

Ethnic Media Election Coverage 2019: Commonalities and Differences |

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Winning visible minority and ethnic group votes is critical to electoral success in urban Canada. Ethnic media is one of the means that parties and candidates pursue to reach these voters. How significant is ethnic media in reaching these groups? Which groups have stronger ethnic media and how does that affect coverage? Is coverage similar to “mainstream” media or how does it differ and does issue coverage vary by group? This presentation analyses over 2,500 ethnic media 2019 election articles (print and broadcast) from 20 July to 4 November, breaking down coverage by language group, issue and party coverage. The overall conclusion is that voters relying on ethnic media would have had a reasonably comparable understanding of the major election issues as those who relied on “mainstream” media.