

APPENDICES

APPENDIX I: METHODOLOGY FOR PHASE I

Telephone interview with responsible individuals for directory development

- Face-to-face interviews with key stakeholders for short case histories and advertising market
- Desk research on relevant media listings for cross-check:
 - CARD
 - CCN Matthews
 - Ethnic Media & Market
- Desk research on previous studies on ethnic media market and audience:
 - ACNielsen (e.g. “Ethnic Marketing by the numbers: Integrating diverse data can reveal new opportunities” (2005)
 - Canadian Marketing Association (e.g. “Ethnic Marketing in Canada: The Challenges Ahead” (2006) (<http://www.thecma.org/?WCE=C=47K=225162>))
 - Center for Economic Growth, University of Georgia (e.g. “The Multicultural Economy 2003: America’s minority buying power (2003)
 - US Department of Commerce (e.g. “Minority Purchasing Power: 2000 to 2045” (2000)
 - Project for Excellence on Journalism (USA): Annual PEJ’s Fourth Annual State of the News Media report, funded by the Pew Charitable Trust and released on March 12, 2007 (http://www.pewtrust.org/ideas/ideas_item.cfm?content_item_id=4026&content_ty)
 - CRTC Statistical and financial summaries: Individual pay and specialty services, and national and regional overview (<http://www.crtc.gc.ca/eng/stats.htm>)
 - CRTC licensing and renewal procedures and actual cases: Application, decision criteria, public hearing, etc. (http://www.crtc.gc.ca/eng/INFO_SHT/b313.htm)

- *Fairchild TV*, Chinese Media Habits Study 2005 (<http://www.fairchildtv.com/english/>)
 - *Fairchild TV*, Ipsos Reid 2007 Canadian Chinese Media Monitor (<http://www.fairchildtv.com/english/>)
 - *Sing Tao*, Chinese Newspaper Readership Study 2005 (http://www.singtao.ca/singtao_east/2005study.php)
 - *World Journal*, Chinese American Media Consumption and Purchasing Behavior Survey 2006 (<http://www.wjdata.com/doc/2006PurchasingBehaviorSurvey.ppt>)
 - Metamorphosis Project by Ball-Rokeach et al. of the USC's Annenberg School of Communication between 1998 and 2002 (USA)
 - Geo-ethnic storytelling: An examination of ethnic media content in contemporary immigration communities by Lin, W. and Song, H. in 2006
 - *Annual State of the News Media* by Project for Excellence in Journalism (USA)
 - *Mapping Minorities and their Media* by Georgiou of the London School of Economics between 2002 and 2005 (UK)
 - A comparative content analysis by Mediam'Rad's three-year project started in 2005 (EU).
 - Chinese-language media and immigrant life in the United States and Canada by Zhou, M., Chen, W. & Cai, G in 2006 (USA & Canada)
 - Constructing a transnational, multilocal sense of belonging: An analysis of Ming Pao (West Canadian Edition) by Cheng, H. L. in 2005
 - Ethnic print media in the multicultural nation of Canada by Ojo, T. in 2006
 - Ethnic media by Will, Gudrun in 2005
- Desk research on existing ethnic media directories
 - Center on Media and Society (<http://www.mediaandsociety.org/directory/>)
 - Founded in 2004 by the University of Massachusetts Boston as part of University's public mission, it mandates to contributing to the diverse communities from which its students come. It is a resource for the university, the community, and the professional worlds of journalism and politics.

- New America Media
(<http://news.newamericamedia.org/directory/>)
 - Founded in 1996 by the nonprofit Pacific News Service, it is headquartered in California. It is the largest collaboration of 700 ethnic news organizations, which offers news services, social marketing services, and multilingual polls.

APPENDIX II: B.C. ETHNIC MEDIA DIRECTORY (FALL 2007)

1. Summary of count

SERVICE INFORMATION

By type		By language					
Business directory	3	Afghani	1	Farsi	8	Mandarin	1
Magazine	24	Arabic	1	Filipino	6	Multilingual	9
Newspaper	80	Cantonese	1	German	1	Portuguese	1
Online magazine	2	Chinese	22	Greek	1	Punjabi	22
Online newspaper	1	Croatian	1	Hindi	1	Romanian	1
Print (unspecified)	4	Dutch	1	Italian	1	Spanish	6
Radio	15	English*	11	Japanese	14	Swedish	1
TV	15			Korean	28	Vietnamese	5

COMPANY INFORMATION

By year of operation		Total number of employees (of 43 outlets): 1150 (1212)	
Before 1990	16	Full-time	989
1990-2000	22	Part-time	161
Since 2000	28	(Intern/Volunteer)**	62
Unknown	81	Unknown	103 outlets

Total number who belong to associations: 17

DISTRIBUTION INFORMATION

By frequency		By coverage		By fee	
Daily	17	International	11	Free	52
Weekly or more often	36	National	12	Paid	20
Less often	27	Regional	10	Free/paid***	2
Unknown	64	Local	33	Unknown	72
		Unknown	78		

*Include English-language newspapers from a number of communities: 1 Fijian, 2 Filipino, 7 South Asian, and 1 multiethnic.

**Intern/volunteers are not counted toward the total.

***Paid for delivery and free on the street

2. Summary by ethnic group

Chinese community media (N=25)			
No	Name of service	Medium	Third -language
1	Auto Nerve	Magazine	Chinese
2	Buy & Sell Press	Business Directory	Chinese
3	Canadian Chinese Express	Newspaper	Chinese
4	Canadian Chinese Media	Newspaper	Chinese

5	Canadian Chinese Times	Newspaper	Chinese
6	Canadian City Post	Newspaper	Chinese
7	China Journal	Newspaper	Chinese
8	Dawa Business Press	Newspaper	Chinese
9	Epoch Times	Newspaper	Chinese
10	Fairchild Radio	Radio	Multilingual
11	Fairchild TV	Specialty TV	Cantonese
12	Global Chinese Press	Newspaper	Chinese
13	Golf Nerve	Magazine	Chinese
14	Herald Monthly	Newspaper	Chinese
15	Mainstream Broadcasting Corporation	Radio	Chinese
16	Maple Family	Newspaper	Chinese
17	Ming Pao (Vancouver Edition)	Newspaper	Chinese
18	Ming Pao Property Gold Pages	Business Directory	Chinese
19	Popular Lifestyle & Entertainment	Magazine	Chinese
20	Secret China	Newspaper	Chinese
21	Sing Tao (Vancouver Edition)	Newspaper	Chinese
22	Talentvision	Specialty TV	Mandarin
23	Truth Monthly	Newspaper	Chinese
24	Vancouver Chinese News Ltd.	Newspaper	Chinese
25	World Journal (Vancouver Edition)	Newspaper	Chinese

European community media (N=8)

No	Name of service	Medium	Third -language
1	De Hollandse Krant	Newspaper	Dutch
2	German Today	TV	German
3	Glasnik Hrvatske Seljacke Stranke	Print (unspecified)	Croatian
4	Gnomi/Opinion	Newspaper	Greek
5	L'Eco D'Italia (Il Marco Polo)	Newspaper	Italian
6	Lusitania	Magazine	Portuguese
7	Rompost	TV	Romanian
8	Scandinavian Press	Magazine	Swedish

Filipino community media (N=8)

No	Name of service	Medium	Third -language
1	Mangovibe	TV	Filipino
2	Philippine Choice	Newspaper	Filipino
3	Philippine Journal 1	Newspaper	Filipino
4	Philippine Journal 2	Newspaper	English
5	Philippine Voice	Newspaper	Filipino
6	Philippine Asian News Today	Newspaper	Filipino
7	Pinoy Buzz	Newspaper	Filipino
8	Planet Phillippines	Newspaper	English

Hispanic community media (N=6)

No	Name of service	Medium	Third -language
1	Amigos Magazine	Magazine	Spanish
2	El Contacto Directo	Print (unspecified)	Spanish
3	Hola Que Tal	TV	Spanish
4	La Prensa Hispanoamericana	Print (unspecified)	Spanish
5	La Vanguardia de Vancouver	Newspaper	Spanish
6	Milenio	Print (unspecified)	Spanish

Iranian community media (N=8)			
No	Name of service	Medium	Third -language
1	Daneshmand Magazine	Magazine	Farsi
2	Danestaniha	Online magazine	Farsi
3	Farhang News	Newspaper	Farsi
4	Norooz News	Newspaper	Farsi
5	Paivand	Newspaper	Farsi
6	Persian Farsi	Newspaper	Farsi
7	Shahrvand BC Newspaper	Online newspaper	Farsi
8	Wpi	Newspaper	Farsi
Japanese community media (N=14)			
No	Name of service	Medium	Third -language
1	Binbo Hima Ari	Magazine	Japanese
2	Bulletin	Magazine	Japanese
3	Canada-Japan Journal	Magazine	Japanese
4	Coco Magazine	Magazine	Japanese
5	Dial Vancouver	Business Directory	Japanese
6	Fraser Monthly	Magazine	Japanese
7	Genkei News	Newspaper	Japanese
8	Nikkei TV	TV	Japanese
9	Oops!	Magazine	Japanese
10	Radio Nippon	Radio	Japanese
11	Town Pages	Magazine	Japanese
12	Van Weekly	Newspaper	Japanese
13	Vancouver Shinpo	Newspaper	Japanese
14	VT Magazine	Online magazine	Japanese
Korean community media (N=28)			
No	Name of service	Medium	Third -language
1	Boodongsan Bank	Newspaper	Korean
2	Boodongsan Korea	Newspaper	Korean
3	Bridge	Newspaper	Korean
4	Byurookshijang	Newspaper	Korean
5	Cacocom	TV	Korean
6	Canada Express	Newspaper	Korean
7	Christian Newspaper	Newspaper	Korean
8	CKS	Radio	Korean
9	Corea Best Magazine	Magazine	Korean
10	Donga Life Weekly	Newspaper	Korean
11	Good Day	Newspaper	Korean
12	Ilkan Sports (isplus.com)	Newspaper	Korean
13	Ilyo News	Newspaper	Korean
14	Joongang Ilbo (Vancouver Edition)	Newspaper	Korean
15	KC TV	TV	Korean
16	Korea Times (Vancouver Edition)	Newspaper	Korean
17	Korean	Magazine	Korean
18	Korean Canadian News	Newspaper	Korean
19	Kyocharo	Newspaper	Korean
20	O'Canada	Magazine	Korean
21	Plus News	Newspaper	Korean

