



ABORIGINAL CONTENT STRATEGY

**EXPLORING WHERE WE ARE
AND WHAT IS NEXT**

2015 EVERYONE EVERYWAY

March 2013



CBC



Our Commitment

CBC/Radio-Canada is committed to:

- Sharing stories of Aboriginal communities in Canada with Canadians across the country
- Covering stories that matter to Aboriginal peoples and to broader communities in Canada
- Ensuring the appropriate reflection of Aboriginal peoples and communities in our programming – doing our best to be culturally aware and recognizing the diversity within Aboriginal communities
- Offering programming in Aboriginal languages in the North





Strategy 2015

As part of Strategy 2015, CBC/Radio-Canada committed to:

- Responding to the needs of Aboriginal Canadians above and below the 60th parallel as they experience major demographic changes
- Undertaking a cross-cultural study of Aboriginal-language media use and developing a program plan informed by its results
- Showcasing a sweeping television documentary series and website on the Aboriginal people of Canada through our Cross-Cultural Fund.
- Exploring possible partnerships





Mandate & Overview

- To develop a five year plan clarifying and further defining CBC/Radio-Canada's role in reflecting Aboriginal Peoples and communities through our content
- This 5 year plan was to be based on:
 - The strength of existing CBC/Radio-Canada programming, with a view to a more integrated approach
 - CBC Aboriginal Audience Survey & other relevant research
 - Stakeholder, community and employee input as appropriate and related to programming initiatives
- It was to be rooted in *2015 Everyone Every Way* and was also to speak directly to our mandate as outlined in Broadcasting Act





Purpose & Intent

Provide an opportunity for CBC and Radio-Canada to have a more strategic and aligned approach to content related to Aboriginal Communities and issues.

Allowing for:

- Better use/leveraging of limited resources (especially given funding constraints and loss of cross-cultural fund)
- An opportunity for a more targeted and focused approach
- Appropriate reflection and increased cultural awareness/knowledge in our approach and storytelling
- A venue to share and engage more broadly our audience and stakeholders in the breadth of work we do in this space and to communicate it more effectively

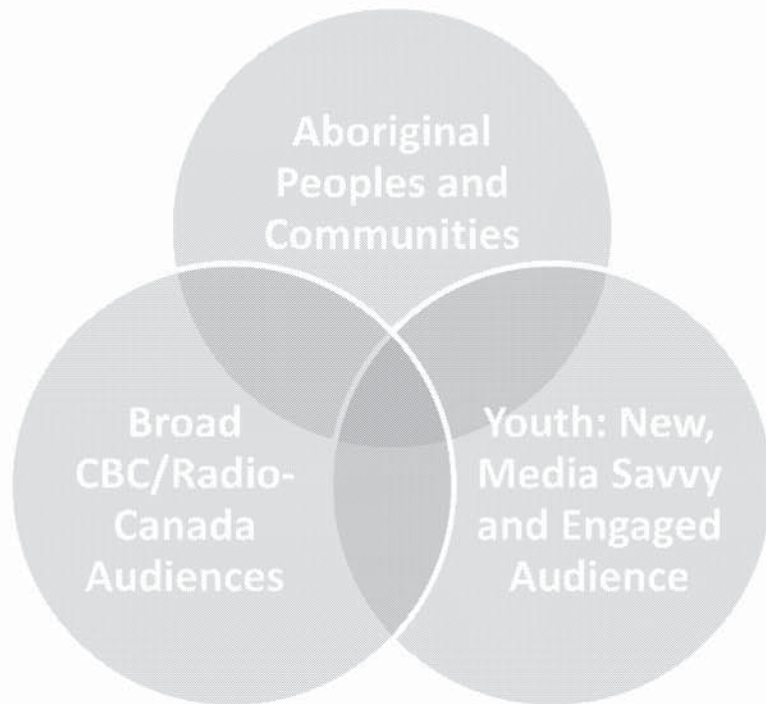




Audience and Guiding Principles

Audience

The intended audience focus of this strategy is:



Guiding Principles:

» The strategy involves and embodies the following guiding principles. It is:

1. Engaging and relevant

2. Respectful

3. Innovative

and

4. Reflects the Diversity within Aboriginal communities and their diversity of voice

- CBC and Radio-Canada approaches will be unique to services, but principles and values will be shared and integration and collaboration sought wherever possible





Ownership, execution & measurement

Overall Ownership

- Kirstine Stewart, CBC
- Louis Lalande, Radio-Canada

Delivery & Execution

- CBC: Delivery and execution in content sits with Area heads: Jennifer McGuire, News and Centres; Sally Catto , Documentaries
- Radio-Canada: Delivery and execution in content sits with Area heads: Michel Cormier and Patricia Pleszczynska

Measurement and Oversight

- Inclusion and Diversity – Kim Clark CBC, Helene Parent, Radio-Canada
 - Will develop a scorecard to track progress on delivery of strategy - based on deliverables outlined and leverage existing measurement review and measurement tools available





Aboriginal Audience Survey – Executive Summary

s.18(b)
s.21(1)(b)

Overall:

- CBC is among the top destinations for TV and radio programs for Aboriginal peoples, particularly in the North and among Inuit

Current media use





Aboriginal Audience Survey – Media Representation

Strongly/
somewhat
agree

Strongly/
somewhat
disagree

I would like to see more positive depictions
of Aboriginal peoples on TV and radio

I do not see my own culture reflected
on TV and the radio

Mainstream news often reinforces
stereotypes of Aboriginal peoples

Ways in which Aboriginal peoples are portrayed
on TV and radio are generally accurate

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Neither/dk/na





Core Focus Areas

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1. Conventional CBC/Radio-Canada Programming/Platforms
 - Existing -- what we offer in programming today – specials & regular programming
 - New -- new/additional content that reflects Aboriginal Communities

2. New Digital Community, Conversation

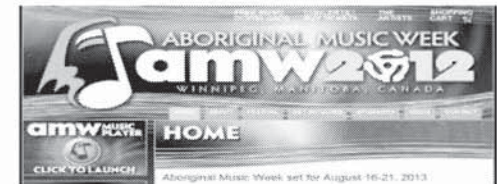
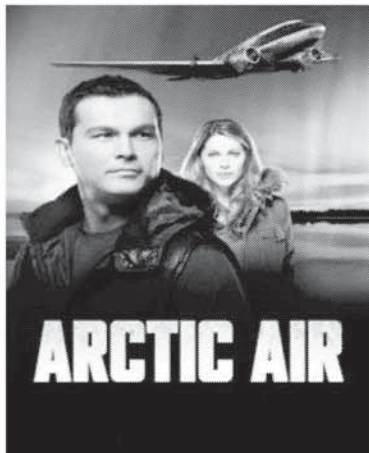




Where are we today? Content



CBC & Radio-Canada have demonstrated commitment and leadership in delivering Aboriginal programming in recent history, through News & Current Affairs, Documentaries, Drama and Cultural Programming, Regional programming in Centres and cross cultural initiatives.



Radio-Canada also provides news and current affairs content at no cost to aboriginal community radio stations





Where are we today? Digital

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s.21(1)(b)

s.68.1

CBC.CA/aboriginal / Radio-Canada.ca/autochtones





Where are we today? Digital



RCI – Eye on the Arctic/Oeil sur l'Arctique

- » A Multimedia project that is a circumpolar co-production looking at specific issues in the Arctic /North <http://eyeontheartctic.rcinet.ca/> both CBC and RC are partners

CBC/RC Regional pages

- Aboriginal issues are also covered and discussed on regional sites of cbcnews.ca and radio-canada.ca





Where are we today? Talent

s.18(a)
s.18(b)
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At CBC and Radio-Canada we are proud of our on-air Aboriginal talent from CBC Kids to News and Documentaries to prime time Dramas





In Language Aboriginal Programming

Today CBC North* delivers **88 hours** of Aboriginal Language Programming (radio & TV) in **seven Aboriginal languages**:

- Inuktitut
- Cree
- Gwich'in
- South Slavey
- North Slavey
- Chipewyan
- Innuqtuin

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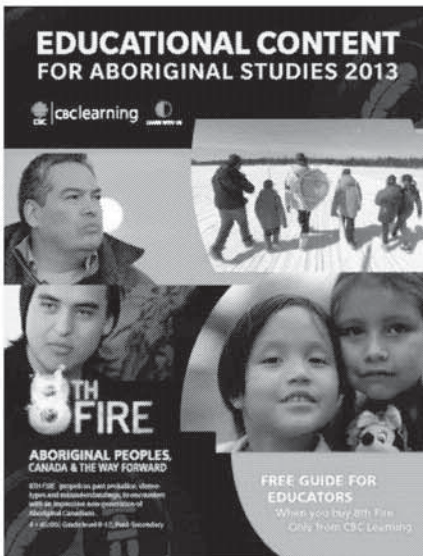
- Total cost for in-language programming is approximately
- CBC North also produces programming in English and French

* CBC North acts for both CBC and RC





Extending our Reach & Impact



CBC/Radio-Canada Learning

- CBC/Radio-Canada's Learning Program helps support Educators to use CBC/Radio Canada content in their curriculum and education programs
- Updated catalogue for Aboriginal Studies in 2013 – that includes 8th Fire / 8e Feu
- This gets communicated out to educators across the country, our online portal and through email; and through them into classrooms from coast to coast





What Next? Training & Education

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s.21(1)(b)

s.21(1)(c)

In order to impact programming it is essential to first embed cultural awareness in existing training and development processes.

- **Education & Training**

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- ***Timeline:*** Q3 2013-2014

- Development Cultural Awareness modules. Such as:

- ***Timeline:*** Q3 2013-2014





What Next? Education through engagement

In order to increase opportunities for cultural learning through direct engagement with communities, we will develop two models of engagement – 1 broader and 1 deeper. The goal is to ensure reflective content and to increase communication and trust with communities

▪ **Community and Thought Leader Editorial Boards**

- ***Timeline:*** Q2/Q3 2013-2014

▪ **Embed Journalist in Aboriginal Community**

- ***Timeline:*** Q3 2014-2015





What Next? Program Reviews

s.18(b)

s.21(1)(b)

s.21(1)(c)

- **Program Review, Planning & Measurement**
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 - ***Timeline:*** Q2 2013-2014
 - CBC/Radio-Canada will measure and evaluate the progress of Aboriginal reflection in content through existing measurement processes

- ***Timeline:*** ONGOING for council and measurement, quarterly for scorecard



What Next? New Programming/Content

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s.68.1

s.21(1)(c)





What Next? New Digital Community

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s.68.1

s.21(1)(c)

CBC Digital Community:

There is an opportunity to leverage digital technology for a more engaged connection to Aboriginal communities and issues.

- ***Timeline:*** Q3 2013-2014



What Next? New Digital Community

RC Digital Community:

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- ***Timeline:*** Q3 2013-2014

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s.68.1





What Next? Aboriginal Language Programming

■ 2013-2014 Aboriginal Language Programming

- Maintain current levels of Aboriginal language programming
- 88 hours of programming, 7 languages,
- **Timeline:** Ongoing during 2013-2014

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s.21(1)(c)

■ Future Planning for Aboriginal language

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- **Timeline:** Q4 2013-2014





What Next? Other Considerations

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s.21(1)(c)

- **Aboriginal Employee Engagement**
 - ***Timeline:*** Q3 2013-2014
- **Future Aboriginal Talent Pool Development**
 - ***Timeline:*** Q4 2013-2014
- **Communications & Stakeholder/Government/Community Relations**





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s.21(1)(b)
s.21(1)(c)

Proposed Timeline - 2013-2014 Snapshot

TIMELINE	Strategy
Q1 2013-2014	Programming and content review
Q2 2013-2014	
Q3 2013-2014	
Q3/Q4 2013-2014	
Q2 2014-2015	
ONGOING	



Budget Considerations and Next Steps

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Budget considerations



Next Steps:

