



# What you would find if you could read thirty languages

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Joining the multilingual conversation

# What do we find in the ethnic media?

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- Translated and annotated Canadian, local and international news
- Features on local community initiatives and events
- Awareness raising on health and social issues
- Discussion of issues of particular interest to newcomers (immigration, housing, law, support programs)
- Homeland news

# What did we find on COVID-19?

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- Excerpts from Canadian, provincial and municipal politicians' and public health authorities' statements, press conferences and press releases
- Coverage on mainstream media articles and scientific findings
- Interviews with medical and other experts from the community
- Information about pandemic measures, assistance programs, mental health, schooling, immigration, real estate and other developments around the pandemic

# What did we find on COVID-19?

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- Interviews with community members on the streets
- Interviews with business owners, parents, teachers, faith leaders, and union and NGO spokespersons from the community about how they are adapting and challenges they face
- Analysis of how the pandemic affects different communities differently
- Awareness raising about public health measures, mental health and charitable initiatives

# What did we find on the election?

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- Excerpts from leaders' and candidates' statements and press conferences
- Coverage of debates
- Polls and election results
- Information on how to vote and calls to participation
- Discussion of the main election issues relevant to ethnic communities (immigration, racism, housing, childcare)
- Parties' positions on issues related to the homeland

# What did we find on the election?

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- Coverage of local candidates in ridings with a high representation of the ethno-linguistic community
- Coverage of the positions, background and actions of candidates from the ethno-linguistic community
- Coverage of incidents in local ridings, esp. racist incidents

# Role of ethnic media in Canada's mosaic

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- Ethnic media are the eyes and ears of local communities
- They convey and interpret government and expert messaging
- Ethnic media are also the mouths of local communities
- They report and reflect on local voices on the street, on social media and in discussion with community leaders and spokespersons

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