



# NEW CANADIAN MEDIA

THE PULSE OF IMMIGRANT CANADA



2022

ANNUAL  
REPORT

# MESSAGE FROM THE CHAIR OF THE BOARD



## GAVIN BARRETT

CHAIR OF THE  
BOARD FOR NEW  
CANADIAN  
MEDIA

In June 2022, George Abraham pressed me into service in the most unusual way. He wanted me to attend a gala with him. At first, I was reluctant because I had no ballgown handy, but when he said we would be very near Margaret Atwood and David Suzuki, I folded.

Meta, the parent company of Facebook, hosted us. Our table was the most diverse table in the room (a comment on Canadian journalism that merits a few articles on its own). Meta's Indigenous relations lead, the team from IndigiNews, Farah Nasser of Global and George and I took our seats. And, in short order, we also turned out to be the winningest table in the room, with IndigiNews and New Canadian Media both being recognized for our considerable achievements in our own spheres.

I watched with pride — as board chair and as a fellow-immigrant; George went up to receive the award and told the story of New Canadian Media's journey to get there.

To say it was moving is to understate it; George described sleeping on the floors of friends' places, the struggle with near-non-existent budgets and the rewards of working with incredibly talented but undervalued immigrant and refugee journalists.

Later, I watched with pleasure as the room circled George, congratulating him and wanting to support that talent. At last.

### **New Canadian Media is on the cusp of a breakthrough.**

After two years of record-breaking immigrant arrivals, the Canadian immigration target for 2025 has soared to half a million. **Never before has there been such a need in this country for journalism by, for and about immigrants and refugees, and certainly, for anyone desiring a deeper understanding of these communities.** Witness the outstanding journalism and incredible stories New Canadian Media has been bringing us and which we are privileged to support.

**Spring is around the corner, and New Canadian Media is about to burst into flower.** My congratulations to George and to his amazing and talented team.

# MESSAGE FROM MARGARET EATON, CHAIR OF ADVISORY COUNCIL



**2022 was a banner year** for New Canadian Media and I'm so pleased to have had a front row seat to watch the growth and success of this most important of publishers. Journalism is a struggle in Canada for everyone, whether large or small, and that is why the success of New Canadian Media is even more gratifying. There was new funding in 2022, major new partnerships, and charitable status which will generate new funding as NCM grows in influence. **There was even a major and prestigious award for NCM: The CJF-Meta Journalism Project Digital News Innovation Award for their unique Collective model.**

Our Advisory Council exists to provide support to visionary publisher George Abraham in all manner of ways including connecting NCM to partners, being a sounding board for advice, and cheering him on when the going gets tough. But the Advisory Council members are also inspired by George and the team of staff and journalists who, against the odds, have created a thriving, respected and growing platform.

Maybe **the highest praise is that NCM is a great read—jam-packed with stories you will not read anywhere else with voices who for the first time have a platform, voices who we would not hear otherwise.** Thank you George and the team at NCM.



## PUBLISHER'S REPORT

GEORGE ABRAHAM  
PUBLISHER AND  
EXECUTIVE DIRECTOR

Standing at the awards podium last summer, I ad libbed these words, **"Nobody in the history of Canadian journalism has created so much with so little."**

That sentiment remains true and will stay true for some time to come.

# OVERVIEW OF 2022

The CJF-Meta Digital News Innovation Award (2022) brought accolades and name recognition for NCM, but the business remains a slow climb. Shortly after the award, we signed our first-ever syndication agreement to produce stories for the Winnipeg Free Press. Publishers, including from Village Media and Le Metro, reached out to tap into the reservoir of talent represented in the NCM Collective.

I REPEATEDLY HEARD THE EXPRESSION, 'YOU ARE PERHAPS AN ANSWER TO A PROBLEM WE HAVE,' BUT MOST CONVERSATIONS WENT NOWHERE.

MEMORABLY, AN EDITOR ASKED ME, "HOW DO I JUSTIFY A BUDGET FOR NCM STORIES WITHOUT BEING ABLE TO DEMONSTRATE NEW SUBSCRIBERS RESULTING FROM THIS COVERAGE?"

In addition to both English and French positions from the Local Journalism Initiative, NCM won support from the Google Global News Equity Fund. Late in the year, we received our first multi-year contribution from the Canada Periodical Fund to launch a micro-credential in inclusive journalism in partnership with Seneca College. We redoubled our collaboration with the Canadian Association of Journalists and Press Forward.

There were setbacks as well. Shelley Ambrose, the powerhouse whose name opened so many doors for NCM, decided to step down as chair of our advisory council after shepherding my meagre efforts for many, many years. Dave Harkness, a rare public servant who tried his best to understand what NCM was about as manager of the Canada Periodical Fund, passed away late in 2022. I miss our frequent jousting.

