

# being seen

Directives for creating authentic  
and inclusive content

“ I'm completely bilingual. We have an openness to speaking to each other directly in an Anglophone culture where in French culture we're going to beat around the bush 18 times before we can say 'that's the problem' because we don't want the conflict, we want to make sure that everyone understands what we want. I find it problematic because we are moving forward three times less quickly and we are including three times fewer people because we are not recognizing the problems they are experiencing. ”

## REGIONAL SUPPORT

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

- + While a lot of work needs to be done in all regions of Canada, some regions seem to have even less authentic representation in the industry and the content that is created and it will require extra, targeted effort to redress the imbalance.
- + Rather than assessing the accuracy of statements or the efforts that are currently underway in the regions, think about the feelings that participants are expressing and how stakeholders can engage with them. The common thread is that participants in the regions did not feel listened to, so an important first step is to open dialogue with the various underrepresented communities either through grassroots organizations or, if they do not exist, through individuals working in the industry.

## Quick Fact

Percentage Visible Minorities (note that Statistics Canada does not include Indigenous within the definition of Visible Minorities) by Province:

- 30.3% of British Columbia
  - 29.3% of Ontario
  - 23.5% of Alberta
  - 17.5% of Manitoba
  - 13% of Quebec
  - 10.8% of Saskatchewan
  - 9.6% of Northwest Territories
  - 8.5% of Yukon
  - 6.5% of Nova Scotia
  - 4.7% of PEI
  - 2.5% of Nunavut
  - 2.3% of Newfoundland and Labrador
- 2016 Canadian Census

## Further Reading

British Columbia Motion Picture Industry Below the Line Labour Market Study 2019, CreativeBC, <https://sites.google.com/view/bc-mopic-labour-study-2019/home>

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

## Financial Contributors

