950s and early 1960s, when the Turkish government encouraged and financially supported Turkish students to study in Canada. In addition, there have been Turks fleeing unrest and oppression from Bulgaria and Cyprus. Their numbers are unclear, as they were recorded under their citizenship. The Turkish community is mostly concentrated in Toronto and Montreal.

### Print

There are four main Turkish newspapers published in Canada. Canadaturk and SiNews in Toronto are published twice a month, while Yeni Hayat is a monthly. Bizim Anadolu - Notre Anatolie is a monthly published in Montreal.

### Radio

**CHIN FM 100.7 FM** has a weekly one-hour program in Turkish on Saturday evenings.

### TV

**OMNI TV** airs the weekly Turkish program **Turkuaz TV**, while Rogers TV in Ottawa features the monthly program **Turkish Horizon**. Both focus on events and news in the local Turkish community.



## UKRAINIAN MEDIA



Ukrainians are one of 13 ethnic groups in Canada who account for more than a million people.<sup>41</sup> Ukrainians first settled in Canada in the 1880s and have developed strong communities in many provinces.

The Ukrainian ethnic media is quite well-established in Canada too due to a long history of immigration and wide dispersion of Ukrainians across the country. However, a big portion of media sources is devoted to covering homeland issues and Ukrainian cultural and community affairs. Recent events in Ukraine (change of government, conflict with Russia, and civil war in the eastern part of the country) have caused Ukrainian ethnic media in Canada to gravitate even more to covering those issues, as well as Canada's reaction to them.

Historically, the Ukrainian media has had strong roots in community organizations, including both the Catholic and Orthodox churches. The newer waves of immigration gave birth to more commercial media sources.

MIREMS has carefully selected the most active sources in the Canadian Ukrainian media landscape and the ones most relevant to its clients. It currently monitors 17 print, online, radio and TV sources across the country. Ukrainian media sources are predominantly concentrated in Toronto and the GTA, Edmonton and Winnipeg, as well as Ottawa and Montreal.

Most of the publications we monitor cover both Ukrainian and Canadian issues, which makes them relevant and valuable for both the community and those trying to understand it more deeply. A variety of cultural events, including both Orthodox and Catholic Christmas celebrations, also offer multiple opportunities for Canadian companies to reach out to diverse audiences within the community through their ethnic media.

### Print and Web

Some of the most prominent and oldest print publications in Canada's Ukrainian community are *Novy Shliakh* ("The New Pathway"), *The Ukrainian Voice*, and *Visnyk* ("The Herald") - a newspaper published by the Ukrainian Orthodox Church of Canada.<sup>42</sup>

<sup>41</sup> National Household Survey: Immigration and Ethnocultural Diversity in Canada. (2011). Statistics Canada. Retrieved from <http://www5.statcan.gc.ca/olc-cel/olc.action?objId=99-010-X&obj&lang=en&limit=0>

All three publications have bilingual (Ukrainian and English) coverage of current homeland and Canadian issues as well as political, economic and cultural affairs, while **Visnyk** also focuses on religious aspects of community life.

**The Ukrainian Voice** is one of the oldest Ukrainian newspapers in Canada, dating back to 1910.<sup>43</sup> It was established at a Ukrainian teachers' convention in Winnipeg and served as a primary source of information for Ukrainian immigrant families, as well as a source of education for Ukrainian children (it was distributed to school districts with no Ukrainian teachers). Later, it became one of the pillars of the Ukrainian-Canadian community and helped maintain national consciousness while also encouraging Ukrainians to participate more in Canadian political and social life. The Ukrainian Voice is currently owned by the Ukrainian Self-Reliance League of Canada and is published monthly with a regularly updated online version.

**Novy Shliakh** is a popular weekly print and online publication, serving as the voice of the Ukrainian National Federation of Canada.<sup>44</sup> Established in 1930 in Etobicoke, Ontario, the newspaper has been catering to the large Ukrainian community in the GTA. It covers a variety of relevant topics: from international geopolitical and economic news to Ukrainian-Canadian relations, social events and cultural affairs and from commentaries by prominent industry experts in personal finances, education and government relations to issues of public importance like transit, health and safety, and municipal development.

