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RESEARCH ON SETTLEMENT PROGRAMMING THROUGH THE MEDIA

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EXECUTIVE SUMMARY

Canada admits more than 250,000 new immigrants each year. More than half of these new immigrants settle in Ontario, a significant number of them choosing the Greater Toronto Area as their new home. The GTA is also the media capital of Canada, having 12 television news outlets, 41 radio stations and six English-language daily newspapers. There are also more than 200 ethnocultural publications in the GTA, including eight daily newspapers and several radio and television stations. Settling in a new country can be a daunting task for most newcomers, so access to accurate and appropriate information is vital. The media are an important source for this settlement information.

In a speech delivered in Toronto in March, 2006, then Citizenship and Immigration Minister Monte Solberg said in part: "...to feel truly accepted in the workforce, newcomers will need to learn the customs and practices of the Canadian workplace. Finally, we know that to feel truly accepted as citizens, newcomers will need to learn, and embrace, the values that make Canada one of the most admired nations on earth."

Indeed, the media play an important role in helping newcomers to "learn the customs and practices" of their new home. Equally important, the messages the media disseminate to newcomers about various services and resources available to them are vital to social inclusion and adaptation.

Research conducted by DiversiPro Inc. explored settlement-related information, specifically the key messages and stories directed at the targeted communities, including newcomers and others involved in the immigrant settlement field, through the media, both mainstream and ethnic.

Through qualitative and quantitative analysis (content analysis, community discussions, questionnaires, interviews, literature review and best-practice reviews) this research has found that information for newcomers in both the mainstream and ethnocultural media is in short

supply. In fact, nearly 40 percent of the ethnocultural media practitioners who responded to questionnaires could not recall any specific examples of settlement coverage they had carried.

There are notable exceptions, for example *Canadian Immigrant* and *Canadian Newcomer* magazines and Viva, Radio-Canada International's new Web service, but the mainstream media could cite virtually no specific examples of settlement information for newcomers. When asked the reason for this lack of information, the answers ranged from "not a lot of our audience is immigrants," to "don't want to alienate mainstream readers."

Previous research has indicated that newcomers more often turn to ethnocultural media for settlement information; however, it appears that this information is inconsistent and there are no predictable time slots, so coverage is hit and miss.

In reviewing existing literature and other research on this subject, we found, among other things, that very little research is available on the processes by which newcomers access or learn about settlement information; that newcomers rely on social support networks and media as their main sources of information about services; and that newcomers receive settlement information from different channels before arrival, upon arrival and after arrival in Canada. The research makes it clear that the media are not fully aware of what newcomer communities need and how they may best be served.

This research also examined best practices in the United Kingdom, Australia and European Union countries. In essence, the research found that "...media strategies have focused on social cohesion, assimilation and acculturation, but have missed the important role of providing settlement information, such as how to enter the job market and how to attain citizenship." The research found that high-immigrant-receiving host countries are increasingly concerned about identifying and implementing strategies to assist newcomers to "integrate" rather than "settle." It was also revealed that the media are not providing consistent information to newcomers about settlement services.

Finally, and ironically, the research showed that, as newcomer communities become more established, the ethnocultural media are more interested in reaching immigrants who are integrated in the host countries than offering settlement information to newcomers. This lack of information presents an opportunity to support ethnocultural media that focus specifically on offering content about settlement services.

RECOMMENDATIONS

1. From the research it is clear that ethnocultural media are important vehicles of communication for many newcomers, especially in their native language. It is also clear that there is a strong desire by ethnocultural media to publish more settlement information. We therefore encourage CIC to support ethnocultural media to provide more settlement information about the key settlement areas (Employment, Housing, Immigration/Citizenship, Legal services, Education, Health, Consumer information, Community/Recreation and as indicated in our report, “Other Settlement information”). We recommend that ethnocultural media:
 - a. Provide settlement information in appropriate immigrant languages and in English or French when possible.
 - b. Clear and easy to understand information is vital to imparting information, especially to newcomers whose first language is not English. We recommend information aimed at newcomers be written or rewritten by journalists rather than simply translating government-originated material that may contain too much jargon.
 - c. A common desire we heard from editors at ethnocultural media was to have one place where they can go to get settlement information for dissemination to newcomers and other (newspaper) readers. We recommend a cooperative exchange service for settlement information similar to a wire service such as Canadian Press

where subscribing members share articles containing settlement information. CIC would underwrite some of the costs for this service.

- d. Ethnocultural publications often operate on shoestring budgets. The research found that one barrier to more frequent and consistent publication of settlement information was the cost of translating information obtained from CIC into different immigrant languages. We recommend CIC offer, on request, free translation of materials produced by *Canadian Newcomer* and *Canadian Immigrant* magazines.
2. Our research has found that mainstream media do not disseminate a significant amount of settlement information. In fact, there is an assumption among mainstream editors that newcomers are well-served by ethnocultural media and other sources. We recommend CIC consider the publication of one-time supplements in mainstream media (newspaper), in partnership with local settlement agencies. This would have an added outcome of introducing newcomers to an important mainstream institution.
3. Our research found that the grade-level of language used in settlement information was often too high for newcomers to fully understand. We recommend CIC set and develop appropriate language level guidelines for settlement information produced by CIC (federally and provincially).
4. The research indicates that newcomers often use locally-produced ethno-specific radio programs, print and the Internet to get settlement information. We recommend CIC focus its efforts in these areas because of a growing immigrant following and because these modes of media have lower production costs.
5. In our literature review there was a paucity of information on how newcomers access settlement information. We recommend a comprehensive study of the processes

newcomers use to learn about settlement information and how they use the information to settle in their new country.

6. There appears to be some confusion about what “integration” means in the context of newcomer settlement. For some it means “assimilation;” for others it may mean something else. We recommend that CIC explore defining or redefining “integration”, and the supports immigrants need in order to successfully integrate and settle in Canada. We suggest this may streamline and strengthen existing media programming, making them more effective in providing information that immigrant populations actually need.
7. Measurable outcome of any initiative is the hallmark of good project management and the allocation of funds. Evaluating the effectiveness of media initiatives should be no different. We recommend that upon the initiation of media projects or campaigns, CIC ensures that they are designed to be evaluated for their effectiveness.
8. Developing closer relationship between CIC and media (mainstream and ethnocultural) is vital to successful dissemination of settlement information to newcomers. We recommend CIC, in conjunction with settlement agencies and newcomer communities, launch an initiative to communicate the potential role of the media in disseminating useful information about integration and settlement. This may include regular meetings with editorial boards of mainstream publications and broadcasters.
9. Our research has identified a gap that CIC could fill by supporting existing media programs (or creating new ones) that provide specific services such as conversational language training for newcomers whose first language is not English or French. Other types of scenario-based training programs could be offered (e.g., how to network, look for housing, etc.) in creative and culturally engaging ways.

SCOPE OF THE PROJECT

Citizenship and Immigration Canada (CIC) engaged DiversiPro Inc. to research the possibility of using the media for delivering settlement-related information—specifically through television, radio and print media. This research study looked at what settlement information and programming exists in Ontario, what types of media are presenting it, and recommendations for further development in the area of media.

Specifically, the study identified:

- 1) Existing models of settlement-related information delivery via the media
- 2) Gaps in the current delivery of settlement programming through the media
- 3) Recommendations that CIC can further explore in the future development of pilot projects.

The geographic areas covered include: the Greater Toronto Area, London, Kitchener-Waterloo, and Hamilton, all in Ontario.

The language groups covered by this research study include: Mandarin, Urdu, Arabic, Punjabi, Spanish, Tagalog, Russian, Farsi and English (Caribbean and African).

PROJECT ACTIVITIES

To arrive at the objectives of the research study, DiversiPro engaged in the following activities:

- 1) Using surveys and key informant interviews with mainstream and ethnocultural media (print and broadcast) in the top newcomer communities with a strong emphasis on the GTA, DiversiPro:
 - a. Identified current settlement programming delivered via media in Ontario, including how it is being delivered and to whom
 - b. Identified gaps in the delivery of settlement programming in Ontario
 - c. Identified approximate costs for producing and delivering settlement programming and means of funding
 - d. Recommended appropriate settlement programming, type of media that should be used and the intended target audience

- 2) Using DiversiPro's CADA analytical tool and other forms of analysis, DiversiPro:
 - a. Assessed the quality of settlement programming currently being delivered in Ontario
 - b. Reviewed the content of information being delivered through media (both mainstream and ethnocultural)
 - c. Identified who is being targeted for settlement programming
 - d. Assisted in developing recommendations

- 3) Through community consultations and key informant interviews with Ontario's top newcomer groups, DiversiPro:
 - a. Identified key settlement information and programming needs
 - b. Identified how they access or learn about settlement services
 - c. Determined their use of media (mainstream and ethnocultural) for information, whether settlement-related or not
 - d. Determined where and how they get information (general)

- 4) Conducted best-practices review of settlement programming through media in Canada, the United States, the United Kingdom, Australia, Sweden and the Netherlands
- 5) Conducted literature review of existing settlement research and publications
- 6) Conducted survey and key informant interviews with settlement agencies to determine advertising habits

MEDIA SURVEY

METHODOLOGY

A 12-item questionnaire was designed to address all qualitative and quantitative issues mentioned in the CIC call for proposals. It was administered by phone in the language of publication to the publishers/editors/producers of 57 ethnocultural periodicals and broadcast media in the GTA, identified during earlier research at Ryerson University. In addition, 12 mainstream media outlets completed the questionnaire in Toronto, Hamilton, Kitchener, and London. The surveys were conducted between March 15 and April 15, 2007.

These media outlets were asked how often they publish or broadcast settlement information for newcomers. The questionnaire listed eight categories, based on content featured on the CIC website. They were as follows:

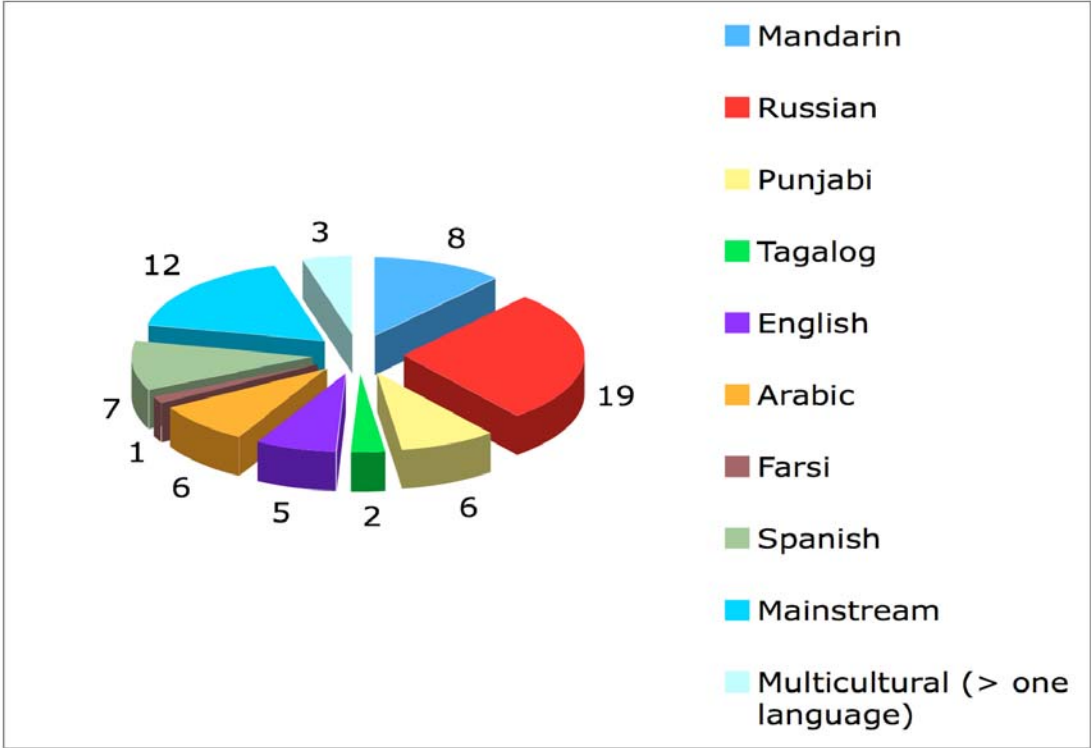
1. Employment (e.g., job market info, training, internships, obtaining Social Insurance Number and professional credentials, financial assistance, paying income tx, etc.)

2. Housing (e.g. advice on where to find affordable housing, how to purchase a home, etc)
3. Immigration/citizenship (e.g., advice on sponsoring relatives, refugee status, international students, immigration consultants, passport, citizenship, etc.)
4. Legal services (e.g., legal clinics, Legal Aid, etc.)
5. Education (e.g., ESL programs, evaluating foreign credentials, translation, adult education, student loans, etc.)
6. Health (e.g., OHIP card, hospitals, finding a doctor, etc.)
7. Consumer info (e.g., using banks, getting credit, using transit, etc.)
8. Community/recreation (e.g., religious services, child care, youth counselling, old-age homes, community centres, libraries, dealing with police, etc.)

To those we added a ninth category: “Other settlement info (e.g., how to vote, how Canadian institutions work, etc.)”

Researchers were engaged who were fluent in Mandarin, Russian, Spanish, Punjabi, Arabic, Farsi and Tagalog. These were chosen because they are the languages of Ontario’s largest groups of new immigrants, according to Statistics Canada. Questionnaires were administered by telephone in those languages, unless the subjects chose to communicate in English. In a few cases, an online version of the questionnaire was requested.

By early May, the questionnaire results were tabulated from 57 ethnocultural media outlets and 12 mainstream newspapers and broadcasters in the following languages:



Examples of settlement information from each publication or broadcast were analyzed to verify that they met our project’s criteria for such information—that is, that the intent of the article or broadcast was to deliver settlement information to newcomers. Based on the results, seven key informants were selected for follow-up interviews. They were Jack Jia of *Chinese News*; Nestor Hernandez of *Correo Canadiense* (Spanish); Juri de Shalyt of *The West East Toronto* (Russian); Rajinder Saini of *Parwasi* (Punjabi); Roger Gillespie of *The Hamilton Spectator*; Naeem (Nick) Noorani of *Canadian Immigrant magazine*; and Dale Sproule of *Canadian Newcomer magazine*.

WHAT WE FOUND

Those who answered our media questionnaire were certain as to where they think people turn to get settlement information now:

Source of settlement info	Responses from Ethnocultural media	Responses from Mainstream media
Ethnocultural media	79%	75%
Internet	58%	67%
Community organizations	49%	83%
Word of mouth	46%	42%
Churches/mosques/temples	35%	50%
Mainstream media	19%	25%

Both sets of respondents agreed that the ethnocultural media were a stronger source of settlement information than mainstream media. Mainstream media representatives were more likely than their counterparts in the ethnocultural media to believe that newcomers get settlement information from community organizations and churches/mosques/temples.

The questionnaire also showed that more and more ethnocultural media have a presence on the Internet. This validated an earlier survey done at Ryerson University for the Publications Assistance Program of the Department of Canadian Heritage, in which 55 percent of the periodicals surveyed revealed they have online versions of their content. Half of the others planned to start doing so soon. For example, *Correo Canadiense*, a 30,000-circulation Spanish weekly newspaper, has had a website for three years, and editor Nestor Hernandez says “it’s more popular than the paper.” Immigration topics are particularly popular, and the highest number of emails to the website come from people asking for help with immigration problems.

To test the ability and desire of the ethnocultural media to provide this kind of information, we asked a series of qualitative and quantitative questions. The responses are quite revealing:

How important is it to provide information on the following subjects?

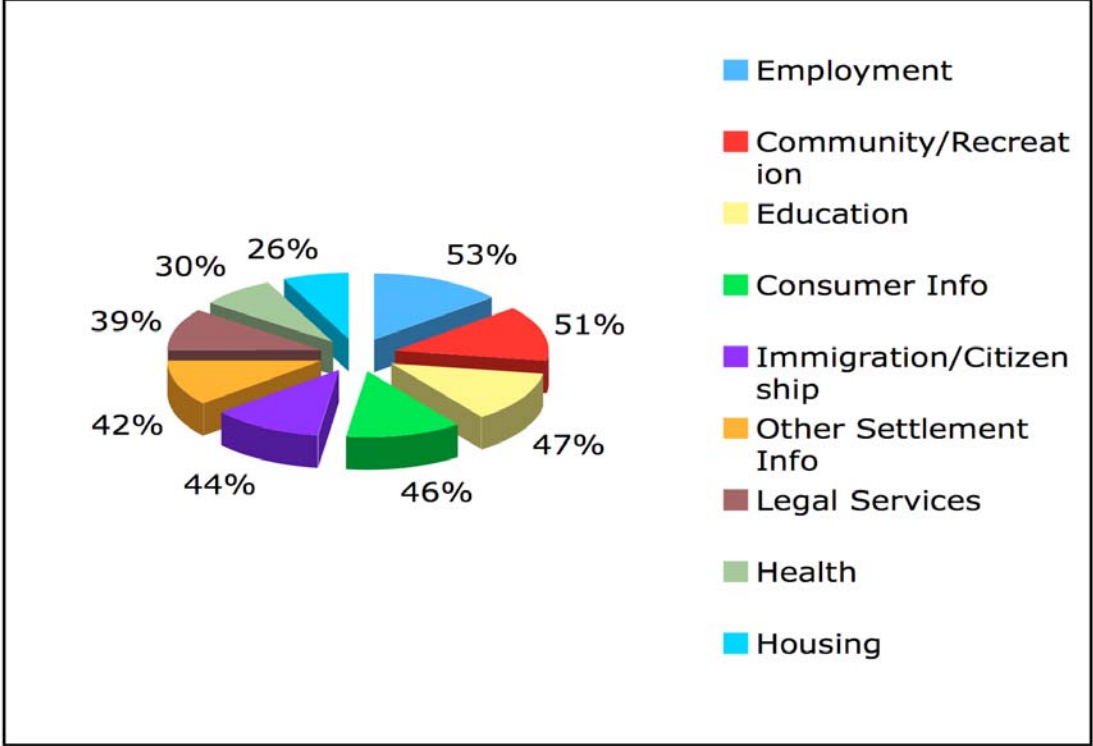
Integration into Canadian society	86%
Preserving your own culture	86%
How to function in Canadian society	84%
Helping people with problems	60%
News from home country	53%

Those surveyed felt they had two sometimes contradictory roles to play, which they rated equally in this question—helping newcomers integrate into Canadian society, and helping them preserve their own culture. We then asked them to break the logjam and say which type of content they ranked higher. Seventy-seven percent said “how to function in Canadian society” ranks higher than “providing news from home country.” And despite the answer in the table above, 58 percent said “how to function in Canadian society” ranks higher than “preserving your own culture.”

It is clear that, at least in theory, ethnocultural media rank “integration into Canadian society” and “how to function in Canadian society” highest on the scale regarding content they feel they should provide.

Does this in fact reflect what they print and broadcast? The answer seems to be “not really,” as coverage is often hit and miss. In fact, there is evidence that information for newcomers is in short supply, even in the ethnocultural media. Twenty of the 57 ethnocultural media questioned (35 percent) could recall no specific examples of

settlement coverage they have carried, and 10 others could point to fewer than five examples. When asked about how frequently they run articles in the nine categories of settlement information identified in the questionnaire, here is how many answered “regularly”:



This chart shows that at best, only half of the ethnocultural media regularly feature settlement information in some categories, and there are categories such as legal services, health, and housing that fewer than one-third of those media regularly cover. Despite this, our survey showed a strong desire to make the settlement information they do carry useful for newcomers. Forty-three of 57 ethnocultural media (75 percent) said the format provided for public participation, either online or by phone. A majority (53 percent) stated that some settlement information is contained in paid advertising, and our reading and viewing of these media revealed many advertisements for educational institutions and professionals, such as lawyers, who cater to an ethnocultural population.

There seems to be a strong desire to publish more settlement information in the ethnocultural media – 82 percent of practitioners said they would if it was available. Why asked why there isn't more such information published now, most cited "lack of advertising support." Others said there is a lack of such information in their languages of publication.

The mainstream media could cite virtually no specific examples of settlement information for newcomers. A few outlets mentioned they carried education, housing or employment features, but they were referring to sections or programs that were intended for a general audience, not newcomers. When asked why there wasn't more information directed towards newcomers, the answers ranged from "not a lot of our audience is immigrants" to "don't want to alienate mainstream readers." One editor said the mainstream media generally do a poor job of providing "service journalism."

KEY THEMES

- The best potential for disseminating accessible settlement information is in English-language magazines targeted to that audience, or the ethnocultural media.
- Most of these publications are directly dependent on advertising to support distribution and content. And since most of the ethnocultural media in Ontario are based in the GTA, immigrants to cities such as Hamilton, Kitchener and London are likely to miss out.
- English-language publications targeted to newcomers generally are distributed through settlement organizations and miss newcomers who are not proficient in English or do not use those services.
- There is a lack of timely and reliable settlement information for newcomers.
- There is a particular lack of what we have termed "other settlement information," especially basic information about how Canadian institutions work.

- There is a lack of resources to translate settlement information into languages other than English.
- There is a duplication of effort in getting information published or broadcast.
- To make it useful, make it available in different platforms (different languages, in print, on air and on Internet, allow readers/viewers to ask questions or comment).
- Younger audiences increasingly turn to the Internet for this information.

CADA™ CONTENT ANALYSIS

METHODOLOGY

Editors and producers are often genuinely optimistic about the quantity and quality of material that they provide on any given subject. Content analysis is a way of checking on what the public actually see and hear.

DiversiPro conducts this analysis using software that speeds the process and minimizes the likelihood of coding errors and mistakes in data transfer.

The following is a content analysis of a sample of settlement information currently available in a selection of radio, television, print and Web-based media. It is a sampling, not a comprehensive study, of all the media available. However, it does indicate the most predominant subjects and the treatments, and what areas may need more promotion or attention.

In order to determine what settlement-related subjects are covered in the media and by whom, our researchers analyzed the content of two publications or programs chosen in each of radio, television, print and the Web. The study concentrated on items whose intent was to deliver settlement information in the nine areas identified on the questionnaire:

- immigrations and citizenship
- consumer information
- community and recreation
- housing
- employment
- legal services
- health and employment

The content analysis included media in five languages, in addition to publications and programs in English. Trained journalists and journalism students, fluent in the respective languages, conducted the research.

CADA™ tracked the frequency of appearance of items in each of the subject areas and the treatment of the items: interview, announcement, news item, discussion, feature. Detail graphs and charts per language group are available in the full CADA report which can be found in the appendices. A summary of all media and languages can be found below.

When experts are used or quoted, CADA™ has graphed their age, gender, ethnicity and source. In addition, we have reviewed the appropriateness of the language used for selected media.

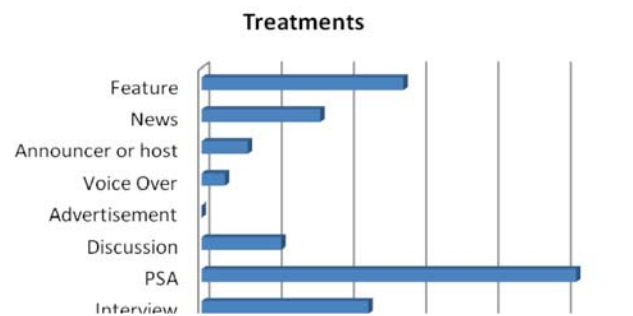
WHAT WE FOUND

We must be careful in generalizing because there are differences among each of the language groups. However, our researchers observed the following in the media they reviewed:

1. In terms of our relatively strict definition, there is not much settlement information in the mainstream and not a great deal more in the ethnic media. The notable exceptions

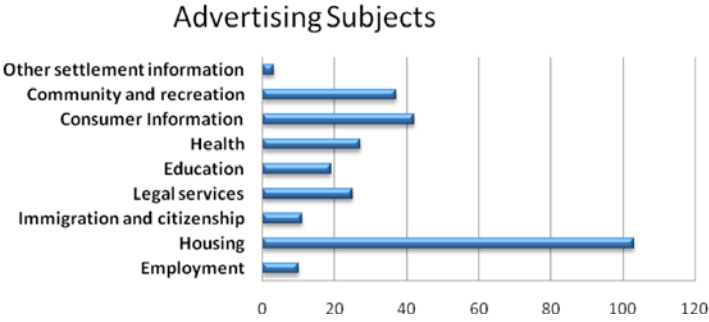
are the *Canadian Immigrant Magazine*, whose clear focus is on immigrants and immigration, and Radio-Canada's Viva, which seemed most useful to people abroad considering immigration.

2. There is information about immigration issues, but usually in the form of news or in features about the immigrant situation. There is much useful information on health and community activities for the general audience, but rarely with a new-immigrant perspective.

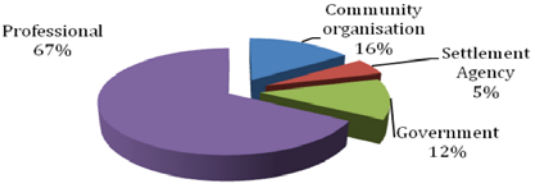


3. There is a great deal of music and news from the home country in the ethnic media. One reason may be that purchased musical programming and imported news is relatively inexpensive and popular.
4. Most of the ethnic media under review did not have a high level of production or journalism standards. As small and struggling business operators, they may be happy to use free quality material if it is in their language.

5. Advertising appears to be an important source of information for some immigrants. Some private advertisers provide settlement information as part of their advertisements, which appears to be one effective way for newcomers to find out what services are available in law, medicine, real estate, and government departments.



6. For the most part, experts are chosen from their ethnic group for their professions and experience. Government representatives less often. Overall, male experts predominate, but not as much as expected.



LANGUAGE

In 1969, Professor G. Harry McLaughlin devised SMOG™, or Simple Measure of Gobbledygook, a formula to assess the educational level needed to fully understand a text. It has been widely used, particularly by health authorities such as the Veterans' Association. It is now available electronically to determine the readability of material written in English. It is a useful guide in assessing the difficulty of written material that must be read and understood by newcomers to the English language.

Using the SMOG™ calculator to establish language levels of the material under review, we found that a selection of articles from the *Canadian Immigrant* were geared toward the grade 13.42 level (some college, suitable for reading the *New York Times* for example). News items on the CTV website rate 14.8, at the high end of the same reading level.

The CBC website averages a 12.31 (high school graduate, reading *Time* magazine) for a selection of articles, except for some of the material targeted to immigrants, which gets up to 13.36. Selections from the *Toronto Sun* rate around 10, suitable for someone with some high school who reads *Newsweek*. We believe that these levels represent a conscious effort to use language at a comfortable level for their readers.

Samples from the Citizenship and Immigration Canada website range from 18 for a press release (suitable for someone in postgraduate studies, a reader, let's say, of the *Harvard Business Review*) to a more friendly 16 and 17 university graduate level in material intended for newcomers. Selections from the Ontario Ministry of Citizenship and Immigration website range from 19 (a level suitable for people with postgraduate degrees who read the Income Tax Act with understanding) to 12.8. or high-school graduate level, and averages out in the "some college" range between 14 and 15.

These ratings are simply indicators of the level of understanding required to be comfortable with the language. It may be more useful to consider “broadcast language” as a target for newcomer information; that is, using simple language without “dumbing down” the content. Many journalists learn to say complex things using simple language in the interest of clarity as well as in an effort to bring understanding to a large audience.

It may be useful to consider the level of language used to reach newcomers. We asked our researchers to comment if there was anything remarkable about the different language levels used in the media.

COMMUNITY DISCUSSIONS

METHDOLOGY

A 17-item questionnaire was designed to covers participants’ information and help seeking behaviour and access to services over 3 time periods: *Before arrival to Canada, On landing in Canada, and in the immediate settlement period soon after landing.*

The community discussion groups were administered in person in the native language of the community. In all, 8 community discussion groups were held involving the following ethnic communities: South Asian, Chinese, Russian, Persian and English speaking Black/Caribbean/African. Due to travel and scheduling constraints, all the community discussion groups were held in Greater Toronto Area. All the researchers engaged were fluent in Mandarin, Russian, Punjabi, Hindi, Farsi and English.

In all, 64 individuals participated in the 8 community discussion group. At no time were there more than 8 participants per group. Participants for the community discussion group were sourced from a variety of different networks including places of worships,

community organizations, community centres, café and social networks. The profile of the participants include:

- Head of Households – they were decision makers in their respective families
- In Canada for less than 2 years
- Have not used the services from a settlement agency
- Varied in professions
- Gender balance

WHAT WE FOUND

While the responses we received to our questions were plentiful and varied, we were able to draw some conclusions. They are:

- Family and friends were the primary sources for information – settlement or not. This was consistent through all three settlement phase. The Internet was second.
- Housing and Employment information were the most sought after by newcomers regardless of the settlement phase.
- Participant would more than likely turn to mainstream media (TV, Radio, Print) for settlement information then ethnocultural. Meanwhile, while the use of ethnocultural media is high, their primary information use is for keeping participants informed about the home country as well as local news, entertainment, etc.
- There was a general openness to paying for services such as immigration lawyers; job search agents; and language training schools if they believed this would advance their current role or position.
- Language was cited as the primary barrier to successfully accessing settlement information

LITERATURE REVIEW

METHODOLOGY

The literature review was conducted around three major areas:

- Settlement information and programming needs
- Processes by which newcomers learn about and access/utilize services
- Newcomers using media for information gathering

For each of the three areas, multiple database searches were conducted using the online libraries of the University of Toronto and Ryerson University. Web searches were also conducted using Google and Google Scholar. The library database of the Centre of Excellence for Research in Immigration and Settlement (CERIS) at York University was also scanned using specific keywords.

There is a great deal of information on immigrants, particularly in relation to settlement needs, and an attempt was made to look for and select, wherever possible, those studies that focused primarily on Mandarin, Urdu, Arabic, Punjabi, Spanish, Tagalog, Russian, Farsi and English-speaking Caribbean persons and/or immigrants in the Greater Toronto Area, Hamilton, London, and Kitchener-Waterloo areas. There is an overlap in the conceptualization of needs, barriers, challenges and recommendations. It is likely that when “recognition of credentials” is stated as a barrier, for example, it indirectly addresses a need though it may not be explicitly named so in the study. To avoid such judgment calls, only information that directly named a phenomenon as a need or worded it as a recommendation was used for the purpose of this review. Studies that spoke exclusively of challenges/barriers to newcomer settlement were not included, though it is likely that they do reiterate much of what was found in the existing literature search.

In reviewing literature related to key immigrant settlement and programming needs, 15 studies were found that focus on the specific language/ethnic groups and most of these were located in the Greater Toronto Area. Where studies on the particular language/ethnic groups were not available, effort was made to see that these groups were represented in studies focused on the needs of immigrants and refugees in the Greater Toronto Area, or on the needs of immigrants/newcomers in Canada in general.

WHAT WE FOUND

The key needs of immigrants in relation to settlement and programming are:

- Recognition of credentials
- Access to information and services
- Affordable housing
- Employment
- Language training
- Access to elements of their own culture
- Child care
- Support services
- Increased services (e.g., in the areas of mental health, abuse)
- Transportation
- Changes in the live-in caregiver program

Newcomers learning about and accessing services

The fact that immigrants/refugees utilize services at lower rates than non-immigrants is well documented (Reitz, 1995; Fenta, Hyman and Noh, 2006). Some studies discuss the reasons for this underutilization, or barriers to utilization of housing, education, employment, health care or other such services that are essential for their settlement (Oxaman-Martinez, Hanley, Lach, Khanlou, Weerasinghe and Agnew, 2005; Neufeld, Harrison, Stewart, Hughes and Spitzer, 2002; Simich, Beiser, Stewart and Mwakarimba,

2005; Wayland, 2006; Community Social Planning Council of Toronto, 2004; Fenta et al, 2006). Much literature is also available suggesting ways to overcome barriers or to improve information about or access to services (Stampino, 2007; Deri, 2005; Gibson, Cave, Doering, Oritz and Harms, 2005; Wayland, 2006; Caidi & Allard, 2005; IMPACS, 2003). However, comparatively little information is available about the actual processes by which newcomers access or learn about settlement information. The little research that is available suggests that new immigrants to Canada use social supports/networks and media as their main sources of information about services. The literature cited above illustrates the importance of social networks as the main source of information and the main channel for accessing settlement services or to meet settlement needs. The manner in which immigrants utilize media for information and settlement is discussed in the next section.

In a situational analysis of existing communication channels for newcomers, community members and staff of the Settlement Directorate of the Ontario Region (SDOR) shared that new immigrants receive settlement information from different channels before arrival, on arrival and after arrival to Canada (IMPACS, 2003). Prior to their move to Canada, new immigrants may get information from the Canadian government offices and/or from their networks of friends or relatives who know about Canada. On arrival, the newcomers are provided with information packages at the airports or border crossings. On their immediate arrival at their destination outside the airport, newcomers often receive help from their social networks, who may direct them to settlement services familiar to them. After a few days in the country, the newcomer may get information about settlement services from a variety of sources ranging from the media to formal organizations such as settlement agencies and religious organizations. Networks of friends and relatives continue to be the most important sources of information.

The importance of community and family networks to facilitate access and connections to resources was demonstrated in an ethnographic study of Chinese and South Asian women

who were caregivers to an ill or disabled child or adult relative (Neufeld et al, 2002). The informal social networks were found to be the most common way for the women to connect with community resources. Sometimes, these networks served as a chain of linkages that connected the women to community resources. Also, it was found that contact with one community resource often served as an important “bridge to other resources through referral, advocacy support and distribution of information” (p. 759). Another study that utilized data from three cycles of the Canadian National Population Health Survey examined the links between social networks and health service utilization (Deri, 2005). Strong evidence was found that an individual's networks affected the decision to utilize services by the channels of information and norms.

Family and ethnic networks were also found to be very important in helping the establishment of entrepreneurship in new immigrants (Walton-Roberts and Hiebert, 1997). Focusing on ethnic enterprise among immigrants in the construction industry of Greater Vancouver, the researchers found that these networks provided the immigrants with information, training, capital, and help in acquiring a labour force and establishing a client base that was crucial for their business.

Silvo (2005) explored the information needs and information-seeking behaviour of southern Sudanese immigrant youth in the city of London, Ontario. The youth who participated in this study identified a number of information sources such as the government, extension workers, libraries, religious institutions, employment resource centers, colleagues, elders, teachers and the like. But an interesting finding was that these youth were found to rely on informal sources such as networks of friends, neighbours, co-workers and relatives as their chief sources of information. The literate youth used libraries to seek information. They were, by and large, skeptical of information that was received through the mass media, though this attitude did change to trust of a few government agencies that they interacted with over a long period of time.

The Settlement and Education Partnership in Toronto (SEPT) is a unique collaboration between CIC, settlement agencies and the Toronto District School Board, aiming to aid newcomer students and their families in the settlement process. In an independent evaluation of the SEPT pilot project, newcomer parents reported that school settlement workers served as bridges between themselves and the school system and had served as suppliers of information and referrals to community and government resources, such as language classes or health services (George and Shera, 2000).

In another study carried out in the GTA, Hamilton and Ottawa, in an effort to evaluate the existing services available to newly arrived seniors, their difficulties in the settlement process, and their means of accessing support and information, McDonald et al (2001) found that over 60 percent of the newcomer participants utilized one or more settlement services. These service-utilizing seniors reported that sources that enabled them to connect to settlement services were family (57 percent), friends (33 percent), ethnic community (31 percent), mainstream communities (22.1 percent), ethnic media (19 percent), and government agencies (14 percent). However, the researchers acknowledge that the numbers were likely affected by the fact that the respondents had been recruited through settlement service agencies and were service users.

In their report providing an overview of the information needs and information-seeking behaviour of newcomers, Michalski and George (1995) reported that among the newcomers, a majority did receive some help in the various settlement tasks. Family and friends were the primary sources of help, more so in meeting the needs of the newcomers with respect to housing, education, employment and health services, while community and government agencies seemed to be of more help in accessing language training.

The Longitudinal Survey of Immigrants to Canada (LSIC) (Statistics Canada, 2007) summarizes the importance of networks in accessing settlement services or meeting settlement needs as “Family and friends are important to new immigrants. Through these

networks immigrants are more likely to receive help with settlement tasks such as finding accommodations, getting a job, accessing education or training and health care.” (pp.1)

Newcomers using media

Media can be an important tool in the settlement and integration of immigrants in their host countries. Newcomers who participated in the LSIC reported that they used the media, particularly the English and French newspapers, in trying to find housing. A smaller number of immigrants used the Internet or ethnic newspapers in their search for housing (Statistics Canada, 2007).

When comparing the Internet to other job-search paths for new immigrants, such as social networks and employment agents, Greve, Salaff and Chan (2007) found that the Internet helped new immigrants get better jobs by providing them an opportunity of not being “weeding out based on cultural traits” (4.21) by employers who would otherwise slot them into substandard jobs based on signals the newcomer gives out related to their ethnic background and immigrant status.

In their paper on Chinese-language media and immigrant life in the United States and Canada, Zhou, Chen and Cai (n.d.) suggest that the Chinese-language media is used by immigrants in their integration process in the following ways:

The ethnic media keeps immigrants informed and connected to the host society in a medium that is familiar to them by providing news about the host society, and by providing them with a “road map” that enables the immigrants to find their way around an unfamiliar host society. By providing information about the happenings in the homeland, the media kept the immigrants feeling less alienated, reducing psychological and emotional stresses associated with being a newcomer. In summary, the authors claim that “non-English-speaking immigrants are acculturated via the Chinese-language media” (p. 18).

Immigrants' use of the media (especially ethnic media) for ethno-community building or maintaining a connection with their country of origin is seen as problematic in a country like the United States that has an assimilationist philosophy. However, this is not the case in Canada, where multiculturalism is promoted (Zhou, Chen and Cai, [n.d.]). Assimilationists would see the withdrawal from ethnic institutions as a sign of assimilation, while the multiculturalist would see the immigrants' use of ethnic institutions as a way of finding a place for themselves in their host countries (Conzen 1991, in Zhou, Chen and Cai, [n.d.]). In a Canadian study that aimed to understand the Internet behaviour of ethnic communities and the impact of this behaviour on community formation (Aizlewood and Doody, 2002), immigrants and ethnocultural minorities were found to be more active on the Internet than the general population. These populations' activities while online were found "significantly more likely to include elements of ethnocultural community building" (p.9). The researchers conclude that this behaviour is not necessarily threatening to a multicultural Canada, and that this form of exploration of transnational, ethnocultural identity may lead to nothing more than enriching one's sense of self.

A cross-cultural study of acculturation and media consumption by Hong Kong immigrants to Canada (Lee and Tse, 1994) found that the percentage of time immigrants spent on television viewing showed that immigrant consumers tend to follow the same media habits as they did when they were in their home country. Radio listening habits changed very little over the years, but immigrants tended to ethnic media less as their length of time in Canada increased. The researchers pose an important question when they wonder where new immigrants meet the need for increased information when their media consumption time does not change.

In Israel, Elias and Lemish (2006) studied the role of the Internet in the lives of immigrant adolescents and found that the Internet played a crucial role as an agent of socialization

and as a teacher, informing the new immigrant about the society they were in and about its culture and mores. It also served as a way for the new immigrants to keep in touch with happenings in their homeland. The Internet was found to be an “accessible and effective tool for informal learning under severe shortage of material and informational resources and the weakening of social resources typical to immigration” (p. 20).

MARKETING AND ADVERTISING SURVEY

METHODOLOGY

One hundred and forty settlement agencies were contacted throughout the Toronto, Peel, York, Durham, and Hamilton regions. These included agencies that provided:

- settlement services for newcomers
- culturally specific settlement services
- immigration and sponsorship services
- refugee claimant services

Again, focus was placed on the following language groups: Mandarin, Urdu, Arabic, Punjabi, Spanish, Tagalog, Russian, Farsi, and English (African and Caribbean)

Contact information for each of the organizations was gathered from the Settlement.org Web site, a government of Ontario site that provides information on settling in Ontario. Each of the 140 agencies was e-mailed a questionnaire. Follow-up phone calls were made and messages were left at agencies that did not respond.

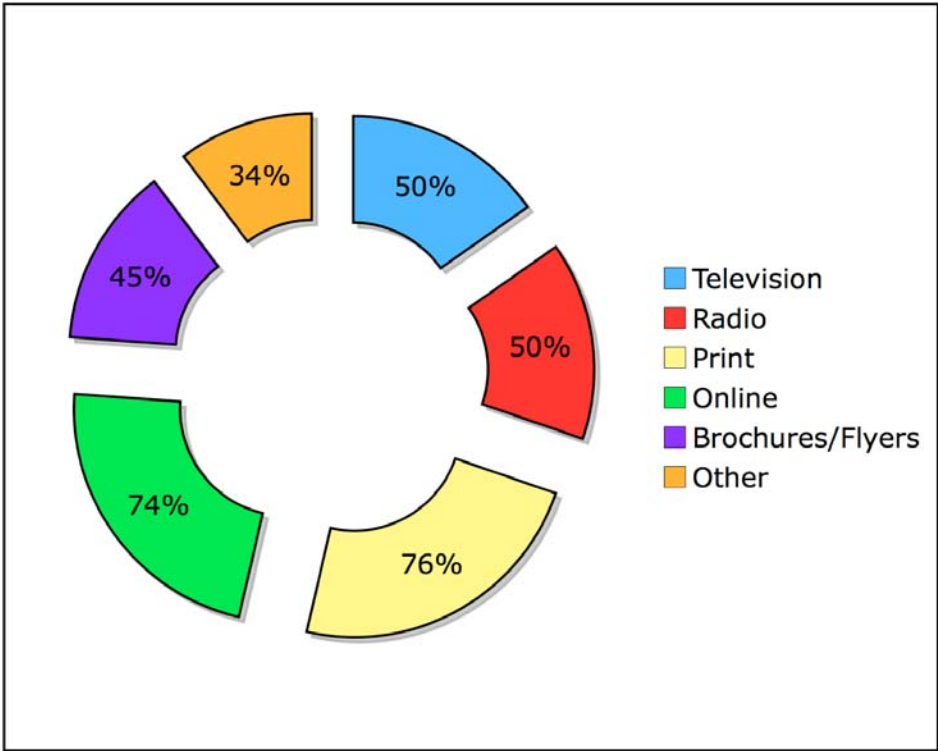
The agencies were asked about their advertising patterns in mainstream and ethnocultural media, with an emphasis on marketing and promoting existing settlement services and programming. Focus was placed on advertising in print media, television, radio, and on the Internet. Thirty-eight settlement agencies completed the surveys.

WHAT WE FOUND

Ninety-two percent of the agencies that responded said they advertised their programs and services while eight percent said they did not. In both groups, however, a recurring reply was that their advertising capabilities were limited by insufficient funding. One respondent mentioned that the cost when compared to their agency's budget allowed for only the bare minimum of advertising. Although all the agencies would like to increase their profile in their communities, they were hampered by a lack of resources and manpower. According to Stephen Lam of the Catholic Community Services of York Region, his agency advertises in local and ethnic media "if free of charge." In print, they use the *Markham Economist and Sun*, *Ming Pao*, *Sing Tao*, *World News* and ethnic newspapers. Guadalupe Herrera of the Rexdale Women's Centre said, "The Rexdale Women's Centre advertises programs and services by posting flyers in the community, distributing RWC brochures and pamphlets to other service providers in the community, free ads in local community newspapers and language and cultural-specific newspapers, free media public announcements on cable TV, the RWC website, information booths in the community, special events and community fairs and community information sessions, etc."

Ethno-cultural community media is a popular option for advertising, with 82 percent of agencies choosing that medium. In comparison, only 39 percent of respondents said they place ads in the mainstream media. The executive director of the Canadian Ukrainian Immigrant Aid Society, Ludmila Kolesnichenko, wrote in her survey, "We advertise more in ethnic media because many of our clients use this type of media more often. In addition, we found that it is much cheaper to advertise in ethnic media than the mainstream." Furthermore, ads placed in ethnocultural media will have a greater success rate of reaching target language groups. To this extent, 79 percent of the agencies surveyed advertise in languages other than English.

The chart below broadly summarizes the choice of medium that agencies surveyed prefer:



The ‘Other’ category includes word of mouth, community outreach, and ads on public transit (subways, buses and bus shelters).

A common complaint cited for advertising through broadcast media was that agencies lacked the resources to pay for expensive advertising on television and the radio. Eva Dufurat from the Community Development Council Durham settlement agency wrote, “We feel national TV advertising would be beneficial to everyone and way more cost-effective than for all of us to advertise individually.” She goes on to say that her agency has never had a budget that would allow them to advertise in the media. Their primary means of dispersing information is through Internet websites and the distribution of flyers around the region, at community information sessions, places of worship and medical clinics. Similarly, Robin Edoh, executive director of the Africanadian Mediation and Community Services agency, said that while his organization lacked funds to play

commercials on television and the radio, they advertised on their website and through brochures and flyers. These were deemed to be most cost-efficient.

In one response, Catherine Joll, information officer for the Canadian Hearing Society, noted that although the CHS is not a settlement agency, it offers programs for newcomers such as Impact-ASL, a literacy and basic skills program. However, even with a low budget, CHS does advertise in the mainstream media with occasional print ads in the *Toronto Star*, the *Ottawa Citizen*, and the Yellow Pages directories, and in magazines geared mostly to seniors.

From the agencies that are able to advertise on television, OMNI and Rogers were the channels most often selected, with OMNI chosen by 10 agencies and six advertising on Rogers. Other popular media often cited included *Canadian Newcomer Magazine*, ethnic papers *Ming Pao* and *Sing Tao* and CHIN radio.

The majority of the settlement agencies who responded felt that advertising general information would be of great benefit to newcomers. As it stands, their budgets will only allow for advertising specialty information, using innovative forms of communication rather than traditional media outlets.

BEST-PRACTICES RESEARCH

METHODOLOGY

The research examined the best practices in the United Kingdom, Australia and selected European Union countries. In addition to traditional forms of settlement and integration services, the UK and Australia are moving towards greater use of media in settlement and integration initiatives. EU countries are especially interested in incorporating the broad principles that guide diversity and cultural change into media programming to proactively effect settlement and integration.

The research relied on the following methods to gather and assess information:

- Pertinent reports, facts, and statistics available on the Internet
- Reports that assess the needs of immigrants and host countries
- Conversations with people who work in the media (in Canada, the UK, Australia, Sweden)

In reviewing the best practices, the research examined four key questions:

1. What is the role of media in helping immigrants to settle in host countries?
2. What are some examples of best practices undertaken by the media to provide information about settlement services?
3. How can these best practices be used to assist newcomers to more easily access the services that they need to build new lives?
4. What can Canada learn from these best practices to improve the delivery of settlement services for newcomers?

WHAT WE FOUND

In pursuit of answers to these questions, the study examined media, settlement and integration as they pertain to immigrants in Canada, Australia, the UK and other EU countries, to broadly determine some ‘best practices’ that can be expanded on or introduced in the Canadian context.

Ethnocultural media are well positioned to provide information about and access to settlement services. Some do this very well, especially among emerging (new) immigrants and refugee communities in host countries. It does appear, however, that in their evolution, and as their communities become established, ethnocultural media are increasingly interested in attracting immigrants who are integrated into the mainstream society. The assumption, therefore, is that newcomers will find the settlement information that they need through community networks and other sources rather than through ethnic programming.

Nonetheless, there are a few broad, identifiable best practices undertaken by various media with respect to settlement and integration. Simultaneously, the relative dearth of information provided by media leaves a gap that can be filled by supporting ethnocultural media in focusing on programs (and articles) that deliver specific, detailed information about settlement services in host countries.

RECOMMENDATIONS

1. From the research it is clear that ethnocultural media are important vehicles of communication for many new comers, especially in their native language. We therefore encourage ethnocultural media to provide more settlement information about the key settlement areas (Employment, Housing, Immigration/Citizenship, Legal services, Education, Health, Consumer information, Community/Recreation and as indicated in our report, “Other Settlement information”. We recommend ethnocultural media:
 - a. Provide settlement information in appropriate immigrant languages and English or French when possible.
 - b. Clear and easy to understand information is vital to imparting information, especially to new comers whose first language is not English. We recommend information aimed at new comers be written or rewritten by journalists rather than translating government-originated material that may contain too much jargon.
 - c. A common desire we heard from editors at ethnocultural media was to have one place where they can go to get settlement information for dissemination to new comers and other (newspaper) readers. We recommend a cooperative exchange service run by CIC for settlement information similar to a wire service such as Canadian Press.
 - d. Ethnocultural publications often run on shoe string budgets. The research found that one barrier to more frequent and consistent publication of settlement information was the cost of translating information obtained from CIC into different immigrant languages. We recommend CIC offer free translation on request of materials produced by *Canadian Newcomer* and *Canadian Immigrant* magazines.

2. Our research has found that mainstream media do not disseminate settlement information. In fact, there is an assumption that new comers are well served by ethnocultural media and other sources. We recommend CIC consider the publication of

one-time supplements in mainstream media (newspaper), in partnership with local settlement agencies. This would have an added bonus of introduce new comers to an important mainstream institution.

3. Our research found that the level of language used in settlement information was often too high for new comers to fully understand. We recommend CIC set and develop appropriate language level guidelines for settlement information produced by CIC (federally and provincially).
4. The research indicates that new comers often use locally-produced ethno-specific radio programs, print and the Internet to get settlement information. We recommend CIC focus its efforts in these areas because of a growing immigrant following and because these modes of media have lower production costs.
5. In our literature review there was a paucity of information on how new comers access settlement information. We recommend a comprehensive study of the processes newcomers use to learn about settlement information and how they use the information to settle in their new country.
6. There appears to be some confusion about what “integration” means in the context of new comer settlement. For some it means “assimilation;” for others it may mean something else. We recommend that CIC explore defining or redefining “integration”, and the supports immigrants need in order to successfully integrate and settle in Canada. We suggest this may streamline and strengthen existing media programming, making them more effective in providing information that immigrant populations actually need.
7. Measurable outcome of any initiative is the hallmark of good project management and the allocation of funds. Evaluating the effectiveness of media initiatives should be no

different. We recommend that upon the initiation of media projects or campaigns, CIC ensures that they are designed to be evaluated for their effectiveness.

8. Developing closer relationship between CIC and media (mainstream and ethnocultural) is vital to successful dissemination of settlement information to new comers. We recommend CIC, in conjunction with settlement agencies and newcomer communities, launch an initiative to communicate the potential role of the media in disseminating useful information about integration and settlement. This may include regular meetings with editorial boards of mainstream publications and broadcasters.
9. Our research has identified a gap that CIC could fill by supporting existing media programs (or creating new ones) that provide specific services such as conversational language training for newcomers whose first language is not English or French. Other types of scenario-based training programs could be offered (e.g., how to network, look for housing, etc.) in creative and culturally engaging ways.

About DiversiPro

DiversiPro Inc. helps organizations to take advantage of the many opportunities presented by the dramatic changes in the population. We also help those organizations to face the challenges and solve the problems associated with this changing and diverse world.

We bring together a group of associates and researchers with a broad range of outstanding professional experience. We are in touch with the best practices nationally and internationally in a number of industries and areas of concern. We help organizations to find a clear and effective path through the world of diversity statistics, politics, theories and attitudes.

It has been a privilege to conduct this research. We thank all the many individuals that were involved.

We invite you to visit our website at www.diversipro.com.



“The Diversity Professionals”

Appendices

APPENDICES

Appendices to the Research on Settlement Programming Through the Media report include:

- ✚ Questionnaire used in Media Survey
- ✚ Full copy of Media Survey report
- ✚ Worksheet used in CADA™ Content Analysis
- ✚ Full copy of CADA™ Content Analysis report
- ✚ Questionnaire used in Community Discussion Groups
- ✚ Full copy of tabulated responses to Community Discussion Groups
- ✚ Full copy of Literature Review report
- ✚ Questionnaire used in Marketing and Advertising Survey
- ✚ Full copy of Marketing and Advertising Survey report
- ✚ Full copy of Best-Practice Research Report

Questionnaire/script

My name _____

Intro: "Hello, I am doing research on behalf of Canada Immigration and Citizenship through Ryerson University's School of Journalism. The goal of this research is to see what settlement related programming is provided by the media. I would like to ask a few questions about how you appeal to readers/viewers/listeners who are new to Canada. Is now a good time? This will take only 10 minutes."

Title of publication/station _____

Languages published/broadcast in _____

Person contacted _____ Phone number _____

For mainstream media, just fill in the box above, and skip to Question 4

1. When you look at the priorities of your newspaper/station, how important is it to provide the following information to your readers/viewers/listeners? You can answer very, somewhat or not at all:

Very Somewhat Not

- (a) News from home country
- (b) Preserving your own culture or language
- (c) How to function in Canadian society
- (d) Assisting people with problems
- (e) Integration in Canadian society

2. When you think of these many roles, would you rank "how to function in Canadian society" higher or lower than "providing news from home country"?

Higher
Lower

3. Would helping your readers know "how to function in Canadian society" rank higher or lower than "preserving your own culture or language"?

Higher
Lower

4. Looking at the following types of information, how often would you say your newspaper/station carries articles/programs about it? You can answer Regularly, Now and Then, or Never.

Regular Now/Then Never

(a) Employment

(e.g. - Job market info, training, internships, professional SIN and other credentials, financial assistance)

CAN YOU GIVE ME AN EXAMPLE:

(b) Housing

(finding an apartment, tenant rights, emergency shelter, subsidized housing, etc.)

EXAMPLE:

(c) Immigration/citizenship

(Advice on sponsoring relatives, refugee status, international students, immigration consultants, passport, citizenship, etc.)

EXAMPLE:

(d) Legal services

(Legal clinics, legal aid)

EXAMPLE:

(e) Education

(ESL programs, evaluating foreign credentials, translation, adult education, student loans, etc.)

EXAMPLE:

Regular Now/Then Never

(f) Health
(OHIP card, hospitals,
finding a doctor, etc.)

EXAMPLE:

(g) Consumer info
(Paying income tax,
using transit,
how to vote, etc.)

EXAMPLE:

(h) Community/recreation
(How to deal with police,
religious services,
get child care, youth
counseling, old age homes,
community centres, libraries,
sports, etc.)

EXAMPLE:

(i) Other settlement info
(How to vote, how Canadian
institutions work, etc.)

EXAMPLE:

(If none of the above information is carried, skip to Question 10)

5. How satisfied are you with the quality of this information, if you run it?
- Excellent
 - Inconsistent

Needs improvement

6. Who provides this information to you?
- (a) Unpaid volunteers
 - (b) Paid freelancers
 - (c) Our own staff
 - (d) Advertisers
7. How much does it cost you to print or broadcast this information?
- Per article _____
- Per page _____
- Per program _____
8. How big is the audience for your newspaper/program?
- Under 5,000
 - 5,000 to 10,000
 - 10,000 to 25,000
 - Over 25,000
9. Do any of the above-mentioned features allow for public participation?
- Yes
 - No
10. Given the resources, would you like to carry more of this information?
- Yes No
- (a) Employment
 - (b) Housing
 - (c) Immigration/citizenship
 - (d) Legal services
 - (e) Education
 - (f) Health
 - (g) Consumer info
 - (h) Community/recreation
 - (i) Other settlement info
- What kind?
11. Where do you believe people in your community go now to get this kind of information?
- Mainstream media
 - Ethnic media
 - Internet
 - Community organizations
 - Churches/mosques/temples
 - Word of mouth
 - Other (please say where) _____

12. In your opinion, what is the main reason there isn't more of this information in your publication/station (pick one):

- Lack of space/time
- Lack of writers/producers
- Lack of interest
- Lack of advertising support
- Other (please say what) _____

Thank-you very much for your time and help.

Please ask if you can see photocopies or emails of the examples cited in Question 4, and write a brief synopsis of it (variety, accessibility, frequency, etc).

Any queries they have about this research, please refer them to me:

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Ryerson University
350 Victoria St.
Toronto M5B 2K3*

CIC Media Survey

John Miller

Methodology:

A 12-item questionnaire was designed to address all qualitative and quantitative issues mentioned in the CIC call for proposals. It was administered by phone in the language of publication to the publishers/editors/producers of 57 ethnocultural periodicals and broadcast media in the GTA identified during earlier research at Ryerson University. In addition, 12 mainstream media outlets completed the questionnaire in Toronto, Hamilton, Kitchener and London. These interviews were conducted between March 15 and April 15, 2007.

These media were asked how often they publish or broadcast settlement information for newcomers. The questionnaire listed eight categories, based on content featured on the CIC website. They were as follows:

- a) Employment (e.g.- job market info, training, internships, obtaining SIN and professional credentials, financial assistance, etc.)
- b) Housing (e.g.- advice on sponsoring relatives, refugee status, international students, immigration consultants, passport, citizenship, etc.)
- c) Immigration/citizenship (e.g.- advice on sponsoring relatives, refugee status, international students, immigration consultants, passport, citizenship, etc.)
- d) Legal services (e.g.- legal clinics, legal aid, etc.)
- e) Education (e.g.- ESL programs, evaluating foreign credentials, translation, adult education, student loans, etc.)
- f) Health (e.g.- OHIP card, hospitals, finding a doctor, etc.)
- g) Consumer info (e.g.- paying income tax, using banks, getting credit, using transit, etc.)
- h) Community/recreation (e.g.- how to deal with police, religious services, child care, youth counseling, old age homes, community centres, libraries, etc.)

To those we added a ninth category, “Other settlement info (e.g.- how to vote, how Canadian institutions work, etc.)”

Researchers were engaged who are fluent in Mandarin, Russian, Spanish, Punjabi, Arabic, Farsi and Tagalog. These were chosen because they are the languages of Ontario’s largest groups of new immigrants, according to Statistics Canada. Questionnaires were administered by telephone in those languages, unless the subjects chose to communicate in English. In a few cases, an online version of the questionnaire was requested.

By early May, the questionnaire results were tabulated from 57 ethnocultural media outlets and 12 mainstream newspapers and broadcasters in the following languages:

- 8 Chinese
- 19 Russian
- 6 Punjabi
- 2 Tagalog
- 5 English African/Caribbean
- 6 Arabic
- 1 Farsi
- 7 Spanish
- 3 multicultural (more than one language group)
- 12 mainstream

69 TOTAL

Examples of settlement information from each publication or broadcast were analyzed to verify that they met our project’s criteria for such information – that is, that the intent of the article or broadcast was to deliver settlement information to newcomers. Based on the results, seven key informants were selected for follow-up interviews. They were Jack Jia of the Chinese News, Nestor Hernandez of Correa Canadiense (Spanish), Juri de Shalyt of West-East Toronto (Russian), Rajinder Saini of Parwasi (Punjabi), Roger Gillespie of the Hamilton Spectator, Naeem (Nick) Noorani of Canadian Immigrant magazine and Dale Sproule of Canadian Newcomer magazine.

Where settlement info is available:

Those who answered our media questionnaire were clear on where they think people turn to get settlement information now:

Source of settlement info	Ethnocultural media	Mainstream media
Ethnocultural media	79%	75%
Internet	58%	67%
Community organizations	49%	83%
Word of mouth	46%	42%
Churches/mosques/temples	35%	50%
Mainstream media	19%	25%

Mainstream media representatives were more likely to believe that newcomers get settlement information from community organizations and churches/mosques/temples than their counterparts in the ethnocultural media.

The questionnaire also showed that more and more ethnocultural media have a presence on the internet. This validated an earlier survey done at Ryerson University for the Publications Assistance Program of the Department of Canadian Heritage, in which 55 percent of periodicals surveyed said they have online versions of their content. Half of the others planned to start doing so soon. For example, Correa Canadiense, a 30,000-

circulation Spanish weekly newspaper, has had a website for three years, and editor Nestor Hernandez says “it’s more popular than the paper.” Immigration topics are particularly popular, and the highest number of emails to the website come from people asking for help with immigration problems.

To test the ability and desire of the ethnocultural media to provide that sort of information, we asked a series of qualitative and quantitative questions. They are quite revealing.

How important is it to provide the following information?

Integration into Canadian society	86%
Preserving your own culture	86%
How to function in Canadian society	84%
Helping people with problems	60%
News from home country	53%

These media felt they had two, sometimes contradictory, roles to play, which they rated equally in this question – helping newcomers integrate into Canadian society, and helping them preserve their own culture. We then asked them to break the logjam and say which type of content they ranked higher. Seventy-seven percent said “how to function in Canadian society” ranks higher than “providing news from home country.” And despite the answer in the table above, 58 percent said “how to function in Canadian society” ranks higher than “preserving your own culture.”

It is clear that, at least in theory, ethnocultural media rank “integration into Canadian society” and “how to function in Canadian society” highest on the scale of content they feel they should provide.

Does this in fact reflect what they print and broadcast? The answer seems to be – not really, it is often hit and miss. In fact, there is evidence that information for newcomers is in short supply, even in the ethnocultural media. Twenty of the 57 ethnocultural media questioned (35 percent) could recall no specific examples of settlement coverage they have carried, and 10 others could point to fewer than five examples. When asked about how frequently they run articles in the nine categories of settlement information identified in the questionnaire, here is how many answered “regularly.”

Employment	53%
Community/recreation	51%
Education	47%
Consumer info	46%
Immigration/citizenship	44%
Other settlement info	42%
Legal services	39%
Health	30%
Housing	26%

This table shows that, at best, only half of the ethnocultural media regularly feature settlement information in some categories, and there are categories like legal services, health and housing that less than one-third of those media regularly cover. Despite this, our survey showed a strong desire to make the settlement information they do carry useful for newcomers. Forty-three of 57 ethnocultural media (75 percent) said the format provided for public participation, either online or by phone. A majority (53 percent) say some settlement information is contained in paid advertising, and our reading and viewing of these media turned up many examples of ads for educational institutions and professionals like lawyers catering to an ethnocultural audience.

The mainstream media could cite virtually no specific examples of settlement information for newcomers. A few outlets mentioned they carried education, housing or employment features, but they were referring to sections or programs that were intended for a general audience, not newcomers. When asked why there wasn't more information directed towards newcomers, the answers ranged from "not a lot of our audience is immigrants" to "don't want to alienate mainstream readers." One editor said the mainstream media generally do a poor job of providing "service journalism."

Quality and quantity of settlement information:

Most of the information that the ethnocultural media carry is provided by staff, freelance writers (some of whom are paid up to \$200 an article) or volunteers. But the quality of the material is not so highly regarded: 60 percent of those media say the information is inconsistent or needs improvement.

Part of the reason for that may lie in the economic situation faced by many ethnocultural media. In the aforementioned December 2006 report done at Ryerson University for the Publications Assistance Program of the Department of Canadian Heritage, 111 publishers/editors of ethnocultural periodicals were surveyed. A very large majority (84%) said they are owned by individuals, groups of individuals or community organizations. Eighty-eight percent of the publications reported there has been no change in ownership in the past five years – a fact that puts them out of step with the trends in the mainstream media. Looking ahead five years, most (80%) said they expect to be still publishing their newspaper or magazine. That does not mean these publications are prosperous. More than one-third (37%) said they either lost money or made no money. Many publishers/editors founded their papers, and spend more than 40 hours a week working on them – an impressive dedication, given the little money they earn from them. Fewer than half of the publishers said their paper is self-supported by advertising, indicating that they either have had to go into debt or need to work at other jobs to sustain it. Many have small staffs and cannot afford to pay freelancers for articles. Nearly half (43%) had no previous business or journalism training.

Despite this, there seems to be a desire to publish more settlement information. Eighty-two percent of the ethnocultural media surveyed for this CIC project said they'd like to

carry more in each category. When asked why there isn't more information provided for newcomers, 67 percent of the ethnocultural media said "lack of advertising support," followed by 37 percent that cited other factors – mainly lack of material provided in their language, lack of government advertising or lack of reporting resources. Only 8 percent said "lack of interest."

Interviews with key informants explored the reasons for the lack of reliable settlement information. *Correo Canadiense* relies on a staff of 10 reporters and editors to produce content – a luxury that many other ethnocultural media do not enjoy. Even so, editor Nestor Hernandez is frustrated by the difficulty of getting settlement information from government. He gets very little government advertising and says the only information sent by departments like CIC are press releases about ministerial appearances. "Nobody cares about that," he says. "We end up having to call to arrange interviews to get real information from government." His paper serves a scattered Hispanic community in the GTA and also distributes papers in Hamilton, Barrie and Oshawa. Hernandez estimates that about 20-25 percent of the content is information of interest to newcomers.

Translation of information is a problem for other, smaller publications like *West-East Toronto*, a 12,000-circulation Russian weekly. Editor Juri de Shalyt says he has never received any information from CIC, but if he did, he would have to pay someone \$100 to translate it into Russian, something that is currently beyond his financial capabilities, since he often cannot afford to pay freelancers who write for him. Lack of settlement information in the languages of publication were a frequently cited problem in all language groups except Tagalog.

Jack Jia, publisher of the *Chinese News*, notes that the Chinese-Canadian community in Toronto is served by four daily newspapers, 16 weeklies, two FM radio stations, another two on AM, two television channels and scores of websites. His advice to CIC: "Sending it out in Chinese will make my job easier. If you really want to get your message out, help us translate it. We have too many competitors." The reach of these newspapers and broadcasts is relatively small, although Jia says his 12,000-circulation newspaper is growing in size. Three years ago, *Chinese News* published 16 pages a week; now it's up to 60.

Parwasi – it means "immigrant" in Punjabi – is a 20,000-circulation weekly paper that publishes more settlement information than its competitors serving the Punjabi community. Editor Rajinder Saini estimates 10-15 percent of his content is settlement information. He claims he has never received a phone call from any federal government department. Even though he has six people on staff, he says he resents having to translate government information into Punjabi. "There's a communications gap," he says – a comment echoed by others. "They send us emails or press releases and it's always in English. Yet they seem to think that we should feel some duty to translate and publish it." *Parwasi* has championed the cause of immigrants with professional credentials seeking permission to practice in Canada and has carried articles with regular frequency on these issues – a subject that would resonate in many other immigrant communities. But it has no way of sharing that information, and no lines of communication with government or

professional groups to alert the paper of new developments. Saini noted that several Punjabi Members of Parliament dealt with this problem by hiring someone to translate press releases into Punjabi for the ethnocultural media. This is something he wishes CIC would do.

Many ethnocultural periodicals cite financial reasons for not offering more settlement information. Most are distributed for free, and must rely on advertising for 100 percent of their revenue. This suggests that supporting settlement information with paid advertising might be an important incentive.

The role of government in providing this information seems to be diminishing. Dawn News, a paper serving the English Caribbean community, said it used to carry advice sent out by CIC but this was discontinued by the government. The editor said “people still phone in and ask questions related to settlement issues,” despite the fact that most of the publication’s content reflects a more settled community (there is more news about community achievements, recipes, entertainment and general community news).

The general lack of settlement information encourages poaching, which increases the likelihood that information is not double-checked for accuracy. We found one article in a Russian newspaper that appeared to have been a simple rewrite and translation of an article that appeared earlier in Canadian Newcomer Magazine.

Finally, it should not be assumed that mainstream media are uninterested in providing settlement information. While their overall mandate is to provide more general information to a mass audience, some newspapers are carving out niche publications to combat declining readership and competition from newer media. Some are directed towards ethnocultural communities. The Hamilton Spectator teamed up with a settlement group in its community, Settlement and Immigration Services, to seek federal government support for a monthly newspaper that would provide new immigrants in Hamilton with settlement information. However, the proposal was turned down. In Toronto, the Star Media Group, an arm of publishing giant Torstar which publishes the Toronto Star, Hamilton Spectator and Metroland community newspapers, has bought control of Sing Tao, a Chinese daily newspaper, and Canadian Immigrant magazine. Earlier this year, it also launched Desi, a bimonthly magazine for the South Asian community.

CBC’s Radio Canada International produces daily and weekly programs in English, French, Spanish, Russian, Ukrainian, Mandarin, Cantonese, Arabic and Portuguese, although much of this information seems to be directed to potential immigrants. One of its programs, called The Link, is a two-hour daily radio show that is somewhat constrained by what its producer calls its “dual mission,” to provide new immigrants in Canada with settlement information, and to acquaint audiences abroad with Canadian culture. Most of its content seems directed to the latter group, as evidenced by a sampling of recent programming:

BRINGING DIVERSITY TO STREET FOODS: Toronto is Canada's most diverse city. Over 50 per cent of the population comes from somewhere else. But

you'd never know it if you were shopping around for a quick lunch on the streets. While the faces of the people on the streets have changed, street food in Toronto has remained the same: hot dogs and sausages. But here is a movement now to change that. With more on this we're joined by our freelancer in the big smoke Donna Kakonge.

PANEL: RELIGION IN CANADA: There are 8 major religions being practiced in Canada. That's a lot of different and sometime conflicting beliefs and practices. And then there is the increasing trend for secularization of public space. Christmas trees are now often referred to as Holiday trees, there are petitions to remove crucifixes from city halls and even delete a reference to God from Canada's national anthem. So, we ask our panel how do you reconcile religion with life in a multicultural and increasingly secular Canada?

PEACE TREE DAY: There are many different celebrations throughout the year in Canada, but none of them really celebrate diversity, except for Peace Tree Day, which is today. It's only been happening for the past couple of years, but already the idea has caught on in places all around the world. And it was created right here in Canada, to encourage people to be curious about each other's cultures.

INTER-CULTURAL CLASH: This week on The Link we're taking a look at how different generations of the same cultural community can sometimes be opposed to one another. Some of the first immigrants to arrive in Canada were the Chinese, and since then, the Chinese community has grown into one of the biggest in Canada. But saying "Chinese community" is a bit of a misnomer, since there are many different ways of being Chinese-Canadian, it's actually a very multicultural community. And not everyone is necessarily comfortable with one another.

More than 350 radio stations in 70 countries broadcast RCI programs and reports. Radio Canada International also produces language courses designed specifically for radio. These lessons, in English and in French, are specifically tailored to children in the 7 to 12 age group and their parents.

But, when asked why there isn't more settlement information in RCI's broadcasts, a producer answered "lack of interest," pointing to the main mandate of sending news of Canada to audiences abroad.

While most ethnocultural media have diverse missions, combining news from the home country with news of the Canadian experience, two periodicals in particular are devoted exclusively to settlement information for newcomers to Canada. Both are published in English only. One is Canadian Immigrant, the aforementioned monthly magazine published by the Star Media Group. Its publisher and founder, Naeem (Nick) Noorani, claims that only 12-15 percent of immigrants ever see a settlement agency. "What happens to the other 88 percent? Do they slip through the cracks? Are they the ones who go back?"¹

He founded his newspaper in Vancouver four years ago but now has begun a separate Toronto edition. He was "quaking under the debt burden" and on the verge of going out

¹ Noorani claimed to be quoting information provided by the Multicultural Association of British Columbia.

of business when he brokered a deal to sell it last December to the Star. Under the arrangement, the Star sells the advertising and distributes 50,000 copies to libraries, schools, community organizations and in subways in the GTA. A separate edition of the magazine distributes 30,000 copies in the Vancouver area.

The magazine is thinner and contains less advertising than its competitor, Canadian Newcomer Magazine, which distributes 46,000 copies every two months in the GTA and Hamilton, Kitchener and London. Owned by its publisher, Dale Sproule, it receives a huge leg up courtesy of Citizenship and Immigration Canada. The federal government underwrites the cost of printing and distributing each issue, a commitment worth approximately \$190,000 a year. Sproule said he solicited government help after losing money on the first three issues, and the commitment has been renewed for the past 2 ½ years.

A comparison of the two magazines shows marked differences in content and advertising. Canadian Newcomer's January-February edition contained 62 pages, of which approximately half was paid advertising. Canadian Immigrant had 28 pages in April, with only 25 percent advertising content. Both devote a good chunk of space addressing how newcomers can adapt to Canadian society. Example: Canadian Newcomer contained several articles on how to start and manage small businesses. Example: Canadian Immigrant ran a series called "Extreme Canadian Makeover," featuring advice on Canadian etiquette and social customs. But there were differences, too. Canadian Immigrant contained more profiles of immigrant success stories; Canadian Newcomer contained more about managing finances. Neither magazine contains very much settlement information on housing, health, community and recreation or education.

Both publications welcome what they perceived as new interest by Citizenship and Immigration Canada in disseminating settlement information. "I have been saying for a couple of years, 'Look, you're paying for this, why not use us as a conduit?'" said Sproule. "It shouldn't be up to immigrants to publish this information. If we are going to welcome thousands of immigrants to Canada, we should tell them how to get by."

Noorani agrees the responsibility should be on government to provide realistic and understandable information to newcomers, but he says that hasn't happened. Too much of the information government puts out to newcomers is inaccessible, he feels. He points to the CIC publication *Welcome to Canada: What You Should Know* as an example. "It's written in such a high language, I have trouble understanding it, and I'm an educated man," he says. He tries to make sure his publication is written so anyone with Grade 8 language skills can read and understand it. He also focuses his magazine's content on the first 10 years of an immigrant's life in Canada, emphasizing practical advice and positive role models.

When asked where else newcomers can go to get settlement information, Noorani says it is "not readily available." Sproule says ethnic newspapers provide "some" but not a lot. His magazine is included in the official Canadian handout packet given new arrivals at Pearson International Airport. More than 4,000 portfolios are handed out there each

month by Malton Neighbourhood Services. The packet contains a 47-page publication *Welcome to Canada: What You Should Know*, published by Citizenship and Immigration Canada, and *Canada: A Cultural Profile*, published by the Anti-Racism, Multiculturalism and Native Issues Centre at University of Toronto. The package contains forms and advice for applying for a Social Insurance Number, OHIP, and child tax benefits, as well as how to register for language training and job search help. There is a pamphlet from the YMCA Newcomer Information Centre.

Our scan of the ethnocultural and mainstream media showed a need for more of what we categorize as “other settlement information,” especially the place of newcomers in Canadian society and how Canadian institutions operate. An editorial in the Punjabi Star, for example, talks about the unrelenting connection Punjabi-Canadians have with the home country, and how that inhibits the adoption of Canadian values. Forum and the Russian Reporter, two Russian-language magazines, run regular articles and advice on how segments of Canadian society work (what is a paralegal? How to get a job in Canada if you are over 45. How a Registered Education Savings Plan works). Correo Canadiense ran a series on why it’s important for Spanish-Canadian newcomers to participate in the 2006 census. The article was translated into Portuguese and Italian and run in other papers owned by Multimedia Nova Corporation. Newcomer Magazine published a story written by a health care professional on the problems immigrants have adjusting to the loss of status coming to Canada may produce. An article in the Chinese News details new programs offered by Pro Bono Law Ontario to offer free advice for people using the small claims court. Canadian Immigrant magazine regularly features Canadian immigrant success stories. Any of these articles could easily be translated and run in periodicals serving other immigrant communities, but there is nobody doing that.

Key themes of media survey:

- The best potential for disseminating settlement information is in English-language magazines targeted to that audience, or the ethnocultural media.
- Most of these publications are directly dependent on advertising to support distribution and content. Since most of the ethnocultural media in Ontario is based in the GTA, distribution to other cities like Hamilton, Kitchener and London is chancy because there is little advertising support.
- There is a lack of timely and reliable settlement information for newcomers.
- There is a particular lack of what we have termed “other settlement information” – especially basic information about how Canadian institutions work and how immigrants adapt to life here.
- There is a lack of translation resources.
- There is a duplication of effort in getting it published or broadcast.
- To make it useful, make it interactive.
- Younger audiences increasingly turn to the internet for this information.

Opportunities:

(to be discussed by group)

CONTENT ANALYSIS

THE CIC MEDIA RESEARCH PROJECT

Citizenship and Immigration Canada (CIC) funds programs and services to help newly arrived permanent residents settle, adapt and integrate into Canadian society so that they may become self-reliant and full participants in the economic, social, political and cultural dimensions of Canadian life. These programs do this by providing newcomers with the tools and information they need in order to facilitate a smooth transition to life in Canada.

The objective of this project is to research what settlement-related programming and content currently exists in different types of mainstream and ethnic media (including print, television and radio). The focus is on media based in Ontario. The research will identify gaps, and recommend additional effective ways to reach newcomers.

CONTENT ANALYSIS

Editors and producers are often genuinely optimistic about the quantity and quality of material that they provide on any given subject. Content analysis is a way of checking on what the public actually see and hear.

DiversiPro conducts this process using software that speeds the process and minimizes the likelihood of coding errors and mistakes in data transfer.

The following is a content analysis of a sample of settlement information currently available in a selection of Radio, Television, Print and Web-based media. It is a sampling, not a comprehensive study, of all the media available. However, it will indicate the subjects and the treatments most available at the present time and what areas may need more promotion or attention.

