



What Makes Canadian Journalism Different?

THINGS YOU NEED TO KNOW ABOUT
BEING A JOURNALIST IN CANADA

Immigrant journo's face bias against

non-native
speakers

"foreign"
names

lack of
Canadian
experience

Problem with Canadian experience

Prima facie
discrimination
(OHRC)

Don't ask skilled immigrants for Canadian work experience



Yaldaz Sadakova | December 22, 2015

What's the safest place to have a heart attack?

The back of a Canadian cab — because the driver is likely a foreign-born doctor.

A friend told me this joke when I moved to Canada almost three years ago. Too bad it isn't funny.



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graph LR; A[Few immigrant journos get hired] --> B[Immigrant journos underrepresented in newsrooms]; B --> C[Problematic immigration coverage];
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Few
immigrant
journos get
hired



Immigrant journos
underrepresented in
newsrooms



Problematic
immigration
coverage

Canadian media landscape

Concentrated
media
ownership

Small industry



What will an editor expect from you?



HINT: A LOT!

Professional online presence

LinkedIn profile – error-free,
detailed, with links to clips

Online portfolio of clips

When pitching a story

Do research - a question is not a pitch

Pick a specific angle

Make it relevant to the outlet

Explain why you should cover this story

Mention time sensitivity

Mention you're not PR

Ethical standards

No payments & favours from sources

No conflict of interest

No bribing of sources

Always identify yourself as a journalist

Be objective & fair - no one-source stories

When interviewing

Be specific in your interview requests

Have specific questions ahead of time

Respect sources' time

Record interviews, track time code & take notes

Don't fabricate quotes

Don't allow sources to approve quotes



When filing a story

100% accurate – double-check if unsure

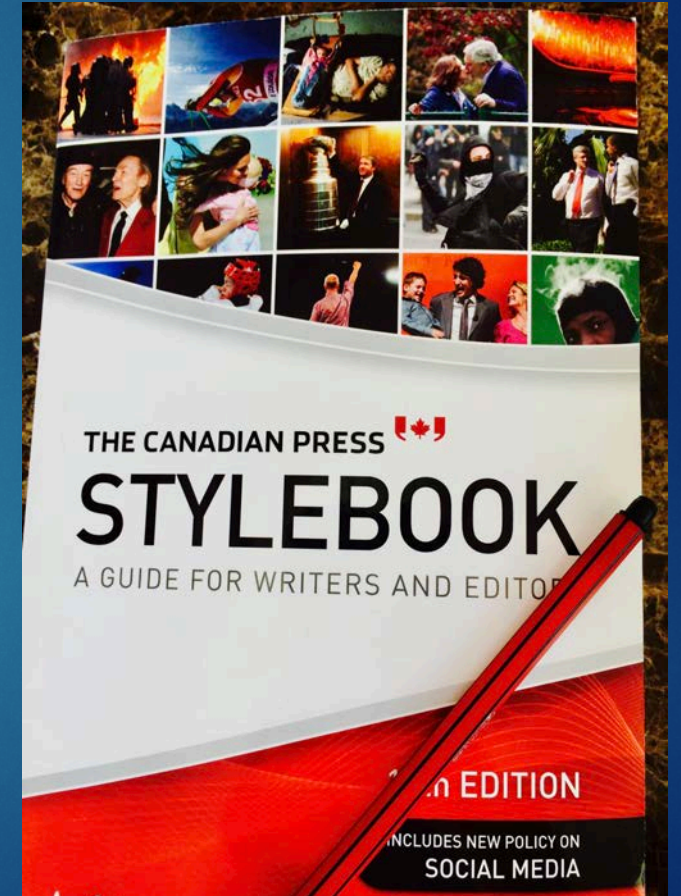
Free of personal opinions

Strong lede & nut graf

Clear language

Relevant background & context

No typos & use Canadian Press Style



When filing a story

Meet the deadline

Don't exceed the requested word count

Be open to editor feedback

Be willing to revise

Don't undo editor's changes unilaterally

Stay informed

Follow discussions about Canadian media industry

Follow other journo's on social media & share their work

Look for editors' calls for pitches



Thank you!

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