

Primary Data Collection

Cision media monitoring

Media lists and analytics, providing contact information for media outlets serving Peel including, language, reach, contact information, etc.

Multicultural media by Reach

Reach UVP	Outlet Name	Outlet Language
137954	Can-India News Online	English
58520	Fairchild Television Network	Mandarin
55000	El Expreso	Spanish
53890	Canadian Jewish News Online	English
50000	Canadian Immigrant	English
45000	Desi News	English
41000	Akhbaar-e-Pakistan	Urdu
40000	Al Wattan	Arabic
40000	O Milenio	English; Portuguese
40000	Share	English
39500	Ajit Weekly	English; Punjabi
39313	Toronto Caribbean	English
38000	Sing Tao Daily	Mandarin
36213	Can-India News	English
35000	Canadian Jewish News, print	English
35000	India Journal	English
35000	Parvasi Weekly	Urdu
32000	Asian Connections	English
32000	Weekly Voice, The	English
30000	Hamdard Weekly	English; Punjabi
30000	Weekly Sunday Times	English; Urdu
29997	Weekly Voice Newspaper	English; Punjabi
25000	Community Digest - Toronto	English
25000	South Asian Vision	English; Punjabi
24660	Panj Pani	Punjabi
24000	South Asian Focus	English
23300	Tamil Culture	English
22000	Urdu Post	English; Urdu

Case study of multicultural approach to earned and paid media for local municipalities

Four local municipalities' communications departments were interviewed to examine their approach to multicultural media. Their responses were classified into three different approaches: Minimal, Moderate and Extensive. Peel is proposing a "Moderate Plus" approach.

"Minimal"

- Media releases are sent to mainstream media and others on their media list
- No multicultural media registration
- Media releases translated by request
- Paid advertising occurs in largest English papers only

"Moderate"

- Media releases are sent to mainstream English media, media list, and registered multicultural media outlets
- Media releases are translated by request
- Paid advertisements occur in both English and multicultural media via a registration process
- Online registration for multicultural media outlets in City's top 10 languages
- No communication resources dedicated specifically to multicultural media

"Extensive"

- Translates all media releases into the top-10 languages through in-house communication and translation resources
- Engages multicultural media as part of a multicultural media outreach strategy
- Three dedicated communications specialists liaise with outlets in multiple languages for pitching and engagement
- Paid advertisements occur in both English and multicultural media via a registration process

"Moderate plus" – A proposed approach for Region of Peel

- Media releases are sent to mainstream English media, media list of all outlets and partners, including registered multicultural media outlets
- Media releases are translated by request to ensure timely delivery and equal distribution of news to all outlets
- Online registration for multicultural media outlets in top 15 languages ensures an equitable, open, and transparent distribution of ad revenue among outlets while also recording valuable demographics about the size, reach, language and multicultural community served
- Paid advertisements occur in both English and registered multicultural media via a registration process
- Print ads in smaller media to be negotiated through in-kind cross-promotion through events (logo placement, shout-outs, sponsorship, etc.)
- Investigate multicultural media monitoring services to monitor, translate and analyse on multicultural articles germane to the Region

Appendix I
Multicultural Media Strategy

	Minimal	Moderate	*Moderate Plus	Extensive
Media releases are sent to mainstream media only	•			
Media releases are not translated	•			
No registration process for multicultural media outlets	•			
Paid advertising occurs in mainstream English papers only	•			
Has in-house communications resources dedicated specifically to supporting multicultural media				•
Media releases are sent to mainstream media and multicultural media in English		•	•	
Media releases are translated upon request of the multicultural media		•	•	
Online registration for multicultural media outlets		•	•	•
Paid advertising in mainstream English + top 10 languages of registered multicultural media		•		•
Paid advertising in mainstream English + top 15 languages of registered multicultural media			•	
Use multicultural media services to monitor, translate and analyze multicultural articles			•	•
Multilingual communications specialists and in-house translation services as part of a larger multicultural media outreach strategy				•