

# REPORT ON FORMAL CONSULTATIONS WITH INDIGENOUS PEOPLES

CBC/Radio-Canada – English Services  
June 30, 2024

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# REPORT ON FORMAL CONSULTATIONS WITH INDIGENOUS PEOPLES

## CBC/Radio-Canada – English Services

June 30, 2024

### Introduction

This report by CBC/Radio-Canada's English Services ("CBC") summarizes the formal consultations with Indigenous Peoples, groups and communities, as well as the consultations with Indigenous producers and creators of audio and video content, in accordance with Broadcasting Decision CRTC 2022-165 and Broadcasting Decision CRTC 2023-322.

Part I is the report on the consultations with Indigenous Peoples, groups and communities held in March 2024.

Part II is the report on the consultations with Indigenous producers and creators of audio and video content held in February 2024.

Part III shares CBC initiatives and strategies reflecting these consultations.

## I. Consultation with Indigenous Communities

### A. Invitees

CBC invited participation from a broad, diverse range of Indigenous community members, including people working with First Nation, Inuit and Métis governments and representative organizations; Indigenous broadcasters and media industry workers; artists, educators, and entrepreneurs; young adults and Elders; cultural workers and language keepers; community helpers and health care professionals; and others.

Approximately 700 direct invitations were emailed to Indigenous contacts gathered through the engagement processes for developing the CBC/Radio-Canada National Indigenous Strategy. The great majority of participants in virtual sessions responded to one of these direct invitations. Several other participants were forwarded the invitation by someone in their network.

Information on the consultation was also shared with staff on the CBC internal website, publicly on the CBC corporate website, through individuals' social media accounts, and to approximately 13,000 subscribers of CBC's [Indigenous Pathways newsletter](#). Recognizing that digital connectivity barriers might especially impact participation from Indigenous community members in the North, radio hosts in the North were provided with chat notes to share the information on-air, leading up to the virtual sessions.

The list of participants in the virtual sessions is below in Section C. Invitees were also welcome to provide feedback by completing an anonymous online poll, or by email.

## **B. Documentation provided before the consultation**

All invitation communications included a description of the purposes of the consultation:

- To gather feedback on how CBC's programming is meeting the needs of, keeping relevant to, and reflecting the diversity of Indigenous Peoples.
- To discuss results from our annual public perception survey.

Invitation communications also included information on how to register for a virtual session, to participate in the anonymous online survey, and to share questions and feedback by email.

Invitees who registered for a virtual session were provided additional documentation to prepare for the session:

- A link to a report on the results of the most recent public perception survey: *Mandate and Vision Perception Survey (MVPS) Report – English-Speaking Indigenous Peoples' Perceptions Toward CBC – Fall 2023* [here](#) (attached as Appendix A). This report compares responses from English-speaking Indigenous Peoples with those from all Indigenous Peoples surveyed, for 17 key indicators that the Commission requires for the surveys.<sup>1</sup>
- A link to the CBC/Radio-Canada CRTC Submissions webpage [here](#), hosting reports from English and French-Language Services pursuant to CRTC Decision 2022-165.
- A link to the CBC/Radio-Canada webpage for the recently released CBC/Radio-Canada National Indigenous strategy [here](#).
- A link to the slide deck for the sessions, including the agenda, highlight reel and discussion questions [here](#) (attached as Appendix B).
- A link to the online anonymous survey and a registration link for the virtual consultation sessions that registrants were welcome to share with others in their network.

Invitees who chose to complete the anonymous online poll were presented with a further description of the purpose of the consultation process, as well as a link to view the highlight reel of CBC's current and recent audiovisual programming by and for Indigenous people.

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<sup>1</sup> In this report, English-speaking Indigenous data was divided into two regions: (1) Western Canada (British Columbia, Alberta, Saskatchewan and Manitoba); and (2) Ontario, Quebec, Atlantic Canada and the Northern Territories.

## C. Consultation

### 1. Representation

Four virtual sessions were held via Zoom, allowing participation by online videoconference or by phone. These sessions were held between March 4 and 27, 2024 with the following representatives from CBC:

- All Sessions:
  - Andrea Sharkey, Senior Director, Strategic and Competitive Analysis
  - Kris Clemens, Senior Specialist, National Indigenous Strategy (facilitator)
  - Robert Doane, Senior Director, National Indigenous Strategy
- Two Sessions:
  - Alisha Crawford, Senior Manager, Marketing Communications and Publicity, CBC
  - Nic Meloney, Senior Advisor, Unscripted Content, CBC Entertains
- One Session:
  - Jenelle Duval, Indigenous Advisor, Atlantic Region, CBC News
  - Johnny Michel, Regional Director, B.C. and Alberta, CBC News
  - Lenard Monkman, Producer, Scripted Content, CBC Kids
  - Meredith Dellandrea, Regional Director, Atlantic and Quebec, CBC News
  - Mervin Brass, Regional Director, North, CBC News
  - Michael Dick, Director, Manitoba, Saskatchewan and Indigenous, CBC News
  - Nairi Apkarian, Advisor - Equity, Diversity and Inclusion Lead, CBC Entertains
  - Ruth Zowdu, Regional Director, Ontario, CBC News
  - Will Tigley, Manager, Marketing Communications and Publicity, CBC

28 representatives from Indigenous communities participated in the virtual sessions.

Gender balance: 8 participants in the virtual sessions identified as men. 17 participants identified as women. 3 participants identified as Two-Spirit, non-binary or third gender.

Regional representation: 2 participants identified during registration that they were from Atlantic Canada; 4 from Quebec; 7 from Ontario; 11 from Western Canada; and 4 from the Northern Territories.

45 representatives from Indigenous communities responded to the anonymous online poll.

Gender balance: 6 respondents to the online survey identified as men. 18 respondents identified as women. 9 respondents identified as Two-Spirit, non-binary or third gender. 1 respondent preferred not to answer. 11 respondents did not identify a gender.

Regional representation: Assessing regional representation by the province where they live, 0 respondents to the online survey were from Atlantic Canada; 2 from Quebec; 17 from Ontario; 15 from Western Canada; and 0 from the Northern Territories. 11 respondents did not identify the region where they live.

Assessing regional representation by the Indigenous Nation, community or settlement they affiliate with, 1 respondent to the online survey was from Atlantic Canada; 14 from Ontario, 1

from Quebec, 9 from Western Canada, and 1 from the Northern Territories. 19 respondents did not specify an Indigenous Nation, community or settlement they affiliate with.

4 individuals provided feedback by email.

5 participants in virtual sessions shared additional feedback by email after attending a session.

## 2. Feedback

Participants shared feedback and suggestions about CBC programming and content, categorized under the following themes:

- **Reflection:** Participants indicated that CBC's reflection of the diversity of Indigenous Peoples has improved over time. "I do think that it's come a long, long way, as far as Indigenous coverage of news and current affairs, right across the country," articulated one participant. Online poll respondents indicated that the work of Indigenous producers, artists, and creators in Canada is more adequately represented in CBC's entertainment content than in the Canadian media landscape overall. Some participants acknowledged specific Indigenous journalists, hosts and advisors for their role in reflecting certain communities and Nations. Other participants and respondents noted that there remains an under-representation of Métis and some First Nations in CBC's content and public-facing workforce.

Suggestions to improve the reflection of Indigenous Peoples in CBC programming and content included creating more opportunities for Indigenous youth to develop their skills as hosts and to pitch creative productions; increasing Indigenous representation criteria for co-productions and sponsored events; as well as exploring new strategies for retention of Indigenous journalists and hosts. "CBC needs to be a place where Indigenous journalists want to stay," indicated one participant. Participants spoke of the media's legacy in covering Indigenous Peoples through a lens of trauma, violence, impoverishment, need, and dysfunction, calling for redress by ensuring equitable reflection of Indigenous Peoples' self-determination, celebrations, expertise, strengths, political structures, knowledge systems, and economies; as well as coverage informing Canadians on issues of historic and ongoing colonization and colonialism.

- **Relevance:** Participants indicated that CBC's content is relevant to a diversity of Indigenous audiences. "There's lots of Indigenous content," said one participant. "The beat is covered," shared another. "You're doing a great job," offered a third. Most survey respondents agreed that CBC is doing a good job providing quality programming for First Nations, Inuit and Métis. Participants mentioned specific content, including CBC News coverage of Indigenous identity fraud cases, the radio programs *Unreserved* and *First Light Fridays*, CBC North, CBC Indigenous, and CBC Podcasts as being particularly relevant for them. However, participants and respondents also highlighted significant regional and age-based disparities in the relevance of CBC programming and content for different Indigenous audiences, noting that not every Nation or community has a CBC journalist covering its celebrations and challenges. Less than half of online poll respondents agreed that CBC News does a good job of covering the issues and events that matter to them as Indigenous people. Some participants and respondents felt that

Indigenous children and youth are particularly underserved for relevant content, while many older participants spoke of a lifelong relationship with CBC Radio that began in their childhood years and has been sustained to the present day.

Suggestions for improvement included creating a “Kokum’s Corner” program for Indigenous Elders to connect with younger audiences; expanding programming specific to Indigenous children and youth, for example through a “CBC Indigenous Kids” platform; content featuring Elders together with children and youth; investing to diversify content in Indigenous languages beyond the North; increasing coverage of Indigenous self-government and elections, as well as cultural gatherings; ensuring that journalists in urban centres expand their reach to provide consistent coverage of regional Indigenous communities and Nations; and providing all journalists with Indigenous-led training on historical and cultural awareness, as well as training for reporting on Indigenous stories.

- **Discoverability:** The vast majority of online poll respondents had accessed CBC content within the past month. Participants and respondents described accessing CBC content through social media platforms including YouTube and TikTok, as well as direct digital channels such as Gem, CBC.ca and the CBC News App. Others discovered content online through news aggregators, email newsletters, text messages or emails from friends and family, or Google search. Some participants noted that the recent lack of availability of CBC News on Facebook and Instagram had reduced their discovery of CBC content. Several participants mentioned that they, or their younger family members, do not own a television. Participants from the North spoke of CBC Radio as a “lifeline” that continues to serve as a primary connection for news and information, while stressing that a lack of transmission infrastructure and maintenance leaves this essential service out of reach for many who are living in small communities.

Suggestions to improve discoverability of CBC content among Indigenous audiences included greater relationship-building with, direct outreach to, and tailored marketing for Indigenous communities; maintaining and enhancing radio transmission infrastructure in the North; as well as prioritizing and increasing distribution of content through TikTok and YouTube to reach younger Indigenous audiences. Participants and respondents also asked for improved searchability and discoverability of Indigenous content on CBC.ca.

- **Format:** Several participants suggested CBC be more creative with treatment and length of content, to grow relevance and reach, particularly among younger Indigenous audiences. Suggestions included increasing and diversifying short-form video content tailored to TikTok and YouTube, as well as longer-form audio content through podcasts, and using short-form videos or social media posts to connect with longer-form, in-depth journalistic and creative content on CBC.ca or Gem.

Participants shared feedback and suggestions on the results and methodology of the perception survey, categorized under the following themes:

- **Regional Variation:** Participants did not express surprise at the survey’s finding that perceptions of CBC were generally poorer in Western Canada than other regions.

- **Distinctions-Based Approach:** Several participants criticized the regional breakdown of respondents, suggesting that a distinctions-based approach, segregating the responses of First Nations, Metis and Inuit for comparison, would be more informative, relevant and culturally appropriate.
- **Distinct Methodologies for the North:** Participants in the North noted that the methodology should go beyond an online survey, suggesting a phone survey component, and to engage respondents in Inuktitut and other Indigenous languages of the North, in order to gather accurate data on perceptions of CBC programming and content among Inuit and First Nations living in the Northern Territories.

Participants shared feedback and suggestions on whether the manner in which the CBC is consulting community members is culturally sensitive and meaningful, and methodologically sound, categorized under the following themes:

- **Reciprocity:** Several invitees asked CBC to provide an honorarium for participants' contributions of time and knowledge. Participants in virtual sessions shared highly positive feedback on the process, speaking to the value of the experience as a cross-cultural learning opportunity for connecting with Indigenous people from other Nations and communities. As one participant said, "I'm always worried about extraction: about the producers and interviewers just extracting my ideas and taking my comments out of context. And so I love the long format. I love being able to share a full idea and also to have some back-and-forth, some conversation, some discussion." "I certainly do feel 'included' by CBC," shared a participant by email, "I appreciate the opportunity to have my voice heard. I believe this is the beginning of changing times in all areas of our society, especially in the media." "It was thought-provoking and a great chance for Indigenous people to voice their questions and concerns," offered another.
- **Distinctions-Based Approach:** As with the perception survey, participants recommended that consultation be conducted using a distinctions-based, rather than regionally representative, approach. "Our people are nomadic people: we move all the time," explained one participant. "It's important that what people are saying or sharing relates back to where they got their teachings." This reality was reflected in the challenge of assessing regional representation, which is measured differently if based on an individual's current location of residence, rather than the Nation, community or settlement they are affiliated with.

## II. Consultation with Indigenous Producers and Creators

### A- Invitees

CBC invited Indigenous independent producers and creators to provide feedback through three possible channels:

- By completing a short anonymous online poll (open between February 6 and March 8, 2024)
- By attending a live feedback session on February 28, 2024; and/or
- By emailing an audiofile.

CBC shared the invitation requesting feedback with Indigenous independent producers who have produced or could produce English-language audio or audiovisual content:

- By email to all independent Indigenous producers with whom CBC had worked in the past three years;
- Through various industry organizations which then reshared the invitation (including organizations that work with Indigenous independent producers) - Indigenous Screen Office; [CMPA](#); DOC; APTN; NSI, Imaginative; Asuma Distribution; Winnipeg Indigenous Filmmakers Collective and NWT Professional Media Association;
- By posting the invitation on CBC's [One Stop Business Workshop Networking Facebook Group](#) for equity-deserving producers and creators;
- By sharing the invitation with CBC regions that have high Indigenous populations for further distribution - CBC North and CBC Manitoba;
- To approximately 13,000 subscribers of CBC's [Indigenous Pathways newsletter](#);
- through individuals' social media accounts; and
- By sharing the invitation to attend along with a broader invitation to the [Indigenous community member consultations](#).

Interested attendees were directed to [an Eventbrite page](#) which contained the goal of the February 28th session, the agenda and a recap of the different ways to provide feedback.

