

# Tapping Into a Growing Readership:

## Visible Minorities Research Project

A research report by Goldfarb Consultants for the *Canadian Newspaper Association (CNA)* August, 1995  
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### Introduction

The objective of this research is to help newspaper publishers, editors, writers and reporters better understand how well the needs, interests and concerns of the many different visible minorities in Canada are being served by daily newspapers today. In specific, the research is designed to assess whether daily newspapers have a readership problem among visible minorities and, if so:

- What factors may be contributing to this.
- What methods newspapers might use to address any problems and boost readership among visible minorities, one of the fastest growing segments of the population.

### The specific objectives were to assess and evaluate:

- The attitudes of respondents towards Canada and the communities in which they live.
- The relative importance of daily newspapers to respondents with respect to other forms of media.
- The perceived strengths and weaknesses of daily newspapers from the respondents viewpoint .
- The manner in which daily newspapers treat visible minorities.
- The image which the respondents have of daily newspapers.
- The advice which respondents may have for the publishers of daily newspapers.

Six focus group sessions were conducted between July 17th and July 20th, 1995. The following group sessions were conducted:

### Vancouver, July 17

- \* 1 Group of Chinese
- \* 1 Group of South Asians

### Hamilton, July 19

- \* 1 Group of Whites
- \* 1 Group of Mixed Non-Whites

### Toronto, July 20

- \* 1 Group of Muslims
- \* 1 Group of Blacks

In total 65 individuals participated in the six focus groups. There was an even split of males and females and a wide range of occupations as demonstrated by the following list:

- Accountants
- Real Estate Agents
- Sales Representatives
- Consultants
- Administrative personnel
- Janitors
- Cab Drivers
- Machinists
- Labourers
- Teachers
- Unemployed Students
- Customer Service Representatives
- Social Workers
- Government employees
- Couriers
- Sales Executives
- Homemakers
- Credit Collection Agents
- Employee Managers

The groups varied slightly in terms of age, but were generally recruited so that one-half of respondents were between 18 and 35, and the other half were over 35. Of this latter group, the majority were under 50. Two-thirds of the visible minority groups recruited were first-generation Canadians, while one-third were second or later generation Canadians. One-half of all respondents were regular newspaper readers, while the remaining half were split equally between those who read the daily newspaper occasionally or almost never.

All respondents indicated that they could read English.

During each focus group session, a questionnaire was completed by each respondent. The questionnaire and the summary results for the visible minority respondents are included in Appendix A. The results for the questions are included in the appropriate detailed findings section.

**\*\*Note:** It should be cautioned that these results are from a sample size of 53 individuals. While valid conclusions can be drawn from the results of a group of this size, the results are not statistically reliable. However the results do provide directional insights into the attitudes of these respondents. The members of the white group in Hamilton also completed the same questionnaire and in the body of the report, we have indicated those issues where their attitudes and responses appear to be substantially different from those of the visible minority respondents. Again some caution should be exercised in using this information because of the small sample sizes.

## Key Findings and Recommendations

Facilitator's Note: *Facilitating these groups was an exhilarating and fulfilling experience. It was at times thrilling to listen to first and second generation Canadians talk about their new country. It also gave me great satisfaction to listen to bright respondents articulately describe their commitment to Canada and their feelings, attitudes and impressions towards daily newspapers. There was an absence of whining or complaining and generally all presented their views in a very positive, straight-forward manner. Unlike the white group, the visible minorities were able to talk frankly about some very sensitive issues (racism, discrimination and stereotyping). In summary, it was a very broadening experience for myself and one which I will long remember.*

### Overview Summary

The six focus groups conducted with Chinese, South Asian, Black, Muslim, mixed visible minorities and white Canadians demonstrate the extent to which the attitudes of white respondents towards daily newspapers are markedly different from those of visible minority respondents. The overall attitude of white respondents on several aspects of the treatment of visible minorities by daily newspapers is that things are reasonably good and that not much is wrong.

The results of these focus group sessions leads to the conclusion that daily newspapers have a readership problem with many members of key visible minority groups.

Visible minorities have a positive view of Canada and their communities. They also have a great sense of patriotism and commitment to Canada.

Visible minority groups are no different than other readers in many of the complaints which they have about newspapers: ink rubs off; lack of balance in reporting; size of newspapers and not enough time to read the papers. However visible minority readers have some additional caustic and biting complaints about daily newspapers.

- Over one-half say that visible minorities are treated like foreigners by daily newspapers.
- Almost one-half say that daily newspapers do not portray visible minority groups fairly.
- The large majority say that they are upset at newspapers for the linking of race and religion into crime reporting.
- The majority say that newspapers are guilty of practicing discrimination with their crime reporting and lack of balanced coverage of their communities.
- Many complain that the newspapers ignore their communities, especially their cultural events and they turn to their ethnic papers for information and a more positive tone of commentary on their communities.
- A large majority complain about the lack of coverage of world news especially from their native nations and regions.

While a majority of visible minority respondents somewhat agree that improvements are being made by daily newspapers in the ways in which they report on visible minorities, they identify some outstanding problems or issues which need to be addressed:

- The lack of sufficient world news, especially from their countries, or regions, of origin.
- The manner in which crime reporting is usually linked to race or religion.
- The lack of understanding of their communities by reporters; and editors.
- The use of stereotypes in referring to their communities.
- The inadequate job done by newspapers in covering racism and discrimination issues.
- The lack of coverage of their cultural or social events.

Black respondents in Toronto and South Asians in Vancouver have by far the most negative images and feelings towards daily newspapers. The Chinese respondents in Vancouver, and Muslims in Toronto, also have a negative impression of daily newspaper. Only the mixed visible minority and white groups in Hamilton have more positive than negative attitudes towards daily newspapers.

Overall, sports, business news and columnists are the three sections of the paper read least by visible minorities. The equal gender representation of the focus groups may explain some of the lack of readership of the sports and business news, but other factors such as unfamiliar sports or lack of identity with types of stories being covered may also be a factor. The reason for the lack of readership of columnists was not discussed by the respondents but could be due to any number of factors, such as lack of identity with the material or the mostly white writers.

Visible minorities have not abandoned daily newspapers. In fact, they sense that things are improving in the ways in which newspapers relate to visible minorities. There is the opportunity for daily newspapers to strengthen their relationship with members of the key visible minority groups: Chinese, South Asians, Blacks and by religion, Muslims.

