

Reaching Beyond Traditional Media

Sherona Leung

Producer/ Reporter, Fairchild
Television

Different story coverage

- More focus on Chinese/ Topics Chinese concern most
- Happening source – from Asia e.g. SARS in 2003
- Limited resources to deal with emergency cases/ breaking news
- Limited affiliation in Ottawa/ Montreal etc- rely on Global, CBC

Factors important for coverage

- Immigrants increase from HK, China and Taiwan
- Mainland China-big market
- Immigrants live in their own community/
culture - need more contact of the outside/
mainstream world
- Language barrier

Communicators can offer

- New/ up-to-date research/ findings
- Chinese speaking spoke person
- (Chinese) patient/ information
- Pinpoint problems that Chinese ethnic groups come across e.g. conservative on women health-related/ menopause issues
- Surgery or related footage/ filed footage

Not ready to address

- Not at all

- Need to address more on mental illness, depression e.g. economic downturn-family violence problems

What we cover and story ideas

- “Timeline Magazine”- general topics- wide range magazine styles
- Specific health-related story- correct myth, deliver up-to-date issues, show new technology/ treatment, rare disease
- Stories ideas from-built up networks from hospitals, PR agencies, interviewed physicians, audience feedback/ ideas, other media links/ reports, Hong Kong daily news that might affect Canadians Chinese

- Questions?