## **B- Documentation provided before and after the consultation**

CBC provided the following information before the consultation session:

- A description of the context and purpose of the consultation explaining that the consultation's main objective was the development of collaboration strategies for content creation. The description also mentioned that the relevance of the audio and audiovisual programming being produced for Indigenous communities is also to be discussed. The invitation to the consultation noted that CBC wanted to broaden and deepen the relationship with Indigenous independent producers and have a meaningful connection with their stories. Feedback from the community was solicited on the relevance of CBC's programming to Indigenous audiences and how CBC can do a better job connecting and collaborating with the community. The session was closed captioned and had ASL available. On sign up to the live session, there was also an offer to assist with any other language needs.
- A link to a [sizzle reel on CBC created or supported Indigenous productions](#) was provided as part of the online poll and was shown to all independent producers that attended the February 28th virtual session.
- A link to a report on the results of the most recent public perception survey: *Mandate and Vision Perception Survey (MVPS) Report – English-Speaking Indigenous Peoples' Perceptions Toward CBC – Fall 2023* ([here](#) attached as Appendix A) was provided to all independent producers that signed up for the February 28th virtual session.

Following the February 28th virtual session (the [slide deck](#) is attached as Appendix C), [this list of links to resources mentioned](#) was shared (attached as Appendix D), including links on how and who to pitch to, a link to the CBC Independent producers website, and a link to the recently launched CBC/Radio-Canada National Indigenous strategy.

## C- Consultation

### 1. Representation

In response to our feedback requests, CBC received:

- 41 responses to the online poll
- 35 individuals registered through Eventbrite to attend the consultation
- 17 individuals attending the virtual event on February 28, 2024

No producers chose to send feedback via audio file.

At the February 28th session, the following 13 representatives of CBC participated:

- Nic Meloney - Executive in Charge of Production, Unscripted Content
- Jennifer Dettman - Executive Director, Unscripted Content
- Trish Williams - Executive Director, Scripted Content
- Marie McCann - Senior Director, CBC Kids
- Jenny Meadows - Research and Analysis
- Andrea Sharkey - Senior Director, Strategic and Competitive Analysis
- Robert Doane - Senior Director, National Indigenous Strategy
- Lisa Clarkson - Executive Director, Business & Rights and Production Sustainability
- H el ene Vayssette - Directrice   la production originale, Radio-Canada
- Charmant Kemakuko - Senior Director, Head of Staff and Operations, EFS
- Kris Clemens - Senior Specialist - Project Coordinator, Indigenous Strategy
- Justine Fung - Director of Culture and Strategic Planning
- Audreanna Lartey - Administrative Assistant

The CBC representatives came from each CBC dept that works with independent producers.

The presentation including the agenda for the February 28th session is [here](#). All attendees were invited to share their direct feedback on the following questions:

- *"How can CBC make sure that Indigenous audiences feel a greater connection to our Indigenous independently produced content?"; and*
- *"How can CBC cultivate better relationships with Indigenous independent producers?"*

The heads of the main CBC programming departments that work with independent producers (Scripted, Unscripted and Kids) introduced themselves and spoke briefly about their respective areas of responsibility and how producers could pitch to them. The [Independent Producer page](#) and pitching email contact info was highlighted to ensure awareness of these detailed resources which includes guidelines on who to pitch to, what to pitch, and how to pitch for CBC.

Robert Doane, CBC's Senior Director of the National Indigenous Strategy, took participants through the essentials of the CBC/Radio-Canada National Indigenous Strategy, [Strengthening Relations, Walking Together](#), talking about next steps and how people could get involved.

## 2. Feedback

Here is a summary of the feedback we received, categorized under the following themes:

- **Networking Opportunities**
  - Expand and maximize networking opportunities with up-and-coming creators, small-time producers, and remote communities (e.g. more events that enable direct connections, through creator networks, active outreach, calls for submissions, pitching events, regular contact with experienced Indigenous producers and facilitating intergenerational connections).
  - Create workshops and training specific to the needs of Indigenous producers; create supports for Indigenous producers' capacity-building
- **Varied Stories representing Diverse Indigenous Experiences**
  - Indigenous Peoples include vastly different communities. Take steps to make sure that CBC is representing as many as possible (e.g. Métis, intersectional identities like Indigiqueer youth, and stories from Western Canada).
  - Make sure that stories of hope and humour are included in what gets commissioned; not just stories of trauma.
  - Kids programming: It is important to increase understanding between Indigenous and non-Indigenous youth early on, and to teach Indigenous languages.
  - An interactive video game stream is needed at CBC as Indigenous Peoples are a major consumer of video games.
  - Order more content from Indigenous creators and producers; have dedicated funds for the creation of Indigenous content
- **Collaboration and Decision-making**
  - Foster more meaningful collaboration between CBC and Indigenous creators, especially remote creators.
  - There should be more Indigenous decision-makers and/or a dedicated representative to liaise with Indigenous producers.
  - Create partnerships that respect and uplift Indigenous storytelling; for example, work more with APTN, ISO and/or CMF Indigenous stream of funding
- **Responsiveness and Consultation**
  - Improve CBC response times to pitches and provide more constructive, consistent and meaningful feedback to help shape projects.

- Communicate more - do regular polls or surveys with Indigenous communities (e.g. once a year); regular updates on CBC's content needs and opportunities.

### III. CBC's initiatives and strategies reflecting the consultations

CBC/Radio-Canada launched a three-year [National Indigenous Strategy](#) on February 5, 2024. Much of the feedback heard through the consultation was aligned with feedback heard through the engagement processes for developing this strategy. As a result, many of the actions planned as part of the implementation of the strategy align closely with the feedback provided by Indigenous community members and Indigenous independent producers/creators, for example:

- Developing a shared content strategy for Indigenous news to diversify, amplify and grow Indigenous content across existing services and platforms, including CBC Indigenous, CBC North, Espaces autochtones and CBC News.
- Engaging Indigenous youth to identify how to better meet their needs in news, content and communications.
- Supporting the development and production of youth-focused Indigenous language programming with news and entertainment content creators.
- Improving Indigenous recruitment, retention and professional development processes.
- Developing and providing trauma-aware journalism training that includes Indigenous perspectives.
- Increasing cross-cultural exchange opportunities for all staff with First Nations, Inuit and Métis.
- Increasing cultural competency training and educational resources about Indigenous Peoples, Treaties, the TRC Calls to Action and the MMIWG Calls for Justice for all staff
- Encouraging use of Indigenous languages and supporting efforts of Indigenous Peoples to reclaim, revitalize, maintain and strengthen Indigenous languages, consistent with the Indigenous Languages Act and the Global Action Plan of the International Decade of Indigenous Languages.
- Strategically diversifying partnerships with Indigenous initiatives and participation in gatherings and events.

Other ongoing initiatives that address feedback provided during the consultations include:

- Renewing the Indigenous Pathways program, first piloted in 2022, to provide emerging Indigenous storytellers with the opportunity to develop their skills and careers in the media, over the course of a nine-month paid contract with CBC.
- Providing the monthly Indigenous Pathways newsletter to showcase Indigenous-oriented learning and development opportunities across the media sector, as well as jobs at CBC and information on Indigenous programming and initiatives at CBC.
- Providing extensive multi-platform coverage of, and outreach at, the [North American Indigenous Games](#), to celebrate and connect with diverse Indigenous youth and Elders.
- Partnering with APTN to create more Indigenous content that reaches more Canadians and to improve the hiring and retention of Indigenous creators.

- Partnering with Inuit TV to increase access and reach of CBC North's Inuktitut-language supper-hour news broadcast, Igalaaq, to new audiences.
- Providing workshop/training through “One Stop Business workshop” on topics helpful to Indigenous creators and independent producers (such as the industry wide workshops on how to pitch in May 2024);
- Increasing live local and video news content.
- Revamping the CBC News app for better audio and video, including streaming channels and more CBC Listen content.

Some additional future initiatives planned to address the feedback provided during the consultations include:

- Exploring options and best practices for integrating a distinctions-based approach to gathering and segregating Indigenous perception survey and audience research data.
- Emphasizing the cross-cultural value of participation in consultation processes, and striving to ensure that consultation processes offer opportunities for First Nations, Inuit and Métis from a diversity of Nations, communities and settlements to gather and benefit from exchanging ideas and learnings together.

## **Conclusion**

Serving and reflecting Indigenous communities and supporting the production of content from Indigenous producers and creators is important for CBC.

We will continue to maintain and develop, beyond the consultations required by the Commission and described in this report, multiple channels of communication, engagement and feedback with Indigenous community members, independent producers and creators.

## **Appendix A**

### **Mandate and Vision Perception Survey (MVPS) Report English-Speaking Indigenous Peoples' Perceptions Towards CBC Fall 2023**



The Mandate and Vision Perception Survey (MVPS) Report

# English-Speaking Indigenous Peoples' Perceptions Towards CBC | Fall 2023

January 2024

# Intro

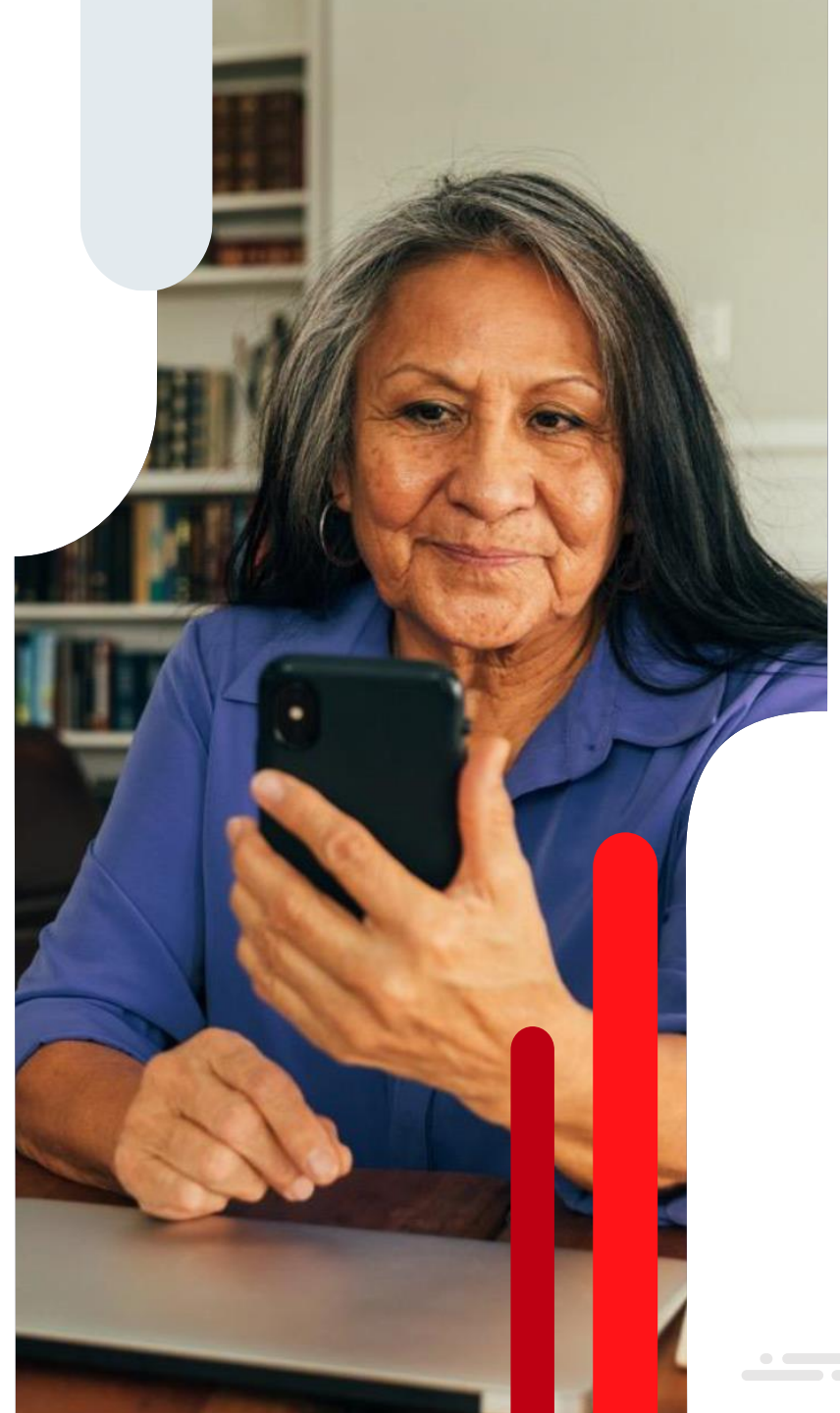
The Mandate and Vision Perception Survey (MVPS) is used to track and assess the perception of Canadians towards CBC – Canada’s national public broadcaster.

The survey is conducted twice a year, in the Fall and in the Spring, among a representative sample of anglophone and francophone respondents through the Léger Opinion (LEO) Panel.

The following pages present the Fall 2023 results for Indigenous Peoples living in Canada. In this survey, respondents are considered to be English-speaking if English is the most spoken official language in their household.

In this report, English-speaking Indigenous data has been divided into 2 regions:

- 1) **West + Prairies** (British Columbia, Alberta, Saskatchewan and Manitoba)
- 2) **Central + East + North** (Ontario, Quebec, the Atlantic Provinces and the Northern Territories)



# Methodology

## Fall 2023



... High quality web survey, in field between October 6 and November 13, 2023.



... The total sample includes 2,726 anglophones over 18 years old, randomly recruited from Léger Opinion Panel.

Due to the large sample and oversamples for specific groups, the MVPS can produce measurable and meaningful results for:

Group	Sample	Note
Indigenous Peoples	252	
West + Prairies	116	Includes oversample
Central + East + North	136	
OLMCs (living in Quebec)	753	Includes oversample
North (Northwest Territories, Nunavut and Yukon)	194	Includes oversample
Racialized anglophones	517	Includes oversample for Black anglophones
Anglophones with disabilities	433	Representative samples naturally captured in the sample
Anglophones who identify as LGBTQ2+	215	



... Using the Statistics Canada 2021 Census, results were weighted according to gender, age, region and mother tongue.