## **Detailed Summary**

### ***Background Perspective***

Virtually all respondents say that Canada is a great or good place to live. Many of the same reasons are given by both white and visible minority respondents. Visible minorities add two additional reasons that are not mentioned by white respondents: freedom and opportunity.

The vast majority say that Canada is a tolerant country and a large majority say that their own communities are tolerant places in which to live.

Visible minorities report the same issues of importance as white respondents: taxes, jobs, health care, crime and education. In addition they include equal opportunity, stereotyping, police brutality and their treatment by others.

Daily newspapers are rated slightly less important as sources of information to these respondents than television and radio. Many observe that the current younger generation is not reading newspapers as much as previous generations because of computers and television.

Many say that their visible minority communities have gained economic clout with their increased purchasing power.

### ***Readership And General Attitudes Towards Daily Newspapers***

The front pages, local news and world news are the most widely read sections of the newspapers by these respondents. Coverage of local news is seen to be a strength of daily newspapers, while the quantity of international news is seen as a weakness.

Of note is the low readership of columnists, sports and business sections. The even gender representation in these groups might have some impact upon the sports and business readership levels, however some note should be made of the low readership of columnists. Perhaps there are not sufficient numbers of columnists who are representative of different cultures or religions.

A large majority of visible minority respondents say that it is very or somewhat important for daily newspapers to carry coverage of their countries of origin and a majority say that the current coverage is not sufficient or consistent.

In addition to local news coverage, strengths of daily newspapers include being up-to-date, the section-by-section organization, wide variety, detailed information, classified ads, book reviews, interesting articles, attention grabbing headlines and being of good value.

The weaknesses of daily newspapers are lack of world news, lack of balanced reporting, lack of positive stories, ink rubbing off and too much bulk.

Not understanding the newspapers does not appear to be a significant problem with these respondents, although some report difficulty in reading and understanding the business section of daily newspapers.

### ***Readership And Attitudes Towards Ethnic Newspapers***

Fewer than half of these respondents say that they read an ethnic newspaper. However, a slight majority say that their ethnic newspapers are as important a source of information for them as the daily newspapers. They all agree that ethnic papers play an important role in providing information to them.

### ***Attitudes And Reactions Of Non-Readers To Daily Newspapers***

Non-readers say that lack of time and the use of television for information are the main reasons why they do not read daily newspapers more often.

### ***Attitudes To How Daily Newspapers Treat Visible Minorities***

Respondents are evenly divided in their opinion as to how daily newspapers treat visible minorities. One-half are upset with their treatment, while the remainder say that they are satisfied or that it is not a big issue for them. The white respondents say that daily newspapers treat visible minorities fairly, equally and impartially and some say that visible minorities are sometimes treated better.

One-half of the respondents say that daily newspapers treat them like foreigners.

Two out of three respondents agree that daily newspapers are improving the ways that they report on, or about, visible

minorities, however almost one-half of them have strong views as to how newspapers portray them unfairly and stereotypically.

Visible minority respondents say that the issue for them is not whether they feel included in the newspapers, but whether or not they are portrayed fairly. Almost one-half of visible minority respondents say that daily newspapers do not portray visible minority groups fairly, while almost all of the white group in Hamilton say that visible minority groups are portrayed fairly by daily newspapers.

The majority of respondents agree somewhat that daily newspapers currently reflect the diversity of life which they see around them. White respondents in Hamilton view the performance of the newspapers in this area much more favorably.

Television is seen to be doing the same job as daily newspapers in portraying visible minorities.

There is majority agreement amongst visible minority respondents that daily newspapers do not have enough coverage of material that is of interest to visible minority communities, (eg. stories on various communities or stories on individuals who are going through transitional times in adapting to a new life in Canada). There is a split opinion as to whether they contain enough material on topics such as employment equity, racial equality, discrimination and immigration.

Crime reporting by daily newspapers generates the most emotional and explicit responses from the visible minority respondents. When a suspect is Black or Asian it is mentioned. If they are white, it is not. ("You never see `Karla Homolka, Christian,`...") Here again, white respondents in Hamilton differ in their reactions, with the majority of them agreeing with the use of race or religion to describe criminal suspects.

Many visible minority respondents say that daily newspapers do not do a good job of accurately portraying racism and discrimination issues. They do not feel that enough attention is paid to these issues and the majority of visible minority respondents say that daily newspapers are guilty of practicing discrimination (crime reporting and lack of coverage of the community are given as examples of this discrimination).

There are mixed views of respondents as to whether daily newspapers should have a goal of helping to integrate minority communities into mainstream Canada. Some suggest that newspapers should have some role in bringing groups together while others say that political and educational institutions should assume this role.

A majority of visible minority respondents disagree that newspapers are contributing to visible minorities not feeling part of Canada.

The largest number of complaints from these respondents are not related to their treatment of visible minorities. However, there are complaints about crime reporting, distorted, biased and dishonest reporting. Many express the view that those writing about their minority group do not understand their communities and are not sensitive to the words which they use (eg. interchanging the words immigrant and refugee).

Very few respondents have taken the time to write and complain. This is true for both white and visible minority respondents.

### ***Overall Image Of Daily Newspapers***

Black respondents in Toronto and South Asian respondents in Vancouver have the most negative overall images of daily newspapers. The white and mixed visible minority groups in Hamilton have the most positive image of these newspapers.

The majority of negative images are not much different from those of all readers, and relate to a series of general concerns. However, a significant minority of the words and phrases used by respondents do relate directly to the newspapers' treatment of visible minorities (racist, biased, trouble maker, not cosmopolitan, not culturally sensitive, vindictive, Wasp, narrow minded).

### ***Advice For Publishers***

Perhaps not surprisingly after a two-hour group discussion of visible minority issues, the majority of advice provided to the facilitator, in his imaginary role as the new publisher of the local daily newspaper, concerns treatment of visible minorities.

The advice provided most often is that publishers should be fair and unbiased, open minded, listen to their readers, have more respect and sensitivity for cultural issues, be honest / have integrity and know the demographics of their audience.

## Recommendations

Daily newspapers in these cities have a problem with the way in which they are perceived by a significant portion of the visible minority readers. They need to address the issues of discrimination, stereotyping, crime reporting with racial or religious linkages, and fair portrayal of various visible minority communities. Newspapers in other cities should want to review and adjust the following recommendations based upon their population mix.

