



# Cultural Diversity and Ethnic Media in BC

*A report to*

**Canadian Heritage  
Western Regional Office**  
(study No. 45193670)

*by*

**Dr. Catherine Murray, PhD**  
murraye@sfu.ca

**Sherry Yu, (PhD student)**  
sherry\_yu@sfu.ca

**Daniel Ahadi (PhD student)**  
sahadi@sfu.ca

**Centre for Policy Studies on  
Culture and Communities  
School of Communication  
Simon Fraser University**

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## **PREFACE**

This study arose out of a dialogue with community members that explored the practice of everyday multiculturalism in Vancouver's media mix. It was sponsored by the Department of Canadian Heritage and Simon Fraser University's School of Communication and held on February 28, 2006, facilitated by Dr. Larry Axelrod of the Neutral Zone Coaching and Consulting Services. Participants included representatives from numerous media outlets and multicultural agencies in the Lower Mainland, academics from SFU and UBC, and local and national staff members with the Department of Canadian Heritage.

The terminology "ethnic media" raised problems in understanding. Some argued that the whole notion of minorities is antiquated given the population trends. The consensus was that third language media had to be broadened to include media developed for first or second-generation audiences with multilingual heritage. Preliminary recollections about significant media reports underline the importance of attention to multicultural media:

Media reports during the last two federal elections were observed to foster a wedge between two major ethnic communities in the province.

The shooting and then the murder of the South Asian editor of an ethnic newspaper in the Lower Mainland. This event raised concern because it can be viewed as undermining the Canadian notion of freedom of the press, and the potential recognition that we have a very large community here who doesn't necessarily believe in that freedom.

A front cover page story from many years ago in an English-language South Asian paper, which was basically an advertisement for visible minority recruits for the RCMP.

The persistence of three unlicensed Indo-Canadian radio stations that were producing their content in Surrey, but transmitting south of the Border back to the community.

The degree of bias and the level of pandering toward politicians that has been observed within certain ethnic media reports raised questions regarding the role and influence of media on ethnic communities and the political system.

Discussion related to content raised the question whether the ethnic media presents an “integrated perspective” or is it seen as a “separate enclave.” A paradox in content delivery was noted in that multiculturalism is often branded as song and dance and celebration in mainstream media, whereas the ethnic media more likely reports on news and issues affecting the community. Participants raised observations and concerns about the monitoring of ethnic media, in part due to the potential that different values may be guiding its content and reportorial practices, insisting that such monitoring must also cover English media. Many questions were raised regarding the scope of the ethnic media in terms of do they have the resources, particularly for smaller outlets, to fully report on events (e.g., conduct original journalistic investigations).

Ideas for research ranged from the need for widespread access and utilization information, such as a complete inventory and categorization of our current media mix, to content analysis and comparisons, such as the different interpretation and presentation of events in different media. Many also expressed a desire to learn more about the influence of media content on public perception and participation. Priorities identified were as follows:

#### ***Access and Utilization Research***

What is the complete range of media that are available and what are the usage rates for different media categories (e.g., community newspaper, radio, television, etc.) and different media outlets?

#### ***Content Research***

How are similar issues and events represented by media that targets different communities? How are stories generated in different media?

Are different values evident in the content of different media outlets?

### **Attitudinal and Influence Research**

How do media reports influence the formation of stereotypes, and how might stereotypes, in turn, influence behaviour patterns and choices of long-time residents and newcomers living in our diverse community?

What impact is the accessibility and utilization of 3rd-language media going to have on Canadian communities in terms of social cohesion and participation in civic life?

### **Media Operation**

What are the challenges and hurdles for ethnic media in the areas of training, revenue generation, access to information, understanding of target audiences, distribution, and recognition?

A follow-up study was designed in three parts to respond to these and other information needs by SFU's School of Communication under the direction of Dr. Catherine Murray. It involved two seminars of multilingual students on Ethnic Media Research, two doctoral research associates, and an advisory committee (for further information see Study Direction). It utilized the facilities of SFU's Global Media Monitoring Lab to digitally archive television news feeds, and involved field research and manual archives of print papers. The study was supported by the Department of Canadian Heritage, Western Region, and the authors are indebted to the advice of Linda Johnston, past regional director and catalyst for the project, Madhvi Russell (Canadian Heritage) but especially the challenge raised by participants of the first Dialogue.



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## **ADVISORY COUNCIL**

We would like to thank our advisory council for their dedication and feedback.

Alden E. Habacon, Manager of Diversity Initiatives, English Television Network, CBC

Bill Walters, Director, Settlement and Multiculturalism Division, Government of B.C.

Dan Hiebert, Professor, Department of Geography, University of British Columbia & Co-director, RIIM

Dal Yong Jin, Assistant Professor, School of Communication, Simon Fraser University

Dianne Collins, News Director, Channel M Television

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## PHASE I

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# MAPPING ETHNIC MEDIA IN BC

## I. INTRODUCTION

### BACKGROUND OF STUDY

SFU's School of Communication has undertaken the *Cultural Diversity and Ethnic Media in B.C. Study* to remedy the information blind spots on the sector in Canada which were identified in an initial dialogue sponsored by SFU's School of Communication and the Department of Canadian Heritage-BC Yukon District on February 28, 2006.

Phase I of this study attempted to map the third language media sector originated in and imported to B.C.:

- Identify and list the third-language ethnic media currently available in B.C.
- Explore how the existing media measurements serve, capture, and value the ethnic media audience
- Develop an integrated resource which makes ethnic media information more accessible for public, not for profit use.

Detailed objectives are as follows;

- The development of an Excel database of all ethnic media sector (print, radio and TV) in B.C. with key contact numbers

- A review of third language advertising market (spending, and principal advertisers, means of selling) via interviews
- A review of survey data on third language media audiences from reputable media ratings services
- Short case histories of six selected B.C. ethnic media.

### **SAMPLE**

Media mostly available in other than English and French which serve the various ethno-cultural residents in B.C, including immigrants, foreign students, those who read or speak other languages.

### **RESEARCH AREA**

B.C., Canada

### **RESEARCH PERIOD**

February 8 – April 4, 2007

### **DEFINITION OF TERMS (DIRECTORY)**

- Third language: Languages other than English and French but excluding aboriginal languages
- Ethnicity: Ethnic group which each media service is originated in or belong to

Ethnic Media: As defined by the Canadian Radio-television and Telecommunications Commission, but expanded to include print: that is, a media publication or broadcast, in any language, that is specifically directed to any culturally or racially distinct group other than one that is Aboriginal Canadian or from France or the British Isles. It may be in English, French, a third-language or a combination of languages, if it also includes cross-cultural programming provided, once again, that it is specifically directed to

any culturally or racially distinct group other than one that is Aboriginal Canadian or from France or the British Isles.

- Media type: Broadcasting (television and radio stations or independent producers), publications (newspapers, magazines, and business directories), and online-only services (newspapers and magazines) available in other than English and French
- Licensee/owner: Name of company or owner under which the company is registered
- Year of foundation: A year the company (or a branch office) was established or started service in B.C.
- Employees: Full-time and part-time staff (including owners) who are hired locally and physically stationed in B.C.; Interns and volunteers are excluded
- Membership: Local, regional, national, or international media organizations which the company is affiliated (e.g. National Ethnic Press and Media Council of Canada, Ethnic Media Association)
- Services in English: Offer English-language service other than their primary language
- Frequency: Number of hours or days the service is being offered (e.g. hourly, daily, weekly, monthly, annually)
- Size: Audience reach based on frequency of distribution (e.g. xx / daily)
- Distribution: International (Canada and other than Canada); National (Canada); Regional (B.C.); Local (city-based, mostly Vancouver)
- Fee: Free, paid (based on frequency of offering), and free/paid (free on the street and paid for delivery)

## **II. MAIN FINDINGS**

### **1. B.C. ETHNIC MEDIA MARKET IS LARGER THAN SUPPOSED**

This study has located 144 ethnic media outlets throughout B.C. The majority are concentrated in the Metro Vancouver area. This number suggests that the B.C. ethnic media market as listed in local community directories is systematically underestimated by official sources. The three main media directories – CARD (total 347 all media outlets in B.C. as of April 2007), CCN Matthews Green Book (total 299 ethnic media in Canada, July 2007), and Ethnic Media & Markets – are designed to cater for the corporate sector, thus they list mainly the economically viable media outlets by audience reach. For example, CARD lists only 2 Korean media compared to 28 listed in this directory, and 4 South Asian compared to 33 listed in this directory, suggesting ten to one ratio of invisibilization. Except for CCN Matthews, the other two directories are classified alphabetically by language group regardless of regional orientation, and therefore, the regional count is difficult to determine.

### **2. THE MARKET IS GROWING QUICKLY**

Ethnic media outlets are hard to reach. Completion rates are only 24 percent consistent with experience encountered in similar surveys elsewhere (Georgiou, 2005; Ball-Rokeach, 2000). Of the 63 outlets for which the year of foundation is known, a slightly more than one-third (26) were launched in the 2000s, 21 outlets in the 1990s, and 16 before 1990. Of the 78 outlets for which the distribution information is known, most outlets (33) focus on the local area (primarily Vancouver) followed by international (14), national (12), and regional (7). The services are offered mostly free (52 outlets) and some are paid (20) (See Appendix I-1).

### **3. THE B.C. ETHNIC PRINT MEDIA MARKET SHOWS A HIGH RATE OF CHURN**

The study initially located 144 media outlets; however, twenty of the outlets had gone out of business. During the period of this study

(Phase I and Phase II inclusive), nine new newspapers have been launched: six Korean special interest newspapers (*Bridge, Canada Express, Ilkan Sports, Ilyo News, Vancouver Education Post, and Vancouver Jookan Economics*), and three Mandarin-language newspapers (*Canadian Chinese Express, Canadian Chinese Times, and Canadian City Post*). The short case histories indicate that the ethnic media market is driven by advertising, and the established, economically viable ones take the lead. *Sing Tao* and *Ming Pao* are good examples. They are regional offices of their transnational corporations headquartered in Hong Kong. Their Vancouver offices hire more than hundred employees. Each has launched the new Mandarin newspapers, *Canadian Chinese Times* and *Canadian City Post* respectively.

#### **4. KOREAN AND IRANIAN MEDIA OUTLETS ARE THE FASTEST GROWING**

The South Asian community has built a diverse media market in B.C. It has 33 media outlets for the 210,295 people of South-Asian origin; the majority of which are newspaper and radio, and predominantly Punjabi language beside 7 English newspapers and 3 multilingual radio stations. Unlike the Chinese language community, however, there is not a western-based South Asian specialty TV channel.<sup>1</sup> In terms of diversity of outlets, the Korean media market is a close second. With the recent launch of 6 new newspapers during this study period, the Korean community now has 28 outlets (including the forthcoming newspaper in October 2007) for only 31,965 people of Korean origin in B.C. The oldest ethnic media serve the Chinese community, which has 25 outlets for the 365,485 people of Chinese origin (Statistics Canada, Census 2001, visible minority population in B.C.), showing greater market rationalization. The Iranian community has also shown substantial growth. It assumes a close fifth in the ranking, offering 8 media outlets for approximately 30,000 Persian residents in B.C. What is more, the Japanese community provides 14 outlets, a half of which are magazines, for 32,730 people of Japanese origin. The Filipino community is in fact the third largest ethnic group in B.C. which provides 8 outlets, which are predominantly newspapers, for 64,005 people of Filipino origin (Statistics Canada, Census 2001).

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<sup>1</sup> M-channel also serves this community with an hour evening newscast (Fall 2007) and exchanges programs with Asian Television Network (ATN/SATV).

## **5. INTERNATIONAL STUDENTS REPRESENT IMPORTANT MARKET SEGMENTS**

The population figures cited above exclude temporary residents (foreign workers and business people, foreign students and tourists). As of 2006, there are 156,955 foreign students in Canada, and 30 percent (44,799) of these reside in B.C. (31,456 in Vancouver) (CIC 2006). This fluid population may well be potential audiences for ethnic media in B.C.<sup>2</sup>

## **6. ETHNIC MEDIA ARE NO LONGER ONLY MICRO ENTERPRISES**

A conservative count reveals more than one thousand full and part time employees are with the leading 35 B.C. media identified in this study. Of these media outlets, just 8 can be considered small enterprises employing less than 5 people. Fully 18 outlets employ between 6 and 20 staff, 5 outlets between 21 and 100 and 4 over 100. The largest privately-owned enterprises, not surprisingly, are the established Chinese media (*Ming Pao*, *Sing Tao*, *Talentvision* and *Fairchild TV*) (See Appendix I-3). However, most of the other 100 media outlets for which media were located in this study are expected to be sole-proprietorships.

## **7. B.C.'s "INVISIBLE" BUT ACTIVE ETHNIC MEDIA SECTOR**

The preliminary list of the B.C. Ethnic Media Directory was built based on the primary in-group sources (e.g. community telephone and business directories, community organizations) and out-group sources (e.g. National Ethnic Press and Media Council of Canada, Telus business directory). Each outlet was contacted individually via telephone and/or email, and the ones which were identified to be out of business were immediately eliminated. Of the 144 outlets listed in this directory, 109 outlets reveal only limited information to the public, yet they are confirmed to be advertising that they are out in the market serving their communities. These outlets include 87

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<sup>2</sup> This study does not include the so-called "satellite" residents, who move back and forth between "here" and "home" country. The primary focus is on the permanent residents of B.C.

publications (including 3 online publications), 12 TV and 10 Radio services.

## **8. MARKET RESEARCH CAPACITY**

The more viable media outlets have become increasingly dependent on market research to attract advertisers as competition in the sector increases. Yet such research is beyond the capacity of the small to medium-sized companies. Existing commercial sources for audience data do not recruit or sample in other languages systematically large enough to capture ethnic readers. Ongoing ad-hoc consumer research by *Channel M* and annual Chinese Media Habit Study of *Fairchild TV* are cases in point.

## **9. NEW MARKET TRENDS**

### ***Growth in Multilateral Cooperation***

The majority of advertising revenues is still generated from in-group advertisers; nonetheless, cooperation between so-called mainstream and ethnic communities through ethnic media is likely to grow as mainstream advertisers show increasing interest. For example, the short case histories indicate that *Fairchild TV* has seen a gradual increase in revenue from English advertising (up to 30%). They advertise within the areas of finance, automobiles, and retail. Yet such collaboration is still limited to market leaders.

There is an interesting growth in co-ventures between ethnic and mainstream media. For example, *Channel M* has an arrangement with *CTV News*, *Ming Pao* formed a co-venture with CanWest's *Vancouver Sun* during the last federal election, and *Canada Express* launched a Korean-language publication translating CanWest's news feeds.

There is also marginal yet growing collaboration within and among the ethnic communities, most evident in Chinese and Korean-language advertisers. The short case histories indicate that there has been a joint development of package deals between *World Journal* and some Korean newspapers, targeting advertisers who wish to advertise in both languages.

### **Growth in Competition**

This study's interviews with over 25 stakeholders indicated an acute awareness of increased competition. Ethnic media markets are growing, there is more competition within and among platforms available locally and internationally and new co-ventures are changing quickly. Indeed, two of the three CRTC license holders have returned to amend their conditions of license and seek greater flexibility. There is intercultural rivalry and pressure on the multicultural channels for more air time for more language groups. There is no explicit competition between mainstream English or ethnic media seen as yet, but challenges in attracting 1.5 or second generation immigrants may change this relationship.

### **Growth in Specialty Newspapers**

There has been substantial growth in special-interest newspapers. Particularly for Korean media, there are fifteen special interest papers, targeting niche markets. These newspapers tend to select content to reflect what their editors believe are closest to their readers' interests: local news (strictly "here") (e.g. *Canada Express*), about business and economics (e.g. *Boodongsan Korea*, *Vancouver Jookan Economics*), entertainment (e.g. *Ilyo News*, *Ilkan Sports*), education (e.g. *Vancouver Education Post*), and women (e.g. *Women Self*, *Donga Life*). Like the evolution of the English language daily newspapers, sections of newspapers have been developed into individual papers. The case of *Canada Express* suggests a new type of minority-majority media alliance. It is the first exclusive licensing between *CanWest* and a third-language media venture, which allows access to news items and photos of the eleven dailies under *CanWest* ownership: *The Province*, *National Post*, *The StarPhoenix*, *Calgary Herald*, *The Gazette (Montreal)*, *Windsor (Toronto)*, *Vancouver Sun*, *The Leader-Post (Regina)*, *Edmonton Journal*, *Times-Colonist (Victoria)*, and *Ottawa Citizen*.

### **Limited Industry Network/Association Capacity**

The electronic media are well linked to industry associations in Canada, and adhere to news codes and standards of news production, as part of the responsibility of their license. By contrast, none of the print ethnic media are members of the B.C. Press Council. However, of our core database of 35, fully 27 are members of the National Ethnic Press and Media Council of Canada (last updated in February 2007). The NEPMC is devoted to building a

common agenda among ethnic media outlets, sponsors conferences together with Canadian Heritage, adjudicates annual awards on leadership of editorial coverage and lobbies the government on behalf of its members to provide advertising and other forms of monetary assistance. The NEPMC voted unanimously to have the government abolish the GST on advertising for ethnic media in Canada. The New America Media (<http://news.newamerica.org/news/>), the NEPMC's U.S. counterpart, is a collaboration of 700 ethnic news organizations. Founded in 1996 by the nonprofit Pacific News Service, it is headquartered in California and offers news services, marketing services, and multilingual polls, targeting ethnic consumers, voters, and communicators.

### **III. SURVEY OF COMPARATIVE EXPERIENCES**

#### **ETHNIC MEDIA AS A TERM**

Imposing a category like "ethnic and third language media" as has the Canadian Radio Television and Telecommunications Commission (CRTC) initiates a new racial category that inadvertently activates group mobilization if its logic is institutionalized, and may become a basis for distribution of resources. "Racialized group formation is constructed by external ascription and internal self-definition: it is emergent, malleable, variable and shaped by material interest" (Vo, 7).

The Mediam'Rad project of the Council of Europe has found that the range of names used to denote media created by and for visible minorities in various countries is a reflection of the heterogeneity of the situations they cover, and the different national contexts from which they have emerged. English speaking countries, for example, have no difficulty in using the term "ethnic media", whereas their Belgian neighbours prefer the term "community media", and the Italians, "multicultural media". Given the role that they can play in consolidating underlying social networks, some may also be called "media of the diaspora". In the United Kingdom and USA, the term 'ethnic' has become a "catch-all word", says Sunny Hundal, editor-in-chief of *Asians in Media* (UK). But Alec G. Hargreaves, a researcher at Florida State University, emphasizes the risks of marginalisation the term can induce, as it "seems to mean that only these media have an ethnic character,

whereas in reality the mass media are also directed by those from minority groups and/or run by members of these ethnic groups". This is why he supports the term 'new European media', referring to the New America Media network. But in reality, as Reynald Bliou, director of Mediam'Rad at the Panos Institute in Paris suggests, it might be more appropriate to talk of 'media of the new Europe', which reflect a Europe that has become "multicultural and multicoloured". Several speakers also share the idea that the expression 'immigrant media' - which raises the underlying issue of how long they will remain immigrants - is no longer appropriate, especially in countries where immigration has been well-established. In France, the term 'media of diversity', in its dual sense (of form and content), has been adopted by journalists as a whole.

### **MAPPING ETHNIC AND THIRD LANGUAGE MEDIA**

All countries are finding "absence of centralized sources of information render analysis of the ethnic media environment very challenging" (Howe, 637).

In her 2004 study of UK minority media, Dr. Myria Georgiou (University of Leeds) argues that the typical way of mapping ethnic media must be historically based, and empirically grounded: mapping could be organized on temporal migration and waves of arrival, or by diasporic group. Another study conducted by noted media analyst Charles Husband for the Commission on Racial Equality in the UK argues that it is impossible to develop a single ethnic media typology. In fact, the ethnic media are characterized by a near perfect, if chaotic, ideal of cultural diversity: they might address local, national or transnational space; can be produced in country of origin or country of settlement or both; might be commercial, community, public, municipal or other organizations initiatives; can adopt the role as a mouthpiece of community or identify as independent and commercial institutions; use the language of country of settlement, of origin, or combination; address the new migrant generation or its older counterparts; output can be information or entertainment -centered or a combination; output might relate to country of origin, local, national or diasporic context or all; and might adapt a segregation, ethno centric perspective or identity as institutions of a multicultural society (Mediam'Rad 2007).

One thing can be said with certainty: ethnic and third language media vary so much among themselves that its is simplistic to talk about them in singular and homogenizing terms. ...they reflect the communication tensions within ethnic groups and across them, and many succeed in creating self-sustained micro communities (Riggins, 1992).

The extensive diversity reflects i) audience interests and communications needs; ii) the failure of mainstream media to address them, and iii) the flexibility of commercial projects (Georgiou, 2004). Sometimes ethnic and third language media are small and short lived projects produced by families. Those that manage to survive in the long run are relatively more professional and corporate in their character. If they become increasingly bilingual, they are moving beyond the migrant generation.

Ironically, by leaving most ethnic media to autonomously develop from the market, western states are achieving a degree of media competition which has long passed in commercial mainstream media markets, characterized by increasing concentration of ownership and vertical and horizontal integration. The Pew Foundations' New America Media Project points out that it seems that large, national ethnic news companies are years away except in the Hispanic market, and that it is likely small companies will specialize on highly localized and segmented ethnic markets. The field is among the few areas left where focus tends to be local production. The Pew New America Project identifies a basic empirical need for solid national figures that are "measurable"(Pew: 2004).

### **DESIGN OF THE DIRECTORY OF BC ETHNIC MEDIA**

The size of the BC directory surprises both the investigators of this project, and the advisory board. The directory concept excited positive response, but some concern about how it would be used, who should sponsor it, and who should keep it up.

The rationale for the BC Ethnic media typology in the database is simple, and adapted from CRE (Commission for Racial Equality) in the UK, since it is organized by ethnic group, language and kind of medium (Georgiou, 2004).

Like mapping done elsewhere, it becomes immediately apparent that extensive media presence primarily relates to a long

history in the diaspora and numerical significance. Boundaries are shifting. English is a language that is increasingly used.

The New American Media Association (NAM) also provides the National Directory of Ethnic Media, which lists 2,000 ethnic media organizations throughout the United States, including print, online, radio and television. This product is open to members only (annual membership ranging between \$50 and \$350 depending on the type of institution), and available both online and offline in print version. Another example from the U.S. is The 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 developed a free online directory of ethnic media organizations to contribute to the diverse communities from which its students come. Yet it is unknown how many ethnic media organizations are actually listed in this directory.

Mediam'Rad is a research programme which has been created to study and document ethnic media in Europe. Started in 2005, Mediam'Rad is a three-year project that aims to conduct comparative analysis of media messages and strengthen the role of ethnic media in European culture. These initiatives were developed through the partnership of Institut Panos Paris (France), Cooperazione per lo Sviluppo dei Paesi Emergenti (Italy), and MiraMedia (Netherlands). While their research is concentrated in France, Italy and the Netherlands, Mediam'Rad plans to extend beyond these states. 2008 will be the European Year of Intercultural Dialogue, and the Council of Europe has started a wide-ranging series of consultations aimed at the publication of a White Paper<sup>3</sup>.

Currently, Mediam'Rad is marketing its ethnic media directory. MediaDIV sells for about \$50.00 EU. The directory documents all ethnic media available in Europe, including more than 450 print media, 50 radio stations, all available television stations and web-based services. In addition to these publications, the site features a comprehensive bibliography of references that have been used by Mediam'Rad- including a report from Dr. Georgiou's period as a research fellow at the London School of Economics. The research used by Mediam'Rad is largely from the

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<sup>3</sup> Mediam'Rad receives additional support from a variety of governmental and media organizations, most notably, the European Union, Comité Catholique Contre la Faim et Pour le Développement (CCFD), Fonds d'Action et de Soutien pour l'Intégration et la Lutte Contre les Discriminations (FASILD), and Conseil régional d'Ile de France. The project also benefits from the collaborative efforts of Radio France Internationale (RFI), La Vie, and, TF1.

United States and the United Kingdom, suggesting they are inheriting a lack of documented work in the field of European Ethnic Media.<sup>4</sup>

#### **IV. THE B.C. ETHNIC MEDIA DIRECTORY: SUMMARY OF COUNT**

The data collection continued into Phase II (May 8 – July 23), and the overall response rate remained at 24 percent.

