



U Multicultural To Implement Local Journalism Initiative

Winnipeg, Manitoba - U Multicultural, a community media group, has been appointed by The Canadian Association of Community Television Users and Stations (CACTUS) to implement the Local Journalism Initiative on behalf of the Department of Canadian Heritage.

The initiative is funded by the Government of Canada and administered by CACTUS to provide "civic journalism" in underserved communities to address gaps in local news coverage with the closure of community newspapers and more local ad dollars onto international platforms.

According to the LJI website, "Civic journalism covers the activities of the country's civic institutions (for example, courthouses, city halls, band councils, school boards, federal Parliament or provincial legislatures) or subjects of public importance to society."

"We are happy to get this support from The Canadian Association of Community Television Users and Stations. We are inviting the immigrant settlement service providers, ethnocultural organizations and wider community to participate in this initiative. Contact U Multicultural to share your story and have your voice heard", - Taya Rtichsheva, Executive Director, U Multicultural.

CACTUS' Executive Director Catherine Edwards was equally enthusiastic about the addition of U Multicultural to its list of LJI partner organizations: *"Canadian Heritage has made it clear that the idea of "underserved communities" can refer to remote geographic communities experiencing news poverty, or it can refer to minority communities within urban areas that lack a voice. We support U Multicultural's model of training and mentoring members of Winnipeg's multicultural community to bolster their collective voice and to give them an additional platform to tell their stories."*

U Multicultural strives to serve diverse communities and contribute to the dynamic multicultural identity of Canada. The Local Journalism Initiative is another opportunity to provide a place and digital platform where diverse community voices can be heard and supported through integrity, creativity, loyalty, community, diversity, and partnership.

Mark Aaron is the newest member of the U Multicultural team and will be covering civic issues in Winnipeg. A graduate of the Broadcast Media Program at the Louis Riel Art & Technology, he has a passion for media and community. *"I love video editing and covering stories, which is why I decided to enroll in the Broadcast Media Program. I'm hoping to put the Winnipeg community in the focus of my stories and join together to address the local civic issues."* - **Mark Aaron, Video Journalist.**

Contact Mark Aaron to share your story, explore and discuss civic issues at markaaron@u-channel.ca.

Administered by CACTUS



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