Newspapers should review their crime coverage policies and open a dialogue with readers about it. Recent statistics show that crime and violent crime is decreasing in Canada, but concern is rising among visible minority groups who feel it is often linked unnecessarily to race or religion.

Newspapers should educate themselves about the demographics of the non-white communities within their communities and the purchasing power which they possess. Newspapers should also train reporters and editorial staff on the customs and cultures of these visible minority groups.

Daily newspapers should develop a strategy to provide news and information of interest to the key minority groups in their markets, especially targeting young readers. Ideas to consider are regular news reports from key countries of origin, integrating ethnic social and cultural events in listings, ethnic movie and book reviews, etc. Columnists should consider developing a following by commenting on issues of importance to visible minority readers.

Daily newspapers should search out additional materials which would be of interest to visible minority groups. Stories on the adjustments that different groups are making in their life in Canada and the growing importance of the ethnic purchasing power in various communities are but two examples of the types of stories which would be of interest to these groups.

The CNA should consider distributing the details of this report to various internal newspaper audiences across the country.

Newspapers should decide if part of their mission statements or goals should be to educate their readers to promote harmony and to help integrate newcomers into the community.

The CNA should consider quantifying some of the key findings of this report. This could take the form of a national survey of sufficient numbers of white and visible minority groups with which to conduct comparative analyses.

## Detailed Findings

- Background Perspective
- Attitudes Towards Dailies
- Attitudes Towards Ethnic Newspapers
- Attitudes of Non-Readers Towards Dailies
- Attitudes on How Dailies Treat Visible Minorities
- Overall Image of Dailies
- Advice for Publishers
- Comments on Dailies in Specific Cities

## Background Perspective

### *Canada Is A Great Or Good Place To Live*

All of the respondents say that Canada is a great or good place to live. They describe Canada as “wonderful, safe, stable, good justice system, perfect, good social services, peaceful, great, multicultural, supportive of newcomers.”

In contrast to the white group in Hamilton, those in the visible minority groups add “freedom, opportunities, if you have the will, you can do anything” in describing Canada.

*“I couldn’t see myself wanting to be elsewhere for an extended time.”*

The negative comments from these respondents tend to centre around high taxes and government; “over governed, government mismanages.” A few say that the weather is not always great and some say that the cities in which they live are becoming less safe. There are some who say that the people are cold, or more reserved than they are used to, and that they have had difficulty getting to meet people.

*“Canada is a sterile country. You are not supposed to show any emotion”.*

### ***Canada Is A Tolerant Country In Which To Live***

In response to the general question about living in Canada, there are a few comments, both negative and positive, about racism in Canada.

- *“Racism in Canada is more subtle. Canada is Britain in the 60s. I notice it here.”*
- *“It is not a melting pot like the USA. Here you can keep your culture and religion.”*
- *“Racism is not as popular in Canada as in other countries.”*
- *“While Canada is really one of the best countries, people tend to get into comfortable modes and stick to what they are familiar with.”*

Visible minority respondents in the groups agree strongly (45%) or somewhat (47%) that Canada is a tolerant country in which to live. Of note is the large number of respondents who say that they strongly agree that Canada is a tolerant country. There are comments made in the white group that Canada is too open and tolerant with respect to its immigration laws and regulations.

*“The government bends over backwards and lets everyone in.”*

Visible minority respondents in Hamilton also agree with this.

	% Agree Strongly	% Agree Somewhat	% Disagree Somewhat	% Disagree Strongly
<b>Canada is a tolerant country in which to live.</b>	<b>45</b>	<b>47</b>	<b>6</b>	<b>0</b>

### ***The Communities Which They Live In Are Somewhat Less Tolerant***

Perhaps not surprisingly, respondents are less likely to say that their communities are as tolerant as Canada is as a whole.

*“Kids look at you. Adults quickly look away.”*

Even so, almost six in ten disagree with the statement that their communities are intolerant places in which to live.

*“Vancouver is still struggling( and has improved), but some ( other cities ) are not as racially harmonious.”*

	% Agree Strongly	% Agree Somewhat	% Disagree Somewhat	% Disagree Strongly
<b>My community is an intolerant place in which to live</b>	<b>13</b>	<b>26</b>	<b>26</b>	<b>32</b>

### ***Cultural Conflicts Within Families And Difficulties In Finding Employment Are The Most Often Mentioned Adjustment Problems***

There are mentions within the East Asian and Muslim group sessions of the difficulties in balancing the Western cultural pressures upon their children with the desire to maintain some of their native traditions and culture. These comments come especially from females in the groups. Others mention the difficulties in having educational studies and qualifications recognized and in finding suitable employment.

### ***Taxes, Jobs, Health Care, Crime And Education Are Important Issues For These Respondents And Their Families. Equal Opportunity, Stereotyping, Police Brutality And Treatment Of Visible Minorities Are Also On Their List Of Important Issues***

These respondents say that the major issues facing them and their families are similar in many ways to those being faced by all Canadians – taxes, jobs, crime, health care and education.

*“The major issues facing us are jobs, education and safety – not employment equity.”*

In addition they say that issues such as equal opportunity, stereotyping by the public and the media, police brutality for some of the members of their communities, self-government and the way in which they are treated are also issues of most importance to them.

*“The color of my skin. I would like to be treated like a Canadian.”*

*“They always portray ( East) Indians with an accent ( eg. The Simpsons – TV show ). And I speak perfect English.”*

### ***Radio And Television Are Slightly More Important Than Newspapers As Sources Of Information***

These respondents say that radio and television are more important sources of information for them than are daily newspapers. One gets the impression that this may not have been the same in their native countries.

*“Why are newspapers not as important here as they are in Hong Kong?”*

### ***Many Say That Their Communities Are Gaining Economic Clout***

The large majority of respondents from Vancouver and Toronto say that their communities have economic clout and purchasing power which is important for businesses and papers. The respondents in Vancouver say that businesses, specifically banks and BC Telephone have noticed this and are moving to address these markets (Chinese branches of banks, isles of ethnic food in supermarkets and visible minority servers in restaurants.)

### **Readership and Attitudes Towards Daily Newspapers**

#### ***The Front Page And Local News Are The Sections Of The Daily Newspapers Read Most Often***

Many visible minority respondents say that they read newspapers to become informed.

