

Here and Now
Publicity & Outreach Final Report:
Engaging the South Asian Community

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Here and Now, Publicity & Outreach Final Report: Engaging the South Asian Community

A. Overview

This report outlines the initiatives taken by Headlines Theatre to promote and publicize *Here and Now* to the South Asian community living in the Lower Mainland and Fraser Valley regions. It includes outreach and publicity work undertaken during the course of the project.

B. Goals

The key goals in this publicity strategy were to promote *Here and Now*, generate ticket sales, create awareness of the issues, and increase interest in the project within the South Asian community. To reach these goals, advertisements, PSAs, television and radio interviews, news coverage, and articles were actively sought in South Asian and multicultural media. Outreach efforts included reaching out to the community through attending seniors groups, youth-oriented events, and temple services.

C. Messages

There is apathy towards events and organizations that deal with issues related to gang violence in the South Asian community. A key message to convey in interviews and articles was how *Here and Now* was different from other initiatives targeting this community. It was also vital to emphasize the involvement of the Indo-Canadian community in the creation and presentation of *Here and Now* in order to establish the credibility of the theatre company and the project.

D. Media Coverage

1. Workshop Recruitment

During the workshop recruitment stage, PSAs were placed in the Voice and Link Newspapers, as well as on *Asian Pulse* (Shaw Multicultural), *Community M* (Channel M), *Jawaani* (Vision TV), and *What's New in Vancouver* (Shaw Multicultural). The Outreach Coordinator and I also appeared on *Kamal's Top 5*, a local television program on Shaw Multicultural.

2. Early Promotion of Here and Now – Newsletters, Websites and Email lists

Text advertisements and PSAs were placed in the Delta Arts Council Fall/Winter newsletter, Rangeela Dance Academy Fall newsletter, Burnaby Edmonds Seniors newsletter, and the Ross Street Temple newsletter. Poster images and text publicizing the play were posted on arts events websites like the Abbotsford Arts Centre, Citytv Community Events, and the City of Vancouver Community Events. Free advertisements were also posted on South Asian websites that targeted the Diaspora in North America: Mahiram.com, Punjabonline.com, and MyBindi.com/West. Communication on *Here and Now* was distributed to large email lists, including SANSAD, UBC Bhangra Club, SFU Sikh Students Association, and the SFU Schools of Criminology, Sociology & Anthropology, and Communication lists.

3. Media Call

The following television programs attended the media call on November 16, 2005:

- a) *What's New In Vancouver*, IT Productions, Shaw Multicultural Channel
- b) *Hello Ji*, Channel M
- c) *Jawaani*, Music Waves, Vision Television
- d) *Kamal's Top Five*, Kamal Sharma, Shaw Multicultural Channel

To prepare the cast for interviews, we compiled an Interview Preparation sheet (see Appendix A) that included pertinent information on the production and sample questions. This was particularly helpful for those actors who did not have any prior experience interacting with the media. Multicultural media was also given press kits that included a breakdown of languages spoken by each cast member to aid those programs conducted in Punjabi and Hindi, as well as a press release, key details about the play locations and time, and promotional material.

4. Interviews, Reviews and Articles

Interviews with the cast and articles about the play were published in the *Asian Star*, *Link*, *Voice*, *Chardi Kala*, *Miracle*, *Apna Roots*, and *Asian Pacific Post* newspapers. Only the *Miracle* newspaper printed a review of the play, whereas the major South Asian publications cited lack of staff as the reason for not attending the play. Instead, press releases and articles I wrote about the project were published in *Asian Star*, *Link*, *Voice*, and *Apna Roots* newspapers. A member of the *Here and Now* Advisory Board, Sadhu Binning, wrote a review of the play in Punjabi that appeared in *Chardi Kala* newspaper.

The play received extensive television coverage, including cast and Headlines staff interviews, media call footage, and PSAs. Please see Appendix C: Here and Now Media Log – South Asian Media, for details of television, print, radio, and web coverage of the play.