22	Radio Seoul (FM 96.1)	Radio	Korean
23	Toyo Shinmoon	Newspaper	Korean
24	TV Korea	TV	Korean
25	Vancouver Chosun	Newspaper	Korean
26	Vancouver Education Post	Newspaper	Korean
27	Vancouver Jookan Economics	Newspaper	Korean
28	Women Self	Newspaper	Korean

South Asian community media (N=33)

No	Name of service	Medium	Third -language
1	Ajit Weekly- Vancouver Edition	Newspaper	Punjabi
2	Akai Guardian	Newspaper	Punjabi
3	Apna G	Newspaper	Punjabi
4	Apna Roots	Newspaper	English
5	APNA Television	TV	Punjabi
6	Asian Pacific Post	Newspaper	English
7	Awaaz Newspaper	Newspaper	Punjabi
8	Charhdi Kala	Newspaper	Punjabi
9	Darpan Magazine	Magazine	Punjabi
10	Hamdard Weekly-Vancouver Edition	Newspaper	Punjabi
11	Indi Magazine	Magazine	Punjabi
12	Indo Canadian Times	Newspaper	Punjabi
13	Indo Canadian Phulwari	Magazine	Punjabi
14	Indo-Canadian Voice Newspaper	Newspaper	English
15	iStyle Magazine	Magazine	Punjabi
16	Link	Newspaper	English
17	Mehfil	Magazine	English
18	Music Waves	Radio	Punjabi
19	The Asian Outlook Magazine	Magazine	Hindi
20	Punjabi Guardian	Newspaper	Punjabi
21	Punjabi Tribune	Newspaper	Punjabi
22	Punjabi World Television	TV	Punjabi
23	Radio India (AM1600)	Radio	Punjabi
24	Radio Punjabi Akashani	Radio	Punjabi
25	Red FM93.1	Radio	Multilingual
26	Rim Jhim	Radio	Punjabi
27	RJ1200	Radio	Multilingual
28	Sangeet Sagar	Radio	Punjabi
29	Sangharsh Newspaper	Newspaper	Punjabi
30	Sher-e-Punjab (KRPI AM1550)	Radio	Punjabi
31	South Asian Broadcasting Corporation Inc.	Radio	Multilingual
32	South Asian Post	Newspaper	English
33	Watchman	Newspaper	English

Vietnamese community media (N=5)

No	Name of service	Medium	Third -language
1	Lac Viet Public Education Society	Radio	Vietnamese
2	Phong su Newspaper	Newspaper	Vietnamese
3	Thoi Su Newspaper	Newspaper	Vietnamese
4	Vancouver Vietnamese Newspaper	Newspaper	Vietnamese
5	Viet Nam Thoi Bao Magazine	Magazine	Vietnamese

Multilingual and other community media (N=9)			
No	Name of service	Medium	Third -language
1	Al-Shorouq	Newspaper	Arabic
2	Ariana TV	TV	Afghani
3	Celtic Connection	Newspaper	Multilingual
4	Fiji Cimes	Newspaper	English
5	Jewish Western Bulletin	Newspaper	Multilingual
6	Asian Star	Newspaper	English
7	Channel M	TV	Multilingual
8	Source Forum of Diversity Newspaper	Newspaper	Multilingual
9	Shaw Multicultural Channel	TV	Multilingual

3-1. Summary of completes (35)

*No of employees: Full-time and part-time inclusive

No	Name of service	Language	Media Type	Year	No*	Membership	Frequency	Coverage	Fee
1	Apna Roots	English	Newspaper	2001	5	No	Bi-weekly	National	\$50/year
2	Awaaz Newspaper	Punjabi	Newspaper	1995	15	No	Weekly	Regional	Free
3	Bridge	Korean	Newspaper	2007	9	No	Weekly	Local	Free
4	Byurookshijang	Korean	Newspaper	1997	12	National Kyocharo Association in Korea, North America Kyocharo Association	3 times a week	Local	Free
5	China Journal	Chinese	Newspaper	1997	15	No	Weekly	National	\$39/year
6	Daneshmand Magazine	Farsi	Magazine	2006	13	No	Weekly	Local	Free
7	Epoch Times	Chinese	Newspaper	2000	30	No	Daily	International	Free
8	Fairchild Radio	Multilingual	Radio	1997	150	CAB	Daily	National	Free
9	Global Chinese Press	Chinese	Newspaper	2000	25	No	Twice a week	National	\$110.24/year
10	Herald Monthly	Chinese	Newspaper	1997	2	No	Monthly	National	Free
11	Indo Canadian Times	Punjabi	Newspaper	1978	10	No	Weekly	International	\$80/year
12	Indo Canadian Phulwari	Punjabi	Magazine	1985	4	No	Monthly	Regional	\$61/year
13	Indo-Canadian Voice Newspaper	English	Newspaper	1991	14	No	Weekly	Local	Free
14	Jewish Western Bulletin	Multilingual	Newspaper	1998	7	American Jewish Press Association	Weekly	Regional	\$53.50/year
15	KC TV	Korean	TV	1995	15	No	Daily	Local	Free
16	Korea Times (Vancouver Edition)	Korean	Newspaper	1992	10	Association of The Korea Times	4 times a week	Local	Free
17	Korean Canadian News	Korean	Newspaper	1983	3	No	Weekly	Local	Free
18	Kyocharo	Korean	Newspaper	1997	12	National Kyocharo Association in Korea, North America Kyocharo Association	3 times a week	Local	Free
19	La Vanguardia de Vancouver	Spanish	Newspaper	2006	83	No	Monthly	National	Free
20	Link	English	Newspaper	1973	20	Ethnic Media Association of Canada	Twice a week	National	Free

21	Lusitania	Portuguese	Magazine	2003	42	No	Monthly	National	\$35/yr, Free on the street	
22	Maple Family	Chinese	Newspaper	2001	10	No	Monthly	Regional	\$19.99/year	
23	Ming Pao (Vancouver Edition)	Chinese	Newspaper	1993	124	Yes	Daily	Regional	\$369/year	
24	Punjabi Guardian	Punjabi	Newspaper	1996	13	No	Weekly	International	Free	
25	Radio Punjabi Akashani	Punjabi	Radio	2000	1	No	24 hours	Local	Free	
26	Radio Seoul (FM 96.1)	Korean	Radio	2003	5	No	Daily	Local	Free	
27	Red FM93.1	Multilingual	Radio	2006	20	No	Daily	Local	Free	
28	Scandinavian Press	Swedish	Magazine	1928	2	Magazine Canada, National Ethnic Press and Media Council of Canada		Monthly	International	\$29/year
29	Sher-e-Punjab	Punjabi	Radio	2001	30	No	24 hours	International	Free	
30	Sing Tao (Vancouver Edition)	Chinese	Newspaper	1983	125	Yes	Daily	Regional	\$45/month	
31	Talentvision	Mandarin	TV	1984	150	Yes	Daily	National	\$10/month	
32	Truth Monthly	Chinese	Newspaper	1993	4	No	Monthly	Regional	Free	
33	TV Korea	Korean	TV	1997	11	No	Daily	Local	Free	
34	Vancouver Chosun	Korean	Newspaper	1986	16	Chosun Ilbo Korea	3 times a week	Local	Free	
35	World Journal (Vancouver Edition)	Chinese	Newspaper	1976	60	Yes	Daily	Regional	\$400/year	

3-2. Summary of completes (35): Count

SERVICE INFORMATION					
By type			By language		
Magazine	4	Chinese	9	Multilingual	3
Newspaper	23	English	3	Portuguese	1
Radio	5	Farsi	1	Punjabi	6
TV	3	Korean	9	Spanish	1
		Mandarin	1	Swedish	1
COMPANY INFORMATION					
By year of operation		Total number of employees: 1107 (1068)			
Before 1990	9	Full-time	849		
1990-2000	14	Part-time	158		
Since 2000	12	(Intern/Volunteer)	61		
Total number who belong to associations: 12					
DISTRIBUTION INFORMATION					
By frequency		By coverage		By fee	
Daily	12	International	5	Free	22
Weekly or more often	15	National	9	Paid	12
Less often	8	Regional	8	Free/paid	1
		Local	13		

4. English offerings by ethnicity (11)

No	Name of service	Medium	Ethnicity	Year of foundation	No. of employee
1	Fiji Cimes	Newspaper	Fijian	n/a	n/a
2	Philippine Journal	Newspaper	Filipino	n/a	n/a
3	Planet Phillippines	Newspaper	Filipino	n/a	n/a
4	Asian Star	Newspaper	Multiethnic	n/a	n/a
5	Apna Roots	Newspaper	South Asian	2001	5 full-time
6	Asian Pacific Post	Newspaper	South Asian	1993	n/a
7	Indo-Canadian Voice Newspaper	Newspaper	South Asian	1991	12 full-time, 2 part-time
8	Link	Newspaper	South Asian	1973	15 full-time, 5 part-time
9	Mehfil	Magazine	South Asian	1993	n/a
10	South Asian Post	Newspaper	South Asian	n/a	n/a
11	Watchman	Newspaper	South Asian	n/a	n/a