SCOPE :

In order to determine what settlement related subjects are covered and by what media, our researchers analysed the content of 2 publications or programs chosen in each of Radio, Television, Print and the Web. The study concentrated on items whose intent was to deliver settlement information in nine priority areas,

Immigration and citizenship	Housing	Health
Consumer Information	Legal services	Education
Community and recreation	Employment	
Other settlement information		

Areas of Content Analysis

The content analysis included media in **five languages** in addition to publications and programs in English. Trained journalists and journalism students, fluent in the respective languages, conducted the research in the following areas.

Mandarin	Spanish	Black/Caribbean/African
Russian	Tagalog	Punjabi

CADA™ has provided charts and graphs for the frequency of appearance of items in each of the **subject areas** and the **treatment** of the items (Interview, Announcement, News item, Discussion, Feature)

When **experts** are used or quoted, CADA™ has graphed their age, gender, ethnicity and source. In addition, we have reviewed the appropriateness of the **language** used for selected media.

General Findings

We must be careful in generalizing because there are differences among each of the language groups. However, our researchers observed the following in the media that they reviewed.

1. In terms of our relatively strict definition, there is not much settlement information in the mainstream and not a great deal more in the ethnic media. The notable exceptions are the Canadian Immigrant magazine whose clear focus is on immigrants and immigration and Radio-Canada Viva which seemed most useful to people abroad considering immigration.
2. There is information about immigration issues but usually in the form of news or in features about the immigrant situation. There is much useful information on health and community activities for the general audience but rarely with a new immigrant perspective.
3. There is a great deal of music, and news from the old country in the ethnic media. One reason may be that purchased song, dance and imported news is relatively inexpensive and popular.
4. Most of the ethnic media under review did not have a high level of production or journalism skill. As small and struggling business operations, they may be happy to use free quality material if it is in their language.
5. Advertising appears to be an important channel of communication for some immigrants. Some private advertisers give settlement information as part of their advertisements. It appears to be one effective way for newcomers to find out what services are available in law, medicine, real estate and government departments.
6. For the most part experts are chosen from their ethnic group for their professions and experience. Government representatives less often. Over all male experts predominate, but not as much as expected.

ALL MEDIA, ALL ETHNICITIES

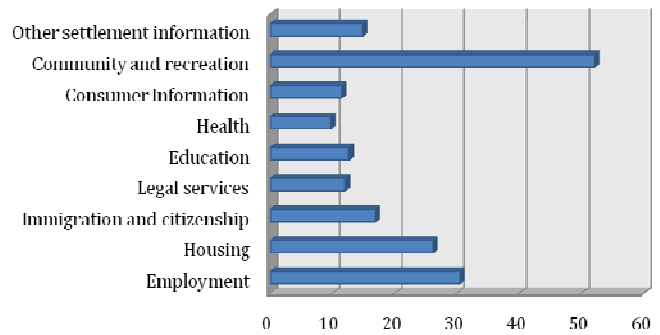
We have considered advertising in a separate section because of its marginal importance.

Otherwise the nine settlement subjects are well represented. In frequency, Community and recreation head the list followed by Employment and Housing.

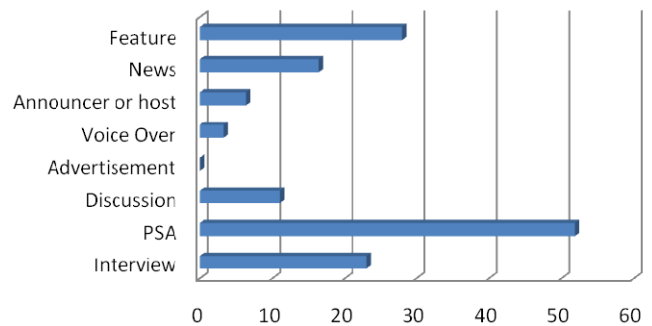
There are however, many differences in emphasis among the different ethnic groups and different media .

A variety of public service announcements are the most frequent source of settlement information, followed by features and interviews.

Subjects



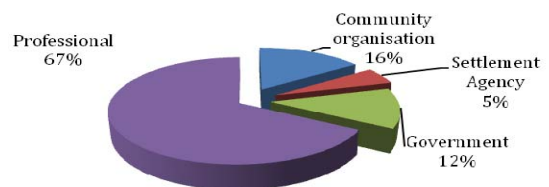
Treatments



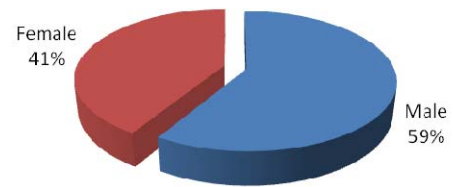
Experts

People who are quoted or interviewed because of their expertise are important in getting a message across because they usually represent authority. We wondered if they normally represented the government or the white majority.

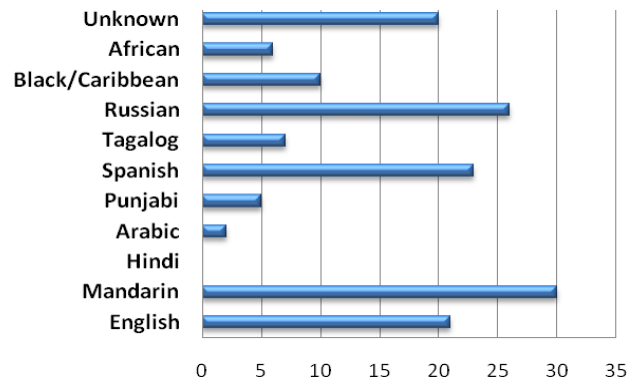
Source of Experts : Most of the experts appeared to be chosen for their professional expertise. Government representatives were present only in modest numbers.



Gender of Experts: Expertise was represented almost equally between men and women.



Expert Ethnicity :Experts mostly came from the ethnic group targeted by the program or publication.



Age: All the experts appeared to be adults between the ages of 25 and 59.

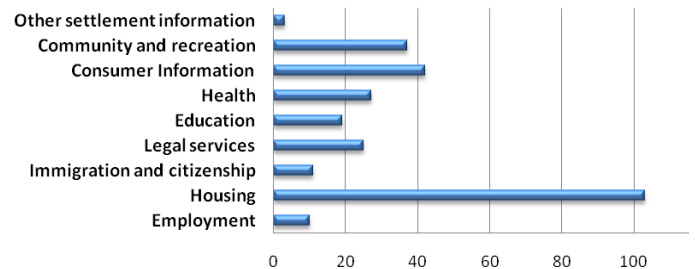
Advertising

Government advertising provides important contact and service information. In addition, sometimes advertisements promoting professional services and targeting newcomers also supply useful settlement information.

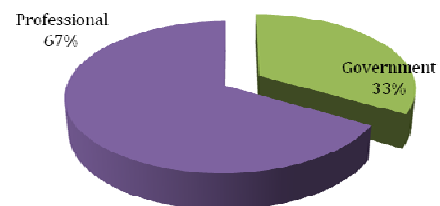
The usefulness of these private advertisements is open to interpretation. For clarity, in this summary of all the research reports, we have separated the findings on advertising.

The experts offered in most advertisements are private and professional.

Advertising Subjects



Source of Experts



Mainstream Media

The researchers looked for English language Television news and talk shows that target immigrants at CBC, CTV, City-TV, Vision and radio programs at CHIN, CFRB, Campus Radio (U of T, Ryerson, York.) They reviewed websites for subject matter, treatment and appropriate language levels.

In Print, they reviewed five editions of

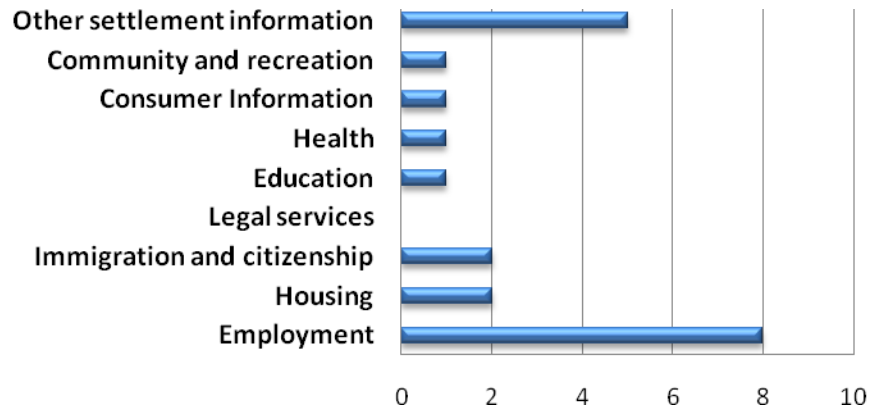
The Globe and Mail, Toronto Life.
The National Post, Now,
The Toronto Star The Toronto Sun

And four editions of 4 Community Newspapers and 2 papers outside the GTA :

Scarborough Mirror,
City Centre Mirror. (Inside Toronto Community papers)
Markham Economist and Sun,
Brampton Guardian (Metroland Papers)
The Record, Kitchener Waterloo
London Free Press, London

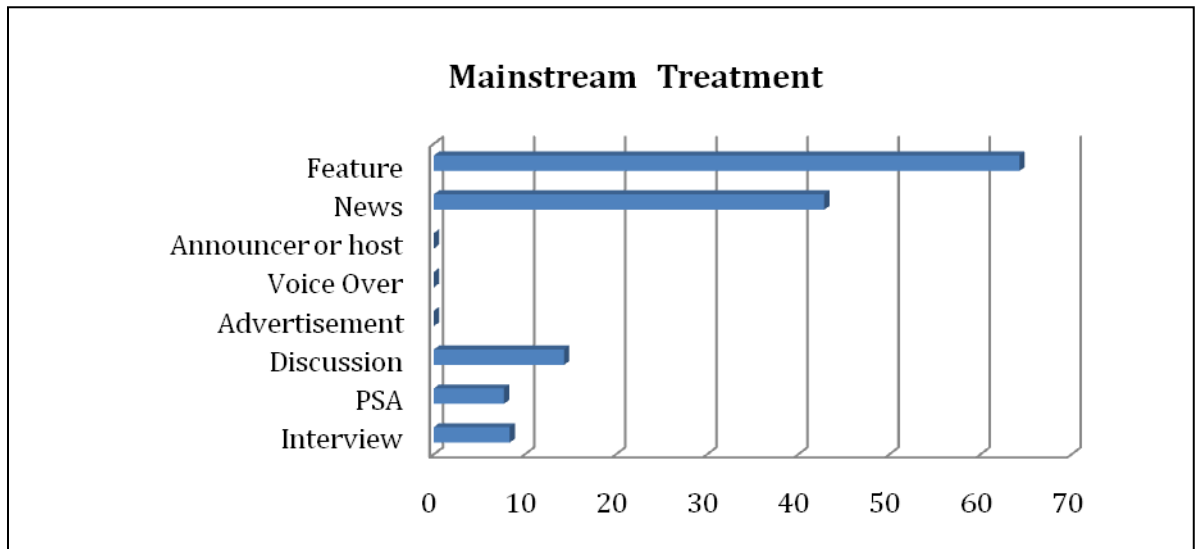
Mainstream Subjects

Employment issues appeared most frequently, followed by other settlement information including Consumer Information, Immigration and Citizenship and Housing were tied for third.



The accreditation of foreign professionals is the recurring theme in the news stories of employment issues. Items range from a commentary on Act 2006 which became law in March, to the London centre set up to serve these professionals under the new law.

Most of the settlement related material appeared in the form of News items or Features. There were a number of discussions, and some PSA's.

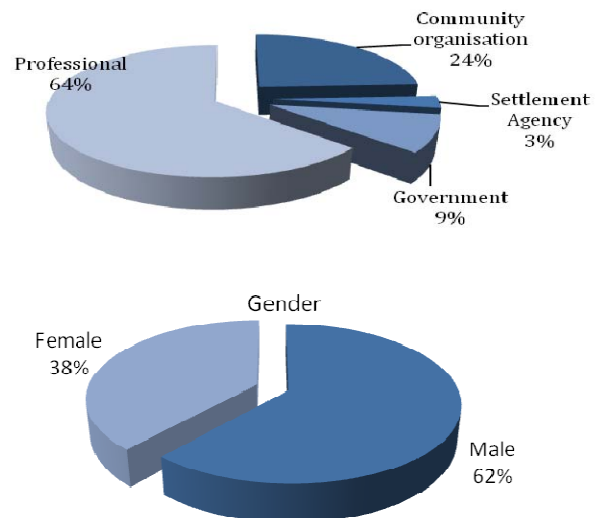


Mainstream Experts

Source of experts: Most of the experts were chosen for their individual experience or profession. People from community organisations were next in frequency. Relatively few came from settlement agencies and government.

Gender of experts: The gender distribution was about the same as it is for other subjects in the mainstream.

Expert Age: All the experts were apparently adults between the ages of 25 and 59.



Mainstream Print

There was little settlement information in the national and GTA newspapers reviewed for this project. The London Free Press, The Record (Waterloo) and the Brampton Guardian were the only papers with prominent and relevant features, commentary and news items. NOW magazine featured event listings for seminars aimed at newcomers.

A number of tangential stories however, reflected the city's diverse community.

- "Teens Talk about being a minority, Toronto Star, May 5;

- Museum will help build new Canada, Toronto Star, May 3;
- Confucius Institute offers language, cultural studies, The Record, May 4))
- "A hot new banking trend; Sharia-compliant finance", Globe & Mail, May 7 reflects how financial institutions are attempting to learn Islamic finance to meet the needs of the country's growing Muslim community.
- In "Needy children score better when read to, StatsCan finds", Toronto Star, May 2, and "It takes a community to raise a child", Toronto Sun May, immigrant Canadians are among the many who can make use of this advice.

The Canadian Immigrant magazine is a special case. We included this publication in the mainstream section, because the language is English. The target audience is the "new mainstream", the extremely large group of immigrants and people of colour in the GTA and Southern Ontario. The articles are focused on immigrant needs and experience. Many of the articles are clearly intended to provide a service to new arrivals in adapting to the Canadian situation.

- Housing you can afford
- The School Years
- Rules of the Road
- The next step after your initial settlement, engage yourself in Canadian civic & non-profit organizations
- Extreme Canadian Makeover: The Sound Barrier
- Licence to Succeed
- Is your PR card set to expire?

Mainstream Radio

Mainstream radio stations did not provide relevant material. The large stations could not refer us to settlement stories or, as was the case of the university media, did not archive shows and the voluntary nature of their administration did not allow any one person to provide a timely lineup of upcoming news stories or features. We sampled three community radio stations **CKLN 88.1, CHRY AT York University 105.5, CIUT atg the University of Toronto 89.5**. The programming available was very limited: general news & weather, a speech on U.S. policy and, for the most part, music programming with Caribbean music (e.g. reggae) being the most prevalent. There was no programming directed to new immigrants of a settlement nature or otherwise.

Mainstream Television

Mainstream television also provided very little in the way of settlement information. Tangential news stories included

- Ron Koval, accused of defrauding immigrants in phony job placement services (CTV News, May 10 & 11/07),
- StatsCan report on the increasing gap between rich and poor (CBC News, May 11/07) and a feature on a Toronto-area restaurant owned by Russian immigrants.

Mainstream Websites

In the last days of May 2007, stories surfaced on news sites focusing on professional accreditation of newcomers under a new federal government program.

- **cbc.ca**

CBC.ca has a site specifically geared to “Becoming Canadian” with in-depth information on the process.

- <http://www.cbc.ca/news/becomingcanadian/overview.html>

The site also offers features on the Chinese immigrant experience.

- http://archives.cbc.ca/IDD-1-69-1433/life_society/chinese_immigration/
- <http://www.canadaimmigrants.com/> - addresses broad issues on Canadian immigration, includes job postings; unfortunately navigation is difficult

- **ctv.ca**

New Government Office to help Canadian Professionals, with 3 video links to related stories

- http://www.ctv.ca/servlet/ArticleNews/story/CTVNews/20070524/foreign_office_070524/20070524/

Immigration has lowered wages in Canada: StatsCan with link to story appearing last week on

- http://www.ctv.ca/servlet/ArticleNews/story/CTVNews/20070525/immigrant_wages_070525/20070525/

- **thestar.com**

<http://www.thestar.com/search?q=immigrant&r=> - Search results on thestar.com for “Canadian immigrant” yielded , not settlement stories, but a range of stories commenting on some aspect of Canadian immigration, some already logged for Television.

Language

In 1969 Professor G. Harry McLaughlin devised “SMOG”, a formula to assess the educational level needed to fully understand a text. It has been widely used, particularly by health authorities such as the Veteran's Association. It is now available electronically to check on the readability of material written in English. It is a useful guide to written material that must be read and understood by newcomers to the English language.

Using the “SMOG™” calculator to establish language levels of the material under review, we find that a selection of articles from the *Canadian Immigrant* come in at the

grade 13.42 level (some college...suitable for reading the New York Times for example.) News items on the **CTV website** rate 14.8, at the high end of the same reading level.

The **CBC website** averages a 12.31 (High School Graduate, reading Time Magazine) for a selection of articles, except for some of the material targeted to immigrants which gets up to 13.36. Selections from **The Toronto Sun** rate around 10; suitable for someone with some high school who reads Newsweek. We believe that these levels represent a conscious effort to use language at a comfortable level for their readers.

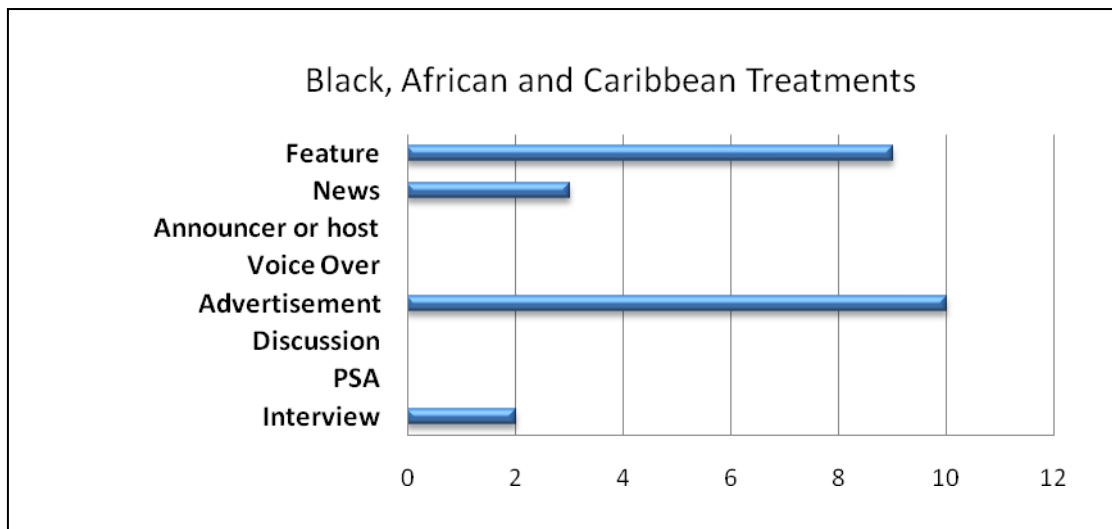
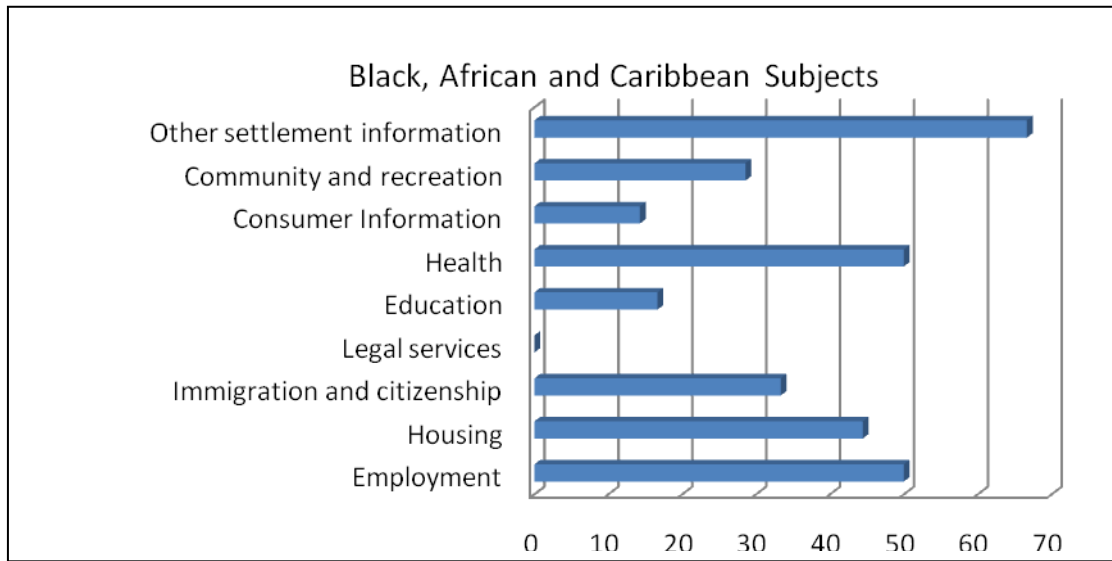
Samples from the **Citizenship and immigration Canada** Website range from an 18 for a press release (suitable for someone in Post Graduate studies, a reader, let's say of the Harvard Business Review) to a more friendly 16 and 17 "University Graduate" level in material intended for newcomers. Selections from the **Ontario Ministry of Citizenship and Immigration** website range from a 19.00, (a level suitable for people with post graduate degrees who read the Income Tax Act with understanding) to 12.8. or high School graduate level, and averages out in the "some College" range between 14 and 15.

These ratings are simply indicators of the level of understanding required to be comfortable with the language. It may be useful to consider "broadcast language" as a target for newcomer information, simple language, not necessarily "dumbing down." Many journalists learn to say complex things using simple language, in the interest of clarity as well as an effort to bring understanding to a large audience.

It may be useful to consider the level of language used to reach newcomers. We asked our researchers to comment if there was anything remarkable about the different languages used in the media.

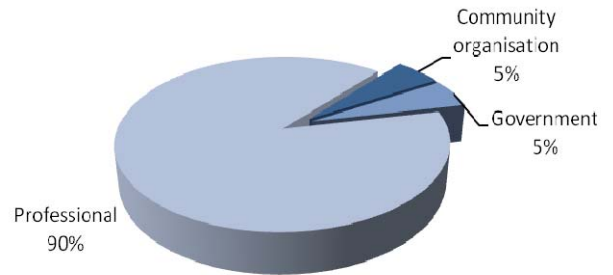
Black/Caribbean/African

Although they are different in many ways, the Black, Caribbean and African communities use some of the same media. We studied a selection of these, and they illustrate a wide range of subject matter.

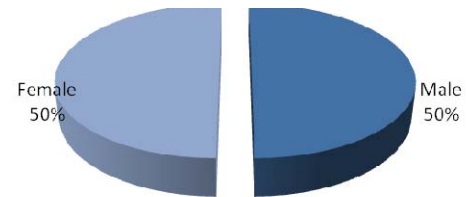


Experts

Source of Experts: The majority of experts were present because of their professional status. Community organisations and Government representatives were few in number..



Expert Gender: It is unusual to find experts equally divided between men and women between the ages of 25 and 59



Print

Share is generally considered the most important newspaper for reaching the Black and Caribbean Community, but there was no relevant material in the issues we studied.

However second most significant, **Pride** Newspaper ran some relevant stories..

- The Fair Access to Regulated Professions Act 2006: What does it mean for immigrant professionals?
- Work permits and the right to re-enter Canada

Television

Planet Africa programming was specifically directed to newcomers to the country. At least, this was the context used by the host Patricia Bebia to introduce all the feature stories. The two episodes screened for this project were mainly focused on health and wellness and fashion. Ads appearing throughout the program gave information but primarily promoted legal and real estate services. Some examples:

- Haircare for Black Immigrants adjusting to new climate conditions
- New Canadian, Aboriginal & Visible Minorities Job & Education Fair
- African Fashion Show
- Planet Africa Magazine

Caribbean Vibrations featured music videos, with a range of ads, the majority of which could have been broadcast on mainstream media to a mass audience.

Websites

www.planetafrica.net – provided a hodge-podge of information, some of which is useful to immigrants. The site has several layers which aren't apparent at first blush. The Directory is where some of the more relevant information may be found.

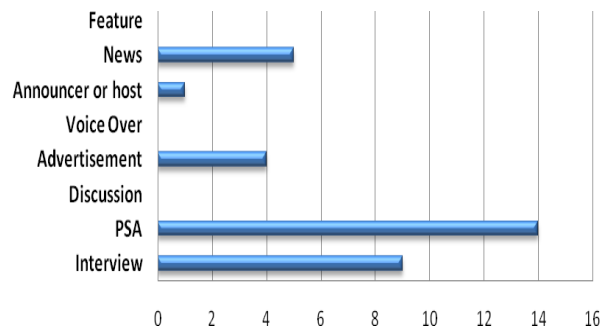
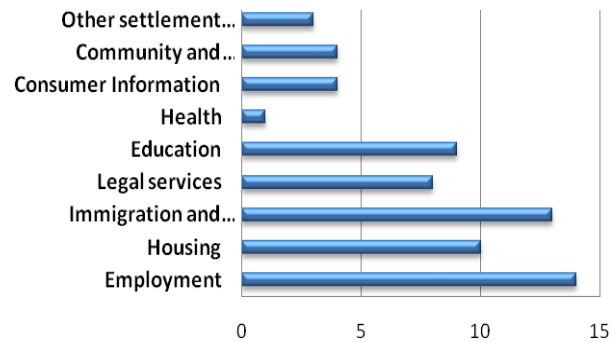
SPANISH

The core of the Spanish speaking population of Toronto is made up of recent arrivals from troubled South American countries like Colombia, Venezuela and Peru. Illegal immigrants from these countries in the United States were affected by a law passed in 2002 that threatened them with deportation. . Many of these immigrants then came to Canada as refugees.

Perhaps because of this, the Spanish media appear not to be as well established and do not appear to reflect successive waves of immigration in the same way as some other immigrant groups. There are numerous small papers; however, in Television in particular the standard is low, and excellent broadcasts and tele-novellas from the states have great appeal.

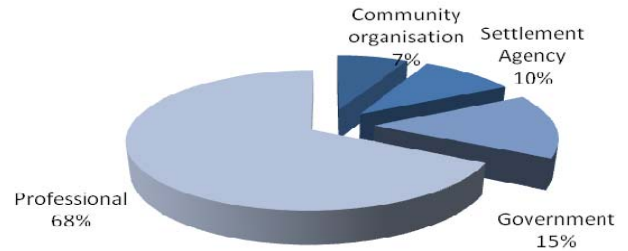
Subjects : Immigration and citizenship, and employment were the most frequent items, with housing and legal services a close second.

Treatments : Settlement information most often appeared in public service announcements and in interviews.

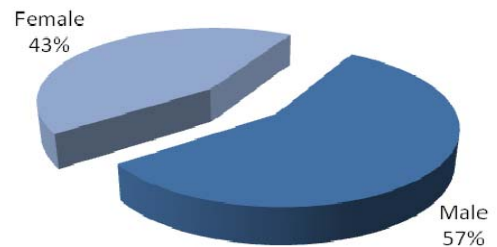


Experts

Source of Experts : Most of the experts were chosen for their individual professional expertise. People from government were next in frequency. Relatively few came from settlement agencies and community organisations



Expert Gender: Experts were divided about 2/3 men to 1/3 women.



Expert Age: All the experts were apparently adults between the ages of 25 and 59

Print

There are a large number of Spanish language publications in Toronto, each with special focus, in Sports, Entertainment, news from Latin America and classified ads for instance.

El Mundo Latino News is a free weekly newspaper that can be obtained at any Spanish store. It mainly includes news from Latin America, classified ads and PSAs. For example :

- The Immigration Assistance Centre
- Multicultural Celebration: Enjoy and Share your Culture
- Casa en Canada "House in Canada"
- Community Workers at Schools

Correo Canadiense is a daily Multicom Media Services publication." The weekly (Friday) print edition of CORREO Canadiense has a circulation of 20,000 with a concentrated distribution in the greater Toronto area, although it reaches west to London, north to Orangeville and east to Oshawa". It is a comprehensive newspaper in which there is information on local news, Latin American news, community events, sports and entertainment. Articles on Immigration issues are mostly PSAs.

- Permanent Resident Status, a Good Business for \$120,000

- Engineer's meeting on Professional License
- Professional Training to Work

El Popular is a daily newspaper that provides local news, news from South America, classified ads and information on cultural events. Most of the information intended to help newcomers to establish in Canada comes from advertisement and PSA.

- Ontario Announces The Provincial Nominee Program
- A new Possibility opens up to come to Canada
- Is It a Good Idea to Invest in RRSP?

Radio

Panorama is a 60-minute radio program that goes to air on Voces Latinas 1610 AM. It offers local news to the Spanish community and information on community events. It is rare to find settlement information on this program.

- Integration Program to young immigrants

Sports Program is a 30-minute radio program broadcasted on Voces Latinas 1610 AM. It only talks about sports it does not give any information on local news and settlement information.

TV

Canadian TV programs in Spanish often simply record entire local events, concerts and festivals usually without editing or comment.

Hispanic Roots is program broadcast on OMNI TV every Thursday and Saturday. Only in one of four programs watched for this research was there relevant material, an interview to a real estate agent and a home inspector. It mainly transmits concerts or festivals.

- Interview to a Real Estate Agent

Hola Que Tal! Is produced by Hola TV and airs on TLN every Sunday morning. This program is made in Vancouver so it talks about community events that are taking place in that region. The program is based on interviews of community members.

Web

La Guia can be found as an online magazine and print magazine. It has local news, entertainment and sport news. This free magazine also provides information on community events, consulate services, and settlement information. The information intended to new immigrants are mostly advertisements and PSAs.

- Some Advice in order to establish a good Credit History

- Change your Career for a new one and Obtain Certification
- Migratory Experience from a Canadian Perspective
- Real Estate Advertisement
- House in Canada, Spring Market

Toronto Hispano.com is a website that provides mostly entertainment information and it is a useful tool to the Spanish community because it works as a directory of the Hispanic community in Toronto. It contains columns on immigration issues and news with practical information to newcomers.

- Illegal Immigrants can report a Crime without fear of being Deported
- Federal Budget 2007
- Scholarship Program offered by the Maytree Foundation to Protected Persons
- Layton Continues fighting for the acknowledgement of foreign degrees

Canada en Las Americas RCI Viva Radio Canada International provides the best and most useful information for recent immigrants. It is a comprehensive daily program in which there is information on local news, news reports, feature reports and interviews, all of them related to immigration issues.

- Citizen Participation
- Refugees in Canada
- Integration of immigrants in Ottawa
- Economic Assistance to low income residents in British Columbia
- Immigrants and the School System
- Conservative Government and Immigrants

Language

In English and particularly in Canada and the United States, journalists strive to make use of current common language. In South America, there appears to be more emphasis and respect for more formal “literary” or “academic” language. Journalists are expected to write in an educated manner, and this may be the expectation of recent immigrants, to meet a standard of authority and believability.

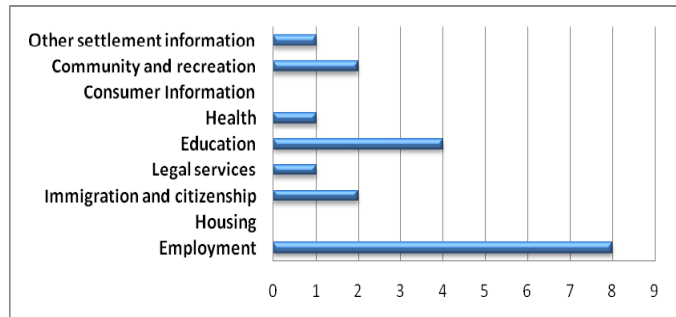
Of all the media in this sample, only Radio-Canada International met this standard. All other samples were closer in style to “street language.”

PUNJABI

According to our researcher, well educated immigrants on the basis of the point system from the Punjab province of India are few. Many Punjabi migrants come on family sponsored visas. Most of these people have limited education. Serving this audience, Punjabi media enterprises tend to be small business operations without the luxury or perhaps the interest in skilled journalism. Entertainment and entertainment news predominates.

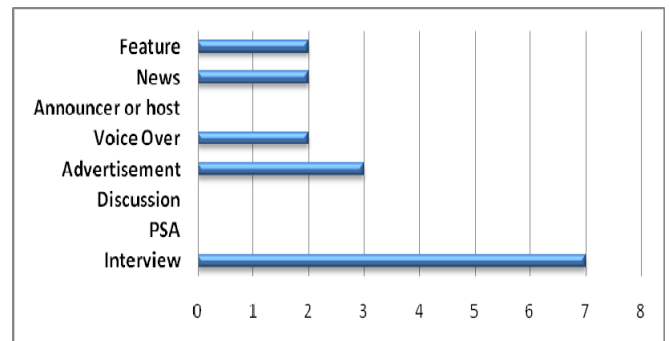
Subjects :

Employment and education were the most frequent subjects. Several of the programmes were based on educational themes.



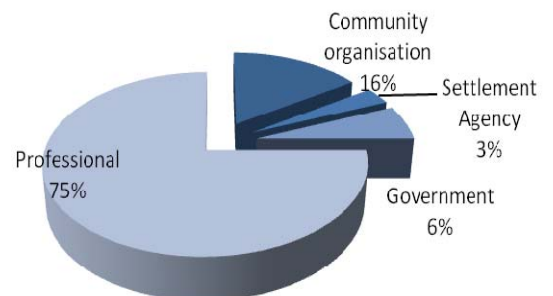
Treatments :

Interviews were the dominant format in the media reviewed..



Experts

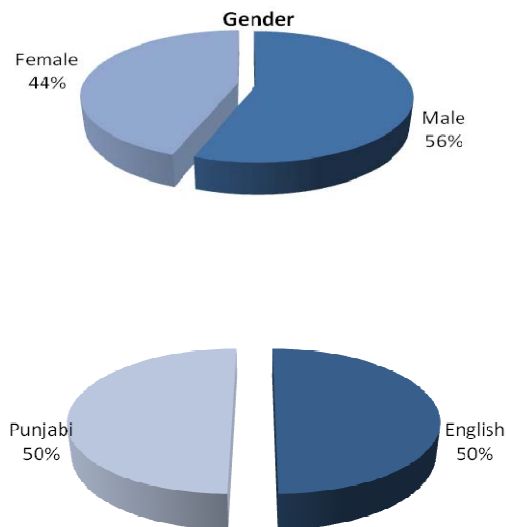
Source of Experts: Most of the experts represented their individual professional expertise. People from community organisations were next in frequency. Relatively few came from settlement agencies and government.



Expert Gender: Expertise was well distributed between men and women.

Expert Age: All the experts were apparently adults between the ages of 25 and 59.

Language : The experts were equally divided between Punjabi and English speaking



Print

Apparently some of the media maintain offices in India where material can be packaged cheaply and sent overnight to Canada ready for publication. It is not easy for Canadian material to appear in publications or productions such as this. Most of the news is from home country or entertainment. We found very few relevant items, and some of those are stretching the definition of settlement information.

In the **Parwasi Newspaper** we found only

- A Full page ad by Services Canada
- Immigrants not second class citizens, says Layton
- Is the Govt speaking the truth to Immigrants

The Watan Newspaper

- Ad by Employment Ontario
- Income gap between increasing between Canadian born and immigrants: an interview with NDP's Bill Siksay
- Ad by Ontario Health

The regular ads from the government provide information to new immigrants and have value beyond their subject matter. For example, the advertisement by Ontario Health gives information on flu shots but also shows the mandate of Ontario Health. The toll free number is a valuable channel to all health information. In a similar fashion, the advertisement by Employment Ontario asks new immigrants to contact the office to get information on jobs available them and to find them.

Radio

Watan Radio

The following is a brief summary of the three programs provided by Watan Radio.

Sukhbir Kaur, an hour long talk show with the hostess Sukhbir Kaur. claims to provide information related to new comers. An interview with an official from Language Instructions for new comers to Canada (LINC) is in English, translated into Punjabi after every answer. The programme gives information on learning English as way of integration in Canada, and also on becoming an ESL teacher.

Desi Reflections has a clear mandate to provide information on programs run by government agencies. The hosts do a Q & A, and then translates it into Punjabi. Typical topics for discussion are free legal aid for those who can't afford a lawyer and information on sponsoring a spouse, how to go about it, and what hurdles you could face, especially if you were on welfare. There was also detailed information on domestic abuse.

A Jack Layton Interview discusses a better process for accreditation of the degrees for immigrants, and pointing out the growing prosperity gap between the immigrants and those who are Canadian born. Although this is not the settlement information intended by this survey, it is an insight into the Canadian political process and the means by which change can be accomplished in this important matter.

Television

Although Punjabi television programs are relatively plentiful, News from India, singing and dancing, "Bollywood" type production is popular and occupies much of the time. For example **Chardhi Kala**, a popular programme, starts with a religious song, followed by an interview, usually with a Punjabi film star or singer, followed by a quick segment on cooking. **Punjabi Versa**, **Punjab Darpan** and **Visions of the Punjab** are similar in their cultural preoccupation.

Badhai Ho, a program in Hindi and English, appears to concentrate on language issues. Including a panel discussion with two experts on learning ESL, and the possibility of teaching it a professional level. A website address is provided, how to enroll in an ESL foundation teaching course, all is provided. Newly emigrated professionals are apparently the main target of this programme.

Web

PARVASI is a monthly on-line magazine published simultaneously from Chandigarh and Toronto covering social, cultural and political issues of Punjabi society
<http://www.parvasi.com/Magazine.htm>

The Watan Media Group also have an on-line version of the newspaper.

