



MAYTREE

For Leaders. For Change.



# DiverseCity Voices



## Why is Diversity in Media Important?

- Media plays a critical role in shaping the aspirations and success of citizens
- Media has potential to perpetuate harmful stereotypes or promote positive role models



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## The Challenge

- Absence of visible minorities commenting on topics outside of immigration, diversity and multiculturalism.



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# Who's seen: The Public Face of Leadership

Category	# Analyzed	# of Visible Minority Appearances
Broadcast Hosts and Reporters	286	20.3%
Print Columnists	471	3.4%
Expert Speaking Sources in Broadcast	343	16.6%
Everyday Life Story Speaking Sources	200	23%
Photos in Print	2036	23.4%
Total	3336	19.6%



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## The Solution

- Free online media database listing subject-matter experts from diverse communities



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# Who are Voices Candidates?


 **DiverseCity**  
THE TORONTO LEADERSHIP PROJECT

**VOICES**

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Dashboard Candidates Journalists Administer

Summary Account Info Personal Info About Me



**Dr. Birinder Singh —MD, LLB, BSc**

**Areas of Experience**

- Religious Accommodation
- Public Health
- Medicine
- Law/Legal
- Human Rights

**Languages Spoken**

- English

**Bio**

Dr. Birinder Singh is a Staff Physician at Patient Networks, a family medicine and health promotion clinic in downtown Toronto. He is also an assistant professor in the Department of Family and Community Medicine at the University of Toronto. Dr. Singh is also a lawyer, doing part-time legal consulting work. He is a former law clerk to Mr. Justice Ian Binnie at the Supreme Court of Canada, and has worked as a legal consultant on the Air India Inquiry and for the Institute for Global Tobacco Control at John Hopkins University. Dr. Singh completed an ad-hoc combined M.D./LL.B. from the University of Western Ontario. He has been published and presented on a variety of health policy and legal issues. He is a second-generation Sikh Canadian.

**Publications**

Type	Title	Date Published	Publisher	Additional Info	Link
Academic	Bodyless Medicine and Treatment of Jehovah's Witnesses: Using Class Action Litigation to Change the Medical Standard of Care	2004-01-23	National Health Law Conference, University of Toronto	Poster Presentation	
Academic	The Regulation of Physicians	2003-03-01	UWO Medical Journal		
Academic	Involuntary Psychiatric Treatment Mandated By The Courts	2002-10-01	UWO Medical Journal		



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# Candidate Expertise

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an independent foundation project

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Dashboard **Candidates** Journalists Administer Reports

Search by Keyword Browse by Areas of Expertise All Candidates Journalist E-Alert

**Browse Candidates by Area of Expertise:**

- (Dis)Ability (4)
- Accounting (1)
- Acting (2)
- Advocacy - Community (5)
- Afghanistan (1)
- African and Black Culture (10)
- Anti-Racism/Equity (10)
- Art - Community (10)
- Art - Literature (10)
- Art - Music (9)
- Art - Theatre (3)
- Art - Visual (8)
- Arts Funding (7)
- Biomedical Research (2)
- Biotechnology (4)
- Bolshoi (1)
- Branding (2)
- Camping (2)
- CaribBean (1)
- Children & Youth (10)
- China (2)
- Citizenship (8)
- Civic Participation (10)
- Climate Change (2)
- Community Development (2)
- Conflict Resolution (2)
- Criminal Justice (10)
- Cultural Policy (2)
- Diversity (10)
- Economics (8)
- Education - Primary & High School (10)
- Education - Trades (2)
- Education - Universities & Colleges (10)
- Energy (2)
- English as a Second Language (ESL) (4)
- Entrepreneurship (10)
- Environment (10)
- Estate Planning (2)
- Ethics (2)
- Event Management (1)
- Filmmaking (6)
- Financial Planning (4)
- First Nations (1)
- Food (5)
- Food - Organic (2)
- Fundraising (4)
- (G)I (1)
- Governance (8)
- Governance - Corporate (1)
- Governance - Federal (2)
- Government - International (10)
- Government - Municipal (8)
- Government - Provincial (2)
- Grassroots Initiatives (10)
- Health - International (2)
- Health - Mental Health (4)
- Hindu Culture (3)
- Hip-Hop (1)
- Hispanic Culture (2)
- HIV/AIDS (10)
- Housing (4)
- Human Resource Management (2)
- Human Rights (10)
- Immigrant Integration (10)
- Immigration (10)
- India (2)
- Information Technology (7)
- Insurance Law (1)
- Intellectual Property (1)
- International Development (2)
- International Relations (10)
- International Trade (1)
- Internet (2)
- Iran (2)
- Islam (2)
- Job-Related (2)
- Law/Legal (10)
- Leadership Development (10)
- LGBT Issues (10)
- Lives-in-Candidates (1)
- Marketing (10)
- Mediation - Alternative Dispute Resolution (2)
- Medicine (10)
- Mentoring (4)
- Mentoring - Executive Mentoring (1)
- Mentoring - Youth Mentoring (1)
- Mexico (1)
- Middle East (4)
- Mixed Race Identity (2)
- Multiculturalism (10)
- Nanotechnology (1)
- Natural Health Products (1)
- Neighbourhoods (10)
- Networking (2)
- Non-Profit Sector (10)
- Nutrition (1)
- Organic Knowledge (1)
- Parenting (2)
- Peacekeeping (1)
- Pharmacology (1)
- Photography (4)
- Politics (2)
- Postcolonial Literature (1)
- Pottery (10)
- Poverty Reduction Strategies (10)
- Psychotherapy (2)
- Public Health (8)
- Real Estate (1)
- Refugee Issues (2)
- Relationships (1)
- Religious Accommodation (2)
- Retirement Planning (2)
- Seniors (1)
- Social Entrepreneurship (10)
- Social Media (10)
- Solar Technology (1)
- South Asian Culture (10)
- Spiritual and Self-Motivation (1)
- Sports and Recreation (4)
- Stocks/Markets (4)
- Succession Planning (4)
- Technology (10)
- Temporary Workers (1)
- Tibetan Community (1)
- Toronto Food Drivers (1)
- Tourism (1)
- Trade-marks (1)
- Transportation (2)
- Travel (1)
- Medicine (1)
- Urban Issues (1)
- Venture Capital (2)
- Violence against women (4)
- Voting / Civic Participation (2)
- War and Conflict (1)
- Web Design (1)
- Wiki (1)
- Woman (10)
- Workers Rights (2)
- Youth (4)
- Youth - Mentoring Programs (10)
- Youth - Youth Engagement (2)

