

being seen

Directives for creating authentic
and inclusive content

“ People use non-humanoid characters in cartoons as an opportunity to not have diversity in their shows. I've had people say this to me, a brown woman. They will hire diverse people but then don't represent them on screen and represent any sort of perspective based on that diversity. Not every show is going to be a huge issue based show but the truth is that there is a difference in how we talk, how we act, why we act certain ways, based on how we've been treated, based on our history, where we're from. With a surreal world we don't see diversity and people lean on that too much and it's awful. ”

CHILDREN'S CONTENT

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

- + Review the Core Themes Report for Directives related to improving the complexity of characters and storylines, telling a story from outside your community, authentic casting and structural changes to increase authenticity. They all apply to creating children's content.
- + Prioritize content that has authentic representation regardless of the target age, format (i.e., live action or animation), or story (i.e., real life or fantasy).
- + Ensure that you are aware of the demographic that the audience is growing up in, including the diversity of their environment (family, classroom, and community), for the programs you support.

- + Ensure the production team has taken steps to diversify both the on screen and behind the scenes creative teams.
- + Ensure discoverability plans reflect the target audience and where they are searching for content, whether on YouTube or other platforms.
- + Ensure that you are commissioning/programming/supporting content that reflects more equitable representation for all children and their families (not just content for one particular demographic - for example, Black children’s content for Black children).

Quick Fact

12% of same sex couples are raising children - 2016 Canadian Census.

Further Reading

The Inclusion Imperative: Why Media Representation Matters for Kids’ Ethnic-Racial Development, Common Sense Media, October 2021, <https://www.commonsensemedia.org/research/the-inclusion-imperative>

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

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