The Punjabi Press Club has contact information for all the Punjabi publications in this area.
<http://www.punjabipress.org/members.html>

Language

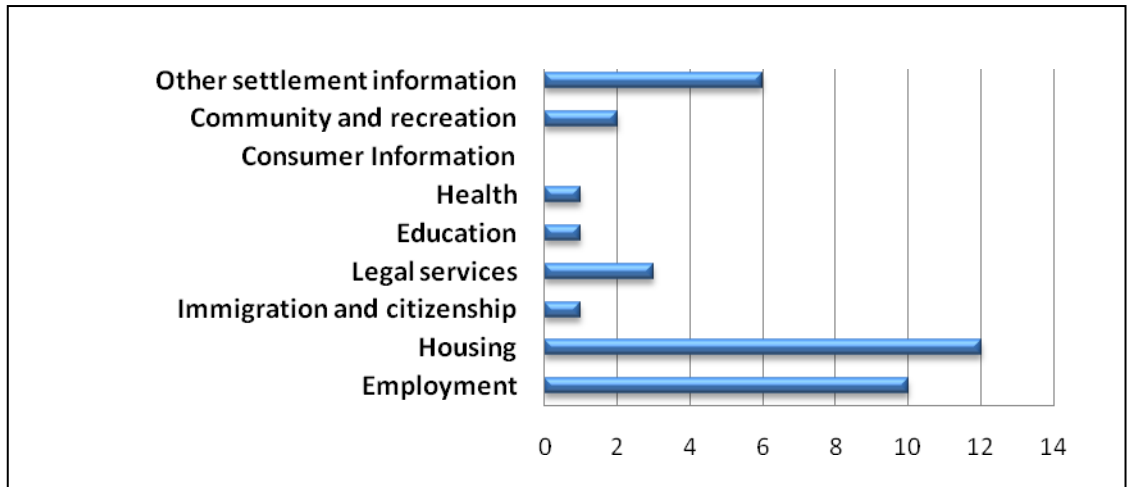
English was often used In the programmes we studied. Several of them had a special interest in learning English and moved easily between languages.

According to our researcher, most of the time, the Indian language used in the media is informal, the way people speak. A notable exception is the hostess of Badhai Ho who uses formal slightly difficult Hindi . The Punjabi journalists use colloquial language suitable to the language skills of most immigrants..

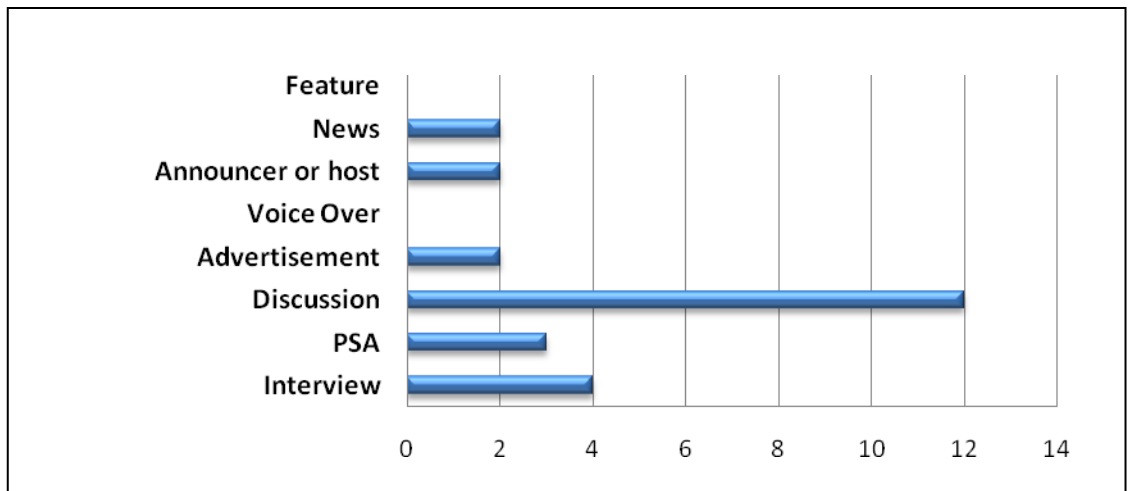
MANDARIN

Chinese immigration has taken place in a number of waves at different times from different places. Since 2000, mandarin-speaking immigrants from the People's Republic of China have made up the largest number of newcomers to this country according to Statistics Canada.

Subjects



Treatments



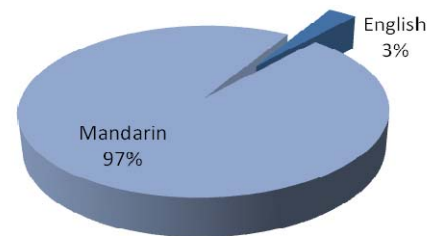
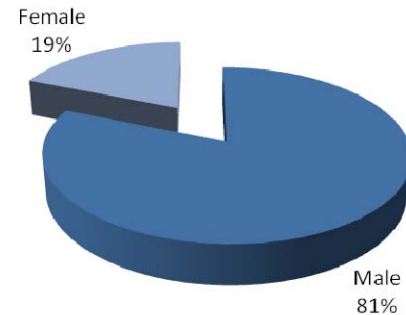
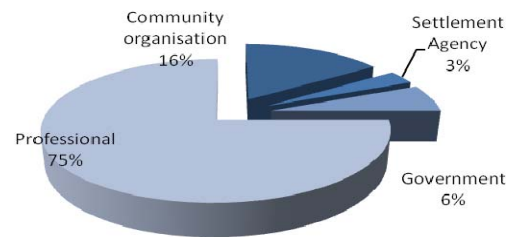
The Experts

Source of Experts : Most of the experts were present because of their professional experience. People from community organisations were next in frequency. Relatively few came from settlement agencies and government.

Expert Gender: The proportion of male to female experts was exceptionally high.

Expert Age: All the experts were apparently adults between the ages of 25 and 59

Language of the experts : The experts were almost entirely Chinese speaking.



Print

New Star Times (星星生活) Published weekly by Chinese New Star Media.Inc New Star Times is a free community newspaper which people can pick up from most Chinese supermarkets & restaurants. It is a comprehensive newspaper in which there is information on local news, community events, immigration issues. Fashion trends, finance, and travel etc. There are a lot of advertisements in New Star Times and most of them are geared towards newcomers to Canada, e.g. education & buying a house,

- Launching of a new employment resource center
- TD Bank sponsors Center for Information & Community Services to establish an immigrant resource center
- How to get a high-paid office job—a workshop for newcomer women &
- How to apply for OSAP? How to become a home mortgage broker?
- Skills for Change employment services
- Employment Workshop (II)- How to get a technical support position in the government?

- Community news- A free course on how to be a mechanical operator
- Community news-How to buy a car in Canada?
- Community news- Doors Open Toronto

World Journal (世界日报) World Journal is a Chinese newspaper mainly for the Mandarin-speaking community in Toronto. There is a section on community events; however the focus of the newspaper is on reporting the news in Taiwan & China.

- The launch of a new employment resource center for foreign-trained professionals

Radio

Mandarin 889 Tonight (相约889) Radio (FM 889/AM1430 Canada Chinese Radio

加拿大中文电台) Fairchild Radio

Mandarin 889 Tonight is a very informative program for newly arrived people from Mainland China. The program includes news reports, a feature interview (employment) & some commercial advertisements. During the program the host talked about different types of resume and how to send them out effectively, the importance of having a cover letter, some interview tips and the advantages of attending a job fair. Mandarin 889 Tonight is connected to Fairchild TV & Popular Lifestyle & Entertainment Magazine

- How to find a job in Canada

CHIN 1540 Mandarin Program City TV, Chinese International Broadcasting Station (中国国际广播电台) The focus of the radio program is on reporting China news (current events & economy); the host is even stationed at Beijing. This program does not give any information on local news and settlement information.

Television

Mandarin Profile (新枫采) is Fairchild Media Group's Chinese Language Radio, Popular Lifestyle & Entertainment Magazine.

Mandarin Profile is the only Mandarin-speaking Fairchild TV program. The rest of the TV programs are in Cantonese and mainly for people from Hong Kong. Mandarin Profile is a window for immigrants from Mainland China to connect with the mainstream society (knowing the current events in the city) and learn the available free services in the community. Occasionally there are also people talking about their experience (good & bad) in Canada, which gives newcomers encouragement, as well as some insights re: adjusting to the new environment.

- How to start up a business in Ontario
- Celebration of Mother's Day-Newcomer mothers talking about their experience in Canada

Mandarin News, Omni 2, Rogers Broadcasting Limited

Even with the increase in the number of Mandarin-speaking immigrants in Ontario, the length of the news program is shorter than the Cantonese version for 30 minutes. This length of time is just adequate to cover some basic local and international news. Also there is no report on either community news or settlement information.

Web

Feng Guo An Ju (楓國安居) Published by <http://pacehome.com/pacehome/home.asp>

There is a message board, on which people can ask questions regarding housing issues in Canada (e.g. how to find an apartment, housing finance). However, most people use the message board for commercial advertising purpose. This website is sponsored by the Pace-home House Inspection Company. Although it is a commercial company's website, there is rich housing information for immigrants who consider renting/buying a house in Canada. (However as most newly-arrived immigrants rent a place to live rather than buying one, the information I may be only moderately relevant to those who came to Canada for 3 or less years.) Here are some of the subjects

- Legal Information on buying / selling a house in Canada
- Information on signing a legal contract when you are selling/ buying a house
- How to advocate for yourself if the refrigerator is broken after you have moved in an apartment?
- What is a house inspection & why do you need one?
- What is covered in a house inspection?
- Situations in which we do not need to have a house inspection A handbook of buying a house in Canada
- Apart from the mortgage, what other expenses do I have to pay when I buy a house in Canada?
- House Insurance
- Housing Finance
- Some basic knowledge on using electronic appliances at home in Canada
- Home maintenance & renovation

Radio Canada International

Mandarin Web-broadcasting Mandarin Program – special documentaries *Launched in November 7, 2006* as a component of *www.RCInet.ca*, "RCI viva was designed to address issues commonly faced by those who have immigrated or are looking to immigrate to Canada."

This website contains rich & diverse information about living in Canada and news updates from China. However out of 25 special documentaries we looked at, only one of them was related to settlement services for immigrants in Canada.

- Psychological stress among Chinese immigrants in Canada and its management

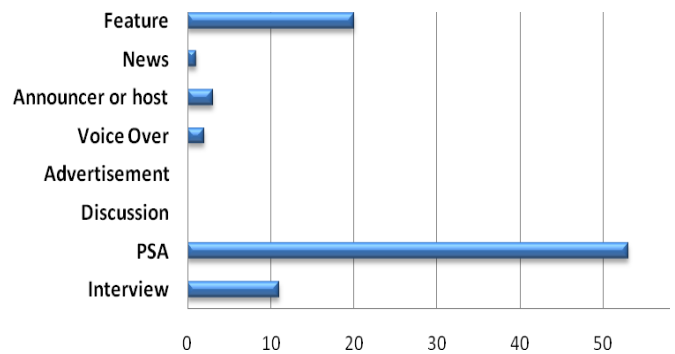
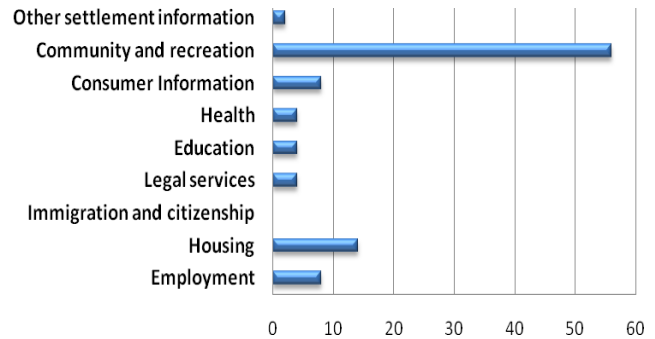
RUSSIAN

There were fewer settlement oriented stories than expected. However, an unusual number of important stories from Russia in the review period may have crowded out local Canadian stories. The deaths of Boris Yeltsin, the first president of Russia, and the famous pianist and social figure Mstislav Rostropovich were leading stories, as was the coverage of the Victory Day Celebration in Russia.

Advertisements apparently provide an important source of settlement information for the Russian immigrant community. We have therefore logged the many advertisements in print but also in Television and Radio and considered them separately. The following is an analysis of the results leaving out advertising, and advertising has a separate section.

Subjects : Community and recreation items were the most frequent in the Russian Media.

Treatments : The predominant format was the public service announcement.



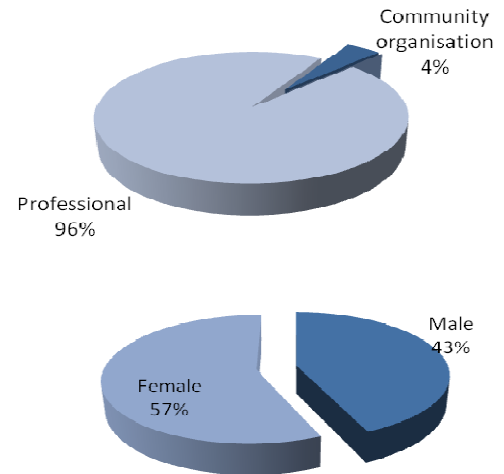
Experts

Source of Experts: Most of the experts were present because of their professional experience.

Expert Gender: The proportion of female to male experts was surprisingly high.

Expert Age: All the experts were apparently adults between the ages of 25 and 59.

Experts Language : All the experts were Russian



Print

"RUSSIAN EXPRESS" is a weekly newspaper, which publishes different features for newcomers. Experts (real estate agents, lawyers, financial, insurance and employment specialists, etc.) give information and advices on housing, employment, legal and financial issues, answer readers' questions. In addition you can also read reports about community events, get information about recreation (concert announcements, column "your Weekend", etc.). Items include the following

- Adult Learning Centre (TOEFL Classes)
- Employment Events in May (regular column "Canadian Job Market Guide")
- Financial Specialist Tells About Changes in Mortgage System
- Healthy Aging Conference in Community Centre
- Lawyer Answers Questions
- Meeting of Canadian Association of World War II Veterans from Soviet Union Announcement
- Perents Against Drugs International Voluntary Organization

"RUSSIAN CAROUSEL" is a weekly newspaper. Under the regular columns experts (financial and insurance specialists, real estate agents, lawyers, doctors, psychologists) give information, answers questions, discuss real situation. Moreover the newspaper publishes many advertisements (financial and insurance specialists, real estate agents, doctors, lawyers, etc.), announcements and reports about community events. You can also get useful information from the classified section (employment, education for children, recreation, financial services, etc.) For example :

- All About Mortgages (regular financial column)
- Rent Agreement (regular column "Law Is Strict but Fair")

- Russian House Community Centre Announcement
- Psychologist Tells About Job Interview
- Job Skills Program Announcement
- Volunteers Needed (Community Home Assistance to Seniors)
- Leasing, Financing or Buying? (How to Get a Car)
- Russian Library Announcement (Slavic Culture Festival)
- Free Information Line for Real Estate Buyers and Sellers
- Russian Library and Community Centre Announcements
- 10 Mistakes in Managing Your Finances (regular financial column)
- Parking Tickets (regular column "Law Is Strict but Fair")
- All Types of Insurance Free Seminar Announcement
- 10 Mistakes in Managing Your Finances (regular financial column)
- Free Information Line for Real Estate Buyers and Sellers
- Parking Tickets (regular column "Law Is Strict but Fair")

Radio

"THE INTERSECTION" is a 150 minute weekly talk show produced by Russian Canadian Broadcasting. Information for newcomers is presented mostly in form of interview. Furthermore under the slogan "You've got a problem? We can solve it!" experts in a different areas (employment, housing, immigration, legal services, education, health, etc.) answer questions, give advices. Sometimes listeners become a part of the program with their questions, suggestions, stories. Moreover there are world and Canadian news, some information about community events, advertisements (lawyers, doctors, immigration consultants, real estate agents, financial specialists, schools, etc.) The Intersection is connected to MixTV and Our Gazette.

- Euro Legacy Conservatory of Music and Art (Private School)
- Medical Clinic's and Dentist's
- Orthopaedist Answers Questions
- Lawyer Answers Questions
- Doctor of Natural Medicine and Homeopathy Tells About New Non-medical Treatment

Television

MIX TV, Russian Canadian Broadcasting is a weekly program in two two parts. The news section contains Canadian and Russian news while the entertainment section deals with reports and information about community events and organization, interviews with interesting people from the Russian community, and so on.

Sometimes experts (real estate agents, financial advisers, etc.) give information on different subject matters. There are also stories about school, colleges, medical clinics, libraries, sports clubs and advertisements (doctors, lawyers, accountants, insurance and financial specialists, real estate agents, etc.). Typical subjects were

- Managing Your Finances (regular financial column "To Have or Not To Have")
- Meeting of Canadian Association of World War II Veterans from Soviet Union
- Russian Singer Concert Announcement
- Jewish Russian Community Centre Announcement (Jewish holiday)
- Your House and Renovation (regular column about selling and buying real estate)

"RUSSIAN WAVES" is a weekly program with a lot of news from Russia. Moreover there is information and reports about community events and organization, schools and sports clubs, advertisements (medical clinics, lawyers, financial and insurance specialists, real estate agents, doctors, schools, etc.)

- Meeting of Canadian Association of World War II Veterans from Soviet Union

Web

RADIO CANADA INTERNATIONAL ONLINE (in Russian) www.rcinet.ca/rci/ru/ is a website which features short interviews on different topics (community events and organization, employment, entertainment, etc.) Radio Canada International provides the best and most useful information for recent immigrants.

- Social Worker. What is it?
- Canadian Association of World War II Veterans from Soviet Union
- Torontovka.com (Popular Website for the Russian Community)
- Russian Library in Toronto

NEW CANADIAN WEBSITE www.newca.com gives a lot of world, Russian and Canadian news. Moreover there are features for newcomers on employment, housing, immigration, health, consumer issues, etc. Some information (mostly about employment) is not free. You can also read features, which are written by former new immigrants. They tell about their experience, give suggestions, Internet addresses and contact information. In addition there is some information about recreation (parks, attractions, theatres, etc.).

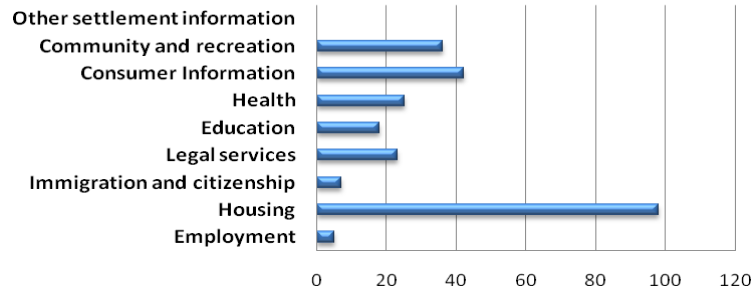
- Your First Days in Canada (an apartment, a bank account, SIN, OHIP, a driver license)
- Your Income and Expenses (taxes, prices, credit system)
- How to Buy an Apartment or a Condo
- How to Get Your SIN Card
- How to Write a Resume
- How to Fill Out Your Income Tax Form
- An Interview: Before and After
- Your Rights as an Interviewee in Ontario

Advertisements

There are many useful advertisements, particularly in print, that identify and explain services available to immigrants (doctors, lawyers, financial and insurance specialists, em-

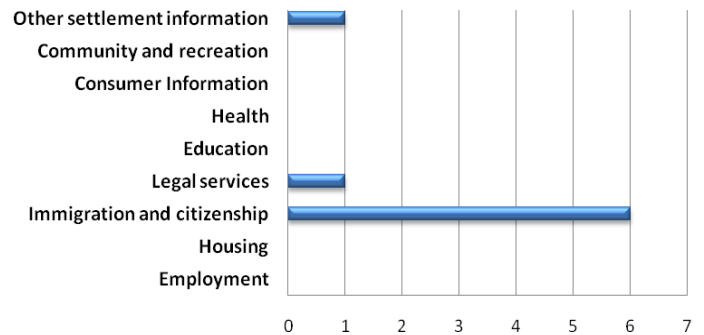
ployment agencies, real estate agents, schools, colleges, camps, sports schools and clubs, etc.) and the classified section also provides useful information. (employment, financial services, education for children). Some of the advertisements provide useful information and explanations about the issues as well as the service.

Advertising Subjects

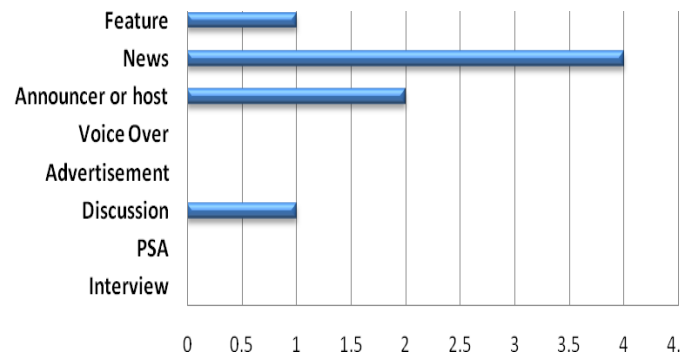


FILIPINO : TAGALOG

Subjects : Immigration and Citizenship was the outstanding settlement topic.



Treatment : The settlement information was mostly contained in the form of News.

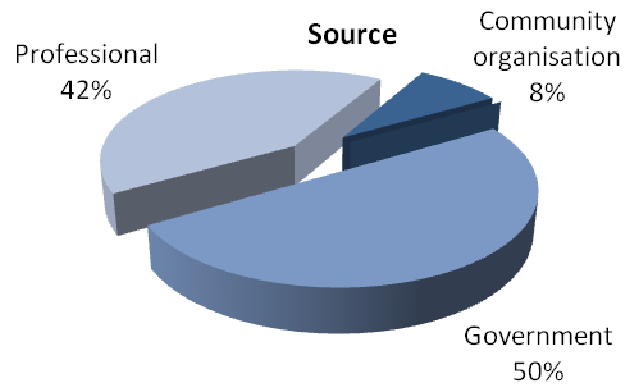


Experts

Source of Experts: The experts were divided in number between Government and private professionals.

Expert Gender: All the experts were male adults between the ages of 25 and 59.

Expert Language : All the experts were Tagalog speaking.



Print

Balita Newspaper

Balita is published in Toronto by Balita Media Inc. It comes off the press every 1st and the 16th of the month and is distributed across Filipino-Canadian communities in the GTA. The Newspaper is mainly divided into three sections

- ***In & Around Town*** updates Filipino-Canadians on local events and festivities organized by Filipino associations/communities. It also reports on the local news and events that affect Filipino-Canadians such as immigration news.
- ***Entertainment News*** is a section dedicated to update Filipino-Canadians on news from the celebrities in the Philippines.
- ***Balitang Pilipinas*** features news from the Philippines.

Manila Media Monitor

-Manila Media Monitor was launched on June 1996 to give monthly news coverage of local events and opinions that affect Filipino-Canadians to help them better understand their communities. The newspaper is widely circulated across the Greater Toronto Area and can be found in Filipino-owned businesses like grocery stores, restaurants, video stores, medical or dental clinics and travel agencies. While it focuses on community news, it has sections that have special features, reports and guides.

Pinoy Global News

-Pinoy Global News is published monthly by Global Dreams Media and is distributed across the Greater Toronto Area. Its objective is to strengthen the Filipino ties and promote the interests of Filipino-Canadians. The newspaper concentrates in providing news from the Philippines, specifically up-to-date news on the Philippine government and the community, the scoop on celebrities and

happenings backhome. The newspaper sections are:

- Philippine Community News
- Entertainment
- Lifestyles
- Music
- Public Affairs
- Business and Commerce

The Philippine Reporter

The Philippine Reporter contains the latest news from the Philippines and the Filipino community in Canada. Its first publication began since 1989, and is published in Toronto twice a month, on the 15th and at the end of the month. It is distributed free across Filipino-owned businesses such as Filipino restaurants, social gatherings, churches, and medical and dental clinics. It is the only Filipino newspaper that has paid subscribers. Last August 2003, The Philippine Reporter received The Best Editorial and Design Award from the National Ethnic Press and Media Council of Canada.

Television

Frontpage Philippines

Frontpage Philippines is a magazine-style television program aired every morning at 11:00 on Sundays and 12 p.m. every Thursdays on Rogers OMNI 2 Television. Aired both in Filipino and English by the host Gie Alvarez, Frontpage Philippine provides news and current affairs to Filipinos, including information on culture and entertainment. Each slot of the show runs for half an hour.

Web

The Philippine Reporter-- www.philreporter.com While the hardcopies of the newspaper covers both local events and news from the Philippines, the online news specifically provides community stories in Canada. The archive section online only features stories and news happening in Canada. Here are some of the subjects:

- Canadian Immigration News and Views: Regulations of Paralegal in Ontario
- IMMIGRATION: More Settlement Dollars Can't Fix Faulty Selection Criteria
- How to Protect Yourself From Police Brutality
- Fast Track to Canada: Fact and Fantasy
- Canadian Immigration News and Views: Time to Turn on the Immigration Tap

Program or Publication		Broadcaster or Publisher	
Date of issue		Name of Researcher	
Target Group <input type="checkbox"/> All <input type="checkbox"/> Mandarin <input type="checkbox"/> Urdu <input type="checkbox"/> Arabic <input type="checkbox"/> Punjabi		Language <input type="checkbox"/> English <input type="checkbox"/> Mandarin <input type="checkbox"/> Urdu <input type="checkbox"/> Arabic <input type="checkbox"/> Punjabi	
<input type="checkbox"/> Spanish <input type="checkbox"/> Tagalog <input type="checkbox"/> Russian <input type="checkbox"/> Farsi <input type="checkbox"/> South Asian		<input type="checkbox"/> Spanish <input type="checkbox"/> Tagalog <input type="checkbox"/> Russian <input type="checkbox"/> Farsi	
Location <input type="checkbox"/> Greater Toronto Area <input type="checkbox"/> Hamilton <input type="checkbox"/> London <input type="checkbox"/> Kitchener-Waterloo <input type="checkbox"/> Other		Length of Program or publicationPagesMinutesItems	
Is this program or publication connected to another medium (Web,Print,TV Radio)			
Is this program or publication interactive and if so, how ?			
Comment on usefulness of this program or publication to communication on settlement matters.			

Name of item	Length of item
** Length of Item <input type="checkbox"/> Long <input type="checkbox"/> Medium <input type="checkbox"/> Short	relevance to immigrant resettlement <input type="checkbox"/> Great Importance <input type="checkbox"/> Moderate Relevance <input type="checkbox"/> General Interest
Subject <input type="checkbox"/> Employment <input type="checkbox"/> Housing <input type="checkbox"/> Immigration and citizenship <input type="checkbox"/> Legal services <input type="checkbox"/> Education <input type="checkbox"/> Health <input type="checkbox"/> Consumer Information <input type="checkbox"/> Community and recreation <input type="checkbox"/> Other settlement information	Treatment <input type="checkbox"/> Interview <input type="checkbox"/> PSA <input type="checkbox"/> Discussion <input type="checkbox"/> Advertisement <input type="checkbox"/> Voice Over <input type="checkbox"/> Announcer or host <input type="checkbox"/> News <input type="checkbox"/> Think piece
Expert's ethnicity <ol style="list-style-type: none"> 1. English 2. Mandarin 3. Urdu 4. Arabic 5. Punjabi 6. Spanish 7. Tagalog 8. Russian <input type="checkbox"/> Farsi	Expert's age <input type="checkbox"/> Child -14 <input type="checkbox"/> Youth 15 - 24 <input type="checkbox"/> Adult 25 - 59 <input type="checkbox"/> Senior 60 - Expert's gender or orientation <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Gay <input type="checkbox"/> Lesbian
Connections <ul style="list-style-type: none"> • <i>Interactive Website</i> • <i>Service Journalism ?</i> 	Source of Experts <input type="checkbox"/> Community organisation, <input type="checkbox"/> CIC, <input type="checkbox"/> Government Spokesperson, <input type="checkbox"/> Professional

Definitions

**** Length of Item** Long

- More than 10 Minutes
- Subject of an article

 Medium

- Between 1 and 10 minutes
- 1 or more paragraphs

 Short

- Under One minute
- Less than 1 paragraph

This guide covers participants' information and help seeking behaviour and access to services over 3 periods: Before arrival to Canada, On landing in Canada, and in the immediate settlement period soon after landing.

Community Discussion Group Guide

I. BEFORE ARRIVAL TO CANADA

Q1. What kinds of information or help did you need before your arrival to Canada?
(*Probes*: The information could be regarding the immigration process, Canada as a country, on the job situation, information related to accommodation on landing etc)

Q2. What steps did you take to get the information/help you needed?

Q3. Who provided you with the information/help you needed and to what extent?
(*Probes*: Friends and family/government resources/media/research)

Q4. What were the main barriers in meeting your needs prior to arrival?
(*Probes*: Didn't know who to ask, inadequate information, incorrect information, delays in getting information etc)

II. ON ARRIVAL (1ST WEEK)

Q. 1. What kinds of information or help did you need on landing in Canada?

Q2. What steps did you take to get the information/help you needed?

Q3. Who provided you with the information/help you needed and to what extent?
(**Probes:** Friends and family/government resources/media/research/other)

Q3a. What media did you get your information from?
(**Probes:** Ethnic, (TV, Radio, newspapers); mainstream (TV, Radio, newspapers), Internet)

Q3b. What specific information did you get from media?

Q4. What were the main barriers in meeting your needs on arrival?
(**Probes:** Didn't know who to ask for information, inadequate information, incorrect information, delays in getting information, lack of resources, language constraints etc.)

III. Settlement Process

Q. 1. What kinds of information or help did you need subsequently (in the next six months to a year) to settle down in Canada?

(**Probes:** Work, Housing, Accessing Health services, Schooling, Accessing government services etc)

Q2. What steps did you take to get the information/help you needed?

Q3. Who provided you with the information/help you needed and to what extent?

(**Probes:** Friends and family/government resources/media/research/other)

Q3a: How important was ethnic media (or media in your own language or culture) to you in getting settled in Ontario?

Q4. What were the main barriers in meeting your needs in the settlement period?

(**Probes:** Language problems, lack of Canadian work experience, No recognition of qualifications, didn't know who to ask for information, inadequate information, incorrect information, delays in getting information, lack of resources, language constraints, etc)

Q5. What kind of information do you get from media (settlement related or not)? How important is media (print, tv, radio) as a source for information?

Q6. List your top 5 sources for information? (settlement related or otherwise) For example, Internet, library, community organizations, places of worship, media, family/friends, etc.

Persian Community Discussion Group Report

I. Before arrival to Canada

**Q1. What kinds of information or help did you need before your arrival to Canada?
(Probes: the information could be regarding the immigration process, Canada as a country, on the job situation, information related to accommodation on landing etc)**

A1.

- *Participant#1*: House Situation, What to bring, What to do and bank account
- *Participant#2*: Job Situation, Eligibility to practice his own profession, what to bring and what things are not allowed to carry.
- *Participant#3*: To continue education what documents he needed and whether his courses were acceptable.
- *Participant#4*: Housing, Bank Account
- *Participant#5*: Job Requirements, How to find a job.
- *Participant#6*: Information on how to continue education, information on what courses are acceptable in Canada, Job Situation

Q2. What steps did you take to get the information/help you needed?

A2.

- *Participant#1*: Contacted friends in Canada.
- *Participant#2*: Contacted friends used Internet to obtain information on his profession.
- *Participant#3*: Contacted friends, used Internet.
- *Participant#4*: Contacted friends, used Internet.
- *Participant#5*: Contacted Family members in Canada, used immigration consulting companies in Iran, read a book called "Immigration to Canada"
- *Participant#6*: Contacted Family member

**Q3. Who provided you with the information/help you needed and to what extent?
(Probes: Friends and family/government resources/media/research)**

A3.

- *Participant#1*: Mostly friends (60%), Canadian Government Website (20%), Canadian Embassy in Iran (10%), Persian informational website in Toronto "www.tehrantonian.blogspot.com" (10%)
- *Participant#2*: Friends (70%), Canadian Government Website (10%) and his own profession Canadian organization website www.alliancept.org (20%)
- *Participant#3*: Friends (60~70%), Brochures and catalogues distributed in front of Canadian embassy in Iran, Obtained the general information from Internet by using search engines such as Google.

- *Participant#4*: Friends (50%) and Immigration Consultants (50%).
- *Participant#5*: Family (50%) and Internet (50%).
- *Participant#6*: Family members (100%).

Q4. What were the main barriers in meeting your needs prior to arrival?
(Probes: Didn't know who to ask, inadequate information, incorrect information, delays in getting information etc)

A4.

- *Participant#1*: No barriers
- *Participant#2*: Lack of information about moving and things one will encounter when he/she moves to Canada (such as SIN, OHIP process, etc)
- *Participant#3*: Lack of information about Canadian Culture and lifestyle (details)
- *Participant#4*: Delay in response from authorities of Canadian banks to open a bank account and therefore brought cash. Lack of information as to how to open a bank account in Canada before arrival.
- *Participant#5*: Delays from Canadian Authorities to respond and answer questions (especially Canadian Embassies), Canadian Government website for immigration is a bit confusing and information is hard to find.
- *Participant#6*: No Barriers

II. On Arrival (1st week)

Q. 1. What kinds of information or help did you need on landing in Canada?

A. 1.

- *Participant#1*: Security problems, Airport Custom regulations
- *Participant#2*: Information on Canadian life conditions and weather, Canadian Custom regulation and what to bring
- *Participant#3*: Custom Regulations, What to bring that would be useful in Canada
- *Participant#4*: No requirements
- *Participant#5*: Had freighted a luggage and did not know where to go and how to collect it, what to bring.
- *Participant#6*: Wanted to bring tobacco and did not know the regulations.

Q2. What steps did you take to get the information/help you needed?

A2.

- *Participant#1*: Once arrived contacted friends.
- *Participant#2*: Friends and a country-fellow Canadian in the airplane.
- *Participant#3*: Failed to obtain the correct information.
- *Participant#4*: Did not take any steps.
- *Participant#5*: Contacted family members and got a suggested list of things to bring or to declare at the airport.
- *Participant#6*: Failed to obtain the appropriate information.

**Q3. Who provided you with the information/help you needed and to what extent?
(Probes: Friends and family/government resources/media/research/other)**

A3.

- *Participant#1*: Canadian Immigration at the airport provides a guide (package).
- *Participant#2*: Canadian Immigration, family and friends.
- *Participant#3*: Friends and Canadian Immigration.
- *Participant#4*: Canadian Government website.
- *Participant#5*: Canadian Government at the airport and family.
- *Participant#6*: Family member.

**Q3a. What media did you get your information from?
(Probes; Ethnic, (TV, Radio, newspaper); mainstream (TV, Radio, Newspaper, Internet))**

- None of the participants got the information from media such as TV and newspaper. The only media that was really helpful was Internet that provided only 20%~30% of information on arrival stage.

Q3b. What specific information did you get from media?

- Specific information such as the locations of offices for OHIP and SIN, What documents need to apply? And how long the process is going to take.

Q4. What were the main barriers in meeting your needs on arrival?
(*Probes: Didn't know who to ask for information, inadequate information, incorrect information, delays in getting information, lack of resources, language constraints etc.*)

A4.

- *Participant#1:* Language constraints.
- *Participant#2:* Language constraints (specially weak in listening).
- *Participant#3:* No barriers.
- *Participant#4:* No barriers.
- *Participant#5:* Misunderstanding of the information (not enough information for an ESL person) therefore delays in getting the job done.
- *Participant#6:* Extreme Language problems.

III. Settlement Process

Q. 1. What kinds of information or help did you need subsequently (in the next six months to a year) to settle down in Canada?

(Probes: Work, Housing, Accessing Health services, Schooling, Accessing government services etc)

A1:

- *Participant# 1:* Evaluation of his degree, updating his courses, work (his field or other field that he was interested in)
- *Participant#2:* Housing, working in his own profession.
- *Participant#3:* family doctor, housing, entertainment
- *Participant#4:* Housing
- *Participant#5:* Job market, How to insure yourself before receiving your OHIP
- *Participant#6:* Work, be able to continue my education, work on my English

Q2. What steps did you take to get the information/help you needed?

A2:

- *Participant#1:* By Going to different offices in person, contacted friends, searched in Internet
- *Participant#2:* By Going to the places that she needed the information in person, contacted some of the Persian people that are working in her profession and get some essential information from them.
- *Participant#3:* Tried to make more friends and people using his close friends in order to get more information about work and housing (networking).
- *Participant#4:* Calling different offices to see if they are hiring or not, Searched the job websites
- *Participant#5:* Had problem how to make a marketable resume, how to find a family doctor, went to insurance companies in person to find out how he can insure himself, and used my family members' experiences.
- *Participant#6:* Contacted my family members and friends.

Q3. Who provided you with the information/help you needed and to what extent? (Probes: Friends and family/government resources/media/research/other) And how important was ethnic media (or media in your own language or culture) to you in greeting settled in Ontario?

A3 and A3a:

- *Participant#1:* Friends (70%), Internet (20%), Offices (5%), Iranian newspapers related to housing (5%)
- *Participant#2:* Friends Participant and colleagues (80%), Internet (20%). Ethnic media (0%)
- *Participant#3:* Friends (100%) and ethnic media (only for entertainment purposes)
- *Participant#4:* Internet (60%), Search online job boards and apply either online or in person (30%) and Persian newspapers (10%)
- *Participant#5:* Family members (90%), Internet (10%) and ethnic media (0%)

- *Participant#6*: Family members and colleagues (100%) and ethnic media (0%)

Q4. What were the main barriers in meeting your needs in the settlement period? (Probes: Language problems, lack of Canadian work experience, No recognition of qualifications, didn't know who to ask for information, inadequate information, incorrect information, delays in getting information, lack of resources, language constraints, etc)

A4:

- *Participant#1*: Language problems.
- *Participant#2*: Lack Canadian experience.
- *Participant#3*: Language problems.
- *Participant#4*: Lack of resources about how to own a credit card and have enough credit to be able to apply for credit card.
- *Participant#5*: Lack of Canadian experience in getting a job
- *Participant#6*: Language problems, too much dependency to her family

Q5. What kind of information do you get from media (settlement related or not)? How important is media (print, TV, Radio) as a source for information.

A5:

The only information obtained from media that participants mainly pointed out where real estate and entertainment which covered up to 50% of their needs with regard to the mentioned subjects.

Q6: List your top 5 sources for information? (Settlement related or otherwise For example, Internet, library, community organizations, places of worship, media, family/friends, etc.)