*“You have to read the newspaper to keep up-to-date with what is going on in Canada – even if it may not always be the truth.”*

Some females say that the time spent reading the papers is their time; the only time they have for themselves in their busy life. While visible minority respondents say that they read newspapers for a wide variety of reasons, when asked to indicate which sections they read all the time, sometimes or never, it becomes obvious that local news and the front page are the sections most often read. World news is the next most read section of the paper for these people. The sports, columnists, business and letters to the editor are the least read sections of the paper.

	<b>Read All The Time</b>	<b>Read Sometimes</b>	<b>Never Read</b>
<b>Front Page</b>	<b>58</b>	<b>34</b>	<b>4</b>
<b>World News</b>	<b>32</b>	<b>57</b>	<b>8</b>
<b>Local News</b>	<b>45</b>	<b>47</b>	<b>6</b>
<b>Business News</b>	<b>26</b>	<b>40</b>	<b>30</b>
<b>Sports News</b>	<b>21</b>	<b>26</b>	<b>45</b>
<b>Editorials</b>	<b>13</b>	<b>57</b>	<b>21</b>
<b>Letters To The Editor</b>	<b>6</b>	<b>57</b>	<b>32</b>
<b>Columnists</b>	<b>15</b>	<b>47</b>	<b>28</b>
<b>Arts and Entertainment</b>	<b>26</b>	<b>55</b>	<b>15</b>
<b>Lifestyle</b>	<b>30</b>	<b>53</b>	<b>9</b>

#### ***The Respondents Say That They Spend On Average Just Over One-Half Hour Each Day Reading The Newspaper***

Naturally, there is a wide range of times reported by the respondents when asked how much time they spend reading the daily newspapers. The average time for those who read the papers is just over thirty minutes.

#### ***The Large Majority Say That It Is Very Or Somewhat Important For Daily Newspapers To Carry Coverage About Their Countries Of Origin***

The large majority of respondents say that it is very or somewhat important for daily newspapers to carry coverage of their countries of origin of visible minority groups. This source of information, of what is happening “back home”, complements telephone calls, word of mouth, ethnic newspapers and Voice of America broadcasts.

#### ***However A Majority Of Respondents Say That Daily Newspapers Do Not Contain Enough Coverage Of Their Countries Of Origin***

Respondents say that it is difficult to consistently receive information from, or about, their countries of origin.

*“There is little coverage of the current elections in Hong Kong.”*

*“Local Canadian papers are targeted for local Canadian people.”*

% Agree Strongly % Agree Somewhat % Disagree Somewhat % Disagree Strongly  
**Daily newspapers contain enough coverage about the countries of origin of visible minority groups.**

**2**

**28**

**36**

**32**

***Local News Coverage, Being Up-To-Date, Pull-Out Sections, Wide Variety Of Material, Attention Grabbing Headlines, Detailed Information, Classified Ads, Continuous Coverage Every Day, Book Reviews And Interesting Articles Are Strengths Of English Daily Newspapers***

The most often mentioned strength of daily newspapers is the job that is done in covering local news. Respondents also say the amount of detailed information, the wide variety of stories and the organization of the newspapers into sections are strengths of the newspapers.

*“They are doing okay. I don’t expect a lot from daily newspapers anyway,”* says a Chinese respondent from Vancouver.

***Virtually All Respondents Say That Newspapers Are Good Value For The Money***

While the vast majority of respondents say that daily newspapers are good value for the money, there are a few who comment that the prices of their papers have been increasing.

***Lack Of World News, Lack Of Balanced Reporting, Not Telling The Truth, Lack Of Positive Stories, Ink That Rubs Off And Too Much Bulk Are Weaknesses Of Daily Newspapers***

An often mentioned weakness of daily newspapers is the lack, or inconsistency, of international news coverage. Some say that the world is becoming a “global village” and that it would make sense to have more international coverage. As indicated in the section on readership, world news is the third most read section of the newspaper for these individuals, behind local news and the front page. Another often mentioned weakness is the distortion (“Grab the story. The truth will follow later”), or perceived biases (“You can see their political philosophy on the front page”) and the general feeling that there is too much negative news in the daily papers. (There is recognition by many respondents that newspapers are a business and that bad or negative news and stories sell papers). Some complain about the bulk of the papers and in each group some say that they are annoyed at the ink that rubs off onto their clothes or fingers.

***A Small Minority Say That They Find It Too Hard To Read And Understand Daily Newspapers***

Keeping in mind that these respondents were recruited with one of the qualifications being that they could read English, only a small minority say that they find it hard to read and understand daily newspapers. It is of interest to note that the white group respondents in Hamilton report the same level of agreement as others with the statement that they find it too hard to read and understand the daily newspapers.

% Agree Strongly % Agree Somewhat % Disagree Somewhat % Disagree Strongly  
**I find it hard to read and understand daily newspapers**

**2**

**9**

**11**

**71**

***Understanding Of Various Sections Does Not Appear To Be A Major Problem***

With the possible exception of the business section, most respondents say that they find the various sections of the newspapers easy to read and understand.

	Easy To Read And Understand	Difficult To Read And Understand
<b>Front Page</b>	<b>94</b>	<b>4</b>
<b>World News</b>	<b>89</b>	<b>8</b>
<b>Local News</b>	<b>94</b>	<b>4</b>
<b>Business News</b>	<b>73</b>	<b>25</b>
<b>Sports News</b>	<b>77</b>	<b>13</b>
<b>Editorials</b>	<b>81</b>	<b>15</b>
<b>Letters To The Editor</b>	<b>87</b>	<b>9</b>

<b>Columnists</b>	<b>83</b>	<b>8</b>
<b>Arts And Entertainment</b>	<b>89</b>	<b>8</b>
<b>Lifestyle</b>	<b>92</b>	<b>2</b>

### **Readership and Attitudes Towards Ethnic Newspapers**

#### ***Fewer Than Half Say That They Read Ethnic Newspapers Regularly***

Fewer than one-half of the respondents say that they regularly read their ethnic newspapers. They read these papers for the information on community events.

*“They are very supportive of promoting local events and activities.”*

Others read for the articles.

*“I like to read the experiences of others who are trying to balance the East/ West cultural clash. It gives me a sense of connectedness.”*

A vast majority of the respondents from the black community in Toronto say that they read their ethnic newspapers with most of them saying that they read *Share* and *Pride* and a good number reporting reading *Word*.

#### ***Ethnic Newspapers Are As Important A Source Of Information As Daily Newspapers***

Very few visible minority respondents say that ethnic newspapers are their most important source of information. However, they agree that the ethnic newspapers are as important to them as the daily newspapers.

