

# **SETTLEMENT PROGRAMMING THROUGH THE MEDIA**

Karim H. Karim, PhD  
Mahmoud Eid, PhD  
Boulou Ebanda de B'éri, PhD

Submitted to:

Settlement and Intergovernmental Affairs Directorate  
Ontario Region  
Citizenship and Immigration Canada  
Toronto, Ontario

October 9, 2007

# TABLE OF CONTENTS

Executive Summary	4
Introduction	5
Primary goals of the project	5
Media's provision of settlement information	5
Research Framework	6
Selection of research sites	7
Selection of immigrant groups	7
Focus group discussions and interviews	7
Construction of analytical categories	8
Research team	8
Training	10
Methodology	11
Constructing samples for study	11
City / Ethnic Group Grid	12
Accessing media content	13
Coding and data collection	14
Analysis using SPSS	14
Qualitative Findings	14
Focus group discussions	14
Objectives of focus group discussions	14
Age of FGD participants	16
Household income of FGD participants	17
Education level of FGD participants	17
Characteristics of participants	18
Findings	18
Interviews with producers and editors	29
Objectives of the interviews	29
Criteria for the selection of interviewees	30
Interviews with producers and editors	30
Approaching the interviewees	30
List of media whose producers / editors were interviewed	31
Findings	33

Quantitative Findings	35
General (All Media)	35
Media items analyzed – sites	35
Types of media analyzed	36
Total number of media items analyzed	37
Settlement information in media items analyzed	38
Settlement information by type of media	39
Settlement information by media technology	41
Settlement Information by ethnic group - all media	43
Television	45
TV items analyzed – sites	45
Types of TV stations analyzed	46
List of TV stations analyzed	46
Months of TV items analyzed	49
Days of TV items analyzed	49
Time of day of TV items analyzed	50
Component of program of TV items analyzed	51
Settlement information in TV items analyzed	52
Settlement information by type of TV station	53
Settlement information in TV items analyzed, by ethnic group	55
Radio	57
Radio items analyzed – sites	57
Types of radio stations analyzed	58
List of radio programs analyzed	58
Months of radio items analyzed	61
Days of radio items analyzed	61
Time of day of radio items analyzed	62
Component of program of radio items analyzed	62
Settlement information in radio items analyzed	63
Settlement information by type of radio station	64
Settlement information in radio items analyzed, by ethnic group	66
Newspapers	68
Newspaper items analyzed – sites	68
Types of newspapers analyzed	69
List of newspapers analyzed	69
Months of newspaper items analyzed	71
Days of newspaper items analyzed	71
Time of day of newspaper items analyzed	72
Location of settlement information in newspaper items	72
Newspaper items analyzed	73
Settlement information in newspaper items analyzed	74
Settlement information by type of newspaper	75
Settlement information in newspaper items analyzed, by ethnic group	76

Websites	78
Website items analyzed – sites	78
Types of websites analyzed	79
List of websites analyzed	79
Months of website items analyzed	81
Location of settlement information in website items	81
Website items analyzed	82
Settlement information in website items analyzed	83
Settlement information in website items analyzed, by ethnic group	84
<b>Gaps in Settlement Information</b>	<b>85</b>
Availability of information	85
Language and culture	86
Media technology	86
Media industry tendencies	86
Settlement content in media	87
Mainstream media	87
Ethnic media	87
Neighbourhood media	87
<b>Recommendations</b>	<b>88</b>
Primary information design considerations	88
Diversity	88
Needs	88
Access	89
Content development	89
Dissemination considerations	89
Media	90
Approaching the media	90
Possibilities with various media technologies	91
Possibilities with other resources	93
<u>Recommended initiatives</u>	94

## EXECUTIVE SUMMARY

This project on Settlement Programming through the Media analyzed selected mainstream, ethnic and neighbourhood media in Ottawa, GTA, Windsor and Sudbury. Ethnic media contents produced for Afghan, West African, Arab, Caribbean, Chinese, North Indian, Hispanic, Somali, Tamil, Portuguese and Russian communities were scrutinized. The team of researchers examined the contents of TV, radio, newspapers and websites according to the following settlement information categories: Employment, Housing, Immigration, Citizenship, Legal Services, Education, Health, Consumer Information, Community, Recreation and Politics. Extensive quantitative analyses were conducted of the collected data. The project also comprised focus group sessions in the four cities and in-depth interviews with media producers and editors.

A number of gaps were identified with respect to settlement information in Ontario. Newcomers have difficulty accessing relevant material with ease. Among the key barriers are linguistic and cultural as well as problems in using media technologies. Mainstream, ethnic and neighbourhood media also have specific tendencies that limit the amount and kinds of settlement information they carry. Immigrants in smaller locations have little access to appropriate materials.

If settlement information is to be useful, it has to be accessible and reliable. Primary design considerations should include newcomer diversity, informational needs, and abilities in accessing material. Content development has to consider language, culture, local conditions, settlement needs and dissemination barriers. These efforts should build on the strengths of mainstream media in reporting politics, of ethnic media in covering consumer information, housing and community, and of neighbourhood media in addressing education, recreation and community.

The initiatives to be considered for pilot projects can include:

- the translation of key settlement information materials
- the development of an ethnic media service carrying pertinent content on a regular basis
- the inclusion of supplements in ethnic newspapers
- the placing of content in ethnic TV and radio programs through sponsorship
- ensuring that media in smaller cities and towns receive settlement information
- initiating a dialogue with mainstream media for enhancement of materials relevant to newcomers in their markets
- taking into account a broad range of relevant settlement categories in the development of content
- strengthening existing media like as Settlement.org
- compiling a directory of useful contacts on settlement issues
- producing handbooks for newcomers to enable ready access to pertinent information.

# INTRODUCTION

## Primary goals of the project

1. To assist Citizenship and Immigration Canada (CIC) make informed decisions in undertaking new pilot projects for the delivery of settlement programming through the media;
2. To examine the settlement-related content that presently appears in different types of mainstream and ethnic media in Ontario;
3. To identify the gaps in the current delivery of settlement media content; and
4. To provide recommendations to the CIC.

## Media's provision of settlement information

There are specific sets of information that immigrants need for settling, adapting and integrating into Canadian society with the purpose of becoming self-reliant and full participants in the economic, social, political and cultural dimensions of Canadian life. The settlement information categories listed in Settlement.Org, CIC's website for newcomers to Ontario, are:

- Employment
- Housing
- Immigration and citizenship
- Legal Services
- Education
- Health
- Consumer Information
- Community and recreation<sup>1</sup>

Certain other government websites, the multilingual 211 Community Information phone line and the Canadian Newcomer Magazine are other sources of settlement information. The Call for Proposals for the present project indicated that the mainstream and ethnic media are used extensively by members of immigrant communities. Previous research has shown that the presence of content about integration into Canadian society was found to be fairly strong in certain South Asian newspapers in Canada,<sup>2</sup> even though "homeland" and ethnic cultural material did tend to appear to predominate.

---

<sup>1</sup> Settlement.org for Newcomers to Ontario. <http://www.settlement.org>.

<sup>2</sup> Karim H. Karim, "Public Sphere and Public Sphericules: Civic Discourse in Ethnic Media," in S. Ferguson and L.R. Shade (Eds.), *Civic Discourse and Cultural Politics in Canada* (Westport, CT: Ablex, 2002), pp. 230-42 and Karim H. Karim, *Ethnic Media and Integration: An Empirical Study of South Asian Media in Canada*. Report for the Multiculturalism Program, Canadian Heritage, 2002.

In accordance with the CRTC's 1999 "Ethnic Broadcasting Policy," ethnic media are viewed in this study as those that are "directed to any culturally or racially distinct group other than one that is Aboriginal Canadian, or from France or the British Isles."

Ethnic media in Ontario constitute a steadily expanding universe. Since a license from CRTC is not needed to establish a print medium, scores of ethnic newspapers exist in Ontario. Some of these have a distinguished history and others disappear within months of beginning operations – only to be replaced by new publications. Whereas there do exist a handful of daily ethnic newspapers in the province, most tend to be weeklies; some of them also publish on a bi-monthly or monthly basis. Ethnic radio programming is most extensively present in southern Ontario and the Ottawa region. It is disseminated in a number of ways that include time slots procured in the schedules of mainstream, community, and campus stations as well as 24-hour ethnic broadcasters. The availability of sub-carrier frequencies has allowed the emergence of radio stations in several non-official languages. Ethnic television programming of varying quantity and quality is also present in most places in the province. Ethnic TV programming is to be found on community cable stations and time slots bought on local and national channels, as well as on OMNI1 and OMNI2. Several specialty ethnic channels have become available through satellite and cable services over the last decade.

Ben Viccari, a prominent Canadian ethnic media journalist, asserts that "through the ethnic media, the newcomer can learn about Canadian culture, history, social services and a multitude of other things that can help him or her understand the privileges and the responsibilities inherent in Canadian citizenship".<sup>3</sup> However, not all ethnic media offer such information to readers or audiences: the smaller the print media publication or broadcast production, the lesser the possibility that civic discourse relating to Canada will be carried out. Ethnic media seek to meet the specific information needs of minority readers and audiences which are not addressed by the mass media. Sociologists and communication scholars have viewed these media as serving what may appear to be two contradictory purposes - to contribute to ethnic cohesion and cultural maintenance as well as to help members of minorities integrate into the larger society. Whereas some observers have challenged the viability of the latter function, certain integration aspects of ethnic media are validated by other researchers.<sup>4</sup>

## **RESEARCH FRAMEWORK**

A customized research framework had to be developed to address the requirements of the project. This framework was given shape by a combination of factors including the objectives of the research, CIC's own categorization of settlement information, input from the project's Advisory Committee and the abilities of the research team.

---

<sup>3</sup> Viccari, Ben. "Canada's ethnic media." Paper presented to the Media and Ethnicity Symposium, organized by Canadian Journalism Foundation and International Communication Forum, Mississauga, Ontario, April 1995.

<sup>4</sup> Bibliographical references available in Karim, "Public Sphere and Public Sphericules" cited above.

## **Selection of research sites**

The selection of the Greater Toronto Area, Ottawa, Windsor and Sudbury as research sites was done with a view to including locations in Ontario that have a combination of high levels of immigration, regional spread across the province and the availability of ethnic media.

## **Selection of immigrant groups**

In order to overcome the problem of examining the media of a very large number of immigrant / ethnic groups in Ontario, a purposive sampling was conducted. The selection of the immigrant groups in the various sites was carried out according to the inclusion of visible minority and European-origin groups, Anglophones and Francophones, groups who currently continue to receive immigrants in large and small numbers as well as a combination of those who have had a long-established media presence in Ontario (e.g. Chinese) and those whose media institutions are relatively recent in origin (e.g. Somali).

The groups selected were: Afghan, West African, Arab, Caribbean, Chinese, Hispanic, North Indian, Somali, Portuguese, Russian and Tamil.<sup>5</sup> This selection of immigrant groups whose media were selected was not intended to produce a “representative” sampling. It presents a viable cross-section of immigrant groups in Ontario that provides for a manageable study within the time constraints of the project. The examination of the media of the immigrant groups has yielded a rich body of knowledge from which to understand the ways in which settlement information is produced, presented and disseminated in Ontario’s ethnic media. It has also allowed for insight into their use of mainstream media.

## **Focus group discussions and in-depth interviews**

Focus group discussions were conducted with immigrants in each of the four cities. These discussions inquired into their needs for settlement information, the manners in which they currently access such material, what they view as gaps in settlement content; and their preferred modes and formats of accessing information.

In-depth interviews were conducted with editors of print media and producers of broadcast and web-based media. They were asked about their general policies (official or unstated) towards the inclusion of settlement-related information in their media; about the favoured types of settlement information, and formats and modes of delivery for such material; target audiences; the response from readers/audiences; the costs of production related to carrying settlement information; advertising rates; current sources of funding; past practices and the reasons they were abandoned; and future plans regarding the production and dissemination of settlement information.

---

<sup>5</sup> All these groups do not fit into the categorization of Statistics Canada; their construction had to reflect the cohesiveness of media use rather than the parameters of language, ethnicity or national origin.



## **Construction of analytical categories**

The media analysis aspects of the research as well as the focus group discussions and interviews all referred to a set of settlement information categories based on the listing in CIC's Settlement.org listing. These were slightly modified in order to obtain specific information on the various areas making up the categories. They were:

- Employment
- Housing
- Immigration
- Citizenship
- Legal Services
- Education
- Health
- Consumer Information
- Community
- Recreation
- Politics
- Other (a residual category to capture additional settlement information)

## **Research team**

The project's manager and two partners put together the research team. It had to have individuals who had media analysis skills as well knowledge of various immigrant groups in Ontario and the languages spoken among them. The team also had to include members who were located in all four of the research sites.

A team of 14 additional researchers was put together. It consisted of knowledgeable individuals with experience in media analysis. All members of the team had: university qualifications in communication / media studies or ethnic studies, a good understanding of the settlement process in Ontario and knowledge of languages in addition to English and/or French. They were also knowledgeable about various ethnic media in the province. The team included individuals based in Ottawa, GTA, Windsor and Sudbury, and were familiar with the groups whose media were being studied. However, as a result of unexpected illness, the researcher analyzing North Indian media content had to withdraw from the project; the data on North Indian media therefore remained incomplete and could not be integrated in the findings of the study.

Following is the full list of the research team:

Dr. Karim H. Karim. Project manager and lead researcher. He is an Associate Professor and the Director of Carleton University's School of Journalism and Communication. Dr. Karim is an internationally-published scholar on ethnicity and media (including *The Media of Diaspora* London: Routledge, 2003), who has conducted extensive research for government and media clients on this issue and has trained numerous students in the

analysis of ethnicity and communication. He managed the work of the partners and a number of researchers, and led the focus group discussions in Ottawa and GTA.

Dr. Mahmoud Eid. Partner and project methodologist. He is an Assistant Professor in University of Ottawa's Department of Communication and a research design specialist. He has participated in numerous media studies, including a major project on the portrayal of diversity for the CBC. He has also published extensively on media issues and is the series editor of Pearson's 2007 *Communication Research Methods: Quantitative and Qualitative Approaches*. Dr. Eid was primarily responsible for designing the details of the quantitative and qualitative research, training researchers who conducted the media analysis and processing the data for the report. He also managed the work of a number of researchers and led the focus group discussion in Windsor.

Dr. Boulou Ebanda de B'éri. Partner and researcher. He is an Assistant Professor in University of Ottawa's Department of Communication and founder of the Audiovisual Media Lab for the Study of Cultures and Societies. He has published widely on the media and has extensive experience in conducting research on issues of immigration and ethnicity. Dr B'éri examined English and French language mainstream and neighbourhood media in the project, and managed the work of a number of researchers. He also led the focus group discussion in Sudbury.

Faiza Hirji: a PhD candidate writing a thesis on ethnicity and media; she served as administrative support for the project and conducted research on English-language mainstream and neighbourhood media.

Dr. Osée Kamga: has a PhD in Communication and is an Assistant Professor in the Department of Public Communication at the University of Sudbury. He is an expert on African diasporas. He was the team's Sudbury-based contact, collecting materials and sending them to other researchers. He also assisted administratively with the focus group in Sudbury.

Carmen Poole: has an MA in African-Canadian Historiography; she conducted research on ethnic media used by African groups. She was also the team's Windsor-based contact, collecting materials and sending them to other researchers. She assisted administratively with the focus group in Windsor.

Sagal Ali: has a Bachelor of Journalism and has worked as a journalist; she conducted research on ethnic media used by Somali immigrants. She was the team's Toronto-based researcher, collecting materials and sending them to other researchers. She also assisted administratively with the focus group in Toronto.

Dr. Kirsten Kozolanka: has a PhD in Communication and is an Assistant Professor at Carleton University's School of Journalism and Communication; she conducted research on ethnic media used by Russian immigrants.

Dr. Marie-José Ferreira: has a PhD in Communication and is an Instructor at Carleton University's School of Journalism and Communication; she conducted research on ethnic media used by Portuguese immigrants.

Aliaa Dakroury: a PhD candidate writing a thesis on communication and human rights; she conducted research on ethnic media used by Arabic-speaking immigrants.

Ning Du: a PhD candidate writing a thesis on Chinese communication issues; she conducted research on ethnic media used by Chinese immigrants.

Serge Elie Banyongen: has an MA in Communication; he conducted research on ethnic media used by West African immigrants.

Margareth Cormier: has an MA in Communication; she conducted research on ethnic media used by Caribbean immigrants.

Maria Bernard: has a BA in Communication and is currently working on an MA thesis in Communication, examining issues of ethnicity and the media. She conducted research on ethnic media used by Tamil immigrants.

Laila Yalda: has a BA in Journalism and has worked as a journalist; she conducted research on ethnic media used by Afghan immigrants.

Virginie Mesana: has a BA in Communication; she conducted research on ethnic media used by Hispanic immigrants.

Huzefa Rashid: has a BA in Communication; he conducted research on ethnic media used by North Indian immigrants.

## **Training**

### *Inter-coder reliability*

Rigorous training had to be carried out to familiarize the researchers with the project's protocols and analytical methodology. It was essential that all the members of the team clearly understood how to identify the settlement categories used in the project. The coders had to watch, listen and read (as appropriate) the whole content of each program or article to determine which items were to be considered relevant before analyzing them. Details of the settlement information categories (see Appendix A) were discussed with the researchers so that there was a full and common understanding among them as to what media content was to be examined and coded.

In order to ensure accuracy in selecting the settlement information items, an inter-coder reliability test was conducted of the coders in a pilot project of media analysis.

The issue of consistency and ‘repeatability’ is particularly significant when more than one person is involved in the coding, as there is a danger that even if all the coders are applying the instruments systematically on their own terms, there may be inconsistencies *between* their interpretations.<sup>6</sup>

There are a numerous number of inter-coder reliability measures that are available for researchers. “Holsti’s method” is widely used in the field of communication and media studies.<sup>7</sup>

### *Pilot project*

As part of the intensive training preceding the analysis, the Holsti test was conducted to ensure that a statistically acceptable level of corroboration in the approaches of the coders. Two tests were conducted after two sessions of coder training. A sample of media content was carefully selected to ensure a variety of topics in all types (mainstream, ethnic, and neighbourhood) and kinds (television, radio, newspapers and websites) of media. All coders analyzed the same sample of materials to test their mutual agreements on considering settlement information items.

Instructions and explanations of identifying settlement information items were given to coders in training sessions. The inter-coder reliability test after the first training session had a lower-than-expected score due to the differences among the various researchers in understanding the various sets of information. Therefore, another training session had to be conducted aiming at providing coders with standard guidelines to help determine conformity in identifying settlement and non-settlement information items. Clarifications of confusing matters and discussions among coders and trainers ultimately resulted in a high score of inter-coder reliability, sufficient enough to conduct the analysis with a high confidence level of identifying the settlement information items correctly.

## **METHODOLOGY**

A methodical examination of the media materials was conducted. This provided for consistency in the manners in which content from the variety of sources was studied by all members of the research team and enabled a systematic and efficient comparison of the data, leading to the production of reliable findings and conclusions.

### **Constructing samples for study**

Given the enormous output of the mainstream media, their selection in the construction of various options was designed to provide material that enabled effective research into

---

<sup>6</sup> David Deacon et al., *Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis* (New York: Oxford University Press, 1999), p. 128.

<sup>7</sup> O. R Holsti, *Content Analysis for the Social Sciences and Humanities* (Reading, MA: Addison Wesley Publication Company, 1969).

public and privately-funded media. An often-overlooked medium is the community or neighbourhood newspaper which is received by most residents at their houses or apartments and is read widely. Television and radio programs on various community stations were also included in this type of media category. (In order to avoid confusion with the media of ethnic communities, these media were referred to as “neighbourhood media” in this report). The mainstream, ethnic and neighbourhood media organs were selected for examination with a view to including those that had a high likelihood of carrying settlement-related information. It was important to include a number of French-language mainstream media in the study sample due to the significant presence of Francophone immigrants in Ontario.

### **City / Ethnic Group Grid**

	Ottawa	GTA	Windsor	Sudbury
Afghan				
West African				
Arab				
Caribbean				
Chinese				
North Indian				
Hispanic				
Somali				
Tamil				
Portuguese				
Russian				

At the outset of the study, a design was produced to organize in a simple fashion the various research sites (Ottawa, GTA, Windsor and Sudbury) with the 11 ethnic groups whose media were to be examined. The City / Ethnic Group Grid above illustrates the plan. To this was added a third dimension of the media that were to be analyzed - in each box were to be placed:

- one ethnic TV program
- one ethnic radio program
- one ethnic newspaper

- one ethnic website

Replicated 44 times in the grid, this would result in the study of the media all the 11 ethnic groups in the 4 cities. Sixteen media outlets of each ethnic group were to be studied. The total number of ethnic media outlets to be examined for the project was  $16 \times 11 = 176$ .

In addition to the above, the following were to be examined for each of the four cities:

- one mainstream TV program
- one mainstream radio program
- one mainstream newspaper
- one neighbourhood TV program
- one neighbourhood radio program
- one neighbourhood newspaper

In total, the contents of 24 (4 X 6) mainstream and neighbourhood outlets were studied.

The selection of mainstream, ethnic and neighbourhood media for this study was carried out by privileging those identified in the focus group discussions as the most likely to have settlement content; this information was augmented by the research team's own knowledge. Schedules of radio and television stations were scrutinised to help identify the most relevant programming. Unfortunately, no comprehensive listing of ethnic print media exists currently.

With respect to the mainstream and neighbourhood media: three issues of each newspaper, three hours of radio programming and three hours of television programming were examined in each city. Regarding the ethnic media: three issues of each newspaper, three hours of radio programming, three hours of television programming and three websites – depending on availability – were planned for selection for each ethnic group in each of the four cities. Priority was given to local media in each of the four research sites. If local ethnic media materials were not available - as was often the case in Ottawa, Windsor and Sudbury – substitutions were derived from the media-rich GTA – these substitutions were, however, not to replicate those media already chosen for the GTA.

The selection of media materials was spaced out in temporal terms so as to avoid distortion resulting from a major social or political development in the news. In cases of daily broadcasts and publications, three separate weeks were chosen for analysis. For weekly and monthly materials, the selection was organized over three months. Such a scheme was not applicable to websites due to their non-periodic nature.

### **Accessing media content**

Subscriptions for newspapers and specialty television programming under examination in the project were made out where these were necessary. Since many of the ethnic media are available at ethnic businesses, they were acquired by researchers from these locations.

Many of the radio programs broadcast from various parts of Ontario are available through audio streaming on the Internet. These were recorded for purposes of analysis. Television programs from various locations identified for examination were also taped for examination. Website content was printed out, as necessary.

## **Coding and data collection**

Systematic analysis was conducted by the researchers by adhering strictly to specific coding sheets for the examination of TV, radio, newspaper and website content (see Appendix B). All information generated through the coding was entered into various data bases for statistical analysis. The coding sheets enabled researchers to enter 14 distinct items of data. This was the most time-intensive aspect of the project.

## **Analysis using SPSS**

The research project used the Statistics Package for Social Science (SPSS) Data Analysis advanced software program in the data entry process after the data collection process. This facilitated the process of codification and helped prepare the data directly for the statistical data analysis. The SPSS has been intensively used in this project to produce distributions/frequency tables of all variables of analysis, and most importantly to explore cross-tabulations between the key variables.

# **QUALITATIVE FINDINGS**

Two kinds of qualitative methods were used in the project: focus group discussions and in-depth interviews. These methods enabled researchers to gain insights into the issues under study by engaging directly with the users and producers of ethnic media content. They provided very useful information towards meeting the objectives of this project.

## **Focus Group Discussions**

### Objectives of focus group discussions

Focus group discussions enable researchers to have first-hand access to the opinions of individuals with particular demographic characteristics. Such information serves to augment other sources and to delve in an interactive way to draw out participants' knowledge of specific matters. The dynamism of the discussions often encourages individuals to bring forth information that would not have been available in a strictly formatted survey or a one-to-one interview. Focus group members need to be selected with great care so as to ensure demographic representativity and possession of the kinds of knowledge that researchers are seeking as well as the willingness and ability to share it. The size of focus groups should not exceed 10 people in order to ensure that everyone in the group can have sufficient opportunity to speak. It is the job of the moderator to keep the group animated while ensuring that the issues at hand are addressed.

The specific objectives of the focus group discussions held for the project were to encourage participants to impart information about:

- the needs for settlement information for themselves and others in their communities
- the manners in which they currently access such material
- what they view as gaps in settlement content
- their preferred modes and formats of accessing information.

This was also an opportunity to identify additional relevant media in the various research locations.