Among the other popular Ukrainian weeklies are Meest ("The Bridge") and Homin Ukrainy ("Ukrainian Echo"). **Meest** is a publication of Meest Corporation Inc. - an international delivery company with headquarters in Toronto, specializing in bridging the gap between Ukraine and its numerous diasporas across the globe.<sup>45</sup> Meest Weekly has been published since 1997. It accumulates news and opinion pieces related to Ukrainian communities in Canada, the US, Russia, the rest of Europe, and other countries and parts of the world. The Canadian section of the paper is usually devoted to local politics, social and economic issues, Ukrainian-Canadian relations and community events.

**Homin Ukrainy**, also published in Toronto, brings its readers' attention to the top news in Ukrainian and Canadian politics, as well as most current world issues. Sections like Diaspora, Canadian Issues, and Ukrainians in Canada provide an overview of the life of the Ukrainian community as well as its concerns and reactions to political, economic and social situations in Canada.<sup>46</sup>

The **Ukrainian Canadian Congress** (UCC) is also a valuable source of information in the Ukrainian community. It "represents the Ukrainian Canadian community before the people and Government of Canada" and provides news and official community responses to political, economic and social events in Canada and Ukraine.

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<sup>42</sup> Community Media. Ukrainian Canadian Congress. Retrieved from <http://www.ucc.ca/links/community-media/>

<sup>43</sup> The Ukrainian Voice <http://ukrvoice.ca/background.htm>

<sup>44</sup> Novy Shliakh <http://www.infoukes.com/newpathway/>

<sup>45</sup> Meest <http://meest-online.com/world/canada/>, <http://meest-online.com/diaspora/canada-diaspora/>

<sup>46</sup> Homin Ukrainy <http://www.homin.ca/>



UCC also offers some research documents on Ukrainian immigration and settlement patterns, community profiles, history, culture and traditions, as well as useful national and provincial resources for new immigrants, students and visitors to Canada. All material is available online at the UCC website or by newsletter subscription.<sup>47</sup>

The new wave of Ukrainian ethnic media is represented mostly by online sources, like the **ePoshta** independent weekly news magazine, bilingual in English and Ukrainian and dedicated “to keep the Ukrainian community informed, interconnected and proactive politically and culturally and with respect to the media;”<sup>49</sup> the **Ukrainian Canadian** (Ukrainian culture, issues and events in North America and beyond);<sup>50</sup> and the **Ukrainian Diaspora** (a weekly online publication reporting news from Ukrainian communities in Canada and the US, including local politics, business and economy, immigration news and community relations).<sup>51</sup>

### Radio

Ukrainian radio programming in Canada is quite diverse geographically and rather fragmented. Among the major multicultural radio stations broadcasting Ukrainian programs are CIRV FM 88.9 Toronto (Ukrainian Weekday and Ukrainian Weekend), CFMB AM 1280 Montreal (Ukrainian Saturday), World FM 101.7 Edmonton (Ukrainian Edition, weekdays), CHIN Ottawa FM 97.9 (Sunday programming), and Nash Holos Ukrainian Roots Radio (Vancouver and Nanaimo, twice weekly).<sup>52</sup>

They provide valuable insights into the community’s social and cultural life, as well as reactions to recent news and changes in the political and economic environment in Canada and Ukraine.

### TV

Ukrainian television media is represented by a limited number of sources, led by OMNI TV’s “magazine-style program” **Kontakt**<sup>53</sup> and Rogers TV’s **Ukrainian Profile**.<sup>54</sup> Both programs showcase Ukrainian cultural and entertainment community events and feature news and interviews with prominent community members.

Overall, Ukrainian ethnic media represents a long history of combining Ukrainian cultural roots and the Canadian socioeconomic environment, effectively serving the community and providing valuable cultural insights.