# Indicators\* Included in This Report

Theme	Indicator
High Quality and Distinctive Canadian Content	Is a leader in Canadian content
	Supports and promotes new and emerging talents
	Makes Canadian content easily discoverable on its services
	Has content that I can relate to
News & Information Content	Is a trusted source of information
	Is independent and impartial
	Reflects a diversity of opinions
	Helps me understand what's going on in my community
	Helps me understand what's going on in other parts of Canada

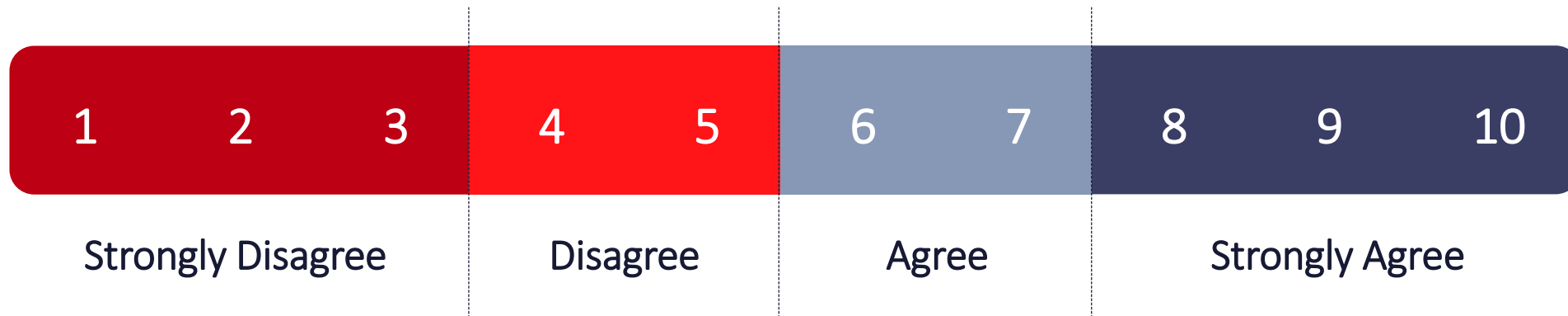
Theme	Indicator
Engaging Young Audiences	Offers relevant content for children under 13 years of age
	Offers relevant content for youth (ages 13 – 17)
Reflecting Diversity	Reflects the multicultural diversity of Canada
	Reflects Indigenous Peoples
	Makes Indigenous content easily discoverable on its services
	Reflects LGBTQ2+
	Reflects persons with disabilities
	Reflects racialized persons

\* Indicator wording may vary slightly from those listed in the Conditions of Licence in order to be consistent across survey waves and to preserve data trending.



# How Do We Measure Perceptions?

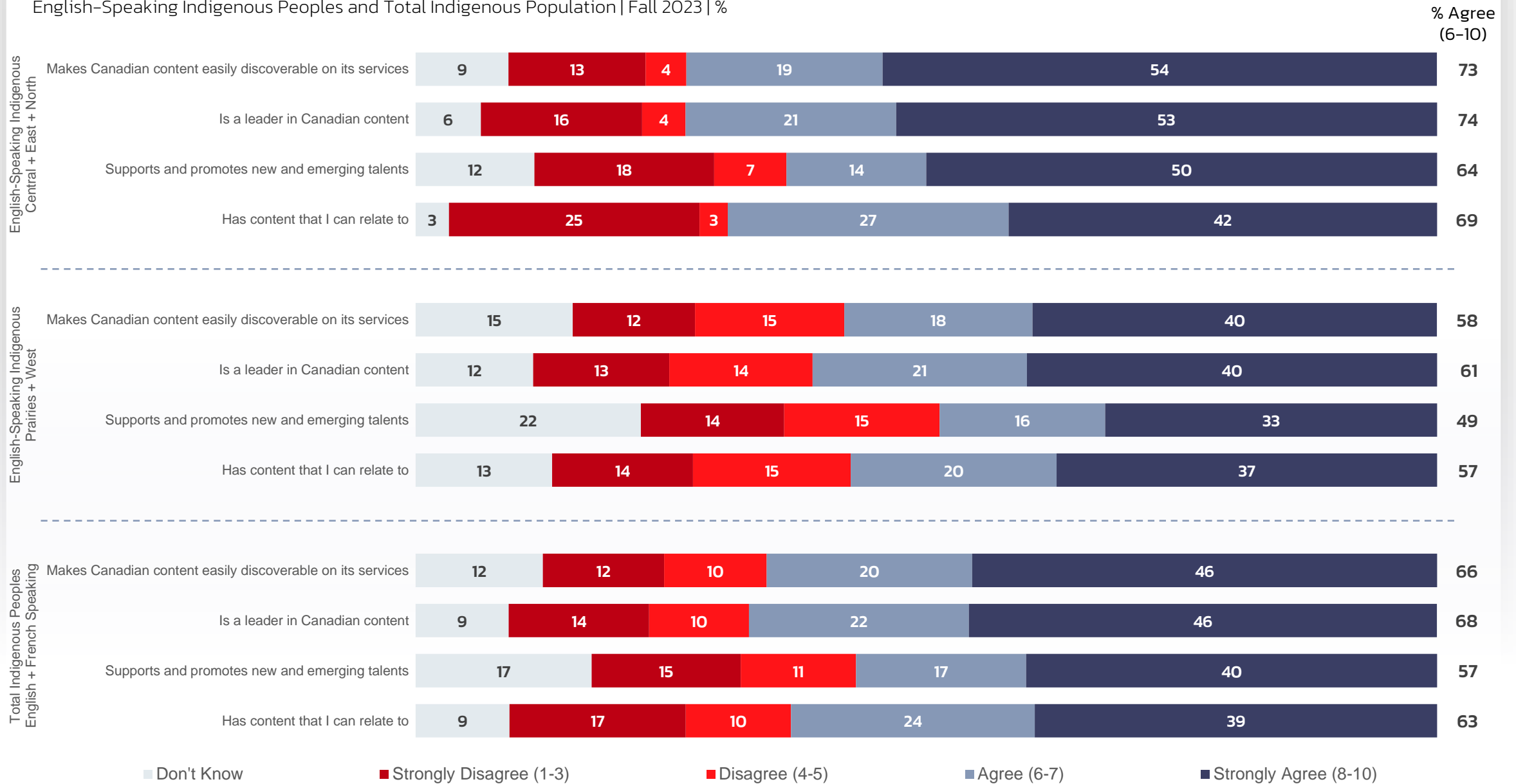
For each metric, we use a 10-point scale to measure the perceptions of Canadians. The following pages highlight the percentage of Canadians who agree or strongly agree with the indicators, i.e. the proportion of respondents who gave a score from 6 to 10 (agree) or a score of 8 to 10 (strongly agree).



Note: a "Don't Know" response option was also available.

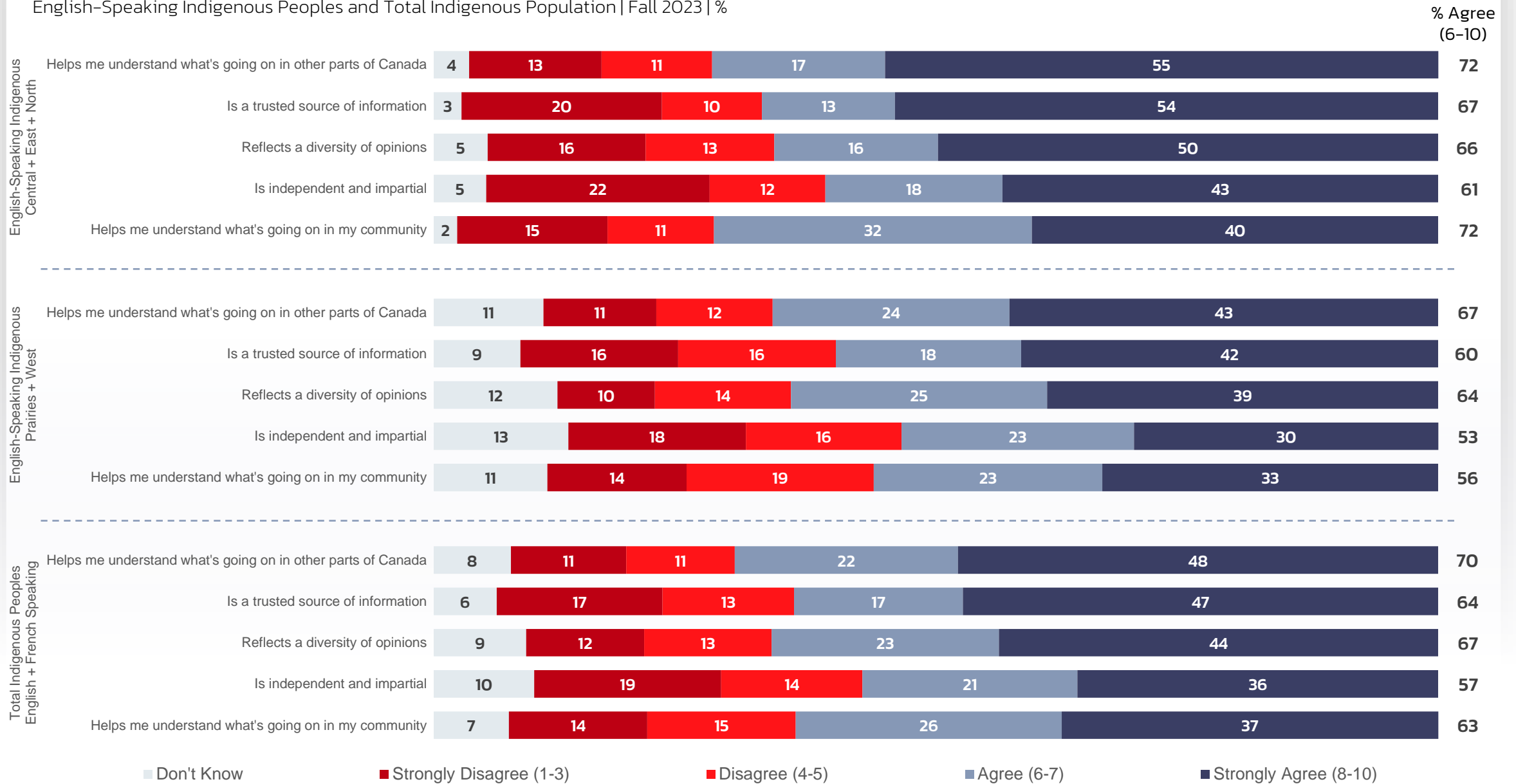
# High Quality and Distinctive Canadian Content: CBC...

English-Speaking Indigenous Peoples and Total Indigenous Population | Fall 2023 | %



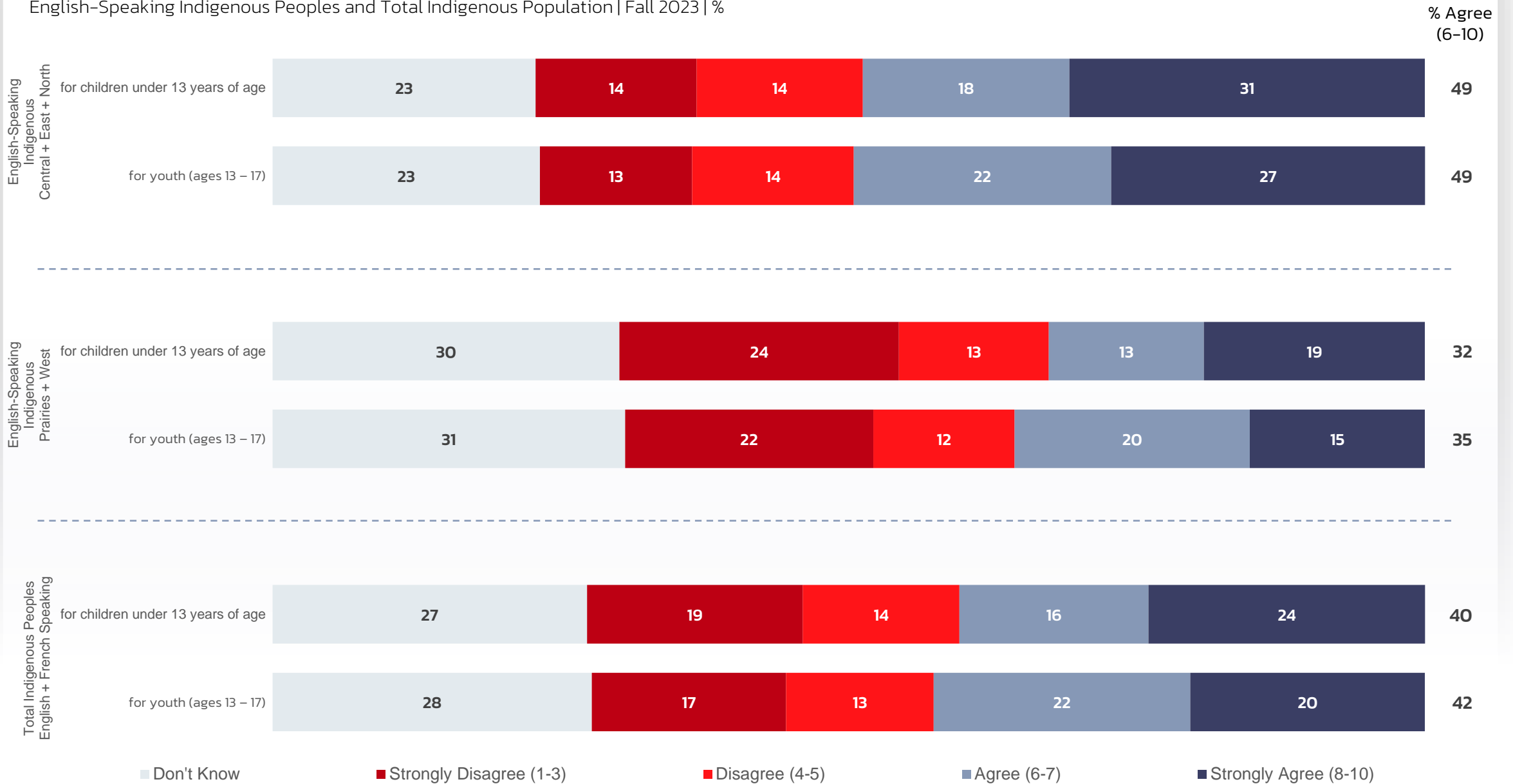
# News & Information Content: CBC's News & Information Content...