5. Ad placement

Advertisements were placed in *The Link* newspaper, *Asian Star*, *Mehfil Magazine*, and *Chardi Kala Newspaper*, all publications which target the South Asian community in the Lower Mainland and Fraser Valley. All of these publications are printed in English, with the exception of *Chardi Kala*, and the Punjabi edition of the *Asian Star*.

We considered placing ads in local papers in Abbotsford, Delta, and Surrey, but decided to pursue editorial coverage instead. Of those cities, the Surrey Now and the South Asian Surrey Now ran stories on *Here and Now*.

To target Mandarin and Cantonese-speaking communities, Kelly Wu, an SFU Communication student, contacted local Chinese media and websites frequented by Mandarin and Cantonese-speaking youth. Fairchild TV agreed to run a PSA for 2 weeks during the run of the play.

E. Media Sponsorship

Media sponsors were offered promotion in all *Here and Now* newspaper, magazine, and television ads, on 13 Vancouver bus shelter ads, 500 posters, 20,000 postcards, and in the Headlines Theatre newsletter. Five multicultural media outlets agreed to sponsor *Here and Now*: Radio Rim Jhim/ IT Productions, Channel M, Asian Star Newspaper, Mehfil Magazine, and the Link Newspaper. Radio Rim Jhim and IT Productions, a joint radio and television production company, offered Headlines Theatre extensive sponsorship which included 15 second ads on 6 different television programs and 30-second ads 3 times a day on radio, all for 6 weeks. Channel M provided a listing on their community events announcement, Community M, for 3 weeks. Mehfil Magazine, the Link Newspaper, and the Asian Star Newspaper all offered discounted ads.

F. Outreach

1. Linking with Events

A group from Headlines Theatre attended the A Community That Cares Fundraiser, as a networking opportunity. The event catered to stakeholders, media, community members and politicians involved in tackling gang violence issues.

The Outreach Coordinator and I attended a health fair at Akali Singh Sikh Gurdwara in Vancouver, where we had a display and answered questions about the play. The temple secretary also made announcements about the play during the service. We also attended a basketball outreach program in Surrey sponsored by VIRSA, an organization focused on preventing youth from joining gangs. In November, I attended a Vancouver Celebrates Diwali event where I distributed postcards for the play.

2. Temples – Ross Street, Akali Singh, Singh Sabha, Guru Nanak, Dashmesh Darbar

I attended a service at the Ross Street Gurdwara and spoke to the congregation for five minutes. I first outlined the project background and the details of the play in Punjabi, and then in English. Afterwards, I walked through the eating hall and handed out postcards to each person individually and answered questions in Punjabi and English. The assistant secretary, Kashmir Dhaliwal agreed to make weekly announcements publicizing the play in the weeks leading up to, and during the Vancouver run.

Contact was also made with the executive of Singh Sabha Gurdwara, Guru Nanak Gurdwara, and Dashmesh Darbar Gurdwara, all in Surrey. Singh Sabha agreed to make an announcement to its' congregation. Messages were left with the other two temples. All three temples were approached by volunteers and cast members with posters and postcards. The Akali Singh Sikh Gurdwara and Ross Street Gurdwara in Vancouver also had postcards available to patrons.

3. Community organizations

Publicity materials were distributed to community and social organizations throughout the Lower Mainland and Fraser Valley. Community centres in Abbotsford, Surrey, and Delta displayed the Here and Now poster on their community boards. Delta Assist, Pacific Community Resources, Richmond Multicultural Concerns Society, Burnaby Edmonds Senior Centre, and WAVAW also distributed postcards and displayed Here and Now posters. Local universities and colleges were also targeted in the poster campaign: SFU, UBC, Douglas College, Kwantlen College, and UCFV. Satwinder Bains from UCFV actively promoted the project at the Mission campus. Posters and postcards were also displayed and distributed at Rangeela Dance School, Shadbolt Centre for the Arts in Burnaby, and various RCMP detachments in Surrey and Delta