While the South Asian community provides the largest number of media offerings (33), by third language, however, the Korean (28) is the largest, followed by Chinese (24) and Punjabi (22). The Chinese media are categorized into Chinese (all Chinese or unspecified), Cantonese, and Mandarin. *Fairchild Radio* is categorized as ‘multilingual.’ Seven English newspapers published by the South Asian community are included in the ‘English’ category.

Language	Total	Complete	Incomplete	Completion Rate (%)
Korean	28	9	19	32
Chinese	24	10	14	42
- Chinese all	1	-	1	-
-Chinese (unspecified)	3	-	3	-
- Cantonese	4	2	2	50
- Mandarin	16	8	8	50
Punjabi	22	6	16	27
Japanese	14	-	14	-
English	11	3	8	27
Multilingual	9	3	6	33
Farsi	8	1	7	13
Filipino	6	-	6	-
Spanish	6	1	5	17
Vietnamese	5	-	5	-

<sup>4</sup> The Mediam'Rad project can be found at: <http://www.mediamrad.org>

Afghani	1	-	1	-
Arabic	1	-	1	-
Croatian	1	-	1	-
Dutch	1	-	1	-
German	1	-	1	-
Greek	1	-	1	-
Hindi	1	-	1	-
Italian	1	-	1	-
Portuguese	1	1	-	100
Romanian	1	-	1	-
Swedish	1	1	-	100
<b>Total</b>	<b>144</b>	<b>35</b>	<b>109</b>	<b>24</b>

**DEFINITIONS OF TERMS:  
SUMMARY OF COUNT**

***Complete:***

List most of the following sub-field information

- Company Information (Licensee/Owner, Year of foundation, No. of full and part time employees, Membership, if Audited)
- Service Information (Media Type, Language of media, Ethnicity, Service in English)
- Contact Information (Address, Telephone, Fax, Cell, URL, Email, Editorial, Advertising)
- Distribution Information (Size, Frequency, Distribution, Fee)

***Incomplete:***

Media outlets which have been contacted via telephone and/or email, yet refused to reveal some of the subfield information. This may have resulted in missing information on some subfields (30-50% completed).

**Multilingual:**

The media outlets which provide multiple-language services. These may or may not have been developed by specific ethnic groups with a primary focus on in-group language. This sub directory includes *Celtic Connection*, *Channel M*, *Fairchild Radio*, *Jewish Western Bulletin*, *Red FM93.1*, *RJ1200*, *Source Forum of Diversity Newspaper*, *Shaw Multicultural Channel*, and *South Asian Broadcasting Corporation Inc.*

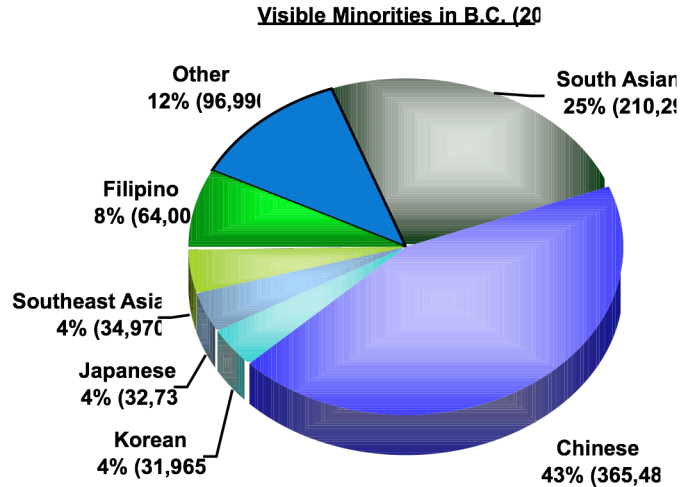
**Note:**

It excludes *The Canadian Immigrant Magazine*, which produces in English for all ethno cultural groups.

**DEMOGRAPHIC CONTOURS OF THE  
BC ETHNIC MEDIA MARKET**

According to the Citizenship and Immigration Canada, more than 70 percent of the immigrants who arrived after 1985 live in the three largest metropolitan centers, Toronto, Montreal, and Vancouver. These three cities have a same or larger share of immigrant population than Canadian-born population (CIC, 2001). B.C.'s population has reached approximately 4 million, and 22 percent are visible minorities. This figure is consisted of mainly Chinese origin (44 percent) followed by South Asian (25 percent), Filipino (8 percent), Korean and Japanese (4 percent each) (Statistics Canada, 2001 Census) (See Figure 1).

By category, Chinese immigrants are mostly admitted to B.C. under the economic class as skilled workers (7,749 out of the total 13,668 Chinese immigrants or 57 percent) or investors (3,306 or 24 percent) in 2005 alone (B.C. Statistics, 2005). On the other hand, more than a half of the South Asian immigrants (5,753) entered under family class admissions (B.C. Statistics, 2005). Immigrants from the Philippine (4,183) and Korea (2,517) are mostly skilled workers (B.C. Statistics, 2005). Beside permanent residents, there are 36,210 foreign workers (22 percent of the country total 166,239), 44,799 foreign students (30 percent of the country total 156,955) as of 2006 (CIC, 2006).



As an example of how a media outlet sells this Vancouver demographic, the following data summaries are illustrative:

### **GREATER VANCOUVER STATISTICS**

- 4 out of every 10 people in Vancouver belong to a visible minority group
- 750,000 people in Vancouver have a non-official language as a mother tongue
- From 1981-2001, the population of Vancouver grew by 716,870
- 77% of this growth is visible minorities = 550,355
- By 2005, there will be almost 1 million people in Greater Vancouver whose mother tongue is neither English nor French
- Vancouver's ethnic population makes up 35+% of the total British Columbia work force
- 70% of the ethnic population in Vancouver are aged 18-49 and they are equally 50% male and 50% female
- The average age of ethnic people in Vancouver is 25-49.

## **BACKGROUND TO B.C.'s ETHNIC MEDIA MARKET**

Vancouver is not only the second most diverse city in Canada, but also the site of major ethnic specialty TV services. One of the four multilingual TV stations in Canada, Multivan Broadcast Limited Partnership, which is more known as *Channel M*, and two ethnic specialty services, *Fairchild TV* and *Talentvision*, which together cover 88% of the Chinese population in Vancouver (Fairchild Media Group, 2006) are headquartered here. For the press, there is a good mix of paid and free newspapers for almost all language groups, for example: *Sing Tao*, *Ming Pao*, *World Journal*, and *China Journal* for the Chinese language; *Indo-Canadian Times*, *Charhdi Kala*, and *The Indo-Canadian Voice* for the Punjabi language; and *The Vancouver Chosun* and *The Korean Canadian Times* for the Korean language. Especially, *Sing Tao* alone prints between 50,000 and 110,000 papers daily followed by *World Journal* of 30,000 to 45,000 (Will, 2005). According to *Sing Tao's* 2005 Chinese Readership Study, *Sing Tao* reaches 51 percent of the Vancouver Chinese readers aged eighteen years old or older on an average week, *Ming Pao* 41 percent, and *World Journal* 15 percent (Sing Tao, 2005). *The Vancouver Sun*, the major regional daily, by comparison, prints between 183,000 and 239,000 copies daily, followed by *The Province*, which prints between 160,000 and 199,000 copies (Will, 2005). These figures suggest a strong presence of ethnic newspapers not only within the ethnic communities they belong to, but also within the broader society in general.

## **KNOWN MARKET INFORMATION**

For audience profile, Fairchild TV's recent study on *Canadian Chinese Monitor 2007: Greater Vancouver Area* (by Ipsos Reid) indicates that 92 percent of Vancouver Chinese-Canadians over 18 years watch TV, and 78 percent watch Chinese programs whereas only 13 percent watch English programs only. Similarly, 63 percent of Chinese-Canadians read newspapers/magazines, and 53 percent read Chinese newspapers/magazines and 15 percent read English newspapers/magazines only. Of the top five Chinese media, 55 percent watch *Fairchild TV* every week followed by *Talentvision* (49 percent), *AM 1470* (31 percent), *Sing Tao* (31 percent) and *Channel M* (30 percent). This audience is affluent. 40 percent of respondents have annual incomes is between \$45,000 and \$100,000, and 17 percent for \$100,000 or higher. Similarly, by comparison to the Canadian household, *Chinese Media Habit Study 2005* indicates that

the Chinese households are generally more affluent than the average Canadian-born households when the ownership of household items are compared: vehicle (91% to 78%), cellular phone (85% to 54%), PC (90% to 67%), and house (69% to 66%) (Fairchild Media Group, 2006).

Another study done by *Channel M* (presented by Ipsos Reid at BCAMA event) indicates 64 percent of Punjabi-origin people watched *Channel M* in the past week, followed by Mandarin (40 percent) and Cantonese (35 percent). For Chinese particularly, 65 percent are likely to pay more attention to advertising in Chinese than in English, and 63% prefer to deal with business involved in Chinese community.

Little is available on ethnic media readership.

None of these local studies indicate type of media user by language group: i.e. third language-only media user, dual media user, or English-only media user.

## **PREVIOUS STUDIES OF B.C. ETHNIC MEDIA**

Cheng, H. L. (2005). Constructing a transnational, multilocal sense of belonging: An analysis of *Ming Pao* (West Canadian Edition). *Journal of Communication Inquiry*. 29:2 (April 2005): 141-159

- In her study of *Ming Pao* (West Canadian Edition), a Cantonese newspaper in Vancouver, Hau Ling Cheung argues that the ethnic community newspapers are constructing a dual sense of belonging: place-oriented belonging and people-oriented belonging. In other words, for Hong Kong Chinese Canadians, Hong Kong represents the "local people" whereas Vancouver is the "local place" (151). These notions of multiple localities and multiple attachments challenge the conventional wisdom, and offer a new perspective to immigrant studies.

Will, Gudrun. (2005). Ethnic media. *Vancouver Review*.

- In her brief study of B.C.'s ethnic media market, Will questions whether the growth of ethnic media should be considered as "a healthy expression of multiculturalism" or "a type of cultural apartheid." She argues that some leading ethnic press like *Sing Tao* and *Ming Pao* have grown to

compete with local dailies like *The Vancouver Sun* and *The Province*. Yet there exists systematic differences between ethnic media and mainstream media. Both seem to cover very different front-page stories from one another, but ethnic media professionals are still under-represented in mainstream newsrooms. Another issue is a serious lack of journalistic integrity, particularly in the South Asian media, which are either too political or too amateur according to the author. B.C.'s multiculturalism is moving beyond the cultural apartheid toward gaining access to each other's views.

### **CHARACTERISTICS OF THE B.C. ETHNIC MEDIA DIRECTORY**

The B.C. Ethnic Media Directory developed for this study lists 144 third-language media outlets originated in and imported to B.C. They offer 22 third languages. The South Asian, Fijian, and Filipino communities also offer English-language publications, primarily targeting the growing second-generation readers.

By ethnic group, the South Asian community has 33 outlets, the largest number of outlets for all language groups, followed by the Korean community (28), Chinese community (25), Japanese community (14), Iranian community (8), and Filipino community (8) (See Appendix 1-2).

By media type, there are 111 publications (newspapers, magazines, and business directories inclusive), 15 TV and 15 radio (multilingual stations and independent producers inclusive), and 3 online-only magazines and newspaper (See Appendix 1-1).

During the time of this study, only 35 outlets (or 24 percent) have been completed with the exhaustive sub-fields originally designed for this directory. The B.C.'s ethnic media market is visible (as to be able to count) yet invisible (without access to detailed company information). The B.C. ethnic media directory requires financial and human resources to keep it updated.

## **CHARACTERISTICS OF THE B.C. ETHNIC MEDIA SUB-SAMPLE OF ENTERPRISES (35 COMPLETED)**

Ethnic media outlets are hard to reach. Of the 35 outlets for which there is full information, by language, there are 9 Korean, 8 Mandarin, 6 Punjabi, and three English. By medium, 23 are newspapers followed by radio (5), magazine (4), and TV (3). Fully 12 or one-third were established since 2000, 14 outlets between 1990 and 2000, and 9 outlets before 1990 (9). These 35 outlets in fact hire 97 percent (or 1,107 full-time and part-time staff) of the 1,136 employees reported hired by 41 outlets whose employee information is visible. They are mostly local (13) followed by national (9), international (8), and regional (5), and again mostly free (22), paid (12), and free/paid (1). Fifteen outlets serve weekly or more often, 12 serve daily, and 8 less than weekly (See Appendix I-3).

## **V. SHORT CASE HISTORIES**

### **1. INTERVIEWEES & SELECTION CRITERIA**

#### ***Participants***

- *Vancouver Chosun* (Korean newspaper, local) – Eddie Kim, Editor
  - Graduated from Simon Fraser University with B.A. in Communication, he has been working for Vancouver Chosun for six years. He has been in Canada for approximately ten years.
- *TV Korea* (Independent producer Korean TV, regional) – Ben Choi, President
  - Formerly working for Rogers until it was bought by Shaw, he has been in Canada for thirty-two years. He attended Mackay Business School shortly for computer training.
- *Fairchild TV* (Chinese-Cantonese TV, national) – Winnie Hwo, News director

- Raised and educated in Vancouver for twenty-six years. She is a journalism-school trained journalist, and is one of the finalists of the Jack Webster Award for Best Reporting - Chinese Language (<http://www.jackwebster.com/awards/finalists.php>)
- *World Journal* (Chinese-Mandarin newspaper, international) – Roy Ruan, Advertising manager
  - Finished his education in Taiwan, he has been in Canada for eleven years
- *Sher-e-Punjab* (Punjabi radio, international) – Ajit Badh, President
  - A graduate of UBC Economics immigrated to Canada in 1973. Bought KRPI AM 1550, a Bellingham-based frequency, from the BBC Holdings and established *Sher-e-Punjab* in 2001. He occasionally teaches Economics at SFU and Douglas College and had organized International Turban Day in April 2006 to introduce the Five K's motion in the B.C. Legislature (<http://www.voiceonline.com/voice/060415/newsroundup.php>).
- *Channel M* (Multilingual TV, regional) – Bruce Hamlin, Vice-President, Sales
  - Joined Channel M in 2003, he has twenty years of experience in the broadcasting industry. Started as an Account Executive at CHQM Radio in Vancouver, he moved to television in 1988 as a Senior Account Executive for BCTV and CHEK-TV. In 1999, he became President of TV Travel, an online and offline travel service (a joint venture with CTV), and later joined Forge Marketing as Chief Operating Officer. Prior to joining Channel M, he was Senior Account Manager for Rogers Media Greater Vancouver Radio Group.

### ***Rationale for selection***

The six outlets have been selected in consideration of the following criteria:

- A mix of media type by language group

- A mix of language (Cantonese and Mandarin) for Chinese-language media
- A mix of third-language and multilingual
- A mix of local and international coverage.

## 2. SUMMARY OF CASE STUDIES

### ***Characterizations of editorial mandate***

- Regardless of media type, the mandate expressed by all respondents is to serve the community members in their acculturation process while helping to retain a cultural link with their “home” country. The ethnic media identify themselves as a “bridge” agent between so-called mainstream and ethnic communities.
- Editorial mandate can be categorized into three types according to these respondents: 1) assimilation; 2) retention of language and culture; and 3) advancement of political agenda. Ethnic media with a focus on *assimilation* provide more information about “here” and try to “educate” community members to become “informed citizens.” On the other hand, the media with a focus on the *retention of language and culture* tend to offer a rather broader coverage to satisfy community members’ “right-to-know” and cater for internal cohesion through, for example, supporting community events. The media with an *advancement of political agenda* focus not only educate their community members, but also bring their community issues to the mainstream society with a clear political goal.
- How much the ethnic media deliver in quality and quantity for such self-claimed roles is unknown, and needs to be explored in later research.

### **Perceptions of competition**

- All participants in this study are acutely aware that a) their market is growing; b) there is more competition within and across media platforms available locally and internationally; and c) new co-ventures are forming.
- Indeed, there is hot competition between classes of broadcasting licensees, especially in the Chinese market, which suggests a concern about accuracy of any third party data.
- No interviewee referred explicitly to an industry association, ethnic media council or other association within or across media language groups, suggesting that awareness or participation in 'bridging' mechanisms at the industry level are not well developed in B.C.
- There is no explicit competition seen between mainstream English or ethnic media scene. There is a kind of limited format competition between ethnic specialty media and conventional multilingual media such as Channel M or Shaw Cable; yet a complementary relationship can be established.

### **Growing multilateral collaboration**

- While most advertising revenue is generated from the in-group advertisers, collaboration between mainstream and ethnic communities through ethnic media is both desired and likely to grow as mainstream advertisers and government agencies show increasing interest in ethnic media. For example, English-language advertisers have started recognizing the high purchasing power of three major third-language groups - Chinese, Punjabi, and Korean - and specifically advertise within the areas of finance, automobiles, and retail.
- Similarly, ethnic media have also attempted to collaborate more with the mainstream media sources not only due to their own economic imperatives, but also are to the growing communities of new

immigrants as well as second-generation immigrants (as seen in the new *CanWest* venture).

- There also is small but growing intercultural collaboration among the third-language groups, most evident in Chinese and Korean-language advertisers. This is attributed largely to the fast growth of Korean print media, especially newspapers, as well the growth of the population within the community.

#### ***Political economy of the ethnic media market***

- Not only there is competition among in-group media for advertising, but there is also intercultural competition for more air time on multicultural channels, thus increasing the chances of entry for the less economically viable ethnic communities.
- Economically viable media outlets have become more dependent on market research for major decision-making, whereas it is beyond the capacity of the rest. Ongoing proprietary consumer research by *Channel M* and annual Chinese Media Habit Study of *Fairchild TV* are cases in point.
- Market research undertaken by ethnic championed by a third party in order to offer a “neutral” snapshot of the ethnic media market is urgently needed.

#### ***Impact of technological innovation***

- Advancement of technology poses both opportunities and threats.
- Reflecting relatively high use of Internet, Korean newspapers have seen an increase in revenue generated from website banner advertising. Websites are likely to grow as an area of competition among the Korean newspaper companies in the years to come.
- New technological innovations can also be a threat to some newspaper companies, as new offerings such as Internet broadcasting and news reporting are taking their readers away.
- There is need for an assessment of online capacity in this sector.

**Case I: Vancouver Chosun**

<i>Service Information</i>		<i>Distribution Information</i>	
<i>Media type</i>	<i>Newspaper</i>	<i>Total circulation*</i>	<i>20,000 per week</i>
<i>Language</i>	<i>Korean</i>	<i>Issue/cycle frequency</i>	<i>3 times a week</i>
<i>Ethnicity</i>	<i>Korean</i>	<i>Coverage</i>	<i>Local</i>
<i>English service</i>	<i>No</i>	<i>Subscription fee</i>	<i>Free</i>
<i>Company Information</i>		<i>Contact Information</i>	
<i>Year of foundation</i>	<i>1986</i>	<i>Address</i>	<i>331A-4501 North Rd. Burnaby, B.C. V3N 4R7</i>
<i>Licensee/Owner</i>	<i>The Vancouver Korean Press Ltd.</i>	<i>Telephone</i>	<i>604-877-1178</i>
		<i>Fax</i>	<i>604-877-1128</i>
<i>No. of employees</i>	<i>16</i>	<i>URL</i>	<i>http://www.vanchosun.com</i>
		<i>Email</i>	<i>info@vanchosun.com</i>
<i>Membership with media association</i>	<i>Chosun Ilbo Korea, National Ethnic Press and Media Council of Canada</i>	<i>Editorial</i>	<i>Eddie Kim 604-877-1158</i>
<i>Financial audit</i>	<i>Yes</i>	<i>Sales/ Advertising</i>	<i>Brian Jang 604-877-1178 <a href="mailto:info@vanchosun.com">info@vanchosun.com</a></i>

\*Source: Internal estimation: the National Ethnic Press and Media Council of Canada's website (<http://nepcc.ca>) lists circulation at 7,000.

**History & Editorial Mission**

- *Vancouver Chosun*, an affiliate of one of the top three daily newspapers in Korea, *Chosun Ilbo Daily*, was founded in 1986 by D.G. Kim with a mission to create a "reliable newspaper" for the Korean community. It aims at providing relevant information to the community and supporting community events such as university entrance information workshops, scholarship foundation events, Korean heritage day events, etc.
- Websites link *Vancouver Chosun* with ISS and S.U.C.C.E.S.S., and the Company is listed in the Vancouver Business Directory for high visibility.

- It is a member of the National Ethnic Press and Media Council of Canada.
- Canadian Press is a major local news source. The contacts which have been cultivated over the years with government and non-governmental agencies and institutions have also become useful when there is an important press release.
- While English-language newspapers are not considered competition, *Joongang Ilbo*, an affiliate of one of the top three daily newspapers in Korea, *Joongang Ilbo Daily*, is considered the major competitor due to its higher circulation cycle and greater geographical coverage. (*Joongang Ilbo* publishes five times a week whereas *Vancouver Chosun* publishes three times a week). While *Vancouver Chosun* has only a Vancouver office within North America, *Joongang Ilbo* has offices in major cities throughout North America which gives it a higher leverage in terms of its sources. Nevertheless, the strength of *Vancouver Chosun* is claimed to be its wider coverage of issues from education to lifestyle, as the majority of the others focus largely on advertising, especially classified ads.
- Readers can send questions and comments via email and telephone/fax. They usually request further information or clarification about news articles of their interest or comment on editorials. Website bulletin boards are another venue for communication where readers have access to Q&A boards.

#### **Advertising/ marketing strategies**

- Advertising is the sole revenue source, with an estimated eighty percent generated from the Korean-language advertisers and the remaining twenty percent comes from the English-language and other third-language (Mandarin and Japanese) advertisers. By business type, the majority of the ads are for real estate, followed by travel agencies and academic institutes. With the real estate boom, there has been increasing collaboration with development companies (of English-language advertisers).

- There has also been a significant increase in revenue generated from website banner advertising, which now accounts for twenty to thirty percent of the total revenue. It has become an area of competition among the newspaper companies, and is expected to grow in the years to come.

### **Market trend & Outlook**

- An increase in new immigrants to the community would not necessarily translate into a change in editorial content. Nevertheless, there have been attempts to increase the amount of information geared toward new immigrants such as immigrant regulations, how to set up small business, job search, etc.
- Websites are becoming an important source of advertising revenue. Therefore, frequent website updates will help attract potential advertisers.
- Overall, market competition will likely grow as new newspapers enter into the market. These new ones tend to market to readers of specific demographic profiles as opposed to older conventional undertakings with a rather long history in the community, catering to broader readers.

### **Implications for the ethnic media market**

- Working relationships between mainstream agencies and the third-language media tend to develop at an individual level rather than at an institutional level. Therefore, future studies need to address this ground-level relation cultivated through individual networking.
- As the Company's public mission, *Vancouver Chosun* offers internship positions to university students who are interested in journalism. Currently, there are four SFU and eight UBC student interns reporting on campus issues and other local issues. Some of the examples are as follows;
- "Our views on Virginia Tech incident" (April 26, 2007, UBC student)
- "Budget your education with scholarship" (April 5, 2007, SFU student)

**Case II: TV Korea Production Limited**

<i>Service Information</i>		<i>Distribution Information</i>	
<i>Media type</i>	TV Production Co.	<i>Total circulation*</i>	NA: reach assumed to be universe of Shaw Cable Subscribers
<i>Language</i>	Korean	<i>Issue/cycle frequency</i>	Everyday
<i>Ethnicity</i>	Korean	<i>Coverage</i>	Lower Mainland & Vancouver Island
<i>English service</i>	No	<i>Subscription fee</i>	Included in cable subscription
<i>Company Information</i>		<i>Contact Information</i>	
<i>Year of foundation</i>	1997	<i>Address</i>	201-5623 Imperial St. Burnaby, B.C. V5J 1G1
<i>Licensee/Owner</i>	TV Korea / Ben Choi	<i>Telephone</i>	604-437-8684
		<i>Fax</i>	604-437-8685
<i>No. of employees</i>	11	<i>URL</i>	<a href="http://www.vantvkorea.net/">http://www.vantvkorea.net/</a>
		<i>Email</i>	<a href="mailto:scene15@hanmail.net">scene15@hanmail.net</a>
<i>Membership media association</i>	Not directly, but Shaw Multicultural Channel (109) would be subject to CRTC review of complaints	<i>Editorial</i>	<b>Ben Choi</b> Tel. 604-862-1428 Email. info@vantvkorea.net
<i>Financial audit</i>	No	<i>Sales/ Advertising</i>	Same as above
<i>License type</i>	Independent producer		

**History & Editorial mission**

- TV Korea Production Limited was founded in 1997 with a mission to promote Korean culture and preserve the Korean language. Initially, Mr. Ben Choi, the founder of TV Korea, worked for Rogers TV as a producer of Korean

programming until 1997, when Shaw took over and established a contract system with independent producers.

