



ABORIGINAL CONTENT STRATEGY BOARD UPDATE #2

TO:	Board of Directors
MEETING:	September 24–25, 2013
FROM:	Neil McEneaney, Interim Executive Vice-President, CBC Louis Lalande, Executive Vice-President, Radio-Canada
PURPOSE:	Update and Report on Progress of Aboriginal Content Strategy
DATE:	September 13, 2013



(NO CHANGE)

Our Commitment & Mandate/Purpose **

CBC/Radio-Canada is committed to:

- Sharing the stories of our Aboriginal communities in Canada
- Covering Aboriginal stories that matter to all Canadians, especially those who are Aboriginal peoples.
- Ensuring the appropriate reflection of Aboriginal values and communities in our programming
- Offering programming in Aboriginal languages in the North

CBC/Radio-Canada will develop a 5-year plan based on:

- Strength of existing programming, with a more integrated approach
- CBC Aboriginal Audience Survey & other relevant research
- Stakeholder, community and employee input as appropriate and related to programming initiatives

This is an opportunity for CBC/Radio-Canada to have a more strategic and aligned approach to content related to Aboriginal Communities and issues. Allowing for:

- Better use/leverage of limited resources
- 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

** SAME AS IN MARCH 2013 BOARD – ABORIGINAL STRATEGY - UPDATE #1



Core Areas of Focus **

(NO CHANGE)

1. Training & Education

- Embedding cultural/community training into our existing training and development programs
- Cultural learning through direct engagement with communities

2. Content & Programming – Conventional CBC/Radio-Canada Content

- Existing Content
- Continue what we offer in programming today – specials & regular programming
- New Content
- New/additional content that reflects Aboriginal communities

3. Engaging the Community – Digital Community

- Review of a digital approach to better leverage technology and social media to engage audiences around Aboriginal issues/communities and CBC/Radio-Canada content

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Relevant Context

Strategic Context

- As with all content-related strategies, the Aboriginal Content Strategy is part of the overall CBC/Radio-Canada content strategies. This ensures alignment across all of our priorities (i.e., conditions of licence, schedule balance, diversity, Aboriginal, etc.).
- The strategy is driven by content areas and works in line within existing frameworks and processes, specifically our current programming development process.
- Initially, this strategy will focus on internal content; however, seeking strategic partners for both delivery and content sharing will be a strategic pillar moving forward.

Aboriginal Population in Canada

- It is important to understand the profile of Aboriginal Peoples in Canada to appreciate the differences in CBC and Radio-Canada's approaches to Aboriginal Content.
- As of 2011, there were just over 1.4 million Aboriginal Peoples in Canada - 4.3% of Canada's population.
 - 8 in 10 Aboriginal people live in Ontario and the western provinces
 - Ontario is the province where the largest number of Aboriginal people live – 301,425 people, representing 21.5% of all Aboriginal People in Canada
 - 16.6% of the Aboriginal population lives in BC, 15.8% in Alberta, 14.0% in Manitoba, and 11.3% in Saskatchewan, 6.8% in Atlantic Canada, and 4.1% in the Territories
 - 10.1% of the Aboriginal population lives in Quebec
- From the previous census (2006) we know that only 9% of the Aboriginal population use French as their home language and 14% had an understanding of the French language



Training & Education – Cultural Awareness

embed cultural awareness training into existing training & development programs/processes

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

Completed

ONGOING

Training & Education – Leader/Editorial Boards

creation of thought leader/editorial boards bringing Aboriginal and external leaders into CBC/SRC



Completed

ONGOING

- SRC: organize at least one thought leader editorial board with Francophone Aboriginal communities on October 30, 2013

Training & Education – Embed Journalists

embed a journalist in an Aboriginal community to gain in depth understanding and perspective among these communities



Completed

ONGOING

- SRC: appoint a representative who will act as prime point of contact between Aboriginal communities and the News dept – to start on Oct 28, 2013

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s.21(1)(b)
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Program Processes

*create a CBC/SRC joint Aboriginal Content Planning Council
measure & evaluate progress of Aboriginal Reflection in Content*



Completed

ONGOING

Programming

regular updates on existing programming and programming in development



Completed

- CBC/SRC: list of existing content planned for 2013/14 compiled (slides 10-11)
- CBC/SRC: list of content in development compiled (slides 12-15)
- SRC: renew agreement to broadcast French-language newscasts on the Quebec and Labrador Aboriginal community radio network (SOCAM)

ONGOING



CBC Content – EXISTING

- » the **CBC Music Festival** at Echo Beach in Toronto featured a live performance by Juno-award winner Elisapie Isaac who hails from Salluit. May 25, 2013
- » CBC Radio – special episode of **In the Field called Tsuk Ekanum...** a Chinook word meaning "water stories" featured the work of student journalists in UBC's Reporting in Indigenous Communities course. Duncan McCue hosted and the students shared stories about the importance water plays in aboriginal cultures. June 16 & repeat on June 18, 2013
- » CBC Radio – a special edition of **The Story From Here** for the week of National Aboriginal Day. It featured content from the journalism students at the First Nations University of Canada looking at the impact of the Idle No More movement. June 21, 2013
- » **CBC News: ABORIGINAL DAY** – Full day of programming in The North and Edmonton - **Radio Active Edmonton – Full Day Remote** - June 21, 2013

Completed

ONGOING

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CBC Content – IN DEVELOPMENT