% Agree Strongly   % Agree Somewhat   % Disagree Somewhat   % Disagree Strongly

#### **Ethnic Newspapers are more important than daily newspapers to visible minorities.**

**21                      32                      26                      21**

#### ***However, Ethnic Newspapers Do Play An Important Role In Providing Information***

The vast majority of visible minority respondents do say, however, that ethnic newspapers play an important role in providing information to their communities. Most say that they obtain information about events and activities from their local ethnic newspapers. Some say that they enjoy reading material in their own language and some comment that “ethnic papers portray positive messages about our community. This is something that daily newspapers could learn from our papers”. Some report that they also listen to ethnic radio, or watch ethnic television. There is a general sense that the older members of these communities are more likely to listen to, or watch, ethnic media. Some of the members of these groups say that they sometimes listen to or watch these shows with their parents.

% Agree Strongly   % Agree Somewhat   % Disagree Somewhat   % Disagree Strongly

#### **Ethnic newspapers play an important role in providing information to their communities**

**47                      45                      8                      0**

### **Attitudes and Reactions of Non-Readers to Daily Newspapers**

#### ***Lack Of Time And Television Are Main Reasons For Not Reading Daily Newspapers***

Non-readers of daily newspapers say that lack of time and their use of television are the main reasons for their not reading newspapers. Only one person admits that her current economic situation is a primary factor in her not buying the newspaper. Others comment upon the depressing nature of the news and one says that she lacks the motivation to read the papers regularly.

One says: *“If people are not reading papers, it’s because they don’t respect papers”.*

There are few specifics offered as to what would encourage these-non readers to read the daily newspapers more often.

#### ***Many Say That The Next Generation Is Reading Less***

The large majority of respondents say they feel that younger members of their households are reading the daily papers less and television and computer games are credited with this trend. A suggestion is made that there should be a

section of the papers devoted to very young readers to encourage them to begin the newspaper reading habit.

### **Attitudes on How Daily Newspapers Treat Visible Minorities**

#### ***Respondents Are Evenly Divided In Their Opinion As To How Visible Minorities Are Treated By Daily Newspapers***

One-half of respondents say that they are not satisfied with the way that visible minority groups are treated by daily newspapers. The remainder say that they are satisfied or that it is not a big issue for them. The respondents from the Black group in Toronto and the South Asian group in Vancouver are the most upset with their treatment.

*“We are treated awfully, half truths, sensational stories, stereotypes, lack of respect, guilty of discrimination in the way in which we are treated.”*

Some in the Muslim group in Toronto use the Oklahoma bombing story where the assumption was quickly made that the bombing was the work of “Muslim fundamentalists”. They also say:

*“I am shocked when I see a positive view expressed in the paper, when Muslims do anything, it is blown out of proportion. I cringe when I read about Muslims.”*

In contrast, the respondents from the white group in Hamilton say that newspapers are “fairly fair, treat visible minorities equally, impartial, in fact-visible minorities are sometimes treated better”.

#### ***A Majority Of Visible Minority Respondents Agree With The Statement That Daily Newspapers Treat Visible Minorities Like Foreigners***

	% Agree Strongly	% Agree Somewhat	% Disagree Somewhat	% Disagree Strongly
<b>Daily newspapers do not treat visible minorities like Canadians. They treat them like foreigners</b>	<b>19</b>	<b>38</b>	<b>32</b>	<b>11</b>

#### ***Daily Newspapers Are Somewhat Improving The Ways That They Report On, Or About, Visible Minorities***

While the majority of visible minority respondents say that daily newspapers are improving the ways in which the report on, or about, visible minorities, there is no intensity about this feeling, with the majority saying that they somewhat agree that daily newspapers are improving in this regard. Respondents from the Chinese group in Vancouver point to the “*Monster Home*” issue of a few years ago and say that the daily papers have gradually improved since then.

	% Agree Strongly	% Agree Somewhat	% Disagree Somewhat	% Disagree Strongly
<b>Daily newspapers are improving the ways which they report on, or about, visible minorities</b>	<b>4</b>	<b>58</b>	<b>28</b>	<b>8</b>

#### ***Feeling Included In Daily Newspapers Is Not The Issue. Respondents Want To Be Fairly Portrayed Or Represented***

The reaction to the question as to whether or not they feel included in daily newspapers is consistent across most groups.

*“That is not the issue. It is not a question of being left out, it is whether we are accurately portrayed. We just feel discriminated against.”*

*“I would rather not see our people in the newspapers. They will be in trouble.”*— a young Muslim respondent.

A young black student in Toronto complains about being included in the daily papers in a negative light.

*“Everybody plays the crime game. When a story does not say that the crime suspect is black you cheer.”*

*“If they don’t mention the race, we assume they are white.”*

*“I don’t feel left out, but sensationalized articles turn me off,”* says a South Asian in Vancouver. Respondents from the white group in Hamilton say that they “have not really noticed. There are representative types of pictures”.

#### ***The Majority Somewhat Agree That Daily Newspapers Portray Visible Minority Groups Fairly***

A slight majority of visible minority respondents agree that daily newspapers portray visible minority groups fairly. It

should be noted that the majority only “somewhat” agree with this position. Almost all of the respondents from the white group in Hamilton say that newspapers portray visible minority groups fairly.

There are some negative opinions expressed, especially from the black respondents in Toronto, the South Asians in Vancouver and the mixed visible minority group in Hamilton.

*“Even with Caribana, they pick out the negatives. They don’t talk about the economic contribution of the event.”*

*“Newspapers are not in tune with our ( Muslim ) community. They are going through a learning stage.”*

*“They publish the wrong things or take a negative approach.”*

There are some pointed negative comments made about *The Province* in Vancouver.

*“It is very negative to my community. It is like the National Enquirer and the Toronto Sun in Toronto.”*

*“They are trying to get a race war started for sure.”*

	% Agree Strongly	% Agree Somewhat	% Disagree Somewhat	% Disagree Strongly
<b>Daily newspapers portray visible minority groups fairly</b>	<b>6</b>	<b>49</b>	<b>32</b>	<b>13</b>

***There Is No Agreement That Television Does A Better Job Of Portraying Visible Minorities***

Opinion is divided as to whether television does a better job than daily newspapers in portraying visible minorities fairly.

