2024

MEDIA KIT

U MULTICULTURAL

COMMUNITY TV AND RADIO
ETHNIC MEDIA PLATFORM

READ

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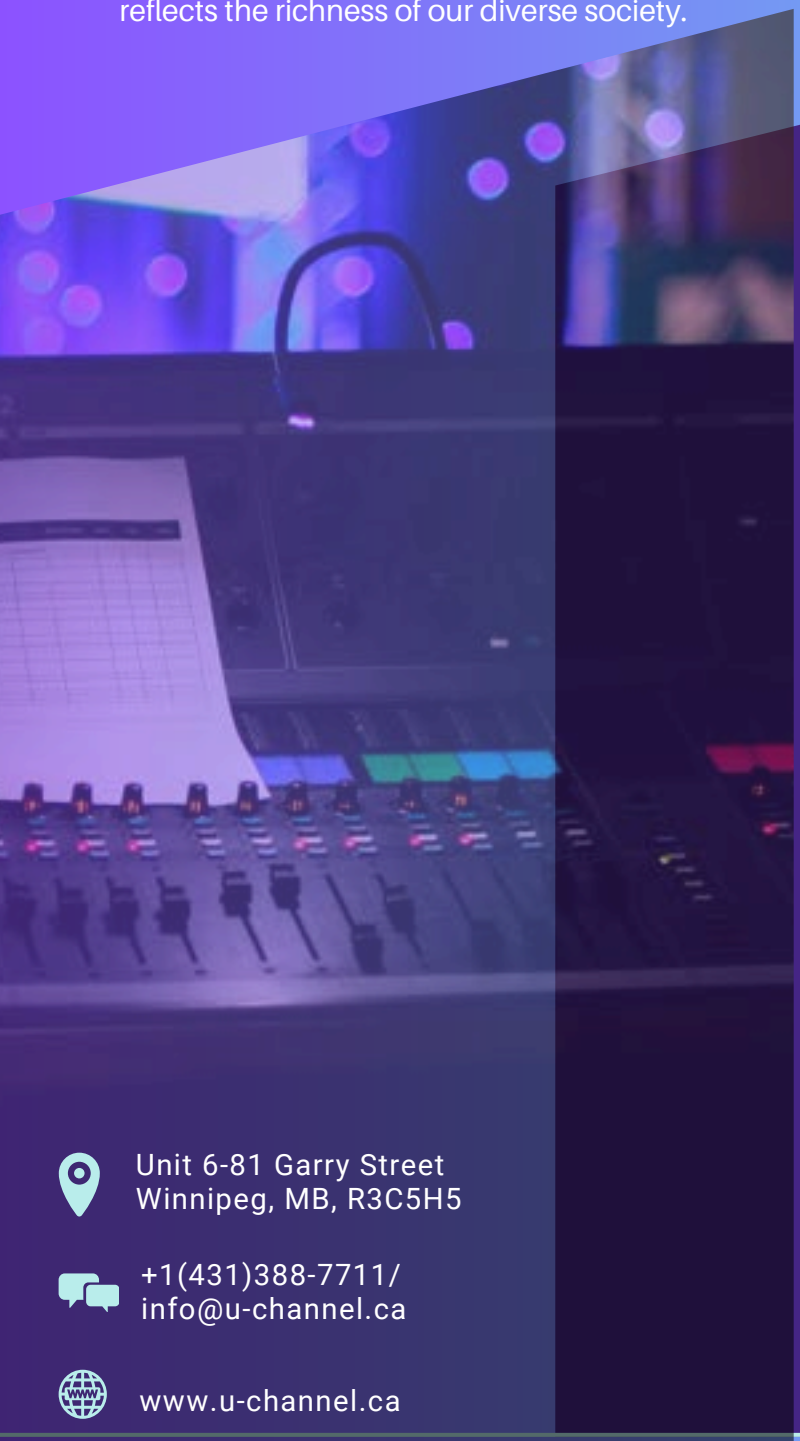
WWW.U-CHANNEL.CA

PROFILE

U Multicultural is a unique, community-driven TV and radio broadcaster dedicated to amplifying the voices of ethnocultural and Indigenous communities across Canada. As the only ethnocultural community media platform in Manitoba licensed by the CRTC in the past two decades, we provide a space for diverse stories to be told in multiple languages, including Indigenous languages like Cree, Ojibwe, and Inuktitut.