- It is not easy to break down the demographic profile of their audience, given they offer only a few hours of air time per day. Through *Shaw Multicultural Channel (109)*, the company offers 210 minutes of news, 60 minutes of magazine-style program on local issues, and 420 minutes of entertainment (including re-broadcast). Through *Channel M*, the company also offers 150 minutes of news and 60 minutes of entertainment (including re-broadcasts) (<http://www.vantvkorea.net/program/main.asp>).
- Nevertheless, while the Korean satellite news from “home” tends to be watched by the first generation Koreans, Korean dramas with English subtitles have attracted an audience with diverse ethnic backgrounds. Indeed, Korean drama is increasingly attractive in Asia, and occasioned trade retaliation from China.

#### **Advertising/ marketing strategies**

- Ninety percent of revenue is generated from advertising, and the remaining ten percent from production of ads, video clips for corporate PR, etc. Most ads are again from Korean-language advertisers, which accounts for approximately eighty-five percent. The remaining ten percent from Chinese-language advertisers and five percent from English-language advertisers. By industry, Korean advertisers are mainly academic institutions, reflecting a strong interest in children’s education as well as the growing population of international students. As of 2001, there are 9,614 Korean students, grown by 24 percent since 1990 (CIC, 2001).
- The program has not been successful in building good working relationships with English-language advertisers until recently. There were many cases of contract cuts, late payments, etc. The owner attributes the tough start to weak or relatively unknown company’s brand identity in their early years. However, now that there is growing awareness of the importance of ethnic media together with the growing Korean population within the community, English-language advertisers are beginning to show interest in the company again.

- The program has cultivated strong relationships with Korean-language advertisers who have worked with the company on a regular basis. Korean advertisers are now also interested in advertising around *Channel M* Korean news.
- While the program works with Chinese-language advertisers, there has not been any aggressive marketing toward them.

#### ***Market trend & Outlook***

- Technology has become an increasingly influential factor for business with the advent of HDTV and satellite TV imports becoming more widely available. Digital channels will also create more opportunities for the independent ethnic programming sector.
- The Korean government has recently lifted restrictions on overseas investment. Therefore, it is likely that B.C. will benefit. More marketing opportunities are expected for the company; however, there is also the possibility of stagnation in the numbers of new immigrants or international students from Korea, attributed to the support for change in visa legislation for South Korean citizens travelling to the U.S.
- There is a growing need to cultivate good working relationships with multicultural channels if the company attempts to expand. There is growing competition among the language groups for more air time.

#### ***Implications for the ethnic media market***

- Korean dramas with English subtitles have attracted a growing audience with diverse ethnic backgrounds. Initially, fans came from the Chinese audience, attributed to the Korean TV drama boom in mainland China, Hong Kong, and Taiwan. They are now popular among the ethnically and culturally diverse audience of multicultural channels.
- There is intercultural competition for more air time on multicultural channels, thus increasing chances for less economically viable ethnic communities and program genres to be marginalized.

**Case III: Fairchild TV**

<b>Service Information</b>		<b>Distribution Information</b>	
<b>Media type</b>	TV(Specialty Analog)	<b>Total circulation*</b>	68% of Chinese in GVA; 50% of Chinese in GTA
<b>Language</b>	Cantonese	<b>Issue/cycle frequency</b>	Everyday
<b>Ethnicity</b>	Chinese	<b>Coverage</b>	International (North America)
<b>English service</b>	No	<b>Subscription fee</b>	Additional \$10 monthly to Shaw basic plan
<b>Company Information</b>		<b>Contact Information</b>	
<b>Year of foundation</b>	1984	<b>Address</b>	3300 - 4151 Hazelbridge Way, Aberdeen Centre, Richmond, B.C. V6X 4J7
<b>Licensee/ Owner</b>	Fairchild Media Group /Fairchild Television Ltd.	<b>Telephone</b>	604-295-1313
		<b>Fax</b>	604-295-1300
<b>No. of employees</b>	150	<b>URL</b>	http://www.fairchildtv.com /
		<b>Email</b>	sales@fairchildtv.com
<b>Membership with media association</b>	CBSC (Canadian Broadcast Standards Council)	<b>Editorial</b>	<b>Winnie Hwo</b> Tel. 604-295-1317 Email. newsdirector@fairchildtv.com
<b>Financial audit</b>	Yes	<b>Sales / Advertising</b>	<b>Helen Lee</b> Tel. 604-295-1302 Email. helen@fairchildtv.com
<b>License type</b>	Canadian specialty service		

\*Source: Fairchild Media Group. (2006). Chinese Media Habit Study 2005 highlights.

\*\*Source: Shaw Multicultural Channel Customer Service. Require a 'digital cable terminal' for reception; \$11.95 per month for rental or \$98.00 for purchase

**History & Editorial mission**

- The precursor to *Fairchild TV* was founded in 1984, but acquired by Mr. Thomas Fung in 1993 with a mission to provide essential information to new Cantonese-

speaking citizens. Fairchild TV and Talentvision were merged in 1997. While retaining cultural heritage is endorsed, the editorial goal is to respect other cultures and embrace the Canadian lifestyle (CRTC Decision 2004-302). An increase in new immigrants from mainland China influences the degree and type of detail in the information provided. Notably, a larger news budget is allocated around election time, extensively covering pre- and post-election stories to help community members become informed voters. For example, during election time, the content becomes as specific as explaining the three-government system of Canada for those who are familiar with the one-government system of China. It is almost the same as what the company did ten years ago for new immigrants from Hong Kong. Graphic representation is another sensitive area in that what is perceived to be obscene varies among immigrants. The licensee has stated before the Commission that it is sensitive to issues about accurate and fair portrayal of minority groups. Further, the licensee indicated that it has made its production controller responsible for ensuring that producers exercise appropriate sensitivity when dealing with cultural, racial and heritage issues. Tolerance for graphic depiction rises with number of years in Canada. The company needs to cater to the “Chinese taste.” Political coverage is also a sensitive area in that there needs to be a “balance” between China and Taiwan.

- *Channel M* and the new satellite TV imports from China are viewed by *Fairchild TV* as news competitors but the conditions of license differ significantly between classes of license.

### **Conditions of License**

- Sixty per cent of all programming overall must be in languages other than English, French or aboriginal. Forty per cent of programming in the evening (6:00 PM to 11:00 PM) must be Canadian. As well, *Fairchild TV* may produce a limited amount of separate local Vancouver programming (totalling not more than 7% a broadcast month). See CRTC Decision 2004-302 which sets out the conditions of license through to August 2011. The CRTC recognized in 2004 that

the station showed the highest level of expenditures on Canadian programming of all specialty analogue channels, not less than 29% of gross revenues. *Fairchild TV* argued that there were not enough qualified independent producers in Cantonese and Mandarin, so most of its programming (96%) was produced in house. The CRTC looked to the station to increase its spending on independent producers, and diversify its representation of non-Chinese Canadians on the screen.

### **Advertising/ marketing strategies**

- While the channel is subscription-based, about equal revenue is generated from advertising. There has been a gradual increase in volume from English-language advertising, which now accounts for thirty percent of advertising revenue. Interestingly, the majority of own-language marketers are local small businesses, whereas these mainstream marketers represent the major multinational companies such as *Sears, Zellers, P&G, Unilever, and McDonald's* and the local telecommunication companies like *Telus*. These advertisers have recognized the Chinese purchasing power early on and started speaking directly to the Chinese consumers with their own Chinese version of campaign appeals, or at least Chinese-dubbed advertising. Joint sales with other third-language media are increasing but still minimal at an estimated five percent of ad time.
- To attract more English-language advertisers, the company is geared toward the cultivation of on-going working relations and the updating of their audience profile through the omnibus Ipsos Reid 2007 Canadian Chinese Media Monitor (N=600 Chinese residents of the Vancouver CMA).

### **Market trend & Outlook**

- So-called mainstream media show growing interest in ethnic community issues, largely attributed to the influence of such events on a broader mainstream society. For example, crimes in the South Asian communities cannot be treated in isolation as an ethnic issue as their consequences are often as far-reaching as requiring policy change.

- Collaboration with the mainstream partners is likely to grow as advertisers and government agencies show increasing interest in ethnic media for their own specific needs. Especially, the high purchasing power of new immigrants is translated into more intensive ethnic marketing endeavors by mainstream marketers. *Fairchild TV* sees ethnic media will also likely “open up” more from being “caged in” over time for the same reason.
- The company has gradually increased Mandarin programming hours (currently airing from Monday to Friday between 4:30pm and 5:30pm, and Saturdays between 4:15pm and 6:30pm) to accommodate the needs of an increasing number of new immigrants from mainland China, but also the Fairchild Group as a whole has strengthened a Mandarin-specialized Talentvision. They expect stronger ties with mainland China in the years to come.
- A Hearing Conducted in 2006 added nine foreign Chinese-Language digital services to satellite import (PN CRTC 2006-166) significantly expanded the range of foreign language imports to include:
  - CCTV-4
  - The Satellite Channel of Southern Television Guandong
  - Southeast TV Station
  - Jiangsu International TV Channel
  - Beijing TV
  - CCTV Entertainment Channel
  - Dragon TV
  - China Yellow River Television Station
  - Hunan Satellite TV (the "Chinese Great Wall TV Package").
- With the addition, Fairchild stated that, taking into account the Commission’s addition to the digital lists of Phoenix North American Chinese Channel and New Tang Dynasty Television (NTDTV), no other Canadian analog third-language specialty service faces the degree of competition created by the addition of these nine services. The ratio of Canadian to non-Canadian services in the same language (i.e., Mandarin) would be 1:11.

**Implications for the ethnic media market**

- The specialty format itself is encountering more change, as the flexibility to cater to third and fourth generation Chinese-Canadians whose mother tongue is becoming one of the official languages is perceived to be needed.
- The principal obstacles *Fairchild TV* sees itself as encountering in competition against so-called mainstream English TV broadcasters are 1) the ethnic community-focus; 2) lack of trained local journalists; 3) absence of an in-house legal capacity for consultation on sensitive news items. The last two issues may represent a general weakness of ethnic media, and their strengthening could enhance the vitality of ethnic media.

**Case IV: World Journal**

<b>Service Information</b>		<b>Distribution Information</b>	
<b>Media type</b>	<i>Newspaper</i>	<b>Total circulation*</b>	30,000 – 45,000
<b>Language</b>	<i>Mandarin</i>	<b>Issue/cycle frequency</b>	<i>Daily</i>
<b>Ethnicity</b>	<i>Chinese</i>	<b>Coverage</b>	<i>International (North America)</i>
<b>English service</b>	<i>No</i>	<b>Subscription fee</b>	<i>\$400 / year</i>
<b>Company Information</b>		<b>Contact Information</b>	
<b>Year of foundation</b>	1976	<b>Address</b>	2288 Clark Dr. Vancouver B.C. V5N 3G8
<b>Licensee/ Owner</b>	<i>World Journal</i>	<b>Telephone</b>	604-876-1338
<b>No. of employees</b>	60	<b>URL</b>	<a href="http://www.worldjournal.com/">http://www.worldjournal.com/</a>
<b>Membership with media association</b>	<i>Member of New America Media.Com; North American World Journal</i>	<b>Editorial</b>	<b>Vincent Wu</b> Tel. 604-876-1338 (ext. 244) Email. edi@worldjournal.bc.ca
<b>Financial audit</b>	<i>Yes</i>	<b>Sales/ Advertising</b>	<b>Roy Ruan</b> Tel. 604-876-1338 (ext. 232) Email. roy.uan@worldjournal.bc.ca

\*Source: Will, Gudrun. (2005). Ethnic media. In *Vancouver Review*. Retrieved from Vancouver Review web site: <http://www.vancouverreview.com/past-ethnic.html>

### **History & Editorial mission**

- *World Journal* was founded in 1976. Headquartered in New York, it was established with a mission to provide overseas Chinese communities with a good, journalistically professional newspaper, functioning as a “main channel” and a “bridge” to new Canadian life and culture, thus helping its community members in their assimilation process.
- As a subscription daily newspaper, it is self-claimed to be a “serious” newspaper which upholds a notion of readers’ “right to know the truth” and attempts to offer in-depth local news, and regards other, more local press as the equivalent of tabloid competition.
- In regard to news items, the paper covers daily hard news from “home” - China, Hong Kong, and Taiwan – and news about “here” with a greater emphasis on the latter. It mandates to provide new immigrants with information about “here.” There are also Finance, Health & Sports, Entertainment, and Home & Life sections.
- The paper also defines its editorial mandate to include a “social responsibility” role as a venue where new immigrant readers seek help on complicated legal issues and conflicts such as fraud. They ask the paper for further investigation as well as the publicity in the paper to help prevent future victims in the community.
- The paper specifically focuses on growing new immigrant readers; seventy-five percent of them are estimated to be high-school graduates or above. The paper uses standard Chinese characters, thus it requires readers to have a certain level of formal education.

### **Advertising/ marketing strategies**

- The Chinese community is heterogeneous in that it consists of Chinese from Hong Kong, Macau, Taiwan, mainland China, and others whose demographic profile is vastly different. Therefore, different marketing strategies are required for each group; otherwise a chunk of the market would be lost.

- New immigrants from mainland China and Taiwan have purchasing power with high disposable income, and therefore, there has been an increase in advertising geared toward this segment. They are becoming the mainstream within the Chinese community.
- Seventy percent of the *World Journal's* revenue is generated from advertising; of this, sixty percent is Chinese-language advertisers – mainly Mandarin with a small percentage of Cantonese advertising – followed by forty percent from English-language advertisers and none from other third-language groups. By industry, the Chinese advertisers are mainly retail and telecommunications, whereas English-language advertisers are finance and automobile companies.
- Language has been a major barrier in working with other third-language groups; however, the paper has started cultivating working relationships, and it is in fact in the process of developing a package plan with a Korean newspaper – a discount plan for advertisers who would like to advertise in both languages.
- *Sing Tao* and *Ming Pao* are again considered direct competitors as they offer relatively lower advertising rates.

#### **Market trend & Outlook**

- There has been an increase in immigrants from mainland China and Taiwan since 1996. Economic collaboration such as an alliance of travel industry of China and Canada is likely to grow, thereby creating potential marketing and advertising opportunities for the paper.
- New technological innovations, such as Internet broadcasting and news reporting, are becoming a threat to the company.

**Implications for the ethnic media market**

- There has been a growing awareness of the importance of intercultural collaboration among the third-language groups. Collaboration with Korean newspapers has been attempted, attributed to the fast growth of Korean media as well the population within the community.

**Case V: Sher-e-Punjab**

<b>Service Information</b>		<b>Distribution Information</b>	
<i>Media type</i>	<i>AM Radio 1550</i>	<i>Total circulation*</i>	<i>Approx. 847,000</i>
<i>Language</i>	<i>Punjabi</i>	<i>Issue/cycle frequency</i>	<i>24/7</i>
<i>Ethnicity</i>	<i>South Asian</i>	<i>Coverage</i>	<i>International (North America)</i>
<i>English service</i>	<i>No</i>	<i>Subscription fee</i>	<i>Free</i>
<b>Company Information</b>		<b>Contact Information</b>	
<i>Year of foundation</i>	<i>2001</i>	<i>Address</i>	<i>1228-20800 Westminster Hwy. Richmond, B.C. V6V 2W3</i>
<i>Licensee/ Owner</i>	<i>Sher-e-Punjab Radio Broadcasting Inc. / Mr. Ajit S. Badh</i>	<i>Telephone</i>	<i>604-247-1550</i>
		<i>Fax</i>	<i>604-279-1550</i>
<i>No. of employees</i>	<i>30</i>	<i>URL</i>	<i><a href="http://www.sherepunjablive.com/index.php?page=home">http://www.sherepunjablive.com/index.php?page=home</a></i>
		<i>Email</i>	<i>info@sherepunjablive.com</i>
<i>Membership with media association</i>	<i>n/a</i>	<i>Editorial</i>	<i>Ajit S. Badh Tel. 604-271-1550</i>
<i>Financial audit</i>	<i>Yes</i>	<i>Sales / Advertising</i>	<i>Tel. 604-247-1550 Email. info@sherepunjablive.com info@sherepunjablive.com</i>

\*Source: Sher-e-Punjab website: <http://www.sherepunjablive.com/>

### **History & Editorial mission**

- Sher-e-Punjab was founded in 2001 with a mission to provide the South Asian community with radio programming in their “mother tongue.” It was the first predominantly Punjabi-language radio programming, including music, which is offered on a radio frequency in Vancouver. It is noted that approximately eighty-five percent of South Asian listeners in Metro Vancouver are of Punjabi origin. Rim Jhim and Radio India have been with the community since the 1990s; they offer a mix of Punjabi and Hindi-language programming. Rim Jhim requires a special transmission chip to receive the program, thus limiting access.
- Another mission of the station is to “link” the South Asian community with the broader Canadian society. In this attempt, the station has a regular show with Mr. Mike de Jong, current Minister of Aboriginal Relations and Reconciliation, and formerly the Minister of Labor and Citizens’ Services and the Minister of Forests, on Fridays. The station also often organizes interviews with so-called mainstream political leaders such as Paul Martin, the former Prime Minister, and Stephen Harper, the current Prime Minister, on a regular basis and more often around the election time. All interviews are simultaneously translated into Punjabi by translators who are hired by participants. The station allows an equal amount of time for each participant to speak so that listeners may have diverse yet fair exposure.
- *Sher-e-Punjab* is privately owned and operated by Mr. Badh.
- It offers twenty-two programs to the South Asian community, mainly in the western region of North America, with the primary focus on Vancouver. It has the largest listenership in Vancouver closely followed by listeners from Alberta, Winnipeg, and Manitoba.

### **Advertising/ marketing strategies**

- While advertising is the only revenue source, seventy percent is generated from the in-group advertisers, and the remaining thirty percent is from the English-language advertisers. The principal in-group advertiser is one of the major South Asian furniture stores in Surrey, B.C.
- The station works with English advertising agencies, and there is growing volume from the English-language advertisers. It also aggressively promotes its consumer reach in the western region to potential advertisers through its website.
- The major change has been the per thirty-second advertising price, which has now increased to \$15.

### **Market trend & Outlook**

- The launch of *Sher-e-Punjab* in 2001 started competition in the South Asian radio market as it was the first Punjabi-language radio programming while the existing ones, *Radio India* and *Rim Jhim* had more of Hindi focus. It is likely that the five programming options, including *The Red FM93.1* and *RJ1200*, will be competing for listeners by developing and promoting their unique offerings. *Radio India* follows a similar program format of *Sher-e-Punjab* - a mix of talk shows and music - yet offers a mix of Punjabi and Hindi languages. *RJ1200*, which is owned by the owner of *Rim Jhim*, Shushma Datt, offers a variety of talks on everyday topics, targeting the second generation. *The Red FM93.1* is the youngest (launched in 2006) and has been licensed as a multilingual radio station. The station has been controversial as it offers only ten third-languages with a strong Punjabi and Hindi focus when it is supposed to be offering eighteen third languages.
- The station profiles new-immigrant listeners. Unlike older-generation immigrants, newer immigrants tend to be more educated, and their primary reason for immigration is a better quality of life. They tend to look for chances to continue their professions, although their

credentials from “home” country are often under-recognized or to an extent, unrecognized.

- The audience is continuously growing, attributed to an increase in new immigrants, thus creating more opportunities for advertising, especially from the English-language advertisers. The programming-to-advertising ratio may need further revision; there are now estimated to be six-minutes of advertising in every fifteen minutes.

### ***Implications for the ethnic media market***

- Radio use is most active in the South Asian community compared to others, mainly attributed to the undersupply of locally produced in-group language TV programming. Unless Vancouver South Asian residents subscribe to *ATN* or *Alpha*, *Channel M's* Punjabi news is the only in-language local TV available to the community. It is also attributed to the geographical location where the community is primarily established: Surrey, Langley, Abbotsford, Chilliwack, and Mission. As most residents of the community are on the outskirts of the city, the commuting time between residence and work takes relatively longer, thus increasing the dependency on radio for commuters.
- The listenership is also influenced by the strength of reception in different geographic locations. *Sher-e-Punjab* has the strongest reception in Surrey, Langley, Abbotsford, Chilliwack, Mission, and Bellingham areas whereas *Radio India* is most clear in South Surrey. *RJ1200* has the strongest reception in Burnaby areas, whereas *The Red FM93.1* is most clear in the Vancouver area.

**Case VI: Channel M**

<b>Service Information</b>		<b>Distribution Information</b>	
<b>Media type</b>	<i>Ethnic Over the Air TV Broadcaster</i>	<b>Total circulation*</b>	<i>Audience 18+</i> 2,617,450
<b>Language</b>	<i>Multilingual</i>	<b>Issue/cycle frequency</b>	<i>Everyday</i>
		<i>Cantonese</i>	<i>Mon-Fri 21:00-22:00 (Weekly Total 5 hrs)</i>
		<i>Mandarin*</i>	<i>Mon-Sat 20:00-21:00 (5)</i>
		<i>Punjabi*</i>	<i>Mon-Sat 22:00-23:00 (5)</i>
		<i>Korean</i>	<i>Tue-Sat 19:00-19:30 (2.5)</i>
		<i>Tagalog*</i>	<i>Su, 21:30-22:00 (0.5)</i>
		<i>(*Note: Evening news is re-broadcast during Morning hours.)</i>	
<b>Ethnicity</b>	<i>Multi-ethnic</i>	<b>Coverage</b>	<i>Lower Mainland &amp; Vancouver Island</i>
<b>English service</b>	<i>Yes</i>	<b>Subscription fee</b>	<i>Free (cable subscribers)</i>
<b>Company Information</b>		<b>Contact Information</b>	
<b>Year of foundation</b>	<i>2002</i>	<b>Address</b>	<i>3F-88 East Pender Street, Vancouver, B.C. V6A 3X3</i>
<b>Licensee/ Owner</b>	<i>Multivan Broadcast Corporation</i>	<b>Telephone</b>	<i>604-678-3800</i>
		<b>Fax</b>	<i>604-678-3907</i>
<b>No. of employees</b>	<i>NA overall 36 news staff</i>	<b>URL</b>	<i>http://www.channelm.ca/</i>
		<b>Email</b>	<i>comments@channelm.ca</i>
<b>Membership with media association</b>	<i>B.C. Association of Broadcasters, Canadian Association of Broadcasters, Canadian Broadcast Standards Council, Radio- Television News Directors Association</i>	<b>Editorial</b>	<b>Dianne Collins</b> <i>Tel. 604-678-3828 Email. dcollins@channelm.ca</i>
<b>Financial audit</b>	<i>Yes</i>	<b>Sales / Advertising</b>	<b>Bruce Hamlin</b> <i>Tel. 604-678-3903 Email. bhamlin@channelm.ca</i>
<b>License type</b>	<i>Canadian Ethnic Television station</i>		

\*Source: Channel M website. <http://www.channelm.ca/>

### **History & Editorial mission**

- Channel M (Multivision TV) was founded in 2002 by Art Reitmayer, Robert H. Lee, James Ho, Douglas Holtby, Y.W. Lau and Joseph Segal with a mission 'to bring a vision of diversity, respect, and inclusiveness to our community by celebrating our differences". Channel M offers free over-the-air multilingual programs in B.C. with a strong local focus. The first multilingual channel, with state of the art facilities, it operates under the banner of "Diversity Lives here." Its' mission is to bring third-language groups together to expose them to one another's culture while allowing the viewer to retain his or her own. With the company's new stations in Calgary and Edmonton, it is committed to further expand coverage and establish a strong portfolio of independent multilingual/multicultural program offerings in the western region of the country.
- *Fairchild TV* (Chinese language) and *APN* (Punjabi/Hindi) are considered competitors in terms of third-language program offerings. In particular, Multivan has argued that *Fairchild TV's* local programming inserts had created a competitive imbalance in that city's ethnic television market since a 2004 CRTC decision in Vancouver.
- The station caters to twenty-two language and cultural groups.
- Not less than 14 hours a week are local news. The station has innovated in carrying the BC Leaders' Debate with simultaneous substitution for all major language groups for the first time in the province during the last provincial election. It has received three awards from BCABA for its programming.