English-Speaking Indigenous Peoples and Total Indigenous Population | Fall 2023 | %



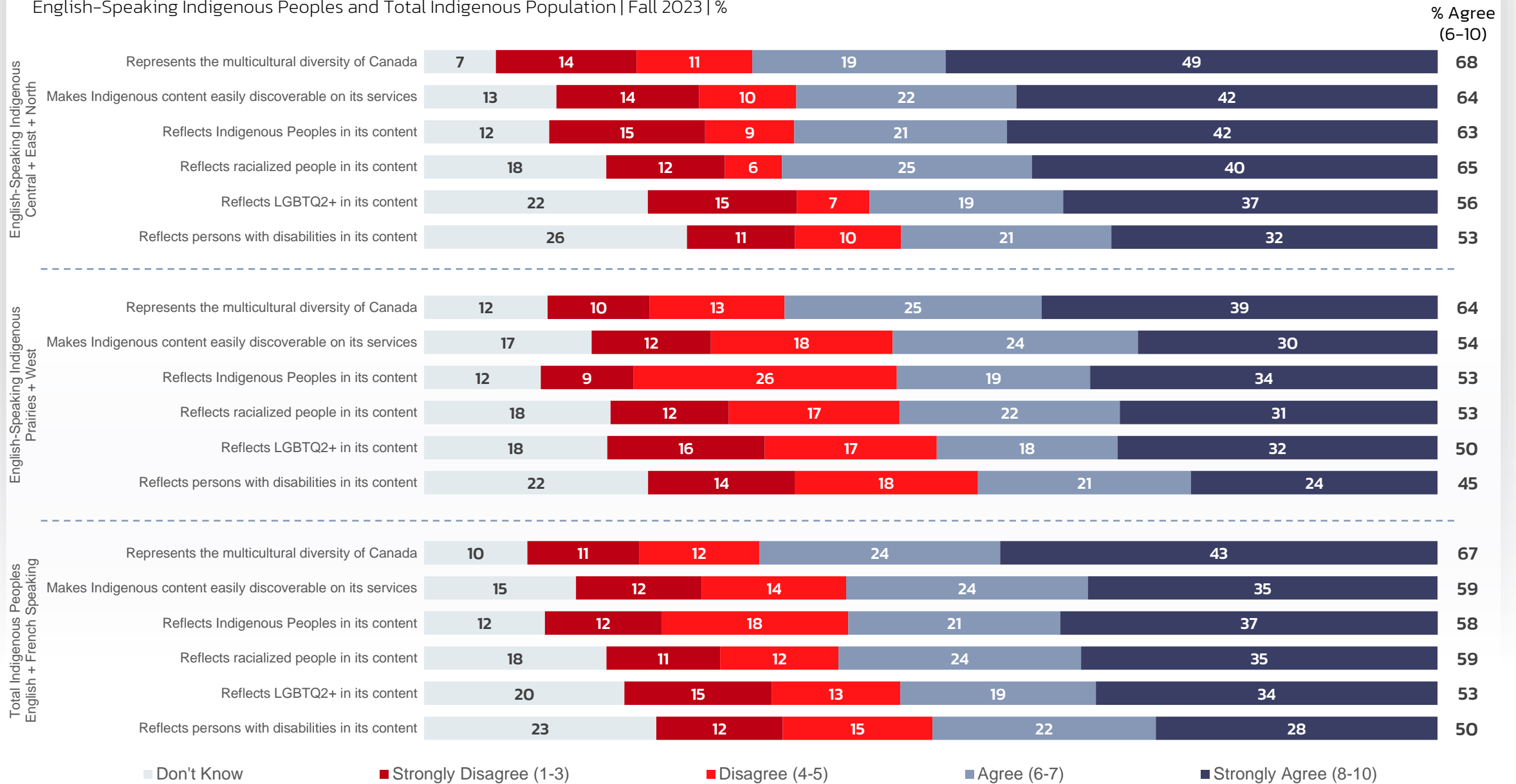
## Engaging Young Audiences: CBC Offers Relevant Content...

English-Speaking Indigenous Peoples and Total Indigenous Population | Fall 2023 | %



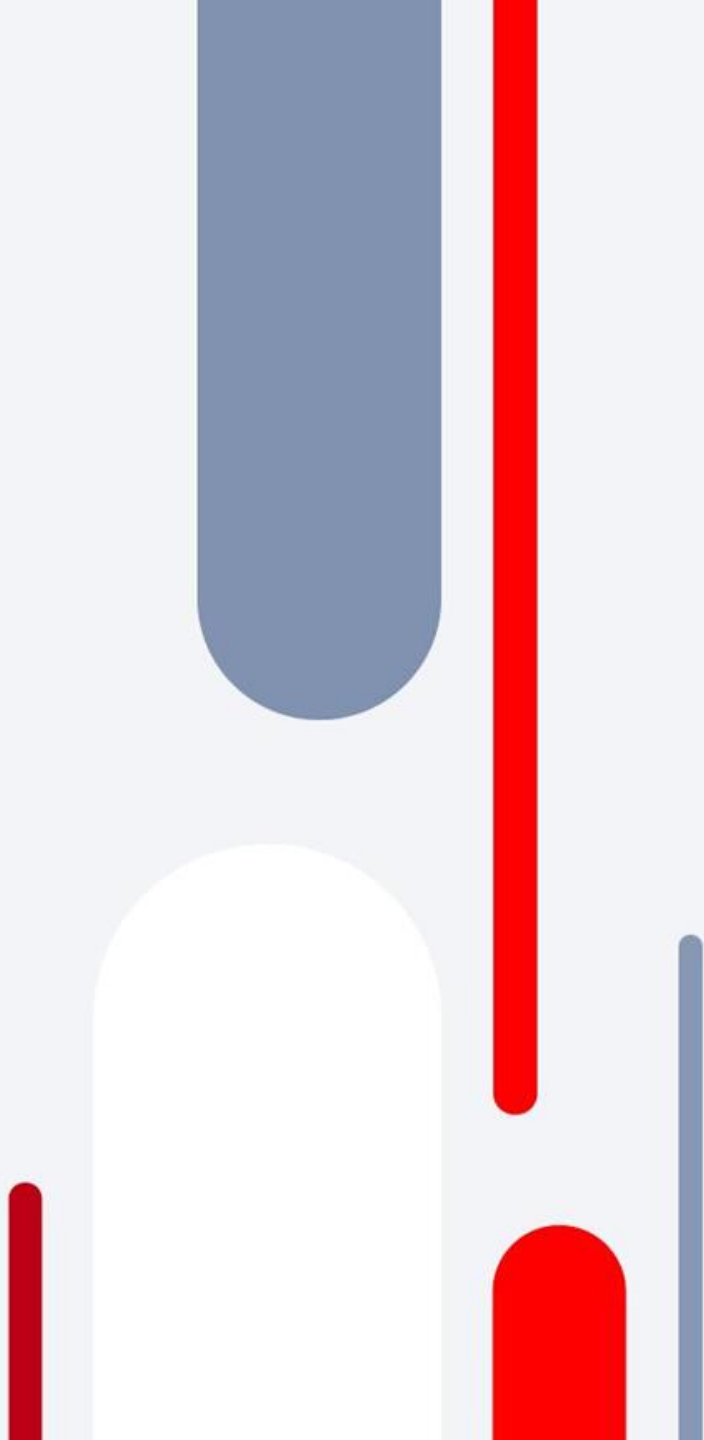
# Reflecting Diversity: CBC...

English-Speaking Indigenous Peoples and Total Indigenous Population | Fall 2023 | %

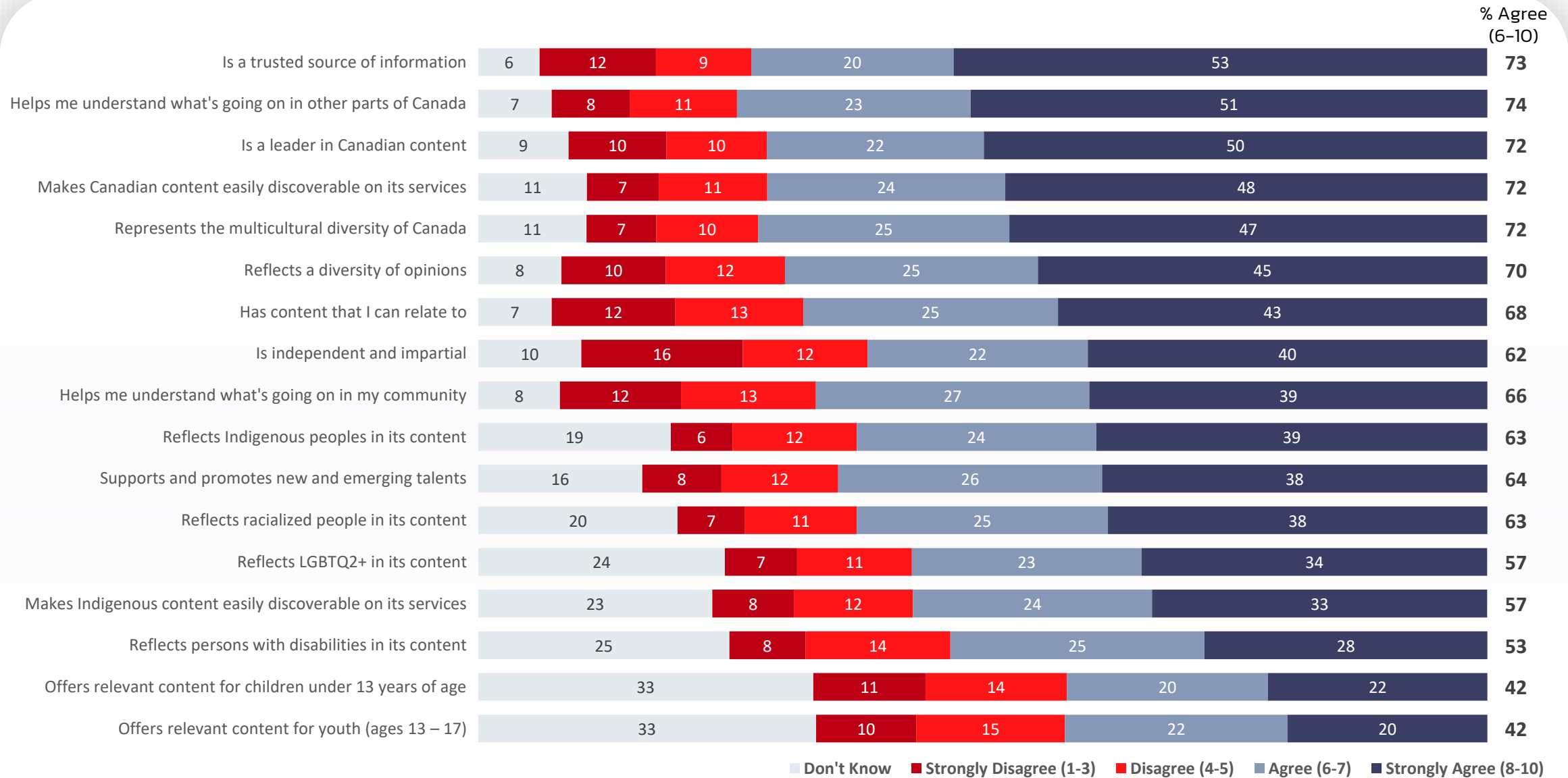




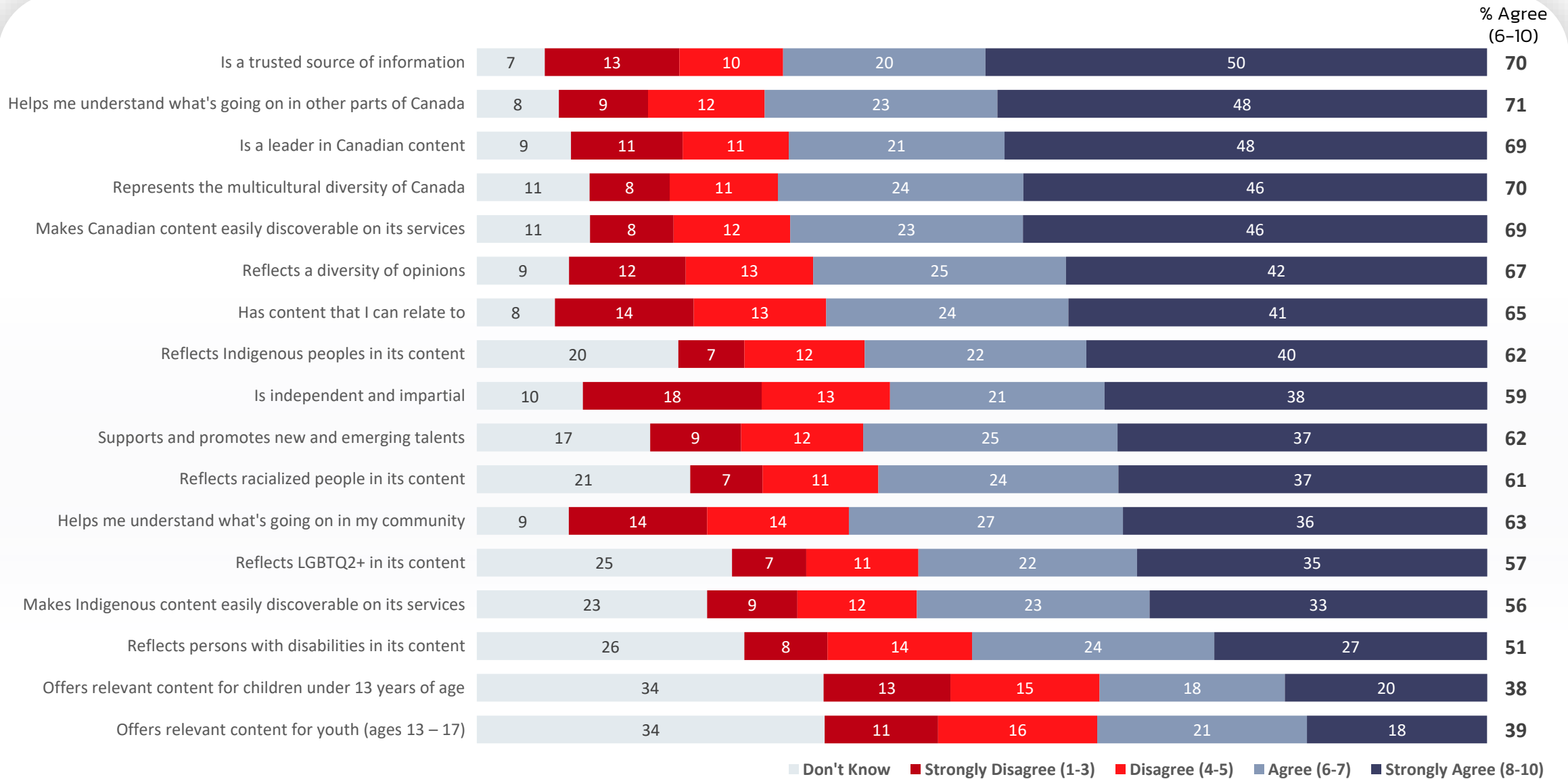
# Appendix: Perception Indicators Results – General Population