### Age of FGDs Participants

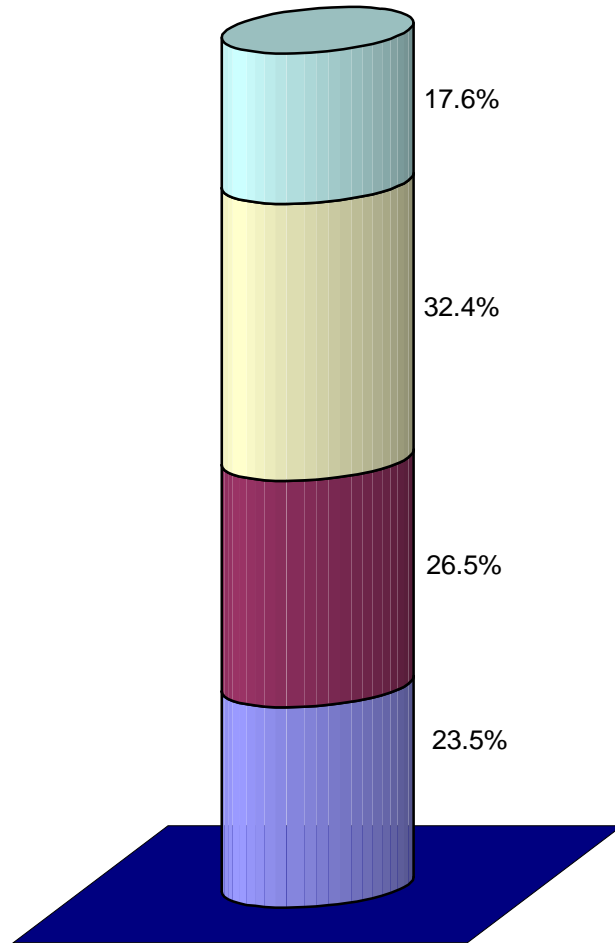
n = 34

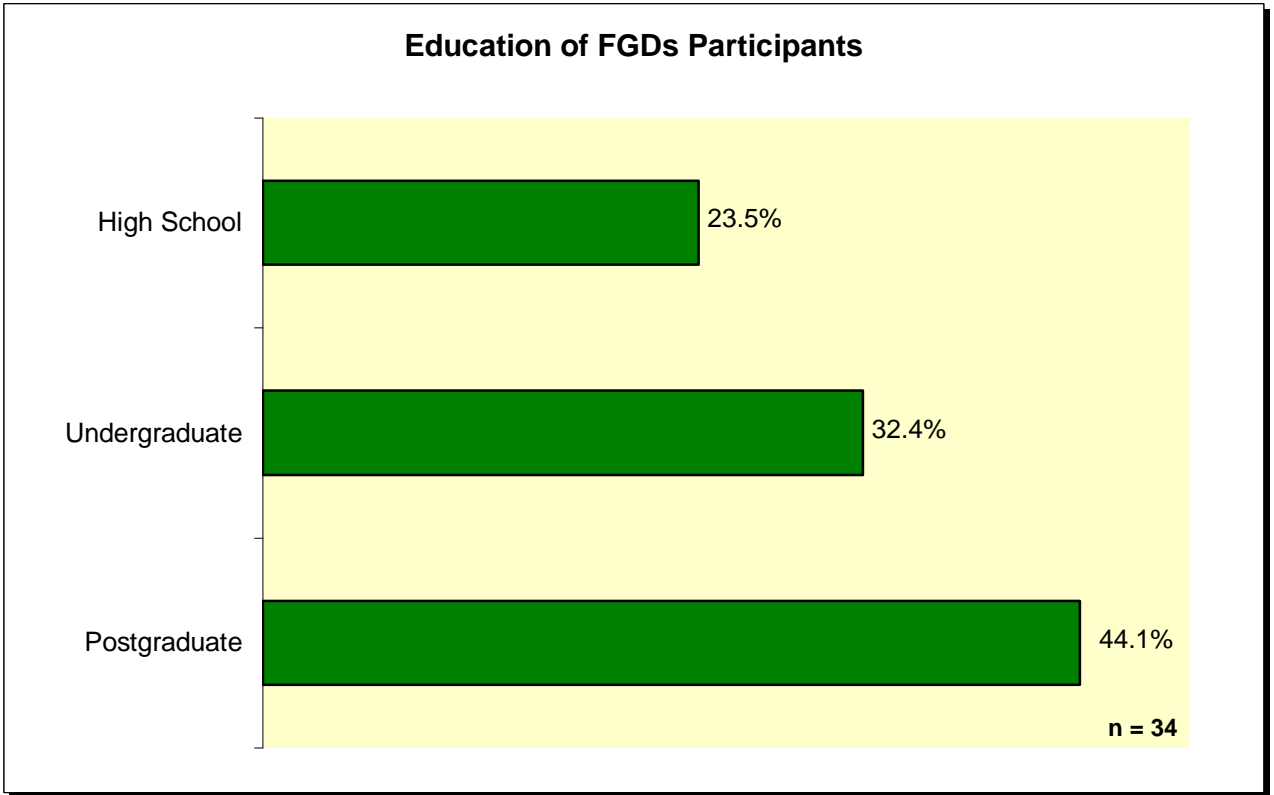
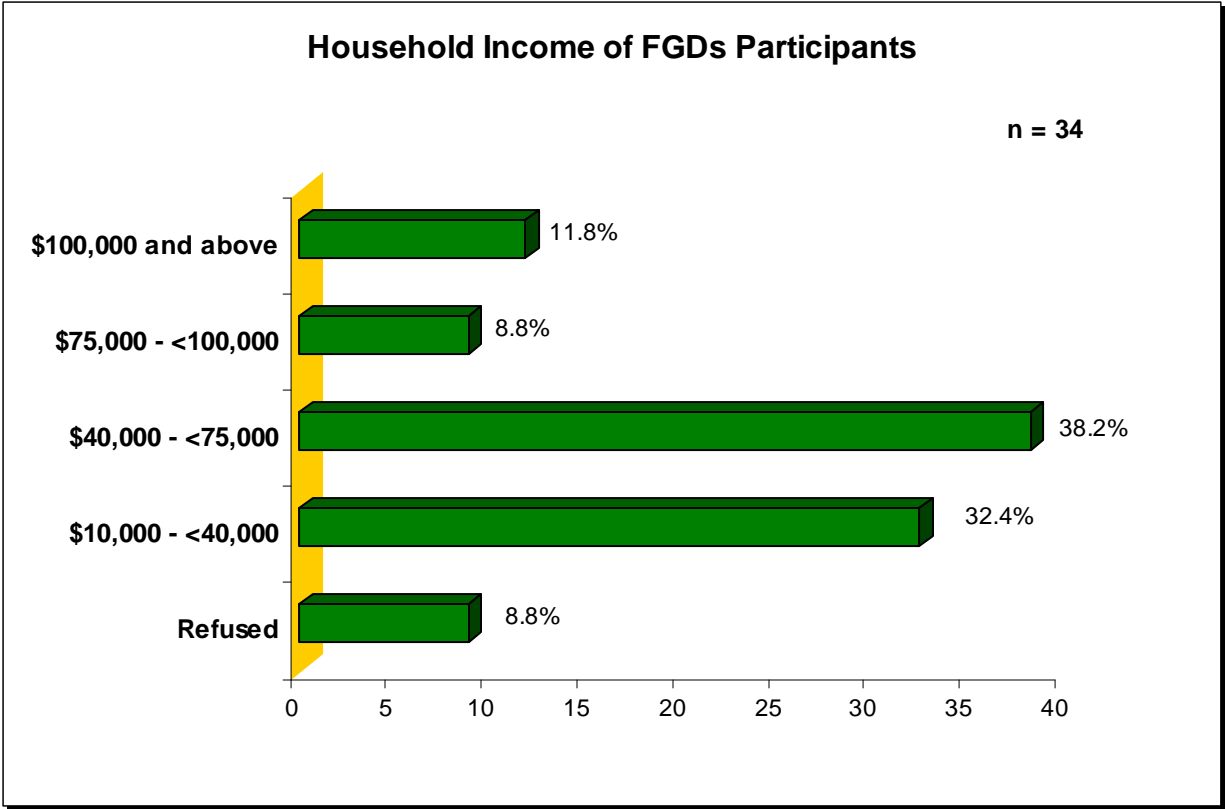
50 - 59

40 - 49

30 - 39

18 - 29





## Characteristics of participants

Participants included members of all 10 ethnic groups whose media were examined. A total of 34 individuals attended the sessions. 50% were male and 50% female. The attendees had a good distribution in ages from 18 to 59, as well as in household income. Whereas there was representation of persons with various levels of education, the majority had attended university.

## Findings

All the focus group sessions were held in March 2007 prior to the analysis of media contents. They were conducted in academic settings in order to project the serious research-oriented nature of the gatherings to the attendees. Before initiating the discussion, the moderator in each session explained the nature of the project to the participants and informed them that similar discussions were being held in other cities. They were assured about the anonymity of their participation, and were encouraged to feel free in contributing their opinions on the various issues under discussion. The participants were informed of the various settlement categories being used in the project. Each session lasted approximately two hours, and yielded substantial information.

There were many similarities in the responses of individuals in various cities and across ethnic groups; however, there were also certain differences between them. One person commented that that the ethnic media have content that is mostly about culture and “what you enjoy as ethnic group,” but that they do not give sufficient information “on what you need to survive.” Another participant asserted that “it is the media's responsibility to make as much information available out there for newcomers.” Discussants consistently highlighted importance of personal networks and the word of mouth in learning about how to settle in Canada. There were a wide variety of experiences, even among those who had immigrated within roughly the same time frame.

## *Information needs*

Members of focus groups spoke about several specific needs for settlement information. These were primarily:

- New immigrants have the greatest difficulties in obtaining information about employment and in dealing with Canadian society without sufficient English.
- Often the information supplied in employment ads “does not tell you if more education is required.”
- Most communities have strong stigmas attached to mental illnesses and therefore their media and other information sources are reluctant to address it.
- There is a need for understanding issues that affect seniors; many communities find it culturally unacceptable to admit their elderly to retirement facilities.
- People also find it difficult to understand OAS and CPP benefits.

- According to one focus group respondent in Ottawa, “Consumer information might be chief focus for new immigrants” (i.e. where to obtain specific products and services).

### *Problems and Gaps*

- Language was identified as a key barrier for some and beyond that, different forms of literacy were significant
- “One of the barriers is language; another is culture.”
- Several participants noted that their own proficiency in terms of accessing information would not necessarily be replicated by all community members; an ability to decode complicated information was required
- Several noted the potential for government websites to be very helpful if they were more user-friendly
- When it comes to settlement information, one of the biggest issues for newcomers is the lack of knowledge on where to get more information about basic things (their rights, responsibilities, etc.). They are easily abused by people within their community who lie to them about the laws of Canada.
- One respondent complained that given the difficulty of easy access to settlement information, much of this information had to be researched independently
- Another said that her family was fortunate that her father spoke good English otherwise they would have had difficulty when they arrived.
- Many people, especially seniors, do not like using the Internet for information; they would much rather prefer get information it face to face.
- Very limited local settlement information is available in the ethnic media outside the GTA.
- According to the Tamil participant in Ottawa, “most people rely on Toronto-based media.”
- Ottawa immigrant groups also rely on Montreal ethnic media.
- Windsor groups depend on the media in Toronto and to a certain extent on that from Detroit.
- Immigrants in Sudbury are reliant extensively on GTA media.
- Very few people in the various focus groups had heard about sources such as Settlement.org or [211.ca](http://211.ca).
- There were some complaints expressed about government-run information sources. These included:
  - the need for better customer service in general
  - there were language barriers for non-English and non-French speaking individuals; two participants made this comment in the context of Settlement.org
  - information is sometimes not standardized; the issue raised was that one could call three times and get three different responses, which causes confusion and frustration
  - automated systems are not helpful, as menu options may not be clear; the inquiry may not fit into one of the menu options

- a strong desire to speak to a person is frustrated by automated information systems
- a desire to identify the individual you are speaking to in order to either refer to the same person later, or to identify the source of the information you were given
- long hold or wait times on phone service for immigration - 15-20 minute holds
- When one person mentioned that there was a very small immigration office in Sudbury “one with limited resources and limited opening hours, therefore, very inefficient” another respondent said that it was the first time that he had heard about the office.

### *Television*

- The focus group participants indicated that they watched a mix of Canadian mainstream, ethnic and satellite television programming.
- Many participants mentioned ethnic programming on OMNI, TVI and CITY TV.
- There is a fair amount of turnover with respect to locally produced television programming for ethnic groups in Ottawa, Windsor and Sudbury. This is mostly due to a poor advertising base of businesses serving them.
- Even Canada-wide ethnic specialty channels do not seem to be making an effort to have programming designed for communities in smaller cities: a Chinese participant in Windsor lamented that “Fairchild TV covers Hong Kong news, Cantonese, Mandarin, and international news - nothing referring specifically to Chinese in Windsor.”
- The Portuguese community in Windsor seemed to be the only one with access to “local” TV content: “Channel 11, Cogeco Cable, show discusses the Portuguese community in the whole of Southwestern Ontario.
- The Tamil participant in Ottawa stated that “60-70% of people subscribe to 24 hr digital TV service through Rogers/Bell: Tamil Television (TVI) based in Toronto.”
- Apart from tuning in to Toronto-based stations, there is an increasing reliance on broadcasters from the homeland or other parts of the diaspora, accessed by satellite services. It is very rare to find settlement information relevant to Canada in this form of programming.
- Even on Canadian-based speciality channels like Telelatino, one respondent noted that there were a “lot of videos, no (settlement) information – (only) soap operas, (and) maybe CNN in Spanish.”
- However, a Portuguese respondent mentioned the program *Gente da Nossa* , which is broadcast by satellite, does address settlement issues such as education, housing and legal advice.
- Similarly, an African participant stated that BET (Black Entertainment Television, a specialty service from the USA) “sometimes has (discussions on) issues that can cross over to Canada; e.g. AIDS awareness and some of the issues covered on the religious programs on BET.”

- A discussant of Afghan background said that “70% Afghan people are working, we mostly use TV news, websites. TV from satellite ... has news everyday, news with pictures, because they really want news from home (in Persian).”
- He said that he was “looking for job but English not good.” According to him, many Afghan were learning some English by watching (mainstream) television repeatedly.
- Another Afghan respondent indicated that there were, however, some Afghan programs that have content about housing and employment
- *Afghan Hindara*, a program created by Afghan women, explains settlement issues on a regular basis.
- Afghan viewers are able to access information on English instruction programs from *Hindara* and *Ghage* programs.
- One West African participant noted that he had never seen an advertisement on TV informing people that they should go to a particular web site if they want information about settlement issues.

### *Radio*

- Respondents indicated that there was more choice of local radio programming than was the case with television.
- The GTA participants referred to programs for various communities on CHIN, CIRB, CMR and CHKT stations.
- Ottawa has ethnic programming on CHIN (Ottawa), CKCU and CHUO; Windsor on CJAM, and Sudbury – which had the least choice – on CKLU.
- There is a certain amount of turnover in the smaller cities, mostly due to lack of finances and volunteer help.
- A number of Windsor respondents complained that the schedule had been changed on CJAM, which had led them to stop listening to its programming – the problems included that of being on very inconvenient timeslots; e.g. the Caribbean participant referred to “Island Vibes, which used to be on from 2-5pm was moved to 12-2am on Thursdays. No one listens due to the time slot.”
- In the smaller cities, the limited programming is dominated by music and other entertainment; the only settlement information that would be present in such cases would be that on community events and / or community news.
- The Portuguese respondent said that the content of “Café De Manha - this is the only show in Windsor ... is mostly music, with some local community news if there is community news to report.”
- The Arab participant noted that the program for his community on CJAM mostly had “talk radio, politics, religion.”
- There was more choice from across the river in Detroit: WNZK 680 AM Arabic language programming for 5 hours a day, Iraqi, Jordanian, Palestinian, etc. – but no Canadian content.
- The Russian discussant also referred to WNZK “that provides updates on jobs, and information on immigration, but does not cover Windsor news.”

- GTA's Tamil community is well-served. It has at least two 24-hour SCMO stations, which require customized radio sets. The largest free-to-air station serving the community is Canadian Multicultural Radio (CMR) whose programs are 60% in Tamil.
- The information is mostly about Sri Lanka, but it has some settlement information (specifically in ads).
- Tamil residents elsewhere also tune in to CMR through the Internet, but an Ottawa participant noted that the content was "not very complete."
- Programming for other ethnic groups is also broadcast on CMR.
- Portuguese programming on CHIN and CIRB has "sports, community events, etc. Both have hourly news and call-in shows that often deal with settlement information."
- The Afghan discussant mentioned programming on CHKT (Fairchild International) 1430 AM: "Tartaza - for youth – plays music and talks about current affairs, and Sabnoon has a weekly program about settlement in Canada called "Canada and Us".
- The Caribbean participant referred to "Flow 93.5 - urban radio – (which has) has talk shows in the evenings that sometimes address settlement issues."
- The Chinese discussant said that whereas a number of stations in the GTA broadcast Chinese programming, they "cover all (settlement) categories with the exception of health information. There are many health-related issues that aren't discussed as much due to cultural differences (e.g. suicide, mental health, etc.)."
- The Hispanic respondent mentioned 1610 *Voces Latinas* (CHHA) -- Spanish language radio which has content about community events; it also carries programming in other non-official languages.
- Most stations have websites, and several participants stated that they accessed programming through this means.

### *Newspapers*

- As with other media, it is the GTA which has the most ethnic newspapers.
- An Afghan participant in GTA, who was himself the founder of an Ottawa and Toronto-based newspaper for the Afghan community, said that he focused on the community in Canada and often includes articles about events and settlement issues. He has deliberately excluded politics and news from "back home." His publications are tri-lingual (two Afghan languages and English).
- According to another Afghan discussant, the group's papers have information on housing and employment, and this is most likely to be found in advertising.
- The Afghan newspaper *Ashian* reportedly covers most of the settlement categories.
- *Share Magazine*, which is acknowledged as being the biggest Caribbean newspaper in GTA, "does not have settlement issues on a regular basis, but will have the odd article for newcomers."

- *El Popular*, a Spanish-language daily based in Toronto, “has been in existence for over 40 years and is the biggest in the country. It has special sections on Canada and settlement information.”
- *Alagu Thamilar* and *Moolakum* are “the biggest Tamil papers in Toronto. They cover a variety of issues ranging from employment services to news from Sri Lanka. They cover most of the categories listed by the project.”
- *Singtao* and *Mingpao* “are the biggest dailies available in Toronto. They have some settlement information, but not as much as the smaller papers. There are also free papers that have more settlement information. These are usually weekly and monthly and are more immigrant-friendly. They are found at stores, libraries and community centres.”
- Many communities in the other cities do not have a sufficient advertising base to support a newspaper.
- Many of the ethnic groups in Ottawa rely on print media from either GTA or Montreal; some have Ottawa inserts in these newspapers including articles and advertisements.
- The Chinese discussant in Windsor said that “most newspapers come from Toronto; Windsor has a few, but they are mostly for advertisement, and do not contain news stories or current affairs. They also cover news from China; very little news from Canada.”
- *Sankofa News* is still produced in Windsor; it covers African/Caribbean community news.
- The Caribbean participant in Windsor stated that there was “no newspaper for the Caribbean community, which uses the Windsor Star for general news. However, he did add that community churches publish newsletters that occasionally run local advertisements for services for the community
- An Arab discussant in Windsor said that he had produced a newspaper, which carried “interviews, weddings, deaths. It was in operation from 2002-2005, but stopped for lack of funding.”
- Another Arab respondent stated that “a number of Arabic newspapers are available for purchase at Arabic stores - two to three Arabic newspapers from Montreal, two to three from Toronto, a few from the United States. They cover Arabic immigrant news in Canada in general, but not Windsor specifically.”
- According to the Portuguese participant in Windsor, “a small Portuguese newspaper that started 17-18 years ago and was funded and locally operated by a small Portuguese club, operated for two years and ended due to lack of funds.”
- “*The Portuguese News*, published out of London, Ontario, covers Portuguese community news across in Southwestern, Ontario. Every city has a correspondent who reports to the editor in London.”
- The Russian discussant indicated that “there was no Russian newspaper that carried settlement information in Windsor. There is one in Toronto, but it is more focused on language and translation, rather than current affairs or community settlement information.”
- The Hispanic respondent in Ottawa said that he used to be a journalist in Mexico, and “doesn’t use Spanish-language newspapers in Ottawa because they are badly written; the information is not useful.”



- He continued to turn towards “information from Mexico City itself.”
- The Caribbean discussant in Ottawa stated that “Jamaican women find newspapers at the hairdressers.” She referred to *The Gleaner* newspaper published in Kingston, Jamaica. When asked about local newspapers, she could not identify any.
- A number of focus group participants in the four cities made reference to large numbers of advertisements in their respective communities’ newspapers.
- There were varying views on the usefulness of mainstream newspapers on issues of settlement assistance
- A Tamil respondent in GTA asserted that the mainstream media do not cover immigration “unless there is bad news about your community.”
- Several participants said that they did not like *The Toronto Sun*’s coverage of immigration.
- *The Toronto Star* got good reviews from the discussants. Participants in the GTA generally said that it makes them feel like they are part of the mainstream Canadian society because it often talks about immigration issues - and not always in a negative light.
- A number of the Windsor residents mentioned reading *The Windsor Star* for general news.
- The mainstream sources mentioned by the Sudbury discussants were: *Northern Life*, *Le Voyageur*, *The Sudbury Star*.

### Websites

- There are a variety of websites serving ethnic groups in Ontario, including those run by broadcast and print media as well as by ethnic businesses, associations and clubs.
- Many people access radio programming through the Internet.
- One Hispanic respondent said that he did not listen to a lot of radio, and that all his information came from the Internet.
- A number of individuals in the focus group discussions said they used the Internet to keep in touch with their homelands and diasporas; for example, we were told that “Afghans often consult Persian version of the BBC website.”
- A relatively recent Somali participant in Toronto said that he was not familiar with Somali media in Canada and used the web and satellite TV to keep in touch with news about his homeland.
- Nevertheless, many other discussants were using websites that were established to serve ethnic groups in Canada.
- An Afghan website based in Ottawa that tries to raise awareness about the happenings in Afghanistan and getting the Afghan diaspora in Canada to help. It also has a newcomer section.
- A Caribbean discussant referred to a site that “has a lot of information for Caribbeans/Africans on topics such as employment, events etc.”

- A Hispanic respondent spoke about a Spanish-language portal that has “links to various Canadian media and also includes translated (Spanish) settlement information from the government.”
- A Tamil participant described a website that “talks about politics and the situation in Sri Lanka; it also gives some settlement information.”
- A Russian respondent said that when she had questions about life in Canada she went to the forum of a Russian website based in Ottawa – “just write some question and people will answer you.” The website also has “lot of advertising about stores, health, very useful.”
- An Arab discussant who was a student said that if he was looking for specific information like that on education and housing, he would not rely on (traditional) media but look on the websites of particular universities.
- A Caribbean participant indicated that when she needed legal services or consumer information, she was “most likely to search online or to ask friends.”
- A Russian respondent stated that it is “very easy to get information from Internet, just use Google for whatever is needed.”
- A number of focus group members felt comfortable searching mainstream sources for settlement information.
- We were told that “[www.211.ca](http://www.211.ca) and [www.51.ca](http://www.51.ca) are databases that have many organizations that can help with settlement issues.”
- A Hispanic participant said that most of his information regarding settlement came from a government website.
- Most of the focus group members in Sudbury seemed to know about [www.cic.gc.ca](http://www.cic.gc.ca) but not about Settlement.org.
- The Arab discussant in Sudbury said that he regularly visited the CIC website – “sometimes to check the new office appointments, but mostly to see how the processing of my immigration file is advancing.”
- Another Hispanic discussant who worked at an international student office said that she had come to know about Settlement.org as a result of her job.
- A number of Windsor residents mentioned using message boards for community information and matters like car pooling.
- However, there were a number of problems that were also aired in using the Internet.
- A West African discussant in Windsor stated that he would look at government sites such as [www.canada.ca](http://www.canada.ca) for settlement information – “this is a general site, it offers little as far as meeting the specific needs of the West African Windsor community.” Similarly the Caribbean participant was “not aware of any Internet resources for the Caribbean community in Windsor.” The Arab discussant said that “settlement.org, provides useful settlement information - but nothing specific to the Windsor community. The (Windsor) websites that do exist are mostly for advertisements, and are often under construction and not always available.”
- “To go into government website you have to have special skills, they have incredible programs but you have to really read between the lines.”
- “Government of Canada websites are helpful but you need fairly experienced person to decode them.”

- “I sometimes uses websites but you need to be able to read between the lines or you need someone to explain to you.”
- “The Internet is popular but what if you don’t know English?”
- A Portuguese participant in his late fifties said that while he was aware that “there are many websites out there” he did not use them.
- A West African discussant said that she gets information mostly from friends and relatives, and that she rarely uses the government web site.
- The mainstream websites mentioned in the discussion were *Workopolis*, and *Jobbank.gc.ca*

### *Other sources of settlement information*

- In all the focus groups, participants stressed that family and friends were the primary sources of settlement information, ahead of all others.
- Community associations, clubs, churches, mosques, real estate agents, and ethnic businesses (particularly grocery stores) were other major sources. They also dispense print and other ethnic media.
- “Clubs are big in the Portuguese communities. People come together and usually to play sports. They also act as a support system for newcomers where ideas can be exchanged and advice given.”
- “The Arabic community center funded by the government provides assistance with settlement issues. It offers translation services, assistance with forms, income tax, etc.”
- “The Arabic community is pretty large in Ottawa so they helped.”
- In Sudbury, where individual ethnic groups do not appear to have a strong organizational base, multicultural community centres and immigrant serving agencies were cited as being important.
- Law firms that service immigrants “provide limited but useful information.”
- A Portuguese respondent in Ottawa noted that “people go cafés there for gossip, news, cultural affairs, one way of knowing what’s going – (Portuguese-language) TV is running at these places.”
- An Arab discussant commented that “there is a great lack of information here in Sudbury,” but added that “newcomers receive some information right at the border, a document that provides useful information, such as finding a lawyer or a doctor.”
- An Arab respondent in Ottawa who had arrived as a child said “media were not very accessible at first, and so my father used Yellow and White Pages.”
- She went on to note, however, that “For those who are not as well-integrated, don’t speak English, it is very hard. The alternatives for them would include the Arabic grocery store – they would ask someone there for information.” She also mentioned the Syrian embassy in Ottawa in this context.
- Several other respondents in Ottawa mentioned reliance on embassies of their home countries.
- The Hispanic discussant stated that the Mexican embassy “has an information section about Ottawa community on their website.”

- However, embassy websites do not seem to have much information about the smaller cities in Ontario.
- Very few of the focus group members in any location had heard of the multilingual 211 Community Information phone line or The Canadian Newcomer Magazine.
- “Many new Chinese immigrants go to government office. This office has seminars, provides help with resumes, and has Cantonese and Mandarin speakers.”
- One respondent heard about the federal government’s LINC (Language Instruction for Newcomers to Canada) program from friends and obtained its services.
- “Co-op programs with universities are very good even for new immigrants.”
- Some communities have their own directories. A Tamil discussant in GTA referred to *Thamila Mathia* – a frequently used “yellow pages” of the Toronto Tamil community. “It has listings for everything settlement related and more.”

### *Improving the delivery of settlement information*

- Numerous suggestions were made by focus group members in various locations regarding the improvement of the delivery of settlement information.
- The Chinese discussant in Sudbury felt that the scarcity of information could be solved if the government promotes its Settlement.org website.
- Others in that group agreed on the need to advertise the Settlement.org web site through other media.
- The Hispanic respondent stated that since such a site is designed primarily for newcomers it should be multilingual.
- Issues of skills assessment were discussed at length in Sudbury. A West African participant suggested that there should be a center where professional immigrants can go and have their skills assessed.
- If media are being considered to disseminate settlement information, a variety of media need to be used “as everyone uses different ones.”
- Several participants felt that more people watch television than listen to radio. However, the point was made that print media allow the individual to go back to review the information, whereas with television one cannot review the content to gain a better understanding. The ability to revisit important information (for example, how to apply for a driver’s license) in print form would prove far more useful.
- The following general concerns were aired about the media in the various focus group discussions:
  - Government should do more to support ethnic media
  - Ethnic media owners find it complicated to tap into government advertising
  - Big media outlets do not support smaller ones
  - Any source must be reliable and trustworthy; it should be either managed or monitored by government

- Media are not currently representative; they do not depict all groups
- People are gravitating towards podcasting; they are not necessarily inclined to listen to mass media, mass broadcasts – they are plugged into own specialized interests
- The following comments were made about specific media in various focus groups:

### Television

- A government spokesperson could provide information about employment, volunteer opportunities on TV
- TVI recently had nurse and doctor on television to speak about mental health – they did a call-in; this helps remove cultural stigma
- Important public health topics do not get good airtime since soaps and movies get better ratings
- 24 hour ethnic stations are good - they could have an hour dedicated to immigrant issues
- A television program would be useful, especially for those who cannot access computers at home. Preferred frequency: once a week, half an hour to an hour.
- This program should provide general information for the settlement of all immigrant communities, not necessarily catering to the needs of a particular ethnic community, a multicultural station with advice on settlement specific to immigrants in particular cities.

### Radio

- Radio programs could do call-ins and informational programs

### Newspapers

- Job postings should be in easy-to-locate section of newspaper, such as the back, presuming that the front must be reserved for other important things
- Mainstream and ethnic media do not commit resources to fully explain topics such as changes to immigration laws; in ethnic media, there is no money to commit journalists to such a topic; therefore the government should provide ready-made articles for insertion in print media
- A quarterly or annual publication aimed solely at new immigrants would be useful
- It would be very handy to have a reference book on settlement information that includes links to access updates since information changes so often
- Rather than community or mainstream newspapers, it may be good idea to focus on readily available commuter newspapers – their language is simpler than mainstream newspapers

### Internet

- Accessible and interactive online question and answer feature where an individual can access Frequently Asked Questions but would also be able

to place specific queries that would be replied to within a reasonable number of days.

- The interactive web forum is easy and interactive
- Government could do this in different languages
- Government website has lots of forms but not a lot of information and explanation

### Telephone

- Telephone system such as the 211 line is efficient for basic information
- It needs to be multilingual and interactive - have the ability for users to leave a message in own language and receive a call back

### Community Centres

- The following comments were made in various discussions about the use of community centres and immigrant serving agencies for better settlement information:
  - It may be asking too much of the media to ask them to address all ethnic groups, but community centres could perhaps handle this better
  - “Multicultural Centres should have representatives for each group to cater to all of the immigrant communities so that the advice can be tailored specifically for each ethnicity (especially with reference to where to shop for ethnic goods, etc.)”
  - Immigrant services agencies do exist but people may not even be aware of them
  - How do you keep the information given out by these agencies up to date?
  - The big issues will be made known to immigrants no matter what e.g. flu pandemic; for more specific issues, the need may be to simply go to the right place since language is such a huge barrier
  - Associations would be the places to target, that would be first point of contact if you do not know anyone

## Interviews with Producers and Editors

### Objectives of the interviews

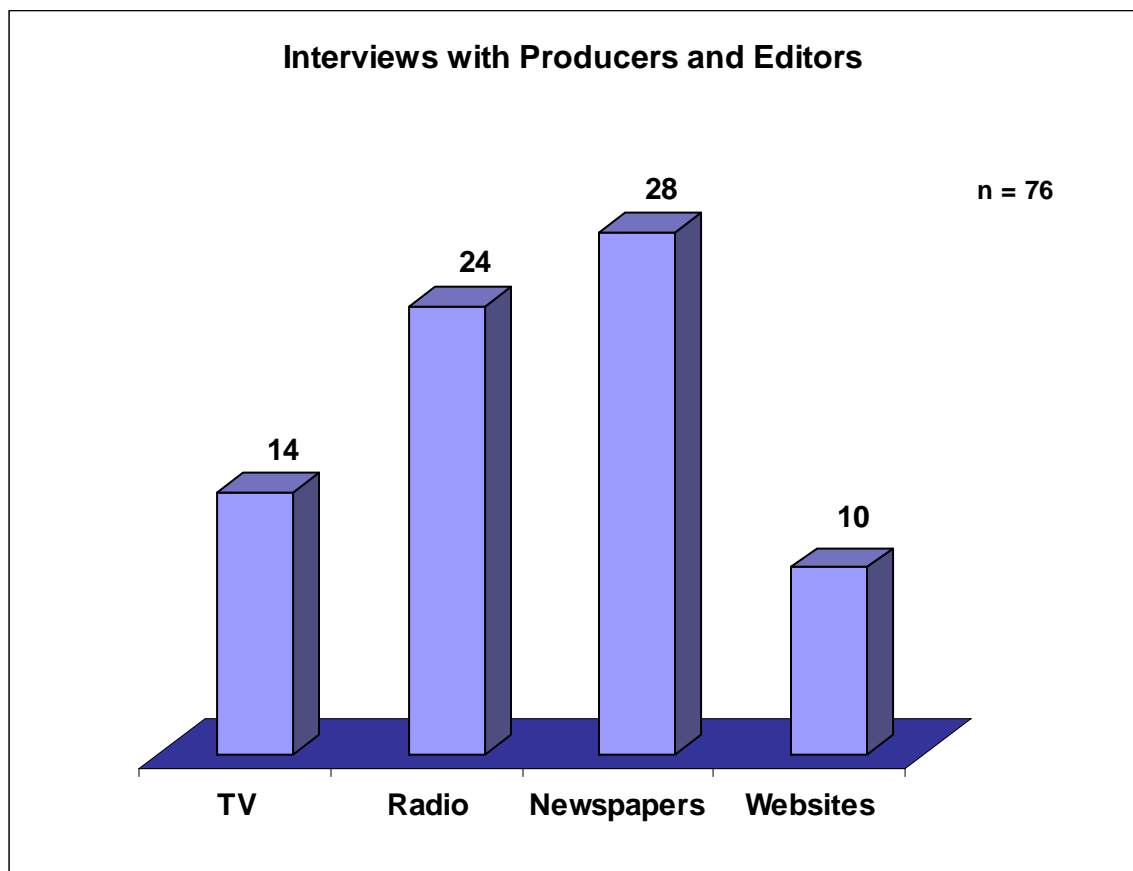
The objectives of the in-depth interviews were to:

- Gain the perspectives of producers of TV and radio programs and editors of newspapers and websites which had been analyzed
- Obtain information about the perceptions of the producers / editors about their audiences / readership (numbers and demographics)
- Understand the history of the program / newspaper / website
- Obtain details on the means and range of dissemination
- Acquire information about the funding of the operation

- Obtain details about advertising strategies and rates
- Understand the viewpoints of the producers / editors on the inclusion of settlement information in programs / newspapers / websites
- Gain the perspectives of the producers / editors about the needs of their audience / readership
- Obtain information about planned changes and previous strategies

### Criteria for the selection of interviewees

The only criterion for the selection of the interviewees was that they had to be involved in the production of the programs / newspapers / websites that had been included in the study.



