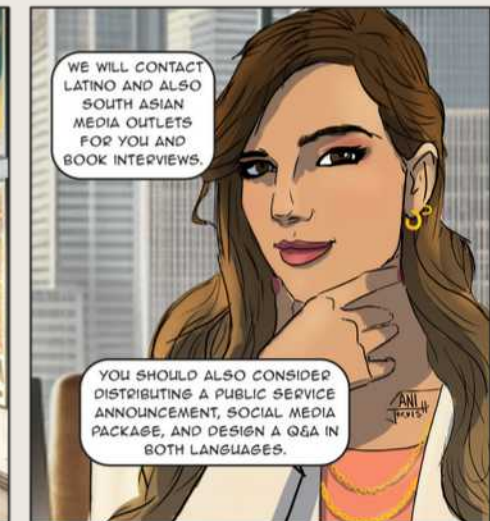


Ethnic Media Intelligence Empowers Engagement





HOLA ESTELA, ¿COMO ESTÁS?... MIRA TE LO DIGO EN INGLÉS, THE HISPANIC COMMUNITY NEEDS TO BE INCLUDED IN THIS LGBTQ+ HEALTH STUDY...

¿LA PERSONA QUE VOY A ENTREVISTAR HABLA ESPAÑOL?

YES, WE HAVE A SPANISH SPEAKING SPOKESPERSON, NO FALTA MÁS.



OYE STEVE WE'VE CONFIRMED THE HISPANIC SPOKESPERSON FOR THE SATURDAY NEWSPAPER INTERVIEW, IT WILL BE A ZOOM.

POOJA'S IN PERSON INTERVIEW WITH THE SOUTH ASIAN RADIO TALK SHOW WILL BE ON FRIDAY AT 10 AM. QUÉ CHEVERE!

OK, MERCI



HI AJEET, WE ARE GRATEFUL TO BE IN YOUR WEEKLY SHOW AND BE ABLE TO REACH OUT TO YOUR AUDIENCE.

JJ, JJ! WHY DID YOU REACH OUT TO US?



MERA DOST, WE HAD HELP IN SELECTING THE RIGHT JOURNALISTS AND THE RIGHT RADIO SHOW TO REACH THE SOUTH ASIAN COMMUNITY WITH OUR QUESTIONNAIRE ON LGBTQ+ HEALTH. WE WERE ABLE TO FIND WHAT SUBJECTS YOU DISCUSSED ON YOUR TALK SHOW IN THE PAST AND KNOW THIS IS A SUBJECT YOUR AUDIENCE CAN RELATE TO!



WE ARE HONOURED, DHANYAWAAD JJ.



HEY, STEVE, DID YOU HEAR THE SOUTH ASIAN TALK SHOW WITH AJEET WE HAD LAST WEEK? AND WE HAVE AN INTERVIEW WITH ESTELA COMING UP NEXT FRIDAY!

OUAIS, NON SEULEMENT JE L'AI ENTENDU, MAIS VOUS DEVRIEZ VOIR L'IMPACT QUE CELA A EU DANS LES RÉPONSES À NOTRE QUESTIONNAIRE. I BELIEVED THE SOCIAL MEDIA PLAN HELPED TOO.

HÉ STEVE, WÈ SI NOU KA KOLVRI SA YO INISYATIV YO AK BIDJÈ NOU TE ASEPTE? PEUT-ÊTRE AUSSI NOUS DEVRIONS TENDRE LA MAIN AUX COMMUNAUTÉS ARABES?