I'll end this note with my sincere thanks to our Chair Gavin Barrett, interim Advisory Council Chair Margaret Eaton, our board of directors, members of the non-profit corporation and our advisory council, who take my calls and are ever willing to champion NCM. **Above all, my salute to the 200+ journalists who continue to redefine Canadian journalism every day.**



# EDITORIAL

**This year**, NCM's reporting continued to tackle some significant themes including around international students, labour shortages and changes to requirements for immigrants to work in different sectors (military and health) and diaspora affairs relating to communities from Iran.

Our reporter bylines under the Local Journalism Initiative have continued to be featured on media platforms across Canada, including the Toronto Star, Global News, Le Devoir, Vancouver Journal, and Guelph Today. Examples of ethnic media publications that picked up our LJI stories include Asian Pacific Post, The Singapore Post, The Philippine Reporter, Good News Nigeria and West Indian Times.

Our reporters produced a total of 315 stories during the year, continuing to break new ground in a range of beats and enhancing our reach to more publications through the Local Journalism Initiative.

A major breakthrough was the signing of a syndication agreement with the Winnipeg Free Press under which NCM reporters produced stories for one of Canada's oldest newspapers.

We also began publishing French stories weekly and are working on growing our cadre of French journalists. Funding received from the Local Journalism Initiative for reporting in French later in the year is helping us grow our footprint in Quebec and among Francophone communities in other parts of Canada.

A Plug-n-Play content distribution service was successfully set up, informed by the expertise of The National NewsMedia Council (NNC). Our growing list of partners to date in the Plug-n-Play can be found [here](#).



**BYLINES FEATURED  
ACROSS CANADA AND  
INTERNATIONALLY**

IN 2022 WE SAW

**315**

**NEW STORIES PRODUCED**



**SIGNING SYNDICATION  
AGREEMENT WITH THE  
WINNIPEG FREE PRESS**



**WEEKLY PUBLICATION  
OF FRENCH STORIES**

WE HAVE MORE THAN

2x

NEW STORIES PRODUCED

IN 2022 WE SAW

47

NEW STORIES PRODUCED  
IN FRENCH

AU COURS DE LA PROCHAINE ANNÉE, NOUS ESPÉRONS CONTINUER D'ÊTRE UN PONT ENTRE LES FRANCOPHONES ET LES COMMUNAUTÉS DE NOUVEAUX ARRIVANTS ET DE RÉFUGIÉS DU CANADA GRÂCE À NOTRE COUVERTURE DÉDIÉE DES QUESTIONS QUI LES CONCERNENT.

## FRENCH EDITORIAL

In 2022, New Canadian Media renewed its efforts to create a French section of the site and cover topics of interest to Francophone communities across Canada. Working with a small group of dedicated Francophone journalists of diverse backgrounds, we more than doubled the number of French articles published in the year.

Touching upon issues such as the reform of the Quebec Experience Program and its impact on international students and workers, the use of non-binary language in French, or portraits of the Iranian, Haitian, or Lebanese diaspora in Quebec and Montreal, we published a total of 47 stories in French.

Funding received from the Local Journalism Initiative for French journalism has assisted us in these efforts.

IN THE COMING YEAR, WE HOPE TO CONTINUE TO BE A BRIDGE BETWEEN THE FRANCOPHONE AND THE NEWCOMER AND REFUGEE COMMUNITIES OF CANADA THROUGH OUR DEDICATED COVERAGE OF ISSUES OF RELEVANCE TO THEM.



"I THINK I CAN CONFIDENTLY SAY THAT NOBODY IN THE HISTORY OF CANADIAN JOURNALISM HAS CREATED SO MUCH WITH SO LITTLE," SAID GEORGE ABRAHAM IN HIS ACCEPTANCE SPEECH.



In June 2022, NCM was awarded The CJF-Meta Journalism Project (MJP) Digital News Innovation Award, which "recognizes innovations in digital media that have a demonstrated impact in advancing the quality of digital journalism."

NCM was selected due to its alliance with the Canadian Association of Journalists (CAJ) and affiliation with the National NewsMedia Council, through which NCM members have gained access to pre-publication advice and professional development opportunities.

The alliance has resulted in an increase in NCM-CAJ members, a **33-percent-growth** in NCM's newsletter audience and an increased capacity for NCM to publish five articles a week, making its reporters eligible for National Newspaper Awards. NCM received \$10,000 sponsored by Meta.

Acclaimed Canadian author Margaret Atwood, renowned environmentalist David Suzuki, chair of NCM's board, Gavin Barrett, and member of NCM's advisory council, Catherine Cano, were among those in attendance.

## LOOKING AHEAD

In 2023, NCM will be vying in competitions run by the National Newspaper Awards, the Canadian Association of Journalists, as well as the Canadian Journalism Foundation's award for climate solutions reporting.

In October, NCM won funding from Google's News Equity Fund after a global competition.

# SPECIAL PROJECTS

## TRAINING AND MENTORING FOR IMMIGRANT JOURNALISTS

**VILLAGE** media.ca

**LIVE**

A few spaces left  
Apply today!

**JUDY TRINH**  
Multimedia Journalist  
CBC

**KENNETH ARMSTRONG**  
Multimedia Journalist  
Village Media

**MULTIMEDIA JOURNALISM** Advanced Training and Mentorship Program  
JANUARY 15, 12 PM - 3 PM EST

**VILLAGE** media.ca

Take your journalism to the next level!

**CECIL ROSNER**  
INSTRUCTOR

**NEW WORKSHOP!**  
ENTERPRISE/INVESTIGATIVE REPORTING

JANUARY 29  
12 pm to 3 pm  
EST

Cecil has over 40 years experience in print and broadcast journalism.

A Few Spaces Left  
Apply Today!

A total of **62 participants** registered for the **NCM-Village Media Advanced Training and Mentorship for Immigrant Journalists** between November 2021 and March 2022, and 54 of the registrants attended these workshops. Concentrations were selected according to a survey sent out to potential program participants, and included Spot Reporting, Multimedia Journalism, Investigative/Enterprise Reporting with a follow up workshop on Search Techniques, Opinion Writing, and a workshop for First Byliners. Each workshop participant received one hour of mentorship for each workshop they attended.

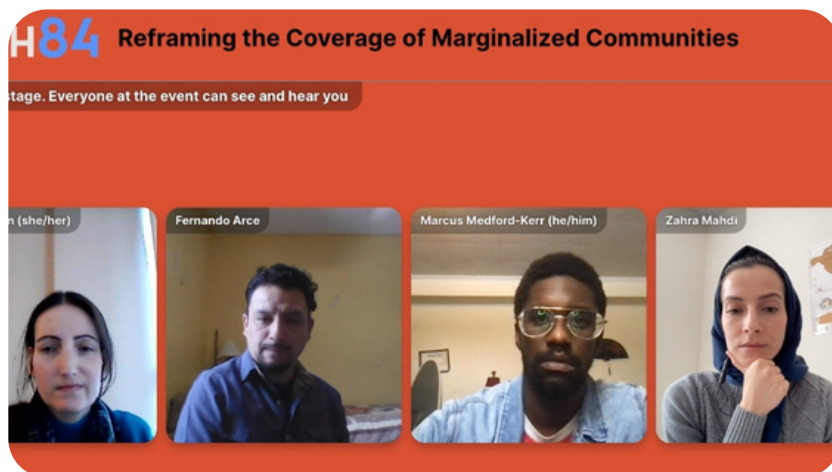
THESE TRAINING WORKSHOPS PROVIDED AN OPPORTUNITY FOR IMMIGRANT JOURNALISTS TO FURTHER DEVELOP THEIR SKILLS IN A VARIETY OF AREAS IN A SMALL GROUP SETTING WITH FOCUSED INSTRUCTOR ATTENTION, AND THEREFORE TO BE ABLE TO CONTRIBUTE LOCAL CONTENT FROM A VARIETY OF ETHNOCULTURAL PERSPECTIVES TO ALL FIELDS OF CANADIAN JOURNALISM INCLUDING PRINT, BROADCAST AND DIGITAL MEDIA.



# TRAINING AND MENTORING FOR IMMIGRANT JOURNALISTS

A feasibility study on a multicultural newswire for mainstream and ethnic media was also completed.

NCM hosted **two online roundtables on enhancing diverse coverage in media**. The first on **February 26, 2022**, was part of the 2022 NASH84 Canadian student journalism conference, and focused on reframing coverage of marginalized communities. **Twenty-five** participants attended.



NCM PRODUCED AN ARTICLE HIGHLIGHTING THE MAIN TAKEAWAYS OF THE ROUNDTABLE [HERE](#).



NCM PRODUCED AN ARTICLE HIGHLIGHTING THE MAIN THEMES OF THE DISCUSSION [HERE](#): [OUR COVERAGE: CANADIAN JOURNALISM AND ITS STRUGGLE WITH RACE, RACISM, DIVERSITY](#)

The second roundtable was focused on **Best Practices on Reporting on Racism on April 6, 2022**. This roundtable was held in collaboration with the National NewsMedia Council (NNC) and intended to build on NNC's document on "Best practices in reporting: Addressing racism and systemic racism."

Guest speakers included Brent Jolly from NNC, Kelsie Kilwana from IndigiNews, Fo Niemi, Executive Director at The Center for Research-Action on Race Relations in Montreal. The roundtable was moderated by Amira Elghawaby, a journalist and human rights advocate who has recently been appointed as Canada's first special representative on combatting Islamophobia. There were 11 participants from a range of backgrounds in attendance.