<sup>47</sup> Ukrainian Canadian Congress <http://www.ucc.ca/>

<sup>49</sup> ePoshta <http://www.eposhta.com/>

<sup>50</sup> Ukrainian Canadian <http://ukrcdn.com/>

<sup>51</sup> Ukrainian Diaspora <http://www.ukrainiandiaspora.ca/>

<sup>52</sup> CIRV FM <http://www.cirvfm.com/schedule.html>; CFMB AM <http://cfmbradio.com/en>; World FM <http://www.worldfm.ca/on-air/hosts-shows/ukrainian-edition/>; CHIN FM <http://www.chinradioottawa.com/index.php/programs/21-programs/209-ukrainian>; Nash Holos <http://www.nashholos.com/>.

<sup>53</sup> Kontakt <http://www.omnitv.ca/on/en/shows/kontakt/>

<sup>54</sup> Ukrainian Profile <http://www.rogerstv.com/page.aspx?lid=12&rid=4&sid=2740>

## URDU MEDIA



Among all the immigrant languages, Urdu accounts for the third-largest number of speakers in the Greater Toronto Area, after Chinese and Punjabi. The GTA has a large concentration of South Asian communities in general.

### Print

With this large Urdu community, it is not surprising that there are about 20 Urdu newspapers in Toronto and the GTA. These include weeklies, fortnightlies and monthlies.

The most popular papers are Urdu Times, Pakistan Times, Jang Canada, Pakistan News, Pakistan Post, Urdu Post, Urdu Khabarnama, Sunday Times and Akhbaar e Pakistan.

Pakistan News, Pakistan Times and Jang Canada are North American editions of the leading Pakistani dailies. The Urdu Times is also published in New York and Chicago. The Pakistan News has a Chicago edition too, and the Pakistan Post has an edition published in New York.

All these papers have two sections: one covers homeland news, with a special emphasis on Pakistani politics, while the second section concentrates on Canadian issues, including provincial and local community news. Cultural activities are widely covered too, along with any federal news that affects the Muslim community. The Canadian government's Middle East policy and actions related to it, for example, find wide coverage. In addition to news, there is content focusing on women and children, health and beauty tips, and entertainment.

**Pakistan Post**, **Jang Canada** and **Urdu Post** cover provincial affairs, community events, health issues, employment opportunities, and settlement information for new immigrants. Urdu Post and Jang Canada frequently report on immigration fraud and cases of illegal entry to Canada from Pakistan.

**Urdu Times** presents an objective view on Canadian Muslim issues. It also acts as a communication link between Canadian policymakers and immigrant communities. **Urdu Khabarnama** regularly carries articles on citizenship tests, pensions, insurance and mortgages. Occasionally, experts are invited to answer questions on these issues.

All Urdu papers provide special coverage of federal, provincial and municipal election campaigns, especially if a community member participates.

**Times Mag Canada** is a weekly from Mississauga that presents views and analysis related to the US and the Muslim world. **Eastern News**, also published from Mississauga, is a bi-monthly newspaper with similar content. Other newspapers published locally include Aafaq monthly, Ummah Times and CanPak Voice, which focus on religious and social issues, with CanPak Voice also covering local affairs and immigration news.

Montreal has two Urdu newspapers, Umeed and Nawa i Pakistan, which used to be published in Mississauga. While Umeed has stopped its web edition, Nawa i Pakistan is available online. The Canadian Times and Canadian Express are published in Calgary. **The Canadian Times** is the only newspaper that prominently presents Canadian news on its front page. It also gives wide coverage to issues related to immigration, the economy and trade.

The bi-monthly **Community Times** is also published from Calgary and focuses on provincial as well as federal affairs and community issues.

The most popular web portal serving the Urdu-Canadian community is **Urdutimes.com**. It covers Canadian news, including federal and provincial issues and news from the US, Great Britain and Pakistan.

## Radio

Many radio stations broadcast Urdu programs in Toronto: Sunshine Radio, Radio Pakistan Toronto, CHIN-Urdu, Radio Saaz o Awaaz and Radio Ahmadiyya.

