



10 TIPS FOR INCLUSIVE ETHNIC MEDIA RELATIONS IN A DIVERSE REALITY



**MULTILINGUAL
MEDIA IS A
UNIQUE
EXPRESSION OF
MULTICULTURAL
POLICY IN OUR
DIVERSE REALITY**



ETHNIC MEDIA REFLECTS THE STAGES OF ITS COMMUNITY DEVELOPMENT

1 APPROACH

Address diverse media both as an asset and as a challenge

2 LOCALIZATION

Treat ethnic media as local community media

Ethnic Media Sources in Canada

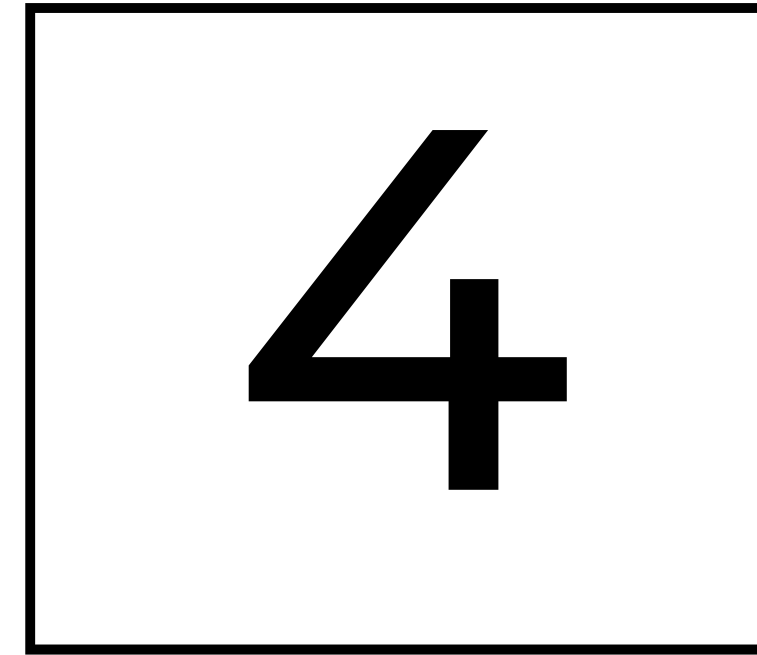


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EMPATHY

**Understand the journalist's
context and reality**



FOCUS

**Make your story about your
audience, not about you**

5 CONNECTION

Overcome your mutual language
barrier





6

LANGUAGE

**Make sure your language is
culturally appropriate**



7

BUILD RELATIONSHIPS

**Get on your journalists' speed
dial and be their go to source**



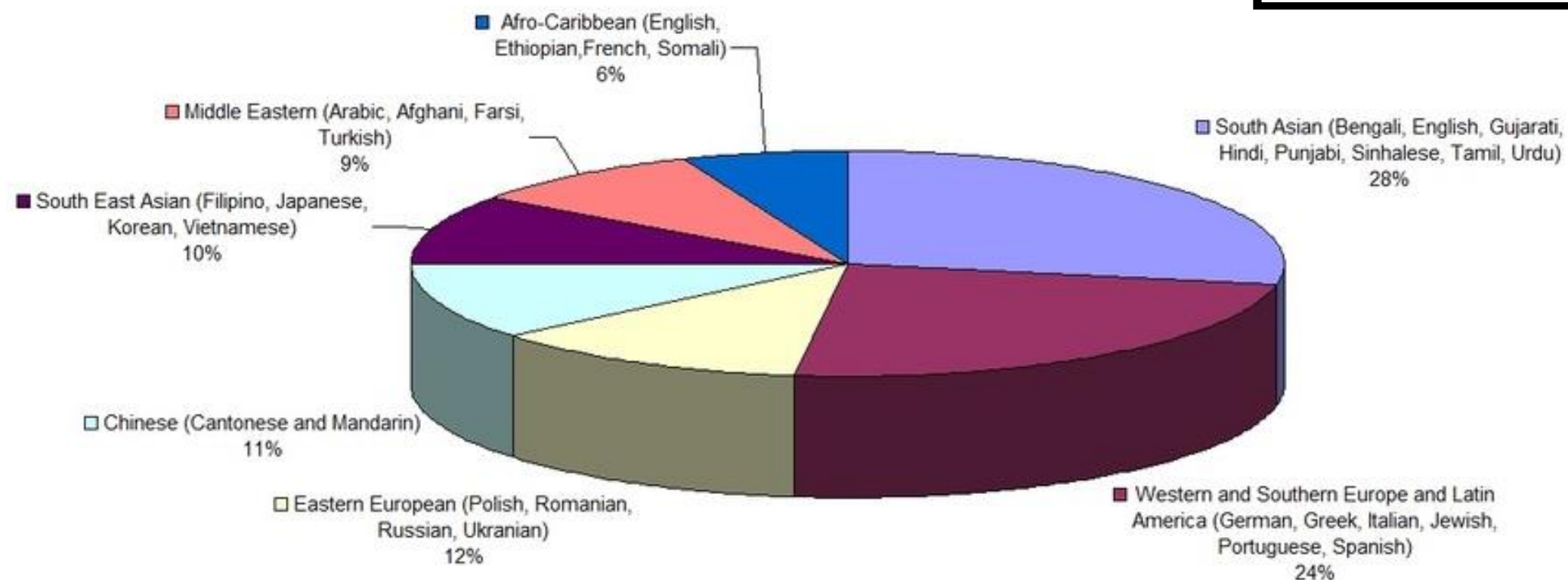
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**UNDERSTAND
ETHNIC MEDIA
RELATIONS AS
ONE-ON-ONE
INTERCULTURAL
COMMUNICATION**

9 INCLUSION

Address the ethnic media but respect their identity

Media List - Major Language Groups





10 Engagement

If you are not engaging with the multilingual media in your community, you are not really engaging with the community



Multilingual International Research
and Ethnic Media Services

ANY QUESTIONS?
THANK YOU!

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