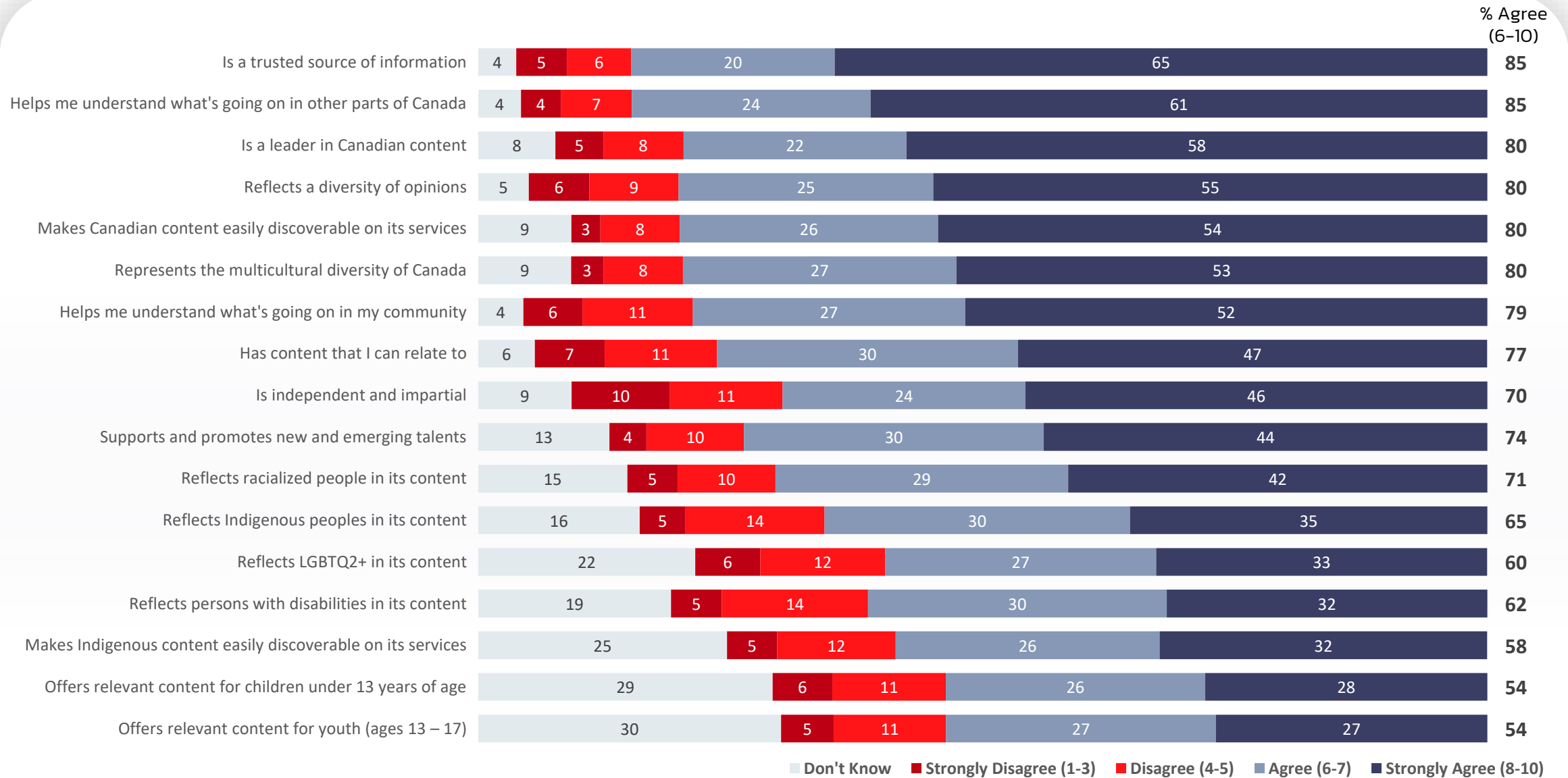
## Perception Results Ranking, Canadians: CBC/Radio-Canada...



## Perception Results Ranking, English-Speaking Canadians: CBC...



## Perception Results Ranking, French-Speaking Canadians: Radio-Canada...





This document was prepared by the Corporate Research group at CBC/Radio-Canada.

## **Appendix B**

### **Presentation Slides CBC Consultations with Indigenous Community Members March 2024**



# CBC Consultations with Indigenous Community Members

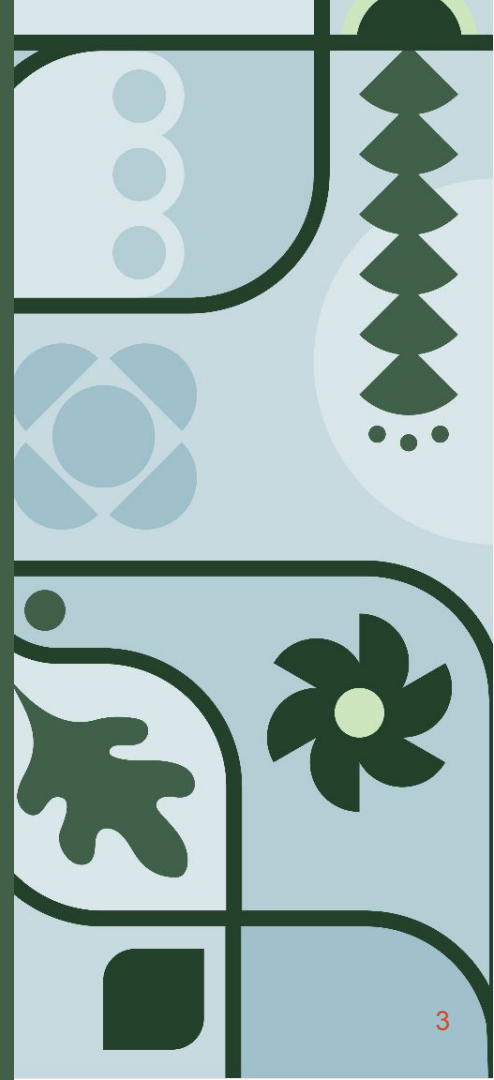
March 2024

# Agenda

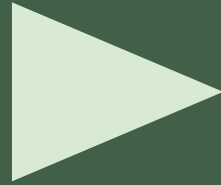
1. Welcome (Kris Clemens)
2. Introductions
3. Highlight Reel
4. Perception Survey Results (Andrea Sharkey)
5. Discussion Questions
6. Closing

# Welcome:

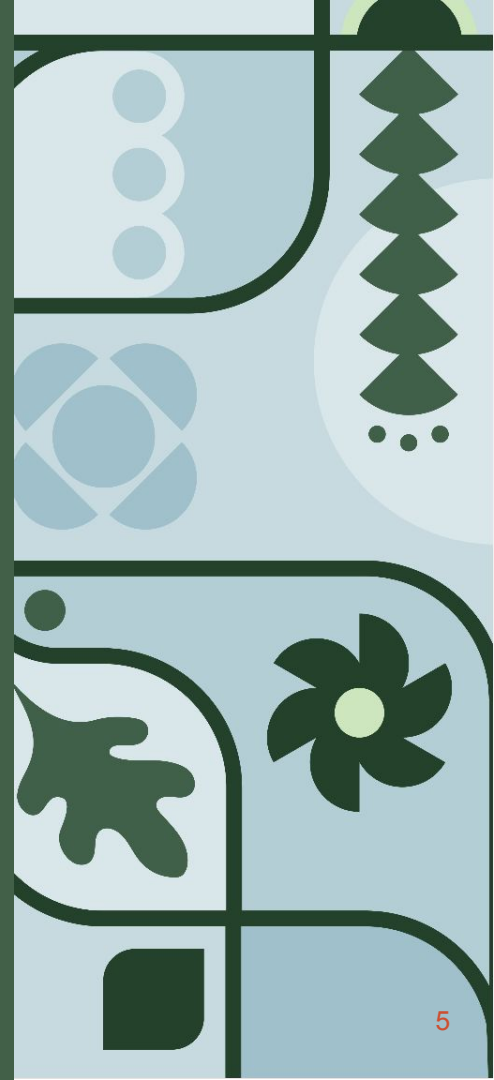
- Thank you for being here!
- Please mute your microphone while others are speaking: everyone's voice is important to this discussion
- Our session today is 90 minutes
- Discussion will be recorded for reporting accuracy: video will not be shared or kept past May 1
- Link to slides in your email, so you can adjust for your screen
- Intros: Why we are together & who's here



# Highlight Reel



# Perception Survey Results





The Mandate and Vision Perception Survey (MVPS) Report  
English-Speaking Indigenous Peoples' Perceptions Towards CBC | Fall 2023

# Intro

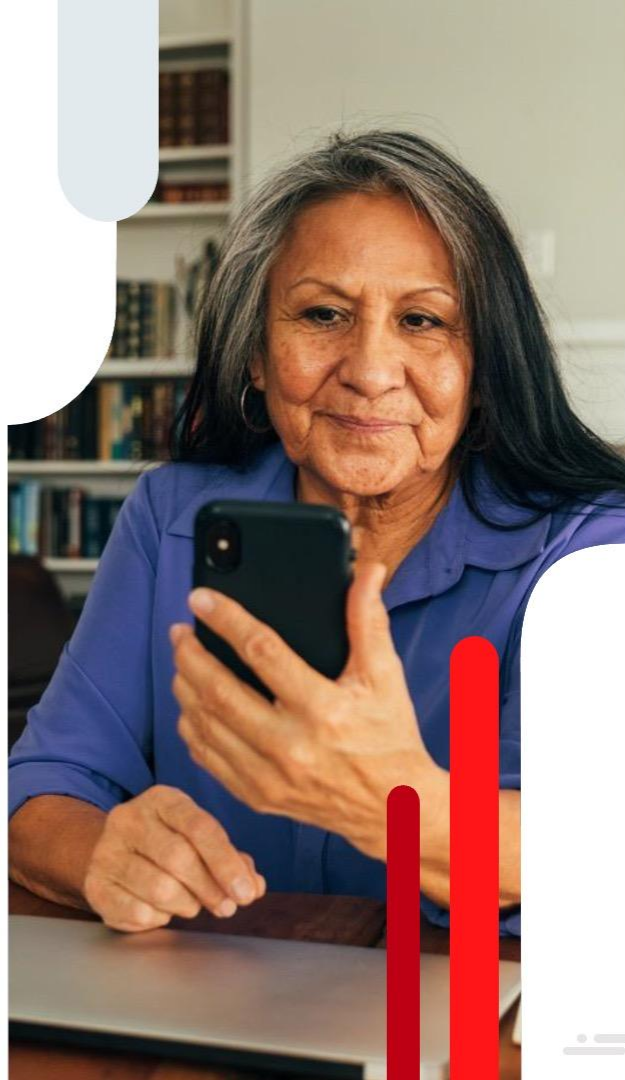
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Fall 2023



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**Due to the large sample and oversamples for specific groups, the MVPS can produce measurable and meaningful results for:**

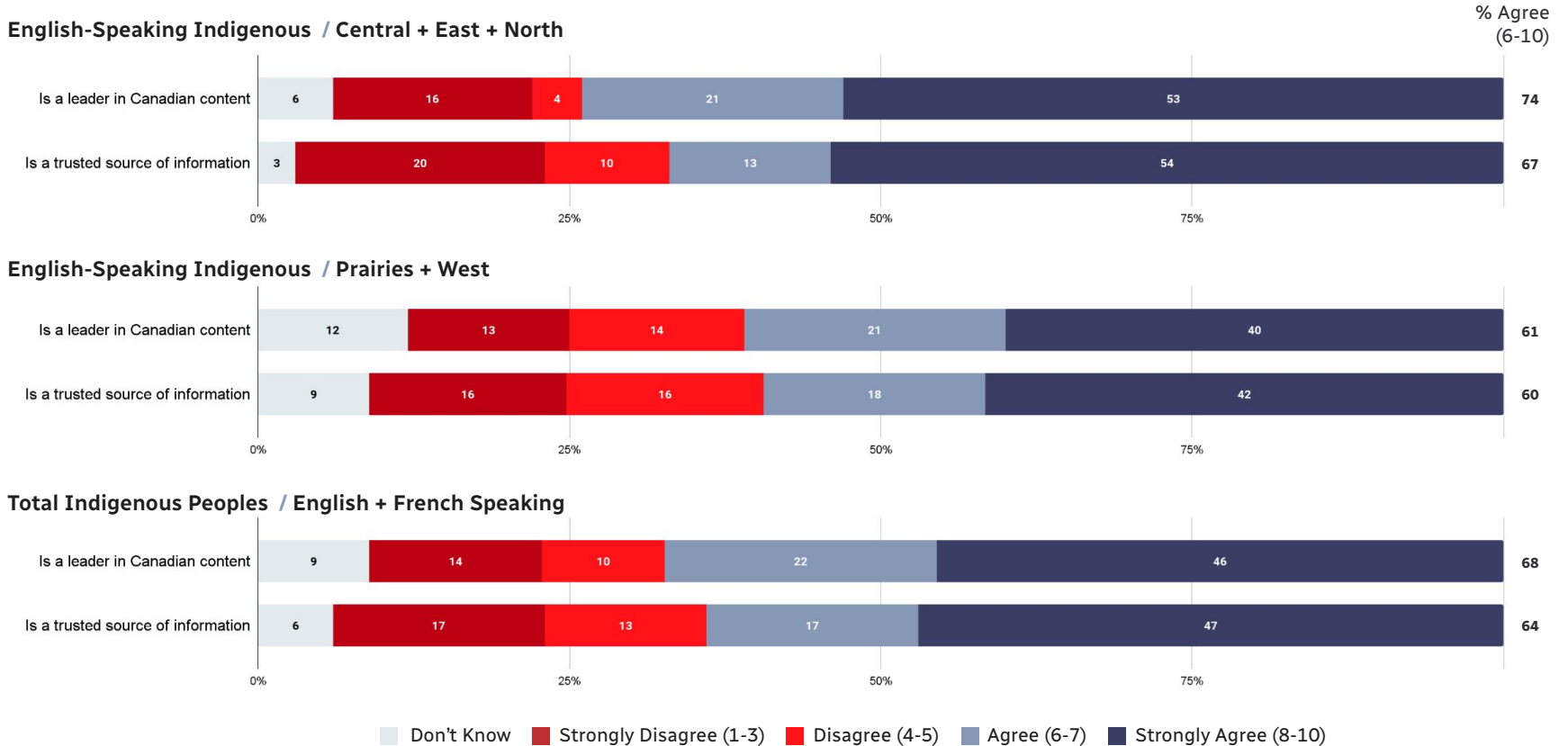
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Central + East + North	136	
OLMCs (living in Quebec)	753	Includes oversample
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Using the Statistics Canada 2021 Census, results were weighted according to gender, age, region and language.