### Approaching the interviewees

A substantial qualitative study of 76 in-depth interviews was conducted (mostly by telephone) with editors of print media editors and producers of broadcast and web-based media. They were carried out in May and June 2007, following the media analysis. Individual researchers who had examined the content of specific media conducted the interviews. This exercise involved 14 TV programs, 24 radio programs, 28 newspapers and 10 websites produced in the four cities and concerning all the ethnic groups under

study as well as mainstream and neighbourhood media. (Many of these media outlets had supporting websites, but they were not counted here.) A number of other media representatives who were approached declined to be interviewed; the phone numbers and email addresses of others had changed and could they not be located.

### List of media whose producers / editors were interviewed

CFRA (Afternoon Edition)  
CFRA (Ron Corbett)  
CKLW (Windsor Now)  
Northern Life  
Payam-e Rooz  
Afghan HindaraTV  
Television Taabash  
Radio Saday Hamra  
Radio Sabaawun  
Afghan peace Website  
Saadat and Serwatmand Website  
Andishae Nau  
Planet Africa  
The Spectrum  
[www.blackottawa411.com](http://www.blackottawa411.com)  
Ghanaian news  
Ici l' Afrique  
Ondes Africaines  
Nexus Africa  
Al Hayat Al Arabiya Newspaper  
Phoenicia Newspaper  
Sada Al-Mashrek Newspaper  
Sawt El-Nojoun Program  
Lebanese in Ottawa.ca website  
Correo Canadiense  
Antenne Afrique Antilles  
Men kontre  
Canada Extra  
The Spectrum  
Caribbean Calendar  
Caribbean connection  
Caribbean Camera  
CJAM Chinese Reflections  
CKCU China Album  
CKLU Bamboo Headquarters and Green Tea  
Fairchild Radio  
Singtao Daily  
TalentVision  
The Windsor Chinese Journal



The World Journal  
www.51.ca  
El Popular  
Laguia.ca  
holaottawa.com  
Ontarioenespanol.ca  
Chin Radio AM1540  
Chin Radio Ottawa 97.9  
Rogers 22: Ottawa's cultural window  
Marka Cadeey  
[www.somalicanadians.ca](http://www.somalicanadians.ca)  
Somali Voice (radio)  
The Somali Voice  
Codka Beesha (AM1540)  
Sol Portugues  
A Voz de Portugal  
Portugal Noticias  
Voice  
FPTV CIRV Radio  
CJAM  
Asas do Atlantico  
Adiaspora.com  
Capital  
Russian Ottawa ([www.russianottawa.com](http://www.russianottawa.com))  
Yonge Street Review ([www.newcanada.com](http://www.newcanada.com))  
MixTV  
Carousel  
Radio Plus  
Ottawa Tamil Website  
Vaikarai  
CTBC-It's That Show  
TVI-Kelungal Therapapadum  
Thamilar Thakaval  
CMR-Ear to the streets  
Ulaha thamilar  
TVI-Thisai Live  
CMR-Call in Shows (Tuesday's Thakaval)  
Tamil One-Ulaa Varum Olivanki

Using a common in-depth interview questionnaire of open-ended questions, researchers asked the respective editors and producers about their general policies (official or unstated) towards the inclusion of settlement-related information in their media; about the favoured types of settlement information, and formats and modes of delivery for such material; target audiences; the response from readers/audiences; the costs of production related to carrying settlement information; advertising rates; current sources of funding;

past practices and the reasons they were abandoned; and future plans for including / increasing settlement content.

## Findings

The responses to questions differed between the various interviewees, but there were several threads of similarities.

### *Media structures*

- Most ethnic TV / radio programs and newspapers have websites; several radio programs have audio streaming of programs.
- Most ethnic media lack good data on audiences / readership. Many editors of newspapers and producers of TV and radio programs referred to the difficulty of gauging the numbers of visitors to their websites. The extended local and global reach of broadcast stations through satellite dissemination was cited as another factor.
- However, the use of the Internet has limits – not everyone has access.
- The contents of some TV/ radio shows are largely musical and entertainment-oriented. Those which are broadcast on Friday and Saturday evenings / nights do not favour information content.
- Several of the larger newspapers and programs permit supplements and sponsorships; most of the smaller ones do not.
- Sponsorship of an entire show may be possible or that of a number of commercials that run in the duration of the program over a certain period.
- The funding for many ethnic media include a variety of sources including the owners' own pockets – some of whom run complementary businesses.
- They often rely on volunteers in their staff.
- Some segments that have been tried on settlement issues have sometimes been discontinued due to financial and time constraints or because of the lack of appropriate personnel.

### *Advertising*

- Ethnic media are very conscious of the limited means of the businesses in their respective communities and seek primarily to provide a service rather than act as a business, with respect to selling advertising.
- Differential (preferential) advertising rates are provided for small ethnic businesses.

### *Settlement topics*

- Some Lebanese and Afghan producers indicated that they deliberately avoided political issues on their programs.

- Ethnic media are looking for clear information on settlement issues. It is often difficult for them to get this from settlement agencies.

### *Generational issues*

- Tamil editors and producers indicated that many older Tamil immigrants did not speak English well, and their youth did not speak Tamil.
- They also indicated that the youth were becoming culturally alienated from adults.
- The Portuguese media are directed primarily at adult audiences.
- Some Caribbean media have recognized that their media are reaching only adults and are trying to produce material for the youth.

### *Content*

- Many editors and producers have recognized that the content that is greatest use to their audiences with respect to settlement issues is that of a practical nature – how to obtain SIN and OHIP cards, drivers' licenses, passports, family doctors, ESL training, bus and airport schedules etc.
- Personal finance as well as social issues such as dealing with substance abuse, gang violence etc. are other major areas of interest.
- Audiences prefer to have this information in ethnic media even though they may be available elsewhere – these are considered friendly sources.
- The challenge for the ethnic media is to translate the material into their languages.
- Guests who are experts on specific issues (health, community services etc.) on programs are very popular.
- The ability for audiences to interact with experts through means such as call-in shows is also highly desirable.
- Many people get in touch with the media to get more details about the topics or contact information about guests and services.
- Several Chinese media run immigrant stories as example of successful integration into Canadian society.
- Audiences contact the media to ask about getting in touch with the individuals featured in the immigrant stories.
- Useful settlement information is also placed by various embassies in the ethnic media.

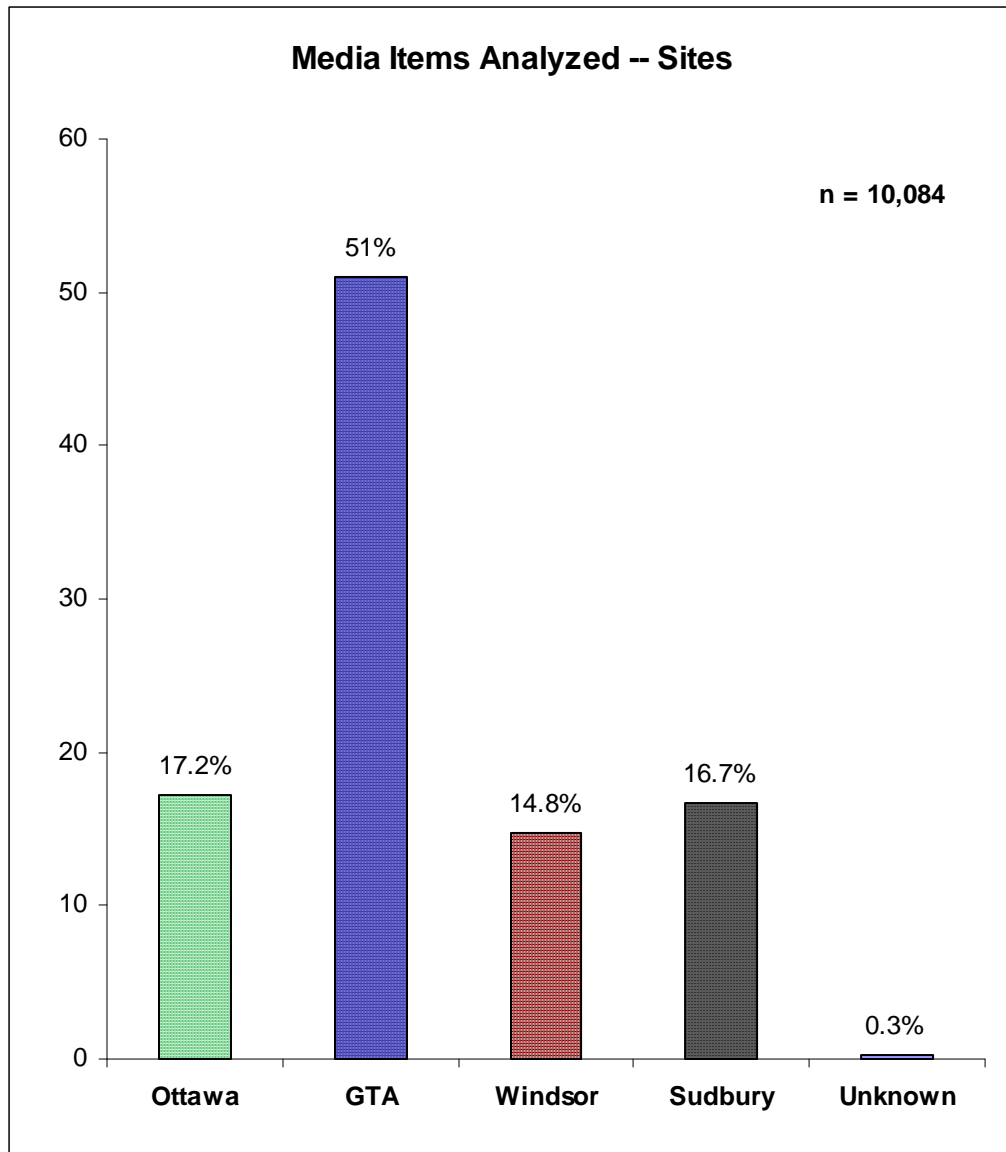
### *Mainstream Media*

- Most mainstream media recognize the diversity of the populations in their cities.
- However, not all are open to carrying settlement information as they see themselves as news and current affairs shows and will carry materials that have newsworthiness.
- Others are looking for suggestions to be more inclusive.

## QUANTITATIVE FINDINGS

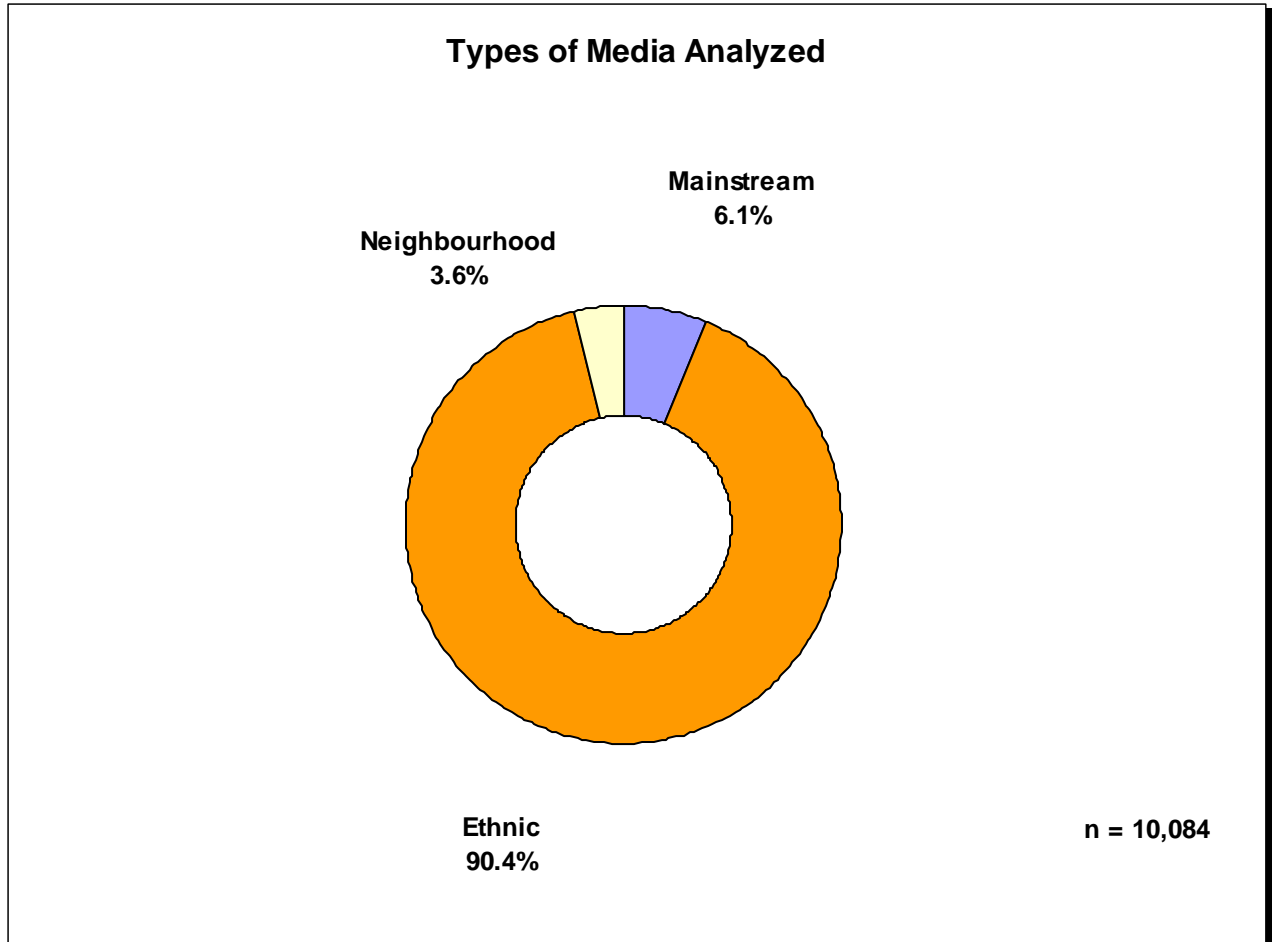
A rigorous quantitative methodology was used to analyze the television, radio, newspaper and website contents selected for examination for this study. Researchers carefully examined the materials and coded them for further analysis. All the data were collated and processed for interpretation within the context of the project. They have provided very useful insights into the availability of settlement information currently in Ontario.

### General (All Media)

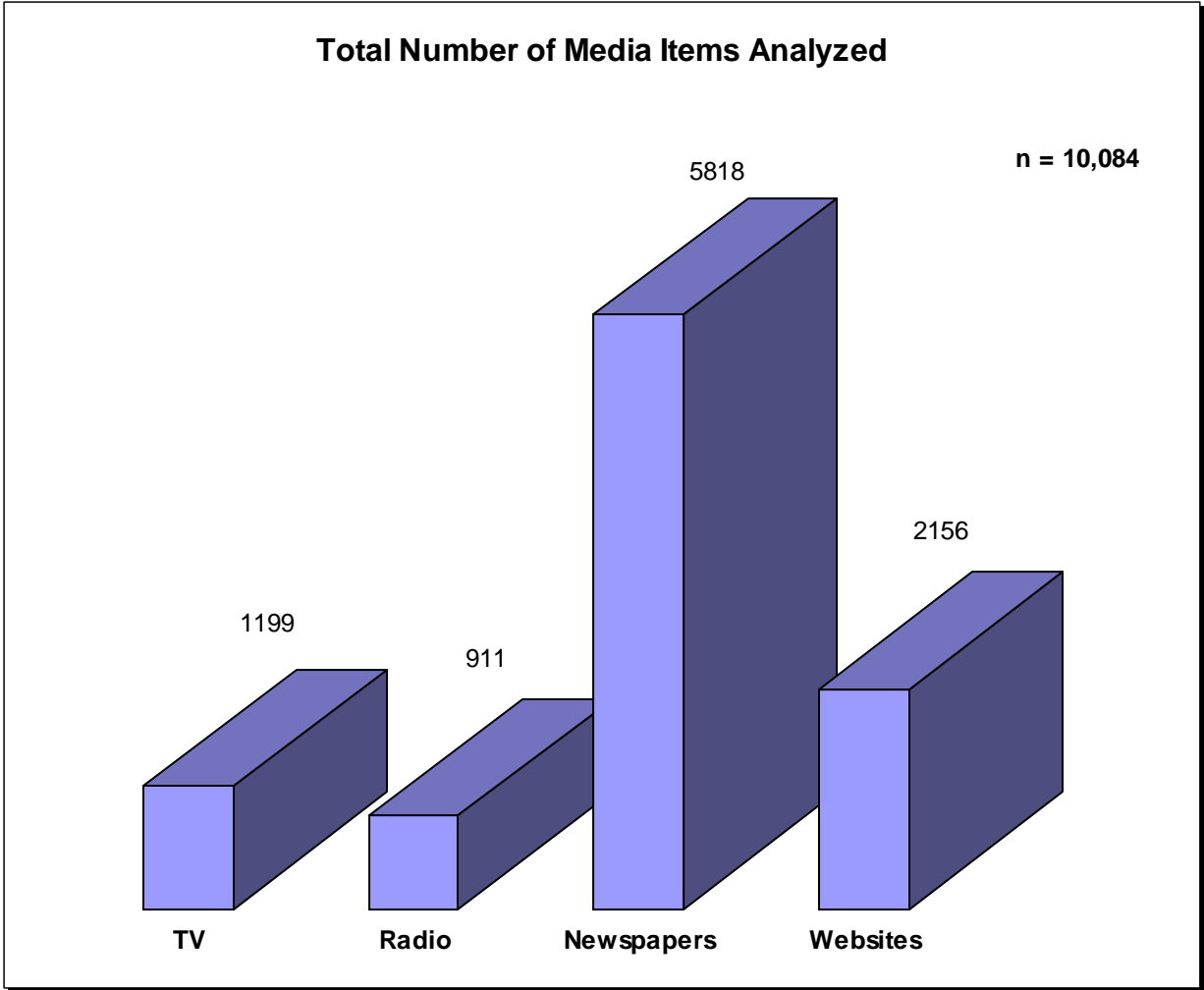


There is a much stronger presence of ethnic media in the Greater Toronto Area than in Ottawa, Windsor or Sudbury. Content from the GTA had to be substituted for incomplete

samples in the three smaller cities. Of the 10,084 items analyzed, 1,735 were from Ottawa, 5,143 from GTA, 1,492 from Windsor and 1,684 from Sudbury. The locations of 30 websites could not be identified.



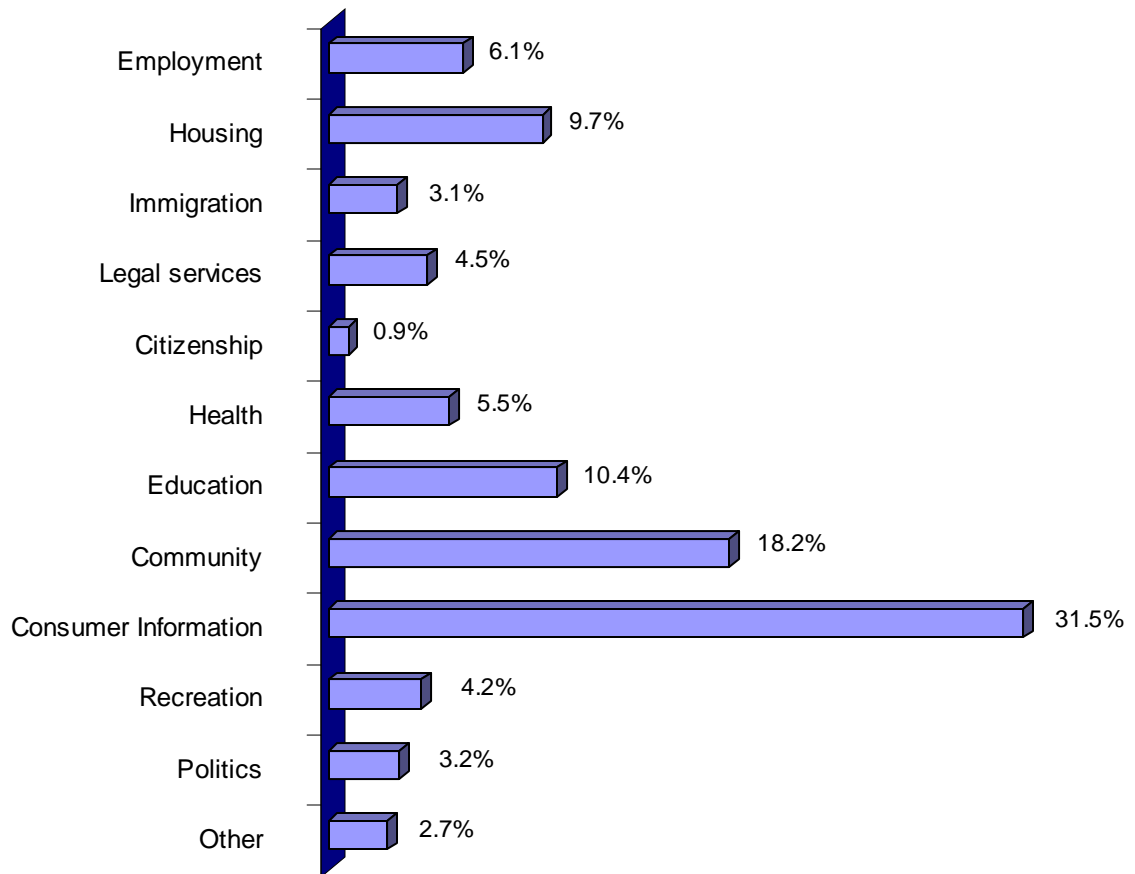
The focus was primarily on ethnic media; mainstream and neighbourhood media were also analyzed. In the total of the 10,084 media items that were examined, 9,114 were from ethnic media, compared to 610 from mainstream media and 360 from neighbourhood media. [This report is using the term “neighbourhood” instead of the more commonly-used “community” broadcasting to refer to the media of geographically-based local communities so as to avoid confusion with the media of ethnic communities.]



These included 1,199 items from TV programs, 911 from radio programs, 5,818 from newspapers and 2,156 from websites. There was a significantly larger number of items in newspaper than in other media because of the nature of the print medium. The research methodology called for the examination of each article, program, webpage and advertisement. There tend to be many more articles and advertisements in newspapers than there are in websites or programs and commercials in TV and radio.

### Settlement Information in Media Items Analyzed

n = 11,680



The eight settlement categories, adapted from CIC's website Settlement.Org Welcome to Ontario (<http://www.settlement.org/index.asp>), were listed singly as: Employment, Housing, Immigration, Legal services, Citizenship, Health, Education, Community, Consumer Information, and Recreation. An additional category of Politics was added following its prevalence in the pilot project. The category of Other was also listed as a residual one. It yielded material on: Canadian Culture, Canadian Festivals, Canadian History, the Census, the Economy, the Environment, the Federal Budget, International Relations, Life in the Canadian Winter, Multiculturalism, Security, and Social Issues.

- The category in which the largest percentage (31.5) of items was coded was Consumer Information.
- Community was second at 18.2%, with Education (10.4%) and Housing (9.7%) following.
- Employment (6.1%), Health (5.5%), Legal Services (4.5%), Recreation (4.2%), Politics (3.2%) and Immigration (3.1%).
- Citizenship was the item that was found to be the least covered (0.9%) in the media that were analyzed.

### Settlement Information by Type of Media

<b>Type</b>	Mainstream	Ethnic	Neighbourhood
<i>Set. Info.</i>			
Employment	13.3%	5.2%	12.7%
Housing	7.4%	10.1%	5.7%
Immigration	1.2%	3.4%	1.3%
Legal services	.4%	5.0%	2.5%
Citizenship	1.0%	.9%	.0%
Health	7.8%	5.2%	6.4%
Education	6.1%	10.4%	13.2%
Community	11.6%	18.2%	26.8%
Consumer Info.	21.6%	33.4%	12.7%
Recreation	4.1%	4.0%	8.4%
Politics	15.6%	2.2%	2.7%
Other	9.9%	1.9%	7.7%
<b>Total (11,680)</b>	825	10295	560

The findings in this table show that ethnic media are distinct from mainstream and neighbourhood media in the manner they cover settlement information.



- Ethnic media had more than 50% Consumer Information content than their mainstream counterparts (21.6%) and nearing three times as much than neighbourhood media (12.7%).
- They had more material on Education than mainstream media (6.1%), but less than neighbourhood media (13.2%).
- The latter also had the highest percentage (26.8) on Community, compared to ethnic (18.2) and mainstream (11.6) media.
- In the Housing category, ethnic media (10.1%) carried a greater proportion than mainstream (7.4%) or neighbourhood (5.7%).
- However, they were less than half (5.2%) of the others with respect to Employment, and were also at the bottom of the list (5.2%) for Health.
- But this was reversed with respect to Legal Services (5.0%).
- Whereas ethnic media content (4.0%) on Recreation tied with mainstream media (4.1%), this was less than half that carried by their neighbourhood counterparts (8.4%).
- Mainstream media had the highest percentage (15.6) of material on Politics, compared to much lower figures for ethnic (2.2) and neighbourhood (2.7).
- All three had fairly low proportions on Immigration, but ethnic media were more than twice as high at 3.4%.
- Mainstream (1.0%) and ethnic (0.9%) media were tied on Citizenship content, with none being found in neighbourhood media.
- It is interesting to note that only 1.9% of the material in ethnic media was in the Other category, i.e. that which did not fit into any of the settlement topics identified in Settlement.org; this compared to higher proportions in mainstream (9.9%) and neighbourhood (7.7%) media.

## Settlement Information by Media Technology

Type <i>Set. Info.</i>	TV	Radio	Newspapers	Websites
Employment	4.1%	5.4%	5.9%	8.2%
Housing	4.5%	3.7%	10.9%	12.1%
Immigration	4.1%	3.9%	2.5%	3.9%
Legal services	2.4%	3.8%	6.1%	1.6%
Citizenship	0.5%	1.4%	0.7%	1.2%
Health	9.8%	4.7%	5.2%	3.8%
Education	9.2%	10.2%	11.5%	8.0%
Community	21.9%	23.0%	13.5%	27.0%
Consumer Info.	33.4%	31.6%	34.5%	22.1%
Recreation	4.6%	4.1%	3.2%	7.0%
Politics	2.2%	6.3%	3.3%	2.3%
Other	3.4%	1.8%	2.7%	2.8%
<b>Total (11,680)</b>	1,477	1,014	6,759	2,430

This table lists the proportion of the coverage of the various settlement categories in each medium: television, radio, newspapers and websites.

