

# being seen

Directives for creating authentic  
and inclusive content

“

There is also responsibility held by the market. The broadcaster, the distributor, the audience should hold the creator accountable and say, 'this is not okay, greenlighting a show where the representation is not authentic, the person hasn't done their due diligence.

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## TELLING A STORY FROM OUTSIDE YOUR COMMUNITY

### **For Broadcasters/Digital Platforms/Streaming Services/Funders/ Distributors**

- + Ask if the creator is the best person to write and produce the story, do they have lived experience or might there be someone else with a more direct connection to the story.
- + Engage with the community either through consultations or an ongoing working group or hiring staff or engaging with independent contractors as evaluators or script reviewers. Community engagement will provide access to perspectives that will inform your assessment of the creative.
- + If the creator is from outside the community of the story, ask if they have engaged a cowriter, story editor or consultant from the community. Ask if they ensured that input

will come from or represent multiple perspectives. Do they have a connection to the community? Have they done or are they planning research that will inform their work?

- + If the creator has hired a writer/story editor/consultant, ask if that person has the right identity for the story (e.g., Black Nova Scotian for a Black Nova Scotian story)?
- + Ask if there is a plan to include members of the community throughout development, production and post-production.
- + Ask who is profiting from the story. Are members of the community excluded or only included in minor ways (i.e. consulting fee)? If someone from outside the community is telling the story, ask if they have taken steps to create pathways to build capacity so that more members of the community are in a position to tell their own stories in the future.

## Quick Fact

17.7% of Canadians are of Asian origin - 2016 Canadian Census

## Further Reading

Being Seen on Screen: Diverse Representation and Inclusion on TV, Nielsen's, December, 2020, <https://www.nielsen.com/us/en/insights/report/2020/being-seen-on-screen-diverserepresentation-and-inclusion-on-tv/>

<http://www.bso-ben.ca/beingseen>

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