Our mission is to empower underrepresented voices by providing access to media production, training, and broadcasting opportunities while celebrating Canada's cultural mosaic. We serve as a bridge between cultures, fostering inclusivity and promoting understanding through content that reflects the richness of our diverse society.



SERVICES

- Advertising
- Marketing and Social Media Campaigns
- Television and Radio Broadcasting
- Media Projects and Video Production
- Events Coverage and Streaming Services

Unit 6-81 Garry Street
Winnipeg, MB, R3C5H5

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info@u-channel.ca

www.u-channel.ca

U MULTICULTURAL INC.

CONTENT Engagement Analysis Report

DATE RANGE:
September 2023 - September 2024

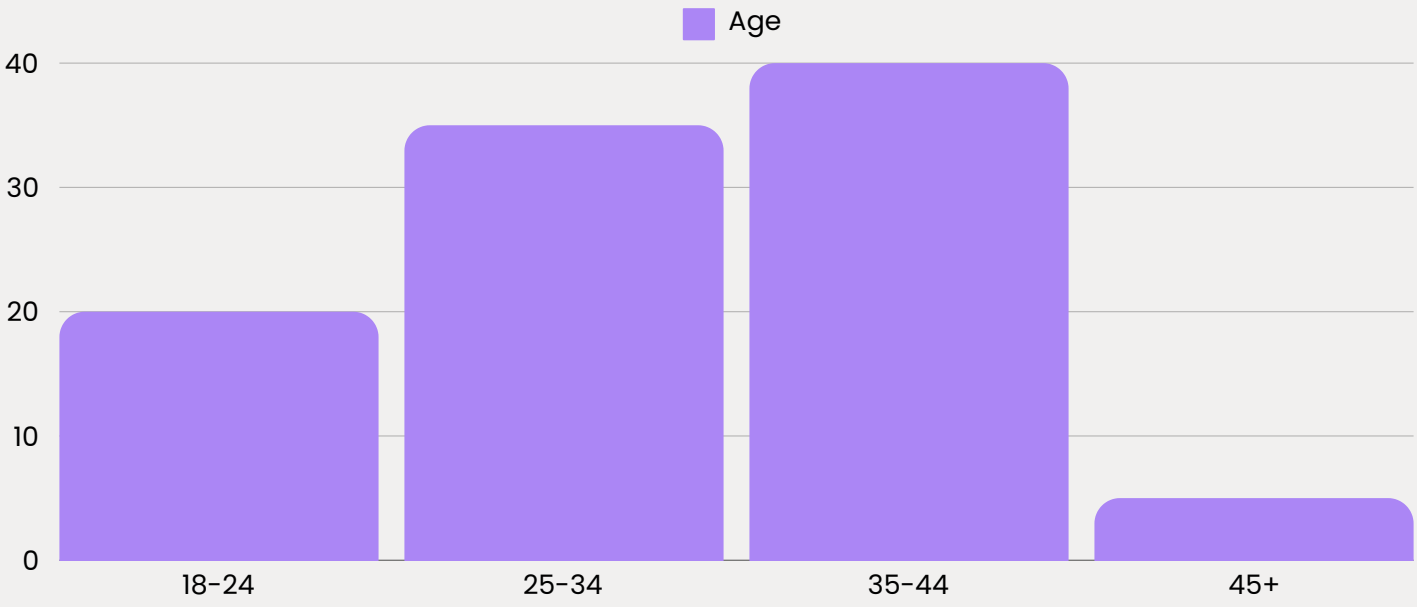
Key Metrics

Total Engagements:
163,332

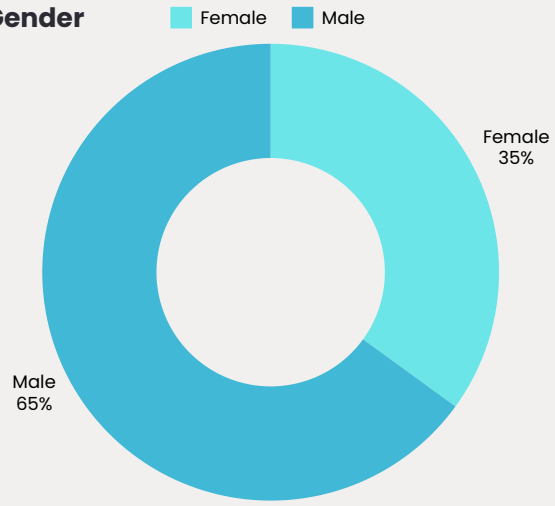
Engagement Rate:
41%

Platforms:
Website
Youtube
Meta

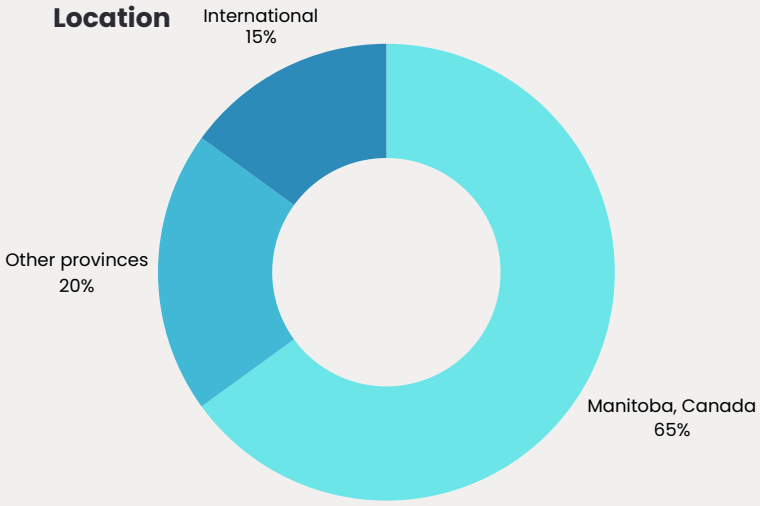
Audience Demographics



Gender



Location



FACT SHEET

What Sets Us Apart

Diverse Content & Language Preservation:
We are committed to producing and broadcasting content in a variety of languages, ensuring cultural preservation and accessibility. Our work in Indigenous languages, especially through award-winning series like We Stand Together and the Indigenous Languages Series, highlights the importance of storytelling for cultural resilience and reconciliation.

Community-Driven:
U Multicultural is owned, operated, and governed by the communities we serve. We collaborate with local talent, newcomers, and Indigenous groups, providing them with the tools and platforms to create meaningful content that represents their voices and stories.