### **Conditions of License**

The station is required to offer:

- at least 60% ethnic programming during each month,
- entirely ethnic programs between 8:00 p.m. and 10:00 p.m. daily,

- a level of at least 60% Canadian programming overall, and 50% during the evening hours (6:00 p.m. to 12 midnight),
- at least 55.5 hours per week of local programming,
- programming directed to at least 22 ethnic groups, using a minimum of 22 distinct languages,
- 28 hours of original news programming each week, half of which will be locally-oriented,
- a two-hour business report in the Cantonese language each week,
- programs featuring lifestyles, current affairs, entertainment, children's programs, drama, health, cooking, comedy and music,
- a minimum of 10 hours each week of programs acquired from independent producers in British Columbia,
- foreign ethnic movies, drama, comedy and sports programming, and
- English-language programming that will reflect multicultural diversity, in line with the Commission's position on such programming, set out in the television policy (Public Notice CRTC 1999-97).

***Advertising/ marketing strategies***

- Among the third-language groups, the primary marketing focus is given to B.C.'s largest three "mother tongue and home languages" (Statistics Canada 2001): Chinese, Punjabi, and Korean.
- The station has been widely recognized with awards for the quality of its marketing and promotion.
- Proprietary market research is frequently conducted to assist in decision-making. Channel M's English TV content (not to exceed 40% of the schedule overall) allows it to access local English language advertisers, and significant proportions are derived from Chinese

and Punjabi target markets. The majority of ads are for auto, finance, retail and telecommunications.

- Nonetheless, Channel M acknowledges that the competitive obstacle of not having Nielsen or BBM measurement in the sector for validation to advertisers is a large one for ethnic broadcasting in general.

### **Market trend & Outlook**

- As a condition of its initial license, *Channel M* was required not to broadcast more than 20 hours a week in each of the Cantonese and Mandarin and South Asian languages. A request to increase this over three years to 20% of monthly airtime (to reflect audience demand for more coverage) was delayed by the CRTC. (Broadcasting Decision 2002-39, 2005-485).
- The third-language market is estimated to be growing six times faster than the English-language market. Such population growth makes it more economically viable to cater to the need for more local third-language programs. The station recently increased Mandarin and Punjabi news from thirty minutes to one hour from September 2007.
- There has been an increase in the Mandarin-speaking audience in recent years, reflecting an influx of new immigrants from mainland China. They tend to be young professionals whose primary interest is children's education. There is also an increase in the Korean audience who tend to be affluent business owners. The station will likely have to pay more attention to these language groups.
- In 2006, the company received a transitional digital license from the CRTC (CRTC Decision 2006-56).
- In July 2007, the company reached an agreement for sale to Rogers Broadcasting, subject to CRTC approval.

### **Implications for the ethnic media market**

- *Channel M* has a strategic alliance to exchange and cooperate on news gathering with CTV British Columbia,

and daily feeds from China Central Television (CCTV), Macroview TV Worldwide Satellite Channel, and Asia Television (ATV).

- It has reciprocal agreements to exchange programs, run ads and co-sponsor soccer coverage with APN(Punjabi/Hindi).
- The implications of the Rogers' take over for independent local programming are not clear. Operational autonomy for the station, and protection of its editorial independence in the Rogers chain of multicultural channels will be major themes of the CRTC review.

## **V. STRENGTHS & LIMITATIONS OF THE DIRECTORY**

### **1. STRENGTH OF THE DIRECTORY**

This study has reviewed the three existing directories: CARD, CCN Matthews, and Ethnic Media & Markets. While they provide a good foundation for further documentation to build from, the ethnic media directory which this study has developed offers competitive advantages.

First, it is regional yet the largest ethnic media listing. The existing media directories pay little attention to smaller ethnic media sources; the listings are often inflated by repeat documentation or a listing of programs instead of stations; and often do not include outlets which distribute satellite television programs from home.

Second, it is comprehensive in coverage. While the existing directories include only the major media of major languages, this directory covers eighteen languages, and is inclusive of both major media outlets, as well as smaller, less established ones.

Third, it is well-organized and detailed in information in that it includes service and company information (licensee/owner, year of foundation, membership, number of employees, audit), contact information and distribution information (size, frequency,

circulation, fee), thus attempting to offer more extensive business information.

## **2. LIMITATIONS OF THE DIRECTORY**

### ***Limited Access to Information***

While the study has located one-hundred forty-four ethnic media outlets in B.C., it has completed full information only on thirty-five of these outlets, or twenty-four percent of the total. Such a low response rate is not atypical in similar studies around the world (Ball Rokeach, et al, 2001). There were many challenges. The most common barriers in obtaining information from the media outlets were: incorrect contact information (from secondary directory sources); unavailability of the eligible respondents; reluctance to participate or share company information; and preference for electronic survey yet low return rate.

All these barriers to access indicate that while many ethnic media outlets are readily available in ethnic communities and documented in various ethnic publications and directories, there is significant information to be compiled and updated. The biggest concern was getting hold of the appropriate individual to provide the information – the study discovered that many ethnic media outlets operate on a very small scale and are not very well established. This also leads to another information barrier: they often do not know how they are performing within the market, for example, the distribution information. As such, there is a large selection of ethnic media available, yet there are only a handful that are established enough to be easily contacted, and offer company information.

### ***Absence of Internet and Radio Services***

This study left out the internet and radio due to limited time and resources. It is a challenge to recruit sufficient multi-lingual researchers who also have some research experience. Another barrier is technological. While SFU's Global Media Monitoring Lab is equipped with a cutting-edge digital TV recording and archival system, a radio recording capacity has not yet been established.

### **High Maintenance**

This directory requires financial and human resources to further develop and maintain for updating. Directories are usually offered by industry associations, but various European and US not-for-profit-ventures have tried to make the sector more visible (Georgiou 2002; <http://www.mediaandsociety.org/directory/>), yet have flagged in their capacity to keep updating their sources for civil society organizations. An organic- growth approach has been suggested-- to have a kind of Wikipedia capacity available for posting to community members.

## **VI. SUGGESTIONS FOR FUTURE STUDIES**

### **1. COMMUNITY SUPPORT**

The barriers suggest that community support is crucial. The study has contacted a variety of social and cultural organizations within each community, as well as the bridging organizations, such as AMSSA (Affiliation of Multicultural Societies and Services Agencies in BC), IMPACS (Institute for Media Policy and Civil Society), ISS (Immigration Services Society of BC), PICS (Progressive Intercultural Services Society), and S.U.C.C.E.S.S. This study has benefited from their referrals. Therefore, it is recommended to build networks with key stakeholders within the community – professionals, society leaders, and key news sources – to continue to build the B.C. Ethnic Media Directory Data base.

### **2. MOUNTING AN INTERACTIVE B.C. ETHNIC MEDIA DATABASE**

The Advisory Group for this project sees the immediate value in developing an on line database source, with interactive posting (or with) capacity for collaborative development. Where it should be housed — with an independent CSO, through existing associations, or at a university or Centre - should be explored.

### **3. DEVELOPING A B.C. ETHNIC COMMUNITY COMMUNICATION INFRASTRUCTURE MODEL**

The western Annenberg School's Metamorphosis Project, under the direction of Dr. Sandra Ball-Rokeach, offers an interesting model for mapping community media and civil society interaction which could be developed in B.C. Basic information about how often ethnic media are reached by government and other agency's in their news releases and about the capacity of third language press clippings services to aid in intercultural communication are needed. Existing co-ventures seek to translate domestic English news into other languages, but not from third languages into English to ease intercultural exchange, suggesting third language press monitoring will rise in importance.

### **4. FURTHER DEVELOPING CASE STUDIES OF THE ETHNIC MEDIA ENTERPRISE**

More information is needed about the origin of the proprietors which start these ventures, the staff who work with them, and their links to others in the community.

## **VII. HYPOTHESES FOR EXPLORATION IN FUTURE STUDIES**

The findings of this study suggest several hypotheses which open up new areas of research:

- Ethnic media in B.C. are developing in a vibrant private sector, but the struggle for a sustainable market model continues.
- Basic business infrastructure (market data and adequate audience measurement, media business associations and networks, or professional standards setting) are absent or not well developed.

- Intercultural competition over airtime within the multicultural programming is growing and all ethnic media licensees are seeking new flexibility in the terms of their license to cater to new groups.
- These respondents seem to see a model of multicultural/multilingual TV – a mix of English and ethnic language programming – evolving to embrace the hyphenated second generation, and broaden the viable financial base.
- New ventures between mainstream (English) and third language (ethnic) media are growing in print.
- Translating English subtitles on ethnic programs could enhance intercultural understanding, and extend audience reach.
- An increase in English-language advertising placed in ethnic media will provide ethnic media with capital to do local, in-house production. (The standard rate for advertising is higher in the English-language advertising market.)
- Website banner advertising has become an important source of revenue, so new online content is a high priority for development.
- Ethnic communities are heterogeneous, and therefore, different marketing strategies are required for each group.
- This heterogeneity, then, challenges the notion of ethnic media co-ventures: different interests may submerge interests in common.
- Geographic location of community establishment and socioeconomic factors lead to dependency on a particular medium. The South Asian community has a higher dependency on radio. Internship programs offered by ethnic media outlets enhance the younger generations' interest in ethnic media.

## **PHASE II**

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# **ANALYSIS OF BC ETHNIC MEDIA CONTENTS**

## **I. DESCRIPTION AND OBJECTIVES OF STUDY**

### **MAIN OBJECTIVES**

- Choose a representative three week period to generate a random sub-sample of local and international media across print and television. The focus in this subsection is on B.C. originated media
- Build an archive of English and third language- Cantonese, Mandarin, Korean and Punjabi- print and television material
- Develop and finalize a protocol for content analysis of media in multiple languages
- Conduct a pilot analysis of media content
- Create an advisory body for research on ethnic media.

### **METHODOLOGY**

- Conduct quantitative content analysis of a random sample of archived material
- Supplement with qualitative content analysis of a sub-sample of media items, representative of the results of the quantitative study
- Desk research on existing models for analysis of media content.

## **RESEARCH AREA**

B.C., Vancouver Region

## **RESEARCH PERIOD**

May 8 – July 23, 2007

## **DESCRIPTION OF ARCHIVE AND SAMPLE**

A sample of 1568 of news items was collected from 27 outlets (twenty third-language and seven English). The representative four-week sample was scheduled for April 23- May 23, 2007. A daily sample of television and print was collected for this study. The sample frame was sub-divided into four categories by language:

1. Cantonese/Mandarin (Chinese)
2. Korean
3. Punjabi
4. English

It was decided to generate a sub-sample of not less than 350 items (including both print and television) for each language group (see Appendix II for further details).

Cantonese media included Sing Tao and Ming Pao papers, Fairchild and Channel M.

(See Appendix II). Mandarin sources were drawn from World Journal, Channel M and CCTV. Punjabi Sources included seven newspapers, SMC Punjabi and Channel M news segments in the language. Korean media included Vancouver Chosun, JoonAng Ilbo, TV Korean News and Channel M's Korean language broadcast. The English media included The Vancouver Sun, The Globe and Mail, The Province, National Post, CBC, CTV national and local news.

The data reported, therefore, represent the media with the largest reach available to audiences in each language group.

## KEY FINDINGS

### **1. Sensational News Values work for commercial English and Ethnic Media available in the Lower Mainland**<sup>5</sup>

- News topics are generally similar across media and language groups indicating shared preference for sensational news values in the commercial press.
- However, if items of interest in immigrant adjustment are factored in, ethnic media are devoting more of their media content to this category than their English counterparts.

### **2. News from Country of Origin takes Precedence over National News in Ethnic Media**

- Unlike studies in other countries, this analysis finds ethnic media available in BC offer roughly balanced international and local coverage (40 percent to 50 percent of news items) but very little national or provincial news.
- When orientation to country of origin is factored in, Korean media tend to be most in-group oriented, consistent with a study in L.A, while Punjabi media slightly less so.

### **3. News Length**

TV and print media items are shorter in ethnic media than their English counterparts.

### **4. Citing News Origins**

- A significant number of leading news articles lack bylines in the ethnic print press (25 percent)

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<sup>5</sup> “Sensational news” refers to the type of news that involves crime and act of violence. Examples of headlines are: “The Conrad Black Trial” (CBC The National, May 3 2007); “War cost balloons” (The Globe and Mail, May 7 2007, p. A1 & A12); “I believe we would have found it... The explosives” (The Province, May 10 2007, p. A1 & A3); “Air India investigation” (Channel M. Cantonese, May 16 2007); “Driver spit on passenger” (Channel M. Punjabi, May 10 2007).

contrasted to 100 percent of articles attributed to journalists or wire services in the English media, suggesting different editorial practices, resources, or training.

#### **5. Unequal Representation of Gender across all Language Groups**

- Women have a marginal voice as sources, news actors or reporters/authors in the news items sampled, regardless of language of publication or medium.

#### **6. Identity and Locality Orientation are Multiple**

- Most ethnic media articles available in the sample period convey home as the country of origin (at 42 percent), a tendency which is stronger in the electronic media. Canada is positioned as “home” by 28 percent of items in ethnic media—an incidence which rises to 42 percent among locally originated ethnic TV media. A Canadian sense of geographic locality may be found in 28 percent of all ethnic items, while fully 30 percent are either silent on locality, or outside of the dual frame.
- In identity terms, however, contextualizing belonging -a sense of belonging to the dominant Canadian culture or to the ethnic community- is virtually tied (at 28 percent and 27 percent of items): one in three items of local ethnic TV are neutral about identity, while 13 percent convey hyphenated identity—a sense of belonging to both communities. On this measure of belonging, there are no differences by medium for the ethnic media sampled.

#### **7. Intercultural Awareness**

- There is a tendency for in-group versus outgroup orientation for ethnic media: especially for Korean and Punjabi media; but together, all in group references account for 44 percent of items versus 33 percent for outgroup references.

### **8. Advertising More Important to Ethnic Media**

- The ethnic print media devote more ad space on their front pages than the English press. Ads tend to be more plural in category, more local, and represent fewer national advertisers. Ad minutes are lower on local ethnic TV than English TV in the period sampled. Given the importance of status to integration of skilled immigrant classes, it is important to note there seems to be a heavy reliance on service-oriented ads- real estate, financial institutions, law firms and restaurants- in ethnic media.

### **LIMITATIONS OF THE STUDY**

- The consensus of this study's advisory council suggested real difficulties with the concept of a 'generic' ethnic category, since it includes both regulated media sectors (including domestic licensees, foreign imports) and unregulated sectors (print) and very different language groups.
- The term "Ethnic media" in this study refers to media produced in languages other than English or French, consistent with the terminology employed by the Canadian Radio Television and Telecommunications Commission, and media produced in English for audiences immigrating or descended from communities where other languages are in the majority.
- Extreme caution must be used, therefore, in generalizing about ethnic media, to avoid unintended 'racialization' of discourse.
- Comparisons may be drawn more effectively between, say, Mandarin media and English media available to Mandarin audiences, than English and Ethnic Media.
- Arguably, the treatment of local and internationally originated media should be different. However, just as the treatment of Canadian media has covered both local and national sources in most previous content analyses, so too does the coverage of ethnic media here treat both local and international sources as a single pool. There is

an insufficient supply of items of local TV content produced in each relevant language by alternative sources in language groups other than Mandarin or Cantonese (an artefact of CRTC licensing policy) to support a full blown comparison. The idea here is to provide a cross section of media messages available to each language community. No actual exposure or audience effect can be assumed.

- The analysis was primarily based on quantitative content analysis. While the data generated from the content analysis may suggest certain trends in the current structures of production and diffusion of news in the ethnic and English media sectors, further qualitative research- such as field research, audience research, interviews and discourse analysis of media text- needs to be carried out in order to obtain a fuller understanding of the social impacts of the media on construction of identity or civic engagement.

### **STRENGTHS OF THE STUDY**

- This is the largest archive yet of third language media items in BC, which has been occasionally studied (Cheng, 2005; Will, 2005) but rarely analyzed in a comparative design.
- With a combination of quantitative and qualitative content analysis this study furthers already existing protocols for research on media text, which tend focus more on the quantitative aspects of content analysis. This study not only considers frequency of appearances of news components, but also with a closer analysis of text, aspect concerning news frames, orientation locality and identity, and editorial policies can be identified.
- This study considers both television and print material for analysis unlike many other prototype studies (Ojo, 2006; Matei, Ball-Rokeach, Wilson, Gibbs, and Hoyt, 2000; Lin and Song, 2006; Cheng, 2005). This has enabled the research team to analyze sectors in which ethnic media has shown the most growth.

## II. DISCUSSION OF DETAILED FINDINGS

### A. COMPARATIVE NEWS AGENDAS

#### **Genre**

- The dominant news genre across all language groups is 'hard news'. Sixty five percent of all news items fall under this category. Among the four non-English language groups Mandarin has the highest percentage of "hard news" items with 96 percent. Cantonese, Korean and English score about average, 65 percent, in this category, while Punjabi sources fall under the average with 49 percent of their news items categorized as 'hard news'.
- Cantonese and Punjabi sources, with 31 percent each, have the highest number of items categorized as 'soft news'. (The Punjabi case can be explained by the fact that we only relied on weekly magazine-type newspapers, and coded the entire newspapers which had a significant number of articles on Bollywood, festivals, and other entertainment-related news). Mandarin sources score extremely low in this category: only 3 percent of news items coded were categorized as 'soft news'.
- Punjabi and English, with 12 and 13 percents respectively, had the highest percentage of 'analysis/feature' items among the five language groups. 'Analysis/feature' items were virtually non-existent in Cantonese and Mandarin media. Korean media were half as likely to offer analysis or editorial. Korean media were half as likely to offer analysis or editorial.
- Overall, ethnic media scores higher than the English in the soft news category: 24 compared to 13 percent; and ethnic media's 'analysis/feature' or editorial components is half of that found in the English media at only 7 percent.

**Table 1: News Genre**

	Total	English Total	Non- English Total	Cantonese	Mandarin	Punjabi	Korean
Hard news	65	68	64	64	96	48	64
Soft news	21	13	24	32	3	31	25
Analysis/feature	8	13	7	-	1	12	8
Editorial	1	2	1	1	-	1	1
Interview	2	2	3	2	-	6	1
Letter to the editor/opinions	1	1	1	1	-	-	1
Photo/photo essay	1	-	1	-	-	1	1
Column	-	1	-	-	-	1	-
Other	-	1	-	-	-	1	-

**Typical News Story Narratives  
Based on Analysis of Headlines**

- During the four-week sampling period a number of “key” stories have emerged that enjoyed significant coverage among the English media. These are:
  - The Air India Inquiry:
    - “I warned police for Air India bomb plot: Informant” (The Vancouver Sun, May 1 2007)
    - Air India revelation (The Sun, May 5 2007)
    - RCMP placed extra security after air threats (the Sun, May 7 2007)
    - They were warned (Globe and Mail, May 4 2007)
    - Getting Bombs onboard (the Globe and Mail, May 12 2007)
    - I believe that we would have found it... the explosives (the Province, May 10 2007)
    - “Air India Inquiry: Testimony of James Bartleman” (CBC National, May 4 2007)
    - “Air India Inquiry: Role of CSIS” (CBC National, May 7 2007)

- Hockey: “big” stories on NHL play-offs (Canucks)
  - Canucks' hope fade (the Vancouver Sun, May 2 2007)
  - It's a perfect world for team Canada (the Sun, May 14 2007)
  - No, Canucks, No (the Province, May 4 2007)
- The Conrad Black trial
  - “The Conrad Black trial” (CBC National, May 13 2007)
  - “Who is David Radler?” (CBC National, May 7 2007)
  - “Black trial” (CBC National, May 8 2007)
  - But will the jurors believe him? (National Post, May 9 2007)
- Afghanistan and War on Terror
  - Kabul show and tell (National Post, May 10 2007)
  - Military says detainee was beaten by Afghans (National Post, May 3 2007)
  - “Death of a Taliban commander” (CBC National, May 13 2007)
  - “Roadside bomb in Afghanistan” (CBC National, May 17 2007)
  - Why the disabled to Taliban’s deadly work (The Globe and Mail, May 7 2007)
  - Kabul detains Canadian citizens (The Globe and Mail, May 11 2007)
- The non-English print media did not have a noticeable focus on any of these “typical” stories of the four-weeks period (except for Punjabi media which did cover the Air India inquiry more extensively than other non-English media).
  - Punjabi media headlines are characterized by references to hyphenated identity:
    - Indo-Canadian among youth honored by Surrey (The Link, May 12 2007).
    - Young Indo-Canadian stabbed at cultural event (The Link, May 19 2007)
    - Indo-Canadian couple held for keeping slaves (The Link, May 19 2007)
    - “StoneWally” refuses to help Indo-Canadian veterinarians facing systematic “racist abuse” (The Link, May 19 2007)
    - Conservatives insult Indo-Canadian with rejection of apology

- This analysis supports the findings from content analysis which suggest that Punjabi news is more likely than other non-English media to make reference to hyphenated identity.
- The results from analyzing Punjabi headlines support Will's finding (2005) which suggests that Punjabi news headlines are generally more opinionated and politicized than other third language news.
- Korean newspapers focuses heavily on business-oriented news
  - BC House cost increased by 11.1% (JoonAng Ilbo)
- This finding supports the result from content analysis which suggest that Korean media is more likely to cover business-oriented news than other third-language media.
- The headline analysis for the two Chinese language groups seems to suggest a higher degree of diversity in the type of news covered. There are several headlines which discuss provincial issues; a news category that was less visible among other language groups:
  - BC Liberals and NDP disagree over MLA pay raise (Sing Tao)
  - MLA leaves court house (Sing Tao)
  - MLA pensions (Ming Pao)
  - B.C. new Canadian entrepreneur awards (Ming Pao)
- Headlines on immigration issues seem to be slightly more frequent among the Cantonese than other language groups. There are a series of stories on Permanent Resident Cards and immigration process:

- No PR card application in Vancouver (Sing Tao)
- PR card revoked at border (Sing Tao)
- Review of immigration process (Ming Pao)
- Immigrants satisfied with life (World Journal)
- News about car accidents are frequent:
  - Drunk driving sports car crash: 1 dead, 1 injured (Sing Tao)
  - 13 year old boy injured in car accident (Sing Tao)
  - Vancouver East car crash (Sing Tao)
  - Drunk brothers crash cars (Sing Tao)
  - Police car chase in DT (Ming Pao)
  - Mother's day motor accident (Ming Pao)
  - Seatbelt fine raised (Ming Pao)
- In comparison to Punjabi media, Chinese and Korean media seem to be less editorial in their address of issues. The Chinese print media in particular seem to carry short headlines that often lack in detail:
  - Terrorist video game (Sing Tao)
  - MLA pensions (Sing Tao)
  - High gas price (Sing Tao)
  - Passport errors (Ming Pao)
  - MLA leaves court house (Sing Tao)
- Headlines from the Mandarin print media seem to suggest an emphasis on political news from home:
  - Xie elect for the President (World Journal)

- Dalai Lama visits Chicago (World Journal)
- Global competition: China leads over Taiwan (World Journal)
- Japanese Magazine made fun of Chairman Mao (World Journal)
- News (local and provincial) seems to have less priority in Mandarin print.
- By way of summary, the front page headline analysis of newspapers suggests that the ethnic press do not mimic the English newspapers; as suggested above, the ethnic press did not emphasize the same so called “hot” topics (Afghanistan, Air India, etc.) that were covered more extensively in the English press’ front page. There is a tendency to cover international in-group news (news from home), dealing with political issues of the day in the home-country in the items sampled. Local news is covered in the ethnic press, but is mostly ‘human interest’ stories rather than regional or provincial politics. The relatively high number of “car crash” stories in the Cantonese print media is an example of this trend.

### ***Geographical Focus***

- This analysis of geographical focus of news items available to different ethnocultural communities in BC indicates that news from ‘home’ or ‘source’ -country has equal or marginally higher news priority, but overwhelming priority over national news in the ethnic media profiled for this study. This confirms an historical trend which has been identified by a range of scholars (Lin and Song, 2006; Ball-Rokeach, Kim, and Matei, 2001; Matei, Ball-Rokeach, Wilson, Gibbs, and Hoyt, 2000).
- Overall, 50 percent of all news from the media sample is international, and 40 percent local among the third language media surveyed. Of the local news, there is a fairly even three-way split between regional, in group or

out-group specific focus, but a slight tendency to local in-group focus among ethnic media.