4. Shopping Districts and Markets

Indian shopping districts and markets in Delta, Surrey and Vancouver were posterized during the run of the project. A team of volunteers and cast members helped with this campaign. Headlines Theatre Board Member Kamal Sharma also placed a large bus shelter sized poster at his busy music and video shop located in Surrey on 120th Street. Other markets targeted in Surrey and Delta were the Khalsa Business Centre, York Business Centre, Payal Business Centre, 120th Street and Scott Road. In Vancouver, the Main Street Punjabi Market, Fraser Street & E. 49th, and Victoria Drive were posterized.

G. Successes

1. Branding – Recognition of poster images and name of play

2. Media call

The attendance at the media call was amazing – the various media representatives there were also impressed at the interest *Here and Now* had generated. Besides mainstream coverage, four multicultural and South Asian specific television programs were on hand. *Kamal's Top Five* dedicated an entire show to the play; *Hello Ji* showed a 10-minute segment with scenes from the play and interviews; *What's New in Vancouver* dedicated their half-hour show to the media call; and *Jawaani*, a national program, showed a 10-minute segment from the media call. The coverage from the media call reinforced branding of the play, as well as increased audience knowledge of what the play was about.

3. Tickets sales

It is difficult to measure how many tickets were purchased based on ad placement, PSAs and media coverage. Audience members were asked where they heard about the play when they purchased tickets for the Ross Street Temple. A few saw the advertisement in South Asian newspapers and on television programs. A surge in sales was noted in the half-hour after a 10-minute segment was aired on *Jawaani*, a Punjabi and English language program aired nationally on Vision TV. It would appear that most ticket sales occurred based on word-of-mouth promotion, based on audience increase in the last week of the play when there were no newspaper advertisements and most television PSAs were no longer on air.

4. Outreach

Several members of the community were supportive of the project. Kay Sarai at Pacific Community Resources Society (PCRS) was very helpful in spreading the word about *Here and Now* at PCRS offices and youth centres throughout the Lower Mainland. Sarai also provided Headlines with Resource Materials for the performances, and put together a group from PCRS to watch *Here and Now*. Satwinder Bains from UCFV was also very helpful in publicizing the play at the college.

5. Changing perceptions of the causes of gang violence

From discussions with audience members, I believe that the play helped change perceptions of the causes of gang violence. People were continually amazed at the realism of the characters and the issues presented in *Here and Now*. The newspaper display at the resource table also elicited reactions from the audience. Many were surprised at the apparent media biases presented in the display. Media reacted to the play and display differently – whereas multicultural media agreed that racial bias existed in mainstream media, their counterparts were not so easily swayed. Some in radio and television agreed, but print media, in particular Camille Bains of the Canadian Press, vehemently denied the existence of media bias.

6. Changing perceptions of gang violence prevention projects

South Asian media and audience members were pleasantly surprised with *Here and Now*. Many were skeptical about the play, but after seeing it, were moved and motivated by the questions and answers it had the potential to present. One such audience member was Harbans Kandola, a founding director of VIRSA. He attended the play with many reservations, but two interventions later, appeared on Radio India encouraging parents to see the play. The use of actors who knew the issue and the use of forum theatre set *Here and Now* apart from other violence prevention projects in the community.

H. Challenges

1. South Asian Media

a) Radio

Opening night invitations and press releases were sent to Radio India, Radio Shere-Punjab, and Radio Rim Jhim. None of the radio stations replied to the invitation or press release. On November 28th, a press release for the Surrey run was faxed to both Radio India and Radio Shere-Punjab, including an offer for 2 complimentary tickets. Gurpreet Singh from Radio India replied, and attended the show, and provided news coverage. He was also interested in interviewing Jagdeep, but due to interference from management who required Headlines to pay \$1000 for the interview, the interview was cancelled.

