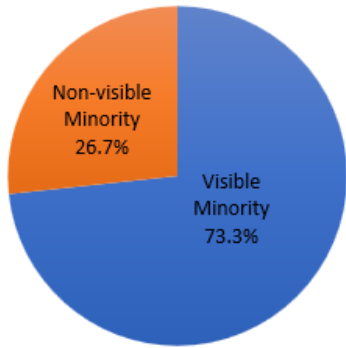


# Brampton: Measuring the Newsroom Diversity Deficit

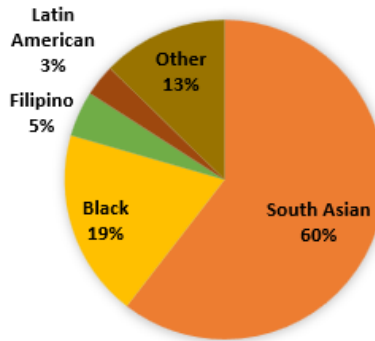
Prepared by Maria Iqbal

With a population of nearly 600,000, Brampton is the ninth largest municipality in Canada[1]. The majority of Brampton residents are visible minorities.[2]

**Population of Brampton**



**Visible Minorities in Brampton**



## Brampton Media

Brampton lacks local news coverage. A previous study found Brampton had the fewest local news outlets in proportion to its population out of the eight communities studied.[3]

Brampton has many ethnic media which were not included in the present study. In 2015, there were about 50 ethnic outlets on the City of Brampton's media list. Many of the outlets focus on South Asians, but some serve the Caribbean and Portuguese communities, among others. However, a 2015 study of a widely circulated Punjabi outlet in Brampton found that it was not prioritizing municipal news.[4] At the time of the study, the City had begun translating press releases into Punjabi, Urdu and Portuguese, however, it was too recent a change for the study to make conclusions about its effectiveness, said author April Lindgren in an interview on March 20, 2019. Follow-up studies were not available.

## Measuring Diversity: A Snapshot

News outlets were contacted for data on their journalistic staff diversity between March 1 and March 21, 2019. The data includes all newsroom staff, including freelancers, as reported by the newsrooms interviewed. Five local outlets were contacted, and four responded. Six mainstream outlets which include Brampton in their coverage were also contacted. Only CBC responded by the deadline. The Toronto Star's data was reproduced from a previous survey available online.

### Brampton News Outlets:

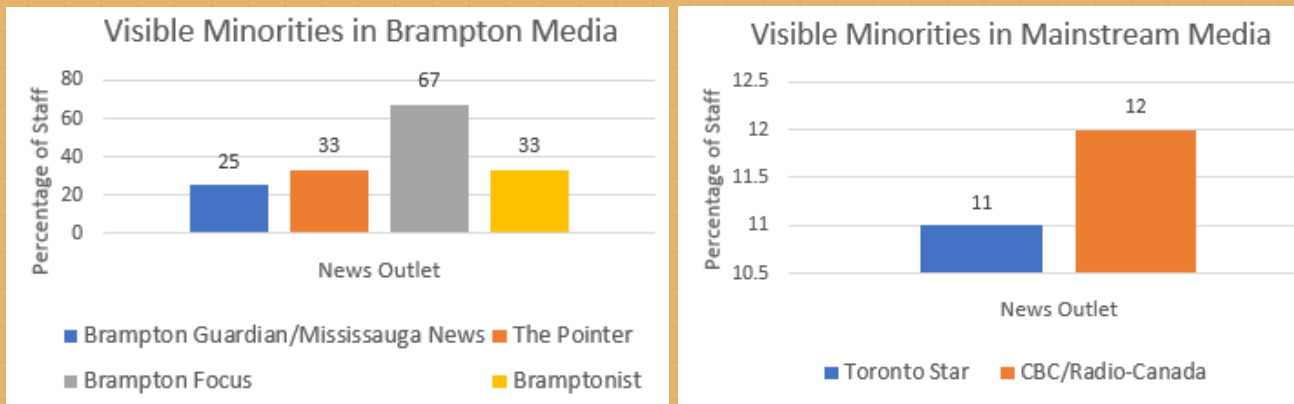
- Brampton Guardian/Mississauga News\*
- The Pointer
- Bramptonist
- inBrampton
- Brampton Focus

\*Brampton Guardian/Mississauga News share a newsroom.

### Mainstream News Outlets:

- Toronto Sun
- Toronto Star[5]
- CBC/Radio-Canada[6]
- The Globe and Mail
- National Post
- Canadian Press

## Results



Among the respondents, on average, 39.5% of staff in Brampton newsrooms are visible minorities. Of the local outlets, only Brampton Focus (which is entirely volunteer-run) has racialized staff in a percentage that is almost proportional to the Brampton population. As for the respondents in mainstream media, the average is much lower at 11.5%.

## Conclusion

Therefore, when compared to the percentage of visible minorities in the city, local Brampton newsrooms have an average diversity deficit of 33.8% based on the above data. Although few statistics were available on mainstream newsrooms, the result shows their average deficit is 61.8%. More information on these findings is available on [newcanadianmedia.ca](http://newcanadianmedia.ca)

## Endnotes

- [1] Statistics Canada, "Municipalities in Canada with the Largest and Fastest-Growing Populations between 2011 and 2016," Feb. 8, 2017, <[www12.statcan.gc.ca/](http://www12.statcan.gc.ca/)>.
- [2] Statistics Canada, "Census Profile, 2016 Census," <<https://www12.statcan.gc.ca/>>.
- [3] The other communities studied were Peterborough, City of Kawartha Lakes, Oakville, Brampton, and Thunder Bay, Ontario; Brandon, Manitoba; and Nanaimo and Kamloops, British Columbia. April Lindgren, Jaigris Hodson, and Jon Corbett, "Canada's local news 'poverty,'" *Policy Options*, Jan. 23, 2017, <<http://policyoptions.irpp.org/magazines/january-2017/canadas-local-news-poverty/>>
- [4] April Lindgren, "Municipal communication strategies and ethnic media: A settlement service in disguise," *Global Media Journal: Canadian edition - Multicultural Media and Immigrant Integration* 8, no.2 (2015): 49-71.
- [5] Sourced from Maria Iqbal, "How representative are Canadian newsrooms, actually?" *J-Source*, Nov. 19, 2018, <<http://j-source.ca/article/how-representative-are-canadian-newsrooms-actually/>>. The Star's editor, Irene Gentle, said "That data is a little out of date now, and I understand it has grown by a few percentage points." She did not specify if "diverse backgrounds" were specifically referring to visible minorities.
- [6] Based on CBC/Radio-Canada, "Workforce analysis observations," *CBC/Radio-Canada*, Apr. 1, 2018, <[http://www.cbc.radio-canada.ca/\\_files/cbcrc/page/reporting-to-canadians/table-1-2-cbc-radio-canada.html/](http://www.cbc.radio-canada.ca/_files/cbcrc/page/reporting-to-canadians/table-1-2-cbc-radio-canada.html/)>.

## About the Author

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This background paper was commissioned to aid participants at a town hall organized by Magazines Canada and New Canadian Media. The event, titled "What's the cost to Bramptonians when the media doesn't represent them?" was held on March 23, 2019.