Expand your Multilingual Community outreach

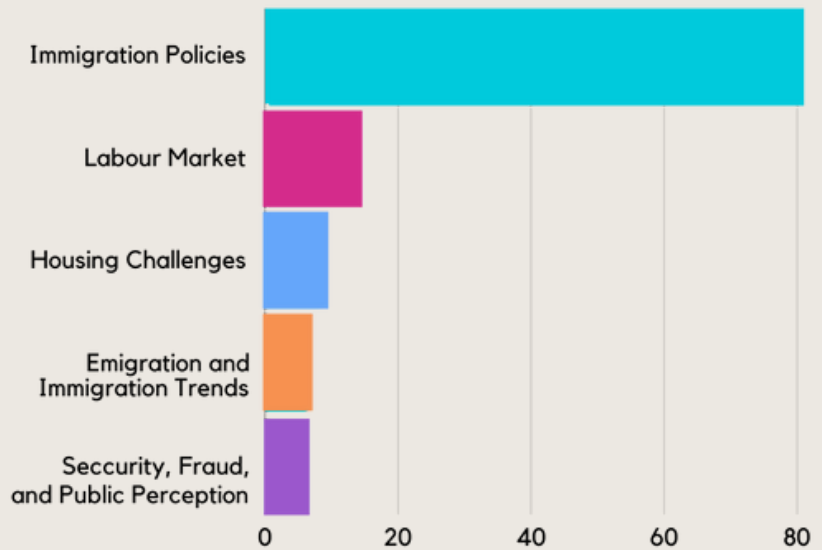
- Conduct objective research on communities and constituents, focusing on community media networks.
- Understand your organization's place within the community spectrum, identifying allies.
- Use factual insights to track ethnic media relations initiatives, aligning your objectives with community goals.



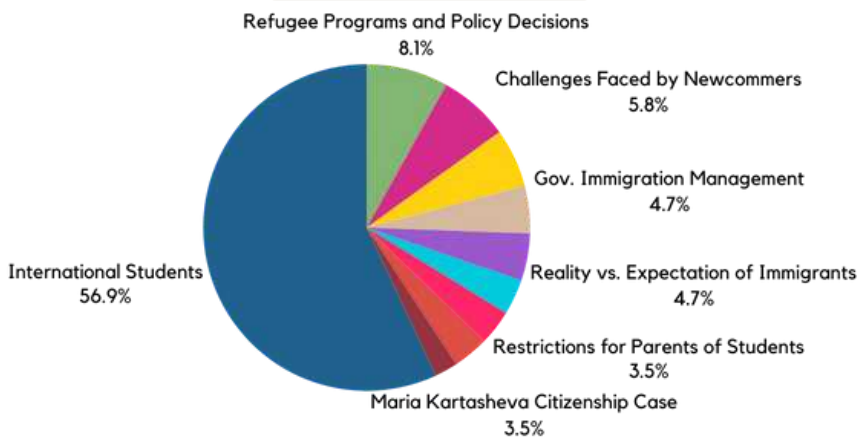
HERE IS A SAMPLE OF ETHNIC MEDIA ANALYSIS.

You can see that immigration policies dominated the news we collected during this period.

Top 5 Key areas

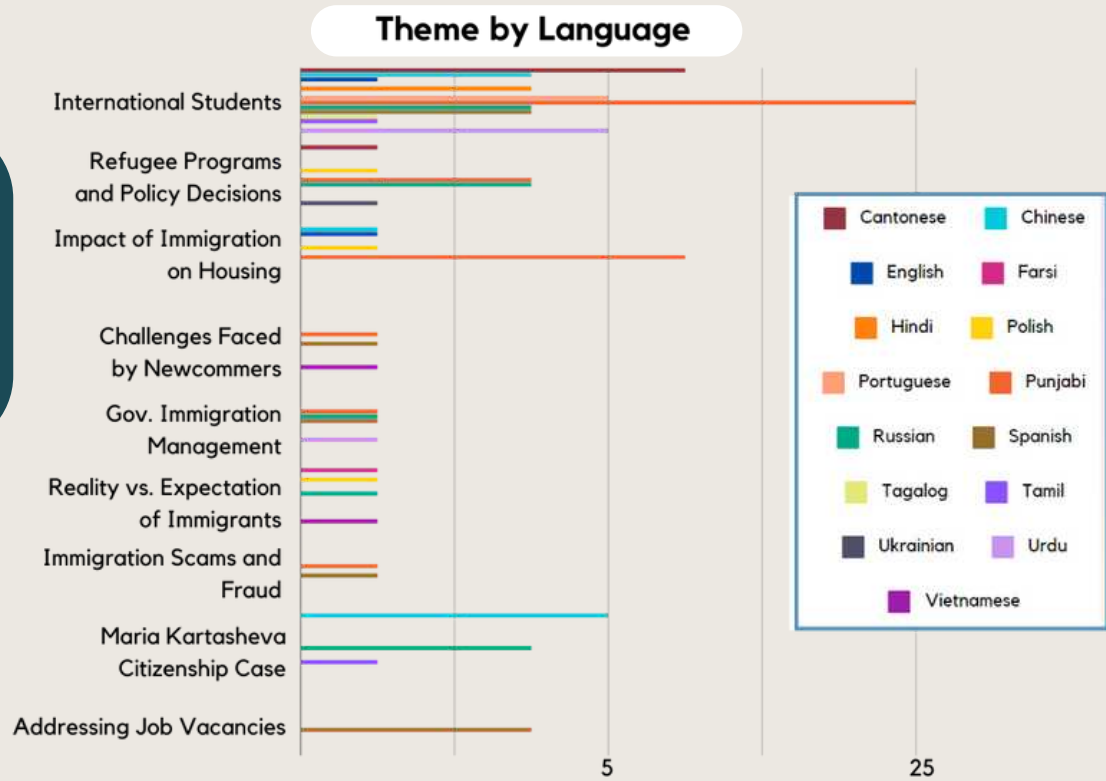
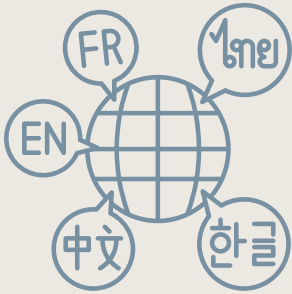