5. Top 20 by No. of Employees

*Listing based on the availability of information

No	Name of service	Year of foundation	No. of employee (full-time)	Medium	Ethnicity	Language
1	Fairchild Radio	1997	50 full-time, 80 part-time, 20 intern	Radio	Chinese	Multilingual
2	Talentvision	1984	150	TV	Chinese	Mandarin
3	Sing Tao (Vancouver Edition)	1983	125	Newspaper	Chinese	Chinese
4	Ming Pao (Vancouver Edition)	1993	111 full-time, 13 part-time	Newspaper	Chinese	Chinese
5	Buy & Sell Press (Vancouver)	1975	100	Business Directory	Chinese	Chinese
6	La Vanguardia de Vancouver	2006	83	Newspaper	Hispanic	Spanish
7	World Journal (Vancouver Edition)	1976	60	Newspaper	Chinese	Chinese

8	Lusitania	2003	2 full-time, 40 volunteers	Magazine	European	Portuguese
9	Epoch Times	2000	15 full-time, 15 part-time	Newspaper	Chinese	Chinese
10	Sher-e-Punjab (KRPI AM1550)	2001	16 full-time, 14 part-time	Radio	South Asian	Punjabi
11	Global Chinese Press	2000	25	Newspaper	Chinese	Chinese
12	Link	1973	15 full-time, 5 part-time	Newspaper	South Asian	English
13	Red FM93.1	2006	20	Radio	South Asian	Multilingual
14	Vancouver Chosun	1986	16	Newspaper	Korean	Korean
15	Awaaz Newspaper	1995	15	Newspaper	South Asian	Punjabi
16	China Journal	1997	15	Newspaper	Chinese	Chinese
17	KC TV	1995	5 full-time, 10 part-time	TV	Korean	Korean
18	Indo-Canadian Voice Newspaper	1991	12 full-time, 2 part-time	Newspaper	South Asian	English
19	Daneshmand Magazine	2006	3 full-time, 10 part-time	Magazine	Iranian	Farsi
20	Punjabi Guardian	1996	13	Newspaper	South Asian	Punjabi
Total			1,060			

6. Membership (17)

*Listing based on the availability of information

**Full-time and part-time included

No	Name of service	Year of foundation	No. of employee**	Membership	Medium	Language
1	Jewish Western Bulletin	1998	7	American Jewish Press Association	Newspaper	Multilingual
2	Korea Times (Vancouver Edition)	1992	10	Association of The Korea Times (in Korea)	Newspaper	Korean
3	Fairchild Radio	1997	150	CAB** CBSC	Radio	Multilingual
4	Canada Express	2007	-	CanWest News Service	Newspaper	Korean
5	Vancouver Chosun	1986	16	Chosun Ilbo Korea	Newspaper	Korean
6	Celtic Connection	1991	3	Ethnic Council of Canada	Newspaper	Multilingual
7	Link	1973	20	Ethnic Media Association of Canada	Newspaper	English
8	Joongang Ilbo (Vancouver Edition)	2001	-	Joongang Ilbo Korea	Newspaper	Korean

9	Scandinavian Press	1928	2	Magazine Canada, National Ethnic Press and Media Council of Canada	Magazine	Swedish
10	L'Eco D'Italia (Il Marco Polo)	1956	4	National Ethnic Press and Media Council of Canada	Newspaper	Italian
11	Byurookshijang	1997	12	National Kyocharo Association in Korea, North America Kyocharo Association	Newspaper	Korean
12	Kyocharo	1997	12	National Kyocharo Association in Korea, North America Kyocharo Association	Newspaper	Korean
13	Buy & Sell Press	1975	100	Trade Corporation	Business Directory	Chinese
14	Ming Pao (Vancouver Edition)	1993	124	Yes (unidentified)	Newspaper	Chinese
15	Sing Tao (Vancouver Edition)	1983	125	Yes (unidentified)	Newspaper	Chinese
16	Talentvision	1984	150	CBSC	TV	Mandarin
17	World Journal (Vancouver Edition)	1976	60	BC Chamber, BBB	Newspaper	Chinese

APPENDIX III:
REVIEW OF EXISTING MEDIA DIRECTORIES

CASE I: CARD

CARD online Listing Counts as of April 2007														
Section	Total	YT	NT	NU	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Daily Newspapers	149	1			36	12	4	7	60	14	4	7	2	2
Community Newspapers	1227	2	7	2	154	133	98	54	407	283	38	29	3	17
Shoppers	54				7	6	1		38	2				
Campus Newspapers	223				19	15	5	6	57	103	6	9	2	1
Consumer Magazines	876													
Business Publications	848													
Farm Publications	98													
Radio Stations & Networks	736	2	3	2	116	85	40	32	206	137	39	31	5	38
TV Stations & Networks	150				15	17	9	13	32	40	4	4	1	15
Web Advertising Sites/Services	323													
Out-of-Home Advertising	121													
Other Out-of-Home Advertising	103													
Other Advertising Media	85													
Media Representatives	127													
Advertising Agencies	557													
Associations	94													
TOTAL	5771													

FINDINGS

- CARD and CARD Online, are designed and managed to enhance the efficiency of professionals involved in buying and selling advertising. Advertising rates and related data are available on every significant medium in Canada and on selected International media.
- Includes advertising rates, contact information, mechanical specifications and circulation for media by province.
- Contains a separate Ethnic Publications section. The listings are classified alphabetically by ethno cultural group and name of publication. They are not divided by province. The ethno cultural groups included are very much similar to those in Ethnic Media & Markets, though not as exhaustive.
- Under each ethno cultural/language classification, only the major media are included; for Chinese, the only print media in BC listed are *The Epoch Times*, *Herald Monthly*, *Ming Pao Daily*, *Popular Lifestyle & Entertainment*, *Sing Tao Vancouver Chinese News*, *Sing Tao Daily* and *World Journal*. For Japanese, the only print media listed is *Nikkei Voice* in Toronto. For Punjabi, there is *Akal Guardian Punjabi Weekly Newspaper*, *Charhdi Kala*, and *The Weekly Punjabi Awaaz Newspaper*. For South Asian, there are *Apna Roots*, *The Asian Pacific Post*, *The Indo-Canadian Voice*, and *The Link*. For Korean, there are only two listings – *The Korea Times Daily* and *Korea Newsweek*, both of which are not in BC.
- There are no separate sections for ethnic television and radio. However, in the Radio Stations & Networks and Television Stations & Networks sections, there is a listing of very few ethnic media relevant to our study – Rim Jhim Radio (which is broadcasted in English), Fairchild Television, Talentvision (which broadcasts programs in Chinese, Japanese, Korean, Mandarin and Vietnamese), Teletatino (which broadcasts programs in English, Italian and Spanish), and Punjabi World TV.
- Interestingly, CARD is more comprehensive than Ethnic Media & Markets, even though the latter is specifically designed to target ethno cultural population groups in Canada. However, compared to CARD, our directory is much more exhaustive in that it lists both major and smaller ethnic media outlets in BC, including those that are run independently.

CASE II: CCN MATTHEWS

FINDINGS

- The CCN Matthews Database was created with the stated purpose of creating more efficient paths of communication between messengers- such as corporate and government agencies- and media systems. The CCN Matthews Database consists of three publications: the Red, Green and Blue books. The Green Book publication includes listings of ethnic media systems. This book is published twice each year, in January and July. In its most recent edition, the CCN Matthews Database included listings for 299 ethnic media sources. Included in this list are ethnic television, print and radio sources from across Canada.
- In the CCN Matthews Database, ethnic media sources are organized by the following criteria. Each section opens with an alphabetized appendix of the media sources included in the area, and their location. Following this list, the sources are divided based on media type. In the areas of print, radio and television, the media are again divided. In this second division, the classification is based on the key subject and ethnicity of the media.
- Once organized into subsections, the basic information for the ethnic media sources is listed. This information includes the following sections, where applicable:
 - Title
 - Media type
 - Address
 - Telephone and/or fax numbers
 - Main email address
 - Website
 - Coverage (local, regional, national, international)
 - Total circulation/ data source
 - Issue/cycle frequency
 - Language
 - Profile
 - Contacts
 - Owner
- Additional information for television media:
 - On Air Personalities (also listed for radio media)
 - Producer
 - News department contact information

- Additional information for television media:
 - Dial
 - Wattage
- The CCN Matthews database has accomplished a fairly proficient catalogue of available media sources in Canada. However, in pursuit of databasing all available media systems, the attention to smaller ethnic media sources has been lacking. By simple contrast, the Ethnic Media in BC Database contains 144 ethnic media sources in British Columbia. Compared to the 299 sources documented to exist across Canada, it suggests that perhaps not all sources have been included. It should also be noted that within the Matthews database, certain sources- such as Sing Tao- were listed several times for their various projects. Thus, the recorded number of 299 ethnic media sources may be inflated by repeat documentation. In a preliminary review of the CCN database, it became clear that several media sources which have been documented by the Ethnic Media in BC Database are not included. Additionally, the CCN database did not include satellite television media listings. This suggests the need for a more specific directory system that focuses specifically on the existence of ethnic media systems within regional communities. Furthermore, while the CCN Matthews database provides essential information for the services in its register, it does not elaborate to help its users understand the layout and style of the media sources. In capturing samples of the media sources documented within its database, the Ethnic Media in BC Database provides a more complete snapshot of the sources.
- In future elements of the Research on Cultural Diversity and Ethnic Media in Vancouver project, developing a clear understanding of how the 144 documented ethnic media sources in British Columbia convey information will create an additional insight into these media. While the CCN Matthews database is a noteworthy publication, its contribution should be seen as a foundation for further, more in-depth documentation to build from. This documentation must continue to include smaller media sources which are not always noticed by databasing projects. As these small sources can be communication gateways into marginalized communities, it is crucial to include them in future studies of ethnic media sources and their messaging.