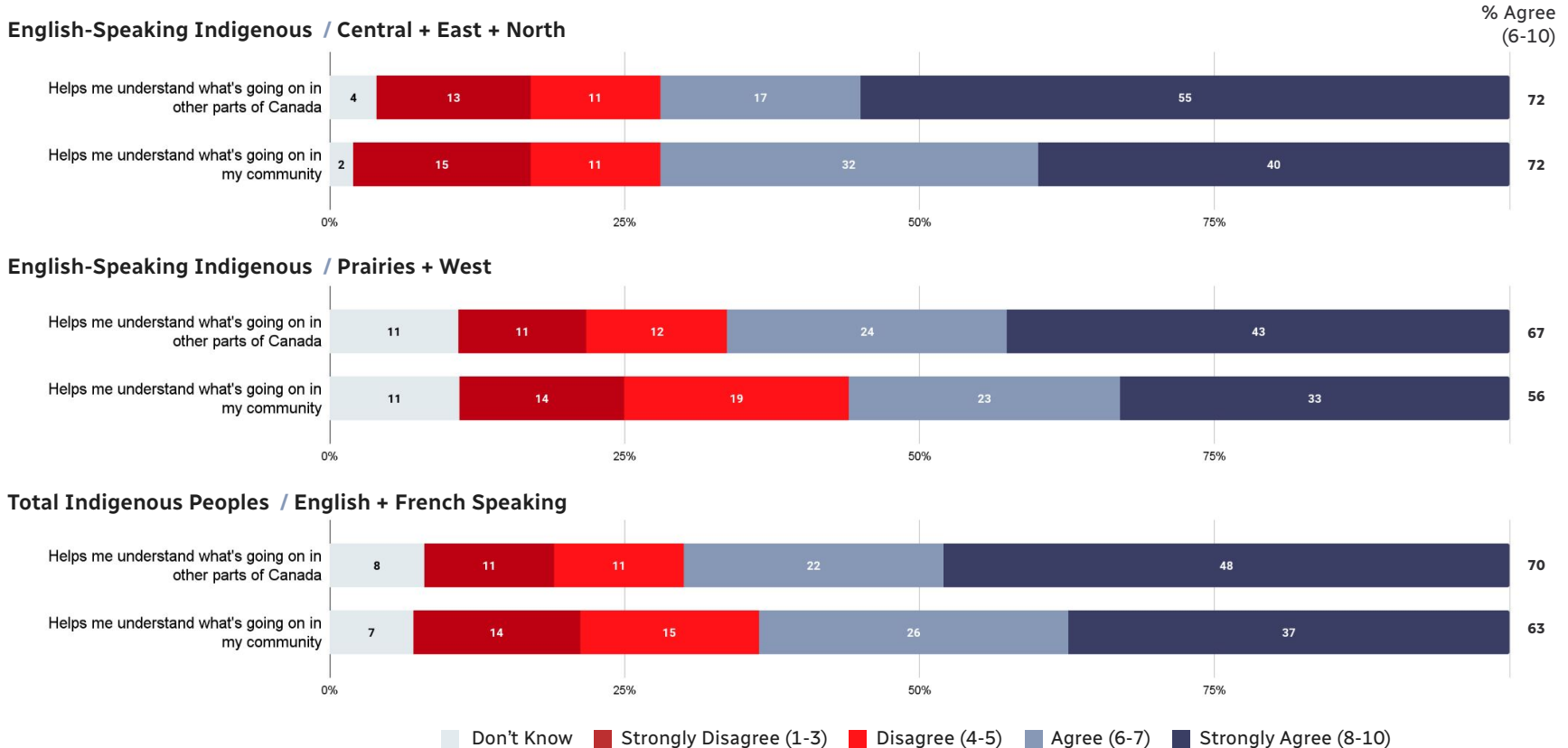
# High Quality Content : CBC...

English-Speaking Indigenous Peoples and Total Indigenous Population | Fall 2023 | %



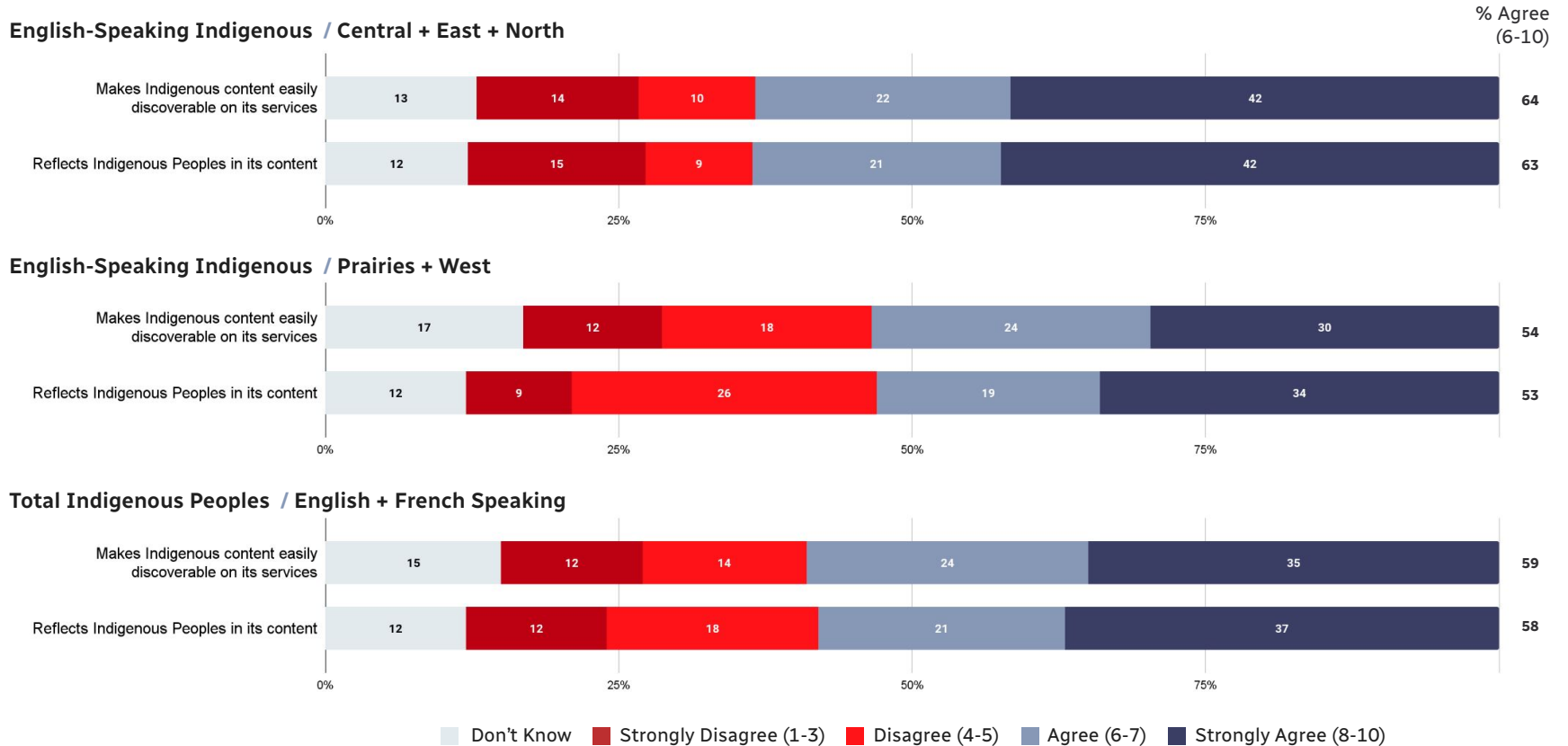
# News Information Content : CBC's News & Information Content...

English-Speaking Indigenous Peoples and Total Indigenous Population | Fall 2023 | %

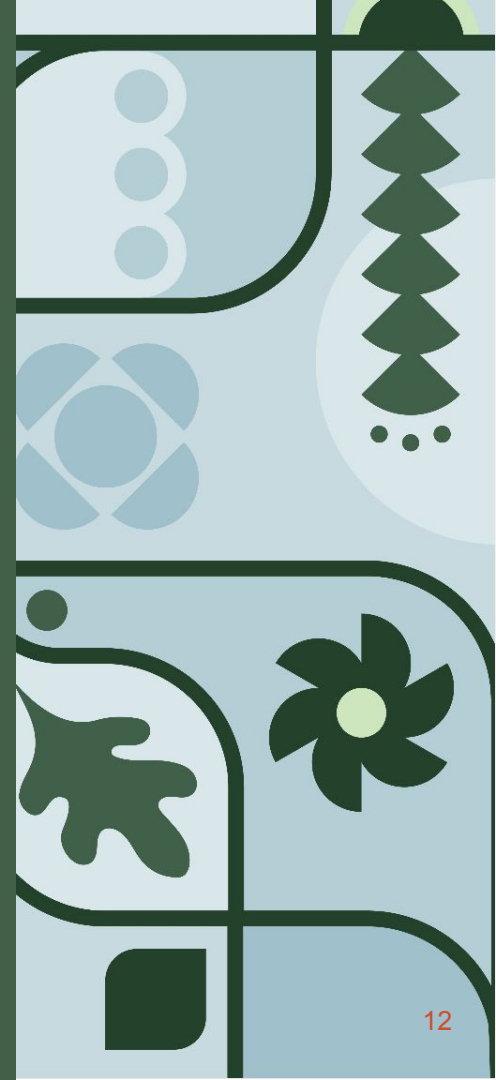


# Reflecting Diversity : CBC...

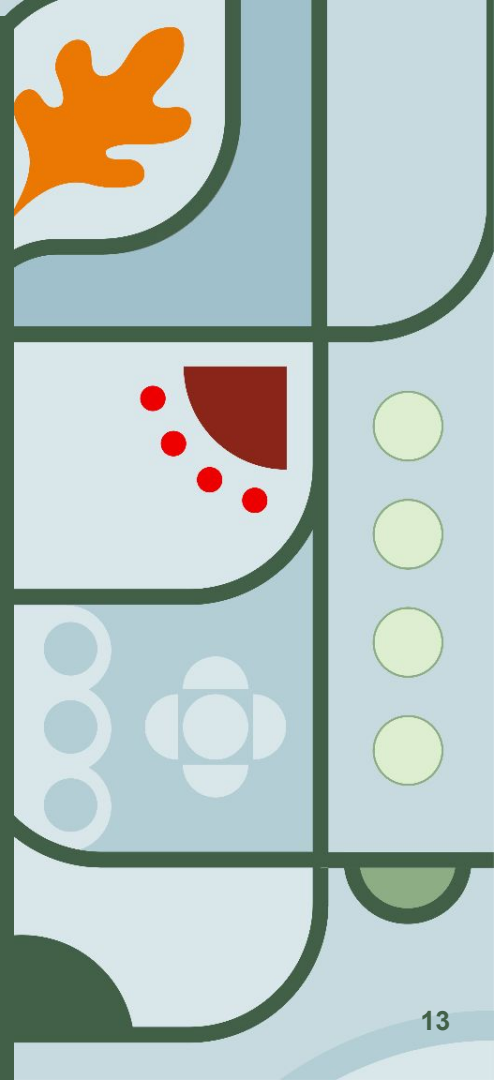
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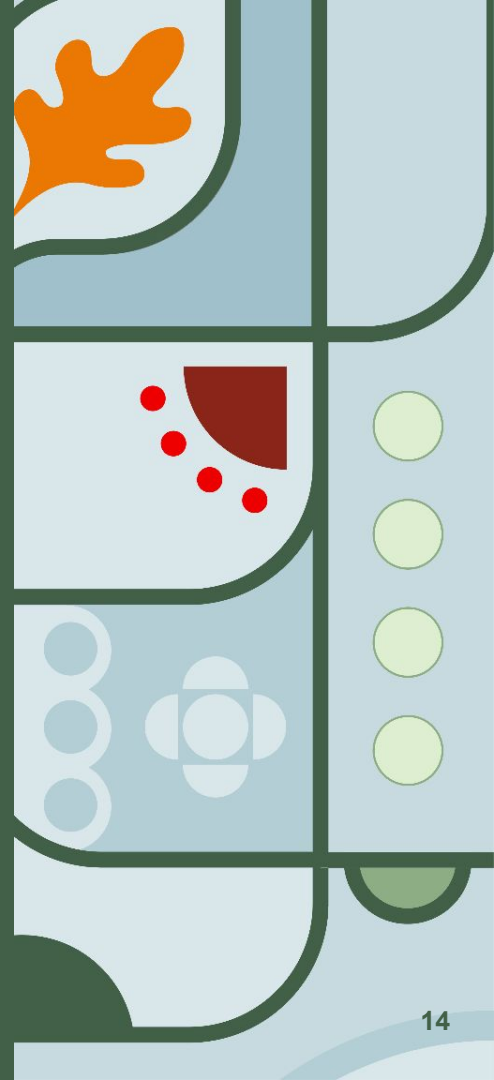
# Discussion Questions



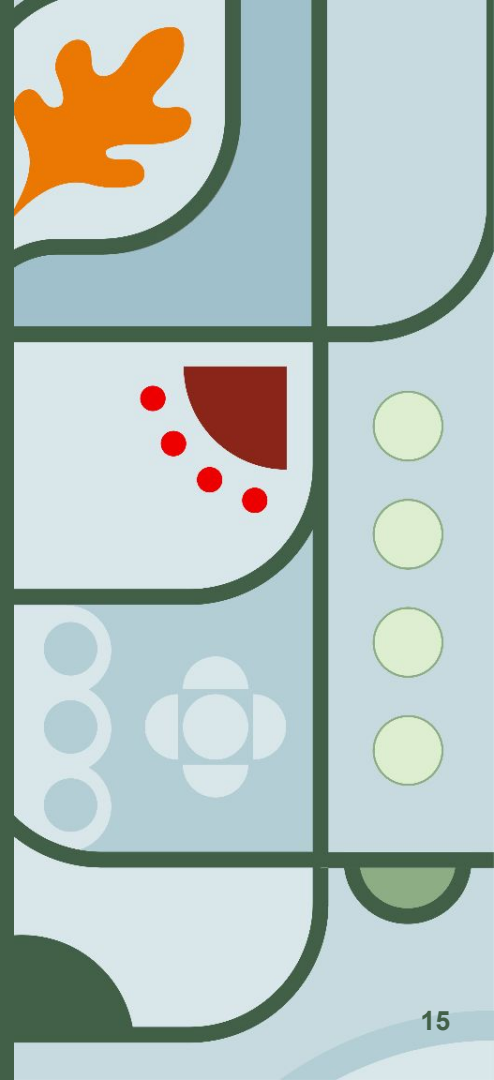
Based on what you have heard, including from the Perception Survey, how is CBC currently meeting the needs of Indigenous audiences?