	% Agree Strongly	% Agree Somewhat	% Disagree Somewhat	% Disagree Strongly
<b>Television does a better job than daily newspapers of portraying visible minorities</b>	<b>19</b>	<b>26</b>	<b>40</b>	<b>13</b>

***The Majority Say That Daily Newspapers Reflect The Diversity Of The Community***

The majority of visible minority respondents say that daily newspapers do reflect the diversity of life that they see around them in their own communities. Here again, there is a lack of intensity with this feeling, as the majority only “somewhat” agree with this statement.

The vast majority of respondents from the white group in Hamilton say that daily newspapers reflect the diversity of life that they see around them. They go on to say that they like to see Canadians treated as one.

*“I don’t want to see the differences accentuated. Saying you are different just fuels the fires. We all want the same things for our families.”*

	% Agree Strongly	% Agree Somewhat	% Disagree Somewhat	% Disagree Strongly
<b>Daily newspapers in my community reflect the diversity of life that I see around me</b>	<b>11</b>	<b>45</b>	<b>28</b>	<b>15</b>

***A Large Majority Say That Daily Newspapers Do Not Have Enough Coverage of, or Quantity of Material of Interest to Visible Minority Communities***

Over two in three visible minority respondents say that daily newspapers do not carry enough material of interest to visible minority groups. There is a sense that daily newspapers should cover the activities going on in the various ethnic communities. There is also the feeling that not enough is currently being done in this regard. Some defend this as a problem of supply and demand.

*“Newspapers should work at understanding what is of interest to various communities. They don’t reflect the different communities at all.”*

*“Some ethnic events never get covered. Why not carry film reviews of East Asian or Chinese Films?”*

*“You never see a Caribbean show written about in daily newspapers. Why are these shows not written about? Some of it has to be prejudice.”*

This comment touches off a debate as to whether or not a community has to be proactive in ensuring that their stories are brought to the attention of the newspapers. Slightly more than half of this group say that the community must be proactive and try to get their message out. The rest disagree.

*“We should not have to beg for a reporter.”*

	% Agree Strongly	% Agree Somewhat	% Disagree Somewhat	% Disagree Strongly
<b>Daily newspapers do not contain enough quantity of material that is of interest to visible minorities</b>	<b>34</b>	<b>34</b>	<b>25</b>	<b>8</b>

### ***A Majority of Visible Minority Respondents say that Daily Newspapers Do Not Contain Enough Material About Topics of Interest Such as Discrimination And Racial Equality***

The majority of visible minority respondents say that daily newspapers do not contain enough material about issues that are of interest to visible minorities such as employment equity, racial equality, discrimination and immigration.

	% Agree Strongly	% Agree Somewhat	% Disagree Somewhat	% Disagree Strongly
<b>Daily newspapers usually contain enough material about issues that are of interest to visible minorities such as employment equity, racial equality, discrimination and immigration</b>	<b>4</b>	<b>40</b>	<b>40</b>	<b>16</b>

### ***Crime Reporting Generates The Most Emotional And Explicit Responses***

The vast majority of visible minority respondents say that they are very unhappy with the reporting of crime stories by daily newspapers. Some in Hamilton say that it is improving.

- *“Crime reporting is a joke.”*
- *“I object to the use of religion in stories (Muslim). I have Indian friends who don’t tell people where they come from.”*
- *“I am most upset at crime reporting. I also feel for other communities like the Chinese. I am especially upset at the ethnic crime reporting of The Province.”*
- *“I wish they would leave out the little words they use in describing a suspect. - Asian gang, black etc.”*
- *“The Toronto Sun has coverage of the entire face on the front page. You can see the acne. Compare this to Paul Bernardo. It was one year before I knew what he looked like!” - a young black student in Toronto*
- *“Putting ethnic names into crime stories treats ethnics like foreigners.”*
- *“If you have to do it, treat everyone the same way.”*
- *“We never see `Karla Homolka, Christian...’ “*

In contrast, the respondents in the white group in Hamilton say:

*“Crime reporting is handled well. If one particular ethnic group does a lot of crime, it’s not really the paper’s fault. They should report the true story.”*

Some add that the papers “do not usually draw attention to color.” They went on to say that people “should be able to speak like they think” and the large majority say that they support the professor who published a study which purported to show that members of various ethnic groups have different intelligence levels.

### ***Many Claim To Have Seen Stereotyping In Daily Newspapers***

Many of the visible minority group respondents say that they have seen stereotyping in the daily newspapers.

*“More education would help dispel stereotypes.”*

None of the respondents in the white group in Hamilton say that they have seen examples of stereotyping in the daily newspapers.

### ***Many Say That The Daily Newspapers Do Not Do A Good Job Of Accurately Portraying Racism And Discrimination Issues***

Many of the visible minority respondents say that daily newspapers do not do an accurate job of portraying racism and discrimination issues.

- *“Do newspapers portray racism? Not at all, they accentuate it.”*
- *“More rampant than they say.”*
- *“Newspapers do portray, but they are not above doing it.”*
- *“There should be more open discussion on the subjects. Education will beat the problem. Education is a way to make others less fearful.”*

- *“They don’t handle racism well. They just scratch the surface.”*
- *“The Rodney King trial was a slap in the face for all minorities in North America. How can you trust a system like that?”*

***The Majority Of Visible Minority Respondents Say That Daily Newspapers Are Guilty Of Discrimination***

A majority of visible minority respondents say that daily newspapers are guilty of discrimination in the way they treat minority groups. All respondents in the white group in Hamilton say that daily newspapers are not guilty of discrimination.

***There Are Mixed Views On The Social Roles Of Daily Newspapers***

*“Do daily newspapers have goals or missions? If so, they should put them on the front page of the paper.”*

Respondents are split in their opinion as to whether daily newspapers should have as a goal or mission helping minority communities integrate into mainstream Canada. Some think it would be a good first step: “the lifestyle sections of the newspapers, helping explain to recent arrivals how things are done in Canada”, while others are leery of the mandate and say that newspapers should stick to “accurate, careful and less sensationalized reporting”. Some say that educational and political institutions should handle this role.

One young Black says, *“I am the mainstream of Canada. I work hard and pay taxes.”*

There are some who say that newspapers should bring groups together and promote harmony. One group suggests that newspapers should assist in improving the morality of all youth. Some say that newspapers should educate their readers about different minority groups while others suggest that newspapers should speak out on issues.