CASE III: ETHNIC MEDIA & MARKETS

- Ethnic Media & Markets lists print media, radio and television programs targeted at the various ethno cultural population groups in Canada, along with data relevant to their use as advertising media. The three media types are listed separately, each in a different section. All listings have been grouped by ethnic classification, based on language of publication or the ethno cultural grouping of their targeted audience.

Table of Contents

- Alphabetical index of media
- Print media
- Radio stations & programs
- Television stations & programs
- Published by Rogers Publishing Limited, a division of Rogers Media Inc.
- Subscriptions: Single copy is \$111.50. Free with paid subscription to Canadian Advertising Rates & Data (CARD).

Alphabetical index of media (national)

Print media

- Divided alphabetically by ethno cultural group/nationality, then by the name of the media.
- Covers a wide array of ethnic groups. For print media,
- Aboriginal, African/Black, Arabic, Armenian, Bulgarian, Caribbean, Celtic, Chinese, Croatian, Czech, Dutch, East Indian, Estonian, Filipino, Finnish, German, Greek, Hindi, Hungarian, Iranian, Italian, Japanese, Jewish, Korean, Latin American, Latvian, Lithuanian, Macedonian, Polish, Portuguese, Punjabi, Romanian, Russian, Scandinavian, Serbian, Slovakian, South Asian, Spanish, Swedish, Ukrainian, Urdu, Vietnamese.
- There are some ethno cultural groups/nationalities that are included in one medium but not another. For example, there are

Ethiopian, Afghan and Austrian radio stations/programs, while there are no listings of these groups for print media.

- While it includes an eclectic collection of ethnic groups/nationalities nationally, the list of media for each group is not very comprehensive, as only major media outlets are included. For example, under Chinese print media, the only media in BC are *Ming Pao*, *Sing Tao*, *The Epoch Times*, *Popular Lifestyle & Entertainment* and *World Journal*, while our directory has 15 print media in Chinese.

Radio stations & programs

- These are divided alphabetically, first by ethno cultural group/nationality, by province, and then by the name of the radio station/program.
- The directory is quite inclusive of radio stations/programs for ethno cultural groups/nationalities that we have not covered (i.e. there are two Macedonian radio programs in Vancouver listed in this directory that are aired on CHKG-FM and CJVB-AM, both owned and operated by Fairchild Radio Group Ltd). However, the radio programs in BC are only limited to CHKG-FM, CJVB-AM, CHMB-AM, CFUV-FM and CKMO-AM.
- Most of the listings are radio programs rather than ethnic radio stations. A few of them are campus radio stations that have ethnic programming (for example, CFUV-FM Victoria is owned and operated by the University of Victoria and has a program in Spanish and English for the Latin American community).
- Most of the radio stations that broadcast ethnic programming in BC are owned by Fairchild Radio Group (most programs are from CHKG-FM, CJVB-AM), Mainstream Broadcasting Corporation (CHMB-AM), and campus radio stations (CFUV-FM for the University of Victoria, and CKMO-AM Village 900 for Camosun College in Victoria).

Television stations & programs

- These are divided alphabetically, first by ethno cultural group/nationality, by province, and then by the name of the television station/program.
- The television programming in BC that are listed are all from
 - Multivan Broadcast LP
 - Talentvision (owned and operated by Fairchild Television Ltd)

- Punjabi World TV Inc.
- CHUM Television (for multicultural programs only; programs include *City Cooks*, *Colour TV*, *Ethnosonic*)
- Covers television programming in BC for Arabic, Chinese, Filipino, German, Greek, Hindi, Iranian, Italian, Japanese, Korean, Macedonian, Multicultural, Polish, Punjabi, Romanian, Russian, Spanish, Ukrainian, and Vietnamese.

APPENDIX IV: SHORT PROFILE OF MEDIA OUTLETS SAMPLED FOR NEWS ITEMS

Name	Founded	License	Reach	Frequency	Coverage	Fee	Sample Size
CANTONESE							
Newspaper							
Sing Tao (Vancouver Edition)	1983	Sing Tao News Corporation Ltd.	36,000	Daily	Regional	\$45/Year	34
Ming Pao (Vancouver Edition)	1993	Ming Pao Enterprise Corporation Ltd.	31,600	Daily	Regional	\$369/Year	31
TV							
Fairchild Satellite Television	1984	Fairchild Televison Ltd.	n/a	Daily	International	\$10/Month	41
Channel M Cantonese News	2002	Multivan Broadcast Corporation	2,617,450	Daily	Regional	Free	59
MANDARIN							
Newspaper							
World Journal (Vancouver Edition)	1976	World Journal	40,000	Daily	Regional	\$400/Year	50
TV							
Channel M Mandarin News	2002	Multivan Broadcast Corporation	2,617,450	Daily	Regional	Free	77
CCTV 4	1958	Government of China	n/a	Daily	National	Satellite Fee	83
PUNJABI							
Newspaper							
Indo-Canadian Times	1978	I-C Times International Inc.	100,000	Weekly	International	\$80/year	45
Chardi Kala	n/a	C K News Group	15,000	Weekly	International	Free	43
Indo-Canadian Voice	1991	The Voice Group	18,500	Weekly	Local	Free	32
Apna Roots	2001	Indo-Canadian Times International Inc.	25,000	Bi-Weekly	National	\$50/Year	30
Link	1973	South Asian Link Communications	15,000	Twice/Week	National	Free	29
Akali Guardian	n/a	C K News Group	15,000	Weekly	n/a	n/a	32
The South Asian Post	n/a	Harbinder Singh Sewak	n/a	Bi-weekly	Local	\$69/year	33
TV							
Channel M Punjabi News	2002	Multivan Broadcast Corporation	2,617,450	Daily	Regional	Free	67
SMC Punjabi							105
KOREAN							
Newspaper							
Vancouver Chosun	1986	The Vancouver Korean Press Ltd.	n/a	3 times/week	Local	Free	44
Joonang Ilbo (Vancouver Edition)	2001	The Korea Daily	n/a	5 times/week	Local	Free	75
TV							
Channel M Korean News	2002	Multivan Broadcast Corporation	2,617,450	Daily	Regional	Free	120
TV Korean Satellite News	n/a	TV Korea / Ben Choi	n/a	Daily	National	Free	120
English							
Newspaper							
The Vancouver Sun	1912	CanWest Global Communications Corp.	150,000	Daily	Regional	\$19.5/Month	38
The Globe and Mail	1844	CTV Globe Media	320,000	Daily	National	\$371.51/Year	93
The Province	1898	CanWest Global Communications Corp.	167,746	Daily	Regional	20.14/Month	30

National Post TV	1998	CanWest Global Communications Corp.	231,000	Daily	National	273.48/Year	34
CBC	1952	Government Of Canada	n/a	Daily	National	Free	93
CTV	1961	CTV Globe Media	n/a	Daily	National	Free	73
CTV Local News	1961	CTV Globe Media	n/a	Daily	Regional	Free	57

APPENDIX V: MEDIA SAMPLING AND DATABASE MANAGEMENT

Sample Frame

- The representative four-week sample was schedule for April 23-May 23, 2007. The period chosen is not reflective of any particular event; rather the research team decided to sample news items from a period during which parliament was in session and the day to day business of the government was not disrupted by any recess or election. A daily sample of television and print was considered for this study. The sample frame was sub-divided into four categories by language:
 1. Cantonese/Mandarin (Chinese)
 2. Korean
 3. Punjabi
 4. English
- The selection of television show was designed so that a representative sample would be generated for local, national and international news programs. Recording of daily television news programs was conducted at the Global Media Monitoring and Analysis Lab (GMMAL) at the School of Communication. News programs were digitally recorded and coded based on title, date, and elapsed time.
- Daily issues of newspapers were collected by our team of researchers during this timeframe.
- For newspapers, much of the analysis was conducted on the news-items that were covered on the front-page. Consequently key sections of newspapers such as business, politics, editorials and opinion sections were generally not included in the analysis (with the exception of articles on the front-page that would lead to a specific section of the newspaper).

- A large sample of front-page newspaper articles could be generated for Cantonese, Mandarin, Korean and English daily newspapers. Punjabi newspaper sector operates on weekly magazine-type publications. In order to avoid an under-representation of Punjabi print media, it was decided by the research team to include entire weekly editions of newspapers. This in turn led to samples slightly different from the universe for the Punjabi press which was not only reliant on articles on the front page, but also on sections such as entertainment, business, and sports. Also, unlike other ethnic language samples, Punjabi print media include English-language newspapers, which have long history in the market. This inconsistency in sampling might have resulted in somewhat different behaviour of some variables from that of other language groups. Yet it also a good reflection of the market.
- During the course of this research it became evident to us that radio plays a significant role in the diffusion of information and community building for the Punjabi community. Despite our initial goal to include radio in our analysis, due to limitation of time, and difficulties in recruiting adequate numbers of skilled researchers in the requisite language, radio had to be excluded from this pilot.
- While television news programs from the 'home-country' were included in the news sample, newspapers from outside of Canada were difficult to access and therefore excluded from the sample frame.