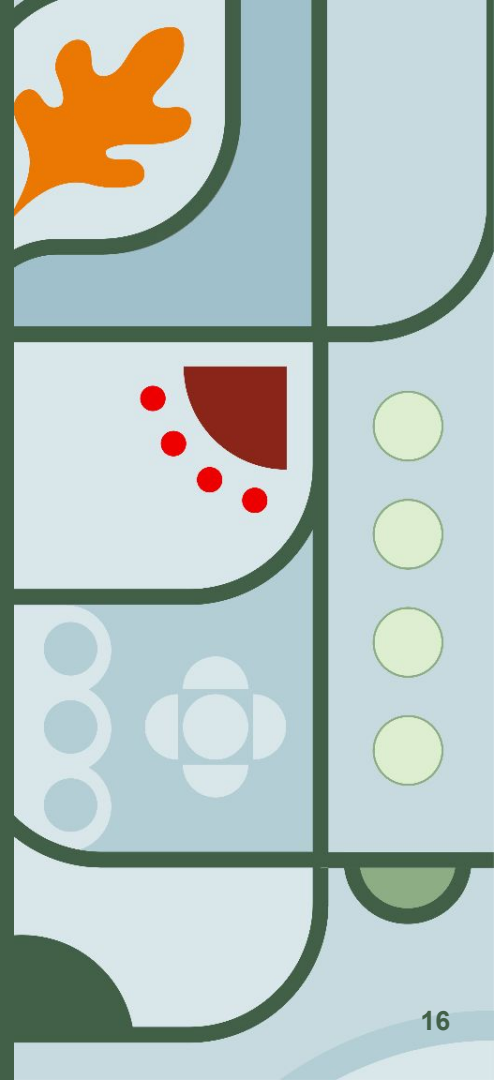
Based on what you have seen and heard, including the highlight reel, how does CBC reflect and stay relevant to Indigenous Peoples and communities in your region?



How do you, and other Indigenous people in your network, discover the CBC content that is most relevant for you?



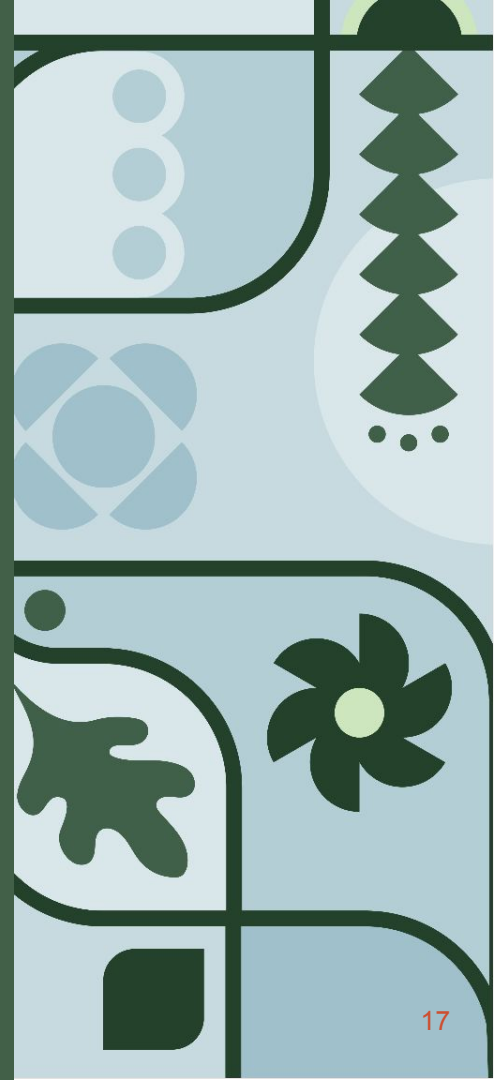
What can CBC do to help ensure that its consultations with Indigenous people are culturally relevant, meaningful, and representative of the diversity of Indigenous Peoples?



**Contact us!**

[indigenous.strategy@cbc.ca](mailto:indigenous.strategy@cbc.ca)

[Kris.Clemens@CBC.ca](mailto:Kris.Clemens@CBC.ca)



The background is a solid teal color with a complex pattern of white, rounded geometric shapes. These shapes include circles, squares, and rounded rectangles, some of which are nested or overlapping. The overall effect is a modern, abstract, and somewhat organic design.

# **Thanks & Closing**

## **Appendix C**

### **Presentation Slides**

#### **CBC Consultations with Indigenous Independent Producers**

**February 28, 2024**



# CBC Consultation with Indigenous Independent Producers

Feb 28, 2024

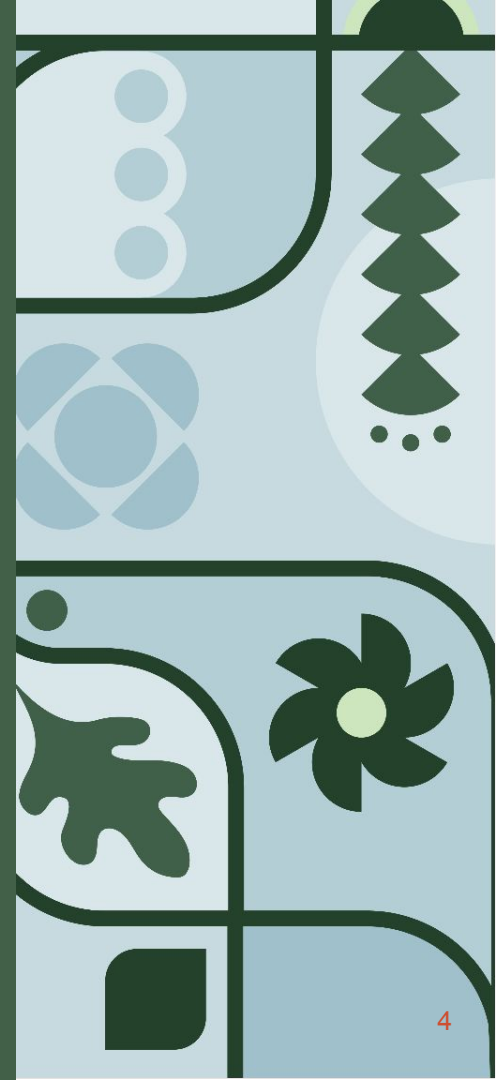
# Agenda


- **Welcome** (Nic Meloney)
- **Highlight Reel**
- **Hearing from you**
- **CBC Programming & how to connect with us** (Jen Dettman; Trish Williams; Marie McCann)
- **What we have heard from Indigenous audiences** (Andrea Sharkey)
- **CBC's Indigenous Strategy** (Robert Doane)
- **Wrap Up** (Nic)

# Highlight Reel

A sampling of some recent Indigenous produced content

# Hearing from You





How can CBC make sure that Indigenous audiences feel a greater connection to our Indigenous independently produced content?



How can CBC cultivate better relationships with Indigenous independent producers?

# CBC Programming and Ways to Connect with Us

**Trish Williams**

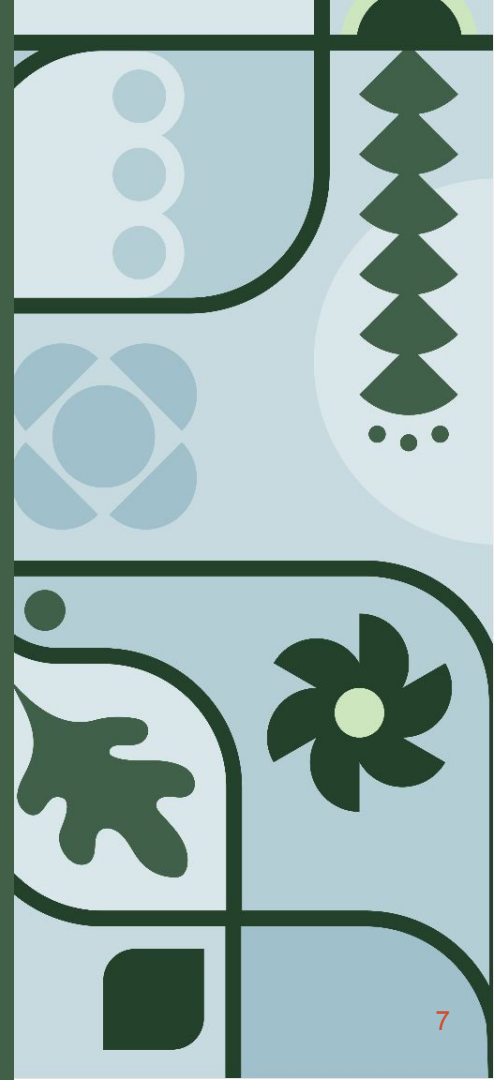
Executive Director, CBC Scripted Content

**Jennifer Dettman**

Executive Director, CBC Unscripted  
Content

**Marie McCann**

Senior Director, CBC Kids



# Scripted Development - Our Team

## Who do I pitch?

### Drama

Lea Marin, Director of Development

[lea.marin@cbc.ca](mailto:lea.marin@cbc.ca)

Paige Murray, Executive in Charge of Development

[paige.murray@cbc.ca](mailto:paige.murray@cbc.ca)

Micah Kernan, Development Manager (Comedy & Drama)

[micah.kernan@cbc.ca](mailto:micah.kernan@cbc.ca)

### Comedy

Jennifer Shin, Director of Development

[jennifer.shin@cbc.ca](mailto:jennifer.shin@cbc.ca)

Sarah Quan, Executive in Charge of Development

[sarah.quan@cbc.ca](mailto:sarah.quan@cbc.ca)

### CBC Films

Gosia Kamela, Head of CBC Films

[gosia.kamela@cbc.ca](mailto:gosia.kamela@cbc.ca)

Commissioning  
Language  
across Scripted:

Drama  
Comedy  
Films

# Unscripted Content - Our Team

Sandra Kleinfeld  
sandra.kleinfeld@cbc.ca  
Senior Director of  
Documentary

Lesley Birchard  
lesley.birchard@cbc.ca  
Executive in Charge of Production  
The Nature of Things

Sue Dando  
sue.dando@cbc.ca  
Executive in Charge of Production  
The Nature of Things

Michelle McCree  
michelle.mccree@cbc.ca  
Executive in Charge of Production  
Passionate Eye

Jordana Ross  
jordana.ross@cbc.ca  
Executive in Charge of Production  
Doc Channel

Jessica Schmiedchen  
jessica.schmiedchen@cbc.ca  
Director of Development,  
Factual and Entertainment

Yasmine Abbasakoor  
yasmine.abbasakoor@cbc.ca  
Senior Advisor Development  
Factual and Entertainment

Nic Meloney  
nic.meloney@cbc.ca  
Production Executive, Unscripted  
CBC/Radio-Canada National  
Indigenous Advisory Council

Jennifer Dettman  
jennifer.dettman@cbc.ca  
Executive Director  
Unscripted Content, Radio  
Talk and Music  
Programming



## Content Strands

The Nature of Things  
Passionate Eye  
Limited Doc Series  
Documentary Channel  
Factual and Entertainment

## For Pitch Submissions

factualpitch@cbc.ca  
docchannelpitch@cbc.ca  
docpitch@cbc.ca

Commissioning Language across  
all CBC Genres :

[Independent Producer Page](#)

For more information on CBC's  
Business and Rights processes:

[CBC Business and Rights.](#)



**CBC KIDS**  
**Preschool 2-6**  
**Tween 9-13**

[Kidspitch@cbc.ca](mailto:Kidspitch@cbc.ca)



# What we Have Heard from Indigenous Audiences

**Andrea Sharkey**  
Senior Director of Corporate Research and  
Market Insights



The Mandate and Vision Perception Survey (MVPS) Report  
English-Speaking Indigenous Peoples' Perceptions Towards CBC | Fall 2023