- The table reveals the tendency (and possibly the strength) of each medium in carrying information about the various categories.
- Whereas all the media technologies carried substantial proportions of material on Consumer Information, websites had the smallest (22.1%) of the four.
- In fact, they had a larger percentage (27.0%) in the Community category, and this was larger than that of any other medium.
- The least percentage (13.5%) of information on Community was in newspapers.

- This order was reversed with Education: the print medium had the highest (11.5%) and the Internet the lowest (8.0%).
- However, both these media had high proportions for Housing: websites at 12.1% and newspapers at 10.9%.
- Websites had a significantly higher score in Employment (8.2%) compared to all other media, twice as much as TV (4.1%).
- But it was television in which the largest proportion (9.8%) for Health, with almost three times as that in websites (3.8%).
- Newspapers had the largest percentage (6.1%) of coverage for Legal Services, and Internet-based media the smallest (1.6%).
- There was proportionately the most material (7.0%) on Recreation in websites, and the least (3.2%) in newspapers.
- The only category in which radio stood out (6.3%) was Politics with the other broadcast medium having the lowest percentage (2.2%).
- TV had the largest proportion (4.1%) for Immigration and newspapers the smallest (2.5%). There was not much difference between the highest (radio, 1.4%) and lowest (television, 0.5%) in the Citizenship category.

## Settlement Information, by Ethnic Group - All Media

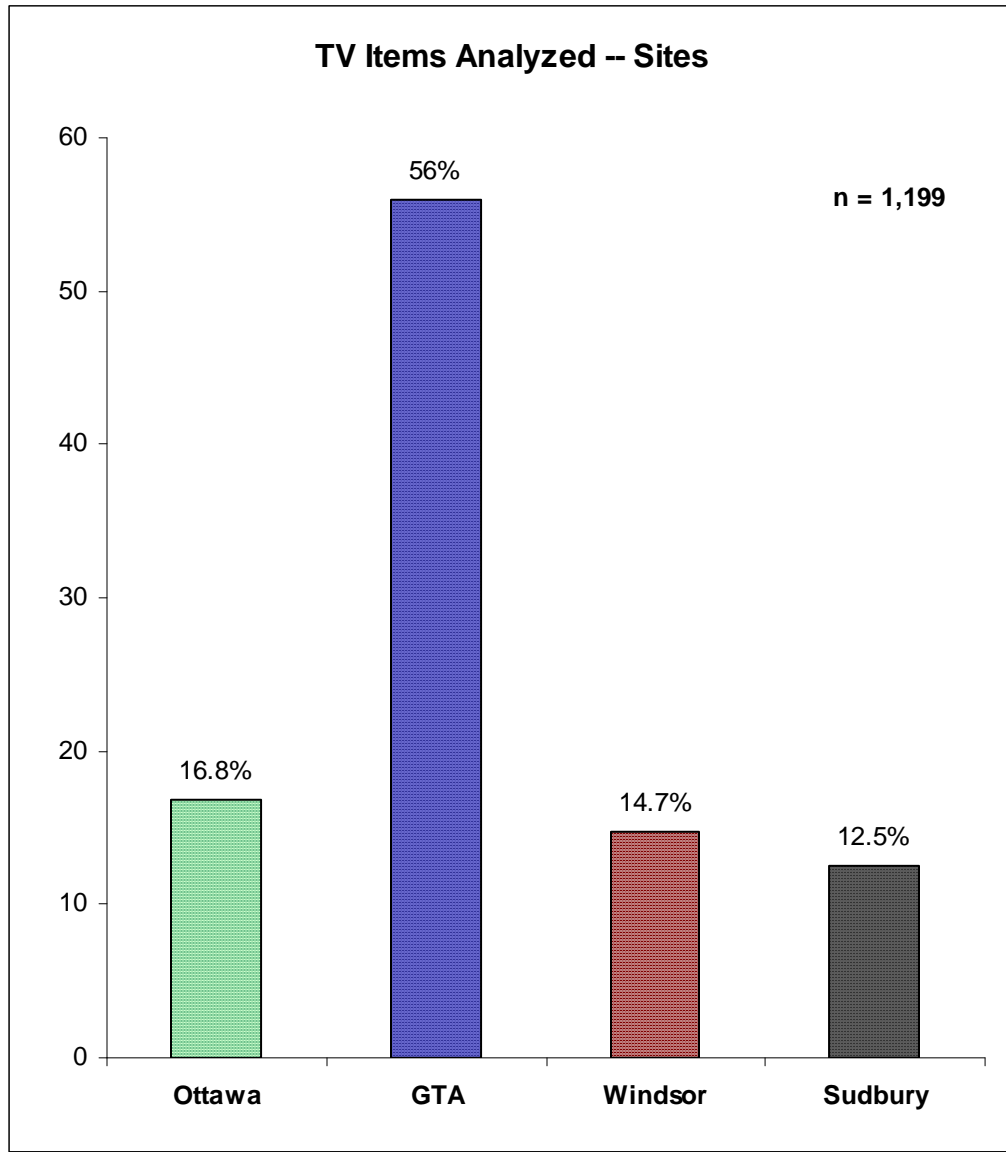
<b>Ethnicity</b> <i>Set. Info.</i>	Afghan	West African	Arab	Carib.	Chinese	Hisp.	Somali	Port.	Russian	Tamil
Employment	.3%	6.5%	1.2%	4.5%	10.1%	3.0%	2.9%	5.9%	5.5%	6.2%
Housing	10.5%	1.7%	12.1%	6.0%	12.6%	5.9%	11.0%	8.6%	11.0%	18.8%
Immigration	2.1%	3.7%	3.4%	2.4%	6.3%	4.6%	6.2%	4.5%	3.4%	.9%
Legal services	1.3%	3.4%	6.1%	7.7%	4.1%	4.5%	12.9%	5.9%	8.7%	2.9%
Citizenship	.3%	.0%	3.5%	.3%	.4%	.1%	6.7%	2.6%	3.6%	.1%
Health	2.2%	3.5%	5.4%	2.7%	4.3%	8.1%	15.8%	2.1%	13.9%	5.1%
Education	3.8%	4.6%	38.8%	4.3%	10.0%	5.7%	26.8%	1.9%	25.8%	8.8%
Community	16.6%	24.0%	21.2%	10.5%	5.8%	16.6%	14.4%	30.6%	19.8%	28.6%
Consumer Info.	61.0%	49.0%	6.6%	45.0%	35.9%	42.7%	3.3%	28.5%	.0%	22.3%
Recreation	1.4%	2.2%	1.8%	9.4%	5.4%	5.5%	.0%	5.5%	.0%	1.3%
Politics	.0%	1.3%	.0%	1.8%	1.6%	2.4%	.0%	3.8%	6.2%	3.9%
Other	.3%	.0%	.0%	5.4%	3.6%	1.0%	.0%	.0%	2.1%	1.0%
<b>Total (10,295)</b>	626	1128	851	1730	1456	1350	209	421	562	1962

This table lists the proportion of the coverage of the various settlement categories in each ethnic group's media, as studied for this project.

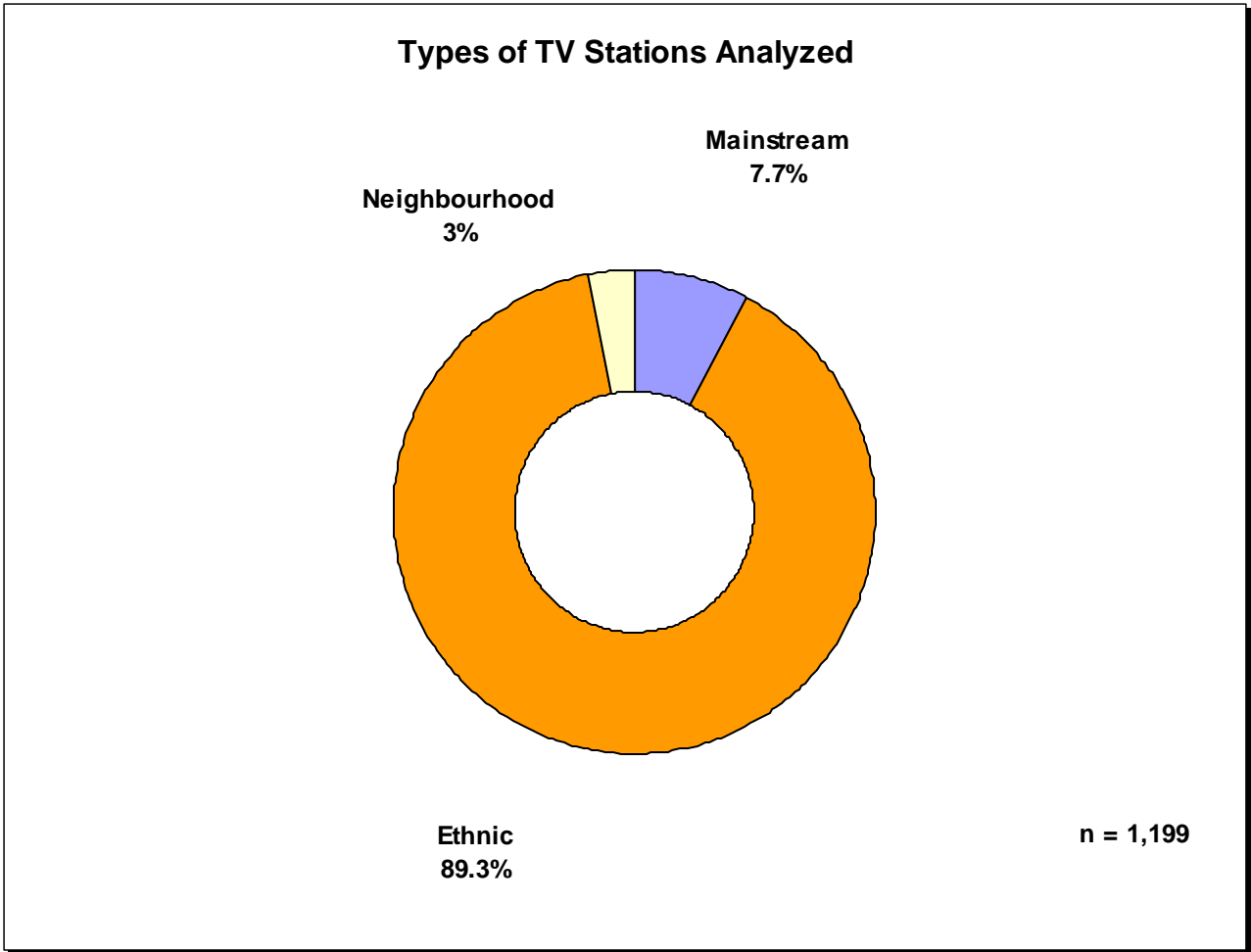
- There are significant variations in the representation of each category in the 10 groups' media content.
- Consumer Information was the most prevalent category in half of them, with the highest being Afghan (61%) and the lowest Russian (0%).
- Community was strongly represented across the board, with Portuguese media having the largest proportion at 30.6% and Chinese the lowest at 5.8%.
- Education was the most significantly present in the media of Arab (38.8%), Somali (26.8%) and Russian (25.8%) groups, and the lowest among Portuguese (1.9%), Afghan (3.8%), Caribbean (4.3%) and West African (4.6%).

- The largest proportion of content on Housing was that in Tamil (18.8%), Chinese (12.6%) and Arab (12.1%) media with the lowest being in West African (1.7%), Hispanic (5.9%) and Caribbean (6.0%).
- Employment was the most prevalent in Chinese (10.1%), Tamil (6.2%), Portuguese (5.9%) and Russian (5.5%) content, and the least in Afghan (0.3%), Arab (1.2%) and Somali (2.9%).
- Health was the most strongly represented in Somali (15.8%) and Russian (13.9%) material, and small in Portuguese (2.1%), Afghan (2.2%) and Caribbean (2.7%).
- The percentage of content on Legal Services was the highest in Somali, Russian and Caribbean media, and the lowest in Afghan (1.3%), Tamil (2.9%) and West African (3.4%). Recreation was most strongly represented in Caribbean (9.4%), Hispanic (5.5%), Portuguese (5.5%) and Chinese (5.4%) content and was not found at all in Somali and Russian samples.
- In the Politics category, Russian media (6.2%) content was significantly higher than all others, with none appearing in the Afghan, Arab and Somali. The highest proportions of Immigration material was coded in Chinese (6.3%) and Somali (6.2%) media, with the lowest being in Tamil (0.9%).
- With respect to Citizenship, Somali material had a significantly higher percentage than all others, with the smallest being in African (0%), Hispanic (0.1%), Afghan (0.3%), Caribbean (0.3%) and Chinese (0.4%).

## Television



A total of 1,199 items were analyzed from television programming. Of these, 202 were from Ottawa, 671 from the GTA, 176 from Windsor and 150 from Sudbury.



In the total of the 1,199 television items that were analyzed, 1071 were from ethnic stations, compared to 93 from mainstream broadcasters and 35 from neighbourhood outlets.

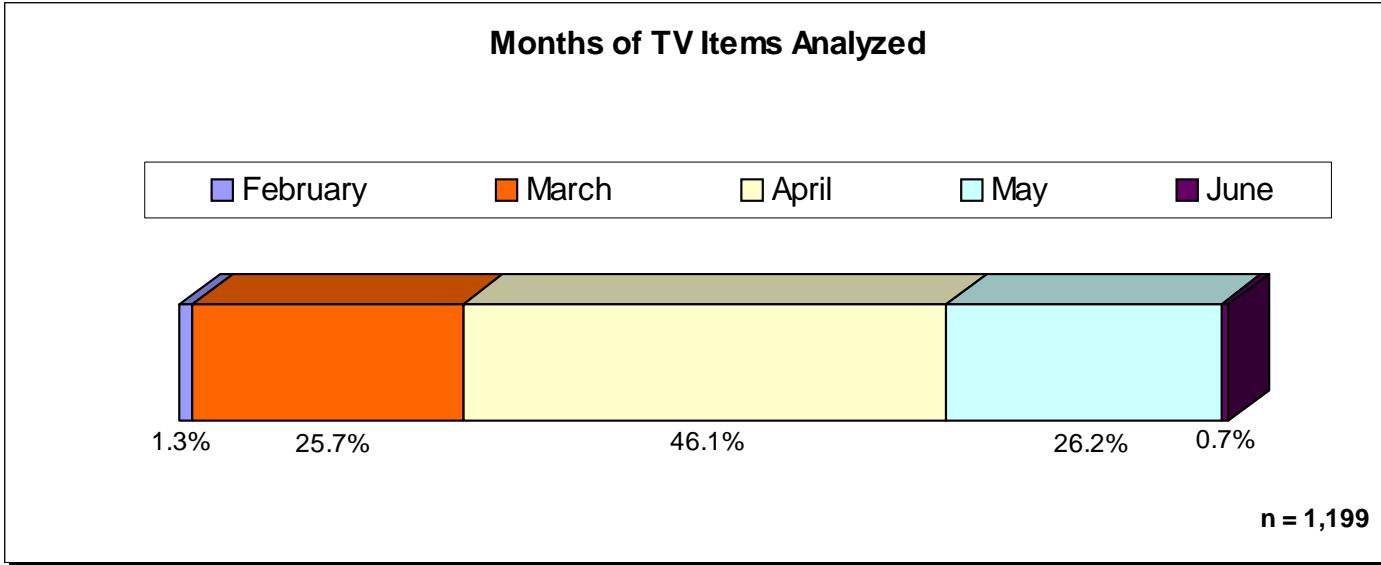
### List of TV programs analyzed

- 02-oxygen
- Aaram (Garland)
- Afghan Ghag
- Afghanhindara T V
- Al-takrir Al Arabi
- All about you
- Asian Magazine
- Calando a
- Canada Contacto
- Canadian Pathivugal
- Caribbean Vibrations

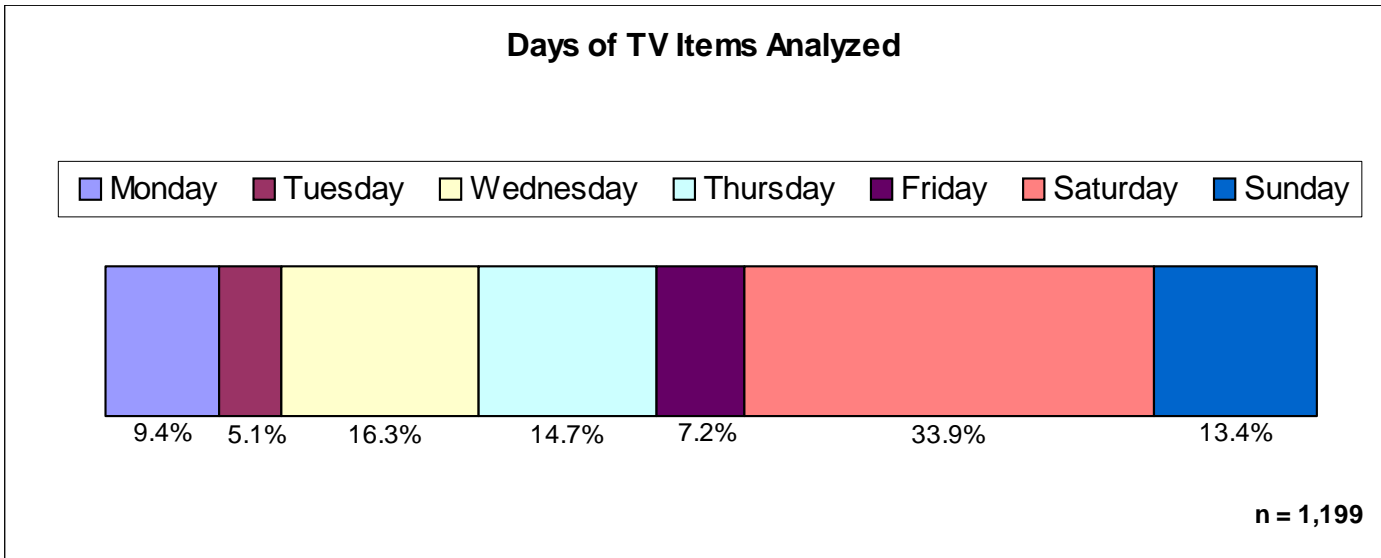
- Channel 10 news
- CityTv News
- CTV News
- Daily News
- Daily News/Community Bulletin
- Despierta America
- Don't forget your passport
- Evening news
- Fontonfron
- Gente da Nossa
- Half the World
- Hispanic Roots
- Hola que tal
- Ihdaa'at--dedications
- Inquiry
- Kelungal Tharapadum (Ask and you shall receive)
- Lebanese Variety
- Mandarin Profile
- Min America
- MixTV
- Morning news
- Mosaic
- Mosaique Francophone
- Mosaiques Francophones
- Munawaat Arabia
- Muqaalka Soomaalida
- News+ Telenovelas
- OMNI News (Cantonese)
- OMNI News (Mandarin)
- OMNI News: Mandarin Weekend Edition
- Omniyat TV
- Ondes africaines
- Ottawa's cultural window
- Ottawa Cultural Window - Caribbean Calendar
- Paula's home cooking
- Pilot guides
- Planet Africa
- Reflections of China
- Russian Mosaic
- Russian Waves
- Sem Fronteiras
- Super Cinema Night (ads)
- Taabesh TV
- Telenovelas



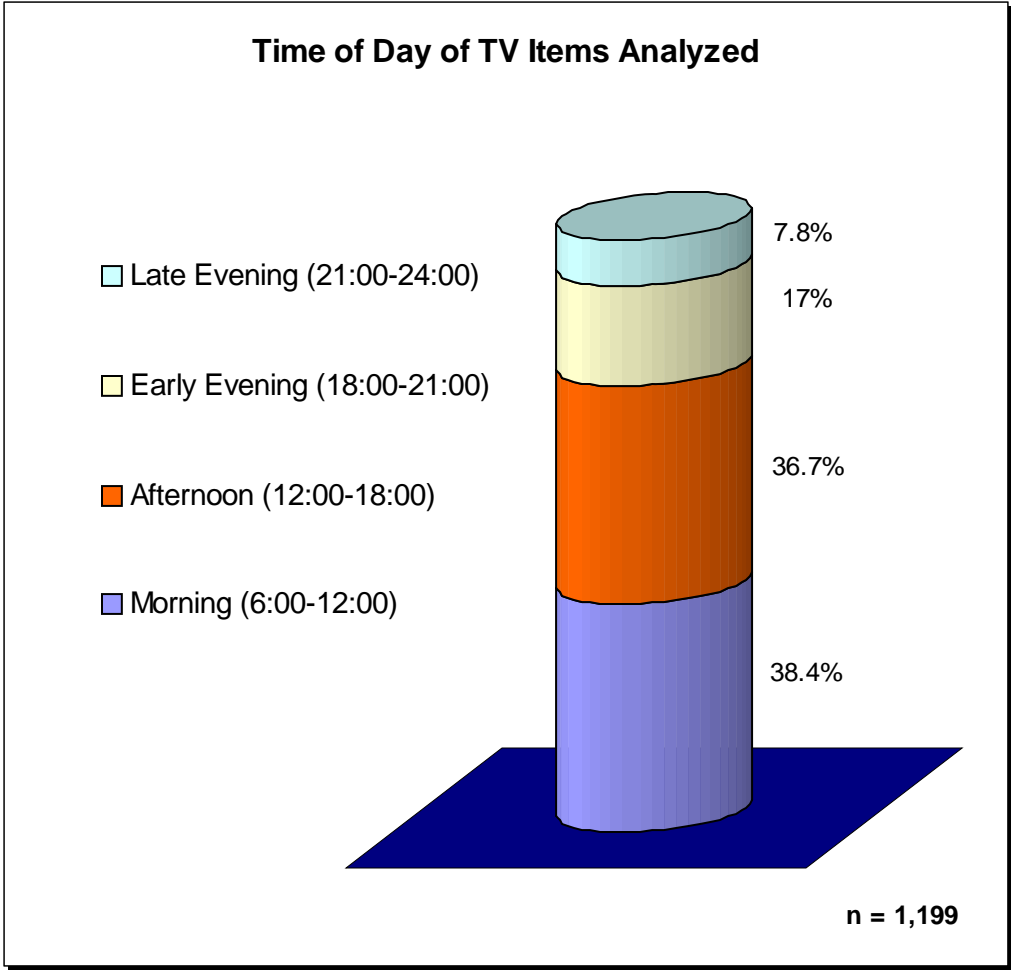
- The world at your table
- Thisai Live (Directions Live)
- Top ten songs
- Trendy Sunday
- Tribuna do cidadao
- Ulaa Varum Olivanki
- Voice of Egypt
- Word for Word



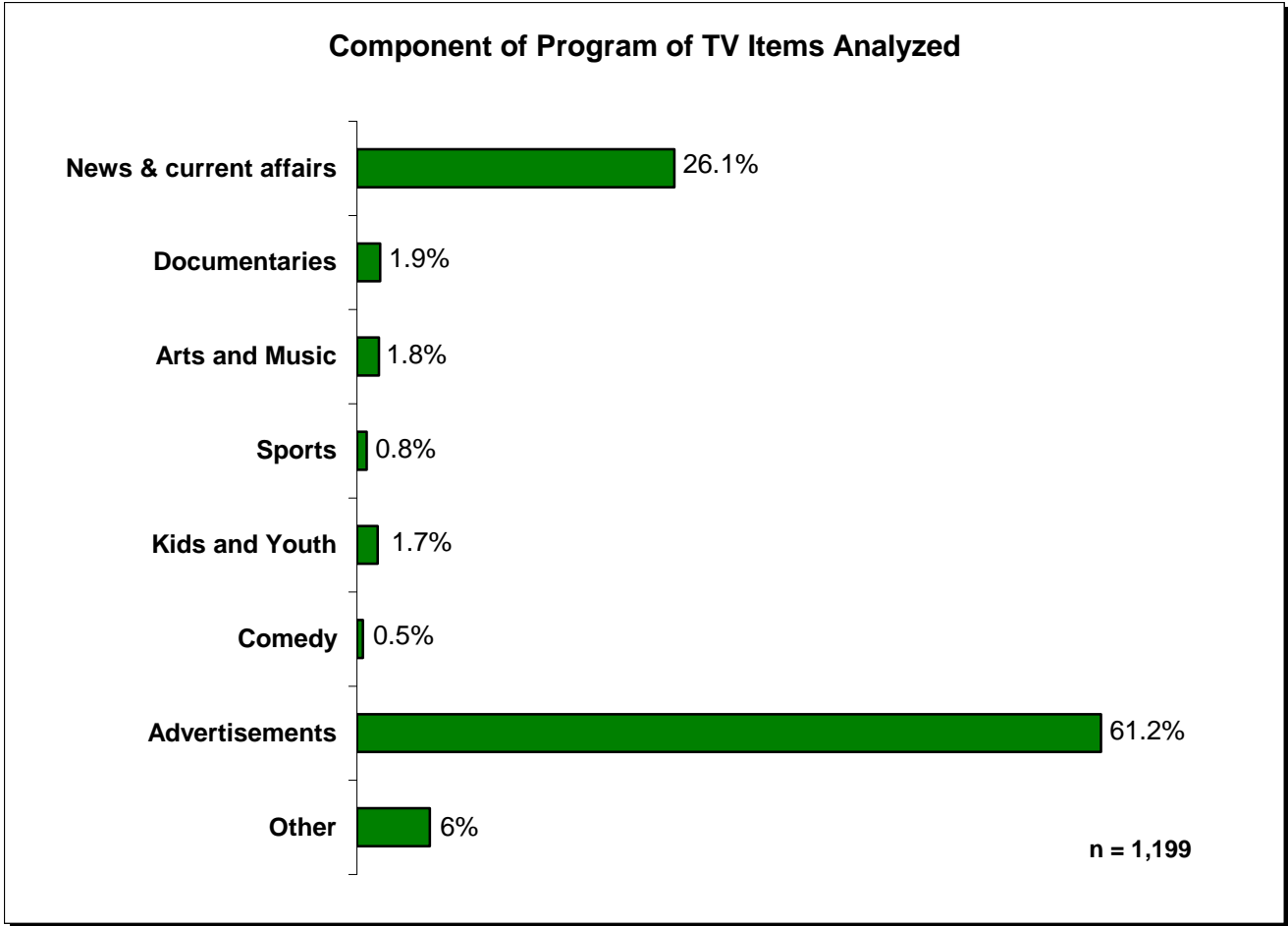
As a function of the research schedule, most of the television items analyzed were from those broadcast in April 2007, with around a quarter each appearing in March and May, and smaller samples in February and June.



Programming from all days of the week was in the analysis sample. Saturday yielded just over a third of the material because much of ethnic television programming on non-ethnic stations takes place on this day.

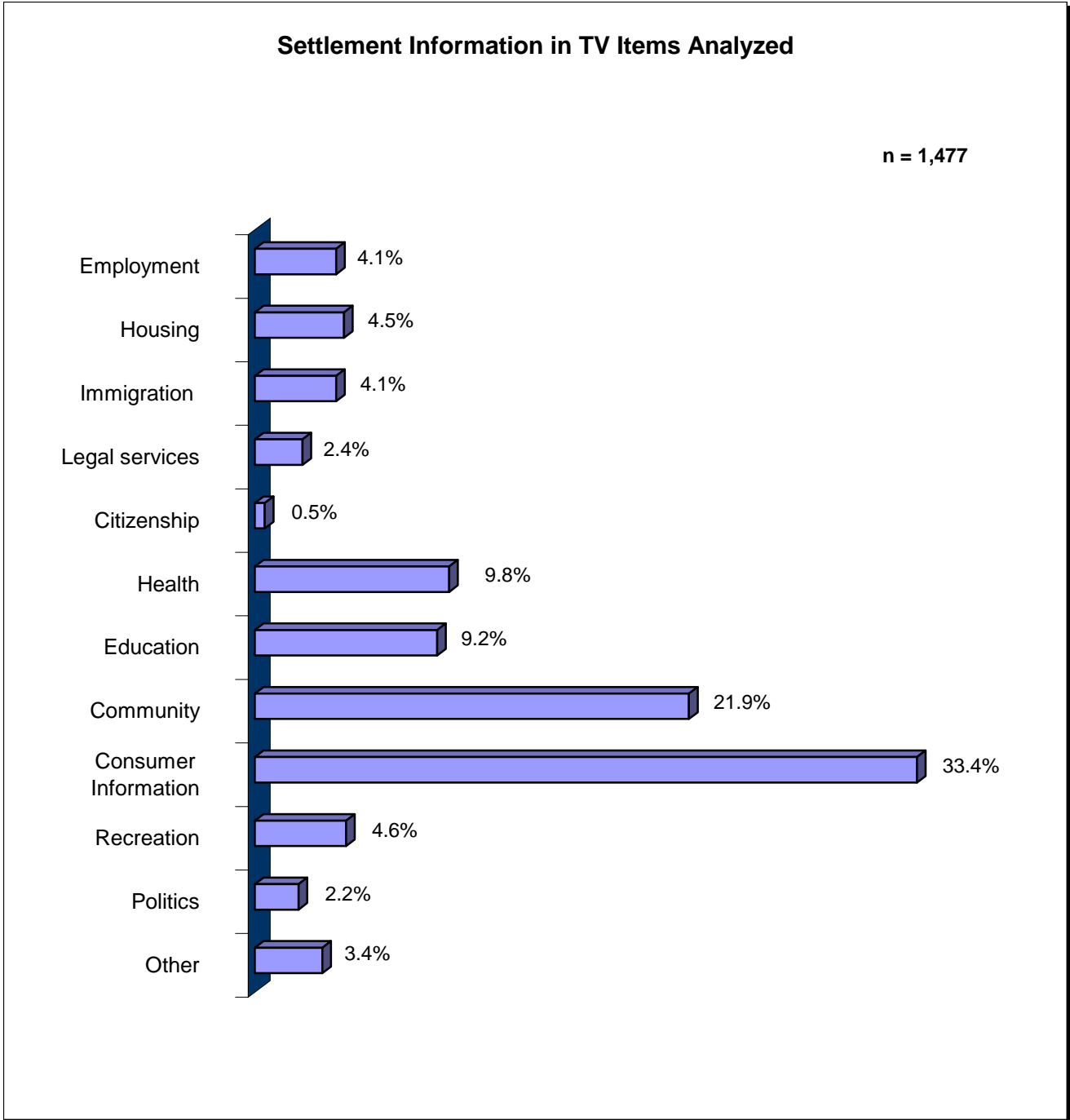


The distribution of the TV items on settlement content was skewed towards the morning and afternoon periods as a function of the times when a large proportion of ethnic programming is scheduled on non-ethnic channels.