Sub-Sample

- It was decided to generate a sub-sample of no less than 350 items (print and television) for each language group.
- All newspaper articles were numbered starting from one. From the numbered articles a sub-sample was randomly generated. Based on the size of the archive it was decided whether to code every second, third, fourth, or fifth article, always starting from one. The larger the archive, the higher the frequency.
- Because of the weekly interval of Punjabi publications, the sample universe for this language groups had to include the entire newspaper.
- Labeling and numbering television news items proved to be a difficult task, and considering time constraints and limited

resources, it was decided to randomly select days (every other, third, or fourth day) and code the entire news program for that particular day.

- Below is the breakdown of the sample size for each language group:

	Cantonese	Mandarin	Punjabi	Korean	English	Total
Print	65	50	244	119	195	673
Television	100	160	172	240	223	895
Total	165	210	416	359	418	1568 = N

Levels of Analysis

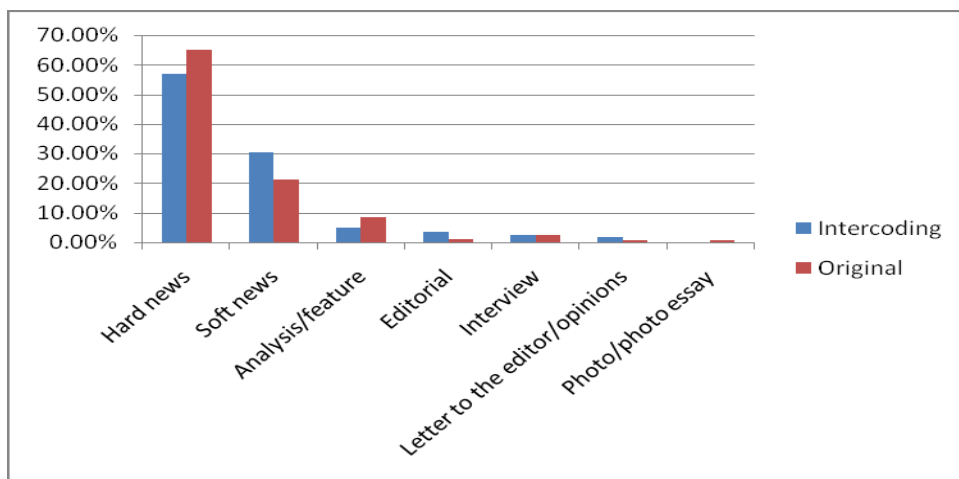
- While studies undertaken at the Annenberg School of Communication on the ethnic storytelling of minority groups in Los Angeles using a community infrastructure model (Matei, Ball-Rokeach, Wilson, Gibbs, and Hoyt, 2000) or geo ethnic concept (Lin and Song, 2006) have focused on locally-produced media content, this study has included nationally and internationally produced media in its analysis. This has in turn enabled a three level comparative study:
 - between English and Third Language Local Media
 - between different Third Language Media locally
 - between in group local and international media
- The levels of analysis for this study are based on similar research undertaken by PEW Research Centre for the People and the Press on the State of the News Media, and studies undertaken at the Annenberg School of Communication, UCLA and London School of Economic.
- The PEW annual studies compare non-English media (labeled as ethnic media) with English (dominant or mainstream) media.
- UCLA and the Annenberg School of Communication have compared the content of different non-English media with one another.
- This study focuses on both levels of comparison. The aim is not to uphold the English media as model of news production and dissemination; rather the research team has focused on mapping and investigating similarities and differences between the two

groups (English and non-English), and among the non-English language groups.

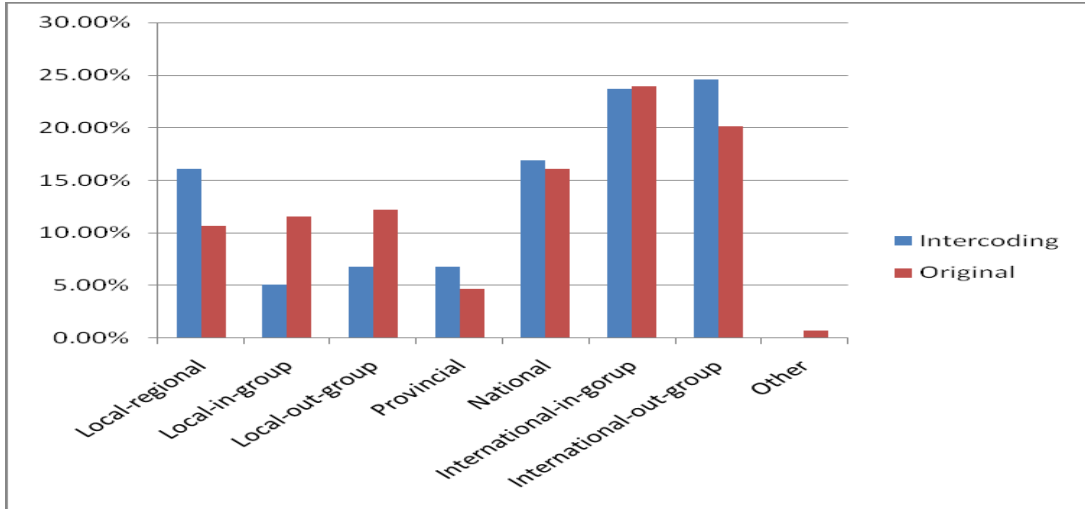
Tests for Intercoder Reliability

- The research team was divided into groups based on their language abilities. Each group was primarily responsible for coding the material from the language group in which they had knowledge in.
- The English items were collectively coded by the entire research team.
- A coding form was developed. The RAs were asked to use one coding form for each media item. They were then organized and stored in binders according to media outlets.
- The RAs were asked to spend as much time as needed on each item. They were free to work from a project room dedicated to this study, or from home.
- To measure inter-coder reliability, a random sample of 118 items was generated from the sample universe to conduct a second round of coding and levels of correspondence checked. The items were not coded by the same RAs who coded them in the first round.
- A level of 80 percent of inter-coder reliability was found.
- Here are examples of five categories of analysis, comparing the original sample with the inter-coded sub-sample:

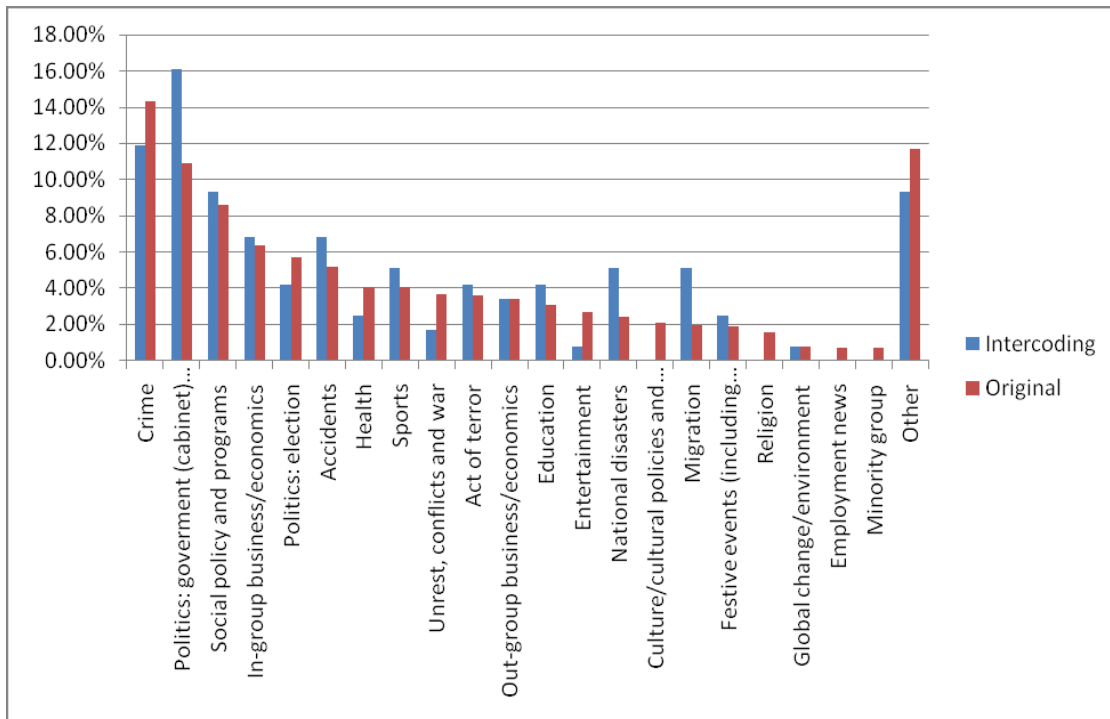
News Item Genre



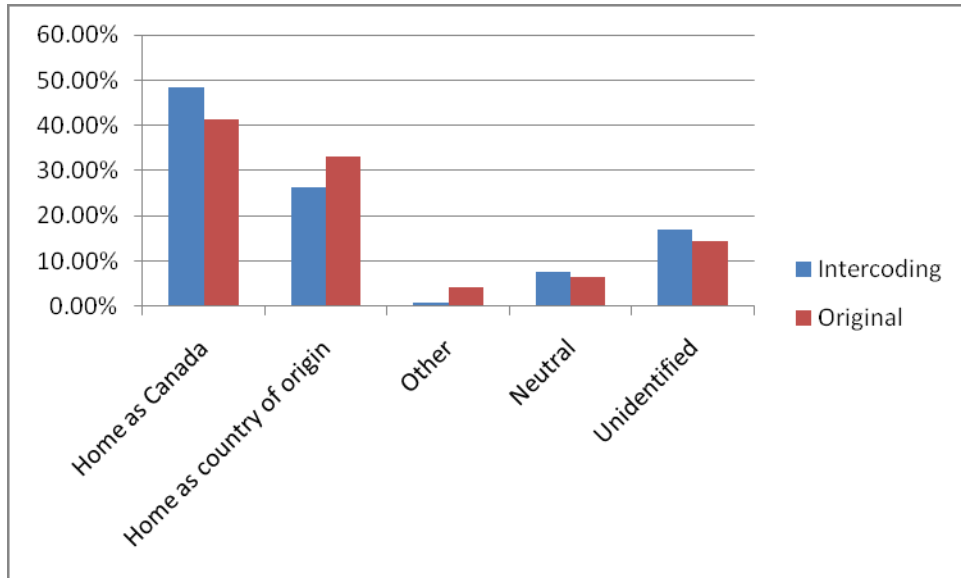
Geographical Focus



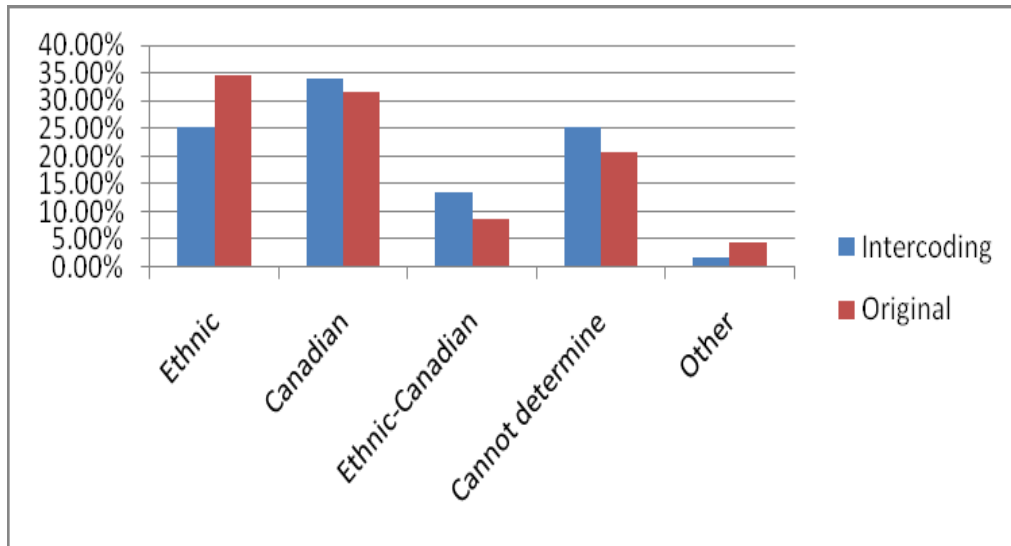
Topic Category



Translocality



Identity Orientation



DATA ENTRY AND ANALYSIS

- An excel sheet was created based on the numbers given to the different variable in the coding book. The coding forms were transferred over by our team of RAs.
- The entered data was thoroughly reviewed several times and corrected before being transferred into SPSS for generating descriptive statistical cross-tabulations.
- Cross-tabulations were generated to enable comparison within the ethnic media group, between ethnic media and English media, and finally between print and television.
- All cross tabs are appended in appendix one.

APPENDIX VI: CONTENT ANALYSIS CODING PROTOCOL

Protocol

- The protocol is the result of a study of existing protocols for content analysis. Bailey and Hackett's *Newswatcher's Guide to Content Analysis* (1998); World Association for Christian Communication (2005) report *Who Makes the News: Global Media Monitoring Project 2005*; Strategic Research and Analysis (2003) report on *Diversity and Broadcasting*; Chicago Media Action (2004) *Chicago Tonight: Elites, Affluence, and Advertising*; European Union's (2002) study *Tuning into Diversity: Immigrants and Ethnic Minorities in Mass Media*; Cora Voyageur (2003) "In from the Cold: Aboriginal Media in Canada"; and Charles Stewart Mott Foundation's (2006) study, *Revealing Race: an analysis of the coverage of race and xenophobia in the South African print media*.
- The protocol was finalized through a smaller pilot study of media items used for this project.

Project: Ethnic Media in B.C. (2007)

Coding Protocol: Analysis of Media Content

1. Unit of Data Collection:

1. Print: One article in daily, weekly, bi-weekly, or monthly newspaper or magazine.
2. Television: One story covered in a specific newscast or news program.
3. Internet: Defined as a story from a specific Internet URL

2. Item ID: Combination of five numbers:

Example: 01093= Sing Tao, article number 93
15123= The Province, article number 123

3. Coder ID: indicate the individual who coded the item, according to the coder ID list

Coder ID: _____

Initials: DA = Daniel Ahadi
SY = Sherry Yu

4. Media Item Title:

5. Date of Publication/Broadcast: year/month/day (or pick one from a list depending on time frame)

6. Media Source:

1. Sing Tao (Cantonese)
2. Ming Pao (Cantonese)
3. World Journal (Mandarin)
4. Indo-Canadian Times (Punjabi)
5. Chardi Kala (Punjabi)
6. The Indo-Canadian Voice (Punjabi)
7. Roots (Punjabi)
8. The Link
9. Akali Guardian
10. The South Asian Post
11. Vancouver Chosun (Korean)
12. The Korea Times (Korean)
13. The Vancouver Sun (Canada)
14. The Globe and Mail (Canada)
15. The Province
16. National Post
17. Channel M News (Mandarin)
18. Fairchild Satellite News (Cantonese; Imported)
19. Channel M News (Cantonese)
20. Channel M News (Punjabi)
21. Channel M News (Korean)
22. TV Korea Satellite News (Imported)
23. CCTV (China)
24. CBC (Canada)
25. CTV (Canada)
26. CTV Local News
27. SMC Punjabi News
28. Other: _____

7. Media Source Owner:

1. Sing Tao = Sing Tao News Corporation Ltd.
2. Ming Pao = Ming Pao Enterprise Corporation Ltd.
3. World Journal = World journal
4. Indo-Canadian Times = Rupinder Bains
5. Chardi Kala = C K News Group
6. The Indo-Canadian Voice = The Voice Group
7. Roots (Punjabi)= Indo-Canadian Times International Inc.
8. The Link = South Asian Link Communications
9. Akali Guardian= C K News Group
10. The South Asian Post= Harbinder Singh Sewak

11. Vancouver Chosun = Information Missing
12. The Korea Times = Information Missing
13. The Vancouver Sun=Canwest-Global
14. The Globe and Mail=Bell Globe Media
15. The Province=Canwest Global
16. National Post=Canwest Global
17. Channel M News = Multivision Broadcasting Corporation
18. Fairchild Satellite News (Mandarin; Imported) = Fairchild Television Ltd.
19. Channel M News (Cantonese) = Multivision Broadcasting Corporation
20. Channel M News (Punjabi) = Multivision Broadcasting Corporation
21. Channel M News (Korean) = Multivision Broadcasting Corporation
22. TV Korea Satellite News (Imported) = TV Korea (Canadian Production)
23. CCTV=Chinese Government
24. CBC=Canadian Government
25. CTV=Bell Globe Media
26. CTV Local News=Bell Globe Media
27. SMC Punjabi News= Not available
28. Other: _____

8. Media Source Head Office:

Where is the company's head office, in which the majority of the decision making process is being made?

1. Greater Vancouver Regional District
2. BC (Other than GVRD)
3. Alberta
4. Prairies (Sask/Man)
5. Canada-East (e.g. Montreal, Ottawa)
6. Toronto
7. International (Outside Canada)
8. Other:_____

9. Production Origin:

Where is the production company registered? (See list for region of production)

1. Greater Vancouver Regional District
2. BC (Other than GVRD)
3. Alberta
4. Prairies (Sask/Man)
5. Canada-East (e.g. Montreal, Ottawa)
6. Toronto
7. International (Outside Canada)
8. Other:_____

10. **Page Number (print):** Example: A1 and A3; B14; Business 4.

Page Number: _____

11. **Size/Length:** Indicate the size or length of the item in words, columns or minutes.

11.1 Print: Word Count (rough estimate: count the number of words in one line, multiply it by the number of lines in one column, multiply that figure with the number of columns)

1. < 200
2. 200-400
3. 400-600
4. 600-800
5. 800-1000
6. > 1000

11.2 Television: minutes

1. < 1
2. 1-2
3. 2-3
4. 3-4
5. 4-5
6. 5-6
7. 6-7
8. 7-8
9. > 8

12. **Dominant Construction of Media Item:**

What are the dominant components of the item?