Most Frequent Themes



International student visa cap was the theme of more than half of the stories.

This theme was covered in greatest depth by the Punjabi media. The second issue they covered was housing.



The most important immigration policies under discussion were those related to the international student visa cap, followed by refugee programs and policy decisions. Next in line was the impact of immigration on housing.

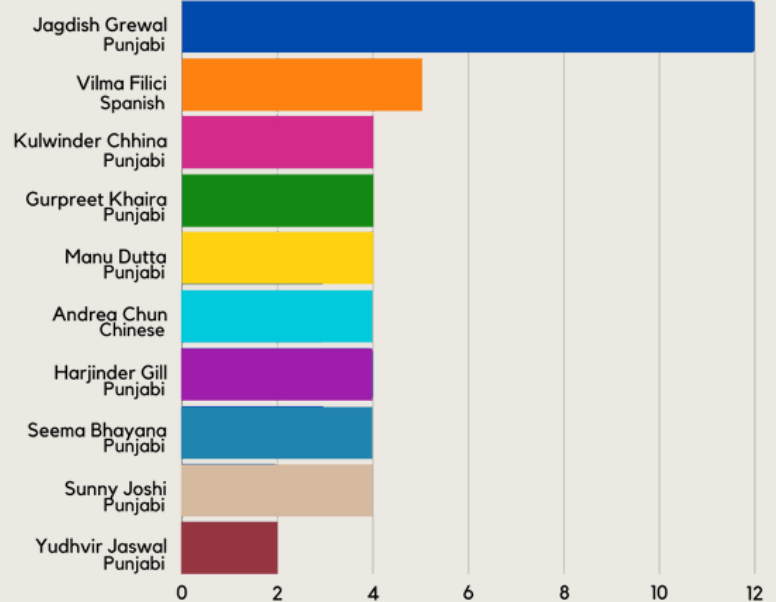
Distribution of Key Areas and Trending Themes

Key Topic Area

Key Topic Area	Trending Themes									
	International Student Visa Cap	Refugee Programs and Policy Decisions	Impact of Immigration on Housing	Challenges faced by Newcomers	Gov. Immigration Management	Reality vs. Expectations of Immigration	Immigration Scams and Fraud	Maria Kartasheva Citizenship Case	arents of Students Restrictions	Addressing Job Vacancies
Immigration Policies	49	7			4			3	3	
Economic Impact and Labour Market				2						2
Emigration and Immigration Trends						4				
Housing Challenges			6	1						
Integration and Multiculturalism				2						
Security, Fraud, and Public Perception							3			

Jagdish Grewal was the top Punjabi radio host covering immigration related subjects, followed by Vilma Filici, a syndicated Spanish columnist.