The TV content selected for analysis was weighted in favour of programming that would have the most likelihood of carrying settlement information.

- Therefore, just over a quarter of the items were about news and current affairs. However, 61.2% of the material was found to contain advertisements.
- Given that 89.3% of the research sample is drawn from ethnic media, this is clearly indicates a very heavy reliance of ethnic TV programming on commercials.



The analysis of the television items shows that just over a third of them fell under the Consumer Information category, with Community (21.9%) ranking next.

- Health (9.8%) and Education (9.2%) are in a similar range.
- Recreation, Housing, Employment and Immigration all were in the four percent figures. Legal Services (2.4%), Politics (2.2%) and Citizenship (1.4%) were on the lower rung.

## Settlement Information by Type of TV Station

<b>Type</b>	Mainstream	Ethnic	Neighbourhood
<i>Set. Info.</i>			
Employment	3.6%	4.4%	1.4%
Housing	4.2%	4.7%	2.7%
Immigration	1.8%	4.6%	.0%
Legal services	.6%	2.7%	.0%
Citizenship	.6%	.5%	.0%
Health	12.0%	9.1%	16.2%
Education	3.6%	9.5%	16.2%
Community	24.1%	20.9%	32.4%
Consumer Info.	10.8%	38.0%	6.8%
Recreation	11.4%	3.2%	12.2%
Politics	8.4%	1.3%	2.7%
Other	18.7%	1.0%	9.5%
<b>Total (1477)</b>	166	1237	74

- The representation of Consumer Information was much higher (38.0%) in ethnic television than in either mainstream (10.8%) or neighbourhood (6.8%) programming.
- Content analyzed from neighbourhood TV had the greatest proportion (32.4%) of information in the Community category, but mainstream (24.1%) and ethnic (20.9%) also had significant representation.

- Neighbourhood programming also had the highest percentages for Health (16.2%) and Education (16.2%), with ethnic TV having figures in the nine percent range for both; however, whereas mainstream media had 12% in Health, it had only 3.6% in Education.
- Neighbourhood (12.2%) and mainstream (11.4%) programming were in a close range with respect to Recreation, far ahead of ethnic (3.2%).
- For Housing information, it was ethnic (4.7%) and mainstream (4.2%) programming that were clustered, in front of neighbourhood (2.7%).
- Ethnic media were also ahead in the Employment (4.4%), Immigration (4.6%) and Legal Services (2.7%) categories.
- This was reversed for Politics in which mainstream television was far ahead (8.4%) of the three. There were very low counts for all with respect to Citizenship: mainstream – 0.6%, ethnic – 0.5%, neighbourhood – 0%.

## Settlement Information in TV Items Analyzed, by Ethnic Group

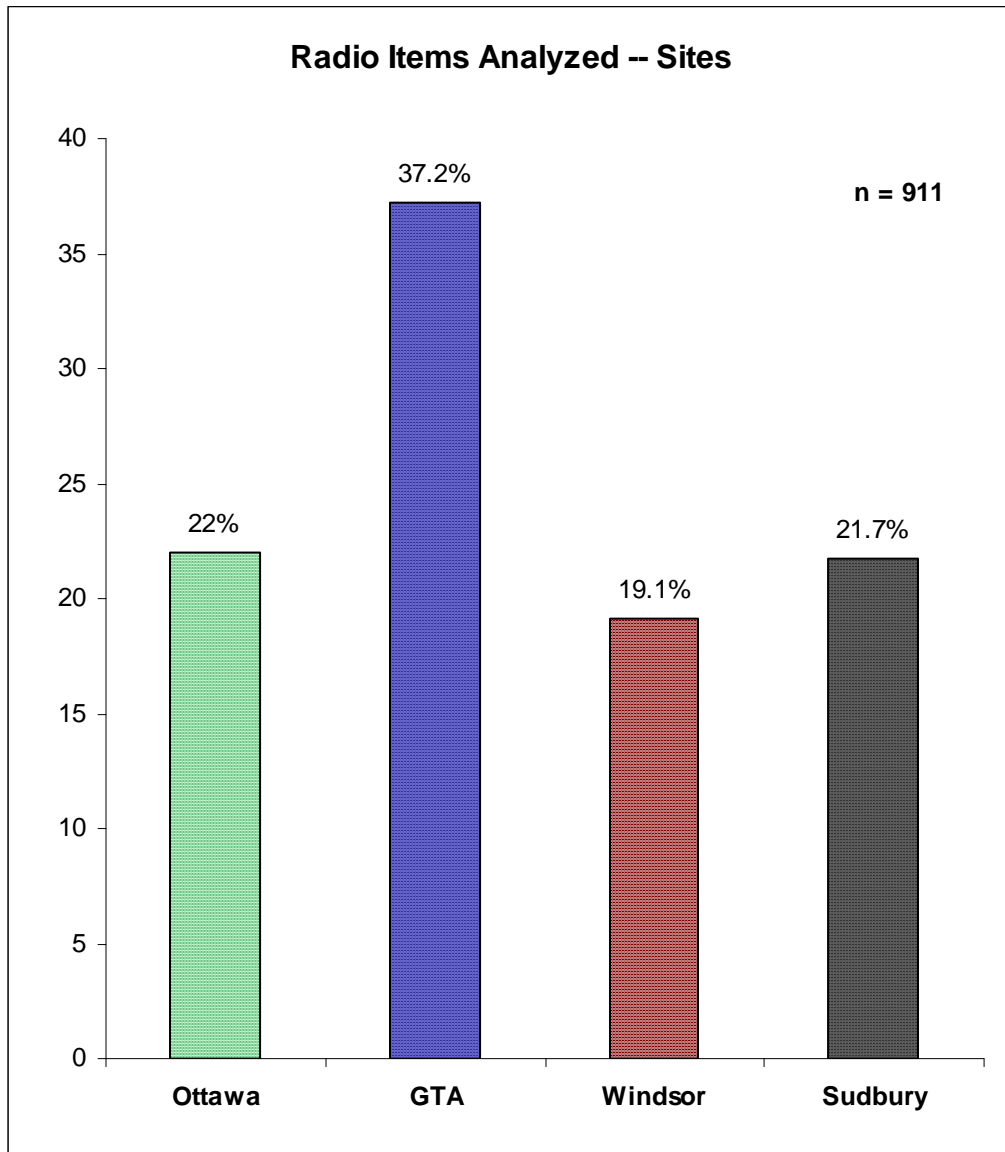
<b>Ethnicity</b> <i>Set. Info.</i>	Afghan	West African	Arab	Carib.	Chinese	Hisp.	Somali	Port.	Russian	Tamil
Employment	.0%	4.2%	3.0%	1.3%	13.7%	1.4%	.0%	3.4%	2.5%	15.8%
Housing	.0%	1.4%	8.1%	5.3%	11.8%	7.2%	.0%	3.4%	4.1%	3.0%
Immigration	.0%	11.1%	.0%	.0%	.0%	5.1%	.0%	13.8%	1.7%	7.3%
Legal services	.0%	.0%	5.1%	4.6%	2.0%	.0%	16.7%	4.6%	9.1%	1.8%
Citizenship	.0%	.0%	.0%	.0%	.0%	.0%	5.6%	5.7%	.0%	.0%
Health	2.8%	4.2%	1.0%	5.9%	5.9%	13.7%	.0%	.0%	26.4%	11.5%
Education	.9%	9.0%	1.0%	13.8%	15.7%	1.7%	55.6%	4.6%	29.8%	11.5%
Community	13.0%	27.1%	36.4%	6.6%	3.9%	21.6%	16.7%	33.3%	19.8%	23.6%
Consumer Info.	80.6%	38.9%	37.4%	58.6%	23.5%	45.9%	5.6%	19.5%	.0%	22.4%
Recreation	2.8%	4.2%	8.1%	.7%	5.9%	3.4%	.0%	9.2%	.0%	.6%
Politics	.0%	.0%	.0%	.7%	7.8%	.0%	.0%	2.3%	4.1%	2.4%
Other	.0%	.0%	.0%	2.6%	9.8%	.0%	.0%	.0%	2.5%	.0%
<b>Total (1,237)</b>	108	144	99	152	51	292	18	87	121	165

- Whereas the television programming of six of the ten ethnic groups had the largest proportion of content in the Consumer Information category, there were wide variations in the figures; they ranged from a high of 80.6 in Afghan TV to a low of 0% in Russian.
- There was less variation in Community, for which the largest proportion (36.4%) was in Arab programming and the smallest in Caribbean (6.6%). Russian TV had the greatest proportion (26.4%) of Health information, with African (4.2%), Afghan (2.8%) and Arab (1.0%) programming showing very low levels, and Somali and Portuguese having none.
- There were wide variations in Education: Somali TV had 55.6%, whereas Hispanic had 1.7%, Arab 1.0% and Afghan 0.9%. Hispanic, Afghan, Caribbean, Tamil, Somali and Russian programming had less than four percent representation in the Recreation category.

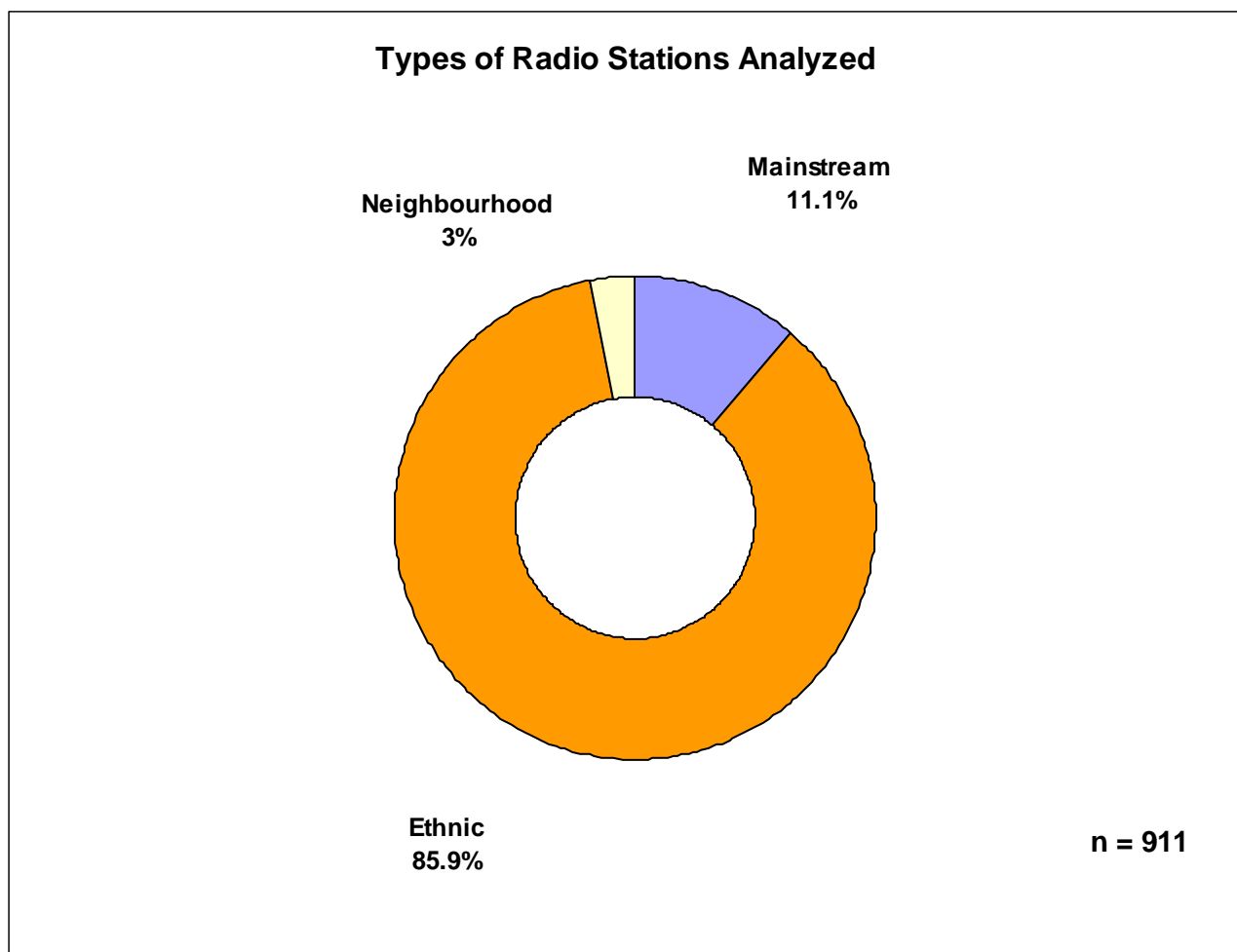


- With respect to Housing, the following groups had below four percent: Portuguese, Tamil, West African, Afghan and Somali. 15.8% of Tamil and 13.7% of Chinese programming addressed Employment issues; however, all other groups had very low proportions in this category.
- Whereas Portuguese (13.8%), West African (11.1%), Tamil (7.3%) and Hispanic (5.1%) TV did have significant information on Immigration, the rest did not. Chinese, Tamil, Afghan, African and Hispanic programming had under four percent of its programming on Legal Services.
- Apart from Chinese (7.8%) and Russian (4.1%) TV, all others had less than 2.5% of content dealing with Politics. Only Portuguese (5.7%) and Somali (5.6%) programming had any Citizenship content.

## Radio



A total of 911 items were analyzed from radio programming. Of these, 200 were from Ottawa, 339 from the GTA, 174 from Windsor and 198 from Sudbury.



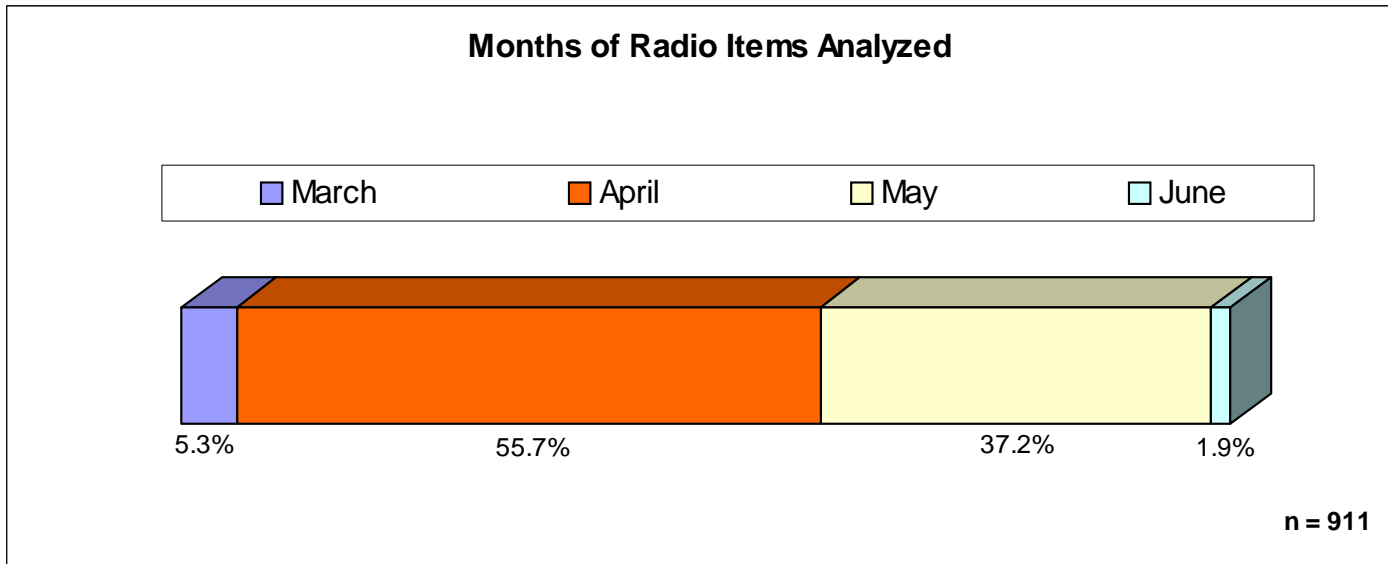
In the total of the 911 radio items that were analyzed, 783 were from ethnic radio stations, compared to 101 from mainstream broadcasters and 27 from neighbourhood outlets.

### List of radio programs analyzed

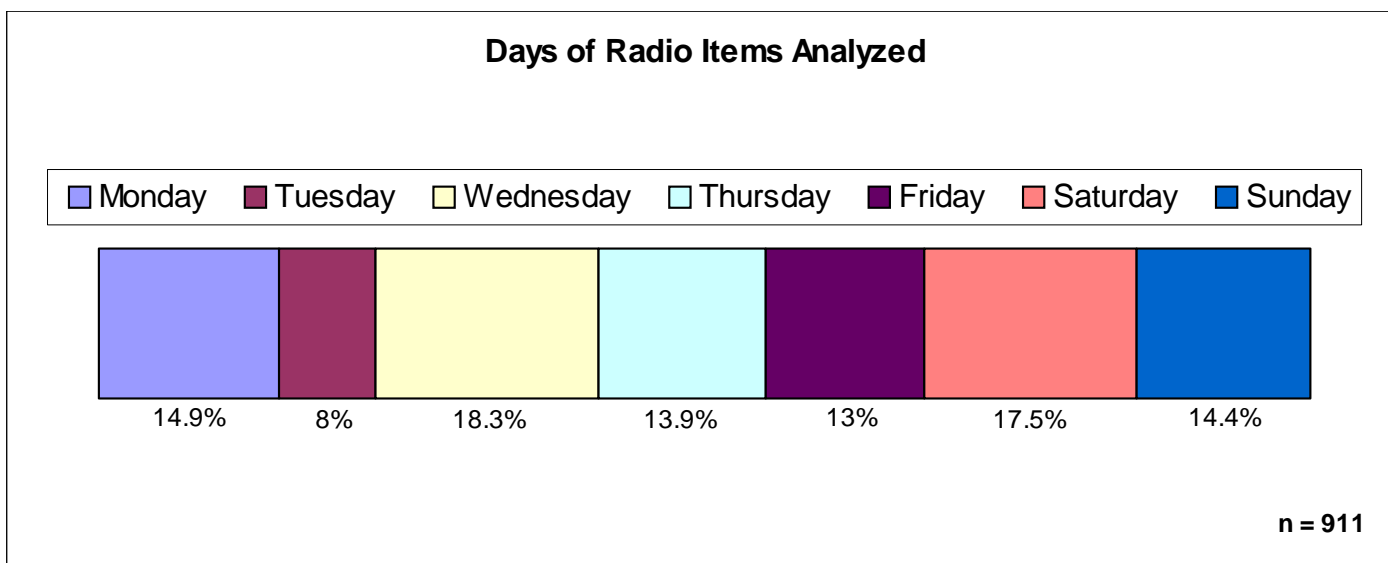
- Accounting & Personal Finance
- Africa Today
- African women and family
- Afternoon Edition
- Antenne Afrique Antilles
- Bamboo Headquarters
- Bernier et Cie
- Bouyon rasin
- By request on Midday with Meagan
- Cafe da Manha

- Café para dos
- Call In Shows: A Story's Journey
- Call In Shows: Nanthavanam: Poetry
- Call In Shows: Thakaval (Information)
- Caribbean Connection
- Caribbean Exposure
- Chinese Reflections
- Coodka Beesha
- Daily News
- Despertar a Portuguesa
- Ear to the Streets
- East Meets West
- Espaco de Informacao
- Espaco Opiniao
- Experience Creole
- Experts on Call
- Fresh Air
- Here and Now
- Horn of Africa
- Ici l'Afrique
- Informacao Comunitaria
- Intersection
- It's That Show
- Legal Hotline
- Men kontre
- Midday with Meagan
- Musica
- Musica para a hora do almoco
- News on The Home Run
- Nexus Africa
- Noticias
- Noticias Internacionais
- Ondas latinas
- Points North
- Punto de encuentro
- Radio Atehadye Afghan...
- Radio Plus
- Radio Sabaawun
- Radio Saday Hamra
- Ron Corbett
- Russian Prospect
- Somali Voice
- Somali Voice Radio
- Super Night Post

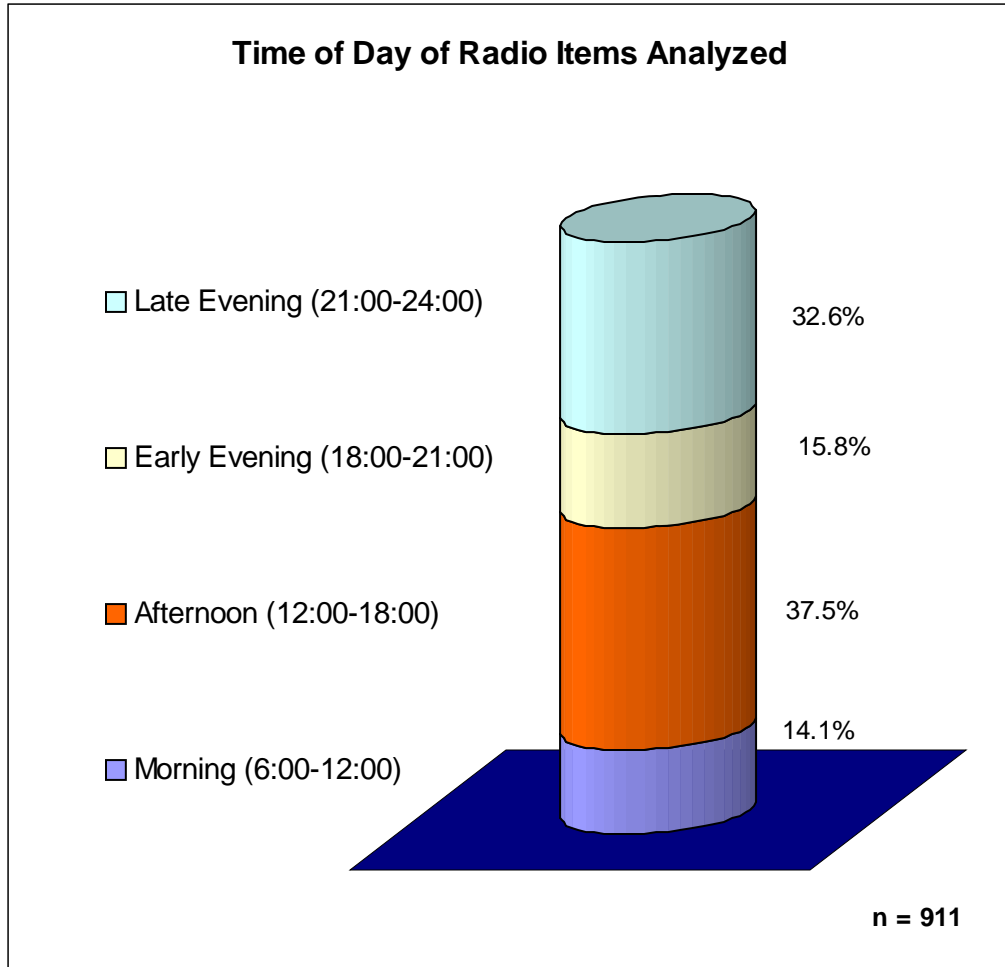
- Swat Al-Nojourn
- Thai Yaga Noku (Look at the Mother land)
- The Home Run
- What You Need to Know about Insurance
- Windsor Now



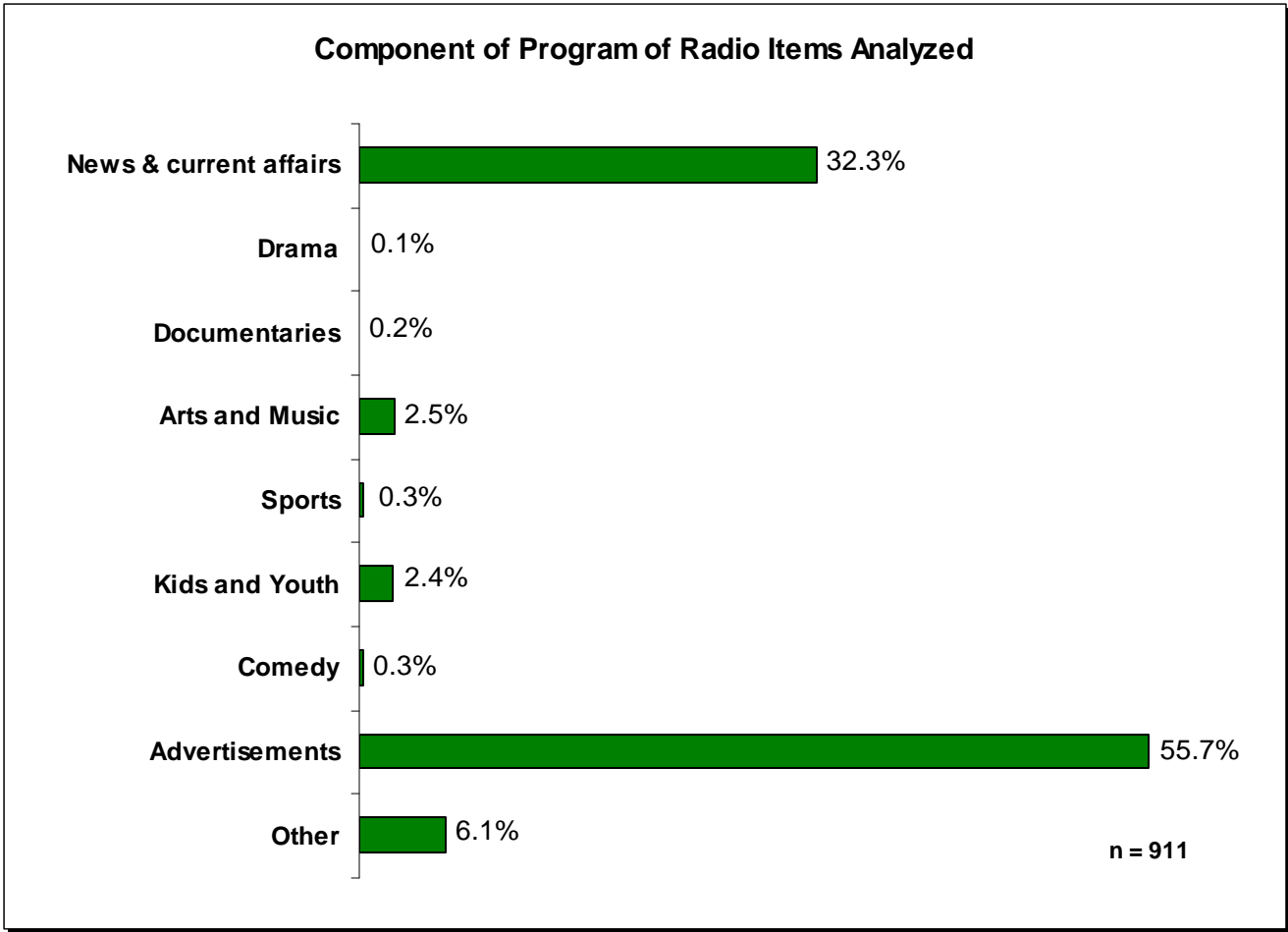
As a function of the research schedule, more than half of the radio items analyzed were from those broadcast in April 2007, with 37.2% appearing in May, and smaller samples in March and June.