12.1 Print

1. Photo
2. Graph/Table
3. Drawing
4. Map
5. Text
6. Other: _____

12.2 Television

1. Voice over Photo
2. Voice over Video

3. Voice over Complex Data (Complex Data= Software application/other composite data file)
4. News Text (Anchor Presenting)
5. Other: _____

13. News Origin: Determine the origin of the news story

If the item is predominantly based on material from other news service outlets (wire, print, television, and radio) pick from the list below:

13. 1: Print

Wire Services

- 1 Xinhua News Agency (China)
- 2 Zhongguo Xinwen She (China)
- 3 China News Service (China)
- 4 Kyodo News (Japan)
- 5 Nippon News (Japan)
- 6 Yonhap News Agency (Korea)
- 7 Press Trust of India(India)
- 8 Canadian Press (Canada)
- 9 Associated Press (US)
- 10 Reuters (UK)
- 11 Agence France-Press (France)
- 12 Deutsche Welle (Germany)
- 13 Other wire service: _____

Newspapers/Print

- 14 National Post
- 15 Globe and Mail
- 16 Ottawa Citizen
- 17 Vancouver Sun
- 18 The Province
- 19 NY Times
- 20 Washington Post
- 21 USA Today
- 22 Wall Street Journal
- 23 China: Renmin Ribao (People's Daily) - Communist Party daily
- 24 China: Zhongguo Qingnian Bao (China Youth Daily) - state-run, linked to Communist Youth League
- 25 China: China Daily - state-run, English-language
- 26 China: Jiefangjun Bao - People's Liberation Army daily
- 27 China: Zhongguo Jingji Shibao (China Economic Times) - state-run, daily
- 28 China: Fazhi Ribao (Legal Daily) - state-run
- 29 China: Gongren Ribao (Workers' Daily) - state-run

- 30 China: Nongmin Ribao (Farmers' Daily) - state-run, agricultural and rural issues
- 31 China: Nanfang Ribao (Southern Daily) - Communist Party daily, Guangdong province
- 32 Taiwan: United Daily News - Chinese-language
- 33 Taiwan: Central Daily News - Chinese-language, Nationalist (Kuomintang) daily
- 34 Taiwan: China Times - Chinese-language daily
- 35 Taiwan: Taiwan Daily - Chinese-language
- 36 Taiwan: Liberty Times - Chinese-language daily
- 37 Taiwan: The China Post - English-language daily
- 38 Taiwan: Taipei Times - English-language daily
- 39 Taiwan: Taiwan News - English-language daily
- 40 S. Korea: Chosun Ilbo - English-language pages
- 41 S. Korea: Dong-a Ilbo - English-language pages
- 42 S. Korea: Korea Times - English-language pages
- 43 S. Korea: Hangyore Sinmun - English-language pages
- 44 S. Korea: JoongAng Ilbo - English-language pages
- 45 S. Korea: Hankook Ilbo - daily
- 46 S. Korea: Korea Daily News
- 47 S. Korea: Korea Economic Daily
- 48 S. Korea: Korea Herald - English-language
- 49 S. Korea: Munhwa Ilbo - daily
- 50 S. Korea: Segye Times
- 51 India: Amar Ujala
- 52 India: Dainik Jagran
- 53 India: Deccan Herald - Bangalore-based daily
- 54 India: The Hindu - Madras-based daily
- 55 India: The Hindustan Times - New Delhi-based daily
- 56 India: The Pioneer - New Delhi-based daily
- 57 India: The Indian Express - New Delhi-based daily
- 58 India: The Statesman - Calcutta-based daily
- 59 India: The Times of India - Mumbai-based daily
- 60 India: The Asian Age - New Delhi-based daily
- 61 India: India Today - New Delhi-based news magazine
- 62 India: Outlook - New Delhi-based news magazine
- 63 Freelance
- 64 Multi Origin (mix of original content and borrowed/copied content)
- 65 Staff Writer
- 66 Absent/Unknown
- 67 Other_____

13.2: Television

1. China: Chinese Central TV (CCTV)
2. Hong Kong: TVB
3. Hong Kong: Asia TV

4. Taiwan: China Television Company (CTV) – commercial
5. Taiwan: Chinese Television System (CTS) - commercial
6. Taiwan: Taiwan Television Enterprise (TTV) - commercial
7. Taiwan: Formosa Television (FTV) - commercial
8. Taiwan: Public Television Service (PTS) - non-profit public broadcaster
9. S. Korea: Korea Broadcasting System (KBS) - public, operates two networks
10. S. Korea: Munhwa Broadcasting Corporation (MBC) - public
11. S. Korea: Seoul Broadcasting System (SBS) - private
12. S. Korea: Education Broadcasting System (EBS) - public, educational programs
13. S. Korea: Inchon Television (iTV) - private, Inchon-based
14. S. Korea: Jeonju Television Corporation (JTV) - commercial, Jeonju-based
15. S. Korea: American Forces Network (AFN) Korea - TV for US military, also watched by many Koreans
16. S. Korea: SkyLife - digital satellite TV operator
17. S. Korea: Yeonhap Television Network(YTN)
18. India: Doordarshan Television - public TV; operates some 21 national, regional or local services
19. India: Zee TV - satellite, cable TV services operated by Zee Group
20. India: STAR TV - operates satellite, cable TV services including STAR News, owned by News Corporation
21. India: Sony Entertainment TV - commercial channel
22. India: Aaj Tak - 24-hour news
23. India: New Delhi TV (NDTV) - operates NDTV-India and NDTV 24x7 news channels
24. India: Sun Network - commercial multi-channel broadcaster
25. BBC
26. CNN
27. FOX News Channel
28. CTV
29. CBC
30. Global
31. Channel M
32. Freelance
33. Multi Origin (mix of original content and borrowed/copied content)
34. Staff Reporter
35. Absent/Unknown
36. Other_____

14. News Item Genre:

1. Hard News

Refers to “on-topic,” timely, or breaking news. Account of an event or occurrence, with an informational mode of address. Often in ‘inverted pyramid’ format: a factual style with the most important information first.

2. **Soft News**
Stories which are not timely. Human interest stories or infotainment stories, often published in other section of the newspapers than the so called “News” section.
3. **Analysis/Feature**
Refers to a verbal or written analysis or “think piece” about the news by a writer, journalist, or “expert.” It involves the expression of a point of view about the news item/incident being analyzed. It may also include background information about news item.
4. **Editorial**
Conveys an opinion of the management / editorial board of the newspaper. Oftentimes unsigned.
5. **Interview**
A direct transcript of interviews
6. **Letter to the Editor/Opinions**
On the op/ed page, conveying personal opinion on a specific issue. Could include complaints/complements to previously published letters or editorials.
7. **Cartoon**
Editorial cartoon, usually in the editorial page.
8. **Photo/ Photo Essay**
One or a series of picture, with captions. Not counted as a separate item if part of an article.
9. **Column**
An item usually written by a staffed columnist, conveying his or her personal opinion.
10. **Other:** _____

15. Geographical Focus: The primary location or focus of the story.

1. **Local (Regional):** Geographical locality (In-group news from here)
2. **Local (In-group):** Ethnic locality (In-group news from home)
3. **Local (out-group):** Local Vancouver news that do not involve the specific ethnic group
4. **Provincial**
5. **National**
6. **International: In-Group** (International news about “home”)
7. **International: Out-Group** (International news about other places than “home”)
8. **Other:** _____

16. Sources: Main

16.1: Occupation: Sources

1. Government Official/Spokesperson
Elected or non-elected office holder at federal, provincial, or municipal levels. (E.g.: President, Prime Minister, Minister, Member of Parliament, Governor, Mayor, officials of various departments, and/or agencies).
2. Community Leaders:
People linked to NGOs and local advocacy groups.
3. Experts
People accessed due to their presumed neutral, disinterested expertise about the topic are of the story (e.g.: economic expert, foreign policy expert, national security expert, military expert, etc.).
4. Academics
People with a higher education (usually a PhD), with expertise in a given area of studies. Either could be interviewed or quoted in an article.
5. Think Tanks
A group or an institution organized for intensive research and solving of problems, especially in the areas of technology, social or political strategy, or armament.
6. Corporate
People with affiliation to the corporate world: managers, CEO, head of companies, board members, etc.
7. General Public
People who are accessed as average or typical members of society, but not belonging to a specific group, organization or institution. They could be categorized as eyewitnesses to an event, or people in the streets.
8. No Sources Mentioned
Only the author's voice is reflected in the text.
9. Other: _____

16.2: Gender: Sources

1. Male
2. Female
3. Male/Female (indicates an equal divide between male and female sources mentioned in the news item)

4. Not Specified

16.3: Country of Origin/Ethnicity: Sources

1. China (Mainland)
2. Hong Kong
3. Taiwan
4. South Korea
5. North Korea
6. India (excluding Punjab)
7. Pakistan (excluding Punjab)
8. Punjab (India)
9. Punjab (Pakistan)
10. Canada
11. U.S.
12. Middle East: _____
13. Other: _____

17. News Actors: people mentioned in the news (e.g. participants in an event and/or victims). This category does not include sources.

17.1: Occupation:

1. Professional (banker, doctors, lawyers, CEO, etc.)
2. “Blue-Collar” (construction workers, electricians, plumber, etc.)
3. Academics
4. Politicians
5. Religious Spokesperson
6. Royalty
7. Unemployed
8. “Housewife”
9. Unable to determine
10. Other: _____

17.2: Socioeconomic Status:

1. Upper/U. Middle Class
2. Middle Class
3. Working Class
4. Unable to Determine
5. Other: _____

17.3: Gender:

1. Male
2. Female
3. Male/Female
4. Not Specified

17.4: Country of Origin:

1. China (Mainland)
2. Hong Kong
3. Taiwan
4. South Korea
5. North Korea
6. India (excluding Punjab)
7. Pakistan (excluding Punjab)
8. Punjab (India)
9. Punjab (Pakistan)
10. Canada
11. U.S.
12. Middle East: _____
13. Other: _____

17.5: Age: (years)

1. 1 day-12 years
2. 13-19
3. 20-25
4. 26-40
5. 41-55
6. 56-65
7. > 65
8. Mix of different age groups
9. Cannot be Determined

18. Gender of Announcer/Anchor (TV):

1. Male
2. Female
3. Male and Female

19. Gender of Reporter:

1. Male
2. Female
3. Male and Female
4. Unable to determine (print)

20. Topic Category:

1. In-Group Business/Economics
Stories about business strategies, investments, government budgets, corporate governance, banking, and corporate mergers that covers the ethnic community the outlet is targeting.