Apart from issues related to homeland politics, these radio programs cover auto insurance, mortgages, housing, immigration and health issues, as well as sponsored programming. In the immigration segments, immigration policies and their impact on Indian and Pakistani communities are frequently discussed. The most popular topics include amendments to the Citizenship Act, language tests and age limits, marriage and spousal sponsorship, and PR (permanent resident) Card renewal. Immigration experts from the Punjabi community regularly serve as guests on these radio programs.

**Red FM 93.5** broadcasts the program Hamara Pakistan from Calgary. **CJTR Mehfil**, based in Saskatchewan, focuses on news and entertainment. In addition to news, Bollywood music and discussions of movies are essential parts of Urdu radio programs.



## VIETNAMESE MEDIA



There are more than 150,000 Vietnamese people living in Canada. They reside in the provinces of Ontario, British Columbia and Quebec. Vietnamese Canadians work and contribute in many different sectors of Canada's economy, with a large number working in manufacturing facilities and factories. Many Vietnamese Canadians are also entrepreneurs, owning and operating businesses such as restaurants, grocery stores and nail salons.

The Vietnamese community has some media sources such as print newspapers, online newspapers, radio programs and TV channels published weekly, bi-weekly or monthly to assist Vietnamese Canadians in connecting with their home country and integrating into Canadian society. As well, these media help Vietnamese people prevent cultural erosion and maintain their cultural identity.

### Print

**Thoi Bao** is the leading weekly newspaper, published in Toronto, Ontario, with other offices in Montreal, Calgary, Vancouver and Houston. It covers a broad range of topics, such as political, social, cultural and business news in Canada, the US and Vietnam. It also features many ads and posts from the Vietnamese community in Canada. Thoi Bao is available both in print and online.

Other weekly Vietnamese newspapers include Viet Bao, Saigon Canada and Thoi Moi. They largely cover local news (Canada) as well as news highlights from Vietnam. They focus particularly on Vietnamese community announcements and events as well as advice for newcomers to Canada.

**Vietnam Time Magazine** is a monthly magazine published in Edmonton, Alberta. It has been published for more than 23 years and aims to provide impartial news, give a voice to the community and serve the public interest. It contains a wide variety of news and information from Canada and Vietnam, along with other columns and articles of interest to the community.

**Vietsun Magazine**, now known as **Culture Magazine**, is a glossy monthly magazine published in both Vietnamese and English serving both Vietnamese and Western readers. It focuses on cultural and social news, including entertainment, beauty and fashion, travel, and education. It aims to promote Vietnamese culture and values as well as integration with Western culture. It is available both in print and online.

## Radio

**CJSW Radio 90.9 FM** in Calgary broadcasts a weekly Vietnamese program every Saturday streaming Vietnamese music and other cultural news. **Radio CKJS AM 810** in Winnipeg and **Fairchild Radio** in Vancouver, Calgary and Toronto also each have a weekly one-hour Vietnamese program. **CKCU 93.1 FM** in Ottawa has a half-hour weekly program titled 'Spirit of Vietnam' on Saturdays.

## TV

**TV Viet Tien** is a weekly program on OMNI 2 which broadcasts every Sunday. It covers a wide range of subjects, locally and from Vietnam, presenting coverage of news and entertainment along with special segments on fashion, community and youth issues.





## The Bottom Line

Canada is growing more and more diverse by the year, at a rate of about 250,000 immigrants annually, plus students and temporary workers. As newcomers settle in, they acquire citizenship and the vote. They gain social standing, and some opt to run in elections or organize around a cause and rally public opinion. They climb the ladder and grow their purchasing power, making them not one but a panoply of increasingly attractive niche markets.

Are you reaching out and building bridges to the new majority in some of our urban centres? What do you know about their needs, views and aspirations? What do you know about how your product, your cause or your policy is reflected in the 1,000-strong ethnic media presence?

## **Annex 1: Notes to communicators on ethnic media planning**

Communications practitioners dealing with the ethnic media should be aware that these media exist in the framework of the culture they serve as well as in the context of Canadian reality.

In most cases the ethnic media are more neutral and unbiased in their Canadian reporting than in their coverage and commentary on homeland issues. In other cases, while there may be no current evidence of partisan and biased thinking, past or organizational connections should be taken into account.