A reasonably good distribution was achieved over all seven days of the week (with respect to the days on which specific items were broadcast) in the selection of materials for analysis.



Fairly good distribution was also achieved with respect to the time of day during which items on settlement content were broadcast.

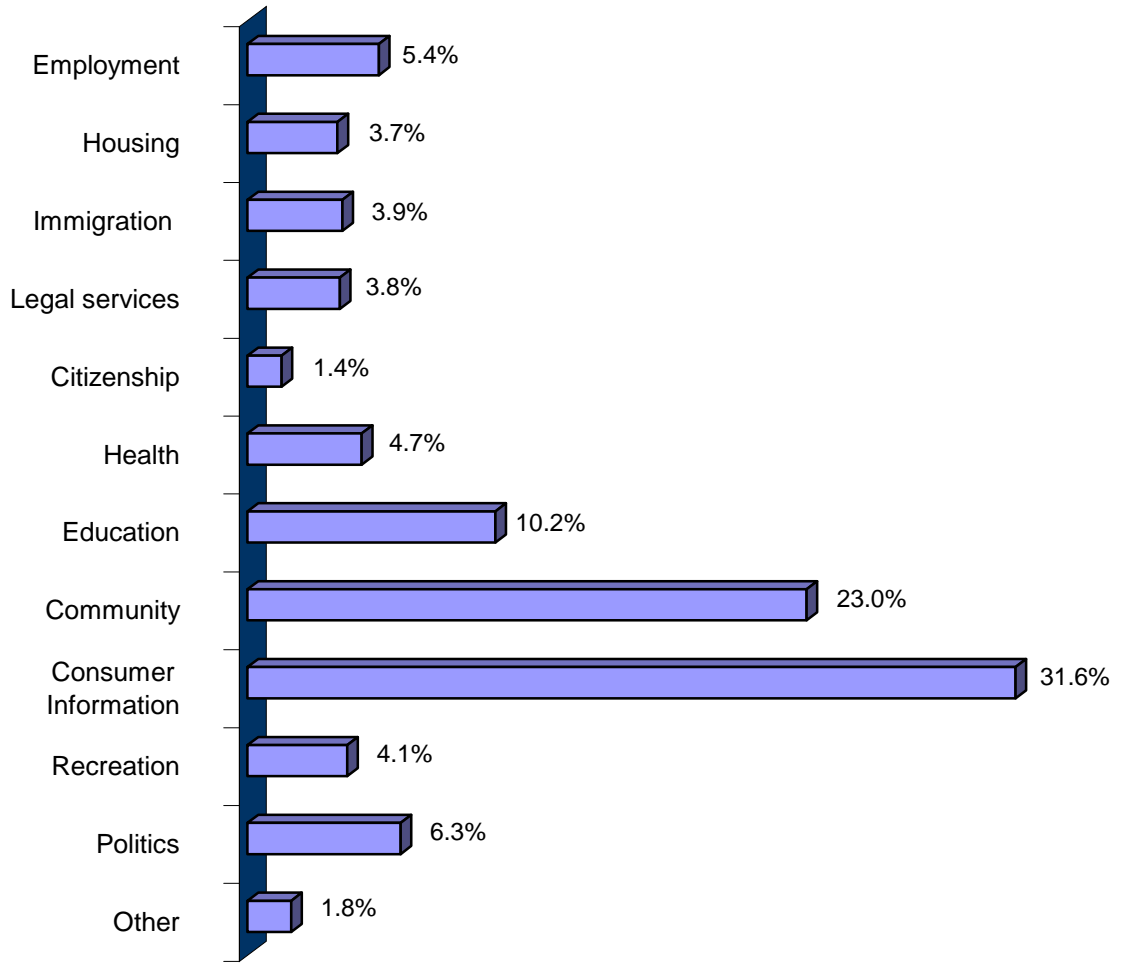


The radio content selected for analysis was heavily weighted in favour of programming that would have the most likelihood of carrying settlement information.

- Therefore, almost a third of the research sample was from news and current affairs programming.
- However, more than half of the research material was found to contain advertisements. Given that 85.9% of the sample is drawn from ethnic media, this clearly indicates a heavy reliance of ethnic radio programming on commercials.

### Settlement Information in Radio Items Analyzed

n = 1,014



- The analysis of the radio items shows that almost a third of them fall under the Consumer Information category, with Community (23.0%) ranking next.
- Education (10.2%), Politics (6.3%), Employment (5.4%), Health (4.7%) and Recreation (4.1%) hold the middle ground. Immigration (3.9%), Legal Services (3.8%), Housing (3.7%) and Citizenship (1.4%) were at the lower end.



## Settlement Information by Type of Radio Station

<b>Type</b> <i>Set. Info.</i>	Mainstream	Ethnic	Neighbourhood
Employment	.8%	6.3%	2.3%
Housing	2.5%	4.0%	2.3%
Immigration	.0%	4.7%	.0%
Legal services	1.6%	4.4%	.0%
Citizenship	3.3%	1.2%	.0%
Health	4.1%	5.0%	2.3%
Education	4.9%	10.7%	13.6%
Community	9.0%	23.1%	59.1%
Consumer Info.	45.1%	30.9%	6.8%
Recreation	1.6%	4.4%	6.8%
Politics	21.3%	4.4%	2.3%
Other	5.7%	1.1%	4.5%
<b>Total (1,014)</b>	122	848	44

- Both mainstream (45.1%) and ethnic (30.9%) radio had much larger proportions of Consumer Information than their neighbourhood counterparts (6.8%).
- However, it is noteworthy that in contrast to the findings for all mainstream media, mainstream radio had almost 50% more content in this category.
- In terms of content on Community, neighbourhood radio had a very large percentage at 59.1, compared to much smaller figures for ethnic (23.1) and mainstream (9.0).
- Neighbourhood radio (13.6%) also had the largest proportion in the Education category. For Politics, it was mainstream radio (21.3%) that had much larger proportions than either ethnic (4.4%) or neighbourhood (2.3%).
- It is significant that ethnic radio (6.3%) had larger percentages than neighbourhood (2.3%) and mainstream (0.8%) for Employment.

- Even though ethnic radio also had the largest percentage (5.0) for Health, the differences were not as great. Neighbourhood radio (6.8%) had the largest proportion on Recreation, with that for mainstream (1.6%) being very small.
- It is noteworthy that whereas 4.7% of ethnic radio's material was on Immigration, none was found in the other two.
- Ethnic radio had a similarly higher number (4.7%) for Legal Services, with mainstream having 1.6% and neighbourhood having none.
- And also in the Housing category, ethnic radio had the largest proportion (4.0%), with 2.5% and 2.3%, respectively, for mainstream and neighbourhood.
- Mainstream had a higher percentage (3.3%) of Citizenship information, with ethnic having 1.2% and neighbourhood, none.

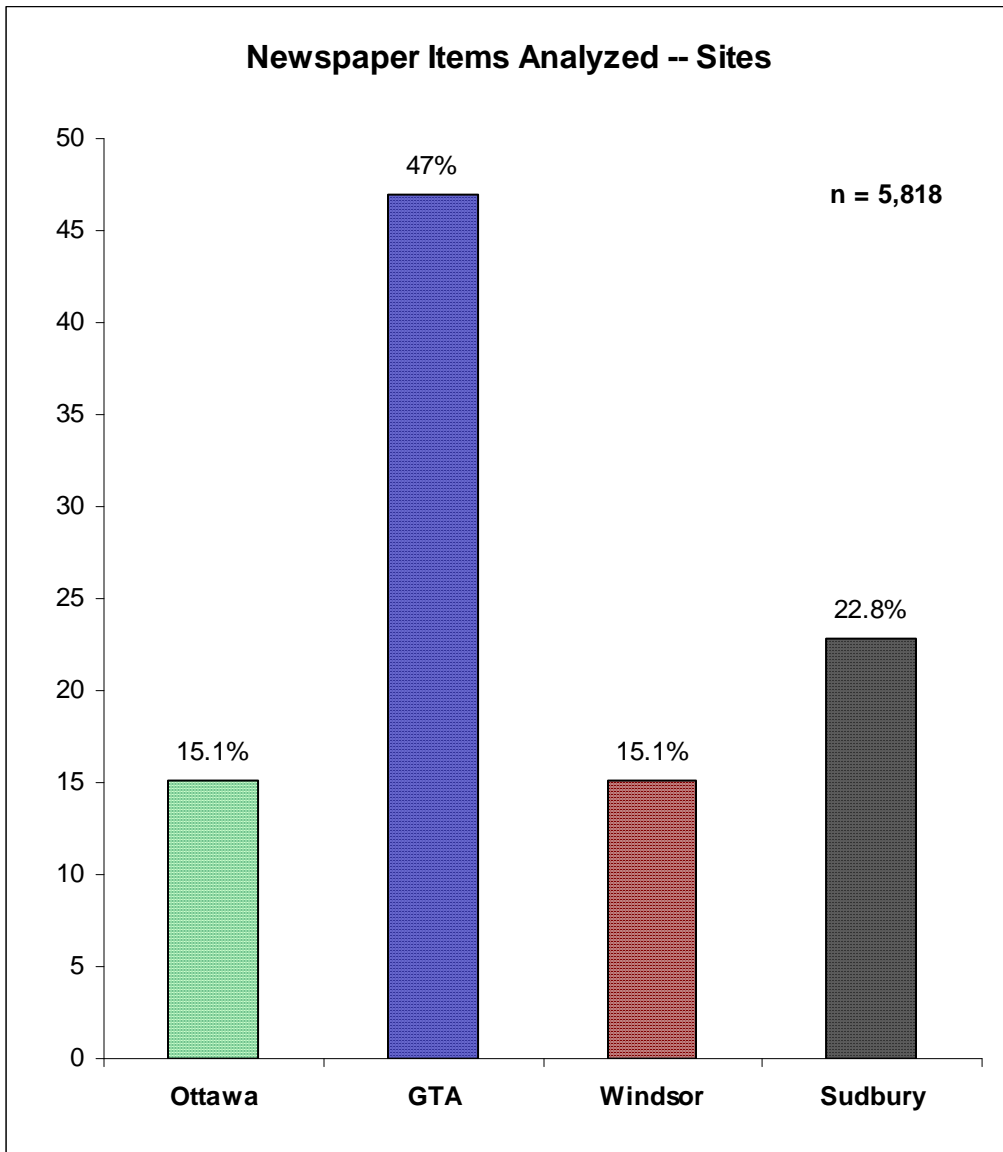
## Settlement Information in Radio Items Analyzed, by Ethnic Group

<b>Ethnicity</b>	Afghan	West African	Arab	Carib.	Chinese	Hisp.	Somali	Port.	Russian	Tamil
<i>Set. Info.</i>										
Employment	.0%	14.6%	2.7%	6.9%	18.2%	5.6%	.0%	14.4%	2.2%	9.2%
Housing	11.2%	.0%	5.4%	3.9%	.0%	.0%	1.8%	2.1%	1.1%	1.1%
Immigration	6.5%	5.2%	7.2%	.0%	4.5%	5.6%	7.3%	2.1%	8.9%	.0%
Legal services	.6%	3.1%	7.2%	1.0%	4.5%	.0%	9.1%	2.1%	16.7%	1.1%
Citizenship	.6%	.0%	1.8%	.0%	.0%	.0%	10.9%	.0%	.0%	1.1%
Health	1.2%	1.0%	9.9%	2.0%	4.5%	22.2%	12.7%	1.0%	5.6%	9.2%
Education	.0%	6.3%	31.5%	2.9%	4.5%	.0%	25.5%	3.1%	24.4%	8.0%
Community	6.5%	36.5%	34.2%	5.9%	18.2%	44.4%	29.1%	36.1%	16.7%	32.2%
Consumer Info.	73.5%	17.7%	.0%	64.7%	9.1%	.0%	3.6%	25.8%	.0%	28.7%
Recreation	.0%	4.2%	.0%	8.8%	31.8%	22.2%	.0%	12.4%	.0%	1.1%
Politics	.0%	11.5%	.0%	2.0%	.0%	.0%	.0%	1.0%	22.2%	3.4%
Other	.0%	.0%	.0%	2.0%	4.5%	.0%	.0%	.0%	2.2%	4.6%
<b>Total (848)</b>	170	96	111	102	22	18	55	97	90	87

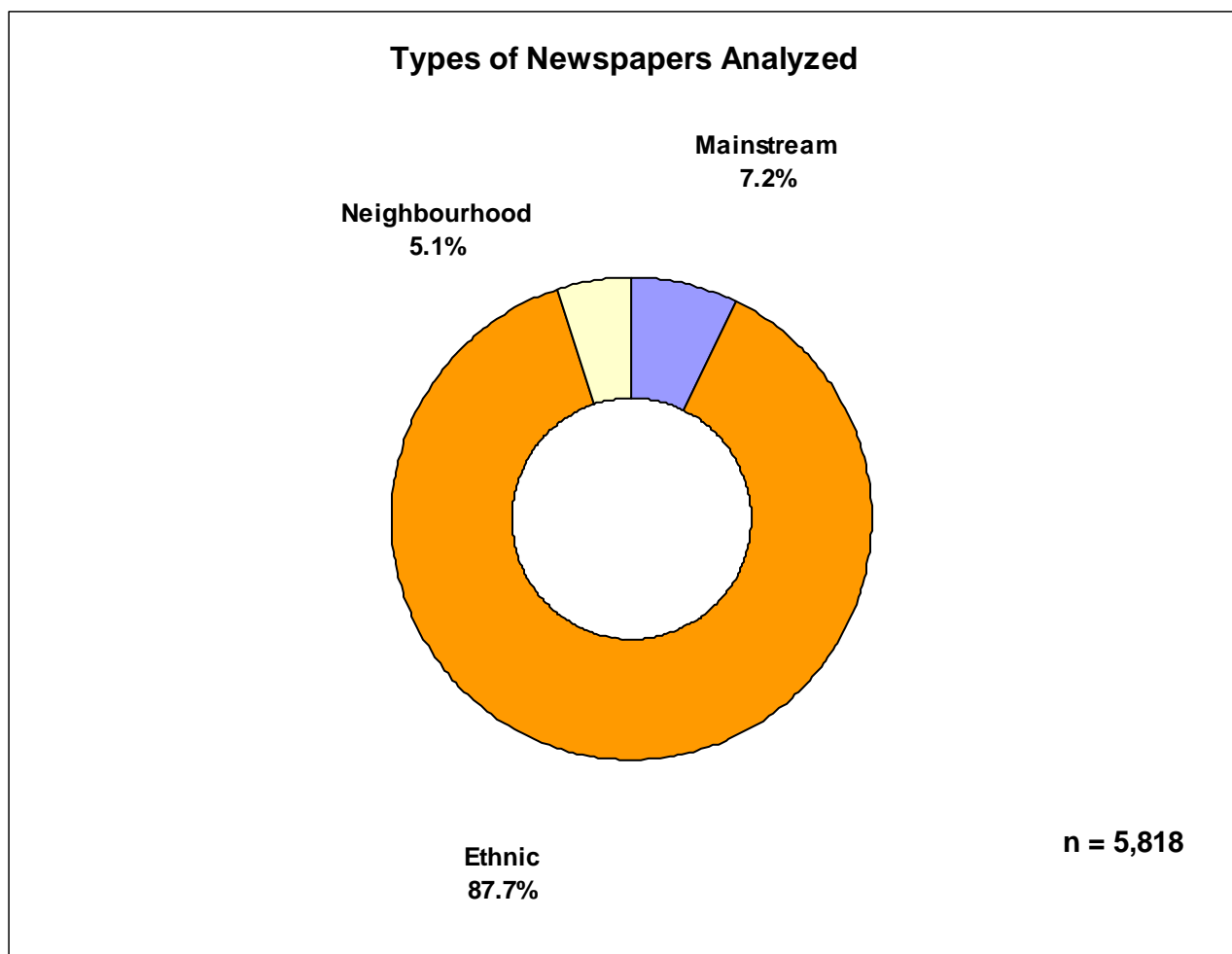
- Substantial variations were discovered in the proportions of content devoted to the various settlement categories in the 10 ethnic groups' radio programming.
- Compared to other media, there were found to be greater biases towards particular categories in the programming of specific types of settlement information and against others.
- Consumer Information ranged from highs of 73.5% (Afghan) and 64.7% (Caribbean) to lows of 0% (Arab, Hispanic and Russian); Somali was also low at 3.6%.
- The margin of difference was less for the Community category, but noticeable, nevertheless: 44.4% in Hispanic programming to 6.5% in the Afghan.
- There were significant variations in Education: a high of 31.5% in Arab programs and a low of 0% in Afghan and Hispanic; Tamil (8.0%), West African (6.3%) and Chinese (4.5%) were also relatively low. Programming on Politics was found to

- be almost twice as high (22.2%) for Russian radio than West African, which had the next highest percentage (11.5%).
- All others were very low, with 0% being recorded for Afghan, Arab, Chinese, Hispanic and Somali.
  - Material in the Employment category was in greatest proportion in Chinese (18.2%), West African (14.6%) and Portuguese (14.4%) programming.
  - None was found on Afghan and Somali radio. There were major variations for the Health as well: the percentage in Hispanic programming was far ahead of all others, and very low in Caribbean (2.0%), Afghan (1.2%), West African (1.0%) and Portuguese (1.0%).
  - There were greater differences for proportions of content on Recreation: Chinese (31.8%) and Hispanic (22.2%), compared to African (4.2%) and Tamil (1.1%) – 0% in Afghan, Arab, Somali and Russian programming.
  - The largest proportions on Immigration material was in Russian (8.9%) and Somali (7.3%) radio, with Portuguese having 2.1% and none being found in Caribbean and Tamil.
  - There was a greater range of variation for Legal Services, with Russian having 16.7% at the higher end and Portuguese (2.1%), Tamil (1.1%), Caribbean (1.0%) and Afghan (0.6%) being at the lower.
  - Information on Housing was twice as high (11.2%) in Afghan programming than Arab (5.4%) with more than the half the others being very low: Portuguese (2.1%), Somali (1.8%), Russian (1.1%), Tamil (1.1%), West African (0%), Chinese (0%) and Hispanic (0%).
  - There was also a substantial variation in the Citizenship category, with Somali programming having a high of 10.9% and none of the others recording percentages above 2.0 – West African, Caribbean, Chinese, Hispanic, Portuguese and Russian had none.

# Newspapers



A total of 5,818 items were analyzed from newspapers. Of these, 879 were from Ottawa, 2,733 from the GTA, 879 from Windsor and 1,327 from Sudbury.

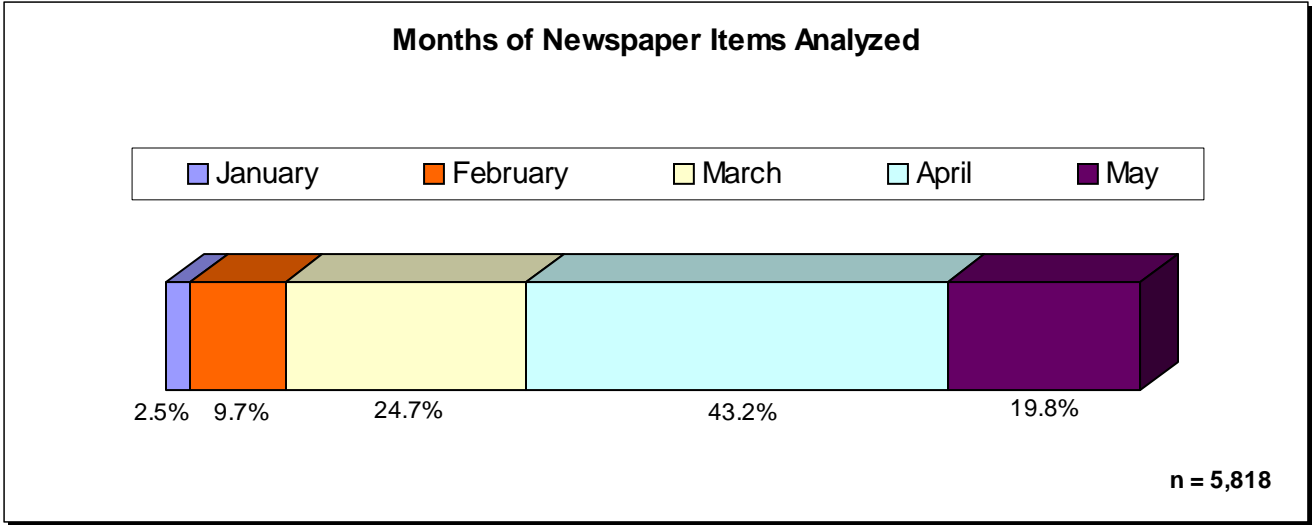


In the total of the 5,818 newspaper items that were analyzed, 5102 were from ethnic print outlets, compared to 419 from mainstream newspapers and 297 from neighbourhood ones.

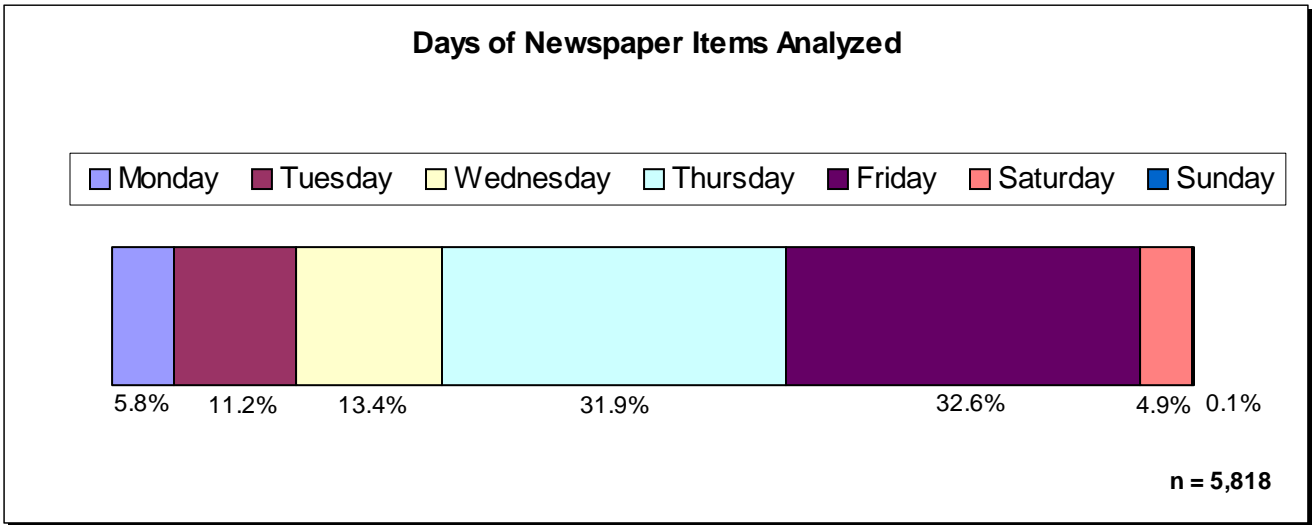
### List of newspapers analyzed

- Al-Hayat AlArabiya
- Andishe Nau
- Canada China News
- Canada Extra
- Capital
- Carousel
- City Journal
- Correo Canadiense
- El popular
- Ghanaian News

- L'Express
- Le Droit
- Le Rempart
- Mundo en espanol
- Northern Life
- Our Canada
- Payame Rooz
- Phoenicia
- Portugal Noticias
- Pride
- Saadat
- Sada Al-Mashrek
- Share
- Singtao Daily
- Sol Portugues
- Somali Voice
- Thamilar Thakaval (Tamil's Information)
- The Afghan Post
- The Caribbean Camera
- The Somali Press
- The Spectrum
- The Sudbury Star
- The West East
- The West End
- The Windsor Chinese Journal
- Toronto Sun
- Ulahar Thamilar
- Uthayan
- Vaikarai
- Voz de Portugal
- Windsor Star
- World Journal

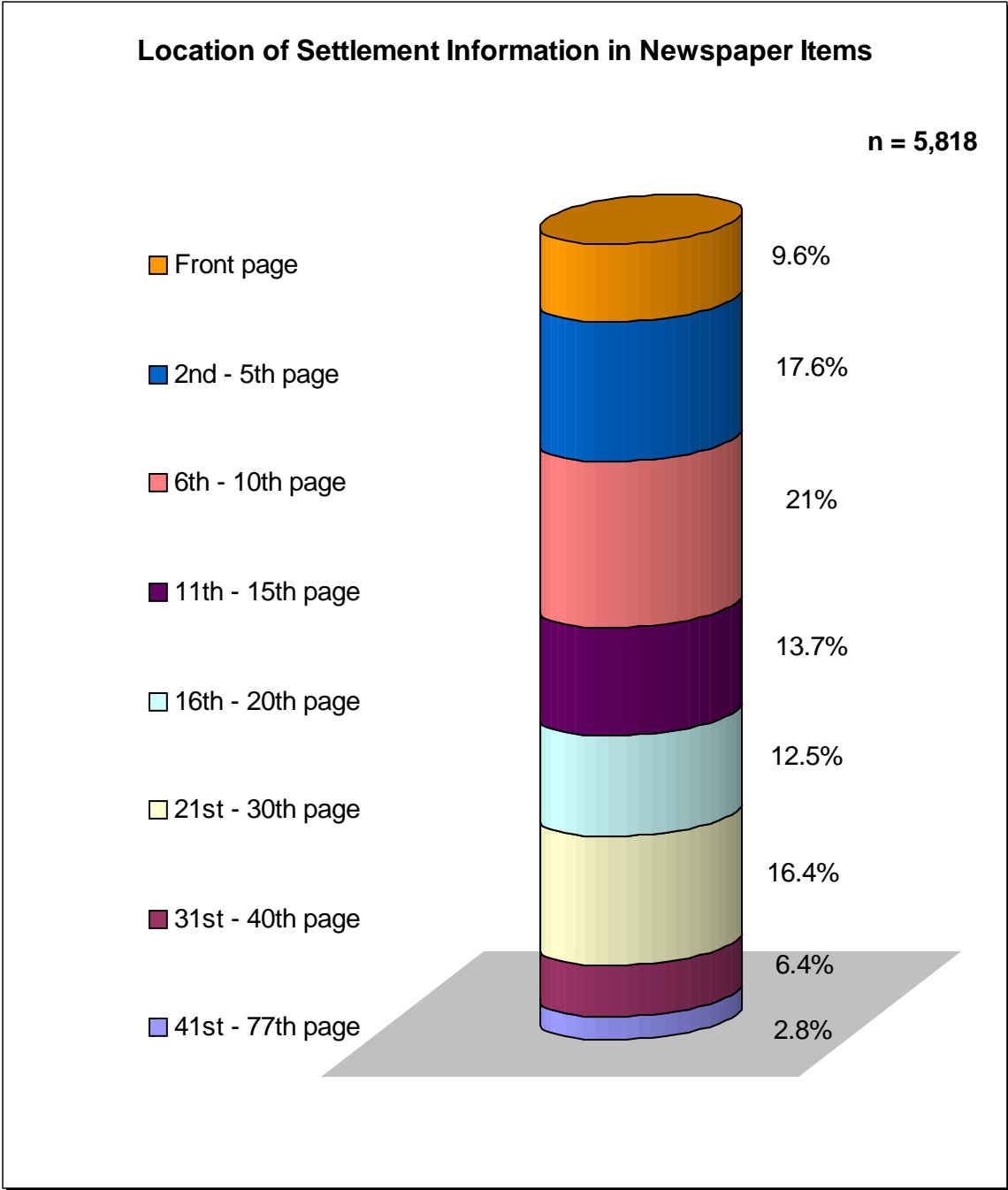


As a function of the research schedule, the majority of the newspaper items analyzed were from those published in April 2007, with around a quarter appearing in March and one-fifth in May. Smaller samples were derived from those appearing in January and February.

