

End Results & Our Success Story

To begin with, this was a sold-out event. Very well organized and promoted. We were able to meet our targets. Thirty-one participants attended the event.

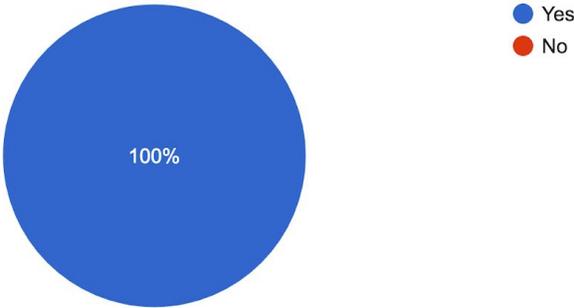
- 7 journalists
- 6 publishers
- 18 general audience from immigrant background

Feedback survey was sent to 30 participants.

- N = 13 (out of 31 possible respondents)
- Population: event participants (general audience, journalists and publishers)
- Objective: to obtain feedback from event participants for continuous improvement and future recommendations.
- Please see below feedback results.

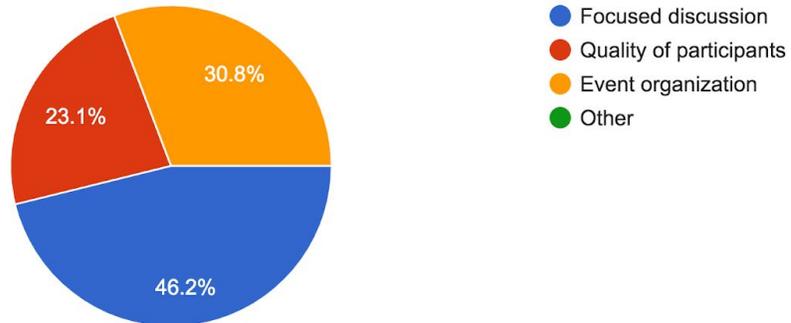
Did the town hall in Brampton on Mar. 23rd meet your expectations?

13 responses



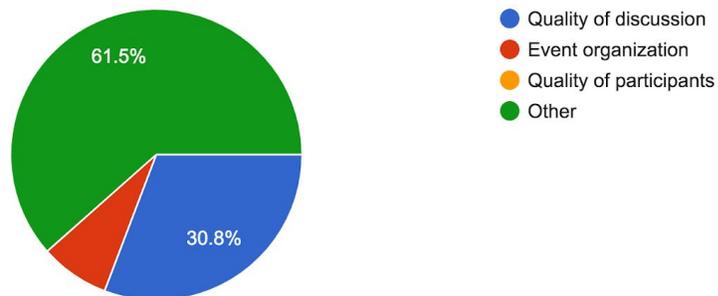
If it met your expectations, what would you say was the highlight?

13 responses



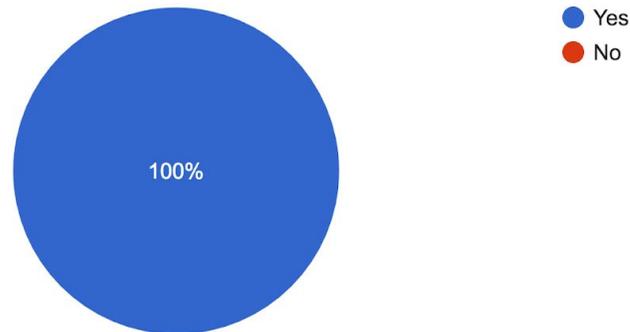
If the event did not meet your expectations, what would you improve?

13 responses



Would you attend a similar event in the future and would you recommend this kind of event to your network?

13 responses



Did this event inspire you to undertake any new action or change? If so, what?

- It helped remind me the importance of documenting what happens at city hall.
- It confirmed my belief that we need further unity!
- Even more committed to diversity in the media.
- Focus on representing the community more. Find stories that highlight our achievement, not despair.
- This helped me, as someone not directly involved in the media, understand the complex issues facing journalists of colour. Would love to see a similar event happen again to continue the discussion.
- I was inspired by the event theme and how people were invested in the conversation.
- I realized the importance of these kinds of events to raise awareness in the general population about what is going on with the media representation of Brampton. I am frequently raising these issues now among my social network and in the workplace. Also, this event was great in allowing for lots of discussion, and the time we ate at the end allowed for even more personal and focused discussions. Overall, I thought the event was very well organized in terms of venue, nourishment, scheduling, and lots of great participants who are part of our community.

- This event taught me a lot about underrepresentation in Brampton! I am now much more aware of it and make sure to point it out to others who like myself, were previously oblivious to this problem. Also, side note - the chicken nuggets were amazing! I love a great event that has planned to make sure everything goes smoothly.
- Yes, from this event, I have recognized the importance of how media newsrooms operate. In taking action, I plan to educate my peers and suggest holding events through my job.
- I didn't take any action. I think at this point, the onus is on editors, decision makers, gatekeepers and other people with institutional power - not writers on the front lines like me - to make tangible changes. There's only so much individual writers and journalists can do. And we HAVE been doing it. So many of us have been writing and talking about newsroom diversity.
- Joining the NCM Collective. Attending Magazines Canada events. You may want breakout workshops on using the media for lobbying impact and publicity/event coverage. The audience seemed hungry for that!
- Regarding what I would improve, I would suggest promoting the event more widely to interested parties - Bramptonians (e.g. through the City of Brampton or even Brampton Guardian and other local news outlets/online calendars), journalism students at Sheridan College and Ryerson University, etc.

What we heard from our participants?

- Canada does not have a mechanism to make sure that the media is representing the public.
- There is bias in terms of what is covered and how, so the question is how can we influence these decision makers?
- Reporters and journalists are at the bottom of the pole. The managing editors and people in chief are the majority – “We go to the editor and say there is an important story we need to cover and they say: ‘Why? Why is that relevant to our mass audience?’” Part of the solution is to have better promotion practices, and role models that are immigrants in higher positions.
- Participants expressed concerns about social media taking over original news outlets and the barriers they face such as difficulties connecting with social media and online platforms.

- Media usually focuses on covering the negative and bad news in Brampton. Good news and ceremonies are usually not covered.
- The media usually portrays Brampton as a city with high crime percentage and this has influenced the public discourse. As a result, businesses and startups are hesitant to open their businesses in Brampton. A huge economic cost to Bramptonians.
- It has been shown that media outlets that view themselves in a pluralistic way, are more successful and are gaining public trust.
- What if we remove the element of image? Says one of the participants. We show the diversity in their perspective. People listening to radio or podcast are only listening because they appreciate and identify with what they're saying.
- The people at the top don't care, the decision-makers need to be made to care in a real way. It is difficult for us to be the only person that cares and to be the only one that speaks up, in a room full of people that do not care.
- We need to take control and represent ourselves. Turn it into, "We need to cover our own story. We should use the social media to deliver our story. We can be our own voice."
- "Keeping the lights on" should not be the motivation. Motivation should be journalism and storytelling.
- Media has to be mindful of who is "buying the goods". It should be reflective of who is reading it.

Lessons Learned & Recommendations

- We should consider organizing and hosting similar sessions across Canada in immigrant-rich cities/towns.
- Diversity should be measured in newsrooms. People deserve to know the data and numbers and the people behind the scenes writing their stories.
- More research needs to be conducted around media diversity deficit and finding tangible ways to address this growing concern.
- Creating different spaces and platforms where diverse audience and community members can come together to voice their concerns.
- Engaging political leaders in the discussion. Reaching out to decision makers collectively.