

MediaLink

Hundreds of thousands of Australians
read the daily news in...

... *Arabic, Bosnian, Chinese,*
Croatian, Greek, Italian,
Korean, Serbian, Spanish,
Turkish, Urdu, Vietnamese...





Each day, hundreds of thousands of Australians of all backgrounds read newspapers published in languages other than English.

These publications can be a key source of information.

They can tell you what communities are really thinking and saying about the world, Australia, the government, political developments, and even about your organisation.

They allow you to explore opportunities for promoting your services or products and tailoring your operations to meet the needs and aspirations of all Australians.

Accessing the information in these publications in English has always been a difficulty. After all, few of us have the language skills, time and ability to translate and review each and every item in every non-English language publication.

However, a new service is now available that opens up these publications to us. MediaLink is an initiative of the Community Relations Commission For a multicultural NSW, the leading Government agency promoting the benefits of multiculturalism in NSW.

MediaLink

The success of any business, government agency, political group, public affairs body, educational institution, or organisation, is often predicated on its ability to reach out to and engage a range of audiences, particularly those from culturally and linguistically diverse backgrounds.

MediaLink and its relevance to you

No audience is the same, and each presents a viable market for service provision, product development, and socio-political analysis.

According to the 2001 census, there are some 140 languages spoken throughout Australia. The largest language groups include Chinese (379,900), Italian (353,603), Greek (263,718), Arabic (209,372), Vietnamese (174,236), Spanish (93,595), and Korean (39,531).

There are a variety of mediums available to reach these multilingual communities and audiences, but one of the most effective and wide-reaching is the non-English language media, particularly newspapers and print publications.

There are more than 100 non-English language newspapers published in Australia, which cover the full range of culturally and linguistically diverse communities nationwide. These include 14 Chinese language papers (of which 5 are published daily), 9 Vietnamese, 6 Greek, 5 Arabic, and 4 Spanish. Circulation statistics have shown that hundreds of thousands of people Australia-wide read these publications on a regular basis.

Like mainstream publications as a whole, the non-English language newspapers provide international and local news, political and social commentary, entertainment, sport, business, and other services.

However, they often provide a unique angle and tone that is not necessarily present in English language media.



Recent decades have seen a growth in broader public interest in non-English language publications:

Businesses

Businesses have come to use non-English language media to advertise and promote their services and products as a way of accessing new markets and increasing their profit margins.

Government agencies

Government agencies have maximised the opportunities that the non-English language media offers for fulfilling their responsibilities.

Public affairs agencies, political parties and diplomats

Public affairs agencies, political parties and diplomats have recognised that the non-English language media reflects the opinions of people from culturally diverse backgrounds. This information can be of use in any public relations or political campaign.

Universities, thinktanks and libraries

Universities, thinktanks, libraries, and others have seen the research possibilities that these newspapers can offer.



MediaLink

What is **MediaLink** and how does it work?

MediaLink offers reports in English of items that appear in the range of non-English language newspapers within 24 hours of their publication (48 hours for non-daily newspapers).

MediaLink's qualified team reviews the items that appear in a newspaper, together with editorial comment and opinion, business features, political cartoons, community events, and advertisements of community events and those placed by parliamentarians or political parties.

MediaLink's reports cover a range of publications in a number of languages. At present, publications in the following twelve large and topical language groups are reviewed: Arabic, Bosnian, Chinese, Croatian, Greek, Italian, Korean, Serbian, Spanish, Turkish, Urdu, and Vietnamese.

You can elect to receive the reports in a variety of ways:

MediaLink Online

MediaLink Online offers access to a website with reports on the non-English language newspapers from the last 30 days. You will receive five simultaneous accesses to the site and can also opt to have access to reports in a number of languages. The specially designed site features a custom-designed search engine making it quick and easy to find information. You can search for reports by publication, date of publication, page number, language, or word/phrase. A full translation of an article can also be requested online.





- **MediaLink Email**

Given the range of newspapers across several languages, and the variety of issues they address, *MediaLink* recognises that you may wish to access only those reports that are of relevance to you. *MediaLink Email* will search for reports that match your criteria and will send them to up to thirty email addresses.

- **MediaLink Customised**

MediaLink can tailor its services to meet your specific needs. *MediaLink Customised* can deliver reports in languages for the period of time nominated by you; track an issue, persons or product across different types of publications, such as magazines and websites.

- **MediaLink Archive**

MediaLink Archive is a tool for researching items, issues or names, that have appeared in the non-English language media. *MediaLink Archive* will provide you with reports on newspaper items that have appeared in the Online version over the past year. Previous years' reports are also available by special arrangement.



MediaLink

Discover new frontiers
and markets

Harness opportunities

Access intelligence

Inform your decision
making

Enhance communication

Features and benefits

Cost savings: *MediaLink's* reports are less costly than full article translations – from a report one can tell whether the article as a whole will be of relevance.

