

# being seen

Directives for creating authentic  
and inclusive content

“ There’s a lot of funding opportunities that are happening out there but what do we do with our films after their funding. We still need to distribute them, still need to broadcast them, they still need to be in film festivals, for people to watch them. Systemic racism infiltrates every single level of the film industry, it’s not just the funding. ”

## STRUCTURAL CHANGE

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

- + Before your organization creates programs for underrepresented creators, talk to them, see what else is out there and fill the gaps, particularly for mid-career creators. Create pathways into broadcasters, funders, distributors, film festivals and exhibitors so that diversity is increased throughout the sector. Consult with target communities to ensure that the programs meet their needs and have clear, measurable goals.
- + Support programs that increase ownership as well as storytelling by underrepresented creators and producers.
- + Support networking and community building within and between communities. Communities are stronger together and want to learn from each other. Do not pit them against each other.

- + Conduct anti-oppression, DEI and cultural sensitivity training for all staff. Hire DEI (Diversity, Equity and Inclusion) trainers. Do not expect existing staff from underrepresented communities to take on the labour of educating their white, heterosexual, able-bodied colleagues if that is not part of their job description.
- + Do not put all the weight for structural change and representation on the underrepresented staff members. It is everyone's responsibility to enact and support change.
- + Change funding guidelines to state that funding for job shadowing and mentorship of underrepresented creators and crew are accepted budget line items to raise awareness of the appropriateness of those categories in the budget. Require a plan or outcomes to ensure that the job shadowing or mentorship is meaningful.
- + Take risks. Allow for failure. Learn and evolve.

## Quick Fact

244,500 direct and indirect jobs generated by film and television production in Canada (CMPA Profile 2020) and 32,300 FTEs directly employed by video game companies in Canada (ESAC The Canadian Video Game Industry 2021)

## Further Reading

Towards a future of racial equity, justice and inclusion: a report on the DGC's first BIPOC member survey. Directors Guild of Canada, May 2021  
<https://www.dgc.ca/assets/BIPOC/DGC-BIPOC-V9.pdf>

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

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