

RECOMMENDATION

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themselves to the values of their multicultural clientele, but journalists as a professional group have not done so.

RECOMMENDATION:

The proposed Ministry of Multiculturalism should support in-service training in cross-cultural communication for media professionals and schools of journalism should provide mandatory courses in this area for student journalists.

ENCOURAGE THE HIRING AND TRAINING OF VISIBLE MINORITIES WITHIN ALL AREAS OF THE MEDIA

The absence of visible minorities in the media is not unrelated to their absence on media boards, commissions, self-regulating bodies and media staff.

People, even professional communicators, are naturally interested in their own kind. This is not to deny the possibility or desirability of white communicators becoming interested in the activities of visible minorities, but how does this develop when their professional ranks and their daily working environment seem closed to all but a few exceptional visible minorities?

All Levels: Visible minorities should not be hired only or even initially to fill the more visible positions in the media, e.g., news announcer. This will readily be recognized as tokenism, and in the long run, will perpetuate the misrepresentation of minorities in the media. To achieve adequate as well as fair representation of visible minorities in the media, persons from these groups should be employed at all levels of the media system. They should write the news as well as read it; they should be behind as well as in front of the cameras; they should be in the editorial rooms as well as in the streets.

RECOMMENDATION:

All media should hire and promote minority persons to all levels of their staff, providing training where necessary, and suitable persons from visible minorities should be appointed to management, boards and self-regulating bodies.