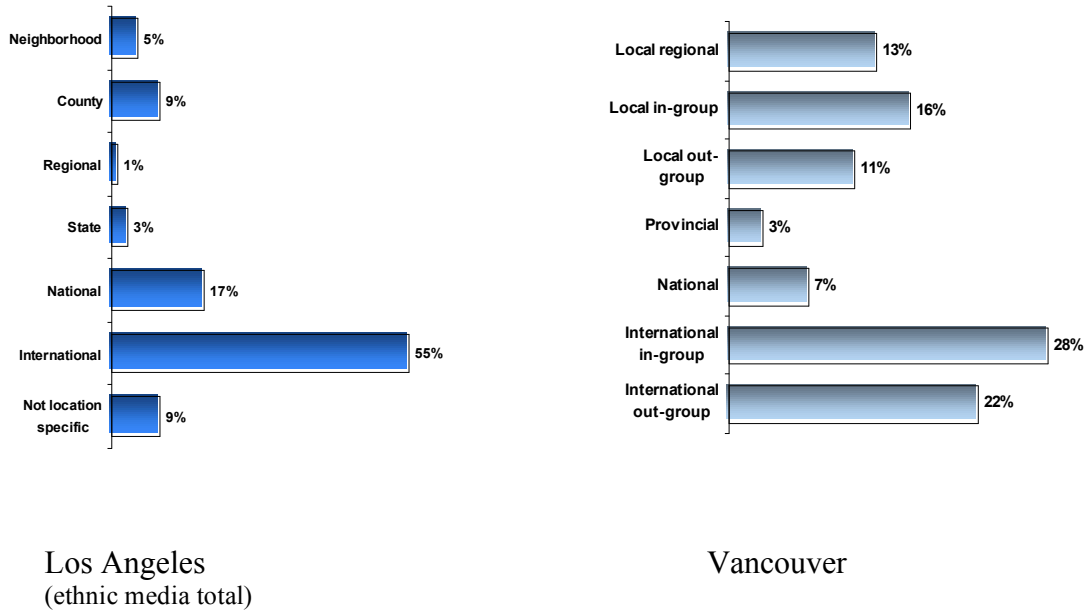
- As expected, there is a division of news labor which applies in geographic focus, or selection of news items for market appeal. English media showed front cover/lead line-up international news for 26 percent of the items: versus 50 percent for third language media, suggesting there is a ‘complementary’ competitive model in segmenting news values deemed important to audiences.
- National news stories do not often hit the front page/headline news lineup of ethnic media (7 percent compared to 43 percent in English media). The breakdown for all language groups is: Cantonese 7 percent; Mandarin 18 percent; Punjabi 1 percent; and Korean 6 percent.
- Provincial news is rare. Overall just 3 percent of total news items are dedicated to issues concerning British Columbia, categorized as ‘provincial news’. Cantonese, Mandarin and Punjabi media are slightly more likely to cover provincial news on television than print, while English and Korean media covered provincial news in print.

**Table 2: Geographical Focus of the News**

	Total	English Total	Non-English Total	Cantonese	Mandarin	Punjabi	Korean
Local-regional	11	5	13	-	11	19	13
Local-in-group	12	-	16	13	10	28	6
Local-out-group	12	17	11	22	12	6	10
Provincial	5	9	3	5	7	2	2
National	16	43	7	7	18	1	6
International-in-group	24	12	28	19	13	19	52
International-out-group	20	14	22	34	29	25	10
Other	1	2	-	-	-	1	-

- There are significant differences between the language groups. Overall 28 percent of ethnic media sampled feature 'international in-group' news (news from home-country) most often, followed by 'international out-group' news (news from other regions than home-country) with 22 percent of stories.
- Consistent with findings about Korean-American media in LA, Korean media in BC dedicate more than half (52 percent) of its news coverage to so-called international "news from home" (see Protocol for Content Analysis for definition). This in group focus may be partly a product of regulation: since it is sharper in television which has no domestic Korean specialty TV channel (but programs produced for Canadian licensed multilingual channels), which accounts for 70 percent, as opposed to print at 15 percent. Korean media's coverage of 'international out-group' news is much less frequent.
- There are also interesting differences by medium. Half (50 percent) of ethnic TV coverage is local, compared to 44 percent international. However, national and provincial news was covered in about 1 in 20 items.
- In a comparison with Los Angeles (Lin and Song) similarly high levels of international focus were found (55 percent in LA versus 50 percent in Vancouver). By contrast, however, local news (defined as neighborhood, county or regional news) was contained in 15 percent versus 40 percent of items. The ethnic media available in Canada would seem to be more thoroughly integrating sense of place as 'here' and 'there'. However, state or national geo political focus appears in 20 percent of the items in the US ethnic media, compared to just 12 percent of Canadian.
- The data also suggest Korean media are similarly international in focus: 62 percent in Vancouver versus 52 percent in LA (Lin et al., 2006).

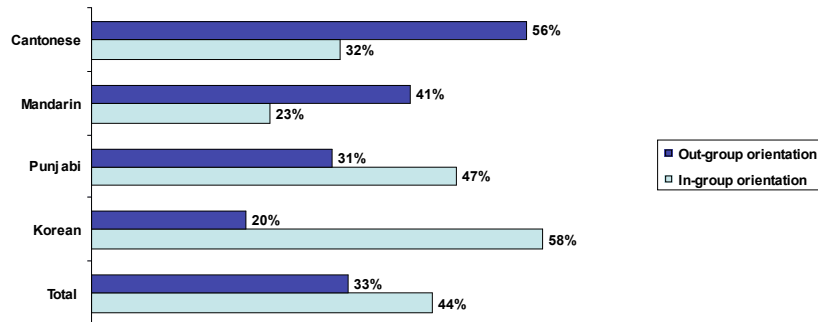
**Figure 1: Geographical Focus of the Ethnic Media (LA vs. Vancouver)**



**Intercultural Awareness**

- Overall, 44 percent of ethnic media items show either local or international in group awareness, versus 33 percent for out group geo political references.
- While the other three ethnic media groups dedicate between 25-34 percent of their total news coverage to news involving other international regions than their home country, Korean media falls slightly over the 10 percent mark.
- Among ethnic media, Punjabi scored significantly higher than average with 28 percent of their news dedicated to ‘local in-group’ news compared to the 16 percent average for ethnic media, while news in other ethnic language groups scored 6 to 13 percents. This can be partly attributed to the news outlet’s dedication to targeting second-generation Indo-Canadians using the English-language. This study covered four English-language weeklies, Apna Roots, Indo-Canadian Voice, The Link, and The South Asian Post from the Punjabi-targeted media.

**Figure 2: Intercultural Awareness among Different Language Groups**



- Results from the content analysis, then, seem to indicate a heavy tendency for in-group orientation among items coded from the ethnic media archive. In total 44 percent of items coded for the ethnic media have either a local or national in-group orientation, while 33 percent of coded items for ethnic media are believed to have a local or national out-group orientation. Cantonese and Mandarin media seem to have lesser focus than average on in-group oriented news: 32 and 23 percents respectively. Their out-group focus is higher than the ethnic media average: 56 and 41 percents respectively. Korean and Punjabi media items are more likely to be in-group oriented: 58 and 47 percents respectively, while their out-group orientation is significantly lower than the average and that of the Cantonese and Mandarin media: 20 percent of Korean and 31 percent of Punjabi news items were coded as being out-group oriented.

### **News Topics**

- The analysis of news topics indicates that “sensational” subjects covered in ethnic media are generally similar to that of the English media. News about crime, conflict and war, accidents, and national disasters constitute one-third of total news output for both English and third language media groups. Topics concerning sensational activities are more likely to be mentioned in the headlines than

any other topic category. The incidence of news on “acts of terror” is slightly lower in ethnic media. Topics concerning policies and programs, such as news about cultural, immigration, education, employment, and social policies make up one-fifth of total news production across all language groups. Such sensational news values are known in the commercial media to “sell” (Curran, 2002; Hackett and Zhao, 2005, p. 15).

- **Crime:** News about crime is much more likely to hit the front page/top story line up with 14 percent of total items, followed by government politics at 11 and social policy and programs at 9 percent. News about crime does not lead for all language groups. However news about crime is among the top three topics covered by all languages. Non-English media are less likely to cover this topic category; while they dedicate 13 percent of their coverage to news about crime, English media focuses 18 percent of its coverage to this topic. Among the ethnic media, Mandarin media, with 8 percent, pays least attention to crime news, while the other three language groups fall on or around the 15 percent mark.
- **Act of Terror:** English and Punjabi media dedicated 7 and 5 percent, respectively, to coverage of news about ‘act of terror’. This news category for Cantonese, Mandarin and Korean media was nearly nonexistent. English media is more likely than ethnic media to cover news about acts of terror.

**Table 3: News Topics**

	TOTAL	English Total	Non-English Total	Cantonese	Mandarin	Punjabi	Korean
Crime	14	18	13	15	8	14	14
Politics: government	11	9	12	8	10	8	18
Social policy and programs	9	7	9	7	1	12	12
In-group business/economics	6	7	6	6	9	3	9
Politics: election	6	5	6	2	7	5	8
Accidents	5	5	6	7	10	4	4
Health	4	5	4	6	2	6	1
Sports	4	8	3	1	5	3	1
Unrest, conflicts and war	4	5	3	2	7	4	1
Act of terror	4	7	2	-	-	5	2
Out-group business	3	3	4	6	3	2	4
Education	3	1	4	3	2	5	4
Entertainment	3	3	3	1	5	4	1
National disasters	2	3	2	4	2	1	3
Culture/cultural policies	2	2	2	-	1	3	3
Migration	2	1	2	4	1	1	3
Festive events/Carnivals	2	1	2	1	3	2	2
Religion	2	1	2	-	1	4	-
Global change/environment	1	1	1	1	-	1	1
Employment news	1	-	1	2	1	1	-
Minority group	1	-	1	2	1	1	-
Other	12	6	14	22	23	9	10

- Government Politics:** News about ‘government politics’ (excluding news about an election, which is covered under “politics: election”) is the second most frequent news topic. Korean media dedicates 18 percent of their news coverage to this category, while the other four language groups score on or around the 10 percent mark. English print media are more likely to cover news about government politics than English television: 12 percent compared to 7 percent. The difference between ethnic print and television is not as significant: they dedicate 11 and 12 percent respectively to news about government politics.

- If we combine “news needed for everyday life”<sup>6</sup> to include social policy and programs, health, education, culture/events, religion or employment news which would be relevant to social adaptation of third language groups, then about one fifth of all news fits this category, and there is little difference between third language or English media.

### **News Length**

- Front page news of the ethnic press are shorter than articles in the English press.
- For print, the majority of all language articles, 32 percent, are between 200 and 400 words, followed by the “less than 200” category at 23 percent and 400-600 category at 20 percent.
- Mandarin newspaper articles are relatively longer than those of other language groups. They have the largest number of 600-800 words articles (20 percent) and longer (26 percent), compared to a 13 percent average respectively in ethnic media.
- Ethnic TV media clips are shorter than their English counterparts. For TV, 1-2 minutes clips dominates at 39 percent, while less than 1 minute clips come second at 22 percent.
- There is a clear difference between ethnic and English media in terms of length of their TV clips. The majority of the English news clips, over 62 percent, are between 3 and 5 minutes in length, while the majority of ethnic media clips, approximately 75 percent, are less than 2 minutes long.

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<sup>6</sup> “News needed for everyday life” refers to the type of news that are considered essential for the local life of residents. This category excludes stories such as international politics, war, isolated accidents, and act of terror which may not influence the day to day life of residents. Example of headlines that were coded as “news needed for everyday life” are: “No permanent resident card application forms in Vancouver” (Sing Tao, May 16 2007, p. A1); “Review of immigration process” (Ming Pao, May 1 2007, p. A1); “Payment of pension to pensioners living abroad” (The Link, May 19 2007, p. A28); “B.C. Supreme Court ban sale of degree” (Channel M. Punjabi News, May 4 2007); “May is motorcycle safety month” (Channel M. Cantonese News, May 4 2007).

- The result seems to suggest shorter articles for the ethnic media, with less in-depth, feature-style articles.

**Table 4: News Length**

Print Words	Total	English Total	Non-English Total	Cantonese	Mandarin	Punjabi	Korean
<200	23	9	28	11	12	33	35
200-400	32	44	28	37	12	25	34
400-600	20	24	19	26	22	14	24
600-800	13	12	13	9	28	15	5
800-1,000	8	7	8	12	20	7	3
>1,000	5	5	5	5	6	7	-

TV Minutes	Total	English Total	Non-English Total	Cantonese	Mandarin	Punjabi	Korean
<1	22	11	26	39	46	13	15
1-2	39	8	49	52	43	20	72
2-3	12	14	11	7	8	17	11
3-4	17	34	11	1	2	38	1
4-5	10	28	3	1	1	11	-
5-6	2	5	-	-	1	1	-
6-7	-	-	-	-	-	-	-

## B. COMPARATIVE NEWS SOURCES

### **News Origin: Print**

- Wire copy is not often found on the front page of English papers. Fully 88 percent of the items were staff written. By contrast, just 29 percent of ethnic media press items are staff-originated.
- The numbers of staff-originated items are significantly higher for the English press: 88 percent compared to 29 percent for the ethnic press. At 82 percent, Cantonese newspapers have the highest number of articles produced by their own staff. Korean newspapers rank second among the ethnic

press with 31 percent of their items being produced by staff writers. The numbers for Mandarin and Punjabi are significantly lower at 30 and 14 percents respectively.

- Numbers of articles originating from wire services are marginal with less than 3 percent for all language groups, including English. The only exception is Mandarin which depends on AP for 16 percent and CP for 4 percent. CP's numbers are surprisingly low considering that majority of outlets are originated in Canada.

**Table 5: News Origin (Print Media)**

	Total	English Total	Non-English Total	Cantonese	Mandarin	Punjabi	Korean
<b>Wire</b>							
- AP (US)	2	1	2	-	16	-	2
- CP (Canada)	1	1	1	-	4	-	1
- AFP (France)	-	1	-	-	2	-	-
- Other wire	18	-	26	-	2	50	1
<b>Print</b>							
- Ottawa Citizen	-	1	-	-	2	-	-
- NY Times	-	1	-	2	2	-	-
- Freelance	1	2	-	-	-	1	-
- Multi origin	7	-	10	2	32	13	-
- Staff writer	46	88	29	82	30	14	31
- Other print	9	6	11	3	-	2	37
- Absent/UK	15	1	20	12	10	20	29

- Among the ethnic press 20 percent of the articles lack a by-line. This figure is significantly lower for the English press, which credit 99 percent of their contributors. Forty-five percent of articles in the Korean press lack by-lines, followed by Punjabi press at 20 percent, and Cantonese and Mandarin around the 10 percent mark.
- By way of summary, then, one-quarter of articles in the ethnic press lack by-lines, while the English press accredits almost 100 percent of their news items to

either an individual journalist or wire services. Cantonese and Mandarin media are more likely to use by lines than Korean and Punjabi newspapers. Interviews with media stakeholders suggest that the omission of by-lines could be an indication of translating and/or paraphrasing one or several sources from other printed or online material. These practices could be, in turn, an indication of a relative lack of proper and on-going financial resources to hire fully trained journalists, lack of a beat system in news management culture, or different orientation to copyright practices.

### ***Country of Origin of News Sources***

- Over 70 percent of sources mentioned in English media are coded as Canadians of European descent, while 25 percent of ethnic media's sources fall under this category.
- Korean media rely heavily on sources with South Korean background (57 percent), while other language groups are less likely to refer to sources with the same ethnic background.

Table 7: Sources Mentioned in News (Country of Origin)

	Total	English Total	Non-English Total	Cantonese	Mandarin	Punjabi	Korean
Canada	37	70	25	33	15	21	32
South Korea	16	-	21	20	1	1	57
Punjab (India)	9	-	13	-	1	35	-
US	8	10	7	7	8	8	5
China (Mainland)	5	1	7	12	23	2	1
India (including Punjab)	5	-	6	1	-	17	-
Hong Kong	2	-	3	16	1	-	-
Taiwan	2	-	2	2	9	-	-
Middle East	1	3	1	1	-	1	1
Pakistan (excluding Punjab)	1	-	1	-	-	3	-
North Korea	-	-	-	-	1	-	-
Punjab (Pakistan)	-	-	-	-	-	1	-
Other	15	16	14	9	41	11	3

### **Occupation of News Sources**

- Thirty-nine percent of sources mentioned across all language groups are identified as ‘government official/spokesperson’. The second most dominant category is ‘expert’ at 14 percent, followed by ‘general public’ at 10 percent.
- Ethnic media are more likely to use community leaders as sources. Punjabi media, at 14 percent, has the largest number of sources from the ‘community leaders’ sector, while Mandarin and Korean media fall on or around the 5 percent mark, and Cantonese at less than 1 percent.
- Korean media are more likely to rely on government officials: at 53 percent they are well above the average of 39 percent. The figures for other language groups fall on or under the average.
- English media are more likely to rely on experts. They accredit 19 percent of citations to ‘experts’ while the number for the ethnic media is 12 percent.

- Sixteen percent of items in the ethnic media make no reference to any specific source. The figure for English media is 5 percent. The two Chinese language groups are more likely to make no reference to sources in their news items. Twenty-one percent of Cantonese items and 28 percent of Mandarin items make no reference to any specific news interviewee source. The numbers for Punjabi and Korean are 16 and 6 percent respectively.

**Table 8: Sources Mentioned in News (Occupation)**

	Total	English Total	Non-English Total	Cantonese	Mandarin	Punjabi	Korean
Government							
official/spokesperson	39	36	40	28	39	33	53
Experts	14	19	12	8	9	13	15
No sources mentioned	13	5	16	22	28	16	6
General public	10	10	10	9	9	13	8
Corporate	6	8	6	9	7	4	7
Community leaders	6	2	7	1	4	14	5
Academics	3	2	3	3	2	3	3
Think tanks	1	1	1	-	-	-	2
Other	9	17	6	21	3	6	1

**Gender of News Sources**

- At 43 percent male sources dominate the sources mentioned. English media tops the chart with 51 percent of their sources being male, while Cantonese media score 35 percent.
- Female sources are mentioned in 5 percent of all news items. English, Korean and Punjabi media score below average at or around 4 percent, while Cantonese and Mandarin media score above average at 13 and 8 percents respectively.

**Table 9: Sources Mentioned in News (Gender)**

	Total	English Total	Non-English Total	Cantonese	Mandarin	Punjabi	Korean
Male	43	51	40	35	39	44	38
Female	5	4	6	13	8	4	3
Male/female	10	15	9	6	8	12	6
Not specified	42	30	46	47	46	40	52

### **C. REPRESENTATION OF NEWS ANCHORS AND REPORTERS**

#### ***Gender***

- Overall the numbers indicate a balance between genders of anchors: 51 percent male and 49 percent female.
- A closer analysis demonstrate that the Punjabi television channels have only male anchors, while Korean and Cantonese media by contrast rely heavily on female anchors: 74 and 87 percents respectively.
- Overall forty-seven percent of reporters are male, while 23 percent are female.
- English media rely more heavily on male reporters: 61 percent while for ethnic media the number is 41 percent.
- Punjabi media are more dependent on male reporters than female: 44 percent compared to 2 percent.
- Among ethnic media there are significant number of items for which the gender of reporter cannot be identified (more for print than television). Certain names are used for both genders.

**Table 10: News Anchors and Reporter (Gender)**

	Total	English Total	Non-English Total	Cantonese	Mandarin	Punjabi	Korean
<i>Television Anchor</i>							
Male	51	57	48	13	48	100	26
Female	49	42	52	87	52	-	74
Male/female	-	-	-	-	-	-	-
<i>Reporter</i>							
Male	47	61	41	15	47	44	47
Female	23	30	21	53	29	2	23
Male/female	1	2	-	1	2	-	-
Unable to determine (print)	29	7	37	32	22	53	30

## **D. REPRESENTATION OF NEWS ACTORS**

### ***Gender***

- In the Ethnic and English media male actors dominate the news stories. For ethnic media 38 percent of news actors are male, while 6 percent are female, and for English media the numbers are 46 and 7 percent.
- There is also a dual gender or male/female category which indicates several actors, male and female, being involved in the news story. The numbers for this category are 24 percent for ethnic media and 35 percent for English media. By medium, Korean and English TV as opposed to print tend to have a relatively higher number on this category, 38 percent to 4 percent, and 44 percent to 24 percent, perhaps reflecting a higher awareness of federal equity legislation in the regulated sector

**Table 11: News Actors (Gender)**

	Total	English Total	Non- English Total	Cantonese	Mandarin	Punjabi	Korean
Male	40	46	38	31	28	41	43
Male/female	27	35	24	8	13	33	27
Female	6	7	6	7	3	9	3
Not specified	27	12	33	54	56	17	27

**Age**

- Dominant category for age groups of actors is a 'mix of different ages' at 36 percent. Second and third are age groups 41-55 at 14 percent and 26-40 at 11 percent.
- Only 2 percent of all news items involved teens from the age group of 13-19 years old. This finding is consistent across all language groups.
- Seniors, 65 years old and above, are underrepresented across all language groups. Only 1 percent of items covered stories with seniors as dominant actors. While it is the case for all other categories, this age segment could be also included in the "mix of different ages."

**Table 12: News Actors (Age)**

	Total	English Total	Non- English Total	Cantonese	Mandarin	Punjabi	Korean
1 day-12yers	1	2	1	1	1	1	-
13-19	2	3	2	2	2	2	-
20-25	3	1	3	6	2	3	3
26-40	11	13	10	2	5	8	18
41-55	14	9	16	-	11	13	30
56-65	4	5	4	1	4	7	3
>65	1	1	1	1	3	2	-
Mix of different age groups	36	47	31	4	29	53	21
Cannot be determined	28	19	31	83	42	11	25

**Occupation**

- White-collar news actors are more likely to be mentioned than blue-collar actors: 30 percent compared to 8 percent.
- Mandarin and Punjabi media are more likely to cover stories that involve politicians. Both score on or around the 25 percent mark, while English, Korean and Cantonese score on or around the 13 percent mark. While all other languages cover politicians similarly for TV and print, Korean TV as opposed to print tend to cover more politicians, 18 percent to 3 percent.
- Less than 1 percent of actors across all language groups can be categorized as unemployed.

**Table 13: News Actors (Occupation)**

	Total	English Total	Non-English Total	Cantonese	Mandarin	Punjabi	Korean
Professional	30	36	28	13	18	22	49
Politicians	18	14	19	13	25	25	13
Blue-collar	8	7	8	6	2	16	4
Academics	4	2	5	7	6	3	5
Religious spokesperson	2	1	2	-	1	5	-
Royalti	1	1	1	2	3	1	-
Housewife	1	1	1	1	-	2	-
Unemployed	1	1	1	-	1	1	1
Unable to determine	25	23	26	45	35	12	27
Other	11	14	9	13	9	15	1

**Country of Origin**

- Overall, mainstream English media are much more likely to refer to Canadians of European descent (66 percent) of all mentions. Cantonese media, at 33 percent, are also more likely than other ethnic groups to refer to actors with European descent in their news items.

- Korean media, more than other ethnic media groups, rely predominantly on news stories that involve people from the Korean community (54 percent).
- In general, ethnic media are more pluralistic in the country of origin of their news sources. On the contrary, the vast majority (75 percent) of news-actors in the English media are from North America. News actors from South and East Asia are virtually nonexistent in the English sample.

**Table 14: News Actors (Country of Origin)**

	Total	English Total	Non- English Total	Cantonese	Mandarin	Punjabi	Korean
Canada	34	66	23	33	17	17	28
South Korea	13	-	17	-	1	1	54
Punjab (India)	10	-	13	-	1	36	-
US	7	8	7	7	6	8	5
China (Mainland)	7	1	10	20	32	2	1
India (excluding Punjab)	6	-	8	1	-	20	-
Hong Kong	3	-	4	21	2	-	-
Middle East	2	3	1	1	-	1	1
Taiwan	2	-	3	5	11	-	-
Pakistan (excluding Punjab)	1	-	1	-	1	3	-
North Korea	-	-	-	-	1	-	-
Punjab (Pakistan)	-	-	-	-	-	1	-
Other	16	20	14	13	29	11	11

## E. ADVERTISING PROFILE

### **Ad/News Content Ratio**

- News papers are more likely to be ad free than TV, with 29 percent of English newspapers and 21 percent of non-English newspapers carrying no ads, versus less than 2 percent of ad free TV items for both language groups.