ONGOING



SRC Content – EXISTING

- » **Hippocrate** – Documentary series on the practice of medicine in rural areas. Dr. Darlene Kitty episode – Based in the Cri community of Chisasibi, Dr. Darlene Kitty is one of the few practising Aboriginal doctors in Quebec. She cares for the people in her community, but also works to educate other doctors about Aboriginal life when they come to James Bay on fill-in assignments. Broadcast: 2012, 2013
- » **Les grands labours** – Miniseries on the contribution of Francophones and Metis to developing the greater Prince Albert area in Saskatchewan. Broadcast: 2012, 2013
- » **Mémère métisse** – Documentary about a Manitoba grandmother who denies her Metis roots and her granddaughter who tries everything she can to get her to acknowledge them. Broadcast: 2010, 2012, 2013
- » **Makusham** – Hosted by Aboriginal artist Florent Volland, this music series features performances by Francophone and Aboriginal artists from Quebec and New Brunswick. Broadcast: 2012, 2013 and beyond
- » **Les trésors vivants** – Documentary series on people whose contributions have influenced their field and their times. Épisode Max Gros-Louis (last broadcast: June 2013). Broadcast: 2009–2013
- » **Courants** – Series that profiles 10 Canadian rivers. Saint-Jean River episode: La belle Wolastoq – Looks at the key role played by the Saint-Jean River in the history and culture of the Malecite nation. George and Moisie Rivers episode: l'autoroute des Innus ("The Innu Highway) – Two bodies of water central to Montagnais culture that have allowed this Aboriginal nation to move with the seasons. Broadcast: 2013
- » **Autochtones, l'autre histoire** – RCI microsite featuring a series of illustrated reports with anthropologist Serge Bouchard, who takes an in-depth look at Native geopolitics in Canada when the Europeans arrived, and introduces us to the leading Aboriginal families in North America.

Completed



SRC Content – EXISTING

- » **Eye on the Arctic / Regard sur l'Arctique** – This RCI microsite contains text, video and audio content (interviews, reports and news items) in English and French on topics related to Aboriginal life in the Arctic. Topics range from politics and social issues, to culture, economics, and the environment.
- » **De la raquette à l'Internet** – Three-hour radio series with a companion website. New technologies have become a ubiquitous part of our daily lives, and Aboriginal communities are no exception. What impact will these technologies have on the transmission of Native cultures?
- » **Geneviève dans le Nord** – 10-part blog relating the experiences of Geneviève, a young Montreal woman who just completed her first year teaching students in Kuujuaupik, a northern village in Quebec's Nunavik region.
- » **Musique du monde** – Espace.mu features a wide variety of new releases by artists from Canadian Aboriginal communities. 450 titles.

Completed

NEWS AND CURRENT AFFAIRS

- » **L'avenir est indien** – Three-part radio series on the social and economic development successes of three Quebec First Nations communities (Innu from Uashat, Algonquins from Val-d'Or, and Atikamekw from Manawan).
- » **Les pensionnats autochtones** – Series of reports presented on *Dimanche* magazine, with visits to North Shore communities, the Red River Metis, and the Whitecap Dakota First Nation (Saskatchewan).
- » **Trust and Reconciliation Commission** – with multiple reports and feature interviews by Céline Galipeau on the 10 p.m. *Téléjournal*.
- » **Retombées chez les Atikamekws** – *Dimanche* magazine report by Aboriginal journalist Caroline Nepton-Hotte on Quebec's new forestry plan and its impact on the Atikamekw nation.
- » **Enquête** – Reports showing that companies in southern Quebec were using Aboriginals as a front to obtain grants under Plan Nord.



SRC Content – IN DEVELOPMENT

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ONGOING

- » **Mesnack** – Feature film. Dave was adopted at a very young age. He now lives in Montreal and is studying Shakespeare's *Hamlet*. One day, he finds out that his biological mother, Gertrude, lives on the Kinogamish reserve. He decides to go seek her out. After witnessing the many hardships on the reserve, Dave meets an old blind man who wants to reveal a dark secret from his past.
- » **Les ailes de Johnny May** – Documentary. Johnny May is a 64-year-old Inuit pilot. He recounts the dramatic changes that have occurred in Nunavik since the marriage of his father, who worked for the Hudson Bay Company. The Inuit lifestyle has become more sedentary, snowmobiles have replaced dogsleds, and Northern communities have fallen prey to the ravages of poverty – and global warming.



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SRC Content – IN DEVELOPMENT

- » **Samuel de Champlain : visionnaire du nouveau monde** – This program profiles Samuel de Champlain as founder of the Franco-Ontarian community, while incorporating the perspectives of Aboriginal people who played a key role in Champlain’s vision for a new society. Broadcast: 2013
- » **La quête de Philippe sur l’île de Baffin** – Documentary. In 2010, Iqaluit resident and native Montrealer Philippe Lavallée covers the dogsled race held each year across the Canadian Arctic to learn more about the event and see whether he could compete in it someday. Philippe shares his impressions of the race and introduces us to some fascinating aspects of modern Inuit life. Broadcast: 2013–2014 season

- » **Pour un soir seulement** – A musical meeting of minds between two artists that yields a novel blend of their respective genres.

ONGOING

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Digital Community

Develop an online forum for underserved Aboriginal Communities & open to all. Hosted by an Aboriginal journalist with involvement of other CBC/SRC journalists



Completed

ONGOING



Aboriginal Language Content

maintain current level and investment in Aboriginal Language programming

s.18(a)
s.18(b)
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Completed	ONGOING
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- CBC/SRC: existing investment maintained for 2013/14 - 88 hrs, 8 languages, [redacted]

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Measures of Success

*develop clear and measurable indicators of success
track progress of strategy and plans*



Completed

ONGOING