Collaborative Partnerships:
U Multicultural actively seeks partnerships to enhance its impact. We work with schools, cultural organizations, and broadcasters to create educational and community-oriented content, fostering stronger bonds across Canada's diverse communities.

Our Features

Number of Communities Served

Over 30 ethnocultural and Indigenous communities across Winnipeg and Manitoba, providing a platform for diverse voices and cultures.

Number of Languages

Broadcasting in 15+ languages, including Indigenous languages, ensuring representation and inclusion for various linguistic communities.

Engagement Reach

Reaching over 100,000 people annually through TV, radio, social media, and web, building bridges between diverse communities.

MULTICULTURAL CHANNEL

URADIO

PROGRAMMING Highlights

NEWCOMER NETWORK

Newcomer Network U Multicultural connects recent immigrants across Manitoba, offering media training, storytelling opportunities, and community engagement to empower their voices and share their unique experiences.

COMMUNITY HOUR

Community Hour U Multicultural highlights local stories and issues, providing a platform for diverse voices and community leaders across Manitoba to share insights, promote initiatives, and celebrate cultural heritage.

CIVIC PLATFORM

Civic Platform U Multicultural is a bilingual program in Arabic and English that fosters civic engagement by connecting Manitobans with community leaders, activists, and experts, offering a space to discuss important social, political, and cultural issues impacting diverse communities.