**Table 15: Ad/News Content Ratio (Print Media)**

	Total	English Total	Non- English Total	Cantonese	Mandarin	Punjabi	Korean
No advertising	24	29	21	52	-	30	-
1-5%	24	62		-	-	-	-
5-20%	7	10	5	-	18	10	-
20-35%	12	-	19	-	76	30	-
35-50%	25	-	41	-	6	25	100
50-65%	1	-	1	-	-	5	-
65-80%	1	-	1	3	-	-	-
More than 80%	8	-	13	45	-	-	-

- **Print Front Page:** The ethnic press are more likely to carry more ads on their front page than the English press. The majority of English front pages, 62 percent, dedicate less than 5 percent of their space to ads in the total layout. Thirty percent of the English front pages carry no ads, and only 10 percent have 5-20 percent of their front page covered with ads.
- The numbers for the ethnic media are different. The majority of the newspapers, 60 percent, tend to allocate 20-50 percent of their front pages to ads. Thirteen percent of the newspapers cover over 80 percent of their front pages with ads. Cantonese media, at 45 percent, are more likely to cover 80 percent or more of their front page with ads than any other language groups.

**Table 16: Ad/News Content Ratio (Television)**

	Total	English Total	Non- English Total	Cantonese	Mandarin	Punjabi	Korean
No advertising	2		2	13	-	-	-
2<15 sec.	5	10	2	13	-	-	-
2<4 min.	38	33	41	25	29	62	38
4<6 min.	11	5	14	25	29	-	13
6<8 min.	38	52	32	25	43	8	50
8<10 min.	5	-	7	-	-	23	-
10<12 min.	2	-	2	-	-	8	-

- The penetration of ad space on TV is slightly different. English TV news programs carry more ads than the ethnic media. The majority of 30 minutes news programs carry 4-8 minutes of ads while the majority of the ethnic news programs carry 2-6 minutes of ads. In general none of the ethnic programs' advertising minutes exceeds 8 minutes, with the exception of Punjabi television programs which have the highest percentage of programs, 23 percent, which carry 8-10 minutes of ads. North American media (both English and ethnic) are more advertising intensive.

### **Type of Ads**

- Punjabi media had the greatest variety in the type of their advertising: 19 different types of ads compared to an average of 13 types for all other language groups. Ads for "automobile" and car services were among the most repeated ads across the ethnic media. The other four dominant ad categories are: Automobile and auto parts, law firms, banks and financial institutions, and restaurants. The most dominant advertising type for each language group are:
  - Cantonese: technology (telecommunication/computers)

- Mandarin: Automobile/auto repair
- Punjabi: Law firms
- Korean: Real estate
- English: Banks and financial institutions
- Across all language groups automobile ads had the highest frequency of appearance.
- Banking and financial institutions, although dominant in English media, did not perform strongly in the Cantonese and Mandarin media.
- Real estate ads were more visible among Korean and Punjabi media than Cantonese and Mandarin.

**Table 17: Type of Ads**

	Total	English			Non-English Total			Cantonese			Mandarin			Punjabi			Korean		
		Print	TV	Total	Print	TV	Total	Print	TV	Total	Print	TV	Total	Print	TV	Total	Print	TV	Total
Academies	16	-	-	-	21	37	27	-	-	-	-	29	8	90	23	64	-	63	22
Employment	9	-	-	-	20	4	14	-	14	5	-	14	4	85	-	52	-	-	-
Auto/	45	8	76	25	59	54	58	8	86	35	94	29	75	70	31	55	56	68	60
Classified ads	13	-	14	4	20	15	18	-	-	-	-	100	29	85	-	52	-	-	-
Entertainment	16	2	29	8	17	28	21	-	29	10	-	43	13	75	23	55	-	26	9
Media	9	-	29	7	6	17	10	-	71	25	-	14	4	25	-	15	-	11	4
Real estate	37	2		1	70	41	60	31	-	20	-	71	21	100	38	76	100	47	82
Restaurants	22	-	5	1	31	41	35	15	14	15	-	43	13	90	31	67	19	58	33
Translation	5	-	-	-	13		8	-	-	-	-	-	-	55	-	33	-	-	-
Law	29	-	-	-	45	50	47	-	-	-	-	14	4	95	100	97	56	47	53
Accounting	16	-	-	-	37	7	27	-	-	-	-	-	-	55	23	42	58	-	38
Bank/Finance	40	39	29	36	55	17	42	-	57	20	76	14	58	90	-	55	44	16	35
Insurance	21		10	2	37	24	33	-	-	-	-	-	-	85	54	73	42	21	35
Beauty	18	5	24	10	12	43	23	-	57	20	-	14	4	50	62	55	-	37	13
Technology	19	11	14	12	13	41	23	23	86	45	-	86	25	40	8	27	-	32	11
Supermarket	27	2	62	17	24	52	34	8	14	10	6	29	13	95	92	94	-	47	16
Travel	22		29	7	23	48	32	15	-	10	12	71	29	80	54	70	-	53	18
Politics (Mu)	-	-	-	-	1	-	1	-	-	-	-	-	-	5	-	3	-	-	-
Politics (BC)	-	-	-	-	1	-	1	-	-	-	-	-	-	5	-	3	-	-	-
Other:	32	32	76	43	17	37	24	-	57	20	88	100	92	-	8	3	-	26	9

**Region Market Focus of Ads**

- Ethnic media were dominated by ads from business operating and offering services in the GVRD (area codes 604 and 778).
- Mandarin media was more likely to carry national ads than other ethnic media.
- English media carried more national ads than those specifically targeted to audiences in GVRD.

**Table 18: Region Market Focus of Ads**

	Total	English			Non-English			Cantonese			Mandarin			Punjabi			Korean		
		Print	TV	Total	Print	TV	Total	Print	TV	Total	Print	TV	Total	Print	TV	Total	Print	TV	Total
Local (GVRD)	70	44	29	40	97	73	89	77	100	85	100	43	83	100	33	75	100	100	100
Provincial	7	3	10	5	8	7	8	-	-	-	-	29	8	20	8	16	8	-	5
National	33	52	71	57	7	40	18	15	-	10	6	86	29	15	25	19	-	47	16
International: home country	6	-	-	-	1	27	10	-	-	-	-	-	-	5	100	41	-	-	-
Other:	2	-	-	-	6	-	4	8	-	5	-	-	-	20	-	13	-	-	-

**F. MEDIA FRAMING****Orientation of Locality**

- This item attempted to measure translocality.
- How do articles about ethnic communities frame themselves in terms of their sense of belonging to a certain community? This category traces phrases, words, points of reference, and clues in the news text that make 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?”
- Not surprisingly, English media clearly position home as Canada, with 79 percent of news items conveying a clear association.
- By contrast, Canada is positioned as “home” by 28 percent of items in ethnic media—an incidence

which rises to 42 percent among locally originated ethnic TV media. Cantonese and Korean media (both print and TV) are more likely to call Canada “home”: 55 percent and 32 percent respectively.

- The country of origin is conveyed as ‘home’ in 42 percent of all ethnic media items, compared to 11 percent of English coverage.
- Korean media have the highest affiliation with the home-country: 63 percent of all items frame Korea as home, while 32 percent represent Canada as home.
- What is interesting is 26 percent of all items are deliberately ambiguous with respect to any reference to home in the ethnic media.
- Locality is not framed in any identifiable way in the majority of Cantonese and Mandarin items (40 percent and 60 percent respectively)—leaving an open reading to the audience.
- Length of residency of the target group may play a role here.
- Cantonese media frame home as Canada in 55 percent of all their news items, while only 2 percent of articles frame Hong Kong as home (They are older immigrants)
- For Mandarin the divide is more balanced: 16 percent of items frame Canada as home, while 17 percent identify China as home (newer immigrants)
- Fifty-one percent of Punjabi items frame home as country of origin, while 19 percent of items frame home as Canada.
- Representation of translocality varies by medium: Cantonese and Mandarin TV tend to frame “home as Canada” relatively more than print, by 92 percent to 57 percent, and 39 percent to 12 percent respectively. On the other hand, Punjabi and Korean TV frame “home as country of origin” relatively more than print, 62 percent to 44 percent, and

74 percent to 41 percent respectively. On average, 56 percent of ethnic TV to 35 percent of ethnic print frame “home as country of origin.”

- Local ethnic TV stations are more likely to position home as Canada (42 percent) than the ethnic media average. In this subsector, 26 percent of items still contextualize home as the country of origin, but fully 30 percent are neutral.

**Table 19: Orientation of Locality**

	Total	English Total	Non-English Total	Cantonese	Mandarin	Punjabi	Korean
Home as Canada	41	79	28	55	17	19	32
Home as country of origin	33	11	42	1	16	51	63
Other	4	4	4	-	-	12	-
Neutral	7	4	7	4	7	12	4
Unidentified	15	3	19	40	60	6	1

**Orientation of Identity**

- Analysis also probed for implied identity. How do articles written about ethnic communities regard themselves in terms of belonging to the larger Canadian society? This dimension addresses sense of belonging to a group of people and participatory citizenship. For instance do articles in the press refer to people 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.
- Forty-six percent of all ethnic media items choose terms of affect real or implied which evoke a sense of belonging with the ethnic community, while

15 percent of items frame sense of belonging to the dominant Canadian culture. Twelve percent of items were categorized as framing a hyphenated identity (Ethnic-Canadian).

- Korean, Punjabi items demonstrate a stronger affiliation with the ethnic community: 64 and 59 percents respectively.

**Table 20: Orientation of Identity**

	Total	English Total	Non-English Total	Cantonese	Mandarin	Punjabi	Korean
Ethnic: sense of belonging with the ethnic community	35	5	46	1	23	59	64
Canadian: sense of belonging to the dominant Canadian culture	32	78	15	27	1	8	26
Ethnic-Canadian: sense of belonging to both communities	9	3	11	16	4	17	5
Cannot be determined	21	7	26	55	72	8	6
Other	5	8	3	1	-	9	-

- Cantonese media are more often silent on orientation of identity (55 percent) as are Mandarin media (72 percent).
- When identity orientation is explicit, Cantonese items, at 27 percent, more likely to frame sense of belonging to the dominant Canadian culture. Less than 1 percent of Cantonese items demonstrated a sense of belonging with the ethnic community of origin.
- Cantonese and Punjabi media, with 16 and 17 percents, top the chart for hyphenated identity framed in their content.
- Punjabi media headlines are characterized by references to hyphenated identity:

- Indo-Canadian among youth honored by Surrey (The Link, May 12 2007).
- Young Indo-Canadian stabbed at cultural event (The Link, May 19 2007)
- Indo-Canadian couple held for keeping slaves (The Link, May 19 2007)
- “StoneWally” refuses to help Indo-Canadian veterinarians facing systematic “racist abuse” (The Link, May 19 2007)
- Conservatives insult Indo-Canadian with rejection of apology
- This analysis supports the findings from content analysis which suggest that Punjabi news is more likely than other non-English media to make reference to hyphenated identity.
- The results from analyzing Punjabi headlines support the finding from Will (2005) which suggest that Punjabi news are generally more opinionated and politicized in their identity communicated than other third language news.
- Analysis by medium suggests local ethnic TV is less likely to be primarily ethnic-oriented (28 percent), more likely to be Canadian (27 percent versus 15 percent) and about the same in telegraphing hyphenated identity.
- Orientation to belonging, then, contained in these media sources is much more complex than any simple binary might imply—but, surprisingly, less complex in the English media, among the multi lingual coders used for this study.

### **Media Frames**

- Frames are fragmented.
- Results indicate the following:

- The high number of articles with no particular frame may be an indication of editors following the conventions of journalistic neutrality
- The frames listed are not relevant to the media sources analyzed in this study
- 65 percent of Punjabi items are coded as being framed. The strong editorial opinions in the Punjabi press may support this finding (Will, 2005).
- The lack of framing in the majority of Korean and Mandarin items may support the relatively low number of analysis and feature items in these two language groups.

### **III. CONCLUSIONS AND RECOMMENDATIONS**

#### **COMPARATIVE ANALYSIS: ENGLISH AND ETHNIC MEDIA**

- All print media in the non-English sector rely heavily on advertising. The front pages of the local non-English media are typically covered with 20-50 percent of advertisements. Almost half of the Cantonese print media cover more than 80 percent of their front pages with advertising. This finding supports the hypothesis that non-English media heavily rely on advertising revenue to generate funding for news production.
- The relatively low numbers of news items covering national news among all non-English print outlets is a matter of concern for the following reasons: a) many of the policies (immigration, multiculturalism, etc.) affecting the lives of immigrant communities are tabled and executed on a federal level, yet news on these issues does not seem to be given priority; b) the fact that

Canada is currently lead by a minority government elevates the possibilities for a mid-term federal election. Events that unfold on the national level may be the so-called defining factors in a parliamentary election and thus are necessary to be covered on a regular basis (the Afghan mission, the Air India inquiry, etc.).

- The Korean media's focus on news from home and their in-group orientation seem to suggest that the Korean community in Vancouver is less interested in news about local or national events since they are given far less priority. In contrast Punjabi and Cantonese media seem to be less in-group oriented and identify their communities as being more hyphenated or more integrated into the dominant culture. Items from the Punjabi and Cantonese samples were more likely to be coded as having an ethnic-Canadian or Canadian orientation of identity.
- There seem to exist a similarity between the different language groups on their coverage of international out-group news (on average a quarter of all news items among non-English media were dedicated to this geographical region). This may indicate a steady coverage of news that covers geo-politics, conflicts, and business on an international level, or greater inter-cultural awareness
- Comparatively, English media tend to focus less on international news than ethnic media (26 percent compared to 50 percent). The precedence is given to National news which almost covers half of the front page and airtime of English media.
- The front pages of English newspapers are generally covered by less than 5 percent of advertising, while the percentage for non-English media is significantly higher. This comparison may refute the general conception that non-English newspapers are modeling their physical appearance according to their English counterpart. The two groups also differ in terms of departmentalization of newspapers: English press tend to have separate sections which focus on a specific topic category (news, entertainment, business, etc.), while the non-English

newspapers are physically organized differently with all sections stapled together.

- When it comes to covering the so-called “news needed for everyday life” (see explanation for Note 2) non-English media perform slightly better than the English media. English media, on the other hand, are significantly more likely to cover “sensational” news (see explanation for Note 1). This finding is most visible when comparison is made between English and non-English television: while 25 percent of non-English television news items are dedicated to stories categorized as “news needed for everyday life,” English television dedicates 15 percent of their program time to news of this sort. This may suggest that there is a need among immigrant groups to have access to news that covers issues on social and cultural policies, immigration laws and policies, healthcare and education more easily accessible on the front page. These are the topics that are generally considered as important for the adaptation of new immigrants to the Canadian society.
- During the sample period for this research a number of national and international events were frequently covered as headline news among the English media. Some of these news-stories were the Afghan mission, the Afghan detainee scandal, the Air India inquiry, and the tainted Chinese pet food. The English media covered these stories more than one occasion during the four-week sampling period. An analysis of headlines suggests that the non-English media, during this period, seemed to pay less attention to stories that were considered as key for the English media. Instead headline analysis suggests that the non-English media was more diverse in their focus and did not follow the same model of covering “typical” news of the day.
- A significant number of non-English newspaper articles lacked bylines. This may be an indication of lack of properly trained journalists, which in turn may result in borrowing of materials from other news sources (typically the off the net) without properly citing them. This practice was virtually non-existent among the English print media.

### **Comparative Analysis: Television vs. Print**

- In general results from television and print media are similar. There are however some areas of divergence.
- Television tends to focus more on hard news than print across all language groups.
- Non-English print seem to offer more national news than the non-English television (7 percent compare to 2 percent). But this may be partly an artefact of the CRTC conditions on licence for the sampled TV stations as demonstrated in the case studies. The same result is also visible among the English media.
- Ethnic television is less likely than Ethnic print to frame identity orientation as primarily “Ethnic.” Local ethnic television has 28 percent of their items coded as promoting a Ethnic sense of belonging while for print the number is 43 percent. This may partially be explained a greater focus on local news stories.

### **Suggestions for Future Studies**

For future research the following recommendations should be considered:

- A comprehensive design for this sector should be developed based on audience surveys, interviews and focus groups to analyze audience consumption habits and needs when it comes to the ethnic media. It is still unknown whether the heavy reliance on “news from home” is attributed to economic imperatives of these media outlets or a reflection of actual demands.
- A study of the vibrant radio sector is recommended in order to have a better understanding of the ethnic media landscape.
- Future research should expand and include sources from other language groups, such as Farsi, Japanese and Hindi-- which are performing very strongly in terms of number of outlets and audiences-- and Tagalog due to the growing immigration rates from the Philippines.

### **Hypotheses for Future Studies**

The findings of this study suggest several hypotheses which open up new areas of research.

- Ethnic media in B.C. are heavily dependent on the ethnic business sectors for advertising revenues. Access to ads is front page priority. Breakthrough to mainstream advertisers is as yet limited to the larger, more established media (serving the first wave of Cantonese and Mandarin speakers coming to BC). The relatively small ad pool is cause for serious concern for longterm sustainability.
- The advertising in the media seems to fulfill certain essential local needs of these economic enclosures. Ads of third language law firms, realtors, financial institutions, etc. are fulfilling a local need to exchange commerce and build the local ethnic community's financial sustainability. This suggests a fundamental 'bridging' economic imperative between third language buyers and sellers as high priority for within-group 'media' responsibility in this sector which needs to be better understood.
- Given Canada's immigration policy, which focuses on skilled immigrants, and indeed, had a high priority on economic immigrant classes in the 90s, this is not unexpected as a news taste among editors, who are anticipating what their audiences want (Banting, Courchene, and Seidle, 2007).
- However, for the period of this study the almost complete absence of national or provincial Canadian news from the front pages of ethnic media is cause for concern about balance. There is marginally greater diversity in news coverage of regulated local broadcast media.
- Whether the news content is servings the *local non-economic social or cultural* needs of the ethnic communities requires further research. Ethnic media may or may not be playing a self-claimed "bridging" role. What are the different experience and norms of social responsibility of the media in play?

## **PHASE III**

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# **QUALITATIVE POLICY REVIEW OF ETHNIC MEDIA IN BC**

## **BACKGROUND**

After mapping and analysis of a random sub-sample of media content was completed, it was decided to conduct additional in-depth interviews (50 minutes in duration) with a cross-section of media stakeholders, community group leaders, and policy analysts in the third language media sector. A survey of relevant comparative academic and empirical ethnic media studies was also undertaken.

## **OBJECTIVES**

The specific objectives of Phase III are to:

- Contextualize some of the original findings of Phases I and II
- Explore a framework for analysis
- Prepare a policy brief on the state of ethnic media in BC.

## **THE ENVIRONMENT**

Over the course of this study (September 2006-September 2007) a range of stories broke which were significant to all communities, but involving Sikh, Indo-Canadian, Korean and Muslim citizens in events that gained nationwide coverage in the mainstream media ("Night mare in the Fraser Valley: a road accident sparks an investigation of B.C.'s berry-picker underclass" *Macleans*, June 25, 22) (Inquiry into Accommodation: Quebeckers' insecurity said to

fuel backlash against minorities, *Globe and Mail*, August 15, 2007 A 8). There were a series of tragic murders of South Asian women, a rally in the Punjab market protesting violence against women on April 5, 2007, and a local radio station sponsored community round tables to discuss these issues. There was the tragic story of the Korean- American student assassinating his fellow students in Virginia. No overt racialization of stories in the national media were attached to the Chinese communities during the sample period. While it was out of the scope of this study to gather comparative coverage of such potential “wedge” issues, such design is recommended in future studies.

## **DISCUSSION OF FINDINGS**

Nineteen interviews were conducted with media and community stakeholders from the Chinese, Punjabi, Iranian and Korean communities. The interviewees are:

Ms. Negar Azmudeh: a lawyer working in the Iranian community;

Mr. Ajit Badh, President, Sher-e- Punjab

Mr. Ben Choi, President, TV Korea

Mr. Joseph CHu: Chief Constable, Vancouver Police Department

Mo Dhaliwal: account executive with a marketing company

Ms. Shushma Datt, President, Rim Jhim

Ms. Sudhir Datta: Vice president of RJ 1200

Mr. Lee Duk Il: publisher and owner of a Korean media company Bomia Group

Mr. James Ho: President, Mainstream Broadcasting Corporation (CHMB AM1320)

Ms. Winnie Hwo, News Director, Fairchild TV

Mr. Bruce Hamlin, Vice-President Sales, Channel M

Mr. In Seo Kim: Publisher of a Korean language newspaper Canada Express

Mr. Eddie Kim, Staff Writer, Vancouver Chosun

Mr. Ramin Mahjouri: President, Paivand Media Group (Iranian)

Jagdeesh Mann: managing editor of a South Asian newspaper;

Ms. Yonah Martin: Chairperson, Corean Canadian Coactive Society

Mr. Imtiaz Popat: Independent producer for Vancouver co-op radio, board member of the Canada-Urdu Association, and President of Muslim Gay Association of B.C.

Mr. Roy Ruan, Manager, Advertising Department, World Journal

Mr. Vincent Wu, Editor, World Journal

Ms. Mira Jung, Director of the Announcer Department, Radio Seoul

Ms. Seo Young Ha, Editor in Chief, DongA Life

Mr. Wally Oppal, Attorney General of BC and Minister Responsible for Multiculturalism

Their observations are summarized as follows.

***Perceptions of Community:***

There is high awareness among BC participants of a general growth in population among all ethnic groups considered for this study, but also including the Iranian community. The size of each of these ethnic groups is increasing: “20 years ago everybody knew their neighbors but now I can only meet my neighbors twice a year” (Mo Dhaliwal, Vancouver marketer).

There is a general notion that business class immigrants dominate the new immigrant categories. These new immigrants are interested in medium to large-scale investments, rather than the “old” immigrants who came to Canada through Family Sponsorship Program and focused on family businesses. The change in the immigration admission standards and generational change are creating new cleavages in ethnic communities in BC.

Finally, temporary migrants (international students, travelers) are an important part of the ethnic media community—especially valued by smaller or emerging media outlets.

It is important not to impute a false unity to these ethnocultural categories. They are often far more diverse than supposed. Interviews with South Asians paint a fragmented image of that community. Sunhir Datta (RJ 1200) indicates that the new

immigrants are so-called city-dwellers, educated, and of the business class: "The new immigrants are not mixing with the old community." The Chinese community is thought of as somewhat less fragmented, but divisions exist: people from mainland China vs. those from Taiwan and Hong Kong. Korean spokespersons regard their community as relatively unified, but mention that there are no "typical" community issues for Koreans, similar to the Head Tax for Chinese or Komagata Maru for South Asian, which would "bind community people together." Yet representatives of this community often mentioned the importance of covering Korea Day, for example.

The majority of the interviewees expressed some concern with a perceived lack of inter-cultural communication. Language barrier is mentioned as one of the causes for this lack of interaction. Intra-ethnic conflicts are another: Negar Azmudeh (a Vancouver lawyer) made reference to the conflict and sense of mistrust that exist between Iranians of Persian descent, Arabs, Kurds and Afghans. A view among a plurality of participants is that each ethnic group acts in its own self-interest and does not see any need to reach out to other ethnic communities to advocate the interests of the immigrant community at large. Indeed, it is possible that there is inter-ethnic rivalry in the run up to elections, something manipulated by provincial and federal politicians and reinforced by some ethnic leaders who are increasingly exploiting targeted voter appeals to ethnic communities, dispensing pre election goodies, and precipitating a kind of laundry list of benefits gained. The tendency to holding separate news conferences in different languages (what some call "segregated news conferences") is now becoming more prevalent after the 2004 federal election, but such strategic behavior is often kept behind closed doors.

There are intra-community rivalries among interest groups that pursue their own agendas. Several respondents made reference to the conflicts as a result of targeted rumors or hate speech that damage individual reputations, ruin careers, and block community advancement.

