

**For Information**

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REPORT TITLE: **Multicultural Media Strategy**

FROM: Kathryn Lockyer, Interim Commissioner of Corporate Services

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## **OBJECTIVE**

To inform the Diversity, Equity and Anti-Racism Committee about work related to the development of the Region's Multicultural Media Strategy.

## **REPORT HIGHLIGHTS**

- The Region of Peel has committed to a vision of **Community for Life** where everyone enjoys a sense of belonging and access to the services and opportunities they need to thrive at each stage of their lives.
  - The Multicultural Media Strategy will support key outcomes in both the Diversity and Inclusion Strategy and the Marketing and Communications Strategy – key organizational strategies which support the outcomes of the Region's 20-year Strategic Plan.
  - Key inputs to the development of the Multicultural Media Strategy include data and evidence, and a municipal scan and comparison.
  - Through the Multicultural Media Strategy, the Region will extend our reach to multicultural communities in Peel in support of building a **Community for Life**.
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## **DISCUSSION**

### **1. Background**

The Region of Peel is committed to its vision of a **Community for Life**, where everyone enjoys a sense of belonging and access to the services and opportunities they need to thrive at each stage of their lives. This Strategy aligns with the Region's 20-year Strategic Plan, specifically in the areas of:

**Living** with an outcome of having access to culturally appropriate services and contributing to community well-being.

**Thriving** with an outcome of living in a community that embraces diversity and inclusion.

**Leading** with an outcome where co-ordination and partnerships occur and where community voice and participation are welcome.

The Region of Peel is one of the most multicultural and multi-lingual regions in Canada, with residents speaking nearly 150 languages. Based on 2016 census information, 96 per cent of

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Peel residents speak and understand English however 26 per cent of Peel's population speaks a non-official language most often at home.

There are over 200 multicultural media outlets in the Greater Toronto Area (GTA). The Multicultural Media Strategy articulates how staff will work collectively to leverage and engage multicultural media outlets and, through the media, begin a dialogue with residents in multicultural communities.

### 2. Inputs into the Development of a Multicultural Media Strategy

The development of a Multicultural Media Strategy is a key component to moving the Region towards achieving its vision of **Community for Life**. Several activities will serve as inputs to the development of the Strategy.

#### a) Data and Evidence

To create a Multicultural Media Strategy that results in meaningful outcomes for the organization, primary and secondary data collection was undertaken and examined:

##### i. Primary data collection – Appendix I:

- Data and analysis of media outlets and influencers through Cision media monitoring tool include location, audience reach, language, subjects, tone, etc.
- Social media data on engagement through views, shares, comments and reactions on translated and multicultural posts.
- Website data on website traffic (through navigation, social media links, or partner links).
- Case study information and comparison of local municipal communications approaches to advertising and engaging with multicultural media.

##### ii. Secondary data collection – Appendix II:

- 2016 census data on languages spoken in Peel from the Peel Data Centre, including the most-spoken non-official languages in Peel, which help identify the media outlets that would reach the most multicultural residents in Peel.

### 3. A Proposed Approach for the Region of Peel

Peel's proposed approach builds from the best practices of local municipalities to develop a robust and scalable approach to multicultural media relations and advertising:

#### i. Media Relations (Earned Media) Approach:

- Media releases are sent to mainstream English media, media list of all outlets and partners, including registered multicultural media outlets.
- Media releases are sent in English and translated by request to ensure timely delivery of the release and equal distribution of news to all outlets.
- All information on the website will continue to be available via Translate This.
- Top level information (e.g. Public Health messages during COVID response) will be translated into Peel's top 10 languages (see Appendix II).
- The Region will investigate multicultural media monitoring services to monitor, translate and analyse multicultural media relations results.

#### ii. Advertising (Paid Media) Approach:

- Paid advertisements occur only with successfully registered multicultural media to ensure an equitable, open, and transparent distribution of advertising

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revenue among multicultural outlets, as needed by the Region, while also recording valuable demographics about the size, reach, language and multicultural community served by the outlet (see Appendix III). Successfully registered outlets will:

- Serve the top 15 languages for Peel (Arabic, English, French, Gujarati, Hindi, Italian, Polish, Portuguese, Punjabi, Chinese [simplified and traditional], Spanish, Tagalog, Tamil, Urdu and Vietnamese)
- Serve a specific cultural community in Peel
- Have an established rate card and circulation numbers in Peel
- Provide tear sheets as proof of print advertising
- The Region will monitor content, where possible, within any outlet that we place advertisements, to ensure news, editorial or other advertising content does not represent an association risk or conflict of interest and will be prepared to respond if any content is deemed at odds with our reputation or brand.
- The Region will seek program input into success or challenges when advertising is purchased (i.e. did the advertising produce the outcome desired by the program).

### 4. The Implementation of this Multicultural Media Strategy in a Phased Approach.

<b>Phase 1 – Q2 2020</b>	<b>Delivery</b>
Revised media page on Peelregion.ca	May 2020
Research multicultural media monitoring services	May 2020
Invite multicultural media outlets to English interview with key Regional spokespeople (e.g. Dr. Lawrence Loh in response to COVID-19)	May 2020
Development and implementation of online Media Registration process	June 2020
Development of Regional approach to earned media including focus on additional earned media opportunities	June 2020
Implementation of approved earned and paid media approach	June 2020
<b>Phase 2 – Q3 2020</b>	
Identify program needs and potential for outreach through advertising	July 2020
Begin rotation of program advertising in multicultural outlets as deemed necessary	July 2020
<b>Phase 3 – Ongoing</b>	
Adjust the Multicultural Advertising program and the Multicultural earned media engagement approach as the Region learns from the initial Phases	Ongoing
Consider resourcing and development of programs based on data	Ongoing
Review the Strategy annually	Annually

## Multicultural Media Strategy

### FINANCIAL IMPLICATIONS

It is estimated that the development and implementation of the Multicultural Media Strategy will be supported with current resourcing in the Communications budget. Ongoing translations services for media kits and select media releases are estimated at approximately \$20,000 per year. The addition of multicultural media outlets in advertising will be taken in rotation and should not increase the advertising budget; any case where a specific media buy is necessary will be approved on a situational basis.

### CONCLUSION

Activities related to the Multicultural Media Strategy will fulfil key strategic outcomes for the Region. Through the Multicultural Media Strategy, the Region will extend our reach to Peel multicultural communities in support of building a ***Community for Life***.

### APPENDICES

Appendix I - Primary Data Collection

Appendix II - Peel Data Centre Information on Languages Spoken at Home in Peel (from the 2016 Census)

Appendix III - Multicultural Media Outlet Registration Form

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*For further information regarding this report, please contact Lisa Duarte, Director, Marketing and Communications, [Lisa.Duarte@peelregion.ca](mailto:Lisa.Duarte@peelregion.ca), 1 905-791-7800 x4862*

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#### ***Reviewed and/or approved in workflow by:***

Department Commissioner and Division Director.

Final approval is by the Chief Administrative Officer.



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N. Polsinelli, Interim Chief Administrative Officer