ETHNO FEST

Ethno Fest celebrates the rich cultural diversity of Manitoba, showcasing performances, traditions, and stories from various ethnocultural communities, creating a vibrant platform for cultural exchange and appreciation.

PROGRAMMING Highlights

MABUHAY TV

Mabuhay TV highlights Filipino culture and community in Manitoba, offering a platform to share stories, traditions, and achievements, fostering cultural pride and connection among Filipino Canadians.

ETHNIC CONCERTS

The Ethnic Music Concert Series U Multicultural showcases the musical traditions of diverse ethnocultural communities across Manitoba, providing a stage for artists to share their unique sounds and celebrate cultural heritage through music.

INDIGENOUS LANGUAGES

The Indigenous Languages Series preserves and promotes the rich linguistic heritage of Indigenous communities across Manitoba, providing a platform for Indigenous voices to share their languages, stories, and cultural traditions.

WE STAND TOGETHER

The We Stand Together Series amplifies the voices of residential school survivors and advocates for reconciliation, fostering dialogue and understanding about the impacts of the residential school system on Indigenous communities across Manitoba.

PROGRAMMING Highlights

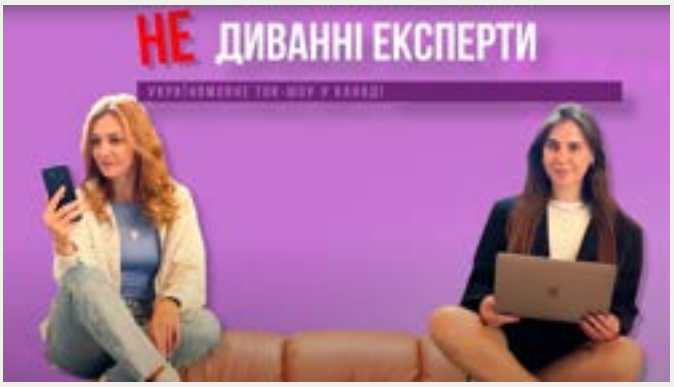
FROM THE HEART OF CANADA

From the Heart of Canada U Multicultural captures the rich stories and perspectives of diverse communities, showcasing the civic, historical, and political experiences that shape Canada's cultural landscape and foster mutual understanding.

SWAHILI NA WASWAHILI

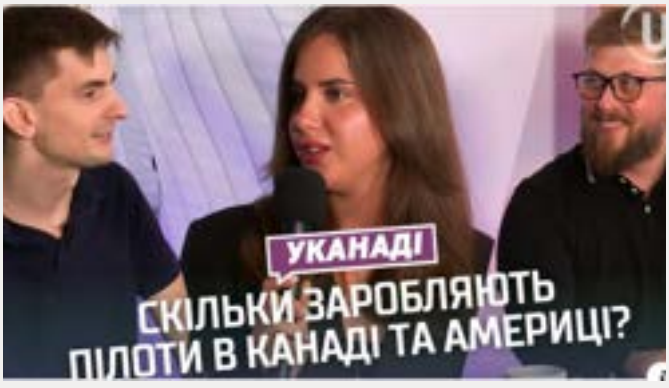
Swahili Nawashahili U Multicultural connects the Swahili-speaking community in Manitoba, offering a vibrant platform to share culture, stories, and experiences, while promoting language preservation and cultural exchange among diverse audiences.

NOT COUCH EXPERTS



The Non-Couch Experts Ukrainian Community Show U Multicultural features lively discussions and insights from community members, celebrating Ukrainian culture and addressing relevant social issues while fostering connection and engagement within the community.

U KANADI PODCAST



The U Kanadi Podcast is a Ukrainian-language show that explores the diverse experiences and perspectives of Canadians, sharing stories that highlight the richness of Ukrainian culture and fostering connections within the community.

