



Ottawa Multicultural Media Initiative

MULTICULTURAL MEDIA IN PRACTICE: A LOOK AT FOUR ETHNO-CULTURAL COMMUNITIES IN OTTAWA

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OMMI BACKGROUND

Funded by the Social Sciences and Humanities Research Council (SSHRC), OMMI is a multi-researcher, multi-disciplinary, and multi-sectoral partnership that links the University of Ottawa and the City of Ottawa to a network of multicultural media producers, leading multicultural media scholars and practitioners, community representatives, and other local stakeholders. The initiative aims to improve collective knowledge of media consumption and production in Ottawa's Chinese, Latin American, Somali, and South Asian communities.

OMMI SURVEY

During its first phase, OMMI engaged in survey research to study the ethno-cultural communities' access to and use of multicultural media. From May 2012 to January 2013, OMMI administered 1600 surveys, 400 in each of Ottawa's Chinese, Spanish speaking Latin American, Somali, and South Asian communities. Over a period of 8 months, a total of 1208 usable surveys were returned, providing a response rate of 75%. The questionnaire was divided into five sections: general socio-demographic information, media access, multicultural media consumption habits, English and/or French language media consumption habits, and multicultural media use and civic engagement. Respondents were questioned on their use and consumption of mainstream Canadian media, media produced by and for their ethno-cultural-linguistic community in Ottawa, Canada, and the United States, as well as media produced in their country or region of origin. The survey data presents the very first baseline knowledge about multicultural media consumption and use in Ottawa's Chinese, South Asian, Somali, and Latin American communities.

SURVEY RESPONDENTS

Efforts were made to ensure that respondents would be representative of the diversity within each community. Reflecting these efforts, our respondents ranged in terms of gender, age (from 18 to 95 years old), education (from Grade 8 to PhD), income (from unemployed to \$80,000+), official language competency (from basic knowledge to fluent), immigration category, length of stay in Canada (from newcomer to third generation immigrant), and country of origin. To be eligible to participate in the survey, respondents had to live in Ottawa, self-identify as belonging to one of the four communities, be at least 18 years old, and be able to communicate their experiences in English.

POSTER DATA

This poster focuses on the last section of the survey: multicultural media use and civic engagement. In this section, respondents were offered the following list of potential sources of information on City of Ottawa services and asked to check all the sources that they used:

- ❖ Local newspapers
- ❖ Local neighbourhood newspapers
- ❖ Chinese/Spanish/Somali/South Asian language newspapers
- ❖ Local radio stations
- ❖ Local TV station
- ❖ City of Ottawa service centre or community centre
- ❖ City of Ottawa website
- ❖ Other

This poster presents the most popular sources of information on City of Ottawa services identified by members of each of the four ethno-cultural communities under study.

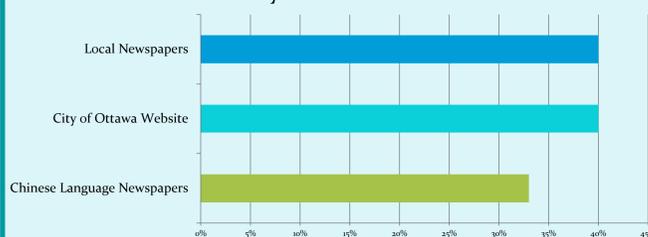
MULTICULTURAL MEDIA

As it is used here, multicultural media refers to all types of print, broadcast, and digital media produced for a given ethno-cultural community.

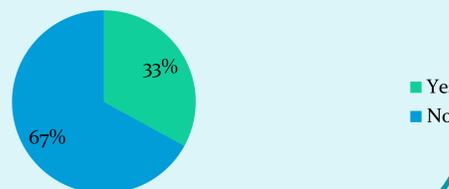
Where do members of Ottawa's Chinese, Spanish speaking Latin American, Somali, and South Asian communities obtain information on City of Ottawa services?

OTTAWA'S CHINESE COMMUNITY

Most Popular Sources of Information on City of Ottawa Services

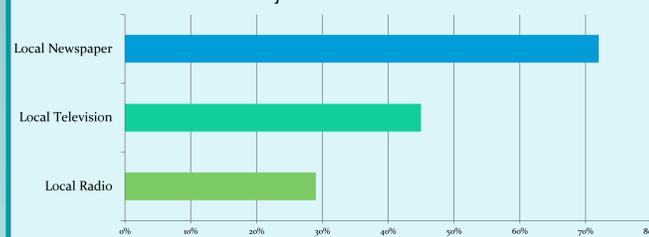


Respondents Access Chinese Language Newspapers to Obtain Information on City Services

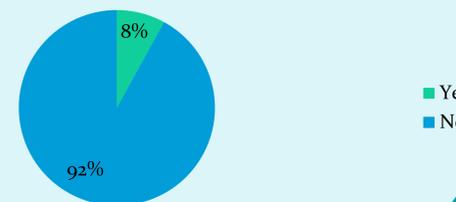


OTTAWA'S SOMALI COMMUNITY

Most Popular Sources of Information on City of Ottawa Services



Respondents Access Somali Language Newspapers to Obtain Information on City Services

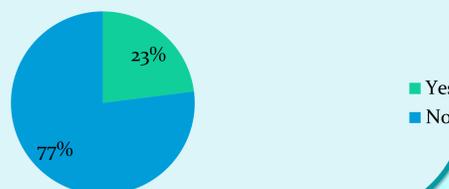


OTTAWA'S LATIN AMERICAN COMMUNITY

Most Popular Sources of Information on City of Ottawa Services

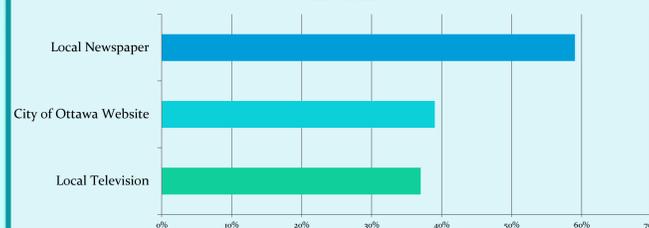


Respondents Access Spanish Language Newspapers to Obtain Information on City Services

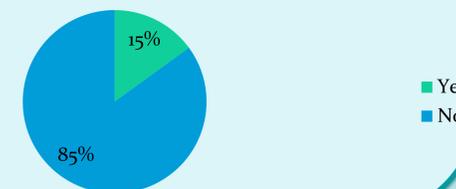


OTTAWA'S SOUTH ASIAN COMMUNITY

Most Popular Sources of Information on City of Ottawa Services



Respondents Access South Asian Language Newspapers to Obtain Information on City Services



SUMMARY

Five sources of information on City of Ottawa services were the most popular among OMMI survey respondents:

- Local daily newspapers
- The City of Ottawa Website
- Local television stations
- Local radio stations
- Chinese/Spanish/Somali/South Asian language newspapers

There was significant variation in the top three most popular sources of information in the four communities.

Local Newspapers: These were in the top three of all four communities. If fact, with the exception of the Spanish speaking Latin American community, local daily newspapers were the top source of information. Chinese and South Asian respondents preferred the Ottawa Citizen. Somali respondents preferred the Ottawa Sun. Spanish speaking Latin Americans respondents were more likely to cite Metro and 24 Hours.

City of Ottawa Website: The City website was among the top three sources of information in the Chinese, Latin American, and South Asian communities, but not in the Somali community, where it ranked sixth.

Local TV Stations: Local TV such as CBC and CTV were among the top three sources in the Somali and South Asian communities, but not in the other two.

Local Radio Stations: Local radio stations were popular among respondents in the Latin American and Somali communities, but not in the other two.

Chinese Language Newspapers: Only in the Chinese community did multicultural newspapers emerge as part of the top three sources of information. Among Chinese language papers, *Come from China News* stood out as the most cited.

Spanish Language Newspapers: Though these did not make the top three list in the Latin American community, they nonetheless represented a popular source of information, being listed by nearly a quarter of respondents from that community. Both *Eco Latino* and *Mundo en Español* were listed.

Somali and South Asian Language Newspapers: These did not emerge as significant sources of information in the two communities.

Implications

The OMMI survey data, part of which has been presented here, provides the first baseline knowledge about multicultural media consumption in Ottawa. As such, offers initial insight into understanding the opportunities and challenges associated with Ottawa's growing multicultural media sector for fostering social inclusion, facilitating labour market integration, and promoting economic prosperity. The results also provide valuable data for the City of Ottawa to develop evidence-based integration and communication policies.

Acknowledgements

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