***The Majority Disagree That Newspapers Are Contributing To Visible Minorities Not Feeling Part of Mainstream Canada***

A majority of visible minority respondents say that they disagree with the statement that daily newspapers help to reinforce the feeling that visible minorities are not part of mainstream Canada. The white respondents in Hamilton are evenly split on agreeing with this statement and go on to say that newspapers today are doing a good job of bringing people together.

	% Agree Strongly	% Agree Somewhat	% Disagree Somewhat	% Disagree Strongly
<b>Daily newspapers help to reinforce the feeling that visible minorities are not part of mainstream Canada</b>	<b>17</b>	<b>26</b>	<b>40</b>	<b>17</b>

***Many Are Concerned About The Lack Of Understanding Of Their Communities***

Newspapers are not seen by some to be in tune with the visible minority communities.

*“They don’t know what the issues are. There is a lot of room for education.”*

*“If they are going to talk about us, there should be an educational process.”*

Some suggest that “reporters should be educated on social issues. They have to be sensitive to the words that they use.” *“Newspapers don’t realize the damage that their stories do.”*

There are a few comments about the negative reactions or impressions created by reporters intermixing the words “immigrants” and “refugees”.

Respondents from the Toronto Muslim group say that there should be more ethnic reporters, but add that the merit principle should be used.

*“Not sure they are making the effort.”*

The respondents from the white group in Hamilton “do not know whether there are enough visible minority reporters or not, but (agree) that there should be no guarantees (in employment), just good writers.”

***The Largest Number Of Complaints About Daily Newspapers Are Not Related To The Treatment Of Visible Minorities***

The complaints about daily newspapers for the large majority do not concern the newspapers treatment of visible minorities. Instead they deal with issues and concerns that would effect all readers such as ink rub off, bulkiness of the paper, cost, too much coverage of certain stories, too explicit details on certain stories, too much negative coverage, not enough international coverage and unreadable business section.

The biggest beef about newspapers for a minority of respondents concern issues related to treatment of visible minorities such as crime reporting, being too one sided, being unfair and biased, being irresponsible and distorting information.

***Very Few Have Written Or Called Newspapers To Complain***

Only a few respondents say that they have written or called, either to complain or praise, a particular story or headline. This level of active participation may in fact be the same for all readers of daily newspapers.

**Overall Image of Daily Newspapers**

***The Black Respondents In Toronto And The South Asian Respondents In Vancouver Have The Most Negative Images Of Daily Newspapers***

Each group was asked to describe a daily newspaper in human terms. These words were then classified as either positive, negative or neutral. The following chart is a summary of the number of words used by the various groups. The Black respondents in Toronto and the South Asian respondents in Vancouver have the most negative images of daily newspapers. The respondents from both Hamilton groups (mixed visible minorities and whites) have the most positive images of English daily newspapers.

	Positive	Negative	Neutral
<b>Toronto Black</b>	<b>4</b>	<b>19</b>	<b>2</b>
<b>Vancouver South Asian</b>	<b>2</b>	<b>11</b>	<b>-</b>
<b>Vancouver Chinese</b>	<b>8</b>	<b>10</b>	<b>-</b>
<b>Toronto Muslims</b>	<b>9</b>	<b>11</b>	<b>3</b>
<b>Hamilton Mixed Visible Minorities</b>	<b>9</b>	<b>4</b>	<b>3</b>
<b>Hamilton White</b>	<b>12</b>	<b>2</b>	<b>1</b>

***The Majority Of Negative Images Do Not Relate Directly To Visible Minority Issues***

Further analysis of the negative words used to describe daily newspapers show that a good majority of those words are not specifically related to issues concerning the treatment of visible minorities. These are words such as dirty, shallow, makes errors, likes to be popular, negative, etc.

However a significant minority of the words or phrases used in describing daily news do relate directly to the papers' treatment of visible minorities. Words such as biased, trouble maker, creates friction, mean, racist, WASP, narrow minded, etc. are examples.

**Toronto Black**

**Positive** – Smart, conservative, powerful, inexpensive

**Negative** – Sloppy, vindictive, propagandist, not professional, demagogue, negative, threat, danger, self-serving, manipulative, distorted, ignorant, dirty, insecure, WASP, everything black and white, mean, controlling, narrow minded

**Neutral** – old, middle-aged

**Vancouver South Asian**

**Positive** – Well informed, colorful dresser

**Negative** – Hypocritical (two headed), pigpen (dirty), negative, empty headed, fat (bulky), doing something they shouldn't be doing, errors, takes out of context, exaggerates, not listening, trying to please everyone

**Vancouver Chinese**

**Positive** – Mediocre/ medium intelligence, loyal, knowledgeable, versatile (sections), speaks well, dependable, gets it done, wants to inform

**Negative** – Like a kid (needs to improve), shallow, not world class, likes to be popular, biased, negative, exaggerates to make interesting, trouble-maker, not consistent, creates friction unintentionally

## **Toronto Muslim**

**Positive** – Informative, entertaining, knowledgeable, sense of humor, good companion, helpful, sensational, educational, interesting at times

**Negative** – Jewish-controlled, white, racist, uncaring, misleading, biased, not cosmopolitan, boring, sickening at times, uninformed, not culturally sensitive

**Neutral** – Has own language, sports fan, businessman

## **Hamilton Mixed Visible Minorities**

**Positive** – Influential, up to date, informative, provides feedback, reliable, impressive, interesting, thorough, good looking

**Negative** – Opinionated, dirty, not understanding, white

**Neutral** – Male, politically correct, businessman

## **Hamilton White**

**Positive** – Knowledgeable, reliable, informative, interesting, fair, open-minded, entertaining, funny, caring, concerned, serious, conscientious

**Negative** – Disturbing, wander (not to the point)

**Neutral** – Time consuming

## **Advice for Publishers**

At the conclusion of each section, all respondents are asked to provide advice to the facilitator who tells them that he is taking over as publisher of the local daily newspaper in the morning. He asks that they each give him one specific suggestion as to what he should do in his new job. One South Asian respondent from Vancouver says:

*“I hope that it (the newspaper) will be different tomorrow and that you will be able to make changes.”*

## ***The Majority Of Suggestions Concern Treatment of Visible Minorities***

Perhaps not surprisingly after a two-hour discussion, the majority of suggestions do, however, relate to general suggestions such as listen to readers, be reliable, make paper smaller, publish a Sunday edition (Vancouver), reduce news on crime, carry more world news, don't be so negative, improve layout and put pictures in classified ads..

