

# CBC/Radio-Canada: Reflecting Canadian Cultural Diversity

Reflecting and supporting Canadian cultural diversity is a central feature of CBC/Radio-Canada. Our mandate and Corporate priorities specifically articulate our unwavering commitment to multiculturalism. Our programming is a rich tapestry as dynamic, diverse and exciting as Canada.

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## CBC/Radio-Canada Mandate

*Create, support and broadcast programming that is predominantly and distinctively Canadian and that reflects the multicultural and multiracial nature of our country.*

Canadian Broadcasting Act 1991

## A myriad of platforms

In English and French, on radio, television and the Internet, CBC/Radio-Canada reaches out to Canadians across the country and around the world.

Our French Radio and Television networks are a crucial lifeline for Francophones living across Canada.

Broadcasting in eight Aboriginal languages, CBC North serves and reflects those who live in Canada's three territories, as well as the Inuit and Cree peoples of Northern Quebec and Labrador.

Radio Canada International (RCI) offers programs in English and French, Spanish, Arabic, Chinese, Russian and Ukrainian that share Canadian experiences and values with audiences around the world.

## On-air cultural diversity

Some of our best known radio and television on-air hosts, DJs and journalists are drawn from Canada's diverse multicultural communities.

## News and current affairs about Canada ...

CBC/Radio-Canada's journalistic leadership is one of its greatest strengths. We keep Canadians informed about happenings across Canada and around the world. We offer a wide range of perspectives and ideas that fuel discussion, debate and learning about the issues that matter. We offer Canadians a window on the lives and experiences of Canadians of ALL racial, religious, linguistic and cultural backgrounds.

Our News teams regularly feature the very diverse cultures of the communities, cities and regions from which they broadcast.

*Culture Shock/Culture-choc* is a window on Canada's multiculturalism as seen by young bilingual video-journalists who travel across the country and share their experiences.

*Second Regard* examines the diverse religious experiences of Canadians.

*Outfront* is a program dedicated to first-person stories from diverse freelancers from across the country.

### **... and about Canada's place in the world**

A special emphasis on international affairs offers Canadians important insight on Canada's place in the world.

*Enjeux* and *Zone libre*, for example, offer Canadian audiences a unique Canadian perspective on global problems.

Specials such as *Le sens de la fête* and *Ados-Radio autour du monde* have offered Canadians better understanding of world cultures.

French-language multicultural documentaries have included such titles as *Entre voile et mini-jupes* (about women torn between Western and Muslim traditions) and *Il ne neige pas à Port-au-Prince* and *Rue de l'enterrement* (about life in Haiti).

### **Arts and entertainment that is a rich tapestry of Canadian diversity**

Through story selection, writing and casting of characters from our nation's many cultural communities and visible minority groups, CBC/Radio-Canada delivers arts and entertainment that is as richly varied as Canadian society itself.

Among the many television drama series featuring multicultural characters and situations are *Jinnah on Crime*, *Watatatow*, *Virginie*, *Fred-Dy*, *Tag*, *Mon meilleur ennemi* and *Music Hall*.

*ZeD* is a virtual safari of Canadian arts and culture content that offers access to a diverse selection of stories and films from Canadians.

*Opening Night* and *Les Beaux Dimanches* present some of the finest cultural programming from across Canada and around the world. *Mozart in Turkey* took viewers behind the scenes for the staging of Mozart's opera *The Abduction from the Seraglio* in Istanbul. *Northern Light - Visions and Dreams* was a highly-original fusion of the dance, storytelling, art and music of the Inuit of the North and medieval France.

*Global Village*, a weekly radio and Internet-based program of audio postcards and music from around the world reaches out to Canadians via CBC Radio One and to the world via [cbc.ca](http://cbc.ca) and Radio Canada International.

On the Internet, *bandeapart.fm* promotes and broadcasts multicultural and cross-cultural music ranging from hip-hop to rock, while *rootsmusiccanada.com* treats listeners to a wide range of Aboriginal and world music.

### **Continuing change and innovation**

While CBC/Radio-Canada is proud of its success in reflecting the changing face of Canada, we are always striving to do more. A number of ongoing initiatives seek to improve representation - behind the scenes and on-air - from visible minority groups and persons with disabilities. These include:

In Toronto, the **Metro Morning Project** is seeking to diversify daily on-air contributors and engaging in learning sessions with Toronto's many ethnic communities.

In Vancouver, the **Reflection Project** is creating strategic and programming partnerships with the city's Chinese-language community and creating an urban multicultural content unit called *Pass the Mic*.

An aggressive Aboriginal recruitment campaign in Thunder Bay has already earned a Radio-Television News Directors Association award.

In Montreal, the **Diversity Project** is seeking to boost on-air and behind the scene contributions from Montreal's Middle Eastern, Caribbean and East Asian communities.

A national Radio **New Voices** initiative is seeking to work with diverse freelance communities across every region of Canada.

These are just a few of the many possible examples of how we at CBC/Radio-Canada are fulfilling our commitment to Canadian multiculturalism and diversity. For more information, visit our websites at [www.cbc.ca](http://www.cbc.ca) and [www.radio-canada.ca](http://www.radio-canada.ca).