

A hand holding a black microphone is in the foreground, pointing towards a person in a white lab coat who is gesturing with their hand. The background is blurred, suggesting an outdoor setting.

# 10 TIPS FOR INCLUSIVE ETHNIC MEDIA RELATIONS IN A DIVERSE REALITY



**MULTILINGUAL  
MEDIA IS A  
UNIQUE  
EXPRESSION OF  
MULTICULTURAL  
POLICY IN OUR  
DIVERSE REALITY**



# ETHNIC MEDIA REFLECTS THE STAGES OF ITS COMMUNITY DEVELOPMENT

# 1 APPROACH

**Address diverse media both as an asset and as a challenge**

# 2 LOCALIZATION

Treat ethnic media as local  
community media

Ethnic Media Sources in Canada



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3

**EMPATHY**

**Understand the journalist's  
context and reality**

4

**FOCUS**

**Make your story about your  
audience, not about you**

# 5 CONNECTION

Overcome your mutual language barrier



**6**

**LANGUAGE**

**Make sure your language is culturally appropriate**

**7**

**BUILD RELATIONSHIPS**

**Get on your journalists' speed dial and be their go to source**



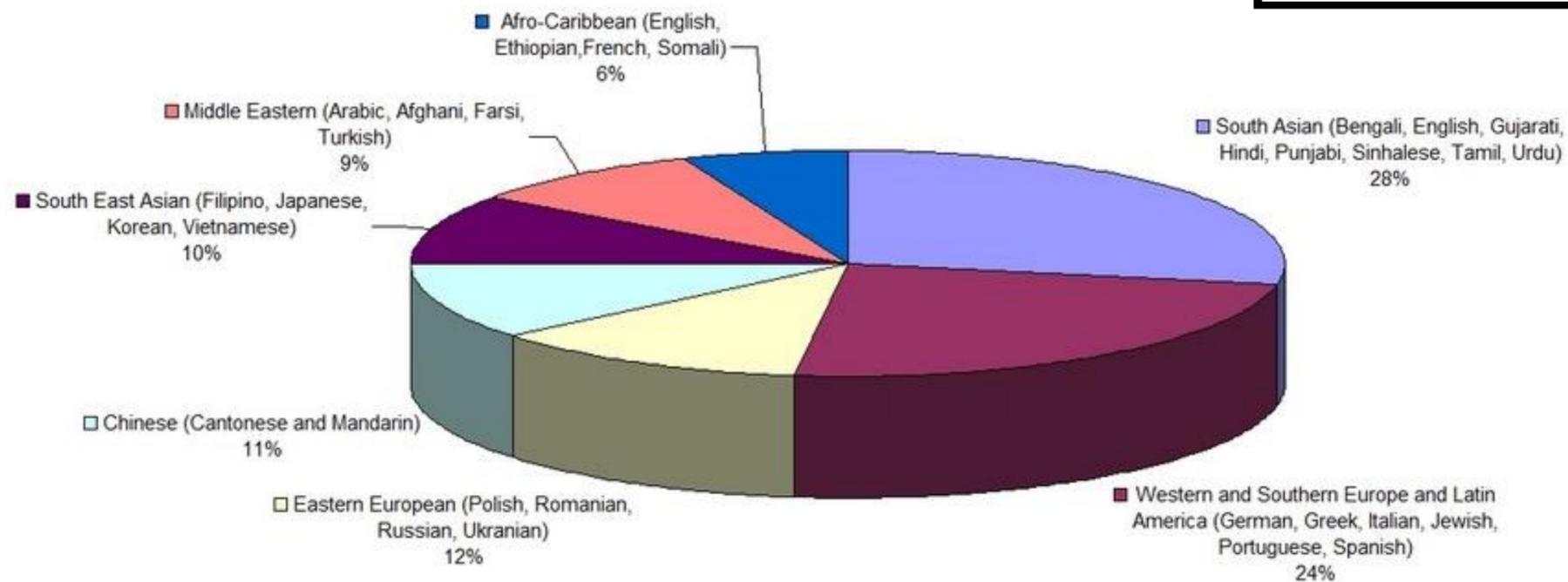
**8**

**UNDERSTAND  
ETHNIC MEDIA  
RELATIONS AS  
ONE-ON-ONE  
INTERCULTURAL  
COMMUNICATION**

# 9 INCLUSION

Address the ethnic media but respect their identity

Media List - Major Language Groups





# 10

## Engagement

If you are not engaging with the multilingual media in your community, you are not really engaging with the community



Multilingual International Research  
and Ethnic Media Services

ANY QUESTIONS?

THANK YOU!

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