A6:

- *Participant#1*: Family/friends, Internet, community Organizations, media.
- *Participant#2*: Family, Internet, Community organizations, Iranian newspaper, Library.
- *Participant#3*: Internet, friends, mainstream media (newspapers), community members, Library.
- *Participant#4*: Friends, Internet, Library, Iranian satellite.
- *Participant#5*: Family, friends, Internet, mainstream media (newspapers such as Metro and Canadian TV programs).
- *Participant#6*: Family/friends, Library, Internet (search engines)

Russian Community Discussion

April 30, 2007

Researcher: Galina Oussatcheva

Project: Citizenship and Immigration Canada (CIC) Settlement Media Research

The **two** focus groups were held in the GTA on April 13, 2007 and April 20, 2007. Each group consisted of four males and four females not related to each other. The age of the participants ranged from 23 (twenty three) to 48 (forty eight) years. All of the participants have been living in Canada less than 2 (two) years (two weeks to twenty two months). The participants' income level and occupational background prior to arrival to Canada also varied. Both focus groups were two hours in duration and conducted in Russian; voice recording was used in both cases with the participants' consent.

Below are the findings.

SECTION I. BEFORE ARRIVAL TO CANADA

Q1. What kinds of information or help did you need before your arrival to Canada?

(Probes: The information could be regarding the immigration process, Canada as a country, on the job situation, information related to accommodation on landing etc)

- Standards of living, infrastructure, crime level, geopolitical situation (Canada's involvement in armed conflicts), environment, chances of getting well-paying job
- Immigration process (degree of complexity)

Q2. What steps did you take to get the information/help you needed?

- Internet research, i.e. Internet communities and forums (in Russian);
- There is one instance of printed media being cited as information source: "Emigrant" – Russian language news-paper published and distributed in St.Petersburg, Russia (provides overall information about emigration to different countries);

Q3. Who provided you with the information/help you needed and to what extent?

(Probes: Friends and family/government resources/media/research)

- Basic knowledge about Canada from secondary education (mainly geography and climate, some economic and political background);
- Friends, relatives, and acquaintances who had travelled, settled, or otherwise is knowledgeable about Canada;
- Overall, there is virtually no substantial practical information about Canada (regarding immigration or tourism) in mass media.

Q4. What were the main barriers in meeting your needs prior to arrival?

(Probes: Didn't know who to ask, inadequate information, incorrect information, delays in getting information etc)

- Lack of resources is cited as the main barrier (e.g. Consulate in St.Petersburg has recently been closed; even if a consulate does exist, no practical information is offered; mass media does not provide any information either)
- Nearly all information is received via Internet forums and word of mouth. Hence, should a particular question or inquiry arise there is not always an answer available, or information is incorrect or not entirely correct.
- ...That is unless the person uses the services of an immigration attorney, in which case the attorney becomes the source of information. This, however, is a time-sensitive matter, as the service expires upon the person's arrival and settlement in Canada.

SECTION II. ON ARRIVAL (1ST WEEK)

Q. 1. What kinds of information or help did you need on landing in Canada?

- Finding housing;
- OHIP,
- SIN Number,
- Getting child benefits;
- Opening bank account,
- Getting telephone/Internet set-up

Q2. What steps did you take to get the information/help you needed?

- Those who used services of immigration attorneys had sought and received some help from these attorneys in getting the above issues resolved;
- The rest got some guidance from friends/relatives, who had already been living in Canada at the time of the research participants' arrival
- Some people had to hire certain individuals, also immigrants, who had already been living in Canada for some time, but are not affiliated with any immigration law offices or services, to get the information and help with these problems.
- Very few individuals actually researched the designated government web-sites to obtain the necessary information
- None of the research participants cited media as their source of information

Q3. Who provided you with the information/help you needed and to what extent?
(Probes: Friends and family/government resources/media/research/other)

- Friends and family;
- Immigration lawyers;
- Other immigrants (not friends or relatives)
- None of the research participants cited media as their source of information

Q3a. What media did you get your information from?

(Probes: Ethnic, (TV, Radio, newspapers); mainstream (TV, Radio, newspapers), Internet)

Virtually none of the research participants had turned to media (ethnic or mainstream) for specific settlement-related information, except for possible housing and/or employment opportunities (ethnic media)

Q3b. What specific information did you get from media?

Advertisement about possible employment and housing; immigration law offices, as well as individuals (not affiliated with any law or government services), who offer help (paid) with settlement.

Q4. What were the main barriers in meeting your needs on arrival?

(Probes: Didn't know who to ask for information, inadequate information, incorrect information, delays in getting information, lack of resources, language constraints etc.)

- Participants cited "lack of resources" as the main barrier. In terms of media in particular – the mainstream media is not accessible to the newcomers during the first few weeks upon arrival due to language barrier.
- Ethnic media does not seem to carry any practical information regarding the above listed issues and seem to cater primarily to immigrants who have been living in Canada for a while (longer than two years) and of no practical value to the new-comers.
- Some individuals cited advertisement of government settlement services in public transit as their source of information

SECTION III. SETTLEMENT PROCESS

Q. 1. What kinds of information or help did you need subsequently (in the next six months to a year) to settle down in Canada?

(Probes: Work, Housing, Accessing Health services, Schooling, Accessing government services etc)

- Employment,
- Professional licensing/certification,
- Getting family physician,
- Child-care,
- Filing taxes, etc.

Q2. What steps did you take to get the information/help you needed?

- The steps taken to get the necessary information are largely the same as cited in Q2 of Section II;
- Some individuals reported going to public library, where they discovered publications such as the “Newcomer” magazine as an information source
- No other media was cited by research participants as their information source

Q3. Who provided you with the information/help you needed and to what extent?

(Probes: Friends and family/government resources/media/research/other)

- Internet research
- Friends and family

Q3a: How important was ethnic media (or media in your own language or culture) to you in getting settled in Ontario?

- Not important at all.

Q4. What were the main barriers in meeting your needs in the settlement period?

(Probes: Language problems, lack of Canadian work experience, No recognition of qualifications, didn't know who to ask for information, inadequate information, incorrect information, delays in getting information, lack of resources, language constraints, etc)

- Lack of Canadian work experience;
- No recognition of qualifications
- Lack of resources, particularly absence of Russian community centre

Q5. What kind of information do you get from media (settlement related or not)? How important is media (print, tv, radio) as a source for information?

- Overall, media is not seen as an important/useful source of information
- Printed media is not used at all (largely due to language barrier)
- Radio and TV are used primarily as language comprehension training aid and a source of entertainment (movies, shows), rather than an information source

- Ethnic media is a source of information about employment and housing possibilities. However, even this information is approached with a significant degree of caution and distrust.

Q6. List your top 5 sources for information? (settlement related or otherwise) For example, Internet, library, community organizations, places of worship, media, family/friends, etc.

- Friends/aquaintances
- Internet
- Printed Media
- TV
- Advertisement in public transit

**Focus Group Report for
Research on Settlement Programming
Through the Media**

Issued By
Citizenship and Immigration Canada
Run by
DiversiPro Inc.

**Focus Group Report
South Asian Population
By Ananya Ohri
for
DiversiPro Inc.**

Contents

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Focus Group Summary – South Asian Population

The following is the summary of responses given by the participants for each question in the Focus Group Guide. Some questions have been combined because their answers were redundant. This is not because the participants had the same answer for both questions, but because the participants tended to answer more than the question they were asked and often covered the next question before it was posed.

14 people in total participated in the focus group sessions. 8 of these were women and 6 of them were men. While most of the participants were around middle aged, 2 of these people were seniors and 3 of them were adult students - 2 of whom had to repeat their high school education and 1 of whom was pursuing higher education. All were new immigrants with South Asian origins who have been in Canada for less than 2 years.

Names of participants and a record of their responses can be found in the following section.

Summary

I. BEFORE ARRIVAL TO CANADA

Q1. What kinds of information or help did you need before your arrival to Canada?

The top pre-immigration concerns of the focus group participants were associated with getting a job and finding housing. Basic concerns like getting a health card, a S.I.N card was also there but not as urgently as being able to find a source of income and a place to live. The concerns of students and seniors were a little different as their parents, children or educational institutions were arranging most of their basic needs like food and shelter. Students were concerned about fitting in, learning to take the TTC and finding a small time job; while seniors were worried about becoming a financial burden on their children and unforeseen health complications they might suffer due to change in their surrounding climate.

Q2. What steps did you take to get the information/help you needed?

Q3. Who provided you with the information/help you needed and to what extent?

Friends and family were the most common source of information for the focus group participants when they were considering immigrating to Canada. In the absence of such contacts some participants had gone on the internet, visited chat rooms and picked up reading material focusing specifically on immigrating to Canada. In the absence of these materials – either because of lack of access or the language barrier they presented – people sought out third party communication and spoke to friends or families of others who had previously immigrated. Some also went directly to agencies to help them fill out paper work and get other basic information.

Q4. What were the main barriers in meeting your needs prior to arrival?

Those who received information from their close friends and relatives generally felt that they did not have significant barriers in finding out about immigrating to Canada. Some, however, felt that their friends and relatives were not able to provide them with adequate detail which was also missing in the reading material and internet websites they sought out. A lack of direct contact is one of the main barriers mentioned by the participants; the second is the language barrier – which leads to the inability to understand information, especially in the absence of direct contacts; and finally the lack of access to technology like the internet.

II. ON ARRIVAL (1ST WEEK)

Q. 1. What kinds of information or help did you need on landing in Canada?

How to get a job and where and how to find an accommodation were still the top questions once the focus group participants arrived in Canada. In addition to these concerns people also wondered which schools to send their children to and had a host of other smaller every day concerns ex. Where to buy food, what type of food, how to turn on the stove, how to take the TTC...

Q2. What steps did you take to get the information/help you needed?

Q3. Who provided you with the information/help you needed and to what extent?

Within the first few weeks of their arrival into Canada the focus group participants primarily sought out a personal contact to answer any of their questions and concerns. Most had family and friends here. Those who did not have family or friends found someone from their ethnic community for guidance. Very few people went to agencies. One person went to the YMCA which he knew about in Pakistan and another found out about the HRDC through the internet.

Through these various sources the participants were able to find out answers to their basic questions – from where to shop to how to get their S.I.N card. All of these sources, however, were unable to inform them adequately on how to get a job in Canada.

Q3a. What media did you get your information from?

Q3b. What specific information did you get from media?

Upon first arriving in Canada many of the focus group participants did not access to media resources. They did not own a T.V or subscribe to cable, did not know what radio stations to listen to or know what newspapers to read or how much the newspapers cost. A language barrier also made the mainstream media inaccessible.

Newspapers were the most common media source used when searching for jobs, followed by the Internet. The television provided them with basic information like the news and weather.

Canadian ethnic programming was primarily seen as a source of entertainment- while one person did watch a financial investment program on OMNI to learn how to better invest his money.

Q4. What were the main barriers in meeting your needs on arrival?

Money was one of the main barriers in the first few weeks of arrival when the new immigrants were realizing the cost of living in Canada. A lack of knowledge of where to go in order to get products and services at a lower cost was subsequently also a barrier. A lack of details and inability to get all the information at once, a language barrier, unfamiliarity with social norms and everyday technology like the internet were also barriers to finding information for newly arrived immigrants.

III. SETTLEMENT PROCESS

Q. 1. What kinds of information or help did you need subsequently (in the next six months to a year) to settle down in Canada?

After being in Canada for a little while the focus group participants have the most pressing concerns about getting a decent job – one in their field. They want to know exactly what they should take to upgrade their education and how can they go about doing so when education is so expensive. They also want to know how about getting Canadian experience and a reference.

The elderly participants in the focus group wanted to know how to become part of a larger community and if there were any job opportunities for them.

Finally, some participants expressed frustration with receiving too much information. They were having a hard time filtering out information and using only that which is most appropriate for them.

Q2. What steps did you take to get the information/help you needed?

Q3. Who provided you with the information/help you needed and to what extent?

After being in Canada for a while the focus group participants are still looking for guidance from family and friends but are turning more and more to other sources. Some have begun to search the internet to find others going through similar experiences, settlement agencies and browse governmental websites. Some have started to take ESL classes so they can make better use of resources such as the newspaper and the internet.

Most are having the greatest difficulty finding out exactly how they need to validate or upgrade their education and the sources they have been looking into have not been of particular help in this area.

Q3a: How important was ethnic media (or media in your own language or culture) to you in getting settled in Ontario?

While appreciating and enjoying the Canadian ethnic media, most people have not found it of particular help in the process of settling down in Ontario. Some noted that they appreciated finding out about the special sales and services advertised on the OMNI channel, but most said they watched OMNI for entertainment. A few focus group participants did not own a television or subscribe to cable television; nor had they come across any publications in their language. Several participants did not watch Canadian ethnic television but subscribed to satellite television and received programming from their country of origin. When speaking of helpful media participants most frequently mentioned Canadian mainstream television like the news and the weather network.

Q4. What were the main barriers in meeting your needs in the settlement period?

Lack of recognized education and unclear instruction on how to rectify the situation is one of the main barriers for immigrants. The feeling of not receiving all information at once, a language barrier, not knowing which resources to use are also problems that come in the way of addressing their settlement concerns.

Q5. What kind of information do you get from media (settlement related or not)? How important is media (print, TV, radio) as a source for information?

The focus group participants found mainstream media like the weather network, CP24, 680 news, Metro newspaper and the internet to be the most useful sources of information. These sources are able to provide them with news and weather information which they need in order to get to work. They find they generally don't have time to watch, read or listen to other media or still don't have access to it because of the associated costs. They are able to read the Metro newspaper on their way to and from work and because it is a free publication. Some only watch television programming from their country of origin via satellite and find it difficult to engage in mainstream media because of the language barrier – people speak too fast and their accents are hard to understand.

Many use the internet and national newspapers for their job searches. A few have started reading the newspaper to improve their English. One person said that while the media has not been of particular help to him, his children have benefited immensely from watching mainstream television – they can now speak English very well and have picked up on many social norms by watching T.V.

Several people expressed appreciation of the SaverBack flyers they receive at their doorsteps.

Q6. List your top 5 sources for information? (Settlement related or otherwise) For example, Internet, library, community organizations, places of worship, media, family/friends, etc.

Family and friends remain as one of the main resources but the media also plays a key roll in providing the focus group participants with important basic information that they feel is invaluable to their daily operations. The internet, newspaper and television are the main mediums that the participants identify.

A Suggestion by the participants on how the media might directly assist them in the process of settlement.

After the conclusion of the focus group sessions many participants expressed the need for more open forums where they could share their experiences and listen to the experiences of others going through similar problems. They mentioned that they would be interested in taking part and watching or listening to such an open forum if it existed in the media (on the free, non-cable channel) in the form of a talk show where people could call in and pose their questions and share their views.

Focus Group- Record of Responses

List of Participants

Friday April 27th, 2007

Naved Ahmed
Aqsa Ali
Talha Ali
Rubey Banerji
Gulshan Ara Shirajee
Sarmin Nahar
Shamim Naz
Jesmin Nahar

Saturday April 28th, 2007

Syed Kamrul Hassan
Aruna Choudhury
Nuzhat Jahan
Farhat Islam
Islam Haqani
Md. Monayem Hossain

The following is a record of the responses provided during the focus groups held on April 27th and April 28 2007. The first eight responses are from participants in the first focus group and the next six from the participants in the second one. These responses are by no means word-by-word but offer the exact information provided by the participants. Some questions have been combined because their answers were redundant. This is not because the participants had the same answer for both questions, but because the participants tended to answer more than the question they were asked and often covered the next question before it was posed.

Q1. What kinds of information or help did you need before your arrival to Canada?

Naved: What would be the best place to live in Canada? How do I get a job? How much money should I secure before coming to Canada?

Aqsa: Where is my family going to live? In addition to going to school, can I get a job
Can I have my own bank account?

Talha: What did I need to go to school here? Where do I fit into the schooling system in Canada?

Rubey: How do I get a visitor's visa?

Gulshan: How to get a health card, a job, SIN card?

Sarmin: Where to find housing? Schools for children, job for husband?

Shamim: How to earn money?

Jesmin: Where to find housing, schools for children, how to earn money, how to get a job that suits her education level?

Syed: What kind of a job will I be able to get there? How quickly will I be able to get a job? What precautions do I need to take when bringing my children along with me?

Aruna: What is the education system like and where will I fit it? What are my options in terms of being able to pay for my education? Can I earn money while I'm studying? How do I get my S.I.N card? What are other young people like there?

Nuzhat: I came here to be with my son. How is he going to afford keeping me? Is there anything that I'm going to have to do to make money?

Farhat: How to get a job? What kind of a job can I get? How to find a place to live? Where to settle in Canada – Toronto or Vancouver, or some other city?

Islam: I am an old person. I was most concerned about my health especially since I heard that the first three months I will have no coverage.

Md. Monayem: How can I find housing? How much rent will it be? How can I find a job quickly?

Q2. What steps did you take to get the information/help you needed?

Q3. Who provided you with the information/help you needed and to what extent?

Naved: I spoke to friends who had previously immigrated. I went on the CIC official website in Pakistan. I approached other agencies like WWICS and the YMCA in Pakistan that gave me information on housing and jobs. I looked at the CIC website provided information on how to complete the visa application process.

Aqsa: I spoke to relatives and friends

Talha: I spoke to cousins, friends and my Mother who had previously immigrated

Rubey: I spoke to relatives, and Children's Aid Society – under whose care my children were after my husband's death in Canada.

Gulshan: I have many relatives here. They answered all my questions.

Sarmin: My husband looked at websites, and spoke to the families of others who had immigrated to Canada.

Shamim: My relatives had previously immigrated to Canada and answered all her questions.

Jesmin: I have no relatives or friends in Canada. I got all my information by speaking to friends of friends who had moved to Canada and the relatives of others who had

come here previously. Through a friend of a friend I was able to rent an apartment for the first month of my stay in Canada.

Syed: I asked my uncle who had been living here for a while. He told me all the details about getting health cards, S.I.N cards and other practical things. I also went to the Canadian embassy and picked up brochures. Bangladeshi newspapers that focused on immigration were also of help.

Aruna: I went to chat rooms where I could speak to young people in Canada .I contacted colleges in which I was interested. The counsellors were of great help.

Nuzhat: I spoke mostly to my son. I also spoke to friends. The friends only provided negative feedback about me going away to Canada at such an old age.

Farhat: I went to the embassy and filled out the papers myself. Did not know where else to look. I didn't have access to the internet. I knew from friends that it would be better here, so I felt like I would get here and then figure things out.

Islam: I spoke to my family that was going to sponsor me over.

Md Monayem: I read a book in Bengali about immigrating to Canada. My lawyer in Bangladesh gave me the book. I didn't have access to the internet and don't know English very well so I wasn't really able to find out anything else.

Q4. What were the main barriers in meeting your needs prior to arrival?

Naved: I had to wait 3- 4 years to receive a Visa, and when I did it was for only 1 month. I believe that such a limited time was granted to me because I filled out the forms incorrectly, but had no way of knowing which was right without going to an immigration agency. When I finally did go to an immigration agency with other questions and concerns they asked for a lot of money and offered no guarantee. I also had no control over my departure from Pakistan; I could not wait and prepare, I had to leave immediately as the Visa was for such a short time. This was difficult since my mother had just been seriously ill.

Aqsa & Talha: They did not feel there were any barriers in getting information. They felt that their relatives had done a good job responding to their concerns.

Rubey: I got information from my husband's family who had been living in Canada for a while but I could never trust them enough and didn't have time/ did not know where else to look for information.

Gulshan : I felt my relatives answered my questions very well.

Sarmin: My husband conducted searches on the internet but was unable to understand everything well – like the job situation, and the type of jobs that were available because of the language barrier.

Shamim : I felt my relatives responded well to my concerns.

Jesmin : I didn't have access to the internet. Agencies demanded too much money for information and services and the language barrier made it hard for me to look at information brochures. I found that indirectly communicating (through friends of friends and family members) with Bengali immigrants in Canada the most accessible way of finding out about moving to Canada.

Syed : While practical information was easy to come but details were lacking. I didn't know I would need a reference letter and a guarantee when trying to rent a place. Even my relative from whom I was getting information didn't know that.

Aruna : I felt confident about the information I received.

Nuzhat : Because I was going to go live with my son I didn't feel like I had much to worry about, but I should have asked more questions about health – questions that he wouldn't have been able to provide me with answers.

Farhat: I didn't find many details either. I needed to know exactly what type of requirements I needed to fulfill some job descriptions. Perhaps I could have gotten some training prior to coming. Main problem was a lack of connection between other people who had either gone through or were going through the immigration process.

Islam: The language barrier. I could only rely on my family abroad for information.

Md. Monayem: The language and no direct source of information or personal connection were the main barriers for me.

II. ON ARRIVAL (1ST WEEK)

Q. 1. What kinds of information or help did you need on landing in Canada?

Naved: How to open a bank account? How to find an accommodation? How to get medical insurance? Where to find a Pakistani community?

Aqsa: How to take the subway? Where do other young people spend their time?

Talha: How to start school? Which school to go to? How to apply? When to start school?

Rubey: How to find suitable accommodation? Which school to send kids to?

Gulshan: Where to live?

Sarmin: Where to live and how to find a job quickly?

Shamim: Where to learn English? Where to get a job?

Jesmin: How to navigate around the city? Close and opening times of public and government facilities. How to use the subway? How to cook? What food to buy and where? Where to live? Where to find a Bengali community?

Syed: How much money will I need in the coming months? How can I find a job quickly? How can I get the children enrolled in school? What will be the best place? Where and how can I find suitable housing?

Aruna: How to get around in the TTC? What types of food to eat, and where to get them at low cost? How to set up an answering machine?

Nuzhat: How to deal with the weather?

Farhat: How to deal with emerging health problems that have to do with this climate? Where can I find others who are going through the same thing? Where can I find some support? Where can I live? How can I find a job quickly?

Islam: How can I occupy myself, especially in the winter when I arrived – being older made it very hard for me to do anything when everyone else in my family would be away at work or school.

Md. Monayem: How to get a job quickly? Where/ how to find a place to live? How to get by without know English very well?

Q2. What steps did you take to get the information/help you needed?

Q3. Who provided you with the information/help you needed and to what extent?

Naved: I went to the YMCA, with which I was acquainted with in Pakistan. They handed out brochures.

Aqsa: Spoke to relatives and approached schools and libraries.

Talha: Spoke to relatives.

Rubey: I received help from relatives.

Gulshan: I received help from relatives

Sarmin: Received help from friends and relatives

Shamim: Received help from relatives

Jesmin: My family had managed to secure an apartment in Toronto while they were in Bangladesh. This apartment is in a building that housed many other Bengali immigrants who were of great help in addressing a lot of my concerns.

Syed: I spoke to relatives and friends. I browsed the internet and found HRDC offices where I picked up some reading materials. I also searched for jobs on the internet. While I found a lot of information I found not much was amounting from following it. I still wasn't getting a job.

Aruna: I spoke to the college I applied to and spoke to my family. They have satisfactorily provided me with information.

Nuzhat: I asked my son. Because of the language barrier I couldn't really ask anyone else.

Farhat: I spoke to some friends I had contacted prior to getting here. But while they were able to get me information they weren't really able to help. I needed a reference letter and a bank balance guarantee to rent an apartment. I didn't know where to get that.

Islam: I spoke to my family. Because of the language barrier I could really speak to anyone else.

Md. Monayem: I spoke to my landlord and a friend. They were able to provide me with basic information.

Q3a. What media did you get your information from?

Q3b. What specific information did you get from media?

Naved: In the first week or so there was so much to take in that I did not really watch, read or listen to any ethnic or mainstream media. The brochures handed to me by the YMCA with basic information were of great help. I did look for jobs in the local newspaper.

Aqsa: I did not access to TV or radio when she first arrived in Canada and newspapers were not the most accessible because of the language barrier. So I did not get information from the media.

Talha: In the first week or so I was not exposed to media, nor did I find it very accessible because of the language and the costs associated with it.

Rubey: I used the internet to browse government websites, find out about the education system and identify some settlement agencies that can be of help.

Gulshan: For the first few weeks I was staying with some family and found CP24 most helpful, as it would notify me of the changing weather conditions. My husband also looked at the newspaper for job opportunities.

Sarmin: My husband looked for job opportunities in the newspaper but because of a language barrier he couldn't really get much information from there or other media sources.

Shamin : I was staying with her Sister-in-law and watched T.V there. Most of the time, however, the programming was via a satellite dish and we were watching Pakistani programming.

Jesmin: We did not use media as a source of information their first few weeks here – because of lack of money, but also not knowing what they can trust in the media.

Syed: I get important information like on weather, traffic and news from the mainstream media – especially the T.V and newspaper. From ethnic media I don't get much information about settlement but I do listen to their program on how to invest money. Also the advertisements on ethnic channels are helpful.

Aruna: I go on the internet for job searches and check the Immigrant newspaper for the same thing.

Nuzhat: I don't know how to use the internet. Mainstream media is hard to understand. Don't get time to watch OMNI because grandkids are always watching something else.

Farhat: Media is important now for basic information like news and weather. The first week of arrival it was of no help – ethnic or mainstream. I use the newspapers when searching for jobs.

Islam: Because of language barrier mainstream media is hard to watch and ethnic media is watched primarily as a source of entertainment.

Md. Monayem: I have very little access to media because of cost and language barrier. I haven't come across any Bengali newspapers or radio shows.

Q4. What were the main barriers in meeting your needs on arrival?

Naved: The information and support I had been depending on by agencies in Pakistan had been false. So I had to start looking for places for help all over again. I had to

reassess my finances. Money was a big problem and I couldn't find out where to get things for less money – food banks etc.

Aqsa: Language barrier.

Talha: Not knowing how to relate to, or talk to other young people who were not my relatives.

Rubey: I would get some information but not know if it was correct and did not know how to make a choice between two different options – between type of schools, neighbourhoods. Sometimes I received incomplete information but did not know it till later – ex. bought a day pass for the TTC but learned that kids were not allowed on it, so had to buy tickets for them anyway.

Gulshan: Getting a good job quickly. All other details my family was able to help with

Sarmin: Found the language barrier most difficult. The realities of a new immigrant were much rougher than they had been told by the agency in their country. Finding any job, writing a resume, knowing how to approach employers was very confusing.

Shamim: Jet lag and the weather was the worst barrier. Next was the language barrier. Luckily my sister-in-law was able to guide me and my family.

Jesmin: Language barrier. All small, every day tasks provided barriers. I did not know how to turn on the stove, where to shop, did not know what kind of facilities were available to her in the neighbourhood.

Naved: How to get on to the TTC – the fare-all such silly problems were a big deal when we first arrived and made getting the bigger more important things more of a challenge.

Syed: The fact that my education is not recognized here.

Aruna: I felt like my immediate needs were met.

Nuzhat: The weather and money. I had no idea how much money I will need because I had no idea how I would physically react to the weather here and the medical problems it will create.

Farhat: Money, lack of detail of important things like renting a house, and a lack of community. A lack of knowledge of resources was also a barrier. If he had

known about food banks and volunteer doctor clinics he would have saved some money and made some valuable contacts.

Islam: Did not know English and did not know how to use the computer. Also not knowing other people beyond my own family was limiting.

Md. Monayem: Language barrier and a lack of knowledge about laws in Canada. I found I had to enter into many agreements – for renting a house, and my job, but wasn't sure what I was signing. Also filling out simple forms was a problem.

III. SETTLEMENT PROCESS

Q. 1. What kinds of information or help did you need subsequently (in the next six months to a year) to settle down in Canada?

Naved: How do I plan for my children's higher education? How to get an education/training for myself – especially since it is so expensive and time consuming? How to get a job in ones own field?

Aqsa: What is better college or university?

Talha: What kind of jobs are there for students?

Rubey: How to deal with depression that comes from realizing the difference between our expectations and the reality.

Gulshan: How to get a job in my field? Where to find affordable courses?

Sarmin: How to get a reference? How to get Canadian experience?

Shamim: How to get a decent job?

Jesmin: I know I need to upgrade my education but exactly what do I need to do? I can't figure out exactly what courses I need to take and where? I also don't know how to afford them –they are so expensive.

Syed: I need to know exactly how I need to upgrade my education. I feel like I don't need any other information. I have gone through many recommended steps, gotten my education validated and still I am having a hard time find a job. There is already too much information out there. I need to know how to filter it and choose what is most appropriate for him. I need someone knowledgeable who can tailor settlement advice according to my exact situation.

Aruna: I need to know how to get a S.I.N card and get a job during the summer.

Nuzhat: I need to know if there are ways for elders to make money.

Farhat: I don't need any more information I need to know how to use the right information to get the desired results.

Islam: How do I make friends of my own and find things to do in my time?

Md. Monayem: How can I get a job?

Q2. What steps did you take to get the information/help you needed?

Q3. Who provided you with the information/help you needed and to what extent?

Naved: I am going on the internet a lot. I found Access Alliance through the internet. But I feel like I need more direct contacts that can get me a job. But first I need to upgrade or get my education validated but no one is able to tell me how.

Aqsa: I haven't been sure where to go.

Talha : I haven't really spoken to anyone about it yet.

Rubey: I am starting to go to the South Asian Women's Center which is providing me with a lot of help. I found out about them through the internet.

Gulshan: I feel like I have a lot of information but don't know what to do with it.

Sarmin: I'm taking ESL classes at Link so I can better use the resources – like the newspaper – that are already available.

Shamim: I'm also taking ESL classes and have support of my family.

Jesmin: I have gone to various George Brown campuses but they have given me conflicting information. No one in the Bengali community can tell me what to do. I am taking ESL classes now with Link but that can't guarantee me a job.

Sayed: I haven't found the answer yet. I am continuing to speak to family and friends, and search for jobs on the internet every day.

Aruna: I searched the government website via the internet.

Nuzhat: I am going to English classes and will ask my teacher.

Farhat: I am looking into going to an agency and talking to someone other than family or friends who can help me with my particular situation.

Islam: I have started English classes and there are some activities there that I can look into.

Md. Monayem: I'm not sure. I'm going to keep speaking to family and friends and looking for jobs in the newspaper.

Q3a: How important was ethnic media (or media in your own language or culture) to you in getting settled in Ontario?

Naveed: I don't have cable and don't generally use the media as a source of information for settling down.

Aqsa: I like to watch OMNI but I don't know about their information programmes – I've only seen the bollywood films.

Talha: I also just watch the bollywood movies.

Rubey: Its better, I think, to watch Canadian things. I feel they have informed me better about settling in Canada rather than the ethnic programming. Although I do appreciate the advertising informing us of prices and special sales and services.

Gulshan: I don't really have time to watch, listen or read to any ethnic programming

Sarmin: There aren't really that many things in Bengali that I know of.

Shamim: I've only used cultural television as a form of entertainment – especially since I mostly watch Bangladeshi T.V.

Jesmin: My Bengali neighbours have been very helpful, but I haven't really found any answers to my particular problems through ethnic programming. But I know they run some other programs on money matters that could help other people – but I don't know about helping new immigrants.

Sayed: Apart from informing me about certain services or sales the ethnic media has not been particularly helpful in getting me settled in Ontario.

Aruna: I've never really seen anything I've needed to settle in the ethnic media.

Nuzhat: I watch Pakistani television mostly. I'm not really exposed to ethnic media from Canada.

Farhat: Ethnic media hasn't really helped. It's mostly entertainment.

Islam: I've never come across any settlement related useful information in the ethnic media.

Md. Monayem: I don't have cable and don't listen to the radio. I haven't come across any newspapers.

Q4. What were the main barriers in meeting your needs in the settlement period?

Naved: My main barrier is still money and education. I need one to get the other, but right now I have neither. How can I get an education when it costs so much, I don't even know exactly what to take, and how can I ever get a decent job without the right education.

Aqsa: I feel like I have many choices I'm not sure if I will be making the right one. I'm never sure who the best person to ask would be.

Talha: I'm never completely confident about my choices either.

Rubey: Money is difficult. In order to give yourself the freedom to find opportunities you need to have more money – not only for an education, but for simple things like a metro pass so you can get around. I find money is a constant barrier

Gulshan: I can't figure out what I have to do to get a decent job.

Sarmin: Language is the biggest barrier for me.

Shamim: Language and money. I need both in order to be able to get a decent job.

Jesmin: I get lost in information and none of it seems to help me. I need someone to tell me exactly what to do, what my risks are and the potential benefits. Even when I know a lot, for some reason I don't feel like I know the whole picture.

Syed: Not having my education recognized.

Aruna: Not being able to find a summer job

Nuzhat: Not knowing English very well and being a senior citizen

Farhat: Not having my education recognized. I don't want to have to go back to school because money is also a barrier. Also I am getting old.

Also not knowing how to use the newspaper for searching jobs (what are the appropriate jobs for someone like me to apply for, what does it mean of a job appears in a small box or a big box)– a lack of such details has been a barrier.

Islam: Not knowing English.

Md. Monayem: Language barrier.

**Q5. What kind of information do you get from media (settlement related or not)?
How important is media (print, TV, radio) as a source for information?**

Naved: The media has not been very helpful in getting me settled. It has provided me with important information – like the weather and the news – which has been useful generally but not specifically in getting settled. I also don't have cable. I do read the Metro newspaper because it's free and I can read it as I go to work.

Aqsa: I watch Pakistani television.

Talha: I watch Pakistani television and browse the internet. I have never really inquired about settlement questions via the internet.

Rubey: I don't have cable, but do listen to 680 News for weather and news. Reads the Metro on her way to work and finds the SaverBack Flyers delivered to her house very helpful – they inform her of what types of sales are on and where.

Gulshan: I also find the SaverBack flyers very helpful and watches CP24 for the weather information she needs to get to work. Other than that she has no time to really watch television or listen to the radio.

Sarmin: I find it hard to get information from the media because people talk to fast. For this reason I and my husband use the newspaper most often. My husband found out about the job fair through the newspaper. But we generally don't turn to the media for help in settling.

Shamim: I watch Bangladeshi T.V and do not really read any newspapers or listen to the radio.

Jesmin: I watch CTV and CBC but can't necessarily understand everything because of how fast people speak and their accents. I have not found answers to any of my questions through the media yet.

Syed: I get important basic information from the media. I don't have time to otherwise watch or listen to programs.

Aruna: Internet is very valuable for all inquiries and sometimes I read newspapers for jobs. T.V and radio can be hard sometimes because of how fast people speak and their accents.

Nuzhat: I watch Pakistani television, but I watch Canadian television for the weather.

Farhat: I don't use the media so much except the news paper for my job search but my child has benefited a lot from watching Canadian television. He has not yet

started school but already speaks well in English and has learned Canadian manners from children's television shows.

Islam: I also watch Pakistani television. I have started to go on the internet and look at newspapers to practise my English.

Md. Monayem: I don't have access to cable, I don't listen to the radio and I haven't come across anything written in Bengali. So the media doesn't bring me much information.

Q6. List your top 5 sources for information? (Settlement related or otherwise) For example, Internet, library, community organizations, places of worship, media, family/friends, etc.

Naved: Google, newspaper, English and computer teachers, YMCA, News on T.V

Aqsa: Teachers and Big Brother

Talha: High school teachers, cousins and mother

Rubey: 680 News, Internet to help her children with homework, Flyers, friends, community centers.

Gulshan: Relatives, friends, flyers, T.V for weather, internet.

Sarmin: Newspaper, English teacher, neighbours, landlord, friends.

Shamim: Friends, relatives, internet, newspaper, T.V.

Jesmin: Link class teacher, Metro newspaper, community centers, flyers, T.V.

Syed: Internet, friends and relatives, TV, newspaper, advertisements (on subways informing you about the DWA and such).

Aruna: Internet, friends, college, newspaper.

Nuzhat: Family.

Farhat: Friends, internet, HRDC.

Islam: Family, community center, and English teachers.

Md. Monayem: Community centers, friends, relatives, internet, newspapers.

Chinese Community Discussion (2)

May 28, 2007
Skills for Change

(I) BEFORE ARRIVAL TO CANADA

Q1) What kinds of information or help did you need before your arrival to Canada?

Participant #1:

Education, housing (e.g. which area in Toronto is safe to live and in which children can go to a good school), settlement process, traveling policy (e.g. luggage's weight limit, plane ticket price comparison)

Participant #2:

Employment, how to adjust to the new environment, shopping list (what to bring and what not to bring to Canada)

Participant #3:

Housing, employment, traveling policy (e.g. plane ticket price comparison, visa application regarding transferring flight from US/UK to Canada, luggage's weight limit)

Participant #4:

Education, traveling policy (e.g. luggage's weight limit)

Participant #5:

Employment, housing, traveling policy (e.g. luggage's weight limit)

Participant #6:

Employment, housing, traveling policy (e.g. how to book an airplane ticket)

Participant #7:

Traveling, housing (immigrants' home), experience from people who have already settled in Canada

Summary:

Employment, language training, education, housing, traveling policy

Q2) What steps did you take to get the information/help you needed?

Participant #1:

After CIC approved my application, I searched on the internet to see which area in Toronto is safe to live and in which my child can go to a good school. My relative helped me to find accommodation in the Seneca Hill area. I also learnt about the settlement

process from the *Lan Feng* website. I arrived in Canada with my husband and my child later.

Participant #2:

I learnt French in China. I was intended to settle in Quebec, however since my boyfriend and cousin are in Toronto, I came to Toronto first. I like Toronto and have decided to come here.

Since my boyfriend and cousin are in Toronto, I didn't need to think and prepare much before I came here. They helped me to find accommodation, tell me what to bring and what not to bring to Canada.

Participant #3:

I am a Christian. My friends from the church helped me to find accommodation and gave me information on employment before I came to Canada. Nonetheless I experienced difficulties in coming to Canada because there was a discrepancy between the information given to me by the traveling agent, US/UK embassy and Airplane Company.

Participant #4:

My husband came to Canada in 2005 and he prepared almost everything for me. I didn't need to prepare much before I came to Canada. I only had to get my education transcripts and know the new traveling policy. The traveling policy (e.g. the luggage's weight limit) had been changed before I came here.

Participant #5:

I did some research on the internet. From *China One*, I learnt about the settlement process in Canada. I had some questions about the traveling policy, so I went to the Airplane Company and the Canadian government website to look for further information. I like to search information on the internet first and then verify the information with my friends.

Participant #6:

I did research on the internet. The *Canada Home Discussion Board* carries all information I needed to know before I came to Canada, e.g. employment, housing, how to book a plane ticket etc.

Participant #7:

I did research on the internet and found an immigrants' home to receive me when I came to Canada.

Summary:

All participants did some research on the internet regarding the settlement process in Canada. Some participants had more informal support than others as their family and friends have already settled in Canada.

Q3) Who provided you with the information/help you needed and to what extent?

Participant #1:

Relative, internet (*Lan Feng, Canada Home Discussion Broad*¹) provided me information on education, housing, settlement process.