Top Ten Journalists/Hosts



Grewal focused primarily on international student cap, but also mentioned refugee programs and policies, impact of immigration on housing, implication of increased student working hours, population growth driven by immigration. In contrast, Vilma Filici focuses on addressing job vacancies, changes in temporary worker programs, government immigration management, and immigration scams and fraud.

Themes Mentioned by Top Hosts/Journalists

	International Student Visa Cap	Refugee Programs and Policy Decisions	Impact of Immigration on Housing	Challenges faced by Newcomers	Gov. Immigration Management	Changes in Temporary Work Permit	Immigration Scams and Fraud	Implications of Increased Working Hours	Population growth driven by immigration	Addressing Job Vacancies	Work Permit Changes
Jagdish Grewal	7	2	1					1	1		
Vilma Filici	1				1	1	1			1	
Kulwinder Chhina	3		1								
Gurpreet Khaira	2				1						1
Manu Dutta	2	1									
Andrea Chun	1	1		1							
Harjinder Gill	2				1						
Seema Bhayana	2	1									
Sunny Joshi	2										
Yudhvir Jaswal			1	1							

Our Analysis

Since January 1, 2024, **immigration policies** took center stage in the news. The **international student visa cap** emerged as the dominant theme, with Punjabi media providing the most comprehensive coverage. Additionally, housing issues were a significant concern. Key immigration policies discussed included the student visa cap, refugee programs, and policy decisions. The impact of immigration on housing was also a topic of interest. Notably, **Jagdish Grewal**, a prominent Punjabi radio host, delved into these subjects, emphasizing the student cap and other related aspects. In contrast, **Vilma Filici**, a syndicated Spanish columnist, focused on job vacancies, temporary worker program changes, government management, and addressing immigration scams and fraud.



Our analysis is based on a curated selection of **180 translated** story summaries with an immigration focus found by **MIREMS** scans of 600 ethnic media sources across Canada in over 25 languages.

The purpose of our analysis was to pinpoint trends and opinions on immigration in the **ethnic media**, and to connect journalists and themes so that stakeholders can target specific outreach messages to the most relevant influencers.

This information was gathered by our team of **40 multilingual** media analysts who scan ethnic TV, print, radio, and web media outlets on a daily basis. A complete media analysis is available on request.

Win a Media Relations Package!

Did you like the story we told you? Have you ever found yourself confronted by a similar challenge? Or faced a similar need to communicate a message about your organization, your services, or your research? We would like to hear from you about your experience. To do that we have created this little contest for a chance to win one of 3 prizes.

DO YOU HAVE A STORY YOU WOULD LIKE TO SHARE?



Here is what you can win by sending in your story:

- **3 prizes:** Free ethnic media relations package
- **Deadline:** Canada Day, July 1, 2024
- **Email to:** outreach@mirems.com
- **Winner** stories will be eligible for inclusion in our ethnic media guide scheduled for publication in September, 2024.

Just submit your story and make sure you cover the following points or similar ones more suited to your experience:



New Message

To outreach@mirems.com

Subject Mirems' contest!

1. What is the title of your story? (You can think of this one last)
2. What are the 5 Ws who, what, when, where, why of your story?
3. What was your plan? (How did you think you would achieve your objective)
4. What worked, what didn't and why?
5. What was the outcome of the experience?
6. How would you use your prize if you win the contest?

Our introductory ethnic media relations package includes:

- Consulting meeting to understand the relationship between your communications objectives and media environment. Questionnaire included.
- Initial report on the ethnic media environment after a back search of related stories.
- Presentation of a media outreach recommendation which includes mainstream, ethnic, in print radio TV, plus online forms available from blogs to social media.
- Cross-cultural communications support in media relations where applicable.

EVEN IF YOU DON'T WIN ANY OF THE PRIZES, YOU CAN STILL TAKE ADVANTAGE OF OUR INTRODUCTORY ETHNIC MEDIA RELATIONS PACKAGE



AND THERE'S MORE...

- Provision of a list of the top 10 key journalists for client outreach.
- Multilingual media outlet brief for client spokespeople.
- Media monitoring of your initiative in targeted Canadian ethnic and international media up to 25 stories.
- Final Report on project with results and recommendations.
- Total consultation hours: 10. + Reports.

