

being seen

Directives for creating authentic
and inclusive content

“

The danger of stereotyping minority groups is that you're putting them in danger. Because you're putting them in these little boxes, you're calling them terrorists or refugees who are here to take your jobs, you're putting them in danger.

”

Directives for People of Colour Communities

- + Pause before creating or greenlighting stereotypical characters and consider the potential damage that those characters can cause. Can those stereotypes be subverted or do they need to be thrown out?
- + Understand that the historical and geographic immigration patterns in Canada are not the same as in the U.S. and as a result Canadian society does not have the same demographic mix as in the U.S. Not only do Canadian populations look different (i.e. the visible representation of a random group) from American populations, they also look different depending on where they are in Canada.
- + Understand who your characters are and research the community that they belong to.
- + Do they have to be recent immigrants? Have you taken into consideration the racial, ethnic, linguistic, religious diversity of the community and how those differences impact the appearance, dress and cultural practices of the community?

- + Understand the physical appearance of different communities and ensure that casting reflects those differences. Ensure that you are not supporting colourism in casting unless it is to subvert colourism.
- + Recognize that there are People of Colour across the country and that should be reflected in stories and casting and not limited to major urban centres
- + Centre more stories on People of Colour and do not limit them to 'best friend', villain or other secondary roles.
- + Understand the business case for more stories that centre People of Colour and their experiences as underrepresented audiences look to the US when they cannot find stories that reflect them on Canadian screens
- + If you come from outside the community, and depending on the community this could mean not being South Asian or not being from a specific South Asian community such as Indian or Tamil, consider whether your story could be 'off limits' by that community and if so - don't do it. Ask yourself why you are the right person to tell this story.
- + While stories of colonialism, history and specific cultural practices are off-limits to creators and producers not from the specific community, other stories were considered more subjective and would depend on the research and engagement done and the perspective taken. Review the Directives contained in the Core Themes Report for guidance on research and engagement when telling a story from outside your community.

Quick Fact

According to Statistics Canada, as a percentage of the Canadian population People of Colour communities break down as:

East and Southeast Asian	8.56%
South Asian	5.58%
West Asian and Arab	2.29%
Latin American	1.29%

Further Reading

"I Am Not a Fetish or Model Minority: Redefining What It Means to be API in the Entertainment Industry", Geena Davis Institute, August, 2021

Financial Contributors