Participant #2:

Boyfriend, cousin, internet (*Foreign-Chinese Internet*, a website for French-speaking Chinese) provided me information on employment and how to adjust to the new environment

Participant #3:

Friends from my church, internet (US/UK embassy, CIC, Toronto Star, Workapolis, traveling agents)

I find the information provided by some ethnic websites such as the *Canada Home Discussion Broad* is not necessarily accurate. Different people give you different information. Because I majored in English and was an English teacher in China, I have no difficulties reading the information posted on different government websites.

Participant #4:

Husband, friend

Participant #5:

Internet, friends

I find the information on the ethnic internet websites is scattered, so I also look up settlement issues from the government website. I personally like to do my own research first and then verify the information with my friends.

Participant #6:

Internet (*Canada Home Discussion Broad, Settlement.org*)

I find that not many people have visited the Canadian government websites. I would like to suggest that the Canadian government could translate the information on settlement.org into different languages for example.

Participant #7:

Internet (*Canada Home Discussion Broad, Canada Home, Vancouver Sky, Chinese Blog Discussion Broad, Settlement.org*)

Summary:

Family & friends; internet (ethnic and government websites)

¹ <http://www.canadameet.com/forum/index.php>

Q4) What were the main barriers in meeting your needs prior to arrival?

Participant #1:

The waiting period for the Canadian visa was too long. I applied for immigration in 2001 and received the visa in 2005. Things have changed a lot in 5 years. My family has been waiting for 5 years already and it is a pity for us not to come to Canada. However after I have come, I don't know what I can do here. I came to Canada for my child's education.

Also I find different people gave me different information and I didn't know what information I could trust.

I also had barriers in finding a job and communicating in English.

Participant #2:

The waiting period for the Canadian visa was too long for me. I had waited for 3 years and thought of giving up the idea of immigrating to Canada. I took 3 years to study French. I intended to settle down in Quebec because the immigration was a little bit looser than in Ontario. I failed the French examination once and I was worried that I would fail twice. Nonetheless I passed the examination the second time.

Also I experienced some difficulties in coming to Canada because of the traveling policy. I brought too much luggage to Canada and received a fine of RMB\$2000.

Participant #3:

My waiting period was so short (9 months) that I was psychologically and financially unprepared to come to Canada.

Participant #4:

I didn't want to come to Canada but my husband wanted to. Thus I came here to be with my husband.

Although I received some settlement information when I went to Hong Kong to get my visa, the settlement process was unclear to me, especially regarding employment. I was not familiar with the labour market information, workplace culture, job interview techniques, how to develop a professional resume & cover letter.

Participant #5:

My waiting period was too long. I came to Canada in a time in which people were going back to China.

(Probing: Did you have any problems in finding accommodation or communicating in English?)

No. I got most of the information I needed on the internet. I worked in a foreign trade company before and have no difficulties speaking in English).

Participant #6:

My waiting period was too long. I struggled whether I should come to Canada or not. My main barrier was psychological.

Participant #7:

My waiting period was too long (4 years) and it affected my planning in my career development and my child's education.

Summary:

The major barrier is that the waiting period is too long. There is also a lack of employment opportunity and difficulty in communicating in English.

(II) ON ARRIVAL (1st week)

Q1) What kinds of information or help did you need on landing in Canada?

Participant #2:

Application of government documents (SIN & OHIP cards), driver's license

Participant #3:

Application of government documents (SIN, OHIP cards) & library card; how to open a bank account and register a free language class

Participant #4:

Application of government documents (SIN & OHIP cards), library card, information on language training and how to obtain a diploma in Canada

Participant #5:

Application of government documents (SIN & OHIP cards) and a driver's license

Participant #6:

Application of government documents (SIN & OHIP cards), language training, employment

Participant #7:

Application of government documents (SIN & OHIP cards), language training, where to find a driving teacher and obtain a driving license, employment

Participant #1:

Education, application of government documents (SIN & OHIP cards), how to open a bank account and obtain a driver's license, buying a second-hand car

Summary:

Information on how to apply for government documents (SIN, OHIP cards) & library card; how to open a bank account, employment, register a free language class

Q2) What steps did you take to get the information/help you needed?

Participant #2:

My cousin picked me up from the airport. My boyfriend and my cousin helped with apply for government documents (e.g. SIN & OHIP cards), driver's license. I experienced some difficulties with receiving the government documents. I lived in a place in which someone shared the same name with me. When the person moved out, she used the change of address from Canada Post. Thus all my documents were mailed to that person's new address. After one month, I went to YMCA to have a LINC assessment and have been attending a language class. I have made some new friends from LINC.

Participant #3:

My friends from church picked me up from the airport. My friends had already found me an accommodation, and the next day they drove me there. The rent was excellent because the landlord was also a Christian. On Monday my friends brought me to the HRDC office to apply for a SIN card. They told me that from then on I was able to work in Canada. Within the first week I also applied for the OHIP card, obtained my driver's license and went to Mississauga to pick up my PR card from my uncle. My friends also drove me to the Spadina & the Lakeshore area and did some sight-seeing.

The next week my friends from church helped me with job search. They told me that there was a job fair in Markham. Soon I had my first interview and my friend also introduced me to work in a call center (part-time). I had a choice in working in a place that I like. I got a full-time job in the third week after I arrived in Canada.

Participant #4:

In my first week my husband helped me to apply for government documents such and the SIN and the OHIP cards. I also went to the library to obtain a card and register a language class. I spent the first week in learning English and making friends. I also spent some time reading newspaper in the library.

Some friends told my husband that it was difficult to find a job in the IT field in Canada, thus my husband had been working as a cook in a Japanese restaurant for the past 2 years. He quitted his job 2 weeks ago. My husband doesn't want me to do a labour job in Canada; he would like me to take time and experience the life in this new country. My friends told me that the class that I had been attending was too easy for me and I also wanted to get a diploma in Canada, thus I searched by Google and found out that there were some free TOFEL classes in Canada. I registered one at Jones Avenue Public School and have been attending it for the past 3 months already.

Participant #5:

I applied for the government documents (e.g. SIN & OHIP) in my first 2 weeks in Canada. I also obtained my driver's license.

(Probing: Did you apply a bank card?)

No. I opened a bank account with BMO in Guang Dong before I came to Canada. I also attended a LINC class.

Participant #6:

I applied for the government documents (e.g. SIN & OHIP) in my first 2 weeks in Canada. From the Newcomer Magazine that I picked up from the airport, I learnt that there were employment service and language training opportunities for new immigrants. I did a language assessment and registered in an English class organized by TDSB. The school that I attended was Cummer Adult Learning Center; it was located at Bayview/Finch area. I studied English for 2 months and spent another 2 months in participating in a co-op placement. However the class was not very useful for me; I am looking for a job now.

Participant #7:

I also opened a bank account with BMO in China. I did it in Beijing. I landed in Vancouver, did some sight-seeing there and came to Toronto after 2 days. My immigration agent helped me to organize the tour in Vancouver and the flight to Toronto. A friend picked me up from the Pearson airport. I applied all the government documents (e.g. SIN & OHIP) in my first week in Toronto. In my second week I went for a language assessment at the YMCA Language Assessment Center. However I found LINC was not very useful. YMCA has done an employment assessment for my wife and me. We were given information on job search and professional language training and we went to Skills for Change for further training. At Skills for Change I have developed a professional resume & cover letters, learnt about job interview techniques and labour market information. In my third I found a driving teacher on the internet and soon obtained the driver's license.

Participant #1:

I arrived in Canada on Friday. I opened a bank account on Saturday and my child was able to go to school on Monday. I was very impressed with that; Canada really put an emphasis on children's education. I applied all the government documents (e.g. SIN & OHIP) within one month and the process was quite smooth. After doing some research on the internet and the AutoMart magazine, I bought a second-hand car from an agent. I stayed home most of the time taking care of my child. 3 months later I found there was an agency Skills for Change on the internet. I was an accountant in China and there was a program that was suitable for me. I was not as lucky as the other participants; I did not get the information on employment as soon as I arrived in Canada.

Q3) Who provided you with the information/help you needed and to what extent?

Participant #2:

My cousin, my husband, friends from LINC class
Internet

Participant #3:

Friends from church, my landlord

My friends gave me a Toronto map and I went to different places by myself. They also gave me a handbook on how to obtain a driver's license in Ontario. When they saw a job posting that they thought it was suitable for me, they gave me the clipping. My landlord provided me with food and free newspaper to read.
Internet

Participant #4:
My husband, friends, job search counselors from Skills for Change
Internet

Participant #5:
Classmates in LINC class
My landlord provided me with free Chinese newspaper.
I had not have obtained much information from my friends. I chatted with them from time to time.
Internet

Participant #6:
Friends from English class
Internet, newspaper

Participant #7:
Immigration agent, friends, community workers from YMCA & Skills for Change
Internet, newspaper

Participant #1:
Relative, husband
Internet, newspaper

Summary:
Participants received information from relative, family, friends, travel agency, immigration consultant, job search agency, internet, newspaper

Q3a) What media did you get your information from?

Participant #2:
Internet: *Hua Feng**,
Newspaper: *Sing Dao Daily & Ming Pao*
*My friends from LINC recommended *Hua Feng* to me.

Participant #3:
Internet
Newspaper: Toronto Star, Toronto Business, *Sing Dao Daily & Ming Pao*

Participant #4:

Internet: Goggle
Newspaper: Toronto Star

Participant #5:
Internet: I went to different websites to look for information I needed.
Newspaper: Toronto Star, *Sing Dao*, *Ming Pao*
TV: News channel, Discovery channel, Channel 24

Participant #6:
Internet
Paper: Newcomer Magazine
TV: Channel 58 (Favourite program: Deal or No Deal)

Participant #7:
Internet: *Wu Yf*²

Participant #1:
Internet: *Lan Feng*
Newspaper: 24 Hours, AutoMart

Summary:
The most popular media mediums are internet, newspaper and TV.

Q3b) What specific information did you get from media?

Participant #2:
Application of government documents, driver's license, shopping

Participant #3:
Internet: look for employment information (job fair, job placement), MSN with friends in China

Participant #4:
Internet: language class information

Participant #5:
Internet: settlement information
TV & newspaper: news, weather

Participant #6:
Internet: how to apply for government documents
Newcomer Magazine: employment and language training information
TV: entertainment

² www.51.ca

Participant #7:

Internet: employment, language training, how to find a driver's school and driving teacher, travel information, weather, news

Participant #1:

Internet: the process of settling in Canada

Newspaper: how to buy a second-hand car, news & weather

Summary:

From the mass media, people learnt how to apply for government documents, gathered information regarding employment and language training. Some participants also watched the news and weather report on the mainstream TV stations.

Q4) What were the main barriers in meeting your needs on arrival?

Participant #3:

Culture differences among Canadians and Chinese-Canadians:

I have a language & a cultural barrier in communicating with my coworkers. I had difficulties understanding the directions from a TTC conductor. From the English that I write, people can tell that I am a Chinese writing English. I would like to upgrade my language ability; however there is a lack of professional training opportunity and I don't know whom I can ask for information.

At the same time due to different political background and upbringing, I also experience cultural barriers in communicating with my friends in church.

Participant #4:

Although I can buy ethnic food from a Chinese supermarket, the taste of the food is different here. Also I feel lonely because I don't have many friends in Canada.

May be I am still in the honeymoon period of the settlement process, I don't feel many barriers.

Participant #5:

I experienced language and cultural barriers. Although I have sent out many resumes, I haven't had many interview opportunities. It is probably because I don't have Canadian working experience. Also I still can't find a family doctor in Canada.

Participant #6:

I experienced barriers in communicating in English and finding a job in Canada. Also I can't find a family doctor in Canada after 6 months.

Participant #7:

I experienced language and cultural barriers. The system of doing business in Canada is also different from China and I am still adjusting to it. There is a lack of events organized by the Mandarin-speaking community. My son was a chess champion in China but I can't find a good teacher for him here. Also there is not much information on the cross-cultural activities in Toronto, e.g. the Little Italy Festival. Also I find the pace of the live in Canada is too fast. In a nutshell, because of these barriers, I am not sure whether I should stay in Canada or go back to China.

Participant #1:
Language barrier

Participant #2:
I also experienced a language barrier. This was difficult for me while I was obtaining the government documents (SIN, OHIP & PR cards) in China. My language level is lower than I thought.
Also it takes too long for an immigrant to get the G2 driving license. It takes almost one year for a person to get the G2 driving license after he/she has obtained the G1 license. It is difficult for me to do grocery shopping as there is not a supermarket in the area which I live. The situation is worse in winter. The TTC schedule is not very accurate and sometimes I have to wait for 30 minutes for a bus to come. I also find that the food tastes different in Canada though I can get the ethnic food from a Chinese supermarket.

Summary:
Most participants experienced cultural and language barriers. The barriers hinder them from integrating into the mainstream society and finding employment in Canada.

(III) SETTLEMENT PROCESS

Q1)What kinds of information or help did you need subsequently (in the next 6 months to a year) to settle down in Canada?

Participant #4:
I need to be in contact with the mainstream society in Canada

Participant #5:
I need information on overcoming the barriers that I have mentioned earlier: language, culture and accessing healthcare services in Canada.

Participant # 6:
I need information on how to improve my language ability and get a job in Canada. My profession in China was about communication network and this area was not very developed in Canada. You cannot get any signal in the subway for example.

Participant # 5:
My needs are very similar to participant #5, i.e. language, culture.

Participant # 1:

My needs are to improve my language ability and get to know the Canadian culture.

Participant # 2:

The emerging need is housing, employment and finding information/services for immigrant women who are pregnant.

Participant # 3:

My needs are similar to you so I am not going to mention them again. One thing that has not been mentioned is that there is a lack of professional training opportunity.

Summary:

The needs at this stage are to have more exposure to the mainstream society, employment and professional language opportunities. Some participants considered that the needs upon arrival will be prolonged to 6 months after arriving in Canada.

Q2) What steps did you take to get the information/help you needed?

Participant #4:

To be in contact with the mainstream society in Canada, I participated in a research project on food at Ryerson University. Also I am in a TDSB LINC advisory committee regarding the branch mark examination. I attended a TDSB TOEFL class, after that I have participated in a job search workshop at Skills for Change for 2 weeks. I have been volunteering work at Skills for Change there after. Besides I had an interview opportunity and am working part-time now.

Participant #5:

To overcome the barriers that I had upon arrival, I attend a LINC class. In the LINC class, I not only can improve my language ability but also learn about the Canadian culture. I am attending a job search workshop at Skills for Change. I also look up employment information and job opportunities on the internet.

Participant # 6:

I have attended a job search workshop at CultureLink. Also I participated in an ESL class, however the ratio between a teacher and students is 1 to 20. I thus did not have many opportunities to practice my spoken English in class; I find that it is faster to learn English on your own, e.g. through watching TV (e.g. Friends).

Participant # 7:

I think I will be employed very soon. At that time I will learn more about the Canadian society.

Participant #1:

I moved after 6 months after arrival in Canada. My child also changed to another school, in which I met a School Settlement Worker. The School Settlement Worker introduced me to some community resources and invited me to attend a few events.

Participant # 2:

My landlord gave me an eviction notice within a short period of time. It was because I was pregnant. Actually she knew I was pregnant when I moved in. I had a difficult time finding a place to live. I had made many calls but once people heard that I was pregnant, they did not want to rent the place to me. I have expected racial discrimination in Canada but never thought about being discriminated by a Chinese-Canadian. I believed that people should look out for each other in the Chinese community. If I had a place of my own in the future, I will rent part of the space to immigrant women who are pregnant. Fortunately my friend helped me finding a place to live.

I attended a pre-natal class at Centre for Information and Community Services. I am in the process of looking for a mid-wife (Chinese-speaking) and home care services after I have given birth to my baby.

Participant # 3:

It is not difficult for me to find a job in Canada but I have hit a glass ceiling. I can get a job that is paid \$12-13 per hour; however it is difficult to get an interview for a job that pays higher than that. I am interested in working in the art museum. It is probably because I don't have much Canadian working experience.

(Probing: Have you thought about volunteering?)

Yes, I have already applied for a volunteer position at the Markham Theatre as well as the Sobem. However I think I don't have much time to volunteer. I have to support myself in Canada and have to send money back to China for my father every month. I intended to work in Canada but now I have decided to go back to school.

Q3) What provided you with the information/help you needed and to what extent?

Participant # 4:

Friends from the Chinese community network, e.g. *Qi Lu Association*, TDSB advisory group, Ryerson University research group, Skills for Change

Participant # 5:

Internet and friends

Participant # 6:

Job search agency (e.g. CultureLink & Skills for Change), ESL class

Participant # 7:

I watch the news report on Channel 2 and CBC twice per day. I watch movie only on Saturdays.

From the internet I can get employment information (Workapolis & Moster). *Sohu* provides me with the current information in China. Over the weekend I read Chinese paper such as *Sing Dao Daily*, I want to know the most updated community events in the Chinese community.

Participant # 1:

School Settlement Worker provided me information on community resources and upcoming events. From *Sing Dao Daily* I learnt about the job search services and language training program at Skills for Change.

Participant # 2:

My friend helped me to find a place to live. I attended a pre-natal class at the Center for Information & Community Services.

Participant # 3:

I received help from my networks at church and coworkers. The church newspaper also gives me information on settlement issues.

Summary:

Most participants received help from family, friends and coworkers. They started to attend free community activities, e.g. job search workshop. They also did some research on the internet and through the mass media (TV and newspaper).

Q3a) How important was ethnic media (or media in your own language or culture) to you in getting settled in Ontario?

Participant # 4:

The ethnic media is not very important to me. I believe that the network and support from the Mandarin-speaking community is more important in getting settled in Ontario. Sometimes I visited the *Literature City* website, from which I can gather information on politics, current news and entertainment.

Participant # 5:

Not important at all. I don't like reading Chinese newspaper.

Participant # 6:

I don't read Chinese newspaper very often either, but I visited the Vancouver Sky and *Gathering in Canada* (webs) often.

Participant # 7:

Sing Dao Daily gives me information on the Chinese community events while *Sohu* updates me with the current news in China.

Participant # 1:

Sing Dao Daily introduces me to the employment services at Skills for Change and it is very important to me. Chinese newspaper is important to people who just arrive in Canada and don't have a high level of English.

Participant # 2:

I like to watch ethnic television program on Fairchild TV but it is for entertainment only. I like to watch the bilingual news report on City TV in the morning, as well as the television program for kids on channel 65. I also searched on the internet for information for women who are pregnant, e.g. how can I have access to homecare services after I give birth to my baby.

Participant # 3:

The church newspapers, e.g. *Hao Jiao* published by the Chinese Christian Herald Crusade and *Zhong Xin Zhong Xing* is important to me.

Summary:

Ethnic mass media is not very important to the participants. It is not the primary source of information regarding settlement issues.

Q4) What were the main barriers in meeting your needs in the settlement period?

Participant # 4:

The cultural differences create a barrier in meeting my needs in Canada and prevent me in establishing a self-identity.

Participant # 5:

My barriers are more or less the same as those upon arrival, i.e. language, culture & accessing healthcare services.

Participant # 6:

Language barrier and a lack of Canadian experience

Participant # 7:

I think the barriers that I had upon arrival will be prolonged for a period of time.

Participant # 1:

My barriers are language and a lack of social network.

Participant # 2:

My barrier is finding an accommodation. Also because I am pregnant, I cannot go to work. Our standard of living is not good as the only source of income is from my husband who is doing a labour job. He was an IT professional in China and it is difficult for him to find a decent job in Canada nowadays. Besides I have difficulties in finding a Chinese-speaking mid-wife and low-cost homecare services after giving birth to my baby.

Participant # 3:

My barrier is how to identify myself in Canada and there is a lack of professional training opportunity for me.

Summary:

The barriers are lack of professional training and employment opportunities. Some participants also find it difficult to identify themselves in Canada, as well as accessing the healthcare services.

Q5) What kind of information do you get from media (settlement related or not)? How important is media (print, tv, radio) as a source for information?

Participant # 4:

I got information on employment and language training. The information led me to attend a job search workshop and volunteer at Skills for Change.

Participant # 5:

Mainly employment information, news and weather

Participant # 6:

Employment, news and entertainment

Participant # 7:

Employment, language training, news, weather, community events, entertainment

Participant # 1:

Employment, community resources and events

Participant # 2:

Employment, healthcare services (e.g. pre-natal class, how to find a mid-wife and access to homecare services)

Participant # 3:

Employment, language training, religion

Summary:

Information on employment, language training, news, weather and entertainment

Q6) List your top 5 sources for information?

Participant # 5:

Internet, Settlement agency, Television program, Networking, Newspaper

Participant # 6:

Internet, Immigration agency, Friends, Newspaper, TV

Participant # 7:

Internet, Settlement agency, Friends, TV/Radio/Newspaper, Network

Participant #1:

Internet, Relative, Family, Newspaper, TV

Participant # 2:

Family, Internet, Friends, TV, Newspaper

Participant # 3:

Church, Internet, Friends, Newspaper, Library

Participant #2:

Friends, Internet, Newspaper, Community, TV

Black/Caribbean/African Community Discussion Group Study

Methodology:

A focus group of about nine immigrants from the Caribbean was conducted at Tropicana, a settlement agency, dealing mostly with English Speaking Caribbean people. The participants were a cross section of ages, gender and circumstances. There were eight female and one male. Their ages ranged from 22 to 46 years and countries of origin included: St. Vincent and the Grenadines; Guyana; Jamaica and Trinidad and Tobago. They were asked to write information and then share with the group (this was done in order to facilitate original thought, in the first instance) and then group discussion took place on each issue.

The focus group was guided by the question: **What are the needs of the new immigrant and can the media play a role?** Participants were asked to look at three stages of their migration– before they arrived in Canada; first week on arrival and weeks or months after they arrived.

Findings:

There were recurring themes for each of immigrants at each stage of the migration process.

Before they arrived in Canada, most of the participants needed information on: vital documents; jobs; schools; rights as a new comer; transportation and other domestic issues such as health, housing and type of clothing. At this point most of their information was derived from several sources: family / friends, already in Canada; Canadian mission offices in the country of origin and lawyers who advertised in their local newspapers.

They all reported that the barriers to getting information included: unfriendly personnel at the Canadian missions who were unwilling to answer mundane questions; fear of rejection which leads to a longer wait period in which to reapply for Canada and a lack of awareness about where to get more information. According to Clover, a 35 year old woman originally from Jamaica, who applied for Canada, while she was resident in the U.K., “it was easier to get information from the high commission in England, if I were in Jamaica I wouldn’t be treated the same way.”

The focus group participants reported that on their arrival and first week in Canada they wanted information on much the same things as before they arrived, including employment; access to subsidy; access to schools (for children); refugee status. Elvis, 34 years old, the only male of the group came in as a refugee from St. Vincent and the Grenadines, found getting information difficult, though he was received great help from the immigration officer and a package of information given at the airport.

To get information during this period, many turned to family / friends; lawyers; YMCA/ YWCA, immigration officers at the airport (at point of entry); maps; library. They also used some media outlets as a source and these included: SHARE; Toronto Star; other Caribbean and employment newspapers.

The settlement process posed the same challenges for this group, during the following weeks and month after their arrival to Canada. Family and friends who have been in Canada for a while, as well as immigration lawyers, online, libraries and the Y’s, and agencies like Tropicana, were a great source of information. The media also started playing a very crucial role as they began to know exactly where to look for information. E.g. employment pages of the mainstream media (Metro and 24 hours), as well as the community newspapers.

Sources of information – overall at all three stages

Family / friends	89%
Lawyers	59%
Newspapers	40%
Radio / TV	0%
Brochures/Flyers	80%
Other	50%

Overall the barriers in meeting their needs in the settlement period included, inability to get employment; lack of resources; inadequate information; information that did not address their issues; ignorance of cultural norms (on both sides).

Top five media sources of information during the settlement process were:

- Community newspapers
- Metro
- 24 Hours
- Toronto Star
- OMNI

Recommendations:

- A show on radio / TV (in the Caribbean) giving information regarding immigration. At present one such show exists on Power 106FM in Jamaica...this can be accessed online for free.
- Wider circulation in Canada of ethnic / community newspapers. E.g. SHARE; Canada Extra
- Supplement for new Canadians in newspapers like Metro and 24 Hours, which are well read.
- Advertising / public service announcements on TV and in the newspapers would be of great benefit.

Chinese Community Discussion Group (I)

**Ryerson Community P.S. (Library)
May 26, 2007 (10-noon)**

(I) BEFORE ARRIVAL TO CANADA

Q1) What kinds of information or help did you need before your arrival to Canada?

Participant #7:

This is my list: Housing (accommodation & rent), transportation, average daily expenditure, employment (e.g. labor market, how to get my credentials in Canada, how can I practice as a profession in Canada), education (e.g. where to practice conversation English)

Participant #6:

My needs are similar to Participant #7. I am a mother-to be. I needed information on children and health services.

Participant #5:

I gathered information to help me to make the decision of whether I should immigrate to Canada or not. I was not too worried about coming to Canada as my husband has already settled down here at that time.

Participant # 4:

My major concern was housing, i.e. finding a place to live in Toronto.

(Probing: Do you have any concern about finding a job in Canada?)

I was not worried about being unable to find a job in Canada. The worst scenario would be doing a labor job in Canada.

When I applied to immigrate to Canada, I wanted to study in Canada. When my application was approved, I changed my mind.

Participant # 3:

I have relatives living in Canada and do not have to worry about accommodation. My need was to improve my level of English. However the more I learned, the more frustrated I was. Language proficiency is very important in finding a job in Canada. I have 10-year working experience as an accountant in China. If I can't speak good English, it would prevent me from getting a job in Canada.

(Probing: Have you thought about upgrading your knowledge & skill as an accountant in Canada?)

Yes. After I have improved my English, I will go back to study and get the accounting license in Canada.

Participant #2:

My husband has already been in Canada for a few months when I arrived, thus I didn't have any concern regarding housing. I am also an accountant. I just graduated and do not have any Canadian experience. My major need was to find a job or a co-op program in Toronto. I believe that co-op programs can help newcomers to find a job in Canada. (Probing: Before your husband came to Canada, as a family, what kind of information do you need?)

We looked up information on housing on the internet. Our landlord was a professor in China and he lived in North America before. He has set up a website to help immigrants coming to Canada.

(Probing: Can you tell us what the website is?)

I didn't remember but can let you know later.

Participant #1:

It was a big decision for me to come to Canada as my life in China was stable. The determining factor for me to come to Canada was my child's education. The most information that I needed was on education and housing.

Summary:

The needs identified from this focus group were housing, employment, language, child's education, health information.

Q2) What steps did you take to get the information/help you needed?

Participant # 6:

I asked my friends who have already immigrated and settled down in Canada. They told me to look up information from 2 websites: Wu Yi (加国无国) & Lan Feng (国国)..There is a lot of information on these 2 websites.

Participant # 5:

My husband came to Canada to study, found a job and decided to immigrate here. I asked my friends for information. They had given me enough information to make the decision to come to Canada. I was a doctor in Beijing and had to quit my job in order to reunite with my husband in Canada. I regret about that decision to give up my career.

Participant # 4:

I planned to study in Canada when I was young. After I had worked for some time, I realized that I had not fulfilled my plan. One weekend in Beijing I saw on the newspaper that there would be a workshop on Canadian immigration policy; I attended that workshop and learned that it would be more difficult for me to immigrate to Canada. I thus applied to immigrate to Canada through an agent immediately and my application was approved in 5 months. I was not prepared to come then. When I went to the Canadian Embassy in Hong Kong to get my documents, I made some new friends and we exchanged information on how to prepare myself to come to Canada. At that time there was not much information on the internet. Before I came to Canada, I made a list of 10 immigrants' home but only 2 could still take people. A representative from an

immigrants' home received me at the airport when I landed in Canada. I tried to get information on employment but there was not much concrete information for me.

(Probing: Have you thought about sponsoring your wife to Canada then?)

I got married after my immigration application was approved. My agent told me not to sponsor my wife coming to Canada at that time.

Participant # 3:

I applied to come to Canada in 2001. Once I applied, I studied English intensively but heard nothing from Citizenship & Immigration Canada in the next few years. When I received the acceptance letter from CIC recently, I quit my job and started to learn hairdressing and cooking for more than 6 months. I thought about opening a store in Canada. I also bought some new clothes and linens.

(Probing: Why did you learn cooking and hairdressing? You are an accountant.)

My relatives told me there are a lot of Chinese in Canada and there is a business opportunity.

Participant # 2:

I also did not plan to Canada at the beginning. After my husband applied to immigrate to Canada, he went to England to study. And I studied in Australia, had not CIC approved our application, we could immigrate to Australia. And when my husband finished school, we heard that CIC approved our application. So we came to Canada. We did not have to worry about the immigration process because there was an agent (Xin Dong Fang 新东方) helping us.

Participant # 1:

One day my husband and I had dinner with 3 families. One family has already landed in Canada and told us that Canada was great. This family encouraged us to come, so my husband and the other family applied to immigrate. While we are still waiting for CIC's approval, the second family has already come to Canada for 2 years. This family told us to not come. When we gave up the idea of coming to Canada, we received the immigration approval from CIC. My husband consulted with that family whether we should come, this time the family said yes. Actually I got most information about Canada from this family.

My husband and I had also talked. In China our child's best chance would be going to Qing Hua University (清⊠大学) & Beijing University (北京大学). But in here my child might be able to go to University of Toronto, which is within the top 20 universities in the world.

This family helped me with finding a house in Canada. Once we arrived, we moved in the apartment that my friend bought on behalf of us.

Participant #7:

One day I went on a business trip with a coworker to Qun Ming City, who was planning to immigrate to Canada. My coworker told me about the employment perspective, the good environment and the benefits I could enjoy in Canada. I was impressed and wanted to immigrate to Canada. I thought it was expensive to apply through an agent

but was surprised that it was not the case. I paid the approximately US \$2000 to come here.

I was IT professional and was concerned about finding a job in Canada. I have a friend living in Vancouver; he said that Vancouver was a good place to live. Thus I landed in Vancouver at first. I gathered information on housing, employment on the internet and from my friend. Before I came, I looked up an accommodation that I liked on the internet and my friend helped to look it up and paid the deposit on behalf of me. But I was picked up by the agent at the airport; transportation was included in that US\$2000 fees.

Summary:

Most participants applied to immigrate to Canada through an agent. They have friends/relatives helping them through out the immigration / settlement process. They did research about Canada through the internet rather than from the TV/radio programs and newspaper.

Q3) Who provided you with the information/help you needed and to what extent?

Participant #5: My friends. They persuaded me to come to Canada for the sake of my child's education.

(Re-directing:

Please tell us what media you get information from while you were planning to come to Canada, e.g. newspaper, internet, TV etc)

Participant #4:

Friends and internet are very important to me. I connected with my friends who are coming and have already been living in Canada via MSM & telephone. They provided information on housing, employment and shared their life in Canada with me. I used Google very often to gather information about Canada. I also used websites like Blue Maple & Lan Feng (☒☒). Nan Feng carries a step-by-step instruction for people who are preparing to come to Canada, e.g. what newcomers should and should not bring to Canada. I made a list based on the information given on Lan Feng. The Canadian government should give us information like that before we came to Canada, it could pass the information onto us when we picked up the documents from her embassy in China. The government gave us this information at Pearson airport and it was too late.

Participant #3:

My relatives helped me a lot. I have 4-5 families living in Canada. Whenever my relatives found good information from the newspaper for me, they mailed the newspaper to me in China. Whenever they found interesting information from the internet, they forwarded to me through MSM.

Participant #2:

I have a relative living in Vancouver. He told me that it was better to settle down in Toronto because in Vancouver the standard of living was higher and it would be more difficult for us to find a job. This helped us to make the decision to come to Toronto. We did not know many websites about Canada before we came here. Later on we found that internet was a very convenient way to gather information. I also looked up information on Google and Wu Yi (加国无国).

Participant #1:

I gathered information mainly from friends and through the internet, e.g. Wu Yi (加国无国) & Canada Home Forum (加拿大家园). The information I gathered from the internet was Ontario education system and shopping.

Participant #7:

I gathered information from my friends first, e.g. which city has a lower standard of living, a better environment and with a good job perspective, and which part of the city is convenient for shopping.

And then I verified the information that my friend told me on the internet. Apart from visiting some discussion forums often, I also looked up employment information from Vancouver Sky (a Chinese website). However I found that most of the jobs posted on Vancouver Sky were labor jobs, which were unsuitable for me.

(Probing: Had you gather information from the newspaper, radio or TV?)

Because my English listening skill was not that good before I came to Canada, so I could not understand the information delivered from TV or radio programs I mainly gathered information from online newspaper (e.g. Vancouver Sun).

Participant #6:

I have some websites to add: BBS, Wu Yi (加国无国) & Lan Feng (国国). These website gave me information mainly on housing and transportation. I also got help from my ex-coworkers who have already settled down in Canada for 2-3 years. E.g. I found an apartment on the internet in China and they looked it up for me in Canada.

Summary: Friends/relatives and internet provided most information to the people who are planning to come to Canada. The information includes housing, port of entry, employment, education.

Q4) What were the main barriers in meeting your needs prior to arrival?

Participant #4: Job perspective in Canada is unclear. I had also experienced some difficulties in buying air tickets coming to Canada.

Participant #3: Language. I could not understand information without the language.

Participant #2: I didn't have any barriers.

(Reframing-

Barriers means didn't know who to ask, inadequate information, incorrect information, delays in getting information etc.)

Participant #1: Language.

Participant #7: Family & language: I just got married 4 months before I came to Canada. It was fortunate like long-distance calling card was not expensive in Canada. I spend a lot of time talking with my wife and family in China. At the workplace, the required level of English is different from daily conversational English. I am worried about how to upgrade my skills as an IT professional.

Participant #6: Language & Family: Coming to Canada means being separated with my husband. Also I am worried about whether I can get enough health and childcare support in Canada. I am going to give birth to a baby soon.

Participant #5: Lack of social network and being unable to find a job as a doctor in Canada.

Summary: The main barriers in meeting the needs prior to arrival are language, employment opportunity, health and lack of social network.

(II) ON ARRIVAL (1st week)

Q1) What kinds of information or help did you need on landing in Canada?

Participant #3:

Housing, employment, language training, how to get a driver license, how to apply for the SIN card, open the bank account

Participant #2:

Information on employment opportunities, co-op programs and job-hunting agencies

Participant #1:

Housing, education, shopping

Participant #7:

Banking, housing, sight-seeing, shopping

Participant #6:

PR card, SIN card application, how to open a bank account

Participant #5:

Education, information that helps me to decide whether I should buy a house & a car in Toronto, employment

Participant #4:

Housing, sponsorship, driver license, how to apply for SIN, OHIP cards and how to open a bank account, shopping

Summary:

Information on how to apply for SIN & OHIP cards, obtain a driver license, open a bank account, employment, housing, education and shopping is important to people who arrive in Canada for the first few weeks.

Q2) What steps did you take to get the information/help you needed?

Participant #3:

My friends picked me up at the airport and my relatives helped me to settle down in Toronto. In the first week after arrival, my relatives assisted me to get the SIN card, open a bank account. I was unable to obtain my OHIP then because there is a 3-month waiting period. In the second week I started to work in Canada; this job was arranged for me by my relatives. Also I was able to get my driver license.

Participant #2:

I don't have any working experience. When I arrived here, I attended a job search seminar which held twice per year in the GTA. From this job search seminar, I learned about the services provided by YMCA. I went to YMCA for more employment information, a worker there told me that I was job-ready and did not need to go back to school. Rather I should focus on looking for a co-op program, e.g. the co-op program offered by Skills for Change.

Participant #1:

My friend picked me up at the airport and drove me to the apartment that she bought on behalf of me. My friend has already bought me some furniture and prepared food for my family. My friend showed me around in Toronto, e.g. where the supermarket is and took my daughter to Bickford Center for an assessment. My daughter was able to register at a secondary school in the same afternoon. My friend also helped me to apply for SIN card and open a bank account. After that my friend went to the YMCA with my family for a language assessment. In the following week I got my driver license.

Participant #7:

Before I arrived in Canada, I have already set up a bank account with CIBC. After I have arrived, I applied for a visa card. My friends gave me information on SIN card application, however because they have to work and are unable to go to HRDC with me. Nonetheless they showed me how to take the TTC and I went on my own. My landlord was very helpful as well. We did shopping at a nearby supermarket together and he drove me around to see Toronto.

Participant #6:

Before I arrived in Canada, on the internet and from my friends, I gathered information on how to get the SIN and OHIP cards in Canada. With the help of my friends, I was able to apply the SIN card and open a bank account within the first week of arrival. After 2 weeks I applied for the OHIP card with a bank statement.

Participant #5:

My husband came to Canada before me and prepared everything for the family.

Participant #4:

Immigrants' home picked me up at the airport. I made new friends at the immigrants' home who shared some settlement information with me, e.g. how to apply for SIN & OHIP cards, set up a bank account & where to shop and look for accommodation. They also gave me a map so I could travel around in Toronto. Within the first week I obtained my driver license, applied for the SIN & OHIP cards and found a place to live. My landlord gave me some tips on whether to buy bargain goods in Toronto. In the next week I prepared all the documents to sponsor my wife to come to Canada. Besides I have opened a bank account at TD Bank with a Mandarin-speaking teller. It is very convenient for me because I did not know the financial system in Canada.

Summary:

Most people were picked up by their friends/relatives and immigration agency at the airport. Their first priority was to apply for SIN, OHIP cards, obtain a driver license, buy a car, shopping, open a bank account and find a language training program.

Q3) Who provided you with the information/help you needed and to what extent?

Participant #3:

My relatives provided me with most of the information.

Participant #2:

Community agencies: job search seminar, YMCA, Skill for Change

Participant #1:

I got most of the help from a friend but I also learned about Canada through the mass media.

Participant #7:

My friends, landlord, internet and newspaper

Participant #6:

My friends, internet, newspaper and TV

Participant #5:

My husband, some friends, internet, TV programs, settlement worker in school

Participant #4:

Friends whom I met at the Immigrants Home, my landlords, internet

Summary:

Friends, relatives, landlord, internet, TV, newspaper, school settlement worker, community agency(JSW)

Q3a) What media did you get your information from?

Participant #3:

I got most information from a Chinese newspaper but cannot remember the name. I also watched Chinese Television program for current news.

Participant #2:

I got information from internet.