After all, some of our communities' homelands are or were recently at war with each other, and are not kind about their adversaries' presumed atrocities. Likewise, the issue of subverting a soi-disant "democracy" in the homeland may well be a matter of point of view.

These issues have become all the more relevant in the current world situation, in which the paradigm of what is suspicious or not has shifted drastically due to national security concerns.

This situation makes the job of the communications planners designing a media buy or a media release list more difficult, because in addition to difficulties with being able to read the publications themselves, they have to be aware of the double context provided by the Canadian reality and the homeland situation.

Without pretending to be a definitive authority on such a moveable scene, we hope the following research notes contribute to bringing the reality of the ethnic media closer to the decision-makers.

We invite the reader of these profiles to keep in mind the following:

1. A first consideration is that understanding diversity means avoiding generalization: each ethnic community places a different value on media, in which homeland practices are imported and adjusted to Canadian standards without losing the original focus. However, these media all respond in some way to basic community needs for homeland news, community events, and information that ranges from newcomer integration to political participation in Canada.
2. The second consideration is that immigrant media grows and develops with each community. It is not the same as it was even five years ago. There are several communities that have grown to be numerically large and established, and the media has adapted to this change by diversifying its offerings. This of course is happening in the larger communities: Chinese has around a hundred print outlets, led by the Sing Tao-Torstar emporium, and the South Asian publications combined add up to more than a hundred publications in Bengali, English, Gujarati, Hindi, Punjabi, Tamil, and Urdu.
3. Other groups, above all the more integrated ones, have witnessed a reduction in print media, as a result of linguistic and cultural integration. The same integration has led to increased TV presence. This is the case of the Italian and Filipino media.
4. Another factor is socio-demographic; the birth, growth, decline and death of ethnic media, as well as their relevance to their readers, is in part a function of population demographics. A hundred years ago there were two Icelandic dailies in Gimli, Manitoba. Today a 4-page monthly bears their names. Before the fall of the Soviet Union, there was one Russian paper in Toronto; today there are more than a dozen.

5. The ethnic media are community media, but their community is linguistic and national as well as local. They are loosely grouped into a variety of language-specific journalist clubs – Hispanic, South Asian, and so on. There is also a National Ethnic Press and Media Council, which groups publishers and lists some 400 publications across the country, and a Canadian Ethnic Media Association, which brings together editors and journalists.
6. An important recent development in the ethnic media has been the increase in its virtual presence on the Internet. As with the desktop publishing revolution before, the ethnic media have taken advantage of e-publishing in an uneven fashion, but most of the publications have developed websites of one kind or another. The level of sophistication of these virtual publishing initiatives is consistent with the level of computerization in each community, which in some cases has been accelerated by higher immigration standards.
7. Of even greater importance and long-term impact is the increasing presence of the media agglomerations. In addition to Fairchild and Torstar, Rogers' hand in the ethnic scene ranges from the two multilingual OMNI channels to the planned introduction of mainland Chinese media feeds.
8. Behind the so-called "Canadian national" or "mainstream" ethnic media, predominantly Chinese and South Asian, which covers the full range of print, radio and TV media offerings that march to the beat of the news, some ethnic media have started to diversify their publications by region, offering different editions of the same papers, which vary sometimes only in the advertising.
9. Today the ethnic media offerings include language-specific and specialized publications on matters as diverse as trucking, Bollywood films, car racing, religion and women's issues, as well as a multitude of directories, buy-and-sell publications and Internet portals devoted to each community's needs.
10. Some of these papers do not even appear on national media scenes. After all, the only thing they need is a shopping strip of some 50 community stores in a two-mile radius under a 52-week advertising contract to establish a productive business as the local ethnic publisher. Such is the case of the Italian paper *Lo Specchio* – circulation 20,000 - which cannot be obtained outside of Woodbridge, Ontario.
11. Many of the community papers have taken on the role of being the purveyors of homeland news and views unavailable in Canada's mainstream media, even if they do so with a slight delay. For communities struck by war-torn homelands and concerns about their relatives' safety, news from that front is far more important than events in Canada. Media are not proactive in their pursuit of local stories, although they sometimes do react, and very sharply, to events that link the two fronts.
12. The nature of Canada's diversity makes it very difficult to focus on 4 or 5 ethnic groups most prevalent in any city without creating problems with the rest – Who would want to exclude the Jews and invite the Arabs, or vice versa? Since each ethnic media targets its own community, the relevance of the circulation figures relate to the community size.
13. Care must also be taken to relate the circulation figures to the distribution area - in this way, a monthly Spanish publication with a 60,000 circulation throughout North America may send most of its copies to Florida and California, and is less targeted to a Canadian audience than a daily with a 28,000 circulation.