Parm Bains, a member of UNITED and an employee of the provincial government Public Affair Bureau arranged an interview on Radio Shere-Punjab with Jagdeep Mangat on a program hosted by Minister Mike De Jong. Besides this interview, the radio station was not receptive to covering the play.

b) Television

In general, South Asian television media was receptive to publicizing *Here and Now* at no cost. The only opposition the play received was from a local producer who objected to the members of the *Here and Now* advisory committee. The producer provides a half-hour program to Shaw Multicultural Channel, as well as a film every three weeks. However, it is unlikely the play suffered any significant loss from the lack of publicity provided by this company.

The other challenge came from Punjabi Profile, an independent producer who provides popular Punjabi and English language programming to Citytv and Shaw Multicultural Channel. Punjabi Profile charges organizations \$1000 for 10-minute interviews to appear on their program on Citytv. The company was willing to bring the price down to \$800, which was still unaffordable. The lack of support from this producer was disheartening, but based on the television coverage the play received, it is unlikely to have negatively affected promotional efforts.

c) Print

A key struggle encountered when working with print media was the need for Headlines to produce articles for the newspapers. When invitations were sent to the Asian Star, Link, Apna Roots, and Voice newspapers to attend the play, all declined due to lack of resources and time. We were required to write articles because the newspapers could not/ would not produce them. The *Asian Star* conducted an interview with Jagdeep Mangat and David Diamond three weeks before the play opened, but Headlines Theatre provided all other editorial. Three articles were sent to the newspapers in addition to the press release that was printed verbatim in the *Link* and *Voice* newspapers. The *Link* and *Voice* printed one article each. *Apna Roots* and the *Asian Star* provided ongoing coverage by either printing community announcements with a photo, or printing an article.

2. Media Sponsorship

Citytv demanded exclusive television sponsorship in exchange for community events announcements. We were unable to accommodate this request because we had already committed to CBC and Channel M. I would not recommend pursuing sponsorship opportunities with Citytv unless the exclusive sponsorship clause was eliminated and they provided better dates for the community events – Citytv only offered 3 weeks of promotion in the weeks prior to the play opening.

Repeated attempts were made to contact the Voice newspaper for sponsorship and ad placement, but to no response. There was some discussion with Bijoy Samuel from Music Waves, a television production company who provides South Asian programming to Vision TV and Shaw Multicultural. Unfortunately, Music Waves was unable to commit to sponsorship before the print deadline. I would recommend approaching Music Waves in the future because they produce influential and popular television programming, and launched the first South Asian FM station, RED 93.1FM in January 2006.

3. Community

The most striking challenges within the South Asian community were breaking through barriers regarding misconceptions of forum theatre, gang violence, and public discussion of social issues. Organizations and community members were cynical about the impact forum theatre could have on tackling the causes behind, and finding solutions to gang violence.

Another challenge was motivating MLAs and MPs to attend the play. Opening night invitations were sent to MLAs, and during the second week of the run, Parm Bains from UNITED emailed invitations to all BC MLAs on behalf of Headlines. I do not believe that this invitation yielded any results. What was interesting is that the handful of MLAs to attend the play all belonged to the NDP (Sue Hammell, Raj Chauhan, Harry Bains, Jagrup Brar). The most noticeable absence was from one of the most vocal politicians on Indo-Canadian gang violence, Attorney General Wally Oppal.

For over three months, several attempts were made to contact the following organizations, to no response:

- ♣ Abbotsford Community Services – Manpreet Grewal, receptionist, various program areas)
- ♣ West Coast Sikh Youth Alliance (WCSYA) – Sarbjit Kaur and Kulpreet Singh
- ♣ BC Sikh Youth
- ♣ UBC Sikh Students Association
- ♣ MOSAIC – Victor, Neenu Kang
- ♣ Punjabi Women’s Association – c/o Neenu Kang at MOSAIC

In the last week of the play, Abbotsford Community Services contacted Headlines for information about the play.

Another challenge was the lack of support from some members of the advisory committee. There were several occasions when contacts with media and organizations were promised, but with no result.