Participant #1:

ETHNIC: Newspaper (Xing Dao 星岛日报) & Website (Wu Yi 加国无)

Participant #7:

MAINSTREAM: Vancouver Sun, a provincial paper in Vancouver, Toronto Star, 24 Hours, Channel 24 (news & weather report), sitcoms (e.g. Friends & Fraser) and movies I listened to music on the radio before I went to bed.

Participant #6:

ETHNIC: Epoch Times (大中报), Xing Dao (星岛日报)

MAINSTREAM: AutoMart, Children's TV programs (I like to watch children's TV program because I can understand its contents and this makes me feel confident about my language level), TTC.ca, Google Map

Participant #5:

ETHNIC: Wu Yi (加国无), Wen Xue City (文学城)

MAINSTREAM: City TV, BBC news, Channel 24, Channel 2 & 65 (Children TV)

Participant #4:

ETHNIC: Wu Yi (加国无) ---this website has information on where the flea markets are in Toronto

Q3b) What specific information did you get from media?

Participant #3:

Housing, employment information & news

Participant #2:

Employment & housing information

Participant #1:
Shopping, education system

Participant #7:
Shopping, tourism and employment

Participant #6:
Shopping, news, how to buy a car, directions from the TTC website

Participant #5:
Education, language training, movie, weather, news

Participant #4:
How to apply for SIN & OHIP cards, open a bank account, shopping, sponsorship, second-hand shopping

Summary:
Housing, employment, education, how to apply for SIN & OHIP cards, shopping, immigration, banking, transportation & how to obtain a driver licence

Q4) What were the main barriers in meeting your needs on arrival?

Participant #2:
I can obtain my driver license 8 months after I arrived in Canada and without a vehicle; it is very difficult for me to travel around in Toronto, especially during the winter.

Participant #1:
The cold temperature in winter

Participant #7:
Language barrier: When I applied for the SIN card, people had to write the instructions down for me. The officer spoke English with an accent and too fast. I couldn't understand what information they were asking for.
Without a car, it is difficult for a newcomer to travel around in Toronto.

Participant #6:
Transportation & language barrier

Participant #5:
There is a lack of language training program for foreign-trade professionals.

Participant #4:
I did not know who to ask for free information and assistance to sponsor my wife coming to Canada (lack of resources).

Participant #3:
It was painful to wait for public transportation in winter.
Language barrier

Summary:
Language, transportation in winter, cold weather, long waiting period to obtain a driver license and sponsor a family member to come to Canada

(III) SETTLEMENT PROCESS

Q1) What kinds of information or help did you need subsequently (in the next 6 months to a year) to settle down in Canada?

Participant #1:
Education for me and my daughter, how to start up a small business in Canada, what kind of job is suitable for my husband if he decides to come to Canada, how and where I can buy a second-hand car

Participant #7:
Employment information, language training opportunity, community information

Participant #6:
After I landed in Canada, I went to South America for a few months. When I came back to Canada, I found out that I was pregnant. The emerging information for me was how to access the healthcare services for me and my baby, e.g. how to find a family doctor, a mid-wife etc.

Participant #5:
Finding an accommodation in a catchments area so my child can go to a good public school and whether I should buy a house in that area & a car , education system, how to improve my English

Participant #4:
Employment information (e.g. how to write a resume & cover letter, make a cold calls, respond in an interview, upgrade my skills and knowledge as an IT professional), current news, weather, the gas rate

Participant #3:
Professional language training, employment information
(Probing: What kind of information do you need in the next few months in Canada?)
Opportunity to improve my English on a professional level and training for foreign-trained accountant and how to get Canadian experience

Participant #2:
Employment opportunity, Canadian experience, co-op program, recreational activities

Summary:

Employment, housing, shopping, language training, co-op program, education, professional training (language, skill & knowledge), recreation activities, transportation, weather etc

Q2) What steps did you take to get the information/help you needed?

Participant #1:

I went to adult day school to improve my language. In the first month of my study, I was frustrated because I could not understand what the teacher was talking about in class. I wanted to quit but didn't. I participated in an English Conversation Circle at the North York Central Library; this program is organized by CultureLink, a settlement community agency. 6 months after I started at the adult day school, I attended an accounting co-op program.

Participant # 7:

I landed in Vancouver. I was excited in the first months and did some traveling in Canada. Later on I realized that I have to look for a job in Canada and was worried that whether I was able to find one. Thus I went to some job fairs and participated in a job search workshop organized by a Chinese settlement agency. The instructor of the job search workshop was a Canadian-Chinese and that person was easy to understand. However the participants were from all around the world and I had difficulties in communicating with them. I then became more worried about my language ability and whether I was unable to find a job in Canada.

I then moved to Toronto from Vancouver. I accessed an employment resource center in Markham. This center assigned a case manager for me; the case manager works with me side by side to prepare a resume and a cover letter. The person also gave me information on the job market and office culture.

Participant # 6:

My friends gave me incorrect information on the healthcare system in Canada. I thought I was entitled to have all healthcare services for free and accessing the healthcare system was easy. I discovered that it was not true after spending a month looking for a family doctor. Most of them were no longer taking new patients. I then went to a Chinese community center to look for information; the person gave me a list of websites and telephone numbers. That person also told me to try to go to a walk-in clinic for services. A representative from the walk-in clinic helped me to find a family doctor though the doctor could not speak Mandarin. In addition I participated in a pre-natal class in a Chinese community center in downtown Toronto. That community center offered me information on different levels of the pre-natal class in other non-profit organizations. I gathered information on the Canadian healthcare system by collecting pamphlets and flyers from those community organizations.

Participant #5:

After my child has settled at Ryerson Community PS, I went to look for a class that can help to improve my English. Unfortunately I could not find a free language training program as my status is still pending in Canada. So I put the attention on looking for a

house; my husband and I are planning to buy a house here. Recently I have started to volunteer in a Chinese community center.

Participant #4:

I spent most of time on attending employment information sessions. I took part in 2 job search workshops, learning how to write a resume and a cover letter. One is organized by the government and the other one was community agency. I also participated in a few classes to improve my knowledge and skills as IT engineer. Then I focused on looking for a job. I posted my resumes on the Monster & Metropolis website, as well as some job hunting agency. I did some research on the job market to see whether my skills were in need in Canada. I also collected information on job search while traveling on the TTC. People called me for interviews and I got a job offer in 3 weeks.

Participant #3:

I just came to Canada a few weeks ago and do not have much to say.

Participant #2:

I learned on the internet that you have to have Canadian experience in order to get a job in Canada and I don't have any. Thus I am attending a co-op program at the Victoria College. It is a program that can guarantee you to have a job interview opportunity and Canadian experience.

Summary:

At this stage most participants are concerned about improving their language, attending job search workshop/co-op program and looking for a job that is related to their profession back in China.

Q3) Who provided you with the information/help you needed and to what extent?

Participant #1:

Friends, classmates, teacher, community agency, newspaper and TV program

Participant #7:

Chinese community agency, employment resource center and internet

Participant #6:

Community agency, community healthcare center, drop-in medical clinic, website

Participant #5:

My husband, settlement worker in School, website

Participant #4:

Employment resource center, community agency, job-hunting agency, websites, TTC, radio, private training center

Participant #3:

My relatives

Participant #2:
Internet, TV

Summary:

Most participants gathered information from internet, their friends, job-hunting agent, community service center and then other media (e.g. tv, newspaper and radio program)

Q3a) How important was ethnic media (or media in your own language or culture) to you in getting settled in Ontario?

Participant #1:

Wu Yi (加国无☒) & Xing Dao News (星岛日报) are important to me.

Participant # 7:

It is important to have someone who can speak in your language to help you settle down once you arrive in Canada. However most of the TV/radio programs either are in Cantonese or aired in a time when I have to go out and look for a job.

Participant #6:

There is a website on which you can locate a mid-wife (www.midwife.ca). Although I could not find one because the waiting list was long, I found this website was very useful.

Participant #5:

Wu Yi (加国无☒) is important.

Participant #4:

Only Wu Yi (加国无☒)

Participant #3:

I read Chinese newspaper but cannot remember its title.

Participant #2:

Summary:

Almost all participants mentioned about a Chinese website & newspaper, i.e. Wu Yi (加国无☒) & Xing Dao News (星岛日报)

Q4) What were the main barriers in meeting your needs in the settlement period?

Participant #1:

Language, discrepancy in the education system between China and Canada, lack of job opportunity for people who are in international trade industry

Participant #7:

Language & culture barriers

Co-op program can help you to find a job in Canada; however it takes too much time to complete it.

Participant #6:

The biggest barrier is to access to the healthcare system in Canada, e.g. finding a family doctor and a mid-wife. At that time I didn't have a health card and there is a long waiting list for health services, this hindered me from using the healthcare services in Canada.

Participant #5:

My status in Canada prevents me access to free language class in Canada and by the same token, it delays me from getting my professional license here.

Participant # 4:

I was nervous in my first few interviews. After a while I discovered that the psychological stress was affecting my performance in an interview and had learnt to relax myself.

If you don't have Canadian experience, you cannot find a job. But how can I have Canadian experience if nobody is willing to hire me?

These are my suggestions: volunteering, co-op, maintain a good network with friends.

Participant #3:

Language barrier

Participant #2:

Lack of Canadian experience

Summary:

Language barrier, lack of Canadian working experience, lack of professional training opportunity

**Q5) What kind of information do you get from media (settlement related or not)?
How important is media (print, tv, radio) as a source for information?**

Participant #7:

Employment information, traveling, weather, transportation, safety tips, news, community information, public services, tourism, transportation, shopping, recreation activities, restaurant

Participant #6:

Healthcare system, employment, car information, international and local politics

Participant #5:

Education, housing, transportation, language learning

Participant #4:

Employment opportunity, news, weather, the gas rate, co-op program, shopping

Participant #3:

Housing, employment, shopping

Participant #2:

Tourism, financial planning

Participant #1:

Metro provides me information on the current news and helps me to improve my English.

I also watched movies on TBS to relax myself.

Summary:

Employment, housing, shopping, co-op program, news, weather, language training, entertainment, education

Q6) List your top 5 sources for information.

Participant #7:

Internet, tv, newspaper/Radio, immigration agent, friends

Participant #6:

Friends, internet (government website), community service agency, library, church

Participant #5:

Internet (esp. Wu Yi 加国无), friends, tv, settlement worker, newspaper

Participant #4:

Friends, internet (esp. Wu Yi 加国无)/radio/tv, employment workshop, training program organized by Chinese community, job hunting agency

Participant #3:

Relatives, internet, job-hunting agency, friends, Chinese newspaper

Participant #2:

Internet, landlord, friends(classmates), teacher, newspaper/tv

Participant #1:

Friends, internet, library, school (classmates & teachers), newspaper

Literature Review

Newcomer Settlement needs, Access to information and Utilization of Media

Introduction:

This paper reviews the literature on newcomer settlement. In particular the review focuses on newcomers in the *Greater Toronto Area (GTA), Hamilton, London and Kitchener-Waterloo areas* and where possible on those newcomers with visible minority or ethnic backgrounds. The data that was reviewed covered the needs of these newcomers, the processes by which they learn about and access information and the if/how they utilized media for their information gathering. The paper begins by describing the methodology of the review and is followed by the findings in each of the review areas.

Methodology for the literature review:

The literature review was conducted around three major areas:

- I. Settlement information and programming needs
- II. Processes by which newcomers learn /get information about and access/utilize services.
- III. Newcomers using media for information gathering.

For each of the three areas multiple database searches were conducted using the online libraries of the University of Toronto and Ryerson University. Web searches were also conducted using google and google scholar. The library database of the Centre of Excellence for Research in Immigration and Settlement (CERIS) was also scanned using specific keywords.

There is a great deal of information on immigrants, particularly in relation to settlement needs, and an attempt was made to look for and select, wherever possible, those studies that focused primarily on Mandarin, Urdu, Arabic, Punjabi, Spanish, Tagalog, Russian, Farsi & English speaking Caribbean persons and/or immigrants in the

Greater Toronto Area (GTA), Hamilton, London and Kitchener-Waterloo areas. Also, there is an overlap in conceptualizations of Needs, Barriers, Challenges and Recommendations, as it is likely that “Recognition of credentials” is stated as a barrier, for example, it indirectly addresses a need though it may not be explicitly named so in the study. To avoid such judgment calls, only that information which directly named a phenomenon as a need or worded it as a recommendation was used for the purpose of this review. Studies that spoke exclusively of challenges/barriers to newcomer settlement were not included though it is likely that they do reiterate much of what was found in the existing literature search.

In reviewing literature related to key Immigrant settlement and programming needs fifteen studies were found to focus on the specific language/ethnic groups, most of these were located in the GTA region. Where studies on the particular language groups/ethnic group were not available; effort was made to see that these groups were represented in studies focused on the needs of immigrant and refugees in the GTA region, or on the needs of immigrants/newcomers in Canada in general. A snapshot of these groupings is provided below:

1. Focus on Ethno specific groups in the GTA region/Canada:

Chinese immigrants in Canada (Wang & Lo, 2004), Mandarin-speaking immigrants in Canada (Powers & Kerr, 2004), Mandarin speaking newcomers in Canada (George, Fong, Da, & Chang, 2004), Chinese, Hispanic and South Asian communities in Canada (Integrated Settlement Planning Research Consortium, 2000), Chinese-Canadians in Toronto (Leung, 2000), Chinese restaurant workers in Chinatown Toronto (University Settlement House, 1988). South Asian immigrants in Canada (Ku, 2000), South Asian community, Spanish-speaking community, and Chinese community in Toronto (Cabral, 2000), Iraqi Refugees who had been living in Rafha refugee camp Saudi Arabia (Michalski & Habib, 1997), African Newcomers in Toronto (George & Mwarigha, 1999), Black/African community Peel/Halton region (African Community Services of Peel, 2000), African and Caribbean Youth in Toronto (Scott, 2000), Sudanese youth in London, Ontario (Silvo, 2005), Philippine Immigrants in Canada (Grande and Kerr, 1998).

2. Focus on experiences of immigrants in the GTA area

Newcomer youth in the Greater Toronto Area (Anisef & Murphy Kilbride, 2000), Immigrants in Peel Region (DeCoito and Williams, 2000), Employed newcomers in Toronto (Sparks & Wolfson, 2001), Immigrant parents in Toronto, Ottawa and Waterloo (Anisef, Murphy Kilbride, Ochaka, & Janzen. (2001), Adult immigrants with limited literacy skills in their first language who have settled in the Greater Toronto Area (Geronimo, Folinsbee & Goveas, 2001).

3. Focus on Immigrant and Refugees in Ontario/Canada

Newcomers in Canada (George & Michalski, 1996), Immigrants in Canada (Canadian Institute of Cultural Affairs, 1998), Immigrants and refugees in Canada (Canadian Council for Refugees, 1998), Immigrant seniors in Ontario (McDonald, George, Daciuk, Yan & Rowan, 2001). The findings, however, reveal similar needs identified across the various groups.

Much literature was found on the fact that immigrants underutilize services and for possible reasons for underutilization, however, comparatively little was available on how newcomers access information. All effort was made to approach this research question from all angles using keywords such as *access*, *use*, *information seeking*, *gathering information*, *settlement task*, and *help*. Given the limited information available, the literature review did not limit itself to ethno specific groups in the Ontario region, rather tried to capture all the information that could be accessed within the context of immigrants to Canada.

There is an even greater scarcity of literature on the use of media by immigrants. For this area, effort was made to identify and review all available relevant literature, not limiting oneself to the geographic areas mentioned above, or to ethno- linguistic groups.

Findings

I. Immigrant settlement and programming needs:

The key needs of immigrants in relation to settlement needs relate to Recognition of credentials, access to information and services, affordable housing, employment, language training, culture, child care, support services, increased services, transportation, and changes in the live in care giver program. These have been discussed below:

1. Recognition of credentials

While the point system of immigration brings highly qualified and skilled immigrants to Canada, their international credentials are most often not recognized by employing organizations. This is particularly true in the case of professional qualifications. Four studies pointed out the need for recognition of credentials (Wang and Lo, 2004; Anisef & Murphy Kilbride, 2000; Canadian Council for refugees, 1998; Grandia and Kerr, 1998). In a study of immigrants and Refugees in Canada, the participants stated that not only qualifications, but also experiences of newcomers needed to be recognized (Canadian Council for refugees, 1998).

Newcomer youth in the GTA pointed out to the need for placements in academically appropriate grades and levels of coursework at the secondary levels (Anisef & Murphy Kilbride, 2000). The study collected information from newcomer youth reflecting a gender ethnicity, cultural and racial diversity through eighteen focus groups, and it was found that most groups were generally frustrated and disillusioned with the schools that placed them into lower grades than they felt they were capable of.

2. Access to information and services

Access to information and services was identified as a key need by studies that focused on immigrants in a particular geographic area (Esquerra and Lynch, 1990 in DeCoito & Williams, 2000), with ethnic groups of immigrants (Michalski & Habib, 1997; Ku, 2000; George & Mwarigha, 1999) and with particular groups of immigrants such as parents, seniors and immigrants with low literacy skills (Anisef & Ochocka, 2001; McDonald, George, Daciuk, Yan & Rowan, 2001; Geronimo, Folinsbee & Goveas, 2001).

Information was identified as a need even prior to arrival in Canada (McDonald, George, Daciuk, Yan & Rowan, 2001). African newcomers to the Toronto region felt such information should be made available in the source countries (George & Mwarigha, 1999). In a study with Iraqi refugees who had been living in a refugee camp in Saudi Arabia, a need for was identified for cultural adjustment and language acquisition before arrival in Canada (Michalski & Habib, 1997). Employed newcomers in Toronto felt there was a need for clear information prior to arriving in Canada on education and training programs, labour market information, occupational information about licensing and the difficulties faced by new immigrants in finding work in Canada (Sparks and Wolfson, 2001). Sudanese youth in the London, Ontario, felt the need for information on strategies to seek employment and on information related to laws and processes governing employment conditions in Canada (Silvo, 2005).

Information was needed regarding the Canadian education system (Powers and Kerr, 2004 in George, Fong, Da, & Chang, 2004; Anisef et al, 2001, 2001, Silvo, 2005), Health (Anisef & Murphy Kilbride, 2000), accessing the health system (Silvo, 2005) and on Canadian culture, social systems and settlement services (George, Fong, Da and Chang, 2004). A study with immigrant seniors in the Ontario region revealed the need for information to be made available in different languages and at different access points, and in other innovative manners to reach out to hard to reach immigrant seniors (McDonald, George, Daciuk, Yan & Rowan, 2001). In another study, adult immigrants with limited literacy skills in their first language who had settled in the GTA felt the need for information dissemination to take into account the literacy difficulties of target populations, and suggested the need for more emphasis on audio-video communications (Geronimo, Folinsbee & Goveas, 2001). Sudanese youth immigrants in the city of London, Ontario revealed a pressing need for information on dealing with racist attitudes and incidents. They also felt the need for information on political processes and civic responsibilities in order to participate better in Canada (Silvo, 2005).

A study that focused on the Mandarin speaking immigrants in Canada reported these immigrants as needing aid seeking medical assistance, and in completing paperwork such as opening and managing bank accounts or obtaining a Social Insurance Number (Powers and Kerr, 2004 in George, Fong, Da, & Chang, 2004). Chinese

restaurant workers in downtown Toronto felt the need for assistance in translation of documents (University Settlement House, 1998). A few ethnic groups of immigrants reported needed help in accessing medical assistance (Powers and Kerr, 2004 in George, Fong, Da, & Chang, 2004), and health care (Ku, 2000). African newcomers to Toronto felt that there was a need for a resource centre to get answers to frequently asked questions (George & Mwarigha, 1999), while immigrant seniors who were part of an Ontario wide study felt that there was a need for increased coordination of the various services for seniors to make it more accessible to the users (McDonald, George, Daciuk, Yan & Rowan, 2001).

3. Affordable housing

The need for affordable housing was identified by the following groups: Mandarin speaking immigrants to Canada (Powers and Kerr, 2004 in George, Fong, Da, & Chang, 2004), African community in the Peel/Halton Region (African Community Services of Peel, 2000), Immigrants in the Peel Region (DeCoito & Williams, 2000; Newcomers to Canada (George & Michalski, 1996), Mandarin speaking newcomers in Canada (George, Fong, Da and Chang, 2004), South Asian, Spanish speaking, and Chinese immigrants (Cabral, 2000); African Newcomers to Toronto (George & Mwarigha, 1999), and immigrant parents in Toronto, Ottawa and Waterloo (Anisef et al, 2001).

4. Employment

Access to employment was identified as a need by the following groups: Immigrants/ Newcomers and Refugees to Canada (George & Michalski, 1996; Lochhead, 2003, Canadian Council for Refugees, 1998, Council of Agencies Serving South Asians), Black/African community in the Peel/Halton region (African Community Services of Peel, 2000), Immigrants in the Peel region (DeCoito & Williams, 2000), and by South Asian, Hispanic/Spanish speaking and Chinese communities (Cabral, 2000; Integrated Settlement Planning Research Consortium, 2000).

In a study of Mandarin speaking newcomers in Canada, the respondents identified the need for job search skills and connections with professional associations

(George, Fong, Da and Chang, 2004). While concurring with the general need for access to employment, a study with African newcomers to Toronto (George & Mwarigha, 1999) identified mentoring, counseling, coop programs and connections with employers as specific needs to improve access to employment. Other suggestions included a return to or extension of Employment Equity Programs and upgrading of existing programs (Anisef et al, 2001).

5. Language Training

Language training was identified by many immigrant groups as an important need to settlement and integration (Leung, 2000; Canadian Council of Refugees, 1998; Esguerra & Lynch, 1999 in DeCoito and Williams; Integrated Settlement Planning Research Consortium, 2000; Scott, 2000; George and Mwarigha, 1999). ESL classes were a need voiced by Chinese restaurant workers in Toronto (University Settlement House, 1988) and newcomer youth in the GTA (Anisef & Murphy, 2000). The latter also felt the need for school based programs such as counseling and support, welcoming and reception centers, mentoring, and tuition facilities.

The emphasis on what level of language training was required differed. Thus, while Mandarin speaking newcomers to Canada felt the need for practical and spoken language skills (George, Fong, Da & Chang, 2000), employed newcomers to Canada felt the need for training in general and technical language skills (Sparks and Wolfson, 2001), immigrant parents in Toronto, Ottawa and Waterloo felt the need for work related English training, and African and Caribbean immigrant youth in Toronto wanted help to master standard English (Scott, 2000).

In a study of adult immigrants with limited literacy skills in their first language and who have settled in the GTA area, the participants recommended the need to distinguish between first language, second language and supplemental language literacy. They strongly felt that literacy in one's own first language should be a right (Geornimo, Folinsbee & Goveas, 2001). A similar need was voiced by immigrant parents who felt that programs should encourage the retention of first language for children (Anisef et al, 2001).

6. Culture specific

Some of the immigrant groups that were studied emphasized the need for taking into account culture and ethnicity of the participants in the delivery of services. South Asian immigrants in Toronto felt the need for ethno-specific social services (Ku, 2000). In another study of Chinese immigrants in Canada (Wang & Lo, 2004), the participants expressed their need for settlement services that are sensitive to the internal differences among Chinese immigrants and that take into account their different countries of origin. Yet another study emphasized the need for programs to be sensitive to the language needs of seniors (McDonald et al, 2001).

7. Child care

Leung (2000), in her study of settlement services for Chinese Canadians in Toronto, found that lack of affordable day care services was a major barrier to women seeking employment opportunities. The study found that difficulties in accessing affordable daycare may cause the caregiver to either stay out of the job market altogether or take up low paying jobs to cover daycare expenses, or, in some cases send the child back to China in care of grandparents until they reach an age where they can attend school. The need for affordable child care was reiterated by South Asian, Asian and immigrant groups in other studies (George et al, 2004; Cabral, 2000; DeCoito & Williams, 2000; Ku, 2000; University Settlement House, 1888).

8. Support Services

One particular type of support that emerged was to be linked with others. In the case of senior immigrants the need was felt to increase social networks within their community (George & Mwarigha, 1999) or outside their ethnic group (DeCoito and Williams, 2000) in order to break their isolation (Ku, 2000). Based on a study of the language issues faced by African and Caribbean newcomer youth, Scott (2000) recommends the need for a Buddy System that would help the link more established youth with newcomers.

Immigrant families felt the need for emotional supports. In their study of Mandarin speaking newcomers to Canada, George et al (2004) found that the immigrants

needed family supports in general, and more specifically needed supports for the elderly and for children and youth. The need for holistic family support was also echoed by another study with Chinese Canadians in Toronto where it was reported that the immigrants felt the need for assistance with socio-institutional and cultural adaptation (Leung, 2000). In addition to the need for family support, there was a need to be provided support in understanding and interacting with the school system in Canada (Anisef and Ochoka, 2001).

Other support related needs identified by the immigrants included: translating and interpreting documents (George & Mwarigha, 1999), advocacy for workers wages and rights (University settlement house, 1988), and support in housing and financial problems (McDonald et al, 2001).

9. Increased services

In their study of South Asian Community in Toronto, CASSA (nd) reported that services to access new immigrants with job skills training and job market counseling are inadequate in the York, Markham, Ajax and Pickering areas. In her study of language issues faced by African and Caribbean youth, Scott (2000) reports the need for mental health services in the native language.

10. Transportation

Transportation, in the form of having one's own car, was found to a need among immigrants in the Peel region to access services as well as to look for work. Peel region covers a huge geographic area and public transportation becomes inadequate and expensive (Decoito and Williams, 2000). Transportation or lack of mobility was also found to be a problem and need for newly arrived immigrant seniors, particularly in the Hamilton and Ottawa areas (McDonald et al, 2001).

11. Changes in the live in caregiver program

In a study examining the situation of Philipina workers in Canada, Grandia and Kerr (1998) suggest that policy changes are needed to abolish the live in caregiver program and allow the person to be accepted as an independent immigrant. If that is not

possible, changes need to be implemented within the program which reduces the vulnerability of the caregivers within the employment relationship, and regulate their working conditions (Grande and Kerr, 1998).

II. Newcomers learning about and accessing services

The fact that immigrants/refugees utilize services at lower rates than non-immigrants is well documented (Reitz, 1995; Fenta, Hyman & Noh, 2006). Some studies discuss reasons for underutilization, or barriers in utilization of housing, education, employment health care, or other such services that are essential for their settlement purposes (Oxaman-Martinez, Hanley, Lach, Khanlou, Weerasinghe and Agnew, 2005; Neufeld, Harrison, Stewart, Huges & Spitzer, 2002, Simich, Beiser, Stewart & Mwakarimba, 2005, Wayland, 2006; Community Social Planning Council of Toronto, 2004, Fenta et al, 2006). Much literature is also available on suggesting ways to overcome barriers or to improve information about or access to services (Stampino, 2007; Deri, 2005; Gibson, Cave, Doering, Ortiz & Harms, 2005; Wayland, 2006; Caidi & Allard, 2005; IMPACS, 2003). However, comparatively little information is available about the actual processes by which newcomers access or learn about settlement information. The little research that is available suggests that new immigrants to Canada use social supports/networks and media as main sources of information about services. This section discusses the literature that suggests the importance of social networks as main sources of information and channels to access settlement services or to meet settlement needs. The manner in which immigrants utilize media for information and settlement is discussed in the next section.

In a situational analysis of existing communication channels for newcomers, community members and staff of the Settlement Directorate of the Ontario Region (SDOR) shared that new immigrants receive settlement information from different channels before arrival, on arrival and after arrival to Canada (IMPACS, 2003). Prior to their move to Canada, new immigrants may get information from the Canadian government offices and/or from their networks of friends or relatives who know about

Canada. On arrival, the newcomers are provided with information packages at the airports or border crossings. On their immediate arrival outside the airport, the newcomers often receive help from their networks who may direct them to settlement services familiar to them. After a few days in the country, the newcomer may get information about settlement services from a variety of sources ranging from the media to formal organizations such as settlement agencies and religious organizations. Networks of friends and relatives continue to be the most important sources of information

The importance of community and family networks to facilitate access and connections to resources was demonstrated in an ethnographic study of Chinese and South Asian women who were caregivers to an ill or disabled child or adult relative (Neufeld et al, 2002). The informal social networks were found to be the most common way for the women to connect with community resources. Sometimes, these networks served a chain of linkages that connected the women to community resources. Also, it was found that contact with one community resource often served as an important “bridge to other resources through referral, advocacy support, and distribution of information” (p. 759). Another study that utilized data from three cycles of the Canadian National Population Health Survey examined the linkages between social networks and health service utilization (Deri, 2005). Strong evidence was found that the person’s networks through language groups affected the decision to utilize services by the channels of information and norms.

Family and ethnic networks were also found to be very important in helping the establishment of entrepreneurship in new immigrants (Walton-Roberts & Hiebert, 1997). Focusing on ethnic enterprise among immigrants in the construction industry of Greater Vancouver, the researchers found that these networks provided the immigrants with information, training, capital and help in acquiring a labour force and establishing a client base that was crucial for their business.

Silvo (2005) explored the information needs and information seeking behavior of immigrant southern Sudanese youth in the city of London, Ontario. The youth that participated in this study identified a number of information sources such as the government, extension workers, libraries, religious institutions, employment resource centers, colleagues, elders, teachers, and the like. An interesting finding was that these

youth were found to rely on informal sources such as networks of friends, neighbors, coworkers and relatives as chief sources of information. The literate youth used libraries to seek information. They were by and large skeptical of information that was received through the mass media, though this attitude did change to trust of a few government agencies that they interacted with, over long period of time.

The Settlement and Education Partnership in Toronto (SEPT) is a unique collaboration of CIC, settlement agencies and board of education in Toronto, aiming to aid newcomer students and their families in the settlement process. In an independent evaluation of the Settlement and Education Partnership in Toronto (SEPT) pilot project, newcomer parents reported that school settlement workers served as bridges between themselves and the school system, and had served as providers of information and referrals to community or government resources, such as language classes or health services (George & Shera, 2000).

In another study carried out in GTA, Hamilton and Ottawa, to understand the existing services to newly arrived seniors, their difficulties in the settlement process, and their means of accessing support and information, McDonald et al (2001) found that over 60% of the newcomer participants utilized one or more settlement service. These service utilizing seniors reported that sources that enabled them to connect to settlement services were family (57%), friends (33%), ethnic community (31%) mainstream communities (22.1%), and ethnic media (19%), and government agencies (14%). However, the researchers acknowledge that the numbers were likely to be affected by the fact that the respondents had been recruited through settlement service agencies and were service users.

In their report providing an overview of the information needs and information-seeking behavior of newcomers, Michalski and George (1995) reported that among the newcomers, a majority of who were from Toronto, did receive some help in the various settlement tasks. Family and friends were the primary sources of help, more so in meeting the needs of the newcomers with respect to housing, education, employment and health services, while community and government agencies seemed to be more help in accessing language training.

The Longitudinal Survey of Immigrants to Canada (LSIC) (Statistics Canada, 2007) summarizes the importance of networks in accessing settlement services or meeting settlement needs as *“family and friends are important to new immigrants. Through these networks immigrants are more likely to receive help with settlement tasks such as finding accommodations, getting a job, accessing education or training and health care.”* (pp.1)

III. Newcomers using media

Media can be an important tool in the settlement and integration of immigrants in their host countries. Newcomers that participated in the LSIC reported that they used the media, particularly the English and French newspapers in trying to find housing. A smaller number of immigrants used the internet or ethnic newspapers in their search for housing (Statistics Canada, 2007).

When comparing the internet to other paths to jobs for new immigrants to Canada, such as social networks and employment agents, Greve, Salaff and Chan (2007) found that the internet helped new immigrants get better jobs. The internet helped the respondents find better jobs by providing them an opportunity of not being “weeding out based on cultural traits” (4.21) by employers who would otherwise slot them into substandard jobs based on signals the newcomer gives out, which in turn are related to their ethnic background and immigrant status.

In their paper on Chinese language media and immigrant life in the United States and Canada, Zhou, Chen and Cai (nd) suggest that the Chinese language media is used by immigrants in their integration process in the following ways:

The ethnic media keeps immigrants informed and connected to the host society in a medium that is familiar to them by providing news about the host society, and by providing them with a “roadmap” that enables the immigrant to find their ways around an unfamiliar host society. By providing information about the happenings in the homeland, the media kept the immigrants feel less alienated, reducing psychological and emotional stresses associated with being a newcomer. In summary, the authors claim that *“non-English speaking immigrants are acculturated via the Chinese language media”* (p. 18).

Immigrants' use of the media and more particularly ethnic media for ethno-community building or to keep in touch with one's country of origin, is seen as problematic in a country like the United States that has an Assimilationist philosophy, but not so in Canada which promotes Multiculturalism (Zhou, Chen & Cai, n.d). Assimilationist would see withdrawal from ethnic institutions as a sign of assimilation while the Multiculturalist would see the immigrants finding a place for themselves in their host countries through these ethnic institutions (Conzen 1991, in Zhou, Chen & Cai, nd). In a Canadian study that aimed to understand the internet behavior by ethnic communities and the impact of this behavior on community formation (Aizlewood and Doody, 2002), immigrants and ethnocultural minorities were found to be more active on the internet than the general population. These populations' activities while online were found to "significantly more likely to include elements of ethnocultural community building" (p.9). The researchers conclude that this behavior is not necessarily threatening to Canada that believes in multiculturalism, and that this form of exploration of transnational ethno-cultural identity may lead to nothing more than enriching one's sense of self.

In a cross cultural study of acculturation and media consumption of Hong Kong immigrants to Canada (Lee & Tse, 1994), it was found that the percentage of time the immigrants spent on television viewing showed that immigrant consumers tend to follow the same media habits as they did when they were in their host country. Radio listening habits changed very little over the years and immigrants tended to use ethnic media less as the length of time in Canada increased. The researchers pose an important question when they wonder where new immigrants meet the need for increased information when their media consumption time does not change.

In Israel, Elias and Lemish (2006) studied the role of the internet in the lives of immigrant Adolescents, and found that the internet played a crucial role as an agent of socialization and as a teacher, informing the new immigrant about the society they were in and about its culture and mores. It also served as a way for the new immigrants to keep in touch with happenings in their homeland. The internet was found to be an "*accessible and effective tool for informal learning under severe shortage of material and*

informational resources and the weakening of social resources typical to immigration”
(p. 20).

Conclusion:

The importance of information to newcomers, before arrival into the country, on arrival and throughout of the settlement process is emphasized by this review. Equally emphasized is the need for this information in language that the newcomer understands and takes into account differing levels of proficiency in English, differing literacy levels in the newcomer’s native language, and cultural sensitivity. The provision of services that include language and culture as an important component of service delivery is also emphasized. Language training needs differ according to the profile of the immigrant. Other important support needs relate to housing, employment, child care, and social support.

The importance of family and community networks as important sources of information and support networks have been highlighted in this review. While newcomers do seem to access information from more formal sources, it is the informal channels that seem to be the most utilized for a variety of settlement tasks.

Studies have been done that focus on the importance of the media, particularly the internet in the process of accessing information and networking, presumably of educated immigrants. Ethnic media also seems to have an important role to play in the settlement process of newcomers. However, even the use of ethnic media may be dependent on access to this media which may again be affected by factors such as limited income, limited mobility/transportation, and varying literacy levels. More focused research is needed to understand how immigrants use media (including ethnic media) in the process of settlement.

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Settlement Agencies Survey

This research study is being conducted on behalf of **Canada Immigration and Citizenship** through **DiversiPro Inc.** The goal of this research is to see what settlement related programming is advertised through the media. Below are a few questions about how your agency advertises to those who are new to Canada. This will only take 10 minutes. Please be as detailed as possible.

If you have any questions, contact Donette Chin-Loy (416-702-6024, donnettem@sympatico.ca) or Fahad Pinto (416-302-6697, fahad.pinto@gmail.com)

Please send completed surveys to either of these email addresses.

Thank you for your co-operation.

Name of Settlement Agency:

Address:

Telephone:

Fax:

Website:

Respondent's Name:

Respondent's title:

Respondent's phone number:

Respondent's email:

As an organization, do you advertise your programs and services?

Yes _____

No _____

Comment:

How/Where do you advertise? Please provide names of media outlets, where possible.

Ethnic media: Yes No
Mainstream media: Yes No

Television: _____

Radio: _____

Print: _____

Online: _____

Other: _____

What do you advertise? (General information about the organization, specific programs & services, events, others)

What language(s) do you advertise in?

Marketing & Advertising

Methodology:

One hundred and forty Settlement Agencies were contacted throughout the Toronto, Peel, York, Durham, and Hamilton regions. These included agencies that:

- provided settlement services for newcomers
- culturally specific settlement services
- immigration and sponsorship services
- Refugee claimant services.

Focus was placed on the following language groups:

- Mandarin,
- Urdu,
- Arabic,
- Punjabi,
- Spanish,
- Tagalog,
- Russian,
- Farsi
- English Speaking Caribbean

Contact information for each of the organizations was gathered from the Settlement.Org website. Each of the 140 agencies was emailed a questionnaire. Follow-up phone calls were made and messages were left at agencies that did not respond.

The agencies were asked about their advertising patterns in mainstream and ethno cultural media with an emphasis on marketing and promoting existing settlement services and programming. Focus was placed on advertising in print media, television, and radio and on the internet.

Thirty-eight settlement agencies completed the surveys. Results from the thirty-eight respondents were analyzed.

Findings and Analysis:

Ninety-two percent of the agencies that responded said they advertised their programs and services while eight percent said they did not. In both groups, however, a recurring reply was that their advertising capabilities were limited by insufficient funding. One respondent mentioned that the cost of advertising when compared to their agencies budget allows for only the bare minimum. Although they would like to increase the agency profile in their communities, they were hampered by lack of resources and manpower. According to Stephen Lam of the Catholic Community Services of York Region, his agency advertises in local and ethnic media “if free of charge.” In print they use The Economist and Sun, Ming Pao, Sing Tao, World News and ethnic newspapers. Guadalupe Herrera of Rexdale Women’s Centre said: “Rexdale Women’s Centre advertise programs and services by posting flyers in the community, distributing RWC brochure and pamphlets to other service providers in the community, free ads in local community newspapers and language and cultural specific newspapers, free media public announcement at TV cable, RWC website, information booths in the community, special events and community fairs and community information sessions etc.”