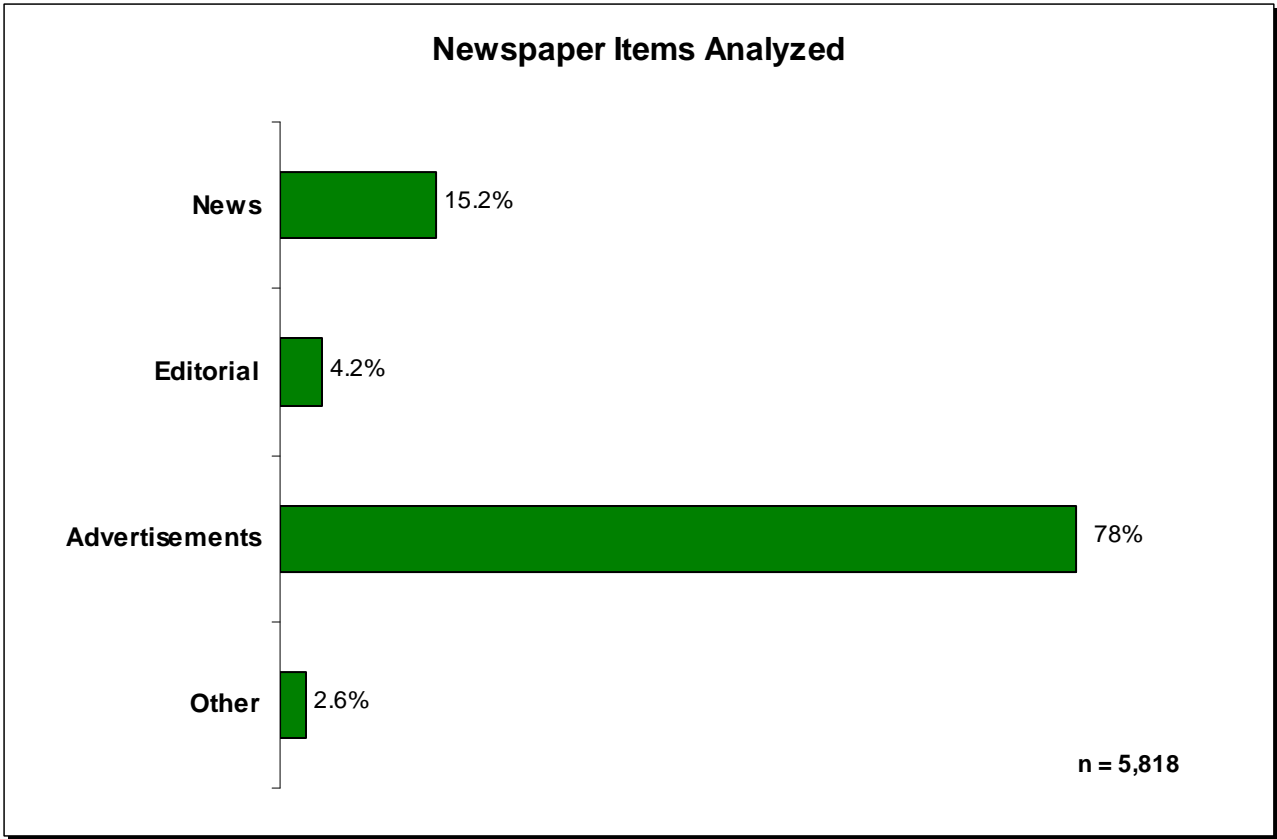


Items from newspapers published on all days of the week were in the analysis sample. Almost two-thirds of the materials appeared on Thursdays and Fridays, which is the tendency among many weekly ethnic papers. (For weekly and monthly publications, the day identified on the front page was used - the 0.1% figure represents publications that did not indicate a particular day of the week.)





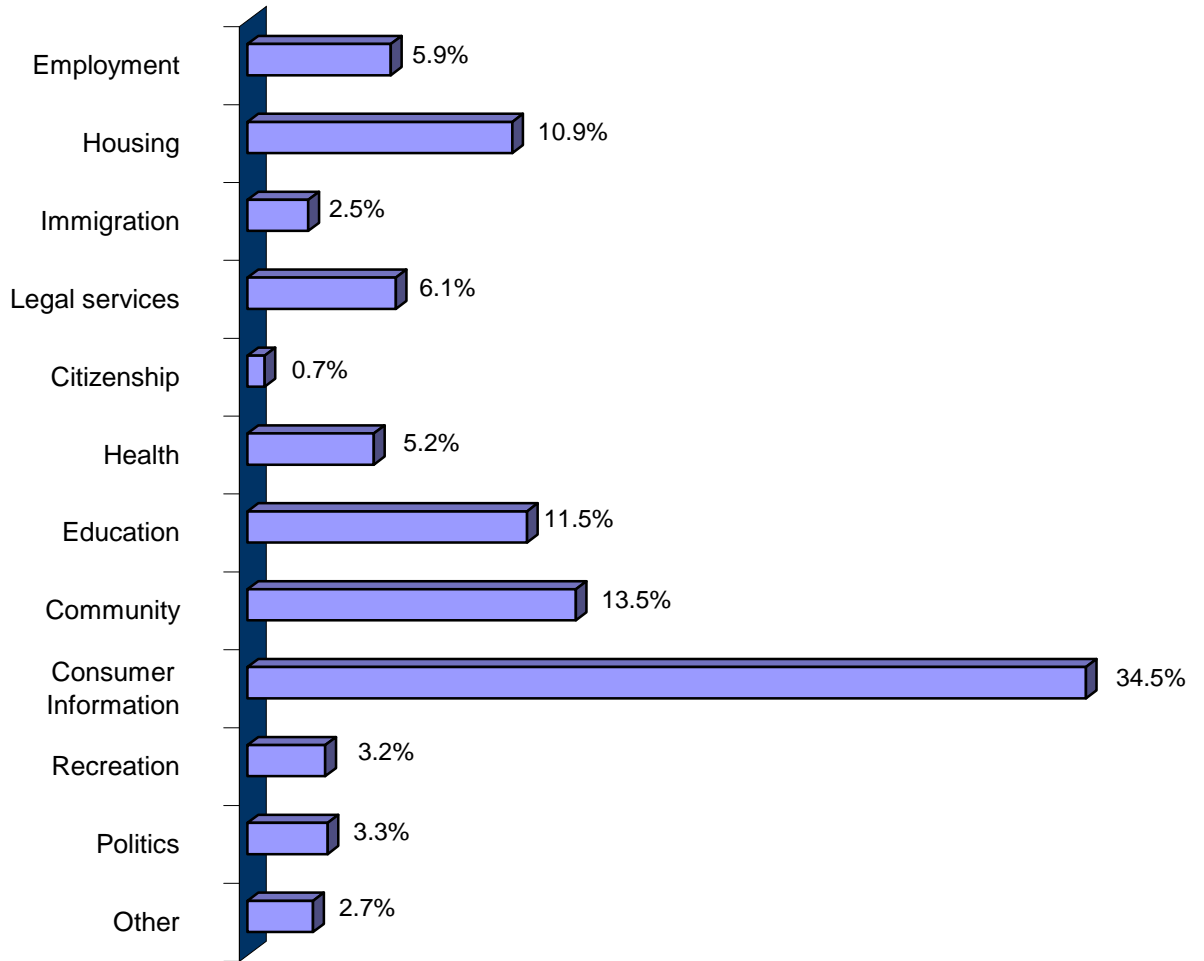
Researchers were asked to code the page numbers in which settlement information appeared. The aggregate findings show that there was a fair distribution throughout publications. This indicates that the general tendency is not to isolate settlement content to any particular part of the paper.



The findings show that more than three-quarters of the newspaper content on settlement information consisted of advertising.

### Settlement Information in Newspaper Items Analyzed

n = 6,759



- Consumer Information consisted of more than one-third of the settlement material.
- The Community (13.5%), Education (11.5%) and Housing (10.9%) categories were next. Following these, Legal Services (6.1%), Employment (5.9%) and Health (5.2%) were bunched together.

- At the bottom of the rung were Politics (3.3%), Recreation (3.2%), Immigration (2.5%) and Citizenship (0.7%).

### Settlement Information by Type of Newspaper

Type <i>Set. Info.</i>	Mainstream	Ethnic	Neighbourhood
Employment	19.2%	3.9%	15.6%
Housing	9.5%	11.3%	6.6%
Immigration	1.3%	2.7%	1.6%
Legal services	.0%	6.9%	3.2%
Citizenship	.6%	.8%	.0%
Health	7.3%	5.0%	5.2%
Education	7.1%	11.8%	12.7%
Community	8.4%	13.3%	22.6%
Consumer Info.	19.6%	37.5%	14.3%
Recreation	2.4%	2.9%	7.9%
Politics	16.6%	2.1%	2.7%
Other	8.2%	1.8%	7.7%
<b>Total (6,759)</b>	<b>537</b>	<b>5780</b>	<b>442</b>

- Ethnic newspapers (37.5%) were found to have a much higher percentage of Consumer Information than their mainstream (19.6%) or neighbourhood (14.3%) counterparts.
- Neighbourhood print media (22.6%) had the largest proportion in the Community category and had a smaller lead in Education.
- It was ethnic publications that had the largest percentages of material on Housing (11.3%) and Legal Services (6.9%).
- However, they were much far behind (3.9%) than mainstream (19.2%) and neighbourhood (15.6%) with regards to Employment information. Mainstream newspapers had the largest proportion on Health (7.3%).

- This was also the case for Politics (16.6%); neighbourhood (2.7%) and ethnic (2.1%) outlets had very small proportions in this category.
- Neighbourhood print media were the strongest (7.9%) in having Recreation content, with ethnic (2.9%) and mainstream (2.4%) posting low figures.
- Although ethnic newspapers had the highest percentage for Immigration (2.7%) and Citizenship (0.8%), all three were very low in these two categories.

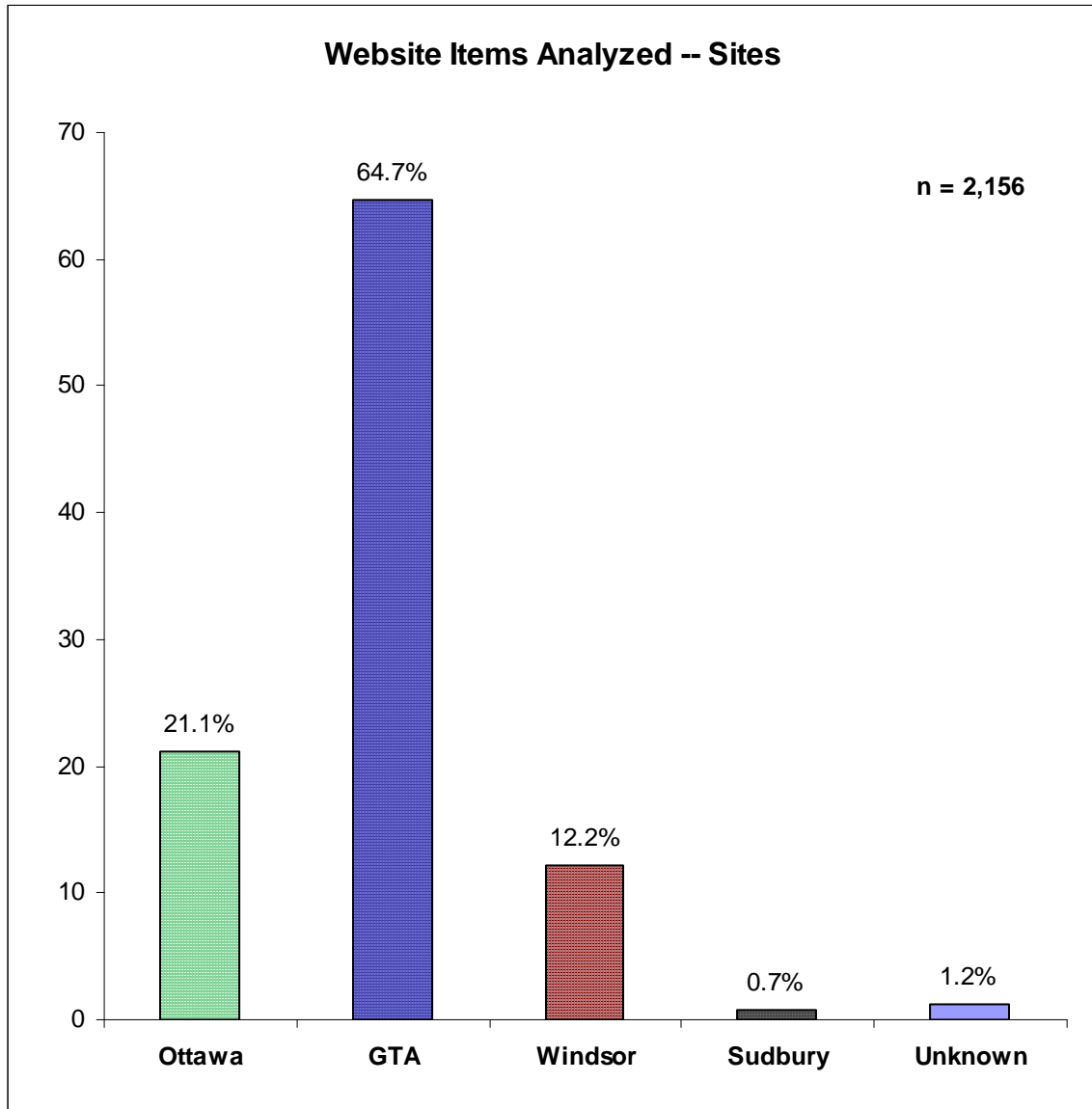
### Settlement Information in Analyzed Newspaper Items, by Ethnic Group

<b>Ethnicity</b> <i>Set. Info.</i>	Afghan	West African	Arab	Carib.	Chinese	Hisp.	Somali	Port.	Russian	Tamil
Employment	.6%	7.0%	.0%	4.9%	4.2%	2.6%	3.3%	2.8%	8.0%	3.5%
Housing	15.3%	1.8%	14.6%	6.6%	16.8%	4.7%	18.2%	14.5%	17.5%	23.1%
Immigration	.6%	2.9%	3.8%	3.0%	3.5%	4.2%	4.1%	.9%	1.4%	.4%
Legal services	2.3%	4.7%	6.6%	9.3%	5.7%	6.7%	15.7%	8.9%	7.0%	6.4%
Citizenship	.0%	.0%	2.2%	.4%	.5%	.0%	5.0%	.9%	5.9%	.1%
Health	2.9%	3.8%	6.2%	1.8%	3.9%	7.3%	18.2%	3.7%	11.9%	6.2%
Education	4.9%	3.4%	53.2%	3.4%	10.2%	6.8%	26.4%	.0%	26.6%	9.6%
Community	15.9%	15.2%	12.9%	11.2%	2.9%	14.0%	5.8%	25.2%	17.8%	18.6%
Consumer Info.	54.9%	60.7%	.5%	43.8%	46.3%	45.8%	3.3%	36.0%	.0%	26.8%
Recreation	1.9%	.1%	.0%	7.8%	3.2%	2.9%	.0%	1.4%	.0%	.9%
Politics	.0%	.3%	.0%	2.0%	1.5%	3.5%	.0%	5.6%	2.4%	4.4%
Other	.6%	.0%	.0%	5.8%	1.4%	1.4%	.0%	.0%	1.4%	.0%
<b>Total (5,780)</b>	308	728	549	1351	665	805	121	214	286	753

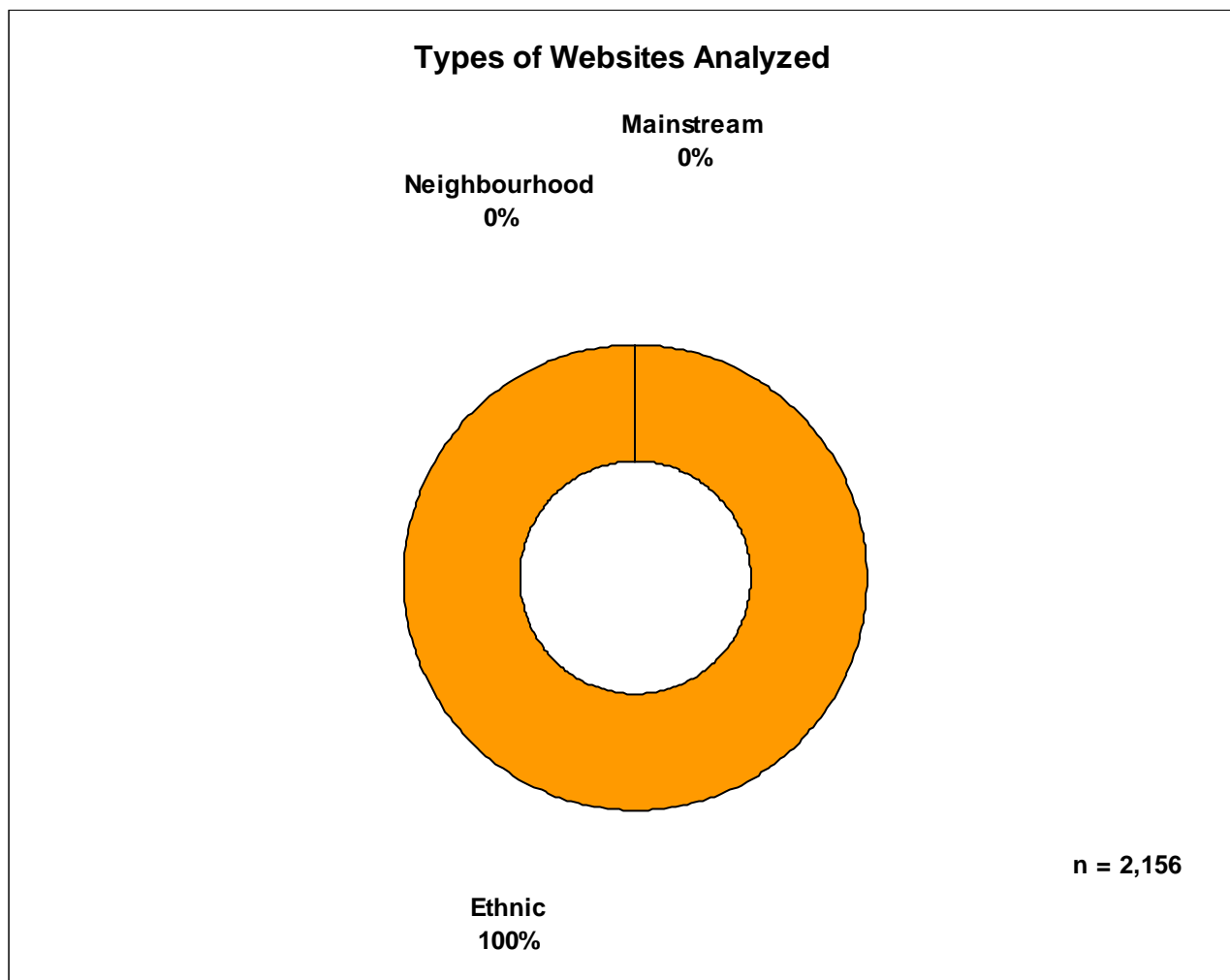
- Consumer Information was the largest category in the newspaper content of seven ethnic groups, but Somali (3.3%), Arab (0.5%) and Russian (0%) had very low percentages.
- A lesser degree of variation in Community, with Portuguese publications having the highest proportion at 25.2% and Chinese the lowest at 2.9% is noted.

- There were also substantial differences in the Education category, with the highest percentage being for Arab print media at 53.2% and the lowest for Caribbean at 3.4%.
- The numbers ranged in the lower quartile for Housing information, from a high of 23.1% (Tamil) to a low of 1.8% (West African).
- The newspapers of all groups had less than 10% of their settlement content on Legal Services, with the least being for Afghan (2.3%); however, all others were above 4%.
- For the Employment category, the publications of only four groups (Russian, West African, Caribbean and Chinese) posted higher than 4%; with none being found in Arab newspapers.
- The proportions of Somali (18.2%) and Russian (11.9%) print media content on Health were far higher than the rest, with small figures being posted for Chinese (3.9%), West African (3.8%), Portuguese (3.7%), Afghan (2.9%) and Caribbean (1.8%).
- Only Portuguese (5.6%) and Tamil (4.4%) newspapers had a Politics component higher than 4%, with none being recorded for Afghan, Arab and Somali.
- For the Recreation category, it was just Caribbean print media (7.8%) that posted a figure higher than 4%, with none being found for Arab, Somali and Russian.
- Even with the highest content on Immigration, Hispanic and Somali publications were barely above 4%. Russian (5.9%) and Somali (5.0%) newspapers were much higher than all others in the Citizenship category, with Afghan, West African and Hispanic showing none.

## Websites



A total of 2,156 items were analyzed from websites. Of these, 455 were from Ottawa, 1,395 from the GTA, 264 from Windsor and 16 from Sudbury. The sites of operation of 26 websites could not be determined.



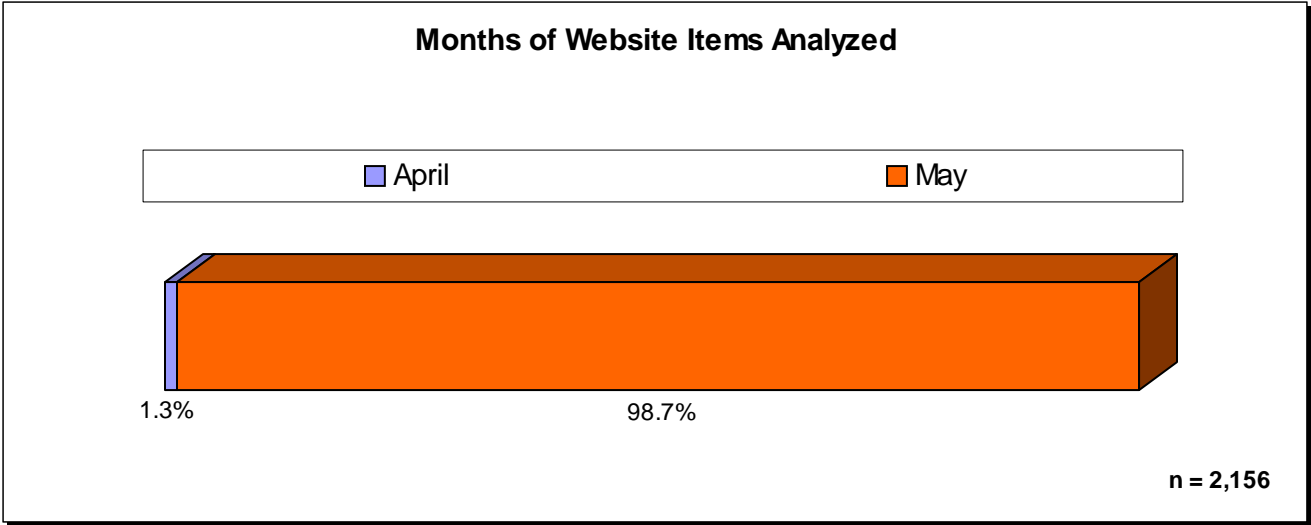
Only ethnic websites were examined since the nature of this medium makes it very difficult to isolate a researchable number of mainstream and neighbourhood websites within the parameters of this study. A total of 2,156 web items were analyzed.

### List of websites analyzed

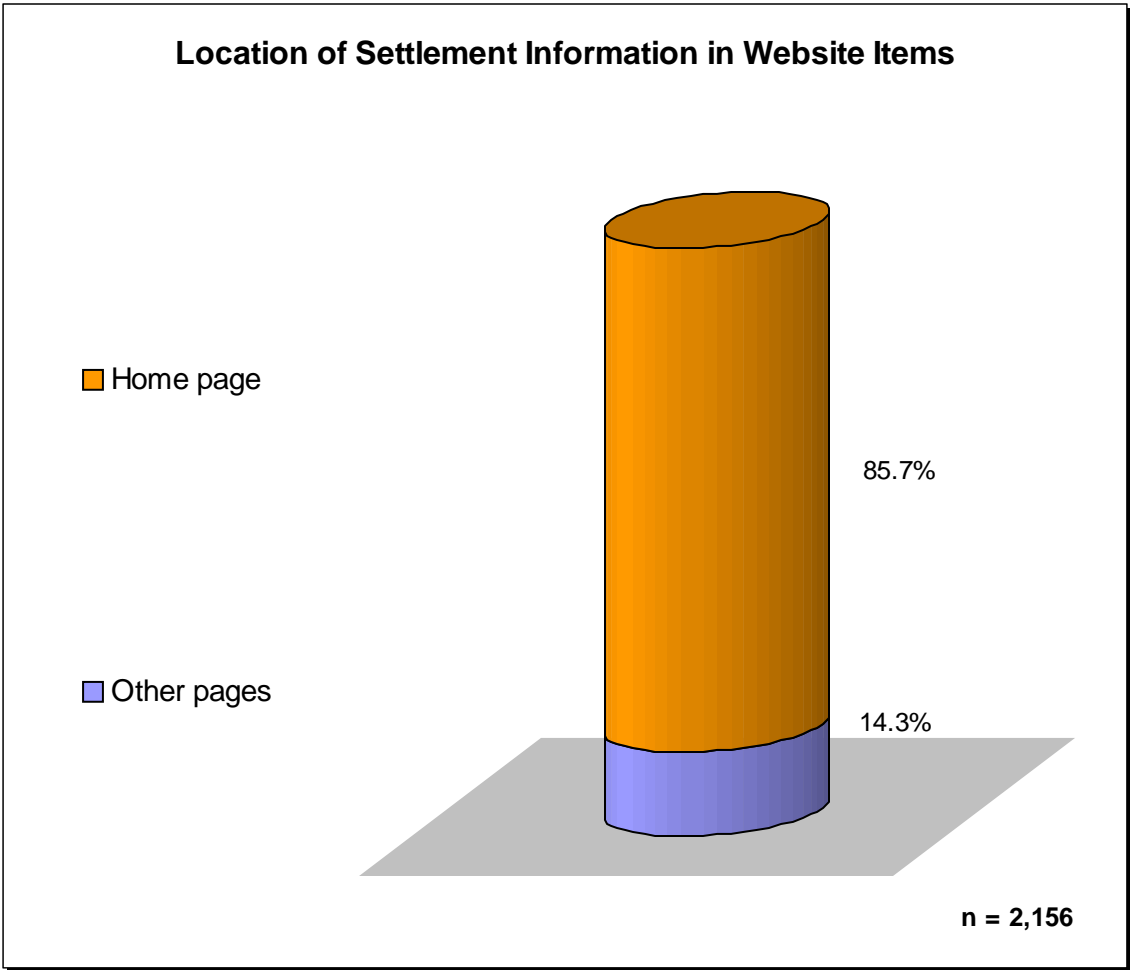
- 51.ca
- accho
- adiaspora.com
- Afghan Peace
- Afghan Teens
- Afrotoronto.com
- Black Canada



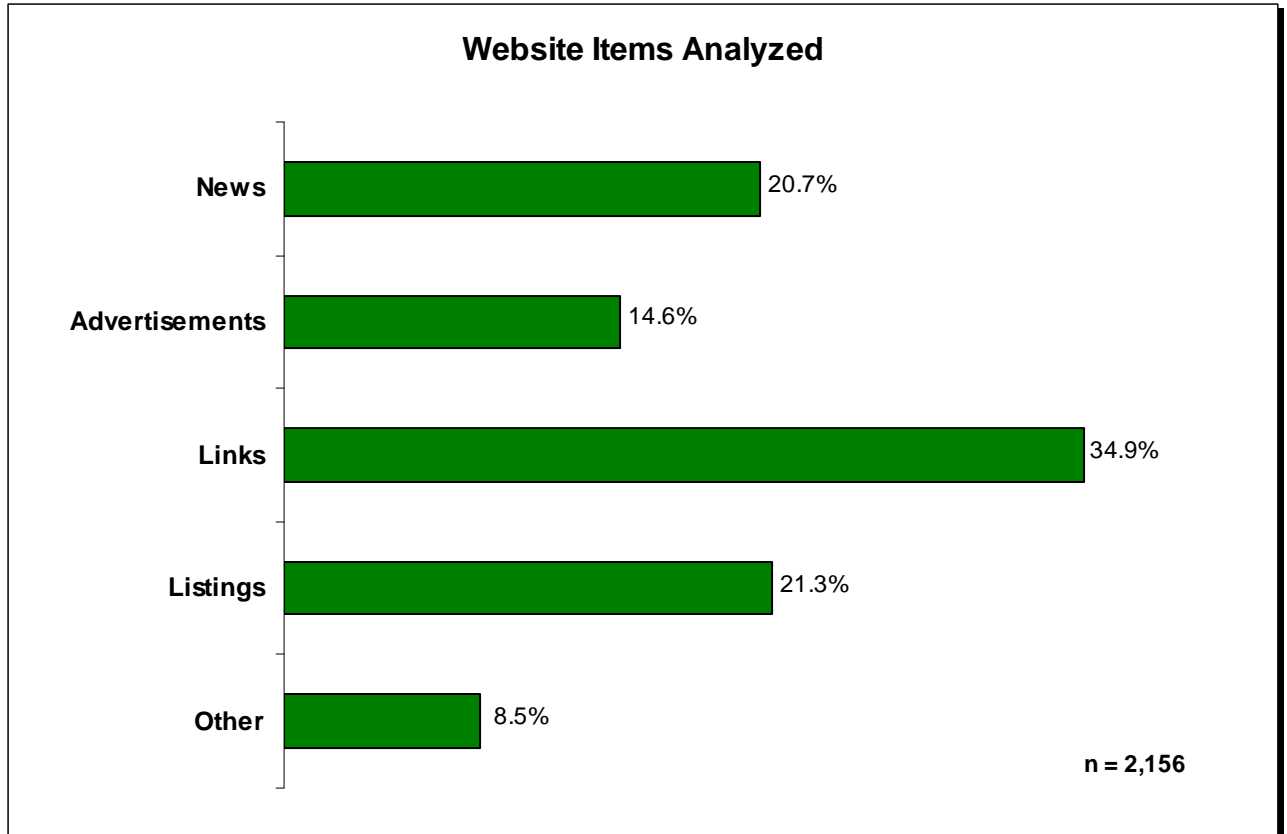
- [Blackhabits.com](http://Blackhabits.com)
- [blackottawa411.com](http://blackottawa411.com)
- [comefromchina](http://comefromchina.com)
- [GuiaLinkcanada.com](http://GuiaLinkcanada.com)
- [holaottawa.com](http://holaottawa.com)
- <http://www.arab2000.net/default.asp>
- <http://www.arabtoronto.com/>
- <http://www.lebaneseinottawa.com/>
- <http://www.machreq-maghreb.ca/web/20>
- [laguia.ca](http://laguia.ca)
- [ontarioenespanol.ca](http://ontarioenespanol.ca)
- [Ottawa Tamil Community](http://OttawaTamilCommunity.com)
- [Ptvirtual](http://Ptvirtual.com)
- [rolia](http://rolia.com)
- [Russian Express](http://RussianExpress.com)
- [Russian Ottawa](http://RussianOttawa.com)
- [Russian Toronto](http://RussianToronto.com)
- [Sarwatmand](http://Sarwatmand.com)
- [somalicanadians.ca](http://somalicanadians.ca)
- [sudburymulticultural.org](http://sudburymulticultural.org)
- [Tamil Canadian](http://TamilCanadian.com)
- [Tamil Nation](http://TamilNation.com)
- [Theafronews.com](http://Theafronews.com)
- [Toronto-lime](http://Toronto-lime.com)
- [Toronto Tamil](http://TorontoTamil.com)
- [torontohispano.ca](http://torontohispano.ca)
- [windsor8](http://windsor8.com)
- [Yonge Street Review](http://YongeStreetReview.com)



As a function of the research schedule, almost all of the websites were accessed for analysis in May 2007, with a small percentage in April.



