

Behind the Scenes



Reflecting the Diversity of Canada



Reflecting diversity is fundamental to the mandate and work of CBC/Radio-Canada. As Canada becomes increasingly diverse, we are changing to ensure that our programming remains relevant to the people we serve. Our unwavering commitment to the reflection of contemporary Canada is seen in one of our strategic priorities: to develop high-quality, distinctive Canadian programming which recognises the importance of regional reflection and of the changing face of Canada. Our programming is already a rich tapestry, as dynamic, diverse and exciting as Canada. We offer Canadians a window on the lives and experiences of Canadians of all racial, religious, linguistic, and cultural backgrounds. To further this reflection, this year we undertook significant initiatives that will broaden diversity on our airwaves and within our workforce.

Our media lines embrace the same philosophy regarding diversity and are coordinating efforts, sharing learning and promoting cross-cultural programming and exchange to create efficiencies and deepen cultural understanding in this country. At the same time, our networks are reflecting diversity in different ways, according to the characteristics of their platforms. Many of our activities in this sphere are governed by the concepts of on-air reflection and production, professional development and hiring practices, community connection and communications, internal awareness and education, and strategic partnerships. Our networks have added new voices, ideas and faces from different cultural groups and regions to their anchor desks, Current Affairs, dramas, and children's programming. CBC Radio's New Voices strategy, launched in 1997, brings the full range of people and perspectives in our communities on the air and behind the scenes. The on-air personnel of Radio de Radio-Canada and CBC Radio reflect the Canadian cultural mosaic, and their world music programs and documentaries present a broader range of subject matter. CBC Television is

focusing on the inclusion of underrepresented groups. At Télévision de Radio-Canada and CBC Television, dramas, comedies and children's programs feature actors and stories reflective of a diverse and changing society. Our French and English New Media programs for young adults feature Aboriginal and multicultural music, and DJs with a focus on visible minorities. We broadcast in English, French and eight Aboriginal languages to northern Canada. Through Radio Canada International, we broadcast in nine languages, promoting Canadian values and Canada's social, economic and cultural life.

Another important initiative this year was the CBC/Radio-Canada Diversity Summit, held in order to meet with key stakeholders and experts to assist in the development of strategies in this area. These kinds of meetings help us further our diversity initiatives. We will continue our consultation efforts to ensure that we are at the forefront of this issue.

We are proud of our successes and initiatives to reflect the changing face of Canada, but we know that more needs to be done. We need to identify the gaps and develop remedial strategic approaches in order to address one of the most dramatic demographic shifts to ever occur in this country. We will remain committed to making improvements and to being in sync with the changing nature of Canadian society for the purpose of producing even better programming for our audiences.

For more information, please see:
cbc.radio-canada.ca/htmlen/highlights/diversity.pdf

