

# being seen

Directives for creating authentic  
and inclusive content

“

There are actors and performers from all equity seeking communities who are ready and willing to fill roles but are often overlooked due to their looks often conflicting with the stereotyped or imagined character, often due to incorrect stereotypes, inherent biased media training and subconscious consumptions of bias, and inaccessibility of workplace conditions.

”

## AUTHENTIC CASTING

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

- + Review casting decisions for opportunities to promote talent with lived experience that can provide unique marketing opportunities beyond what is possible with 'star power' that may be lacking in authenticity.
- + Ask questions about the casting process and whether it supports authentic casting and whether the creative team is even aware of the issues.
- + Ensure that any corporate diversity mandate does not undermine authenticity by prioritizing symbolic representation over substantive change.
- + Recognize that community members in the audience can tell the difference if the casting is not authentic. Always.
- + Support initiatives to broaden the talent pool on a broader (i.e., not project specific level).

## Quick Fact

Twenty-two percent of the Canadian population have a disability. - 2016 Canadian Census

## Further Reading

Race Between the Lines: Actors' Experience of Race and Racism in Britain's Audition and Casting Process and On Set, Sir Lenny Henry Centre for Media Diversity, 2021

<https://bcuassets.blob.core.windows.net/docs/diverse-actors-surveyv1-132742714535244780.pdf>

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

## Financial Contributors