14. While it is true that there is media where there is audience, there are other factors that distort this. Factors such as integration into Canadian society, political unrest in the homeland, factions among exiles, or the cultural significance of language play an important part in determining the media profile of each group. The ratio of new arrivals to established citizens, of landed immigrants to refugees, also plays a part in configuring each community media's behaviour.
15. A range of very strong influences comes into play in determining the growth and importance of each ethnic media with regard to its community. These include the mother tongue usage at home, for instance, and the role of newspapers in the homeland cultural context – their reliability, for example.
16. An important influence is the community's commitment to cultural preservation. This is often a choice of a political identity in a sense, as between Punjabi and Urdu speakers who can understand each other but use different scripts based on religious preferences and nationalist allegiances. In other cases, the proliferation of media responds to a practical need for communication, as between Mandarin and Cantonese speakers who pronounce differently and in a mutually unintelligible fashion the same texts in print.
17. Geo-economy is still a factor: the Greater Toronto Area (GTA) still is the base of operations and the major distribution centre for most ethnic media, with a few clear exceptions, such as the Armenians and Haitians in Montreal. This strong local population base has allowed Toronto papers to print and distribute national editions to serve the needs of smaller communities unable to support their own media outlets. Several of the Greater Toronto-based Chinese and other dailies and weeklies have editions that circulate in the Greater Calgary, Vancouver and Montreal Areas because they cover events and distribute their publications in those markets.
18. While the GTA still retains hegemony as the ethnic publishing capital of Canada, the regional markets are growing stronger, and many Vancouver publications in the Chinese and South Asian communities also find their way into the Alberta market in the West, just as many Toronto ones in Spanish and Italian are available in Montreal – and a few, like the Arabic papers, travel the other way.

## Annex 2: Six Ways Ethnic Media Market Intelligence Can Serve You

On our way to the Ethnic Consumer Marketing Conference on May 5, 2015, we thought of different ways in which market intelligence based on ethnic media monitoring can help those wanting to target products and services to multilingual consumers.

We believe multilingual media is key to understanding the ethnic buyer's cultural context and its impact on your message content delivery.

If you want to sell, speak the language of the buyer. Here's how:

### 1. Competitive environment analysis

Know the media landscape in your area of interest. What are the reporting trends? Ethnic media snapshots can give you a unique perspective on the editorial and advertising environment you are about to jump into.

The collage shows various advertisements and news snippets in Chinese and English. Key elements include:

- TD Direct Investing:** An advertisement for TD Bank's investment services, featuring a '200' and 'TD' logo.
- BMO Bank of Montreal:** An advertisement for a mortgage, featuring a 'MORTGAGE' banner and a 'Savings' logo.
- CIBC:** An advertisement for a mortgage, featuring a 'MORTGAGE' banner and a 'Savings' logo.
- Verico:** An advertisement for a mortgage, featuring a 'MORTGAGE' banner and a 'Savings' logo.
- Kiruba:** An advertisement for a mortgage, featuring a 'MORTGAGE' banner and a 'Savings' logo.
- Star Island:** A news snippet from Star Island, featuring a 'MORTGAGE' banner and a 'Savings' logo.

### 2. Competitor advertising monitoring

What are your competitors doing? Want to know what messages your competitors use to target consumers? Ethnic media monitoring can provide valuable competitive information through an overview of competitors' advertising campaigns across cultures and languages.