The advice provided most often is that publishers should be fair and unbiased, open minded, listen to their readers, have more respect and sensitivity for cultural issues, be honest/ have integrity and know the demographics of their audience.

<b>SUGGESTION</b>	<b>NUMBER OF MENTIONS</b>
<b>Be Fair, Unbiased</b>	<b>5</b>
<b>Be Open Minded</b>	<b>4</b>
<b>Listen To Readers</b>	<b>4</b>
<b>Have More Respect and Sensitivity For Cultural Issues</b>	<b>4</b>
<b>Be Honest/ Get Facts Straight</b>	<b>4</b>
<b>Know Your Audience (Demographics)</b>	<b>3</b>
<b>Provide More Information on Ethnic Groups</b>	<b>3</b>
<b>Hire Better Editors/ Staff</b>	<b>2</b>
<b>Make Paper Smaller</b>	<b>2</b>
<b>Hire Reporters Who Represent Your Audience</b>	<b>2</b>

<b>Provide More Awareness of Contributions of Minority Groups to Communities</b>	<b>2</b>
<b>Be Sincere</b>	<b>1</b>
<b>Eliminate Small Words In Crime Reporting</b>	<b>1</b>
<b>Be Reliable</b>	<b>1</b>
<b>Remember, You Are Here To Serve Community</b>	<b>1</b>
<b>TrainYour Staff On Cultural Sensitivities</b>	<b>1</b>
<b>Put Pictures In Classified Ads</b>	<b>1</b>
<b>Go Back To Nighttime Delivery (Hamilton)</b>	<b>1</b>
<b>Be Conscientious</b>	<b>1</b>
<b>Reduce Amount Of Crime Coverage (For Kids Sake)</b>	<b>1</b>
<b>Provide More World News</b>	<b>1</b>
<b>Provide Information, Don't Champion Causes</b>	<b>1</b>
<b>Provide Section For Young People</b>	<b>1</b>
<b>Don't Be So Negative</b>	<b>1</b>
<b>Improve Layout</b>	<b>1</b>
<b>Be Diplomatic</b>	<b>1</b>
<b>Add Sunday Issue (Vancouver)</b>	<b>1</b>

### **Specific City-Related Comments**

#### **1. Vancouver**

*The Vancouver Sun* is seen as the more culturally sensitive paper in the city.

*The Vancouver Sun* is seen to be improving in the manner in which they are treating visible minorities. Several mention the “Monster Homes” issue of several years ago and the large hole the *Sun* dug up for itself with visible minority readers. The situation is seen to have improved since then.

In contrast, *The Province* is seen as a tabloid with sensational reporting that is often very negative towards ethnic groups. It is seen as being similar to the *National Enquirer*.

#### **2. Toronto**

*The Toronto Sun* is seen to be “the poorest of all, at the bottom, most biased and most sensational in its reporting”. However, one young Black says: “*But, funny enough, it also gives a minority the best chance of getting into the paper.*”

*The Toronto Star* is “sealed and locked, the stories are killed.” It is perceived to be between poor and average in its treatment of minorities and minority issues. Only a few respondents say that they have seen the Diversity Column, but those that have say that it is very good.

*The Globe and Mail* is seen to be “slightly better than the *Toronto Star*”. It is also described as “boring, business oriented, more international news, has a good travel section”.

One person says: “*If you can't read English well, it is tough to read the Globe*”.

#### **3. Hamilton**

One half of the respondents say that they would prefer to return to evening delivery of *The Spectator*. The other half say that they like the morning edition.

## Self-Administered Questionnaire

(Results for Visible Minority Respondents)

Q1. Please indicate for each of the following sections of the English daily newspapers whether you read them all the time, read them sometimes or never read them.

	Read All the Time	Read Sometimes	Never Read
<b>Front Page</b>	58	34	4
<b>World News</b>	32	57	8
<b>Local News</b>	45	47	6
<b>Business News</b>	26	40	30
<b>Sports News</b>	21	26	45
<b>Editorials</b>	13	57	21
<b>Letters To The Editor</b>	6	57	32
<b>Columnists</b>	15	47	28
<b>Arts And Entertainment</b>	26	55	15
<b>Lifestyle</b>	30	53	9

Q2. Please tell me whether you agree strongly, agree somewhat, disagree somewhat or disagree strongly with each of the following statements?

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly
<b>Canada is a tolerant country in which to live</b>	45	47	6	0
<b>My community is an intolerant place in which to live</b>	13	26	26	32
<b>Daily newspapers portray visible minority groups fairly</b>	6	49	32	13
<b>Daily newspapers in my community reflect the diversity of life that I see around me</b>	11	45	28	15
<b>Television does a better job than daily newspapers of portraying visible minorities</b>	19	26	40	13
<b>Daily newspapers are improving the ways in which they report on, or about, visible minorities</b>	4	58	28	8
<b>Daily newspapers do not contain enough quantity of material that is of interest to visible minorities</b>	34	34	25	8
<b>Daily newspapers usually contain enough material about issues that are of interest to visible minorities such as employment equity, racial equality, discrimination and immigration</b>	4	40	40	16

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly
<b>Daily newspapers contain enough coverage about the countries of origin of visible minority groups</b>	2	28	36	32
<b>Daily newspapers help to reinforce the feeling that visible minorities are not part of mainstream Canada</b>	17	26	40	17
<b>Daily newspapers do not treat visible minorities like Canadians. They treat them like foreigners.</b>	19	38	32	11
<b>Ethnic newspapers are more important than daily newspapers to visible minorities</b>	21	32	26	21
<b>Ethnic newspapers play an important role in providing information to their communities</b>	47	45	8	0
<b>I find it hard to read and understand daily newspapers</b>	2	9	11	71

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Q3. Please indicate whether you find the wording and language of the articles in these sections of the English daily newspapers easy to read and understand, or difficult to read and understand.

	Easy To Read and Understand	Difficult To Read and Understand
<b>Front Page</b>	94	4
<b>World News</b>	89	8
<b>Local News</b>	94	4
<b>Business News</b>	73	25
<b>Sports News</b>	77	13
<b>Editorials</b>	81	15
<b>Letters To The Editor</b>	87	9
<b>Columnists</b>	83	8
<b>Arts And Entertainment</b>	89	8
<b>Lifestyle</b>	92	2