An interesting point arose from the South Asian interviews regarding community leaders. Participants were vehemently opposed to the narrow list of community leaders identified in mainstream media and often used again and again as news commentators or selected by social and political advisory boards to represent the community in a recursive loop of elite entrenchment. These critics were unified in their belief that these community

leaders did not represent the diversity of the contemporary immigrant experience and that there were no real community leaders that could or even should, be identified in a community so large. White commentators have noted the editorial nature of news articles appearing in the South Asian Community often convey a bitter tone in expressing opinions about community leaders which is a manifestation of this frustration (Will, 2005). While emerging as a trusted journalist, editor or cited source in the local ethnic press is seen to ease transition into the English press and enhance legitimacy of voice, or citations by it, clearly, there is less cross over of new authentic leaders going on than these participants thought was healthy. Indeed the weakness of local ethnic media industry association links or links to the social agencies serving immigrant communities, suggest a disconnect here. Links from local English sources to third language sources are more often cited, than links the other way in news supply in the interviews for this study. News clippings services feeding multicultural policy makers for policy scanning purposes are rarely translated. There is no survey of third language media available to Canada's Metropolis network studying immigration, for example, presenting an odd blind spot. The Webster Foundation in British Columbia serves as an important body to recognize awards for BC journalism, but offers only awards in 'community' categories or Chinese language categories (journalist Mary Yang won in the category for a story on the Head Tax in Ming Pao last year), suggesting a multi-ethnic media environment has not been accepted yet. It does not offer awards recognizing any other language group, and the foundation defrays the burden of translation on the nominee. If local ethnic media serve a link in storytelling about issues, views and emerging leaders in their community, then it seems there are few springboards for them to appear on the local, provincial or national media stage.

Finally, the growing second and third generation population cannot be lost to the mainstream media. However, as Eddie Kim (staff reporter, Vancouver Chosun) argues, this means that the level financial and human capital invested by ethnic media " will require at least twice as much as it requires for an in-group language newspaper".

## **ON COMMUNITY MEDIA:**

### ***i. The Social Responsibility Hypothesis***

A balanced approach towards geographical focus of the news seems to be the desired characteristic among participants of this study. While news from home need to be covered, local and national news relevant to immigrant communities need to be prioritized more. To support this argument In Seo Kim (Publisher of the Canadian Express) says that the launch of his new English language paper is predicated, in his opinion, on the need more locally originated news from Canada and not Korea. The Pew New America study found a very lopsided quantity of international and local news: fully 4 to 1, and argued that this represented an insufficient balance, particularly among Hispanic populations, a general critique also supported by the Annenberg School's Metamorphosis project. By contrast, the higher rate of local news found in BC content compared to US content for most groups indicates that an aspiration for a more balanced approach is supported by practice in BC.

There is a general consensus among all interviewees that ethnic media outlets need to cover local news, in an attempt to raise inter-cultural awareness and assist the new immigrants with integration. Results from the BC study of ethnic media contents suggest that 12 percent of local news is devoted to items involving other ethnic communities. The education factor seems to play a significant role: "The media should give out informative facts to people that can ease people's living in Canada," says Lee Duk Il, owner of the Boma group.

Despite such good intentions, there are barriers to the amount of investigative or original reporting that can be done in ethnic media newsrooms. In a previous study of editorial policy, Shang Ping Han, editor in chief of the World Journal in BC, has stated that his paper strives to put local news on the front page, but due to "manpower" shortages, local coverage is often insufficient (Poon 2006).

An important element of an effective functioning ethic of social responsibility is the ability to resolve complaints and negotiate news standards. Effective media marketing implies a regular dialogue with readers or viewers who often email or complain, or ask for more time for certain items. Editorial policies for resolving complaints vary by medium. The broadcasters not only subscribe to a code of news values, including values about the diversity of

representation and prohibiting racism, but also belong to self-regulatory bodies such as the Canadian Broadcast Standards Council. Among the print outlets in the BC Ethnic Media directory, there is no membership in the print BC Press Council, nor has that agency reached out to the BC ethnic media sector.

Understanding the nature of the audience feedback loop in different cultural communities is essential. Some groups are reluctant to file complaints (especially first generation Asian citizens Vo, 73) indeed, not naming racism or confronting it is a strategy for survival (Vo, 89). Nonetheless, most outlets interviewed for this study reinforce studies elsewhere that the interactive capacity to voice opinions not heard elsewhere (Georgiou 2005, Park, 2005) is highly valued by new citizens, and indeed, is reflected in the known audience popularity of radio and phone-in shows. In this respect, says Reynald Blion, director of the Mediam'Rad programme at the Institute of Panos in Paris, the ethnic media may be a breath of fresh air, "able to inject new viewpoints and broaden the agenda." (Mediam'Rad, 2006).

### ***ii. The "Media as Business" Hypothesis***

There seems to exist a lack of knowledge about, or a level of mistrust towards the intentions of some of the non-English media outlets. An interesting finding was that the South Asian, Iranian and Korean interviewees all believed that some people started up media publications as money-making ventures rather than a desire to present a voice that was not heard. Ramin Mahjouri (President of Paivand Media Group) comments on this: "Iranian media, especially newspaper, has been mushrooming during the past 5-10 years. But many of these newspapers don't have a social agenda. They think of their business as precisely a business through which they make a living." Mo Dhaliwal (Marketing Executive) argues that the motive for starting a media outlet is for profit. Seo Kim (Publisher) comments on the Korean community: "Korean newspaper owners out there would not have the best interests in serving the community. They are mostly business oriented." This study's findings confirm a high content of ads in the Korean media, and indeed, headlines show a strong business news agenda.

### ***iii. Professionalism***

One of the major concerns raised by most of the interviewees was the lack of professional training among non-English media

reporters. While some outlets (for example Shaw Community Channel, M Channel) make a point of accepting the credentials of incoming journalists, especially from India, there is a recognition that different home country media cultures imbue different values, and careful mentoring is required. One example raised mentioned the case of a murdered visible minority student not long ago, where the media outlet did not obtain video footage of the accused, unfamiliar with the Canadian practice of obscuring the face to protect identity, but running the story.

Sudhir Datta (Vice President, RJ1200) argues that the owners of Punjabi media companies don't have the experience in being media managers, editors, or broadcaster; "They tend to be people who wake up and decide to it." This is not entirely blamed on the media outlets. Datta continues: "there is lack of trained professionals to hire." Training seems to take place according to an 'as needed' standard and it's mostly internal.

Others agree by adding that "quality of reporting is not great and production is poor." Mann (Editor) argues that the so called journalists of the non-English media do not engage in critical thinking when they produce material for publication or broadcast. Mann attributes this partially to the dominant mind set of the media which trains media professionals to be competitive and focus on breaking the news rather than offering contextualized analysis. It may also be due to the small size, family controlled type of media ventures.

Ramin Mahjouri (President, Paivand Media Group) admits that one of the biggest problems he is facing is staffing. He employs four paid staff and a number of part time volunteers. As a result of this lack in professional staff, the majority of his news output is from the internet. Imtiaz Popat (a producer, Co-op Radio) argues that the non-English media sector needs more professional journalists in order to represent the ethnic communities better.

Tung Chan (President, SUCCESS) comments that the lack of journalistic integrity of reporters becomes compounded when outlets hire individuals who do not know "here". What results is a shallow reading of the issues.

**iv. The Specificity of the Ethnic Media Community of Practice**

What do so-called ethnic media offer that other, national, media do not? What obstacles do they have to overcome to continue operating and gain greater visibility? How do they work with the mass media? What special issues arise in these kinds of partnership?<sup>7</sup>

Consistent with the findings of this study which found little concordance on news agendas across ethnic media, or between English and third language media in the sample period, sociologists attached, respectively, to Institut Panos Paris, Cospe and Mira Media, carried out comparative content analyses of information disseminated in France, Italy and the Netherlands by both the mass and ethnic and diversity media during the G8 summit in Gleneagles (Scotland) from 5 to 9 July 2005. That inquiry revealed that the ethnic and diversity media featured information not covered by the mass media, and vice versa.

The comparative advantage for ethnic/ minority media resides in the variety of origins, backgrounds and knowledge of their journalists that give them original insights into certain current events. Some also make use of foreign press agencies. But many are unable to carry out extensive investigative reporting, often for lack of means. They glean their information from their immediate environment and their network of associations, with the voices of unknown individuals often preferred to those of so-called 'experts'.

"One of the characteristics that ethnic and diversity media share throughout Europe is their extreme precariousness", says Reynald Blion, director of the Mediam'Rad programme. He goes on to say, "the difficulties they face in finding finance and human resources make them extremely vulnerable and limit their capacity to develop and expand." This fragility restricts their outreach, their ability to keep going in the longer term and the professionalism of their staff. An essential first step is therefore to gain a better understanding of how they operate, to study their audiences and readership and to identify their needs in terms of human and financial resources.

Most studies note a high degree of aspirant, transient media in the sector. There is always the question of continuity, as the lack of a stable, paid editorial team, which is identified with the media, does not help it mature. Voluntary work does not always help the long-term development of a community of practice. There is evidence to

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<sup>7</sup> [http://www.mediamrad.org/document/proddocument/prod181\\_doc.pdf](http://www.mediamrad.org/document/proddocument/prod181_doc.pdf)

suggest that the presence of a salaried staff multiplies the chances of a given media being seen as legitimate in the eyes of the mass media, and, as a result, of forming collaborations. Even today, the mass media maintain a certain mistrust of ethnic media. According to Alexandra Herfroy-Mischler, a postgraduate student who worked on the Mediam'Rad content analysis, "it seems that there is a certain generalization being made about the objectivity of their journalists. The mass media tend to think that information coming out of community media is biased, because it is cultural", in the sense of being partial and limited. This view was echoed by a number of participants in this study. It also contributes to an ethnic media reporting practice that is heavily dependent on secondary sources as found in the analysis of BC media contents.

To probe such assumptions, Mediam' Rad simulated an intercultural editorial meeting to explore the way different cultural perceptions may influence news values and news selection, and identify alternative practices and their consequences.

There are very few studies in Canada about the impact of cultural difference on news values and news judgments (Ridout), but editors and journalists are aware of differing community standards. For example, the tolerance for graphic sexual depiction is sensitive in traditional Chinese communities, but relaxes over time, and programmers must be vigilant in these and Muslim communities. Only the CBSC is promulgating decisions about intercultural interpretation of issues including hate speech for example; but it is divided in its delivery. Supported by the broadcast sector for its multilingual outreach to describe the codes and civic complaint process, it does not accept complaints in a third language or publish findings of its decisions in anything other than English or French. At the same time, a 2001 decision that found against Talentvision in its carriage of a CCTV news item unfavorable in its portrayal of the Falun Gong, presents the kind of intercultural discussion of news standards that is necessary in this country. There are widely varying protocols for statements in play in the content analyzed for this study. Some items in the Punjabi media evince disrespect or make mocking, near libelous statement about prominent BC cabinet ministers, for example, which 'shock' other cultural groups and raise legitimate intercultural differences in distinctions between fair and unfair comment and appropriate standards of news accuracy. Nonetheless, the kind of minority-majority media alliance demonstrated by *Canada Express*, the new Korean print venture, may suggest new opportunities for intercultural diffusion of values in editorial practices.

**v. The Specific Characteristics of the Ethnic Media Business**

No overall study of the ownership of this sector exists in Canada<sup>8</sup>. Yet it is apparent that ethnic media ownership, especially in the print media, is widely competitive, more analogous to the community media or independent media sectors (Mediam'Rad, 2007).

Among some nationalities of immigrants, there is a very strong tradition of ethnic entrepreneurship—for example, studies in the US show a third of all Korean immigrants are establishing small to medium size enterprises at rates exceeding immigrants from any other nation (Park, 1997). Korean Americans establish their own places as a route to worthiness, self esteem, and reciprocity... new immigrants are profoundly influenced by the restructuring of the global economy, and come to seek political stability and social mobility (yet very few cited political rationales for coming to Canada explicitly in interviews for this study). Dr. Lisa Park explores in ethnographic interview the Korean-American immigrant narrative of upward mobility and individual integration where the primacy of conspicuous consumption emerges as status symbol of 'equality' and 'integration'. At the same time, community leaders acknowledge some of the costs of this material focus; "Koreans are too focused on making money, do not communicate with other groups or participate enough in community affairs" (Park, 166). Certainly, this analysis of Korean Canadian newspaper headlines confirms a predominantly business focus.

There are very few studies of the dynamics of ethnic economic enclosures in Canada, but some suggestions that a critical mass begins to be achieved at population figures of 100, 000 or more. Transnational corporate links facilitate the production and economic viability of minority ethnic newspapers. The survival and growth of the ethnic economy depends heavily on ethnic resources, foreign capital, pooled family savings, ethnic labor, consumers, and transnational markets. (Sun: 52) Ironically, most Chinese businessmen in a survey of small businesses say Canada not a good country for entrepreneurs due to its complex taxation and limited size of market. (Brenner et al) Business analysts argue that the financing and marketing start up problems of ethnic businesses are typical of other small businesses, and it is reasonable to assume, typical of ethnic print media businesses.

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<sup>8</sup> Senate of Canada. 2006. Final Report of the Canadian News Media. Vol 2. of 2. Report of the Standing Senate Committee on Transport and Communications. June. 32-33.

The ethnic media, just like the mainstream media, are subject to complex market forces. In fact, given the absence of a government policy on subsidizing or mandating public, not-for-profit third language media,<sup>9</sup> ethnic media are driven almost entirely by advertising, even more so than for small-sized print media outlets. The market leaders such as Fairchild TV, the oldest Cantonese language specialty service available in Canada, are not an exception. Advertising revenues far outweigh subscription income in the ethnic media sector. A general assumption has been that this dependency is necessary for “survival.” This is not entirely wrong, especially for the small-sized print media. Yet the corollary is also true. The ethnic media reflect new demands created by an influx of new immigrants — providing the place for market exchange of information essential to the growing “ethnic enclave economy.” Zhou et al. argue that ethnic media serve not only as this venue for marketing and advertising for increasing community business, but also as “a new type of ethnic business in itself” (Zhou et al. 2006, 51). According to Michael Szonyi in Zhou et al., the booming Chinese enclave economy in Canada has supported the most advanced type of ethnic media businesses in the emerging service sector, with the most robust, sustainable media competition. Yet little has been studied about the ethnic media businesses emerging in Canada. The express aim of the business immigrant program is to facilitate the entry of business people who “make a positive contribution to the country’s economic development by applying their risk capital and know how to Canadian business ventures that create new opportunities for Canadians (Mitchell 169). Immigrants in this new neo-liberal policy take risks, have new ideas, are innovative. As Sunny Hundal, editor-in-chief of the online UK news magazine *Asians in Mediapoints* out, “as soon as a talented journalist emerges in these media, they are snapped up by the mass media. As a result, collaborations are still very rare” (Mediam’Rad, 2007).

Recent business immigrants are much better positioned to access foreign capital, and indeed, lifting of restrictions on overseas investment in Korea was cited as a major environmental factor in the BC Study. Lin and Song’s study further pointed out that such a geographic skew in coverage is expected to escalate as these media are becoming multinational enterprises, repurposing and importing

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<sup>9</sup> A number of commentators criticize the government’s decision not to subsidize or mandate publication of third language news. See Lorna Roth, 2005, *Something New in the Air: the Story of APTN*, Montreal: McGill Queens.

content from the home country to access domestic market revenues in a more cost efficient manner.

Some ethnic media have succeeded in achieving recognition as key players among their country's media (Fairchild TV may be construed to be one of the so-called "model media minority groups" in BC), while others struggle with lack of capital, social status and public recognition. The range of differences in their legal status and approach, their level of development and their visibility, show how heterogeneous this universe still is. The mistake is to focus on them entirely without a view of the micro-enterprises. "However narrow, inexperienced or undercapitalized these fringe newspapers might be, they nonetheless offer a reflection of group experience" (Lin and Song).

Proportionally increasing competition may limit the function of what may be called "social responsibility" to the emerging Ethnic-Canadian civic or public sphere. The tensions may have been heightened by neo-liberal immigration policies which promote free-market principles and idealize "model citizens" who will be self-sufficient, independent and "highly skilled, well-educated, English- or French-speaking, upper-class male immigrants" (Abu-Laban and Gabriel 2002, 97). As a result, the new ethnic community media (ventures launched 2000 or later) are partially, if not entirely, run by immigrants with a neo-liberal sympathy under the business immigration program whose life aspiration in the new country continues to center in "upward mobility" (Park 2005). Furthermore, the apparent lack of financial and human capital in the market may lead to the further reliance on less costly reproduction of news items from "home," thus further limiting the market's exposure to a good deal of local, provincial, and national news of "here." Competition for advertising is intense, and higher in certain ethnic media markets, but may be offset with the advent of lucrative banner advertising and other sources on the Internet.

### **ON REPRESENTATION, MULTICULTURALISM AND THE ROLE OF GOVERNMENT**

Another area of consensus among all subjects for this study was that they found that mainstream media portrayed their respective community in a negative light (also found in Vo, 67). There is a general lack of dialogue leading to the resolution of problems associated with the perpetuation of stereotypes in the community

(Vo, 71). One suggested solution is for the English media to adopt a more multi-lingual and multi-cultural hiring policy.

On the issue of multiculturalism there seem to be a clear divide between those BC participants who think that the policy works and those who regard it as outdated. The positive responses are generally a mix of admiration for the “mosaic” model within which each ethnic community can practice its culture and religion. Yet there is a view that the model is not reflecting contemporary change.

Negar Azmudeh (Vancouver lawyer) offers interesting insights: “Multiculturalism is a conservative and outdated idea. It creates hyphenated identity instead of integrating people into the Canadian society. It’s essentially an isolationist policy and a clever way to keep the ethnic groups separated from the dominant culture.” Sudhir Datta (RJ1200) argues that multiculturalism has resulted in ‘ghettoization’ and not integration. Yonah Martin (Corean Canadian Coactive Society) sheds more light on this particular approach: “[We] need to move toward ‘interculturalism’- there is no interaction among each other.”

Again there seems to be a divide between those who seek and support government intervention (through funding and policy implementation) and those who prefer a hands-off approach. Ramin Mahjour (Paivand Media Group) is skeptical about the idea of government funding for non-English media. He regards this as an infringement of journalistic objectivity. Lee Duk Il (Boma Media Group) agrees on this matter and argues that government should not interfere in any way in the business of non-English media. A kind of “cultural ego” seems to manifest itself as some stakeholders take a “we do not need other’s help” attitude. Yet this is partly by necessity, or by default. These entrepreneurs are growing an ethnic media sector with absolutely no funding or support from government, and make a point of asserting their self-sufficiency.

Paradoxically, many support the idea of a fairer share of government advertising revenues finding their way to the ethnic media sector. The National Press and Media Council of Canada (in which many of the main media outlets for this database are members) argued for a proportionate to population formula for government ad spending (Senate Committee Report, 2006, 33). Similarly, a 2003 review of the state of broadcasting in Canada<sup>10</sup>

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<sup>10</sup> House of Commons Canada. 2003. *Our Cultural Sovereignty*, Report of the Standing Committee on Canadian Heritage. June.

called for increased government funding for efforts to enhance diversity in Canadian broadcasting, especially reflecting multiracial and multicultural populations (Lincoln Committee, 543). These recommendations included calling upon cable companies to provide greater access to community groups, the Department of Canadian Heritage to develop a community, local and regional broadcast policy, and especially a local broadcasting initiative program to assist in the provision of diverse programming. The Report also called for an annual report on the training, citizen access and involvement and number of hours produced (Lincoln, 369).

### **MULTICULTURAL MEDIA POLICY MODELS**

Mediam'Rad finds a wide variety of policy approaches to multicultural media policy in Europe. The UK, Denmark and other countries are seen as more affirmative, with direct subsidy, social institutions for review, and robust policy review mechanisms. An example of an activist media mandate may be found in the Commission for Racial Equality (CRE) in the UK. By contrast, France and Germany are more cautious.

Canadian ethnic media fall in between the policy cracks of at least three different media policy regimes and at least three policy silos for managing cultural or linguistic difference according to Canadian Philosopher Will Kymlicka. Inasmuch as they are print news ventures, the Canadian tradition is hands-off, with only the minimum laws restraining libel and hate speech in play consistent with all print media undertakings. With fairly wide ambit for operation arising out of the tradition of free speech in Canada, there is nonetheless a fairly well developed private arms-length tradition of self-regulation, with a network of regional press councils, which frequently have standards of news fairness. Press councils for the English language media sprang up to counter direct calls for State regulation as early as the Kent Commission in the 1980s, which arose out of a concern of lack of editorial diversity due to concentration of print media markets. TV and radio ventures are subject to federal licensing and regulation, especially the CRTC's Ethnic Media Policy (1999) which sets license conditions on formats and community service and expectations that ventures will join the Canadian Broadcast Standards Council, subscribing to high standards of news accuracy and fairness. Inasmuch as broadcast ventures acquire print ones, the CRTC monitors the cross over of news departments. But the broader concern is with multicultural

policies, developed and administered under the Department of Canadian Heritage, but jointly shared in jurisdiction with the provinces.

Government funding for multiculturalism programs in general has been cut back in the past few years, and it is important to realize that they have not included programs for media outreach since the 1980s. As evidenced in The BC Ministry of Attorney General Service Plan projection from 2007/08 to 2009/10, less than two percent of the budget is reserved for multiculturalism and immigration programs among the eleven core business programs<sup>11</sup> (Ministry of Attorney General, 2007). At the federal level, government expenditure on immigration is categorized together with labor and employment, and has dropped since 2004 from \$2.861 billion to \$2.090 billion in 2007<sup>12</sup> (Statistics Canada, 2007). Some community leaders argue that the issue is not the relative drop but how to tie the level of expenditure to match the rate of growth within the community.

As general multicultural policy spending is being withdrawn, the CRTC has been deregulating entry into the broadcast sector, with a series of licensing decisions increasing the number of digital ethnic licenses launched by Canadian owners over the past ten years, and radically opening the door to more foreign language imports. Hearings on each stage of these policy deliberations have been heated, and divisions within the ethnic media sector emerged. The decision to license a package of services including CCTV for direct importation was a case in point, attracting several hundred interveners. The importation of Al Jazeera was also hotly contested. At the same time as this turn to a lighter regulatory touch in market regulation, there has been a large increase in government machinery for social regulation, with an increase in the number of advisory multicultural councils appointed, and a requirement for various cultural and media bodies to report on compliance with the obligation to reflect Canada's multicultural and multiracial reality. In BC, for example, in the heightened climate after 9-11, the Campbell government developed a Strategic Framework for Action

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<sup>11</sup> The eleven core business areas for the Ministry of Attorney General are justice transformation, justice service, prosecution services, court services, legal services, multiculturalism and immigration, executive and support services, judiciary, crown proceeding act, BC utilities commission, and special account (public guardian and trustee). This information is available at the BC government website, [http://www.corporate.gov.bc.ca//SP\\_brochures/AG\\_brochure.pdf](http://www.corporate.gov.bc.ca//SP_brochures/AG_brochure.pdf)

<sup>12</sup> This information is available on the Statistics Canada website, Federal government revenue and expenditures, <http://www40.statcan.ca/101/cst01/govt49b.htm?sdi=immigration>

on Multiculturalism and the Elimination of Racism. It appointed a Multicultural Advisory Council of eighteen members in 2003 to advise cabinet, and requires all cultural agencies and departments (the BC Arts Council, and Knowledge Network, the provincial broadcaster for example) to report on their initiatives.<sup>13</sup> The combined effect of this heightened social awareness and mobilization of new mechanisms for multicultural policy deliberation has, as yet, eventuated only in an attempt to diversify mainstream media,<sup>14</sup> not bring social pressure to bear on the evaluation of third language ethnic media performance.

### **GENERAL THEORIES OF MEDIA & MULTICULTURALISM**

Canadian academic literature shows extensive advancement of theories about multicultural policy and comparative interpretations around the world, in part affiliated with drive for a UNESCO declaration on linguistic rights (1996) and for the new international instrument on cultural diversity which began in the early 1990s. The movement for cultural diversity became led by Canada in 1997 and was eventually passed as the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions based on drafts co-partnered by Canada and France.