2. **Out-Group Business/Economics**
Stories about business strategies, investments, government budgets, corporate governance, banking, and corporate mergers that covers communities other than the specific ethnic community the outlet is targeting.
3. **Employment News**
Stories covering employment/unemployment rates/fact/figures
4. **Politics: Election**
Stories covering national, provincial and municipal elections. May include topics that discuss citizens' participation in electoral processes, poll results and political conventions.
5. **Politics: Government (Cabinet) and Parliamentary Practices**
Parliamentary debates, question period, and partisan news. Stories on the decision-making process and passing of laws.
6. **Migration**
Stories about immigration laws and specific immigration cases
7. **Social Policy and Programs**
Stories focused on social assistance and welfare programs, poverty issues, pension, and reform of social programs.
8. **Unrest, Conflicts and War**
Acts of socially or politically motivated protest and/or violence
Refers to stories covering regional, national and international conflicts
Conflict between two ethnic groups in a specific region, international conflicts (such as the War on Terrorism)
9. **Act of Terror**
Act of violence, often deadly, designed to raise fear and anxiety in a population. Note that this category differs from number 5 (above) in that this specifically deals with acts of terrorism, and not war or regional conflict.
10. **Education**
Stories about public/private education system: primary, secondary, and post secondary educational institutions; education funding, reform, and policies; teacher and students.
11. **Minority Group**
A group of people classified by race, language, religion or other characteristic numerically smaller than others of the same classification.
Stories focusing on rights of ethnic minorities. Protests, organizations,

policies towards ethnic media, cultural centres, NGOs, politicians. Studies and reports on ethnic groups.

12. Crime

Stories focusing on criminal justice, court hearing/sentence, arrests, police reports, domestic violence, crime statistics

13. Accidents

Stories about accidents: for example fire and car accidents

14. Natural Disasters

Stories about natural disasters: floods, hurricanes, landslides, earthquake, etc.

15. Health

Medicare, funding for medi-care, hospitals, medical personnel, discoveries, disease, epidemics, drugs, pharmaceutical companies, nutrition and weight control

16. Culture/Cultural Policies and Programs

Stories about cultural policy, arts funding, museums, high culture, artists and artistic community

17. Festive event (including carnival)

Parades, parties, celebrations and the like not necessarily tied to a fixed occasion or date

18. Global Change/Environment

Stories focusing on environmental laws, science, degradation and education (recycling the determination whether the Earth is getting warm, or colder, whether seas are rising or falling and the like)

19. Religion

Refers to stories that deal with religious events/holidays/gatherings.

20. Sports

Stories that deals with sporting events, games, games results, sportsmen's achievements and life

21. Entertainment

Stories that covers the news of celebrities, their personal life, career, etc.

22. Other: _____

21. Media Frame Present in Item

Frame refers to the organization of social knowledge and experience into schemata of interpretation that allows people to interpret, process, and store

information (O’Sullivan et al., *Key Concepts of Communication and Cultural Studies*, 1994; Watson et al., *Dictionary of Media and Communication Studies*, 2006).

The categories on race/racism are partially based on a study conducted by the Charles Stewart Mott Foundation, on racism and xenophobia in South Africa, *Revealing Race: an analysis of the coverage of race and xenophobia in the South African print media* (Nonceba Mtwana and William Bird, 2006).

1. Canada as a racist country
2. Other ethnic communities as racist
3. Social injustices (economic/political)
4. The criminal justice system is racist
5. Unfair/unjust immigration policy
6. National/Provincial/Municipal budget not reflective of ethnic minority groups’ needs
7. The ethnic country’s regime is undemocratic
8. Ethnic group (the in-group) as prosperous/successful (compared to other white or ethnic groups)
9. Ethnic group (the in-group) not as prosperous/successful (compared to other white or ethnic groups)
10. Assimilation as priority (e.g. language training, adapting to dominant culture)
11. Government representatives/politicians from the in-group: as the best representatives of the group’s interest.
12. Civil liberties (e.g. freedom of speech)
13. Judicial system is fair and well-functioning
14. Judicial system is not fair and do not function well
15. Individuals are responsible for their own happiness/misfortune. Not the system/state/society
16. War on terrorism is justified
17. War on terrorism is not justified
18. Canada’s mission in Afghanistan is just
19. Canada’s mission in Afghanistan is not just
20. Entrepreneurship as excellent and desired quality
21. Capitalism as a good and functioning system (e.g. corporate culture, free trade)
22. Global warming as an issue that needs attention
23. “Home” is secure, while “Away” is insecure and chaotic
24. “Away” is secure, while “home” is insecure and chaotic
25. Celebrity lifestyle/culture is idealized and aspired
26. Other: _____
27. Frame can’t be identified

22. Translocality: Construction of Locality/Sense of Belonging

How ethnic communities frame themselves in terms of their sense of belonging to a certain community. Tracing phrases, words, points of reference, and clues in the news text that makes reference to home as being here in Canada or the country of origin. For example: in stories on government politics, is Mr. Harper referred to as “the Canadian Prime Minister” or “Prime Minister?”

1. “Home” as Canada
2. “Home” as country of origin
3. Other: _____
4. Neutral
5. Unidentified

23. Identity Orientation:

How ethnic communities regard themselves in terms of belonging to the larger Canadian society. It addresses sense of belonging to a group of people. You need to look for references in text that indicate sense of belonging and participatory citizenship. For instance are people in the press referred to as Korean-Canadian or “just” Canadian? Do people in the press (news actors, sources, reporters, etc.) make reference to themselves and people in the ethnic community as primarily Canadian or part of the ethnic community? Are hyphenated references to identity being used? For example: Indo-Canadian, Chinese-Canadian, etc.

1. Ethnic: sense of belonging with the ethnic community
2. Canadian: sense of belonging to the dominant Canadian culture
3. Ethnic-Canadian: sense of belonging to both communities
4. Cannot be determined
5. Other: _____

24. Short Summary of the Story

25. The Most Repeated Word/Phrase in the Story

1. _____ 2. _____ 3. _____ 4. _____

26. Are there any advertisements present next to or on the same page (print), or during the broadcast program?

1. No
2. Yes (if Yes, answer the following questions on advertising)

27. If Yes: Ad/News Content Ratio: Print Front Page

Only to be coded once for each issue of newspaper

1. No advertising
2. 1-5 percent
3. 5-20 percent
4. 20-35 percent
5. 35-50 percent
6. 50-65 percent
7. 65-80percent
8. More than 80 percent
9. Null (already coded)

28. Adjacent Ads: Print: Are there any ads next to the news article?

1. Yes
2. No

29. Ad/News Ratio: Television: Minutes of ads in a given program. For example: CBC's "The National" is a one hour long show: how much advertisements are shown during the one hour long program (in minutes)?

Only to be coded once for each daily news program

1. No advertising
2. More than 15 seconds- less than 2 minutes
3. More than 2minutes-less than 4 minutes
4. More than 4minutes-less than 6 minutes
5. More than 6 minutes-less than 8 minutes
6. More than 8 minutes-less than 10 minutes
7. More than 10 minutes-less than 12 minutes
8. More than 12 minutes
9. Null (already coded)

30. Type of Advertisements:

Identify **ALL** the categories that appear on the front page or during broadcast.

Only to be coded once for each issue of newspaper/ each daily news program

1. Academies/schools/tutor/private lesson
2. Employment
3. Auto/Auto repair advertising
4. Classified ads
5. Entertainment (e.g. pubs, karaoke, video rental)
6. Media (e.g. TV, radio, newspaper, satellite TV)

7. Real estate agency
8. Restaurants
9. Translation/Interpretation
10. Law
11. Accounting
12. Bank/Finance
13. Insurance
14. Beauty (hair/nail care)
15. Technology (telecommunication/computers)
16. Supermarket
17. Travel
18. Politics (Municipal)
19. Politics (BC)
20. Politics (National)
21. International Politics
22. Politics (Ethnic)
23. Other: _____

31. Region of Advertisements: Which regions are the ads referring to?

1. Local (GVRD)
2. Provincial
3. National
4. International: home country
5. Other: _____

APPENDIX VII: STUDY DIRECTION

Research Team

Dr. Catherine A. Murray, Principal Investigator

The principal investigator for this research grant program is Dr. Catherine Murray, co-author of *Researching Audiences* (London: Arnold, 2003) and *Silent on the Set: Representation of Cultural Diversity on TV* (2002) conducted for the Department of Canadian Heritage, Strategic Research & Analysis Branch, SRA-597.

Sherry Yu, Senior Research Associate

Sherry Yu, a former marketing researcher, is a doctoral student in SFU's School of Communication and a Senior Research Associate for this research grant program. Her research area is Canadian multiculturalism and non-English and non-French media. She recently authored a paper for the Metropolis Project (2007).

Daniel Ahadi, Senior Research Associate

Daniel Ahadi is a doctoral student in SFU's School of Communication and a senior Research Associate for this research grant program. He is studying the influence of Fox News Channel on international news production in a post September 11 era.

Research Seminar Participants

- In spring and summer 2007 two fourth-year undergraduate seminars were designed specially for this research project with the goal to develop an ethnic media directory and conduct an analysis of ethnic media content based on a three-week sample.
- This study beta launched the *Global Media Monitoring Lab* at Simon Fraser University, a state of the art lab for archiving and analyzing media items from around the globe. The lab will be available to scholars, policy makers and civil society groups for not for profit, educational media monitoring work.
- A total of 16 undergraduate student researchers were trained in advanced media analysis techniques in two semester seminars.
- Two doctoral students have pursued their preparations for dissertation research, and developed advance project management skills in research design, implementation and interpretation.
- This project's archive permits the development of a course on ethnic media, in partnership with Annenberg, which will be unique in North America.