I. Conclusions

For the most part, ad placement and promotion established and reinforced Headlines Theatre and *Here and Now* as brands that were recognizable by the public. Ticket sales correlated more strongly with word-of-mouth publicity than with news coverage and advertisements. Multicultural and South Asian media were largely supportive of the project, and offered discounted ads and/or editorial coverage as a sign of their support.

The most powerful aspect of the play was hearing and seeing the audience reactions after seeing the play. People approached me and said it was an eye-opening experience. Others came back to see the play two or three times. As a member of the South Asian community, the single most significant

result of this play is the level of discussion it has encouraged. Local politicians and the media have discussed gang violence for years, with no real solutions or actions. What is missing is a real and meaningful dialogue with the community itself. The lack of attendance from local politicians is troubling. This project offered the South Asian community a real opportunity to participate in finding solutions to gang violence. If those in power will not engage in these types of initiatives, how will change come about? Community leaders, multicultural organizations, the RCMP, and politicians all have their own agenda. What *Here and Now* achieved was a discussion at the grassroots level with members of the community directly involved in or affected by the issues surrounding gang violence – something which has not happened within the South Asian community before. There is hope that social, community, and even political organizations will acknowledge the voices of the community by acting on the findings from the Community Action Report by Kashmir Besla.

Appendix A: Interview Preparation Sheet

How to conduct a great media interview:

1. Stop and think about the question.
2. Relax. Breathe.
3. Be clear and concise.
4. If you don't understand the question, ask the interviewer to clarify.

Sample Questions:

1. What is the play about?
2. Why is this play important?
3. What is your connection to the issue?
4. Describe the process for this project. (Workshop ◊ play creation ◊ rehearsals)
5. How will this play help stop gang violence in our community?
6. How is this project different from others?
7. What do you think are the causes of gang violence?
8. If gang violence is everyone's problem, why are you working with the Indo-Canadian community?
9. Why is the Indo-Canadian community involved in gang violence?
10. What does the title mean?
11. What is Forum Theatre?
12. Where can someone get tickets?

Tickets: Call 604-871-0508 or visit www.headlinestheatre.com.

ALWAYS mention when and where the play is taking place:

In Vancouver at the Ross Street Temple, Nov 16-27

In Surrey at the Surrey Arts Centre, Dec 1-11

For tickets and info, call (604) 871-0508 or www.headlinestheatre.com.

Short messages on the play:

Here and Now ਏਥੇ ਤੇ ਹੁਣ

A Headlines Theatre production created and performed by members of the Indo-Canadian community. *Here and Now* looks at the real stories behind the sensational headlines about Indo-Canadian gang violence.

In Vancouver at the Ross Street Gurdwara, Community Annex from November 16-27, and in Surrey at the Surrey Arts Centre from December 1-11. Tickets and info at (604) 871-0508 or www.headlinestheatre.com.

Call Jen or Manjot if you have any questions and/or need help in preparing answers:

Office: (604) 871-0508

Manjot's cell: (604) 339-5466

Appendix B: Articles sent to South Asian papers

November 19, 2005

Community play seeking solutions to gang violence opens in Vancouver

Open a Vancouver newspaper and chances are if the article mentions Indo-Canadians, you will find a sensational headline about “Indo-Canadian gang violence.” Mainstream media have featured interviews with government officials, community “leaders,” and law enforcement on the causes behind gang violence, and how to stop it. But where are the interviews with members of our community? What do youth, students, your neighbours, parents, shop owners – think about gang violence? Can we find solutions from within the community?

Here and Now is an audience-interactive play being staged by seven members of the South Asian community. Produced by Headlines Theatre, *Here and Now* looks at the connections between what’s happening on the street and in the home.

The content of the play is derived from a one-week workshop involving 22 members of the South Asian community, all who have a connection to the issue. Family and friends of gang members, former gang members, at-risk youth, and social workers all came together to have their stories heard. After the workshop, the seven cast members, director David Diamond and the production crew, came together to create *Here and Now*.