The collage shows various car advertisements. Key elements include:

- Town+Country BMW:** An advertisement for a BMW car, featuring a 'TOWN+COUNTRY' banner and a 'BMW' logo.
- Discover Chevrolet:** An advertisement for a Chevrolet car, featuring a 'DISCOVER CHEVROLET' banner and a 'CHEVROLET' logo.
- Other sources:** Various other car advertisements from different sources, featuring car images and text.



### 3. Outreach and campaign monitoring

Whether you're announcing a municipal appointment or a company launch, issuing a public warning or sponsoring an event, multilingual media intelligence can add scope to your initial research and event targeting.



### 4. Lifestyle and trend research

From Botox treatments, hair and dress styles, to acupuncture and fruit and nut choices, the ethnic media lifestyle pages are full of valuable indicators of consumer trends and brand adoption in both editorial and ad content.

Use ethnic media monitoring to gather valuable market intelligence, create and stimulate demand for your products or services, discover new promotion opportunities.





## 5. Multicultural media product reviews

Want to know the major opinion makers in a particular community? The most popular newspapers, radio stations, or web portals? Our comprehensive list of ethnic media sources will help you choose the best outlets to promote products and services, and get you the ethnic media coverage you want.

We can help you analyze reactions to campaign launches or product releases. Editorial comments and review tracking information from ethnic media can add an important multicultural angle to your outreach measurement.

## 6. Retail networking

Your products and services need channels that connect you to your ethnic consumers' shopping habits. Use media intelligence to build a retail network list to target a specific community with your promotions.

## **Annex 3: Ethnic Media in Canada – the MIREMS View**

For over 25 years, MIREMS has kept an eye (or, more specifically, eyes of its multilingual consultants) on the ethnic media sources across Canada. From community to community, print and web publications, radio and TV programs have revealed thoughts, opinions, attitudes and reactions of many generations of immigrant population, expressed in their native languages. Paying attention to the “ethnic voice” has provided valuable insights to marketers and public relations professionals, government officials and public figures looking to understand that voice, as well as start a meaningful dialogue with ethnic communities across Canada.

For MIREMS, it all began 25 years ago, when the company’s President Andrés (Andrew) Machalski turned his strong belief in Canada’s multicultural future into an ethnic media monitoring business. Below are excerpts of an interview done in 2015:

**Q: Andrew, the company has successfully operated for over 25 years. What drove your attention to the ethnic media in Canada in the first place? What was the situation with community media back then?**

**A.M.:** After arriving to Canada in 1976, escaping from a military dictatorship in Argentina, I started working in the publishing business. Later, a chance manuscript translation request from a government organization led me to working on book launches for a series of histories of the ethnic groups in Canada, published by the then Secretary of State for Multiculturalism, and other related ethnic-focused projects.

Ethnic media in Canada at the time was already quite developed. Multiculturalism, however, had much less political connotation than today and was more of a cultural component of the government strategy. Monitoring of cultural differences and community life allowed the Canadian Government to advise on more effective policies and regulations that reflected the needs of various ethnic communities. That’s how MIREMS began, although at that time it was Ethnomedia Monitoring Services.

**Q: Was it difficult to convince your first clients to monitor the ethnic media together with the mainstream media?**

**A.M.:** Most clients came to MIREMS after realizing the objectives and benefits of ethnic media monitoring specific to their business. Once they understood that ethnic communities were a significant and influential part of their target audience, ethnic media monitoring became an essential tool in their marketing and outreach programs.

For Canadian government organizations, ethnic media is one of the best indicators of community reactions to policies and regulations, especially in citizenship and immigration. Foreign companies doing or starting business in Canada often look for opinions, trends and reactions in their respective communities, and that’s also part of MIREMS’ expertise. As our first international project, we provided daily monitoring of a Petro Canada-Gazprom deal in a variety of Middle Eastern Arabic, German, Russian and South American Spanish media sources.