[\(Dis\)Ability \(4\)](#)

[Accounting \(1\)](#)

[Acting \(2\)](#)

[Afghanistan \(1\)](#)

[Arts Funding \(7\)](#)

[Biotechnology \(4\)](#)

[Bollywood \(1\)](#)

[Branding \(9\)](#)

[Camping \(2\)](#)

[Children & Youth \(10\)](#)

[China \(2\)](#)

[Citizenship \(8\)](#)

[Energy \(5\)](#)

[Environment \(10\)](#)

[Estate Planning \(2\)](#)

[Ethiopia \(2\)](#)

[Event Management \(1\)](#)

[Filmmaking \(6\)](#)

[Financial Planning \(4\)](#)

[First Nations \(1\)](#)

[Food \(5\)](#)

[Food - Organic \(2\)](#)

[Fundraising \(4\)](#)

[G20 \(1\)](#)



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## Benefits to Candidates

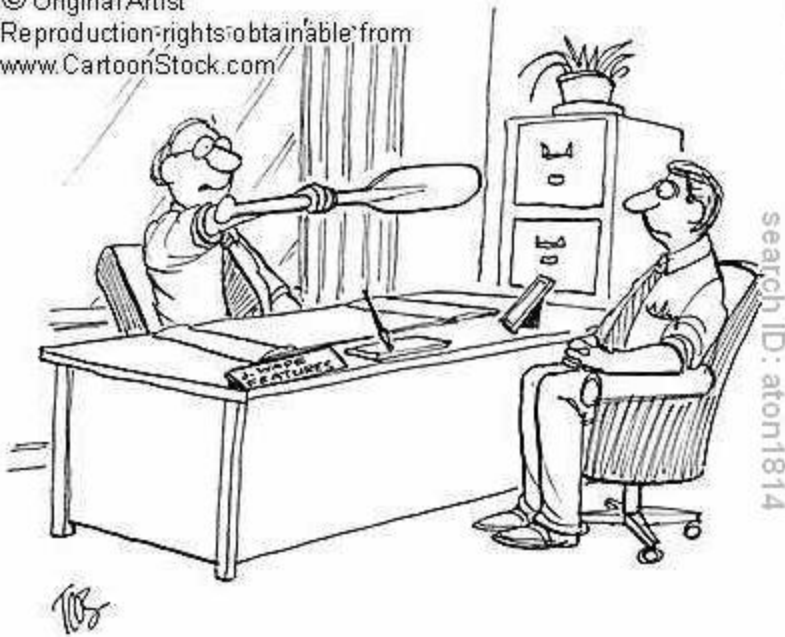
- Get your message out
- Build profile & credibility
- Connect with new audiences



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## What's in it for Journalists?

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search ID: aton1814

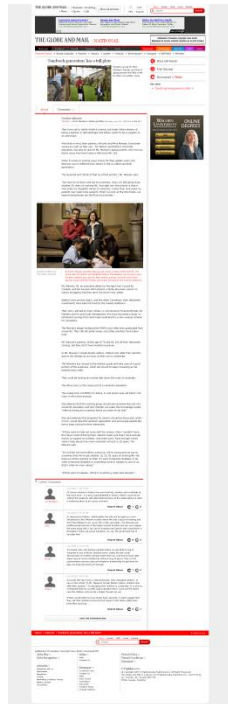
"The good news is we're sending you overseas for this feature."

- Go beyond the “same old” sources
- Simplify research
- Engage new and more diverse audiences
- Receive regular E-Alerts



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# What does success look like?





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