Although the play is not based on any one person’s story, it does reflect the images, realities, and concerns brought up in the workshop. It offers the story that is ignored by mainstream media.

What makes this production unique is it invites the audience to come up on stage and take an active role in finding solutions to violence. The 25-minute play is acted out once, and concludes at a point of crisis. The play is then acted a second time where audience members can stop the action, replace an actor on stage, and then act out their suggestion on how to resolve the conflict on-stage. This makes for some engaging and entertaining theatre.

Each audience intervention will be recorded by the community scribe, Kashmir Besla, who will compile a community action report at the end of the play’s run. The report will be available to the public at headlinestheatre.com.

The play asks several important questions that have been ignored by mainstream media: how do young people become involved in violence? Do identity and cultural divisions between generations figure into the equation? What is the role of a dominant Caucasian culture that welcomes with one hand and accuses with another?

There are no easy answers, and we all have a part to play. We all share the problem. The solutions are *Here and Now*. Be a part of the conversation.

Here and Now is playing in Vancouver at the Ross Street Gurdwara Community Annex from November 17-27, and in Surrey at the Surrey Arts Centre from Dec 1-11. For tickets and information, call 604-871-0508, or visit headlinestheatre.com.

December 10, 2005

Breaking Barriers: *Here and Now*, offers space for discussion and action

We read and hear about gang violence everywhere: on the radio, in the newspapers, on television, in schools. Solutions to dealing with the violence have been offered in the form of mentorship groups, preventative youth programs, and family counseling. There is, however, a void in dealing with those already involved in gang life. What are the realities of gang life? How do families deal with children involved in gangs and drugs?

Here and Now, a play created and acted by members of our community, works as a catalyst for change. The play offers anyone in our community the chance to voice their opinion on how to deal with the effects of gangs. The play presents scenes filled with conflict in the home and on the streets. The audience is then invited to come on stage and act out their suggestions to resolving the conflict. Although the play cannot end or solve the issues behind gang violence, it is able to offer a safe venue for discussion and action for all members of the community.

Each night, the Community Scribe, Kashmir Besla writes down the interventions. Once the play closes on December 11th, she will interpret the suggestions and points raised during each performance and produce an action report available to the public. The goal is to have the community's input when making programs or policy dealing with gang violence.

On Sunday, December 11th, *Here and Now* will go live to the world on television and the internet. Members of the community who have not had a chance to see the play at the Surrey Arts Centre can watch it on Shaw Channel 4, or on the web at www.headlinestheatre.com at 8PM. Viewers can watch the show in their homes and participate in the audience-interactive aspect of the play by calling the numbers shown on the screen to give their suggestions.

You have the opportunity to engage in a process to find solutions to the violence in our communities. The solutions are *Here and Now*. Be a part of the conversation.

There are only 2 nights left to see *Here and Now*. The play is now in Surrey at the Surrey Arts Centre from Dec 7-11. For tickets call the Surrey Arts Centre at 604-501-5566, or visit www.headlinestheatre.com.

Appendix C: Here and Now – South Asian Media Log

Print

Apna Roots

- Saturday, November 5 – article with photo
- Saturday, November 12 – Community Announcement with photo
- Saturday, November 19 – Community Announcement with photo

Asian Pacific Post

- November 10-23 – Entertainment article with photo (also posted on website)

Asian Star

- Saturday, October 29 – Profile of David Diamond and Jagdeep Singh Mangat
- Saturday, November 19 – Article with photo

Canadian Press

- Article by Camille Bains, publication TBA

Chardi Kala

- November – Article by Sadhu Binning (in Punjabi)

Langara Voice

- TBA – review and interview with Jen, Seth and David

Link Newspaper

- August 27, September 3, 10, 17 & 24 – PSA for workshop participant recruitment
- Saturday, November 5 – Top News article with photo
- Saturday, November 19 – Theatre article with photo