Ethno cultural (community) media is a popular option for advertising, with eighty-two percent of agencies choosing that medium. In comparison, only thirty-nine percent of respondents said they place ads in the mainstream media. The Executive Director of the Canadian Ukrainian Immigrant Aid Society, Ludmila Kolesnichenko, wrote in her survey, “We advertise more in ethnic media because many of our clients use this type of media more often. In addition, we found that it is much cheaper to advertise in ethnic media than the mainstream.” Furthermore, ads placed in ethno cultural media will have a greater success rate of reaching target language groups. To this extent, seventy-nine percent of the agencies surveyed advertise in languages other than English.

The table below broadly summarizes the choice of medium that agencies surveyed prefer:

Television	50%
Radio	50%
Print	76%
Online	74%
Brochures/Flyers	45%
Other	34%

The ‘Other’ category included word of mouth, community outreach, and ads on public transit - subways, buses, and bus shelters.

A common complaint cited for advertising through broadcast media was that agencies lacked the resources to pay for expensive advertising on television and the radio. Eva Dufurat from the Community Development Council Durham settlement agency wrote, “We feel national TV advertising would be beneficial to everyone and way more cost effective than for all of us to advertise individually.” She goes on to say that her agency has never had a budget that would allow them to advertise in the media. Their primary means of dispersing information is through internet websites and the distribution of flyers around the region, at community information sessions, to worship places and medical clinics. Similarly, Robin Edoh, Executive Director of the Africanadain Mediation and Community Services agency mentioned that while his organization lacked funds to play commercials on television and the radio, they advertised on their website and through brochures and flyers. These were deemed to be most cost-efficient.

In one response (from the Canadian Hearing Society – Catherine Joll, Information Officer, noted that the CHS is not a settlement agency but offers programs for newcomers such as Impact – ASL, a literacy basic skills program. However, even with a low budget, CHS does advertise in the mainstream media – occasional print ads like the Toronto Star the Ottawa Citizen and Yellow Pages directories, occasionally in magazines geared mostly to seniors.

From the agencies that are able to advertise on television, OMNI and Rogers were the most repeated channels, with OMNI chosen by ten agencies and six agencies advertising on Rogers. Other popular mediums often cited included Canadian Newcomer Magazine, ethnic papers Ming Pao Daily and Sing Tao Daily, and CHIN radio.

The majority of the Settlement agencies, who responded, felt that advertising general information would be of great benefit to newcomers. As it stands their budgets will only allow for specialty information, using innovative forms of communication other than traditional media outlets.

Media Advertising Budget for Settlement Agencies

Summary

In terms of budget for advertising in the media, our findings show that most of the smaller to medium size community based agencies have very limited media advertising budgets, if at all. Money was spent on specific programs for a period of time.

Wendy Lancashire of Davenport Perth said, “DPNC has very little money to advertise our programs. We receive some money to promote our JSW program, but the funding is very limited and only covers the cost of photocopying flyers. In general this is the only type of advertising that we do as an agency.”

WoodGreen Community Services receives less than \$500 per year.

According to Scadding Court Community Centre, “We usually advertise our program through the media which are free of charge for community news/information/programs.”

Stephen Lam Director, Immigrant Services and Community Programs Catholic Community Services of York Region, says the agency does not have a budget or cost for advertising, but they do have an item on promotion and publicity recognized by CIC. For the current year, they have been given \$1,150 for ISAP and \$950 for Host Program.

Other small to medium size agencies like Scarborough Housing Help Centre, find innovative ways of communicating with their community. They receive no budget but do take advantage of the community news and “happenings” section of the newspapers. On the other hand, Brampton Multicultural Community Centre has so far spent \$3,900 to promote Settlement services, through the media.

By contrast, the larger agencies have relatively hefty budgets. The Canadian Hearing Society spends about \$110,000 per year; however, almost all is spent on Yellow pages ads for their 28 offices, again not necessarily traditional media advertising.

The Ethiopian Association in Greater Toronto Areas and the Surrounding Areas spend an average \$30,000 per year on radio, television; print (newspapers, flyers, and magazines) this is funded from contributions made by the community. Breakdown in spend - Radio: \$12000; TV: \$3000; Newspaper: \$5000; Flyers: \$3000 and Magazines: \$7000.

A key finding of our focus group was that many new Canadians are not aware of where the settlement agencies are, or that they even exist, and the services they offer.

Based on our findings from settlement agencies and new Canadians, we highly recommend some kind of funding and / or budgets allocated to settlement agencies, particularly those deeply embedded in the community. They are language specific and often serve the individual communities well.

Even though the larger agencies reported bigger budgets. However, based on the allocation, we believe those budgets are still not sufficient for the job being done by the agencies, a prime example is that of the Canadian Hearing Society, whose budget is allocated specifically to the Yellow pages.

Please note also the choice of media (based on the findings from the Toronto focus group). A suggestion from one settlement agency is that there is a collaborative effort, where national advertising take place, benefiting all the agencies.

**RESEARCH ON SETTLEMENT PROGRAMMING THROUGH THE MEDIA
PROJECT**

BEST PRACTICE REVIEW

JUNE 2007

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I. Introduction

Increasingly, immigrants and refugees are entering industrialized countries in pursuit of better opportunities and safety. Canada, Australia, the United Kingdom and other European Union member countries are among the highest immigrant-receiving countries in the world. According to Citizenship and Immigration Canada, 262,236 permanent residents, which includes the family class, economic immigrants and refugees – live in Canada (based on 1980 – 2005 statistics)¹ the majority of whom arrived from China. In 2004-2005, Australia welcomed 102, 060 migrants who went on to become permanent residents², while in the UK, it is reported that in 2005, 1,500 migrants who intended to live there arrived everyday.³ More and more people are crossing borders into EU countries as the political block continues to integrate to strengthen economic and trading opportunities. All of these countries provide a range of settlement or integration services for newcomers, and they continue to explore ways to make these services accessible.

Canada, the UK and Australia share similar histories and political systems. All three countries attract large numbers of newcomers from across the globe, and offer similar application categories (immigrant, refugee, family and business class), as well as similar requirements for applicants. All three countries offer a points system designed to attract highly educated and professional immigrants (See for example “UK Highly Skilled Migrant Programme – Points Calculator”) whose labour is viewed as central to the countries’ economic prosperity, and as a way of managing the long-term effects of their aging populations.

Each country accepts asylum seekers under strict conditions. And each country offers a variety of sources of information to assist newcomers to access the settlement services that they need to establish themselves. Settlement services include access to education, employment and language training (See chart below).

Possible Indicators of Settlement and Integration

Dimension	Short-term (settlement)	Longer term (integration)
Economic	<ul style="list-style-type: none"> • entering job market • financial independence 	<ul style="list-style-type: none"> • career advancement • income parity • entry into field of prior employment
Social	<ul style="list-style-type: none"> • established social network • diversity within social network 	<ul style="list-style-type: none"> • accessing institutions • engaging in efforts to change institutions

¹ <http://www.cic.gc.ca/english/press/06/0605-e.html>

² http://www.workpermit.com/news/2005_08_04/australia/skilled_immigrants.htm

³ <http://www.statistics.gov.uk/pdfdir/intmigrat1106.pdf>

Cultural	<ul style="list-style-type: none"> • adaptation of various aspects of lifestyle (e.g. diet, family relationships) 	<ul style="list-style-type: none"> • engaging in efforts to redefine cultural identity • adapting or reassessing values
Political	<ul style="list-style-type: none"> • citizenship • voting 	<ul style="list-style-type: none"> • participation in political parties • participation in socio-political movements

Settlement services providers have identified some key areas in the integration process that need to be addressed by newcomers *and* members of the host society in order for the process to be mutually beneficial. These include:

- * Cultural orientation
- * Recognition of qualifications and experience
- * Racism/Discrimination
- * Family reunification
- * Immigration status
- * Building Communities⁴

As globalization continues to affect more and more countries, it is anticipated that immigration levels in industrialized countries will increase. With this knowledge, high-immigrant-receiving countries are increasingly concerned about identifying and implementing appropriate strategies to assist newcomers to integrate into the host societies, to make the best use of their skills, and to manage change in the best interest of both newcomers and host countries.

II. Issues in Settlement and Integration

A number of services exist in Canada, the UK and Australia to provide settlement information to newcomers. For example, each country offers information in various languages, through community organizations and settlement agencies, many of which are supported by government funding. In Canada, organizations that serve immigrants are working to ensure the recognition of 'foreign' qualifications as a way towards better integration and economic success within immigrant groups (see for example the Maytree Foundation); and more and more services are offered in culturally appropriate formats.

EU member countries, mindful of the growing number of newcomers, have written policy and drafted legislation that focuses on diversity and successful integration.

⁴ <http://www.web.net/~ccr/bpfinal.htm#7.%20BEST%20PRACTICE%20EXAMPLES>

The goal is to create political and social conditions that will help newcomers and host countries to adjust to structural and social changes resulting from diversity. EU countries in particular, place a high priority on labour market integration, and are working to improve synergy between all elements of integration (e.g. language training and employment) towards more measurable, successful outcomes. Germany experience is a case in point of the challenges facing EU countries:

As in the past, integration services focus largely on language training. There is little evaluation with respect to the effectiveness of this kind of training and it is generally not linked to labour market needs. Indeed, the scarce empirical evidence suggests that language training in Germany may not be very effective as a means of labour market integration. In addition to the regular integration services, there is a multitude of innovative projects. However, these are often locally based and time-limited, and seldom designed in a way that would enable proper evaluation.⁵ (See also, Labour Market Integration of Immigrants in Germany).⁶

The German experience is also indicative of the challenges facing newcomers in Australia and Canada.

In addition to traditional forms of settlement and integration services, these countries are moving towards greater use of media in settlement and integration initiatives. EU countries are especially interested in incorporating the broad principles that guide diversity and cultural change into media programming to proactively effect settlement and integration.

III. Role of the Media in Settlement and Integration

What then, is the role of media in assisting immigrants to settle in host countries? What are some examples of 'best practices' undertaken by the media to provide information about settlement services? How can these best practices be used to assist newcomers⁷ to more easily access the services that they need to build new lives? And what can Canada learn from these 'best practices' to improve the delivery of settlement services for newcomers?

This research paper explores and discusses these questions by examining media, settlement and integration issues as they pertain to immigrants in Canada, Australia, the UK and other EU countries. The research relied on three key sources in pursuit of

⁵ http://neweconomist.blogs.com/new_economist/2007/03/integration_mig.html

⁶ http://www.jil.go.jp/foreign/event_r/event/documents/2003sopemi/germany.pdf

⁷ Newcomer refers to an immigrant, who, broadly speaking is defined as a person who leaves one country to settle permanently in another. This paper focuses primarily on the plight of immigrants (rather than refugees who are differently defined) to examine how media outlets can help them to access settlement and integration services.

answers to the guiding questions: **1)** pertinent reports, facts, and statistics available on the Internet; **2)** reports that assess the needs of immigrants and host countries and **3)** conversations with people who work in the media, and a community stakeholder (see brief notes from these conversations at the end of the text).

Australia and the UK were chosen because, like Canada, they are among the top immigrant-receiving countries in the world⁸, have large and vibrant immigrant populations, generally support freedom of the press, and have a number of ethnic media outlets operating in several languages. It is also instructive to draw on the experiences of some EU countries that are making significant strides in the use of media for more streamlined integration.

Immigrants and refugees in these countries face similar problems, including over-policing, racism/discrimination in housing and employment, and criminalization in media coverage. Biased media coverage is a recurring complaint among racialized immigrant groups in Canada, Australia, the UK and within a number of other EU member countries. In an effort to address this problem, mainstream media in these countries are taking steps to foster positive intercultural relationships.

The media holds great potential for assisting newcomers and host societies to utilize the best elements of diversity and to better achieve integration. In countries where large numbers of immigrants live, and where more are expected to arrive, media in general and public-funded media in particular are taking measures to facilitate the integration of newcomers.

IV. Summary and Analysis of Findings

In general, "media" refers to various means of communication. For example, television, radio, and newspaper constitute more popular forms of media.⁹ A close examination of 'best practices' in media initiatives towards integration reveals that the countries that utilize media in the interest of settlement are primarily concerned about the successful integration of newcomers into the host societies, and less concerned about informing immigrant communities of settlement programs and services available to them. Therefore, there are opportunities for media to more fully take up this role.

The media in Canada, Australia, the UK, and within EU countries have a profound impact on how immigrants and refugees are viewed and treated. Media can shape public perception and policy, and determine the resources that immigrant communities can access; media portrayal of immigrants and newcomers can help to set the tone for the extent to which they are allowed to integrate into a host society. Indeed, "the media are one of the most powerful institutions in a democratic society, because they help transmit its central cultural images, ideas, and symbols, as well as a nation's narratives

⁸ http://en.wikipedia.org/wiki/List_of_countries_by_immigrant_population

⁹ <http://www.sharpened.net/glossary/definition.php?media>

and myths. Media discourse plays a large part in reproducing the collective belief system of the dominant society and the core values of society.”¹⁰

In Australia, the media have been criticized for criminalizing an entire minority community:

....when a car crashed in 2007 into the Café d’Afrique in Footscray, tragically killing a man, the media went into overdrive to highlight race, repeatedly mentioning the woman [driver] was African and/or Sudanese. The Melbourne Herald Sun’s report was almost entirely couched in terms of race or ethnicity, including filler comments of little or no relevance. ¹¹

Similar criticisms have been leveled at media in other countries where large populations of non-white people reside. These criticisms have intensified in the wake of 9/11, a tragic event that led to a surge in discriminatory practices towards Arabs and Muslims. The *Jyllands-Posten*’s¹² racist representation of the Prophet Muhammed and the angry response from Muslim communities within and outside of Europe was a wake up call for media to reflect deeply on their role in culturally and religiously diverse societies. These are precisely the types of incidents that media are trying to avoid while protecting the integrity of media freedom.

None of the data gathered for this study indicates that media are centrally involved in providing consistent information to newcomers about *settlement services*. The research found evidence of only a few initiatives such as The Canadian Immigrant Magazine, described as follows:

Our Concept: Research from Statistics Canada shows that it takes an immigrant an average of 10 years to settle in Canada. We know that immigrants suffer from lack of information. Could we in any way help that immigrant by providing information in an accessible format? Could we speed up the process of "settling in"? It became increasingly clear that immigrant settlement issues meant more than just providing a *brochure listing* how to get Social Insurance Number (SIN) cards and open bank accounts. There are broader information needs to be met.¹³

Its vision is:

- To be the leader in providing information services to Canadian immigrants.
- To be respected for our compassion and understanding of immigrants and their issues.

¹⁰ <http://www.yorku.ca/fhenry/discoursesofdomination.htm>

¹¹ African Think Tank Inc. Media Release, “The quality of mercy, disappearing like the gentle rain? 19 February 2007 (obtained through personal communication with the Chairperson of the African Think Tank in Australia)

¹² Danish newspaper the printed offensive cartoons portraying the Prophet Muhammed

¹³ <http://www.thecanadianimmigrant.com/index.php?option=content&task=view&id=211>

- To provide a forum that will be the voice of the immigrant.
- To share our success with the immigrant community.¹⁴

The *Toronto Star* offers a weekly column (World Citizen) featured in the *Saturday Star* that specifically addresses legal questions pertaining to immigration status.

However, a wide range of scheduled media programs or columns that inform newcomers about where to look for work, where to find housing or where and how to access language training does not appear to exist.

This is not an indication that no information is provided through media sources, but rather that, generally, such information is limited. Media outlets, broadly speaking, are not focused on providing this type of information in a regularly scheduled time-slot or format.

Instead, it is more likely that a radio program, for example, may invite a guest to talk about an aspect of settlement, to the extent that the topic is of current interest, and that it fits into the overall mandate of the particular program. This is true of both mainstream and ethnic media.

The data gathered and assessed for this research suggests that media personnel believe that settlement-specific information is readily available through other sources such as government supported settlement agencies, directories, brochures geared towards particular communities in their language(s) and on websites created by ministries and departments responsible for immigration. Settlement.org was referenced as an example of a well organized, accessible website designed to provide newcomers to Ontario with comprehensive information related to settlement, as was hireimmigrants.ca, a website designed to connect skilled immigrants with potential employers. In the UK, the *Guide: The Black and Minority Ethnic Communities in Hampshire and the Isle of Wight*,¹⁴ which provides information to newcomers and established immigrants is viewed as a good source for finding services related to settlement.

Other media personnel indicated that many newcomers have established communities in the host countries, and are able to get specific information through community organizations such as mosques, temples or churches. This is believed to be the case with the South Asian community in the UK whose members have a long history of, and established networks in the country.

V. A Macro-Level Approach: Mainstream Media

¹⁴ <http://www.thecanadianimmigrant.com/index.php?option=content&task=view&id=211>

Settlement and integration in the mainstream media in Canada, the UK, Australia and the EU are taken up at the macro level. Such an approach broadens the general understanding of settlement beyond mere provision of information about specific settlement issues.

At the macro level, the central objective in immigrant-receiving countries is to engage media to address economic, cultural and political marginalization that have the potential to seriously disrupt the social fabric of host countries. Motivated by this concern, EU member countries have tackled the issue of media, immigration, settlement and integration. Emerging media policy with respect to different communities is loosely informed by UNESCO's Convention on the Protection and Promotion of the Diversity of Cultural Expressions.¹⁵ The EU Commission proposes that an adoption of UNESCO's conventions must also allow individual countries "to develop, maintain and implement policies and laws designed to promote and protect cultural diversity and media pluralism."¹⁶

The Netherlands is leading the way in terms of providing expertise in media and diversity in the EU. Founded in 1986, Mira Media, a Dutch Centre on diversity and pluralism in media describes its main goal as follows: "...to achieve more diversity and 'ethnic' pluralism by supporting the participation of immigrants in Dutch radio, television and the interactive media."¹⁷ It also facilitates the European Online/More Colour in the media,¹⁸ a network of NGOs, broadcasters, training institutes and researchers, set up to make the European media more diverse both in terms of access to media jobs and in the portrayal of ethnic minorities. Since it was established in 1997, Mira Media has initiated and co-ordinated projects in the field of:

- Employment and training (media related)
- Intercultural media education and career orientation
- Programme exchange
- Support of minority media
- Empowerment of minority audiences, and
- Research

In November 2006, Mira Media produced a report entitled "Migration and Integration – Europe's big challenge: what role do the media play?" In it, the authors argue that,

Due to globalization and regional conflict there is an on-going wave of migration toward Europe. The tension between these forces presents European society with a tremendous challenge. It is not only a matter of the peaceful co-existence of people of diverse cultural, ethnic and religious backgrounds, but rather of their

¹⁵<http://unesdoc.unesco.org/images/0014/001429/142919e.pdf>

¹⁶ <http://www.nordicom.gu.se/mt/letter.php?id=9#Pan-European%20conference%20on%20media%20policy>

¹⁷ Migration and Integration – Europe's big challenge: what role do media play? Essen, Germany, November 2006

¹⁸ <http://www.olmcm.org/>

active participation in the process of building a common European community in an increasingly globalized world.¹⁹

The quote reflects similar tensions facing countries such as Canada, the UK and Australia. The wide accessibility and utilization of some forms of media by all groups is viewed as an opportunity to address potential tensions through education and practical initiatives leading to better integration.

This age of “technological and digital revolution enables every citizen to receive and chose a variety of news, information and entertainment programmes from global, national and local radio, television and Internet channels.”²⁰ Working collaboratively, a number of European countries are attempting to use a range of media to address diversity, settlement and immigration.

In some countries, Public Service Broadcasters (PSBs) started to cooperate with NGOs in order to enlarge the social networks of journalists and to get better access to information from within the immigrant communities. In Sweden, the Netherlands, Belgium and the UK, diversity databases were set up, which contain data of persons from immigrant communities with special expertise in different fields. In other countries informal meetings and discussions are regularly being organized between spokespersons of ethnic minority communities and journalists.²¹

The use of media to achieve collaborative goals regarding integration in EU countries appears to be informed by a commitment to diversity. But it is also influenced by a desire to promote social inclusion in order to avoid the type of alienation and disillusion that led young people, many of whom were born and raised there, to riot in France in 2005.

The collaboration between media, government and civil society to mitigate marginalization is evident in Sweden where, for example, the country has adopted a clear official policy on integration with the following objectives:

- equal rights, responsibilities and obligations for all regardless of ethnic or cultural background;
- social community based on diversity; and
- social development characterised by mutual respect for differences within the boundaries that follow from society's fundamental democratic values in which

¹⁹ Migration and Integration – Europe’s big challenge: what role do media play? Essen, Germany, November 2006

²⁰ Migration and Integration – Europe’s big challenge: what role do media play? Essen, Germany, November 2006

²¹ Migration and Integration – Europe’s big challenge: what role do media play? Essen, Germany, November 2006

everyone, irrespective of background, should take an active and responsible part.
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The policy further states that:

Integration...must eliminate obstacles and create opportunities for all. It must unleash people's inner strength and break down the barriers of social exclusion that have taken root in Sweden. After the initial phase in Sweden, no special policy for immigrants is needed.²³

The integration objectives are used to shape policy in the areas of education, housing, labour market and public health services.

Swedish Radio (SR), which broadcast programs in 22 languages, works closely with government to ensure that programming reflects the three objectives that support integration. SR states that it "operates a policy of equal opportunities and cultural diversity aimed at achieving a greater gender balance and cultural diversity in various professional categories."²⁴ It does this by producing such programs as **Inside Sweden** described as follows:

Inside Sweden connects Sweden to the world and new immigrants to Sweden. Listen to the programme to find out what is moving Sweden right now. What's new and exciting on Sweden's social, political and cultural scene? What role is Sweden playing in the world? Find out more immigration news and stories that deal with the country's new linguistic and cultural communities. Whether you live inside or outside the country, let Inside Sweden be your guide to Sweden today.²⁵

Canada's public broadcaster takes a similar, global approach to multiculturalism, diversity and inclusion. The Canadian Broadcasting Corporation/Radio-Canada, which is governed by the *Canadian Broadcasting and Employment Equity Act*, attempts to ensure that their programming is reflective of Canada's diverse population.

The CBC/Radio-Canada website informs the public that, "Reflecting and supporting Canadian cultural diversity is a central feature of CBC/Radio-Canada. Our mandate and Corporate priorities specifically articulate our unwavering commitment to multiculturalism. Our programming is a rich tapestry as dynamic, diverse and exciting as Canada."²⁶ As a public media institution, CBC/Radio-Canada emphasizes integration through inclusive programs that reflect the country's official multicultural

²² <http://www.sweden.gov.se/sb/d/2188/a/19443>

²³ <http://www.sweden.gov.se/sb/d/2188/a/19443>

²⁴ <http://www.sr.se/cgi-bin/mall/artikel.asp?ProgramID=2438&artikel=733477>

²⁵ <http://www.sr.se/cgi-bin/International/nyhetssidor/artikel.asp?nyheter=1&ProgramID=2054&Artikel=475671>

²⁶ <http://cbc.radio-canada.ca/about/pdf/divesity.pdf>

policy in the following areas (excerpted from CBC/Radio-Canada: Reflecting Canadian Cultural Diversity)²⁷:

Myriad platforms and languages

In English and French, on Radio, Television, the internet, satellite radio and digital audio, CBC/Radio-Canada reaches out to Canadians across the country and around the world. Broadcasting in eight Aboriginal languages, CBC North serves and reflects those who live in Canada's territories and in Northern Quebec and Labrador. Radio Canada International (RCI) offers programs in English and French, Spanish, Arabic, Mandarin, Cantonese, Russian, Ukrainian and Portuguese...RCI viva, creates content in eight languages for recent and aspiring immigrants to Canada.

News and Current Affairs

CBC/Radio-Canada offer a wide range of perspectives and ideas that fuel discussion, debate and learning...its programs provide a window on the lives and experiences of Canadians of all racial, religious, linguistic and cultural backgrounds. CBC Radio's New Voices initiative has brought more than 3,000 new voices to air and sharpened its reflection of Canada's multicultural make-up. CBC Television has launched a similar New Faces program.

Arts and Entertainment

Through story selection, writing and casting of characters from our nation's many cultural communities and visible minority groups, CBC/Radio-Canada delivers Arts and Entertainment that is as richly varied as Canadian society itself.

Outreach:

Our media personnel regularly consult with representatives of ethno-cultural minority community to gain insight and understanding about what stories are important to them.

Media in the UK are taking similar steps to offer programming that reflects the country's diversity. For example, in 2005, BBC Radio Berkshire ran a series entitled, "The Immigrants" described as "a drama bringing the untold stories and unheard voices of the South's immigrants to the radio."²⁸ The immigrants whose stories were told hailed from Jamaica, Barbados, Dominica, Sierra Leone, Rwanda, Zimbabwe and South Africa, India, Sri Lanka, Pakistan, Poland and Iraq.²⁹

VI. Existing Models: Ethnic Media

²⁷ <http://cbc.radio-canada.ca/about/pdf/divesity.pdf>

²⁸ <http://www.bbc.co.uk/oxford/features/2005/06/immigrants.shtml>

²⁹ <http://www.bbc.co.uk/oxford/features/2005/06/immigrants.shtml>

In diverse societies, ethnic media play a crucial role in maintaining cultural and religious identities. They keep ethnic communities connected to 'back home,' and provide a forum for engagement and analysis of events in host countries. They offer positive images of minority groups in countries where dominant media images are racist and stereotypical. In Canada, the Canadian Radio-Television and Telecommunications Commission (CRTC) offers the following definition of ethnic programming:

Ethnic programming is programming directed to any culturally or racially distinct group other than one that is Aboriginal Canadian, or from France or the British Isles. Such programming may be in any language or combination of languages.

For example, according to the National Ethnic Press and Media Council of Canada, ethnic newspapers now serve over three million Canadians. An independent research study indicates that 75% of Chinese and South Asian Canadians over the age of 15 (Canada's two largest immigrant groups) used at least one ethnic radio or TV station, or ethnic newspaper in the seven days prior to the survey. Several studies show that ethnic broadcast media is the most effective vehicle to reach communities with limited English or French language skills including those who may be at home feeling isolated from the larger community; for example, senior citizens, women who do not work outside the home, pre-school children, victims of abuse or trauma, etc.

The UK has a vibrant ethnic media with over 100 newspapers and periodicals, over 20 radio stations, and over 40 radio programs all geared towards a range of minority communities. On the other hand, ethnic media in Australia is relatively new, but serves a wide range of communities. There are reportedly over 100 ethnic newspapers in Australia from Ad-Diyar (Arabic) to Viet Luan (Vietnamese). The National Ethnic and Multicultural Broadcasters Council (NEMBC) have more than 500 members across Australia from 100-plus metropolitan and regional stations, and NEMBC broadcasts in more than 100 languages.³⁰ NEMBC provides modest resources to assist radio stations interested in serving new and emerging communities that are small in numbers and whose members face barriers to settling in Australia.

The research conducted for this report showed that, by and large, Canada's ethnic media provides some degree of information about settlement services to newcomers in their first language. This remained true in other countries examined in this research. However, the sources that were examined (radio, television and newspapers) did not have a reserved time slot or a consistent column that provided settlement information.

Settlement information is not offered consistently in ethnic programming. As in the mainstream media, topics vary, depending on the interest of the individual responsible for a particular show and the target audience. For example, CHIN

³⁰ B&T Weekly (Australia), June 30, 2006.

FM and AM programming provides music and information in thirty-two different languages including Hindi, Portuguese, Polish, Italian, Punjabi, and Greek. Announcers set their own format and bring their own style to the shows. In a recent conversation with the Director of CHIN Radio programming, he stated that information about language training, employment, legal services is provided to listeners in different languages, but there is no set format in how this information is delivered as the announcers have leeway in how such information is presented.

Australia also has a number of community-focused media.³¹ Some serve established communities such as the Vietnamese and Chinese, while some ethnic media are just emerging, such as the ones that target newcomers from Africa. The Ambassador describes itself as “Australia’s first Horn of Africa newspaper, originating in Melbourne in June 2004”.³² This newspaper includes sections in Arabic, Amharic, Oromo, Somali and Tigrinya. It “builds understanding of mainstream services and systems amongst immigrants and refugee communities”³³ and “it addresses issues of social cohesion and community integration.”³⁴

Accessible online, a visit to the Ambassador’s site ([AfricanOz.com.au](http://www.africanoz.com.au))³⁵ connects the reader to the Adult Multicultural Education Services (**AMES**), which offers a range of services for newcomers. The AMES site provides information about finding a job; settlement services; basic facts about Australia (e.g. climate, cost of living); learning English and vocational training. The fact that AMES is accessible through The Ambassador’s website is useful, especially for African newcomers who would not otherwise know where to look for settlement information.

Among music and news, Vietnamese Radio in Australia (VNRA), which can be heard via the Internet, provides English language training for its audience. Listeners can click on VNRA’s “Learn to Speak English” section to hear a conversation in English and Vietnamese focusing on how to find a job.³⁶

Businesses in Australia are increasingly interested in reaching a larger market by advertising in ethnic media. It is noted that, “Multicultural marketing is still a reasonably untapped opportunity in Australia. We’ve estimated that the annual disposable spending power of multicultural Australia is at \$58bn.”³⁷ Therefore, ethnic media is increasingly viewed as an opportunity to assist newcomers to

³¹See <http://www.crc.nsw.gov.au/ethnicmedia/radio.htm> for a listing of ethnic radio and television channels and programs; and <http://www.crc.nsw.gov.au/ethnicmedia/index.htm> for a listing of newspapers

³² <http://www.africanoz.com/ambassador.html>

³³ <http://www.africanoz.com/ambassador.html>

³⁴ <http://www.africanoz.com/ambassador.html>

³⁵ <http://africanoz.com.au/>

³⁶ http://www.vnra.net/index_lo.htm

³⁷ B&T Weekly (Australia), June 30, 2006

find the services and support that they need, and to reach immigrants with disposable income.

Channel 31, a community television channel, has a mandate to support multiculturalism and diversity in Australia. Channel 31 broadcasts a vast array of locally produced content including news, sport, youth, arts, and entertainment programmes. The station also features a substantial amount of local multicultural programming, recognizing Melbourne's ethnic diversity. For example, every Sunday for half an hour a Somali-focused program is aired. The topic is chosen and produced by Somalis wishing to pursue careers in broadcasting.

Pinoy TV is a television programme also broadcast on Channel 31 aimed at Filipino-Australians living in Melbourne, Sydney and Darwin. It features cooking, news and cultural events. It also offers a program targeted towards Filipino teenagers living in Australia, responding to letters that deal with teenage issues or problems.³⁸

Channel 31 does not provide any resources to aspiring journalists but they will air the work that is produced thus providing opportunities for local community members to receive training in the field. In this regard, the channel is focused on promoting integration and harnessing diversity instead of exclusively providing information about settlement in Australia.

VII. Discussion

The findings on which this brief report is based are by no means exhaustive. They are meant to provide a snapshot of some media strategies (mainstream and ethnic) devised to assist newcomers in settling and integrating into their host countries. **The research identifies that media strategies have focused on social cohesion, assimilation and acculturation, but have missed the important role of providing settlement information such as how to enter the job market, and how to attain citizenship.** The approach and use of the media for integration takes place at the macro level in the interest of preventing significant disruption to the social fabric of host countries.

Racial, religious and cultural discrimination is a significant barrier to successful settlement in all the countries surveyed in this report. The consequences of persistent marginalization of immigrant communities and second-generation youth within them were realized in the riots that took place in France in 2005. Racism directed at Muslims via cartoon illustrations of the Prophet Muhammed in *Jyllands-Posten* also raised questions about the power, limits and responsibility of media in diverse societies. This has led to a reflection of how media can be used for the common good, and especially to assist newcomers to contribute to host countries under conditions that foster fairness and social justice.

³⁸ <http://www.pinoytv.com/pinoy-tv>

Ethnic media are well positioned to provide information about, and access to settlement services. Some do this very well, especially among emerging (new) immigrants and refugee communities in host countries. It does appear however, that in their evolution, and as their communities become established, ethnic media are increasingly interested in attracting immigrants who are integrated into the mainstream society. The assumption, therefore, is that newcomers will find the settlement information that they need through community networks and other sources rather than through ethnic programming. Nonetheless, there are a few broad, identifiable 'best practices' undertaken by various media with respect to settlement and integration. Simultaneously, the relative dearth of information provided by media means that a gap remains that can be filled by supporting ethnic media to focus on programs (and articles) that deliver specific and detailed information about settlement services in host countries.

VIII. Summary of 'best practices' and Recommendations

Ethnic media are good sites for providing newcomers with information about settlement. Particularly useful in addressing issues of social exclusion and language barriers, ethnic media offer an immediate and accessible point of contact to engage with the host society. Ethnic media now includes communication technology that allows newcomers to maintain cultural ties at the local, national and international level.

While ethnic media proves to be ideal in terms of accessibility, there is a role for both mainstream and ethnic media to play in delivering settlement related information. The research identified that there were a number of specific practices used by media, both ethnic and mainstream that do not necessarily contribute to the outcome of increased access to settlement and integration information.

The following is a list of specific actions to be explored by CIC in order to increase the accessibility of information to immigrants attempting to settle and integrate:

- CIC can explore defining or re-defining 'integration', and the supports immigrants need in order to successfully integrate and settle in Canada. This may streamline and strengthen existing media programming, making them more effective in providing information that immigrant populations actually need.
- Upon the creation of media projects, ensure that the project is set up in a way that supports evaluation and then evaluate programming for effectiveness.
- CIC could conduct a campaign to communicate the potential role of the media in disseminating useful information about integration and settlement. The research makes it clear that media sources are not fully aware of what the community needs, and how they may best be served.
- Consider supporting existing (or creating) media programs that provide specific services such as conversational language training for newcomers whose first

language is not English or French (see the VNRA example on page 15). Other types of scenario-based training could be offered (e.g. how to network, look for housing, etc) in creative, culturally engaging ways.

These strategies may well provide excellent opportunities to address the fact that (as mentioned above), while media have focused on social cohesion, assimilation and acculturation, they have missed the important role of providing immediate and necessary settlement information such as: how to enter the job market, how to find housing, where to go for language training, how to plug into networks, and other short- and long term settlement/integration needs that would benefit newcomers and their host countries.

IX. Brief (Informal) Notes from Conversations with Media Personnel and Community Stakeholder

Australia – Malaine, TV Channel 31:

The station provides airtime for different community groups (e.g. half hour of Somali programming on Sundays); the objective is to provide training opportunities for community members interested in careers in broadcasting and a chance to have their voices and perspectives heard; the station does not provide any resources for community groups. Rather, interested groups must submit a proposal for a show. If it is approved, the community members must shot and edit the program themselves; must make a pilot that is up to technical standard. TV Channel 31 only broadcast submitted tapes.

Mr. Berhan Ahmed – Chairperson, African Think Tank Inc (e-mail correspondence)

Dear Erica,

I am sorry to have missed your call today but please find below a reply to

media's bias attitude. I am keeping up the good fight, having sent this to the Herald today:

The comments in Your Say sarcastically criticising migrants are unfair and inaccurate (Ray Lawson & Peter Groom, 22/5/07). From first-hand experience, I know migrants and refugees are highly motivated to learn English and to work. However, as Lindsay Tanner noted in the Herald Sun of 6/3/ 2007, 'middle-men' bureaucracies can keep refugees on an involuntary treadmill between services, and out of the labour market. Where is the public accountability for the quality and effectiveness of all on-arrival services, over which migrant and refugee recipients have no administrative control?

The absurdity of suggesting people may create English-deficient replicas of their home countries is demonstrated by the long and tortuous road to Australia refugees have taken for the most noble of motives: peace, and a secure life for their children. If it were possible to accurately gauge compassion, respect for human dignity, and heartfelt commitment to Australia, the true wealth of assets refugees bring would be evident.

Regards,

Berhan Ahmed

UK – Ram Kalyan “Kelly,” Project and Station Manager, Unity 101 Community Radio
The station uses music to bring people together; people hear music from ‘back home’; provides education, and entertainment; presents information in a light way; Monday-Friday 3-4pm community hour; public, private and community sectors set the agenda for issues of discussion; information on settlement is provided but in an informal manner; it may take the form of a call-in with questions to a guest on the show; or information about legal services provided as advertisements. Pointed to the publication of a comprehensive directory of services for minority groups entitled “Guide for Black and Ethnic Communities Living in Hampshire and the Isle of Wight”.

Anjna Raheja, Media Moguls

South/Asian media does not provide information on settlement services; these communities are well-established and newcomers within them are able to access several community organizations for assistance; most people who arrive in the UK also have family and friends and so would not have to rely on government sources, or media for information; ethnic media is geared more towards a younger (demographic) audience who are well-integrated into UK society.

Canada – Mr. Jules Elders, OMNI TV (Ontario)

OMNI does not provide scheduled programs that focus on settlement services; newcomers are better off accessing government websites that provide these services; OMNI provides services in several languages that focus on news and current events to groups whose first language is not English; it offers magazine-style shows with different weekly topics. (Advised to contact the Canadian Association of Ethnic Media for further information).

Dario Amaral, CHIN Radio

CHIN radio offers some information about settlement services; this may take the form of advertisements for legal inquiries relating to immigration, or an interview with a guest. However, no such information is provided on an ongoing basis; radio personalities from different communities are the ones who take the lead in setting the agenda based on what they think will be of interest to their audience (e.g. Italians, Hindi, Portuguese, etc).

X: Glossary of Key Terms:

Immigrant: Generally, the term immigrant is used to refer to someone who leaves her or his country of origin to settle permanently in another country.³⁹

Refugee: A Convention refugee is a person with a well-founded fear of persecution based on race, religion, nationality, political opinion or membership in a particular

³⁹ <http://www.crsq.org.uk/html/faqs.html>

social group. Because of conditions in their home country and their fear of persecution, they are unwilling or unable to return.⁴⁰

Migrant: Refers to many different concepts, depending on the country concerned. Traditional immigration countries (Australia, Canada, New Zealand and the United States) talk about the foreign-born population – i.e. people who actually migrated- when referring to ‘migrants’, Germany and most European countries are implicitly referring to the foreign nationals when speaking about migrants and their labour market performance.⁴¹

Settlement: The process related to the establishment of a person in a new country.⁴²

Integration: Largely understood as assimilation, i.e. acceptance of, and behaviour in accordance with, host-country values and beliefs, including similarity of economic and social outcomes.⁴³

⁴⁰ http://www.settlement.org/sys/faqs_detail.asp?faq_id=4000347

⁴¹ <http://www.oecd.prg/dataoecd/28/8/38164205.pdf>

⁴² <http://www.thefreedictionary.com/settlement>

⁴³ <http://www.oecd.prg/dataoecd/28/8/38164205.pdf>