

being seen

Directives for creating authentic
and inclusive content

“ They don't create their culture with us in mind, because they don't see us as part of their culture. So even when they do create a show, they don't know how to communicate the fact that this show exists to the audience. If you really are committed to refashioning your content and your programming to be more inclusive and more representative of what Canada looks like, you then have to figure out how to market and promote and communicate that this stuff exists. ”

IMPACT ON AUDIENCES

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

- + Review commissioning strategies to ensure that if the target audience is broad that it is reflective of Canadian audiences
- + Review marketing strategies to ensure that content that is representative is marketed to demonstrate that diversity. 'Build it and they will come' is not likely to be an effective marketing strategy.
- + If the target audience is one particular underrepresented community, keep in mind that it will likely find an audience within other underrepresented communities. Do not underestimate the potential audience or limit marketing.
- + Authenticity is necessary for social cohesion but it is also good business.

Quick Fact

86.3% of Canadians speak English, 29.7% speak French and 27.2% speak a language other than English or French. Statistics are not available for how many Canadians speak more than one language. - 2016 Canadian Census.

Further Reading

Hollywood Diversity Report 2021, UCLA College of Social Sciences, 2021,
<https://newsroom.ucla.edu/releases/2021-hollywood-diversity-report>

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

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