Miracle Newspaper

- December 9, 2005 – Article with photo in Entertainment section
- TBA – Review by editor, Nusrat

Sahara Times

- TBA – Article by Neelam Verma in weekly national Indian paper (New Delhi)

South Asian Now

- December 1, Harpreet Singh article
- Wednesday, December 15, Gurpreet Singh article

Voice Newspaper

- August 27, September 3, 10, 17 and 24 – PSA for workshop recruitment
- Saturday, November 5 – Article with photo in Community section
- Saturday, November 19 – Article with photo in News section
- November 12, 19, 26 and December 3 & 10 – PSA

Radio

Radio India

- Tuesday, December 6 – News piece by Gurpreet Singh. Repeated at least four times.

Radio Shere-Punjab

- November 10 – Call-in show with Dr. Kang and Minister Mike De Jong. Interview with Jagdeep Mangat, 6:45pm for 6 minutes

Television

- Shaw Multicultural Channel – What’s New in Vancouver - July 12, 21, 28 and Sept 1, 8 & 15 - PSA for workshop recruitment
- Shaw Multicultural Channel – Asian Pulse - Sept 8 & 15 - PSA for workshop recruitment
- Shaw Multicultural Channel – Kamal’s Top 5 – September 13, repeated September 15, interview with Dafne Blanco and Manjot Bains
- Shaw Multicultural Channel – What’s New in Vancouver – November 3, repeated at 8:30PM, interview with Manjot Bains
- Shaw Multicultural Channel – What’s New in Vancouver – November 10, repeated at 8:30PM - Interview with Mike Powar (workshop participant)
- Shaw Multicultural Channel – Asian Pulse – November 5 & 12 - PSA
- Shaw Multicultural Channel – Indipop – November 9, 16 & 23 - PSA
- Shaw Multicultural Channel – Asian Pulse – November 12 - Interview with Manjot Bains
- Shaw Multicultural Channel – Kamal’s Top 5 – 11AM November 17, repeated 1PM November 19 – Interview with cast and scenes from media call
- Fairchild - Community events announcement in English and Cantonese
- Channel M – Channel M News Punjabi Edition – 9:30PM Friday, November 18, repeated 7AM November 19 – Live on location interview with Manjot Bains and scenes from media call
- Shaw Multicultural Channel – What’s New in Vancouver – 9:30AM November 24, repeated 8:30PM – Interviews with cast and scenes from media call
- Vision TV – Jawaani – 4PM November 5 – PSA
- Shaw Multicultural Channel – Des Pardes – November 5 – PSA
- Vision TV – Jawaani – 4PM November 26 – Interviews with cast and scenes from media call
- Channel M – Hello Ji – 7PM November 27 – Interview with cast and scenes from media call
- Vision TV – Jawaani – 4PM December 10 – PSA

Email/ Web

- Citytv Community Events
- Punjabonline.com
- Mahiram.com
- Mybindi.com/West
- City of Vancouver Community Events webpage
- SFU Schools of Criminology, Communication, Contemporary Arts, and Sociology & Anthropology email lists
- SFU Sikh Students Association email list
- UBC Bhangra Club email list
- SANSAD email list

Display ads

- South Asian Now
- Link Newspaper
- Asian Star Newspaper
- Asian Star Newspaper, Punjabi Edition
- Mehfil Magazine
- Kamal's Top 5 – 15 second TV ad
- Jai Fiji – 15 second TV ad

Sponsorship

- Asian Star Newspaper - \$100 half-page and \$200 full-page ads
- Link Newspaper - \$200 half-page ads
- Channel M – Inclusion in community events broadcasts for 3 weeks
- Radio Rim Jhim/IT Productions – 30 second promotional spot played 3 times/daily from November 3 to December 11, and 15 second promotional spot played on television programs from November 3 to December 11
- Mehfil Magazine – 50% discount on advertising

Miscellaneous

- Ad mail delivered to SFU School of Criminology and School of Communication professors