**Q: How has ethnic media in Canada evolved over these 25 years? What changes have you introduced to your company's operations due to that evolution?**

**A.M.:** Ethnic media is always following immigration trends. Since the 1990s, ethnic media in Canada has been growing and gradually shifting from European languages to South Asian ones. Overall media trends, such as conversion from print to web, have also influenced community media. There are also less ethnic organizations and associations with their own media resources, and more commercial media enterprises serving communities across Canada.

Based on these patterns, MIREMS recruits and staffs the most competent consultants with native proficiency in target languages to provide monitoring and translation of the most relevant and representative ethnic media stories.

**Q: What do you think is the major role of ethnic media in Canada?**

**A.M:** Ethnic media serves multiple roles, and each of them is extremely important. First and foremost, it represents a link back to the homeland for different generations of immigrants, as well as an integration tool that helps newcomers adapt to the Canadian environment. Secondly, ethnic media is often the only information source for those community members who do not speak English. It provides them with the most important Canadian and homeland news, information about products and services, community events and announcements. Finally, ethnic media serves as a kind of "community glue" that connects members of certain ethnic, cultural, or religious groups.

In my opinion, ethnic media also exists to assure immigrants that they made the right decision when they moved to Canada by giving them a community perspective on their new life.

**Q: Who do you think benefits from ethnic media monitoring the most and why?**

**A.M:** As their integration into Canadian society progresses, immigrants buy things, vote and develop their opinions. If you are a manufacturer and want to sell your good or services, you need to speak the language of the buyer. It is especially relevant in the "trust" industries – insurance and banking, automotive and housing, but also increasingly the producers of consumer goods.

Those who don't pay enough attention to ethnic communities are missing out on the points of view of a very large part of the population. Politicians who disregard opinions of the ethnic media will not be able to effectively communicate with those communities and get their messages across.

The ethnic media also provides more nuances in their stories than the mainstream media, as a lot of interaction is based on personal relationships between an ethnic journalist and his or her community.

**Q: What are the most popular topics that you monitor across various ethnic channels?**

**A.M:** Of course, some of the most popular topics are those of public importance – citizenship and immigration, health and safety, community relations and Canada's relations with other countries. And I cannot overestimate the importance of monitoring these topics! Some of the stories from ethnic media have triggered positive changes in the Canadian society and have had significant impact on national policies and regulations.

**Q: Andrew, you have a background in public relations. What connections do you see between PR/marketing and ethnic media monitoring? How can the latter be helpful for promoting products and services?**

**A.M:** Everyone knows that if you want to approach a group of individuals with a product or a service, first, you need to familiarize yourself with their point of view and way of thinking. What are their concerns, needs and wants? You need to make sure your message is received in the most relevant context. For ethnic audiences, their respective media are often the best way to convey the message.

And of course, once the message is out, you need to close the loop. It's not just about reaching out, it's about hearing back. That's where media monitoring becomes invaluable.

Ethnic advertising is also a portion of MIREMS' monitoring requests. We have capabilities to monitor representation of your product or service ads or outreach programs and reviews and reactions to them across all media channels. This adds an important qualitative aspect to a campaign results analysis. It's not just impressions, click-through rates (CTRs), reach, and Gross Rating Points (GRPs) anymore, it's also the attitudes and opinions of your target audience expressed in their native language.

**Q: MIREMS has recently monitored ethnic media coverage of Ontario Municipal and Provincial Elections, Federal Elections, and other political events. What role do the ethnic media play in covering this type of activities?**

**A.M:** The topic of "ethnic votes" has become incredibly popular lately. Candidates want to engage in conversations with ethnic communities, know what their needs and concerns are, and provide meaningful feedback. Ethnic media and MIREMS provide necessary resources to do that.

**Q: What future do you see for ethnic media monitoring and MIREMS' role in it?**

**A.M:** As long as there is migration from developing countries to developed ones, there will be place for ethnic media. It might change its forms over time, but immigrant populations will always need a way to express themselves and maintain their cultural roots.

*Interviewed by Natalya Chernova, Marketing Communications at MIREMS Ltd.*



## NOTES