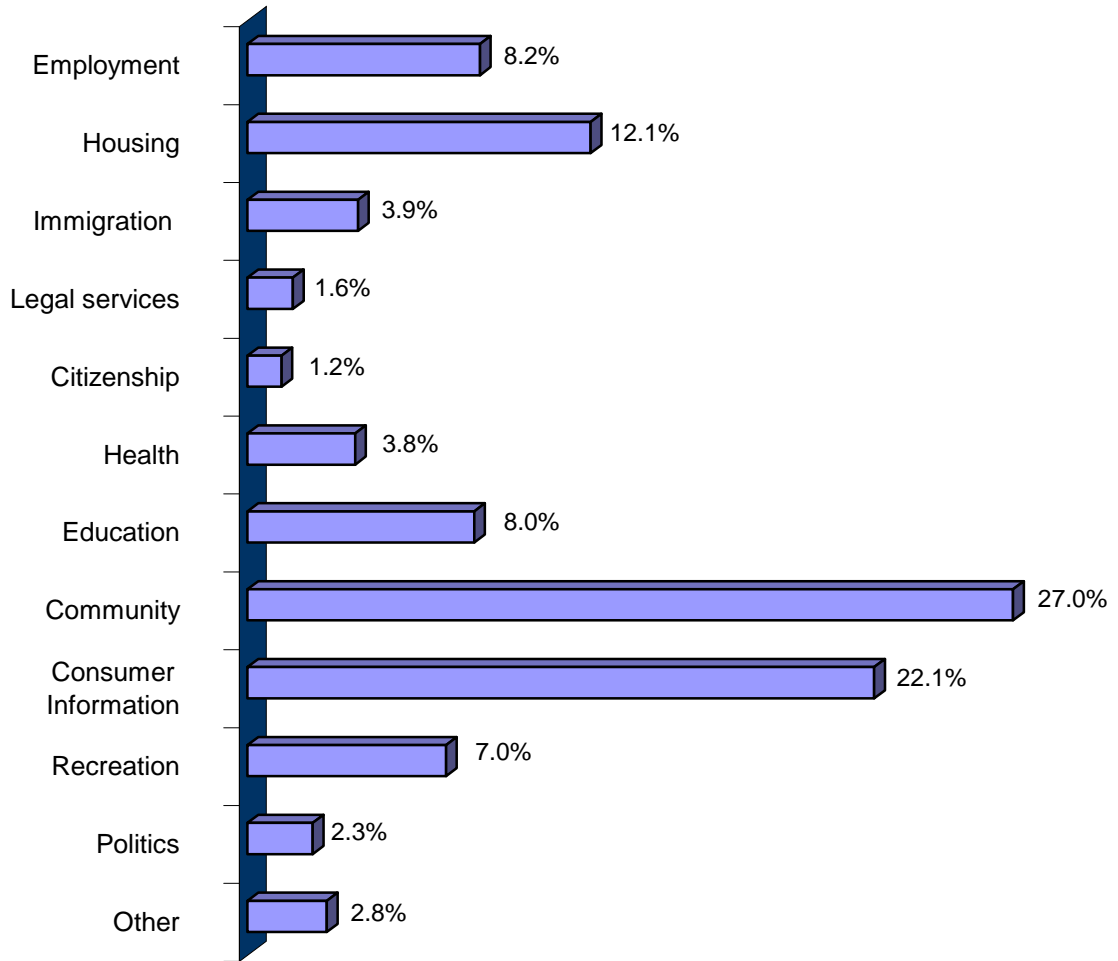
The vast majority of the website contents analyzed were the home pages, with 14.3% of other pages also being accessed for examination.



- There was a greater distribution of items analyzed in websites than in other media.
- Over a third of these were the hyper links to other websites. (The links were not opened, but they were noted in terms of the settlement issues that were reflected in them.)
- The next largest group of items were Listings, which provided contact information of businesses and services.
- News and advertisements, which had dominated in the contents of the other media were found to be much smaller components in websites.

### Settlement Information in Website Items Analyzed

n = 2,430



- In contrast to all other media's content, there was more material to be found on Community (27.0%) than Consumer Information (22.1%) in the websites.
- Housing (12.1%), Employment (8.2%) Education (8.0%), and Recreation (7.0%) ranked next.
- The categories of Immigration (3.9%), Health (3.8%), Politics (2.3%), Legal Services (1.6%) and Citizenship (1.2%), respectively, made up less than 4% of the content.

## Settlement Information in Analyzed Website Items, by Ethnic Group

<b>Ethnicity</b> <i>Set. Info.</i>	Afghan	West African	Arab	Carib.	Chinese	Hisp.	Somali	Port.	Russian	Tamil
Employment	.0%	1.3%	4.3%	2.4%	15.0%	6.0%	13.3%	8.7%	4.6%	6.5%
Housing	.0%	2.5%	9.8%	1.6%	9.1%	8.5%	.0%	.0%	9.2%	19.7%
Immigration	.0%	.0%	.0%	.0%	9.3%	5.1%	26.7%	13.0%	7.7%	.3%
Legal services	.0%	.6%	3.3%	.8%	2.6%	3.0%	.0%	.0%	4.6%	.5%
Citizenship	2.5%	.0%	17.4%	.0%	.4%	.4%	6.7%	17.4%	4.6%	.0%
Health	.0%	3.1%	.0%	8.8%	4.6%	3.0%	26.7%	.0%	10.8%	2.7%
Education	20.0%	5.0%	2.2%	4.0%	9.6%	7.2%	.0%	4.3%	16.9%	7.7%
Community	75.0%	53.8%	38.0%	11.2%	8.2%	17.0%	26.7%	47.8%	32.3%	37.1%
Consumer Info.	2.5%	23.8%	17.4%	25.6%	28.0%	31.5%	.0%	4.3%	.0%	18.1%
Recreation	.0%	8.8%	7.6%	37.6%	6.5%	15.7%	.0%	.0%	.0%	1.8%
Politics	.0%	1.3%	.0%	.8%	1.3%	1.7%	.0%	4.3%	4.6%	3.9%
Other	.0%	.0%	.0%	7.2%	5.3%	.9%	.0%	.0%	4.6%	1.7%
<b>Total (2,430)</b>	40	160	92	125	718	235	15	23	65	957

- The proportion of material on Community had wide variations in the websites serving the various ethnic groups, ranging from 75% (Afghan) to 8.2% (Chinese).
- It was the largest category for seven of the groups. In contrast to the other media, Consumer Information content was limited to the 30 percentile range, with Afghan (2.5%), Somali (0%) and Russian (0%) websites coming in at very low figures.
- There was a very high percentage (19.7%) of material in Tamil pages on Housing compared to the rest of the groups; West African (2.5%) and Caribbean (1.6%) had very small numbers and Afghan, Somali and Portuguese had none.
- The Employment content in Chinese sites was far ahead (15.0%) of all others, with low figures being posted for Caribbean (2.4%), West African (1.3%) and Afghan (0%). Afghan (20%) and Russian (16.9%) websites had much more

material in Education than the rest of the groups; the smallest figures were in Arab (2.2%) and Somali (0%).

- Whereas the webpages of four groups (Afghan, West African, Arab and Caribbean) had no Immigration content and Tamil had only 0.3%, all others had significant proportions, going up to 26.7% for Somali.
- This group also had the highest percentage (26.7) in the Health category, with West African (3.1%) and Tamil (2.7%) posting low numbers, and Afghan, Arab and Portuguese having no content. Portuguese and Russian websites had slightly more than 4% of their material on Politics, with all others coming in below this figure.
- In the Legal Services category, Russian pages had 4.6%; all others had small percentages. Arab (17.4%) and Portuguese (17.4%) sites had significantly higher Citizenship content than all others, with West African, Caribbean and Tamil posting none.

## **Gaps in Settlement Information**

A number of gaps in the ability of immigrants to receive appropriate settlement information have been revealed by the research. These have to do with issues in the availability of useful information, the barriers posed by language and culture, the erroneous assumptions made about technological means in the design of information systems, the tendencies in the media industry and specific limitations in particular kinds of media which limit the dissemination of useful content.

### Availability of information

- There is a lack of sufficient general information about the sources of settlement information.
- Locations outside the GTA appear to have much less access to settlement information.
- Media based in the larger centres generally do not provide local information for smaller ones, even though they consider them part of their market.
- Ethnic media have indicated that it is often difficult for them to get clearly articulated settlement information from immigrant settlement agencies.
- There is unsystematic and incomplete dissemination of materials by community sources.
- Newcomers have difficulty in accessing information on practical issues of settling in Canada such as how to obtain SIN and OHIP cards, drivers' licenses, passports, family doctors, ESL training, bus and airport schedules etc.
- Immigrants have substantial difficulties in obtaining timely updates on changes in laws, regulations, rules etc.
- Many immigrants are unable to search certain kinds of settlement information independently.

- All this causes dependence on elements who may provide incorrect and misleading information knowingly or unknowingly.

### Language and culture

- Immigrants have varying levels of literacy and this causes difficulties in accessing settlement information.
- Some newcomers have problems in understanding materials due to a lack of knowledge of official languages.
- There is a lack of sufficient materials in non-official languages.
- Many new arrivals are unable to understand the level of English and French used in documentation disseminated by governments.
- There are insufficient instructions and explanations accompanying the documentation disseminated by governments.
- The systems of information dissemination do not seem to account for the cultural barriers that can act against efficient access to settlement information.
- Some people appear to prefer receiving information inter-personally rather than through media.

### Media technology

- Many families do not have access to the Internet in their homes.
- Some people do not have sufficient computer literacy.
- Others (especially seniors) do not feel comfortable using Internet technology.
- Whereas television appears to be the most popular medium, it does not permit users to review information at their own pace.
- Automated communications systems appear to be very user unfriendly.
- There are limited opportunities for interactivity in automated means.
- The anonymity of certain systems leads to incomplete information.
- There are complaints of excessively long wait times on telephone information systems.

### Media industry tendencies

- Most of the content of the mainstream and ethnic broadcast media is entertainment-oriented rather than and informational.
- Mainstream newspapers and broadcast news media appear not to be very willing to expand their concept of news to be inclusive of immigrant concerns, even though they recognize newcomers as part of their markets.
- The smaller ethnic media operations tend to be transitory due to significant difficulties in maintaining reliable funding, appropriate personnel and volunteer help.
- Ethnic media do not have the resources to translate government settlement information materials into their respective non-official languages.

## Settlement content in media

- The relative distribution in the coverage of settlement information across various categories was poorer in television and radio compared to that in newspapers and websites.

### *Mainstream media*

- Some mainstream media are viewed with suspicion due to perceptions of their anti-immigrant reportage and lack of inclusiveness.
- The analysis showed that mainstream media had comparatively weak coverage on citizenship, immigration and legal services.
- Mainstream television had comparatively poor coverage on health issues; radio on education, employment and recreation; and print on recreation.

### *Ethnic media*

- The economics of ethnic operations drive them to include very large proportions of advertising at the expense of non-commercial information. (This was particularly evident in Afghan media.)
- Large proportions of content in many ethnic outlets are devoted to homeland issues.
- Many ethnic media are aimed at adults and are unable to reach the youth; this is sometimes a case of inappropriate content or insufficient material in official languages, with which the youth are more comfortable.
- Certain ethnic media are reluctant to deal with issues such as mental health due to cultural norms.
- Various reasons, including experiences in home countries, have made a number of ethnic media reluctant to deal with political topics. This has resulted in Politics being one of the settlement information categories which is covered the least in ethnic media.
- Additionally, the analysis has shown that ethnic media had poor coverage overall on issues of health, employment, legal services, immigration and citizenship.
- Ethnic TV had comparatively weak coverage on citizenship, legal services and politics; radio on housing and citizenship; newspapers on employment, politics and recreation; and websites on citizenship, legal services and politics.

### *Neighbourhood media*

- Neighbourhood media had relatively poor reportage on politics.
- Neighbourhood TV had comparatively weak coverage on housing; radio on politics and employment; and print on politics.



## Recommendations

If settlement information is to be useful and efficient, it has to be accessible and reliable. The research has revealed numerous problems with accessibility that are due to the design of information systems, language, culture, literacy, technology, interactivity, and dissemination. Qualitative and quantitative data collected in this project has uncovered concerns about information being unreliable with respect to its trustworthiness, veracity, completeness, source, continued availability and timeliness.

### Primary information design considerations

Plans for addressing the settlement information gaps should ultimately address the efficiency of usage. It is not sufficient to think only in terms of improving the structure and dissemination modes without understanding how the information will be actually used by its intended recipients. This requires attention to the particular information needs of immigrants and their ability to access it. Since immigrants to Ontario are very diverse, a singular and rigid approach for all will not work. The design of information systems have to account for the varying needs and forms of accessibility.

#### *Diversity*

A critical design consideration for settlement information systems is sufficient knowledge of the diversity of targeted immigrant populations. This will help to develop appropriate information tools and content to address all sub-groups within a population. It is important to identify diversity with respect to:

- Location in Ontario
- Language
- Culture
- Age
- Length of residence in Canada / Ontario
- General familiarity with Canadian norms
- Existence of particular communities' organizational infrastructure
- Availability of reliable sources of information

#### *Needs*

This research had shown that there are specific kinds of information needs that newcomers have. These vary according to various circumstances of immigrants. Understanding the kinds of settlement information needs that targeted groups have is key to developing useful information systems. Needs assessments should take into account the following:

- The stage of settlement
- Priorities in information needs, according to settlement category

- Practical information for the initial settlement stage
- Longer-term information
- Contact information
- Updates

### *Access*

In order to address the current gaps in settlement information, it is necessary to understand how newcomers prefer to access and use information. Within various systems of information there should be flexibility that accounts for differences in:

- Linguistic abilities
- Levels of literacy
- Cultural norms in information receiving and communication practices
- Age groups
- Levels of comfort in using particular technologies
- Preferences for specific kinds of media
- Levels of access to various media

### Content development

The development of settlement content should primarily address its ultimate usage by its intended recipients. Materials should not be overwhelmed with information that may be considered “good” for newcomers, but which they will not actually utilize for various reasons. Needs assessments should lead to the identification of the kinds of information that immigrants are seeking. Understanding the diversity of the particular location which is being targeted will help to develop the appropriate range of materials. Other key content considerations are knowing how (and if) the materials will actually be disseminated by the various distribution means in existence in the location and what the possibilities are for the intended recipients to actually access them. It is important that settlement content:

- Be expressed in plain language
- Be communicated in a multiplicity of languages
- Be culturally accessible
- Address local conditions
- Address the priorities for information expressed by newcomers themselves
- Include practical guidelines on where to obtain goods, services and information
- Include settlement categories that are under-represented in available materials
- Account for dissemination barriers faced by media and other distribution means

### Dissemination considerations

The distribution of content is ineffective if it does not account for the frameworks within which intended recipients obtain and use information. A blanket approach that does not

have an understanding of the needs of people and how they access materials leads to waste, frustration and failure. A dissemination strategy should be comprehensive and account for the movement of information in the network of production and distribution nodes. Such a scheme includes the understanding of the respective places of the various types and forms of media as well as the non-technological dissemination means.

This study has examined the workings of specific types of media (mainstream, ethnic, neighbourhood), various media technologies (TV, radio, newspapers, Internet-based, telephony, directories) and non-media resources (family, friends, community associations, clubs, cafés, realtors, ethnic businesses, immigration law firms, embassies).

### *Media*

The media have the advantage of being able to transmit information to large numbers of people. Broadcast and Internet-based media have the unique characteristic of speed. This research on particular types of media has shown that they have respective overall strengths that could be used to enhance specific kinds of settlement information through them.

- Mainstream media's forte is politics.
- Ethnic media do well in covering consumer information, housing and community.
- Neighbourhood media are best in addressing education, recreation and community.

### *Approaching the media*

#### Mainstream

- There are mixed messages coming from the mainstream media with respect to carrying settlement information. Producers of broadcast shows and newspaper editors indicated in interviews that they recognized the diversity of their audiences / readerships but that they only carry material that is "newsworthy."
- Federal legislation requires Canadian TV and radio to reflect the diversity of the country's population, and broadcasters have engaged in activities to respond to this requirement. There is an opportunity here to open up a discussion in helping them to fulfill their regulatory requirements by carrying settlement content.
- A similar prospect is also possible with print media which do not have a regulatory obligation but have shown interest in addressing Canadian diversity.
- It would be useful to go beyond the major publications and also approach the commuter press.
- Since the media are generally reluctant to engage in such an exercise with a government agency, it would require the involvement of third party actors who could carry out a discussion on the practical modes in which settlement information can be enhanced in mainstream media's content.

## Ethnic

- Immigrants have expressed greater comfort with ethnic sources: they look for public information on ethnic media even though it may be available in other easily accessible media.
- Ethnic media appear to be more receptive to the inclusion of settlement information than their mainstream counterparts.
- The main problem identified in the research is the inability to translate government information into the respective languages. A dedicated approach to facilitating the availability of settlement material in multiple languages would help address this issue.
- A list of local contacts (federal spokespersons, immigrant serving agencies, ethnic organizations etc.) for further information and interviews would also be productive.

## Neighbourhood

- Cable television companies often provide time to various ethnic groups and community agencies to produce programs which are distributed on free-to-air community channels, as required by broadcast regulations.
- Co-op and campus radio stations also provide time on their schedules to community groups to air programs.
- Neighbourhood newspapers are usually distributed free of charge to homes and community centres.
- This enhances their availability of the content of neighbourhood newspapers and broadcasters to reach large numbers of people in a locale.
- If it can be demonstrated to the neighbourhood media that a settlement issue is of significance to that neighbourhood, there are good chances that it would be covered.

## *Possibilities with various media technologies*

The research has revealed that specific media appear do well in carrying certain kinds of content.

- TV has good potential for enhancing education content.
- Radio has done relatively well with immigration material, which is generally a category that has received very poor coverage.
- Print has the potential of improving dissemination of information on immigration, legal services, education and politics.
- Web media have the possibility of enhancing material on immigration and community as well as on citizenship, which is the category which is covered the least.

## Television and radio

- Coverage of immigration generally tends to be dramatic and negative in mainstream TV and radio news. The documentary format would be a better way to address particular immigration issues at greater depth in manners that are interesting and informative.
- The programs on immigrant stories have proved very popular among Chinese audiences and could be considered for other ethnic programming.
- Another approach could be the depiction of immigration challenges faced by newcomers through dramatic, serials or comedy formats.
- Possibilities for sponsoring a regular program on immigration issues on mainstream, ethnic and neighbourhood outlets can be considered.
- Call-in shows on settlement topics have proved to be very popular.
- Support for this format could be provided in establishing directories of local experts on various issues in particular localities.
- A broadcast media strategy would need to be cognizant of appropriate scheduling given its predilection for TV and radio's entertainment programming. One of the producers interviewed for the study indicated that it would be counterproductive to have a talk show on a serious topic on a Friday or Saturday evening.

## Newspapers and magazines

- Print media allow the possibility to read material at one's own pace and to return to it repeatedly. They also enable the publication of long articles requiring substantial explanation on topics such as changes in laws. Mainstream newspapers could be encouraged to use the features format to explore settlement information at length in topical and interesting manners. Features do not necessarily have to contain breaking news stories, but can effectively address ongoing issues of concern.
- Magazines favour long articles, and may be well-placed to include some on settlement topics.
- Various parts of a newspaper, including the front, city and features sections, can address settlement issues.
- The research has indicated that the smaller Chinese papers were more inclined to cover immigration topics than the Chinese ethnic dailies that are actually run by transnational media corporations. Therefore it may be more effective to approach the small publications; however, the large ones should not be disregarded due to their broad reach.
- Local politicians and agencies frequently contribute articles in neighbourhood newspapers – this may be a way to include settlement information in this medium.
- A number of editors who were interviewed indicated that their publications allowed the insertion of paid supplements on various topics. This could be a way to insert a collection of articles together in newspapers.

## Websites

- The Internet has a unique advantage with interactivity. This is a feature that is favoured by newcomers whose communication skills are not good and who are unfamiliar with the set categories specified in automated information systems.
- There was a considerable expectation of multilinguality in websites established particularly for purposes of disseminating information on settlement.
- A website such as Settlement.org was viewed as having the potential to become a major resource for immigrants, particularly if it becomes multilingual and its existence is advertised more widely.
- The websites of immigration serving agencies, ethnic associations and other organizations could have links pointing to Settlement.org.
- Suggestions for enhancing interactivity included the provision of discussion forums, FAQ sections and a facility to answer questions in a timely fashion.

## Telephony

- The 211 Community Connection telephone service needs to be made more newcomer friendly by providing a multilingual capacity.
- Its personnel have to be trained sufficiently to understand immigrant needs and become familiar with a diversity of communication modes that are shaped by various cultures.
- Its existence should be advertised more widely.
- An effort should be made to keep wait times to a minimum and responses to specific queries registered with the service should be provided in reasonable amount of time.

## Directories

- Listings of key contacts – email, telephone and addresses – would be very useful.
- These should be provided according to localities.
- Given the frequency of changes in personnel, it would be most efficient to have such directories online on the Settlement.org website.
- However, since everyone does not have access to the Internet, it would be useful to publish an annual directory in print form.

## Settlement handbooks

- Such handbooks would provide information on a variety of settlement issues and also include a list of contacts.
- Specific sections would need to contain local information.

## *Possibilities with other resources*

- The focus group participants repeatedly reiterated the importance of family and friends in providing settlement information. These tendencies may vary according

- to the level of comfort of particular newcomers with Canadian society and their relative trust in public sources of information.
- Community centres, associations, clubs, ethnic businesses, realtors, immigration law firms and embassies of home countries are the other sources to which new arrivals to Ontario turn.
  - All of them should be included in a comprehensive settlement information strategy.
  - Their personnel need to be given the appropriate information for the current sources on useful contacts.
  - They should be encouraged to have a link to portals on settlement information such as Settlement.org.

## **Recommended initiatives**

### **1. Translation**

CIC will need to address the issue of multilinguality, given the strong demand for it with regards to settlement needs. This is a costly venture and needs to be done selectively. All documents obviously cannot be translated into every language. CIC will need to identify the categories of materials that merit translation in terms of the importance of information contained. With respect to choices of languages, rather than adopt solely an approach such as the “top ten languages” in which the translation will be carried out, there needs to be an appreciation of the languages that are most widely understood among immigrant groups. In addition to the mother tongues spoken by large numbers of immigrants, others such as Farsi (widely used in Iran, Afghanistan, Central Asian countries), Kiswahili (East African and Central African countries), and Russian (Russian Federation as well as former republics of the Soviet Union) may not have many first-language speakers but offer the advantage of broad accessibility.

### **2. Ethnic Media Service**

A regular service that distributes information in various languages to ethnic media would provide a coherent structure for the frequent transmission of settlement content. There was in existence for 50 years (1951-2001) a service called Canadian Scene. It provided articles free-of-charge to ethnic media outlets in up to 13 languages. The operating costs were in the range of \$100,000 a year, and it was overseen by a board of directors. Of the various items that it regularly supplied to the ethnic media, the two most used were Qs & As on Citizenship & Immigration and Getting to Know Canada (covering issues such as shelter, food, employment, Aboriginal peoples etc.). This service closed down due to lack of funding. If CIC is interested in exploring the option of setting up an information service, either by itself or in partnership, we would recommend that it examine the model developed by Canadian Scene.

### **3. Print Supplements**

Interviews with editors indicated that there is considerable scope for inclusion of supplements to be inserted into ethnic newspapers. These would contain articles that would provide useful information for people at various stages of settlement, written in simple and accessible style. A regular cycle of once or twice a year could be considered. Print supplements (separate from newspapers) have the added advantage of being deposited at community centres and immigrant serving agencies, where they can be available for much longer periods. This report's previous sections provide suggestions for relevant types of content.

### **4. Broadcast sponsorship**

Interviews with producers have also indicated the availability of time on radio and TV broadcasts for the placement of information produced by sponsors. This allows for the inclusion of settlement material on a variety of ethnic programs. The sections above make suggestions for relevant types of broadcast content.

### **5. Small-town media**

The research has indicated that the immigrants who have access to the least amount of relevant settlement information are those living in places outside the major centres. It will therefore be important for CIC to address the specific needs of these locations by reaching out to the media in the smaller cities and towns where immigrants tend to settle.

### **6. Dialogue with mainstream media**

Many mainstream media outlets are looking for ways in which they can fulfill the information needs of individuals in their markets. The previous sections of this report have presented ways in which mainstream media could consider enhancement of their content with settlement information. Outreach for these purposes can be carried out both directly and through third parties that are already in dialogue with mainstream media.

### **7. Content areas**

This report gives extensive details about the strengths and weaknesses of various types of media in carrying settlement information. In developing content, it will not be sufficient to address only issues such as employment and housing. CIC's information strategy should adopt a sophisticated and multi-layered approach that takes into account the content areas that need to be covered better.



## **8. Strengthen existing media vehicles**

There are several settlement information vehicles that are already in place, like Settlement.org, *Canadian Newcomer* and *Canadian Immigrant*. The research for this report has indicated that such media need to be multilingual as well as be relevant to immigrants in large and small locations. Settlement.org needs to be advertised more extensively, since most people are unaware of its existence. The same appears to be true for the two magazines which are run by non-governmental organizations. There is room for *Canadian Newcomer*, which is presently aimed at immigrants in southern Ontario, to expand its scope. (*Canadian Immigrant* is based in Vancouver.) The phone-based information system 211 can also be adjusted to meet the needs of immigrants better. CIC could explore ways in which collaboration with such media can be extended to meet its own goals.

## **9. Directory for media**

A directory listing sources which the media can access for information on settlement issues would be a valuable resource. Since ethnic and mainstream media operations tend to have good access to the Internet, this directory can be web-based. It should include names of experts in government, immigrant agencies, academia and communities who can speak about various settlement issues in specific languages. This would help to meet the needs for locating guests for the very popular call-in shows and for regular media interviews.

## **10. Handbooks**

Handbooks that provide key information at various stages of settlement for immigrants to Ontario would be a very useful product. Since everyone does not have easy access to the Internet, paper versions of this handbook should be made available (and distributed in locations such as ethnic community centres). The web version should have regular updates of information. There is a strong need for accessible listings of services in locations across Ontario.

## **11. Terminology**

There has been a discussion on whether the term “ethnic media” or “ethnocultural media” should be adopted by CIC. We would advise on the continued application of “ethnic media” since this term has the advantage of the widespread use, nationally and internationally – despite its perception in some quarters as being disparaging.