PROGRAMMING Highlights

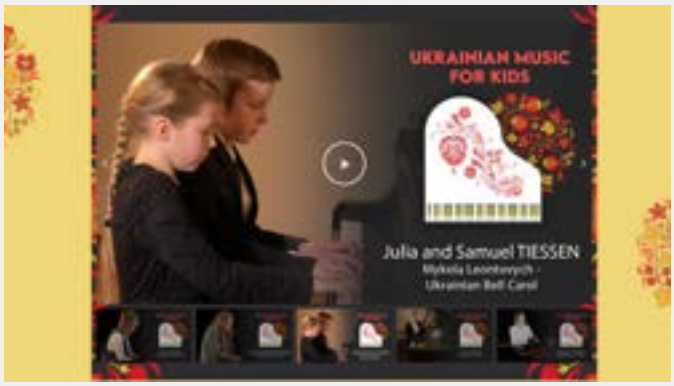
GREENTOBA

Greentoba is a project funded by Efficiency Manitoba, aimed at promoting environmental awareness and sustainability, highlighting local initiatives and encouraging green practices in the community.

DOCTALK MANITOBA

Doctalk Manitoba is an English-language show that features conversations with Manitoba doctors, providing valuable health insights and information while fostering dialogue about wellness and medical topics relevant to the community.

UKRAINIAN MUSIC FOR KIDS



Ukrainian Music for Kids is a piano project that teaches Canadian children the music of Ukrainian composers, providing a unique opportunity to explore and appreciate Ukrainian cultural heritage through engaging musical experiences.

U TALK

U Talk serves as a dynamic forum for engaging discussions on social issues, culture, and community. It connects voices from diverse backgrounds across Manitoba, encouraging dialogue and enhancing mutual understanding among participants.

AWARDS

MULTICULTURAL CHANNEL

URADIO

CANADIAN ETHNIC MEDIA ASSOCIATION

Canadian Ethnic Media Association's 43rd annual awards for Journalistic Excellence

CANADIAN ETHNIC MEDIA ASSOCIATION

Canadian Ethnic Media Association's 44th Annual Awards for Journalistic Excellence

caj AWARDS
Celebrating the best in Canadian journalism

Canadian Association of Journalism Award Finalist

Community Votes Winnipeg. Platinum, Gold, Silver Awards Winner

PARTNERS

wag qaumajuq

Doctors Manitoba

SAC STEINBACH ARTS COUNCIL

first peoples radio inc.

Akiing Onji
From the Land

EFFICIENCY MANITOBA

PATTISON

BRASIW
Connection without frontiers

ADVERTISING and sponsorship

TV and Streaming Advertising
Starting from $300

Advertise during prime-time slots on U Multicultural's TV channel and streaming platforms.

Radio Streaming Advertising
Starting from $250

Promote your brand on U Radio, reaching a diverse audience across Manitoba.

Website Banners
Starting from $200

Place banner ads on the U Multicultural website to gain visibility among online visitors.

Paid Articles
Starting from $400

Feature sponsored articles that highlight your brand or initiatives on U Multicultural's online platforms.

Paid TV Segments
Starting from $1100

Sponsor specific TV segments to showcase your brand or support community initiatives.

Commercial Radio Segments
Starting from $800

Buy airtime for commercial segments on U Radio to engage listeners with your message.

ADVERTISING and sponsorship

Social Media Campaigns
Starting from $650

Run targeted social media campaigns across U Multicultural's platforms to reach specific audiences effectively.

TV or Radio Series Sponsorship
Starting from $700

Partner with specific series or programs to associate your brand with relevant content and themes.

Media Training Sponsorship
Starting from $200

Sponsor media training programs aimed at empowering local community members with essential media skills, promoting your commitment to community development.