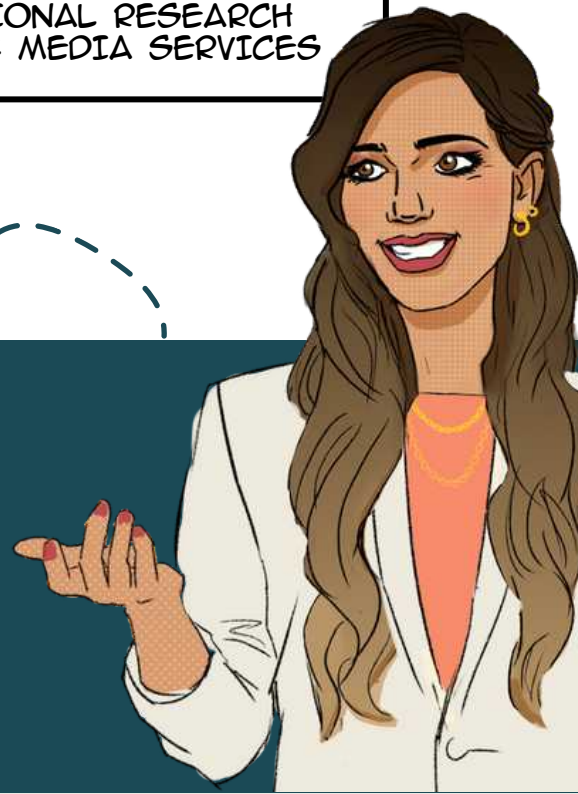


1. Starting at \$1,000, this is a **special deep discount** on this set of services with a market value of \$2500.
2. You can buy **multiple packages** applicable to the same or different campaigns.
3. Packages must be redeemed by Labour Day September 2, 2024, for **implementation** before the year end.





LET ME TELL YOU ABOUT
MIREMS MULTILINGUAL
INTERNATIONAL RESEARCH
AND ETHNIC MEDIA SERVICES



MIREMS is a comprehensive provider of ethnic media services, beginning with the identification of key multilingual media outlets, journalists, and radio/TV hosts covering your organization, crucial for community outreach and media relations.



ETHNIC MEDIA SOURCES: Since 1988, MIREMS has curated an extensive database, currently featuring over 1,100 Canadian ethnic media sources. The database includes specialized publications and international sources, totaling more than 800 entries, alongside over 600 U.S. ethnic media outlets.

ETHNIC MEDIA PROFILES: Leveraging its multilingual expertise, MIREMS has detailed profiles for most of the Canadian ethnic media outlets on file, assessing their frequency, location, language(s), accessibility, and content structure.



FULL TRANSLATIONS AND TRANSCRIPTIONS: MIREMS offers translations and transcriptions in over 25 languages, ensuring idiomatic and culturally relevant texts that bridge linguistic barriers for Canada's newcomers.

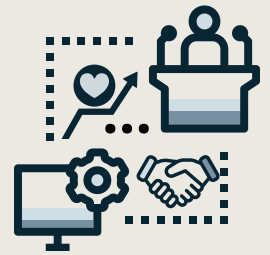


ETHNIC MEDIA INTELLIGENCE: The team delivers high-quality reports from non-English and non-French ethnic media, covering print, web, and electronic media, and offers insights into the perspectives of ethnic media on specified subjects.



MEDIA ANALYSIS: With over 30 years of experience, MIREMS provides strategic analysis of multilingual intelligence, offering tailored reports that include quantitative and qualitative analysis of media coverage by keywords, topics, and tone.

ETHNIC MEDIA RELATIONS AND ENGAGEMENT: MIREMS enhances ethnic media relations by generating awareness among journalists, bloggers, and influencers. This is achieved through pre-campaign intelligence, preparation of culturally accurate translations, and dissemination of press releases to a verified list of ethnic media outlets globally.



This suite of services ensures **effective engagement** with ethnic media, fostering both earned and paid media opportunities, and enhancing media relations through **strategic insights** and targeted communication.



FOR A FREE CONSULTATION, EMAIL
OUTREACH@MIREMS.COM

OR VISIT WWW.MIREMS.COM/CONFERENCES