As one of the G-8 countries with the highest per capita rate of immigration, Canada is generally seen as one of the most open of western nations, a leader internationally in multicultural policy, and especially, in pioneering liberal pluralist conceptions of differentiated rights, or shared citizenship (Kymlicka, 2007, Banting et al 2007, Young, 2000). Philosophical resistance to these conceptions—which poses alternative ones ranging from multiple citizenship to cosmopolitan citizenship that subsumes the particular civic attachment under the universal-- is growing. (Faulks 2000;

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<sup>13</sup> In its 2005 report, the BC Arts Council enumerated artists of colour and new ethnocultural arts organizations who had been grant recipients, and began a new program called “Diverse Collaborations” administered by the BC Touring Council to encourage new artists and presenters from different ethno-cultural communities. See below.

<sup>14</sup> See, for example, the Canadian Association of Broadcasters.(2004) *Reflecting Canadians: Best Practices for Cultural Diversity in Private Television*. July. [http://www.cab-acr.ca/english/social/diversity/taskforce/report/cdtf\\_report\\_jul04.pdf](http://www.cab-acr.ca/english/social/diversity/taskforce/report/cdtf_report_jul04.pdf)

Brubaker 2004). Critical commentary on multiculturalism argues it is a flexible regime for maintaining the majority national ideology, reifying ethnic fragments, segmenting them, and placing the onus for accommodation entirely on them. (Henry and Tator, 2000; Mackey, 2002).

If multicultural ideology is linked specifically to media theory, however, there appears to have been little progress past a three part typology of ethnic media ideology guiding national media systems: as assimilationist, integrationist, or particularist (Zhou, 2006). Ethnic media with an editorial focus on *assimilation* claim to provide more information about “here” and try to “educate” community members to become “informed citizens.” Ethnic media with a focus on *integration* tend to offer more information on intercultural group relations, translating community needs to the majority and focusing on inter-group mediation where needed. On the other hand, the media with a heritage focus on the *retention of language and culture* claim to offer rather broad coverage on both “home” and “here” to satisfy community members’ “right-to-know,” with a priority on the promotion of internal cohesion through supporting community events such as festivals and scholarships, and contributing to inter-generational retention of customs. The media that pursue *mobilization or advancement of political agendas* claim that they do not stop at educating people within their community; they bring their community issues further to the mainstream society and seek ways to make changes. As this study has found, some media focus on *business education and marketing services in support of business immigrant migration*.

In media history, it is widely accepted that new technologies which ease ubiquity, mobility, and compress distance have enabled new, decentralized media networks and organizations to thrive in the global mediascapes. At the same time, however, the geo-political shock of 9-11 and the war on Afghanistan and Iraq, have propelled the rise of new ethnic news media (and rise of Al Jazeera, for example) but also fuelled the accelerated emergence of local ethnic media.

There is a fairly well developed literature around the social functions of ethnic media.

It is generally accepted that these local ethnic media, in partnership with international sources, represent for migrants *a means of maintaining and tightening links with their own culture, while mediating their integration and recognition within the host country*

(Mediam'rad,2006). Those that are disseminated in a "foreign" language are mainly aimed at the first generation, which has not always mastered the language of the host country or its cultural and social codes. *They act as mediators*, facilitating the social integration of these populations and their access to institutions. *They act as information hubs*: facilitating in group and out group contacts. Raymond Yeung, editor in chief, Ming Pao (Vancouver) elaborates: "there is a transition period for immigrants to settle into a new society and the Chinese newspapers serve as a counselor, Home country news caters to the emotional and cultural needs of our immigrants... but we cannot lead our paper with home country news every day, because as immigrants we also have identity as Canadian. Our editorial processes try to combine ethnic identity and political identity harmoniously"(Poon). Additionally, *They connect*: providing a roadmap to what goes on around them, promoting and reinforcing mobility goals, creating a cultural space in which enrich lives — information about home ownership, entrepreneurship, education. Zhou et al, argue they *ease the pain of cultural emptiness*, offering familiar shape, orientation and sense of home. They can also *set barriers and constraints for economic growth of the ethnic economic enclave* (70). Indeed, new empirical studies of the specific nature of the ethnic media undertaking examine its role in clustering markets, establishing a promotional culture for ethnic economic enclosures, and following ethnoburb developments across the city (Li, 2003). Finally, they are *linked to group aspiration and recognition*. In the words of Roy Ruan (World Journal, Vancouver): I think our contribution to the community is bidirectional: On one side, we provide information for our readers to adjust to the new society; on the other side, their life becomes better, so our community is improved.

Accounts of political origins vary. Anecdotal social histories (mostly in case study form) do focus on the social origins of early ethnic media entrepreneurs. Many are arriving in this country no longer for family but for business immigration programs, largely because they prefer the democratic and social security here. As a part of this ethnic media are fairly widely assumed to spring up out of a dissatisfaction with mainstream media, a vacuum of representation, or a lack of consonance with immigrant needs but increasingly as vehicles for profit making in the new country (Gillespie 1995, Riggins, 1992, Downing & Husband, 2005). Minorities do not identify with mass media and do not see themselves represented there... they develop aspirant, short-lived media (Georgiou, 2004). There is a sense of mission among some

media proprietors and workers: by giving people who are often disenfranchised a forum to express their opinions, and by providing alternative perspectives on and analyses of the contemporary world, these media are emerging as key players in democratic debates (Mediam'Rad, 2007). Says Sameer Padania, of the Panos Institute in London "the creation of new media is sometimes more of a reaction than a necessity. This explains why so many appear and then disappear again". But, apart from this element of reaction to a major event or hot news, many ethnic media in Europe and around the world resist the temptation to follow trends, and try to focus on the longer-term objective of sustainability. Thus, while some media outlets, particularly those linked to groups with legitimate grievances about social justice adopt editorial policies that are explicitly political and flaunt typical western notions of objectivity, others struggle to soften their political aims. According to Zanyar Adami, editor-in-chief of the Swedish magazine *El Gringo* which targets second and third generation immigrants, "we have to create a product that is economically viable and of good quality. We need to sell commercial arguments, not an ideology" (interviewed for the Council of Europe study). Liberal politics, then, may impose imperatives of economic viability; the characteristics of the minorities that are present in each country also determine the size and potential of the market for these media. Here, the sociological challenge is defining minorities; in some neighborhoods, so-called visible minorities are in the majority, and indeed, suburbs like Richmond are effectively bi-cultural. Minority status is usually politically defined: that is, as lacking access to or representation in the levers of power.

There is also a widespread assumption of a division of labor between mass (or mainstream media) and ethnic or minority media, even a complementarity, depending on immigration regulations which insist in strong majorities entering with facility in the dominant language (Georgiou, 2002). English mass media handle national integration issues, issues of local citizenship, rights, and general civic literacy. Ethnic media handle longstanding political and international news relevant from the source country, particular news needed for immigrant adjustment and relevant entertainment. There is thus a niche strategy in competitive positioning of democratic duties (or obligations) assumed, (protecting the dominance of the majority language media vehicles) and a thus a need for dual media consumption at minimum, to construct the two parts of the migrant whole experience.

In most advanced western countries, a 'westphalian' model of media organization is dominant (one designed to advance the nation state). Public intervention in the form of public broadcasting, media subsidy or other measures tends to favor media in the language of the majority. Few public broadcasters (except for SBS in Australia) for example, have separate dedicated, public broadcaster services in minority languages, although entities like BBC may create autonomous 'diversity' units within, in South Asian programming, for example. But the major story of most ethnic media is one of their autonomous development: springing up from the third sector, so to speak, subject to little or no regulation in print, and therefore more copious in numbers and competitive, and mostly dependent upon their ability to scratch out a living in the market. Nancy Fraser, a scholar noted for her work on the media and public sphere, is adamant that the profusion of such niche ethnic media, some sub national, some transnational do not function as national media have in the past, and urgent study is needed for their interaction with a wider, disaggregated formation of public opinion.

Couldry and Dreher look at new interfaces between existing and counter public spheres in Australia. They examine so-called "communicative spaces" opened up to offer alternatives to Australia's mainstream public sphere:

- diasporic media (Assyrian Radio, SBS)
- indigenous media (Koori Radio) and
- discursive sites that operate between ethnic and mainstream media such as the Forum for Australia's Islamic Relations.

Picking up the Fraser thesis that new forms of articulation of minority public or counter "sphericules" and majority unified public sphere is too simple, they contend that these three elements are essential for "space of possibilities" to constitute ethnic media. Each of the elements is different, and each offers new interfaces with unique objectives, potentially contributing to dialogue with the mainstream media, but lacking specific strategies on how to do so. Couldry and Dreher concur that simple recognition of the three elements is not enough. What is needed now is to understand the "quality of relations" and "the dynamics that constrain but also enable future interrelations between those elements".

Studies of audience effects of ethnic media are less often explored in systematic quantitative or qualitative terms. Very little is known about the interrelationship between ethnic media consumption, individual and collective identity and democratic participation. But several hypotheses emerge. Language of home use is assumed to be a big predictor of 'enclave' media consumption. The fact that Canadian Chinese immigrants, for example, are less likely to speak Chinese at home than Americans, suggests a higher level of "companion" or "dual" media consumption, partly as an artefact of immigration policy.

The Annenberg School's Metamorphosis Project, under the direction of Dr. Sandra Ball-Rokeach, is one of the few programs of research into ethnic media that is holistic, multi method, and longitudinal over time. Ball-Rokeach's proposed model, the community infrastructure model, starts from the premise that communication resources are just as important as economic resources in the building of communities. Yet the communication infrastructure of communities is not well documented. That infrastructure consists of the everyday conversations and stories that people, media and grassroots organizations create and disseminate. Neighbourhood story telling is the most consistently strong path to belonging, regardless of ethnicity, class or recency of immigration, involving deep partnerships between community organizations who act as conversation starters, assist grass roots capacity building, or make connections between both mainstream and community media. The model explores the conditions under which mainstream media, like ethnic community media, strengthen or undermine belonging. In a large-scale survey, basic measures of time spent with various media, media connectedness, membership in organization and subjective and objective dimensions of belonging were collected. Its findings were two-fold: that strong connections to community media targeted to particular ethnic groups or residential areas generally, but not always, have positive effects on belonging, and that placing too high an importance on country of origin news undermines belonging to residential places. There has been no similar study of Canadian or European media, yet if the projection that half of Canada's population will be visible minorities by 2017, the need is self-evident.

## **ETHNIC MEDIA AND INTEGRATION**

Do ethnic media serve an integrative role? The surprise is how few

studies explore this proposition. The answer would seem to be Yes and No. As a social institution, the ethnic media reinforce immigrants' sense of we-ness. But if this happens to the exclusion of others & lowers the incentives for individuals to expand networks to include others, then the answer is no (Zhou et al. 71). Media analysts are still not very far ahead in understanding under what conditions, and why this difference. Ethnic media are important part of the ethnic community's "communication infrastructure" according to the Annenberg School's Metamorphosis Project<sup>15</sup> that contributes to the diversification of narratives within the broader society and the facilitation of micro and macro storytelling. Particularly, within-group collaboration is desirable between the civil society organizations and community media. The former may influence and interact with the latter in number of ways: 1) providing news sources and help in "agenda setting"; 2) monitoring media practices and influencing news values through issuing press releases, writing letters to the editor, or mobilizing the community to complain; 3) providing the so-called advisory council members to media outlets responsible for the review of general practices or policy issue areas; 4) aggregating ethnic or other "markets" of buyers; and 5) providing channels for media distribution e.g. telephone/community directories or free box distribution for newspapers. This interface needs greater understanding for how it functions.

In a deeper analysis of Korean community media to determine under what conditions ethnic media may be integrative in L.A., authors find a "major problem with the nature of story telling being produced by Korean local media": its international in-group focus displaces community links, indeed, local integration even within Korean community organizations is weak (Lin and Song, 2006). Such an attachment to country of origin is no novel phenomenon: news from home has always had a special status or value, kind of privileged form of longing. Zhou et al. argue that the onus is on the ethnic medium to produce local and international news relevant to community and to immediate settlement needs, but that the long term outlook is good: strong and continuous links to the homeland remain important even years after settlement.

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<sup>15</sup> According to Ball-Rokeach, it consists of "the everyday conversation and stories that people, media, and grassroots organizations create and disseminate, and the resources of residential areas that promote communication between residents" (1998, 2). It is important for individual citizens have access to communication infrastructure to have a sense of belonging to community.

There are hidden rigidities in cultural representation, however, in the system of media in play. Independent media producers coming from the South Asian community approach the multicultural Shaw Channel (moved to 109), for example, with proposals to do shows in music and dance, which they know will garner support from the South Asian sponsorship community. Programmers would love other kinds of material, but this is all the independent producers can get sponsored.

### **ON TRANSLOCALITY AND INTEGRATION**

One term that continued to recur in this study was the notion of transnationalism, that is, media entities that span more than one state. Transnationalism is defined as “the processes by which immigrants forge and maintain multi-ethnic stranded relations that link together their societies of origin and settlement” (Mitchell, 2007).

It is assumed that access to more transnational media sources is one of the benefits of contemporary life, enabling more movement of people—voluntarily and involuntarily, and for different purposes. Access especially to electronic media is controlled by the State, although much more difficult to do so, now the Internet is moving to podcasts. In most advanced western industrial countries around the world, access to third language imports via satellite or on the internet have been opening. Cultures and identities are now experiences as “worldly, productive sites of crossing: complex, unfinished paths between local and global attachments” (James Clifford). James Curran a European media scholar (2000) affirms this access brings with it an attendant notion of hybridity: globalization...is contributing to a process of disembedding, the lifting out of social relations from social contexts and of deterritorialization, (the weakening of the link between identity and place). Imaginative and real geographies are beginning to demerge (Curran, 172). But what are the consequences of this increased movement, and access to media from the source country?

Paul Howe (of UNB, Canada) notes in his comparative study of the political engagement of new Canadians that it is increasingly possible for ethnic communities tend to retain their native languages in part because of a widespread availability of higher quality media sources in native tongues. He thinks there might be a significant difference between Canada and UK in the degree to which ethnic media exist and supplant mainstream news sources (Howe, 636).

It is apparent from the literature that for our understanding of transnationalism to deepen, analysts must develop notions of 'translocality' and their interrelationships—that is links across the small scale neighbourhood, community or city levels—where most of day to day existence, including cultural and political adaptation occurs.

The term "translocality" is derived from Arjun Appadurai's work, and generally refers to the reconfiguring of identity and political practices in locales beyond the boundaries of any fixed territory/or nation state. It is less a concrete "place" than an abstract (yet daily manifest) space occupied by the sum of linkages and connections *between* places (media, labour, import/export) (Mandaville, 2000). Several scholars argue that while it is not clear if the focus of people's political claims have shifted beyond the nation state, there is evidence which suggests that we are actually experiencing shifts in the way migrant people understand territoriality (Ibid., 2000). Locality, in the sense of locatedness within geographical space, is still crucial for understanding forms of political identity, but the territorial referents of civil loyalty are increasingly divided for many migrants among different spatial horizons: work loyalties, residential loyalties and religious loyalties which may create disjunct registers of affiliation (Appadurai, 1996). What results is a complex politics of here and there (Mandaville, 6) which merits study of what flows through localities, rather than what is 'in' them.

Local news content in the country of settlement is central to developing a "map" of place. But clearly, studies of ethnic media around the world find that transnational news—news from the old place—remains the central, if not predominant value of the ethnic media. Indeed, research by psychologists concludes that the most successful forms of immigrant integration occur when newcomers retain a sense of their heritage culture and seek involvement in the larger society, suggesting that governments should encourage both forms of community (Berry, 2006). But what is new about the global media environment is that it enables something new for the arriving immigrant: she really does not need to speak English to make a living in Vancouver today.

The experience of being in two (or more) media places at once is an ontological puzzle for most students of the migrant experience, (but certainly not for young media people). Studies of identity, affiliation and belonging are increasingly tackling the mixing of origins, languages and identities and what it may mean—whether

mongrel identities (Leonie Sandercock, 2005) hybrid identities (Hall, 2002) or the interpretation that Prof. Hau Ling Cheng (2005) brings: dual identities, -- hypothetically positing physical being as local and psychic being as oriented to the source country, as “performed” by the local Chinese press in Vancouver. Dual identities may also contribute to dual citizens, no longer astronauts from their home country, but effectively shuttling back and forth, living in both spaces. Rainer Baubock, a European scholar, notes a growing group of migrants must be able to combine residential citizenship in the receiving country with external citizenship in the sending country. This implies a toleration of a formal or de facto dual nationality for both states which provides the narrow definition of “transnational citizenship” (Baubock 95). Today’s diasporic man or woman exists in two civilizations at once. A multiple or blended sense of identity is constructed which can lead to a sense of displacement or in-betweenness, or sense of emplacement, depending on the level of economic security achieved, and linkage in local ethnic social networks. A softer version of the “transnational” conception of the citizen establishes, flexible, blended, disaggregated modes of citizenship practice which permit individuals to develop and sustain multiple allegiances and networks across nation state boundaries in inter- as well as transnational contexts. Cosmopolitanism may be furthered by such multiple, overlapping allegiances (Behabib et al 175).

There are heated debates in literature about migrants over the degree to which the Putnam thesis—that social capital, or the membership in associations—is a direct predictor of civic or national belonging in ethnic communities. Indeed, Canadian political scientists are working on the idea of a reverse of the Putnam thesis: that membership in ethnic organizations *inhibits* social integration (Soroka quoted in Banting et al, 8). A study in Europe by Tillic and Slijper (2007) suggests membership in ethnic or institutional bonding associations does work. The benefit differs by group density, and overlap of integration:

“ contrary to the current tendency to consider a strong ethnic community and or identity as frustrating the process of integration, the results here indicate the exact opposite: a strong ethnic community seems to be a necessary precondition for successful integration as far as political participation is concerned. (227).

Theories of citizenship are thus moving away from simple binaries of particularist/cosmopolitan citizenship as alternatives to the 19<sup>th</sup> century model of the national imaginary citizen alone. But how the practice of such multiple citizens is formed and contested,

is not well understood. Liberal philosophers like Kymlicka propose as simpler notion of shared citizenship in the Canadian case, defined as political subjects sharing a common fate (Kymlicka, 2007). But problems in multilevel regimes of citizenship remain. If the findings of the BC Ethnic Media content analysis are right, the democratic space of national citizenship, even provincial citizenship is rarely glimpsed on the front news lineups in the BC ethnic media. Is this because such dimensions of citizenship are less relevant? Or are the politics less often conveyed in ways that are meaningful to ethnic citizens? Recent efforts by the Conservative Party, under the direction of Minister Jason Kenney, suggest new multilingual outreach strategies are becoming accepted in Canadian political marketing and communication, in ways that are still not common in many government departments and agencies.

### **ON CIVIC MOBILIZATION**

Naturalization rates in Canada are relatively higher than other countries, and indeed, the foreign born are more politically engaged (Banting, 615). They often express higher levels of commitment than the native born Canadian to paying taxes, learning the official language, voting or informing themselves about political affairs or obeying the law and so on (Kymlicka, 2007, 75). Nonetheless, some recent studies find recent arrivals are less politically integrated than earlier arrivals and the native born. (Howe, 617) which may be a function of their lack of political knowledge. There is as much as a 15% gap in turn out in federal elections among recent immigrants to Canada.

Coming to a new country with little history in democratic practice or institutions but aspirations for the benefits of its freedom, is fraught with challenges of orientation, education, and then, the complexity of exercising democratic choice. As Winnie Hwo, Vancouver editor of Fairchild states: “ new immigrants (from Guangdong province) are not familiar with three levels of government here. They know only one government system of China. We have to educate them. We especially have to increase budgets around election time”, and it is notable that institutions like Elections Canada have extensive networks of ethnocultural outreach officers. As Canada’s ethnic media increasingly admit foreign-trained journalists to its editorial staff, knowledge of the different values and attitudes towards the press in market authoritarian or other developing state configurations become increasingly

important. **Such education also entails learning about press freedoms and responsibilities, and adapting to new intermixtures of regimes of social responsibility.** Multiculturalism implies openness to different media cultures as well (Georgiou, 2004).

## **CONCLUSIONS AND RECOMMENDATIONS**

Canada is not sleepwalking into segregation: there is no reason to assume agendas of recognition and integration are in conflict in BC ethnic media. (adapted from Keith Banting et al, 682).

Compared to the anxiety mounting in other countries about the deficiencies in ethnic media or in mainstream media in representing new cultural diversity adequately, there is much to suggest BC is better off. There is not the absence on the local coverage seen in LA in these BC ethno-cultural community media in this study that supports any simple substitution model in play. BC ethnic media are forging a global and local hybrid which some may argue is uniquely suited to Vancouver's aspirations as a global city.

For bilingual or multilingual audiences who draw their media from multiple sources, there is little at risk in terms of the available information resources to form complex citizen identities.

But what of those who are less educated, not multilingual, and less advantaged in BC? Have we traded Two Solitudes (with apologies to Canadian author Hugh McLennan) with Multiple Solitudes? This study shows that Canadian readers or viewers of English media receive relatively little coverage of international news, and relatively thin types of stories on issues of importance to other ethnic communities within their own community. On the broadcast side, the underrepresentation of visible minorities, if not misrepresentation, in mainstream media is publicly acknowledged and has been a target for the CRTC's policy of diversification since a study by the Canadian Association of Broadcasters in 2004. But racialization and depiction of spurious cultural associations with crime (on the Korean school shooting) still recur again and again in mainstream media.

Non-English readers, on the other hand, obtain little or nothing about national or provincial news in Canada if this period is representative of day to day life between elections, and the study authors believe it is. If BC residents consume the third language of their home use only, they are unlikely to learn about Canada's war in Afghanistan, or Quebec's views on this, or how to understand the changing federal formation of party fortunes in the preparation for the next federal election. Nor are they likely to develop any insight into issues dominant in other linguistic or multicultural communities.

Certainly, it is not at all clear if this interpretation of the relative mandates is indeed what the citizens want or what they need. The following recommendations arise out of a compilation of best practices in other countries, and the insights of this study's participants. They are intended to provide an inventory of potential actions that can be debated, refuted, and taken up.

Accordingly, the research priorities that emerge from this study are as follows:

## **RECOMMENDATIONS**

### **AUDIENCE RESEARCH**

1. Commission secondary data analysis of recent ethnic audience (Solutions Research Group, Angus Reid) to determine if linguistic media behavioral types of only ethnic, dual, or only mainstream media users can be established.
2. Conduct audience research relating media exposure to belonging and intent to vote.
3. Monitor media use and media content during elections to determine editorial trends.
4. Facilitate discussions of the development of more representative audience panels and regular third language media measurement services developed by the commercial providers to help shape editorial policies (Nielsen, BBM).

## **CAPACITY BUILDING**

1. Hold dialogues on intercultural editorial practices.
2. Promote courses in journalism covering diversity, and the development of ethnic media studies. The RTNDA, for example, could be encouraged to develop a code of practice in intercultural reporting.
3. Incent scholarships and journalistic internships but especially bridge to mid- career editorial training.
4. Facilitate discussions about the development of a self-regulatory system integrating the special needs of the ethnic press (within the BC Press Council or outside it) and especially, stronger representation within the CBSC.
5. Explore the prospect for a BC ethnic media association (possibly more activist and service oriented, in the model of the New America Media group, compared to the Toronto (Omni 2) centred-NEPMC available.
6. Lobby the Webster Foundation to expand its awards in the ethnocultural community and recognition for ethnic reporting and comment/ and institutions like the RTNDA (Radio Television News Directors Association) to develop codes of intercultural reporting.
7. Develop and deploy an on line BC Ethnic Media Database to increase access.
8. Work with immigrant serving organizations and other civil society organizations to facilitate access to other groups in the ethnic media sector.
9. Explore a) how to make government information more accessible to the third language ethnic media sector (at staff, if not political level and b) how to achieve better distribution of government advertising across ethnic media.
10. Facilitate ethnic media access to executive and legislative branches of government.
11. Incent the development of infrastructure to assist in multiple ad buys as is developing in the United States.

**POLICY**

1. Conduct a review of competition policy in media, and order a review of the CRTC/s ethnic media policy in light of the Diversity hearing, especially in light of the advent of multiple foreign services, impact on emerging Canadian third language ventures, the issue of co-ventures, and concentration of ownership.
2. Review the takeover of Channel M for the commitment to local news production and editorial autonomy.
3. In particular, seek to build investments available to independent third language producers of documentaries, entertainment and news in languages other than English or French.
4. Create a third language translation fund for subtitling Canadian-produced news and current affairs on TV.
5. Build an independent media monitoring centre or centre of excellence on media and Canadian diversity (Senate Committee Report, 2005).
6. Expand research capacity on ethnic media, civic engagement and cultural change.



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