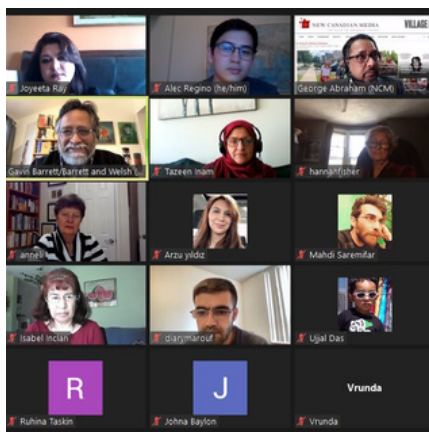
NCM has secured funding for a microcredential program with Seneca College, titled "Inclusive Journalism: Fair Representation in Media," which will be launched in March 2023. The program includes one-on-one mentorships, placements at Village Media titles and other media organizations and a credential certified by Seneca College and [CanCred](#).

# RESEARCH STUDY ON IMMIGRANT AND REFUGEE JOURNALISTS

Canada's first study on the socioeconomic conditions of first-generation immigrant and refugee journalists was completed in March 2022. This project was led by NCM Collective members and journalists, **Christopher Chanco, Arzu Yildiz** and **Alec Regino**. Seven Collective members assisted in conducting surveys and follow up interviews with participants: **Pradip Rodrigues, Isabel Inclan, Ruhina Taskin, Marcus Medford, Adèle Surprenant, Marine Caleb, Tazeen Iman**.

Over **101 participants** were recruited through an online survey distributed in English and French across Canada. Over **47 in-depth interviews** were conducted.

A FULL RESEARCH REPORT ON THE PROJECT'S FINDINGS IS AVAILABLE ON NCM'S WEBSITE [HERE](#).



“To find the way, you need to know the language of the place you come from ...

The compass is the language, and for me that compass is still missing.”

- MC, Kurdish journalist

Findings from the study were used to develop a series of articles published by NCM and our media partners, including **“Experienced Latin American journalists kept out of industry”** and **“Au Québec, les journalistes immigrants naviguent en eaux troubles.”**

On **April 2, 2022**, NCM held a colloquium bringing together journalists and journalists' associations, media organizations, immigrant settlement organizations, and employer councils around the question of better integrating immigrant journalists into the Canadian labour market. **Forty-seven** people attended, and all indicated satisfaction with the event, ranking the presentations as “very informative” to “extremely informative”.

Participants recommended **spreading the findings of the research as widely as possible**, as well as further developing the recommendations put forward in the report.

# COLLECTIVE

At year's end, our **total NCM Collective membership had grown to 240**, including 73 members who enrolled for joint membership with the Canadian Association of Journalists. In November, NCM announced **free membership for students of journalism and media studies at Canadian institutions**. We also introduced membership packages including an **NCM press card** and a **customized tote bag**.

A microsite for the NCM Collective called "Collective Connect" was created here. This has provided a space for NCM Collective to engage and collaborate with each other.

NCM also held its **first Town Hall** during the year to engage the Collective on topics relevant to them and give them an opportunity to network with each other. We intend to continue these Town Halls on a regular basis.

HUB Coordinators in Toronto and Vancouver also planned local events. An in-person celebration for the CJF award was held in the summer.

In August, NCM held its **first "Voices" Seminar on Gender and Sexual Diversity in Journalism**.

Best monthly story awards were selected by a jury panel made up of Judy Trinh (CTV), CAJ President Brent Jolly and independent commentator Paula Arab. Congratulations to the winners: Tazeen Inam, Fabian Dawson, Zahra Mahdi, Vrunda Bhatt, Fernando Arce, Rohullah Naderi, Susan Korah, Andreina Romero, Emmanuel Nwaneri, Kaitlyn Smith, Brian Wong and Mohana Holloway.





PAGEVIEWS

83.47%

Increase over 2021

USERS

66.94%

Increase over 2021

SESSIONS

69.82%

Increase over 2021

TOP 10 STORIES

Turkish refugee lawyer drowns in Lake Simcoe while saving his friend's life

Fans bid tearful adieu to "Kim's Convenience"

Diaspora reacts to Anaida Poilievre's speech at Conservative convention

Canadian activist empowers India's Indigenous women to fight COVID-19

Poilievre's stance on immigration garners support from immigrants in Manitoba

Recent deaths of Indian international students point to disturbing trend

'Freedom Convoy' of truckers head to Ottawa

"He built bridges with his passion for helping others"

"Minister Sean Fraser, why exclude us from the post-graduate work permit extension?"

Islam now second most popular religion in Canada



SESSION DURATION

56s

4.75% increase over 2021

PAGES PER SESSION

2.84

8.04% increase over 2021

Referral Breakdown