Annual Sponsorship
Starting from $2000

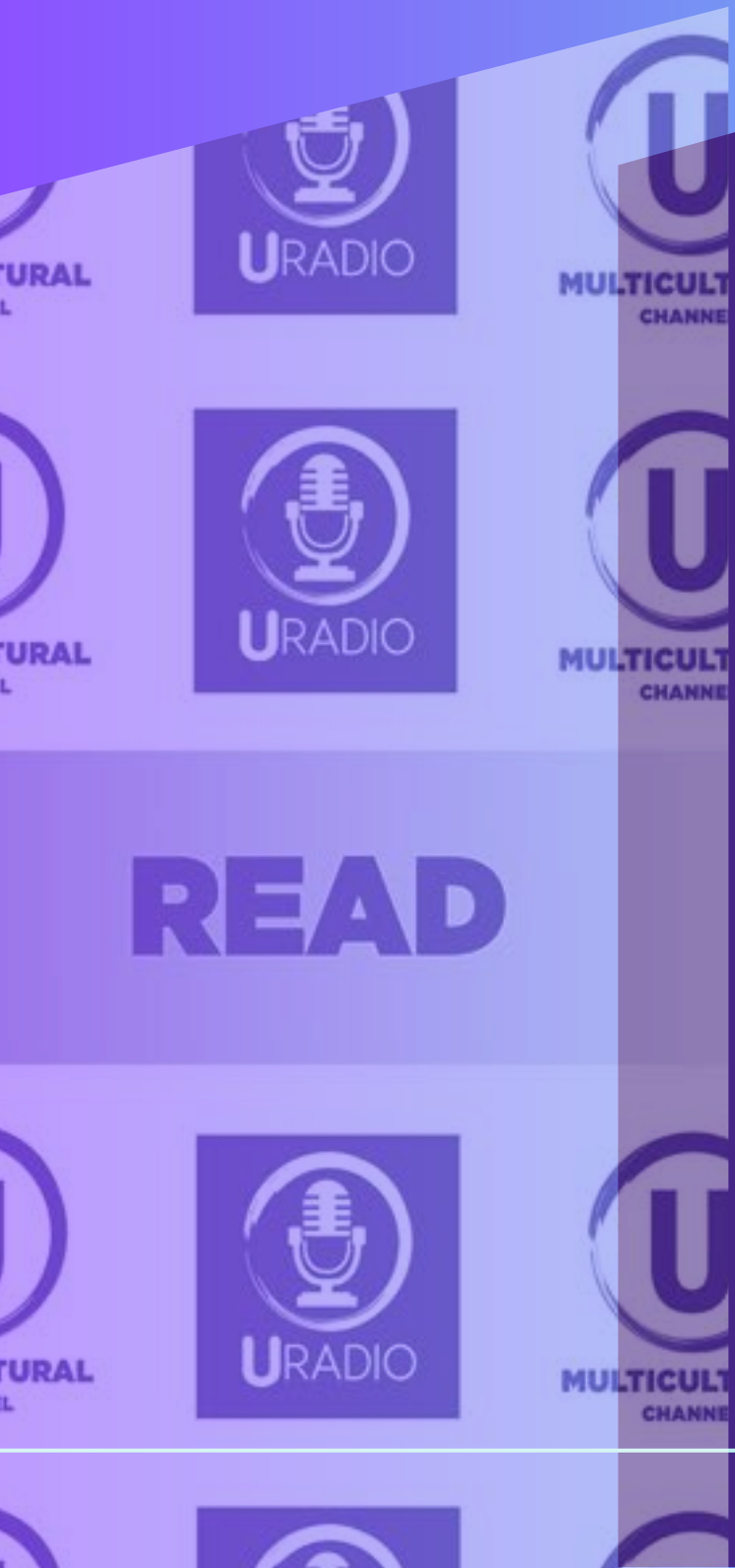
Become an annual sponsor to receive consistent visibility across all U Multicultural platforms, including TV, radio, and online content.

You can always donate to support our services and help us continue our mission. Please consider becoming a monthly contributor to make a lasting impact in our community. Your support enables us to provide valuable programs and initiatives that uplift diverse voices and cultures. Thank you for your generosity!

DONATE NOW

LET'S WORK TOGETHER

At U Multicultural, we are dedicated to celebrating the rich diversity of our community and amplifying the voices of ethnocultural and Indigenous communities across Manitoba. Your support helps us continue to deliver meaningful content and foster connections within our multicultural society.



CONTACT US

For advertising, sponsorship, or partnership inquiries, please reach out to us at:

Email: info@u-channel.ca

Phone: 431-388-7711

TOGETHER, LET'S CREATE AN INCLUSIVE AND VIBRANT COMMUNITY!

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