Meet your needs: we offer you the ability to customise a *MediaLink* package to suit your needs.

Turn-around and response time: reports are submitted to you within 24 hours of the non-English language media's publication (48 hours for non-daily papers).

Access anytime, anywhere: you can have access to *MediaLink Online* 24 hours a day, 7 days a week.

Save time through DIY searching: *MediaLink Online* features a custom-designed search engine allowing you to search by publication, date, page number, language, or word/phrase.

Getting what you want: *MediaLink Email* performs searches on your behalf on particular subjects of interest, providing you with reports on items that are directly relevant to your organisation.

Research opportunities: you have access to an archive of reports for all the languages and newspapers that are monitored.

Service guarantee: As a State Government agency with some twenty-five years experience in community relations, ethnic media liaison, and the provision of interpreting and translating services, the Commission guarantees the range of services that *MediaLink* will provide to you. You will receive an agreement outlining what the Commission will deliver.



Impacts on your organisation

Find out what Australia's multicultural audiences are saying about your organisation and its services.

Gain competitive advantage

- Access key market intelligence.
- Better inform your communications and management decision making.
- Track your competitors and other organisations' work in multicultural communities.



Know your market

- Learn about emerging trends amongst consumers from culturally diverse backgrounds.
- Take advantage of marketing and communication opportunities.
- Monitor the effectiveness of targeted projects or campaigns.
- Discover new opportunities for promoting your services to people from culturally and linguistically diverse backgrounds.



Enhance client service

- Respond to any negative comment about your organisation.
- Research client satisfaction: reports can indicate the tone of the articles in the non-English language media and allow you to assess a community's opinion of your organisation and its services.
- Monitor your profile by measuring the number of times that your organisation and its services are mentioned in the non-English language media.



MediaLink

Questions and Answers

Why is *MediaLink* relevant to me and my organisation?

Whether you represent a business, government agency, political party, research institution, library, diplomatic mission, thinktank, public affairs agency, or another type of organisation, the non-English language newspapers and publications could well be vital for you in accessing – and assessing – what those from different cultural and linguistic backgrounds are thinking and saying.

Is there anything of interest in the non-English language media?

The non-English language media is as much of interest, if not more so, than the mainstream media. It offers unique insights into what those from different cultural and linguistic backgrounds are thinking and saying. It provides news of culturally diverse communities both locally and abroad, and offers valuable opportunities for reaching these audiences.

Which languages are reviewed by *MediaLink*?

Newspapers are reviewed in the following twelve large and topical language groups : Arabic, Bosnian, Chinese, Croatian, Greek, Italian, Korean, Serbian, Spanish, Turkish, Urdu, and Vietnamese.

What other publications does *MediaLink* review?

MediaLink Customised will review publications you nominate.

We can provide reports on a range of national non-English language media publications across several languages. We have endeavoured to include the major influential or topical publications with a wide readership.

I'm interested in reports from newspapers in only one language. Is this possible?

Yes. Our *MediaLink Customised* service allows us to tailor a package to meet your language and newspaper requirements.

The *MediaLink* website offers an icon to click on for full translations. Alternatively, a staff member in the Commission's Language Services Division will be able to assist you by phone or in person at our office.

A demonstration of *MediaLink* and its features is available at www.crcmedialink.com. In addition, we are happy to offer you and your organisation an obligation- and cost-free trial of the *MediaLink* Online service.

MediaLink has been developed over a number of years by the Community Relations Commission For a multicultural NSW. The Commission was established by an Act of Parliament in 2000 and replaces the former Ethnic Affairs Commission of NSW and builds on its two decades of work.

A team of trained professionals at the Commission oversees all aspects of the *MediaLink* service, such as technical design, reviewing, editing, media liaison, marketing, and customer service.

As a government agency, the Commission guarantees the provision of service and you will receive an agreement outlining what the Commission will deliver.

Further information on the Commission is available at:
www.crc.nsw.gov.au

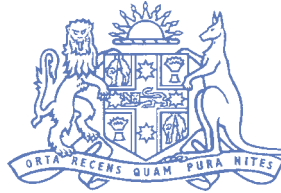
Our *MediaLink* team will be happy to assist you. The *MediaLink* website has a 'contact us' icon that you can click on. Otherwise the *MediaLink* team can also be contacted by phone, email or in person.

What do I do if I want a full translation of an article that is reported on in *MediaLink*?

Where can I see a practical demonstration of *MediaLink*?

Who is behind *MediaLink*?

What customer support will I receive?



MediaLink

is an initiative of the



COMMUNITY RELATIONS COMMISSION

For a multicultural NSW

PO Box A2618

Sydney South NSW 1235

Tel: (02) 8255 6767

Fax: (02) 8255 6868

Email: medialink@crc.nsw.gov.au

www.crcmedialink.com