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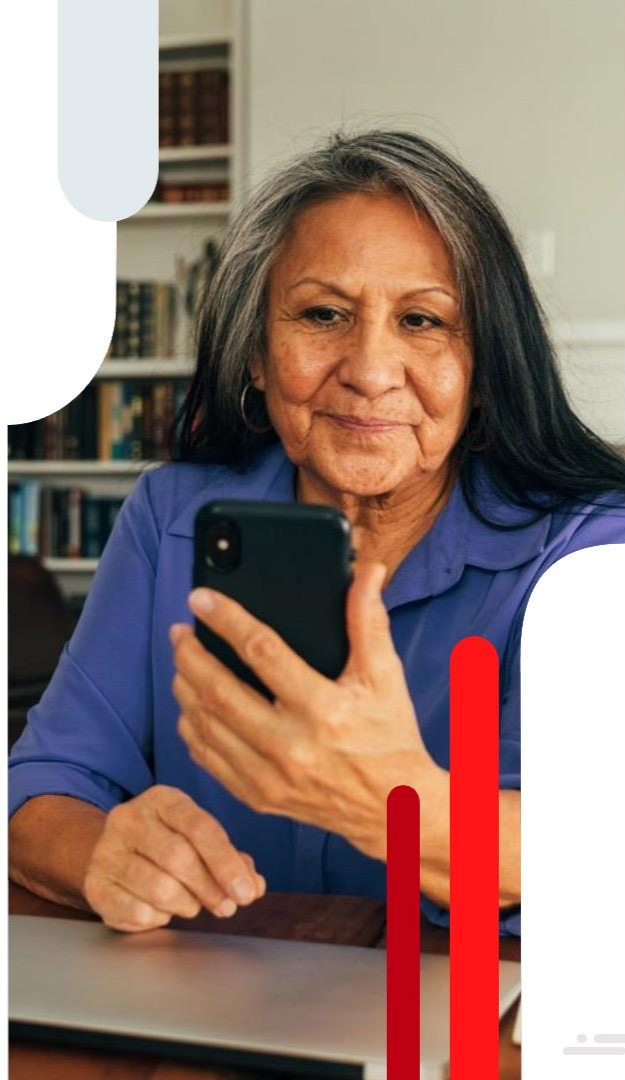
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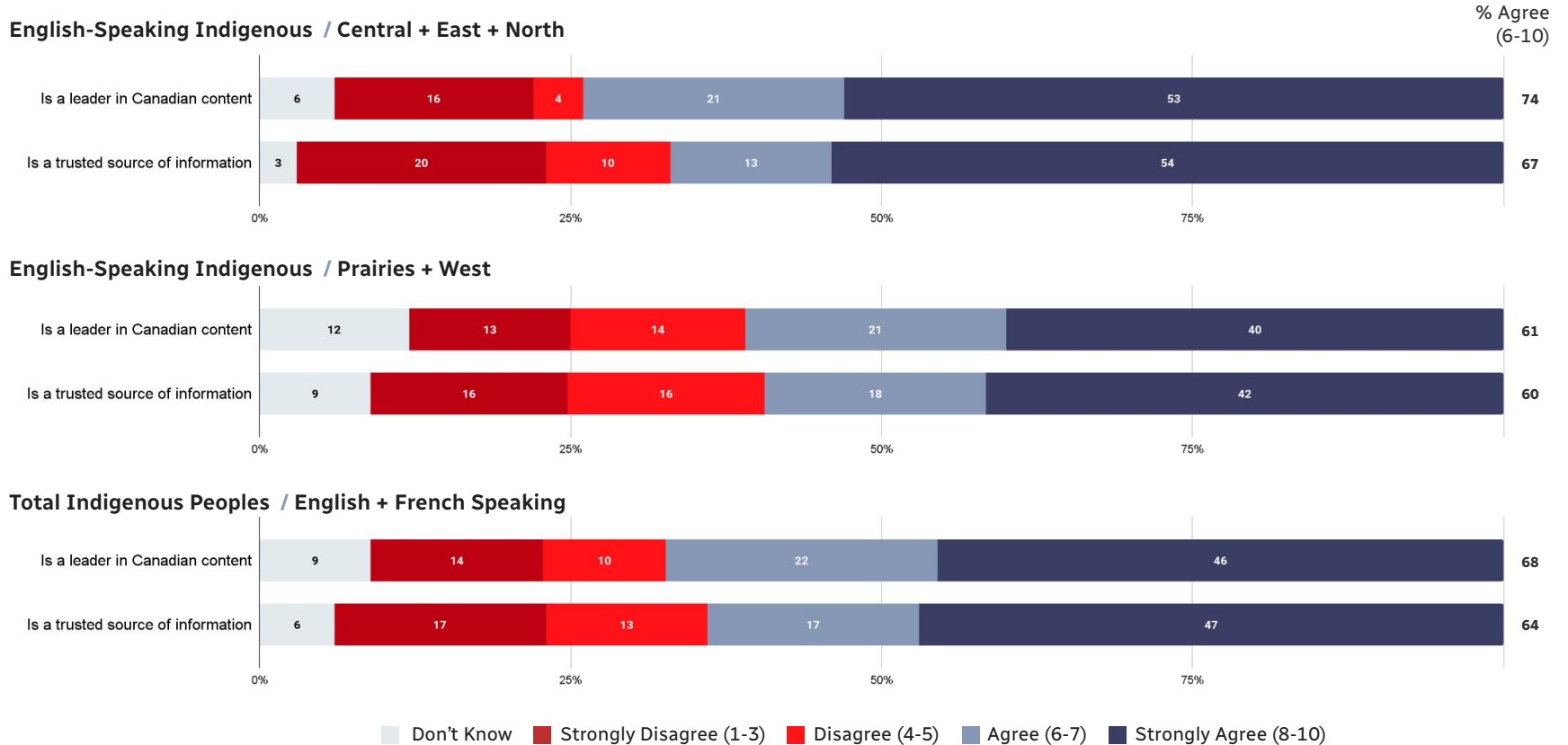
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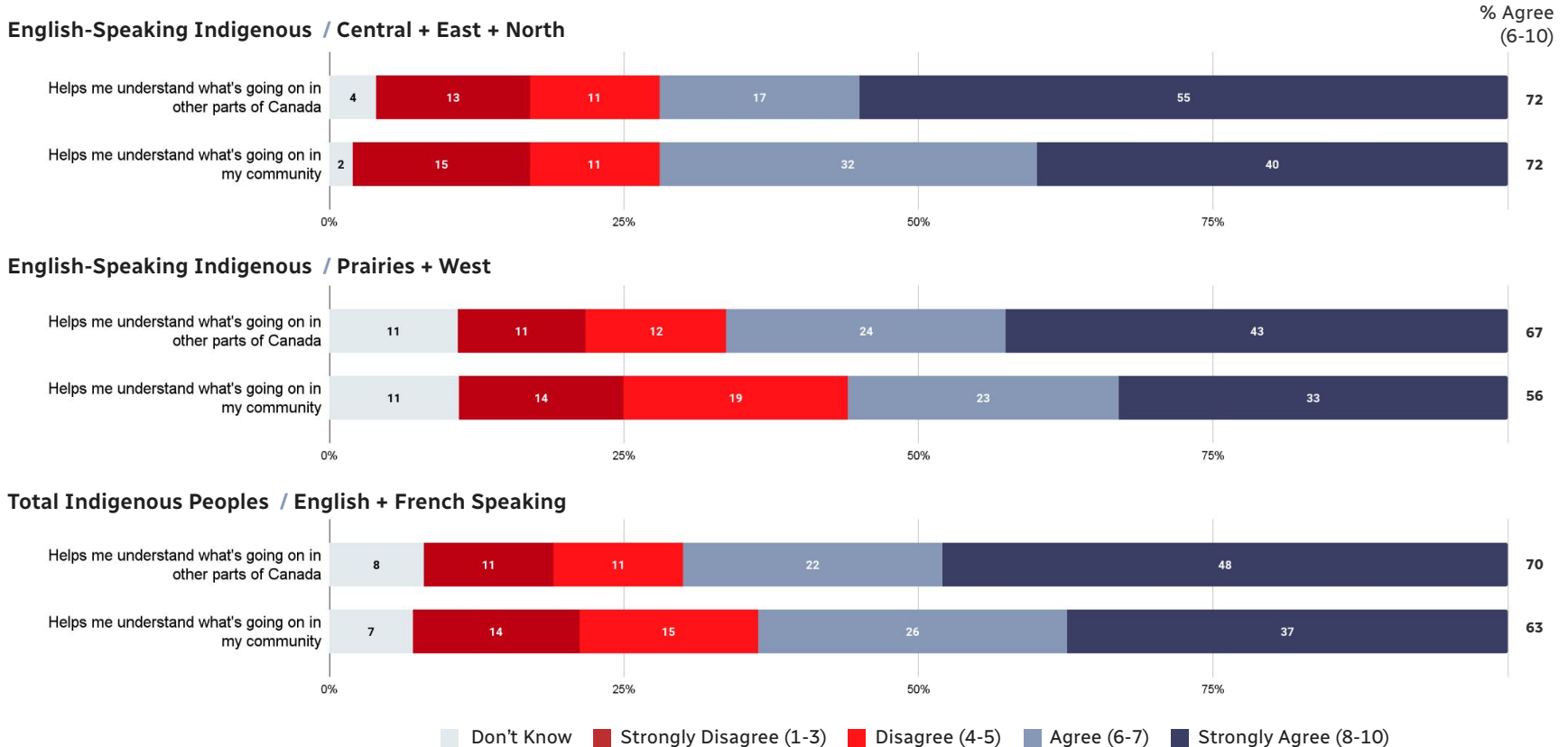
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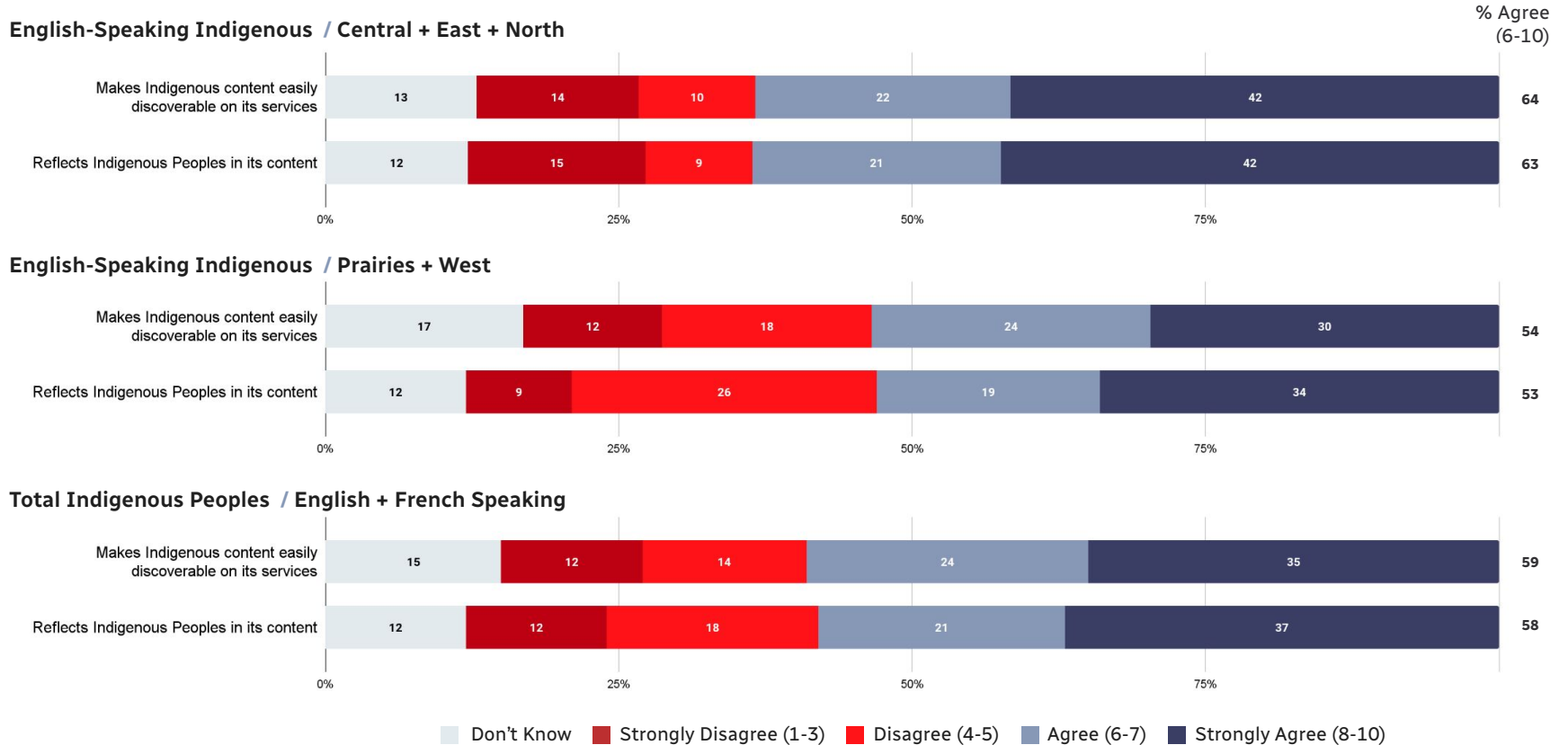
# News Information Content : CBC's News & Information Content...

English-Speaking Indigenous Peoples and Total Indigenous Population | Fall 2023 | %



# Reflecting Diversity : CBC...

English-Speaking Indigenous Peoples and Total Indigenous Population | Fall 2023 | %



# A Brief Overview of Our Indigenous Strategy

(as it connects to Indigenous  
Independent Producers)

**Robert Doane**

Senior Director, National Indigenous  
Strategy

**TRUTH &  
RECONCILIATION**

**RELATIONSHIPS**

**NARRATIVES**

**PEOPLE**

# Strategy includes:

- 14 objectives (3 year goals)
- 14 Outcomes
- 49 Actions
- A formal “Indigenous Office” (name pending)
- Dedicated resources over 3 years
- An implementation plan to operationalize the strategy across the entire organization.

# Relevant Objectives/Actions (examples)

- Develop a shared content strategy harmonizing and tracking efforts that deepen commitments to Indigenous news and entertainment content
  - Set ambitious targets to increase Indigenous content and its discoverability
- Update retention and archival policies and processes to increase access to and use of Indigenous content by Indigenous Peoples
  - Working with partners, find ways to reduce barriers and costs for Indigenous Peoples to access archival materials
- Provide safer spaces for, and meaningful engagement with Indigenous Peoples, cultivating relationships of reciprocity and trust
  - Establish a mechanism for Indigenous feedback, advisory and oversight of news and content strategies
- Increase equitable access for Indigenous people to jobs, leadership positions, and professional development opportunities
  - Improve Indigenous recruitment, retention and professional development processes across CBC/Radio-Canada



**Wrap Up**

## **Appendix D**

### **Follow Up Documents to Indigenous Independent Producer Feedback Session**



## Follow Up Documents to Indigenous Indie Producer Feedback Session

Thanks so very much for joining us and telling us what you think. Your thoughts will have an impact, be shared broadly and we will take actions based on them.

We have put together a list of links to documents; information and links which were mentioned in our session or which we thought you might find useful. If there are any we have missed - please just let me know ([lisa.clarkson@cbc.ca](mailto:lisa.clarkson@cbc.ca)).

Here are the [slides from today](#).

### Do You Have More Feedback?

Additional Feedback from Indigenous independent producers producing in the English language can happen through:

- feedback by completing this short anonymous [poll](#) (by Friday March 8th). and/or
- By sending an email with an audiofile of your feedback attached by March 8th ([lisa.clarkson@cbc.ca](mailto:lisa.clarkson@cbc.ca)).

Indigenous Community Feedback Sessions: eventbrite link [here](#)

- **Monday, March 4, 2024 @ 1:00 pm EST/2:00 pm ALT:** Indigenous Community Members - EAST
- **Wednesday, March 6, 2024 @ 3:00 pm CT/ 1:00 pm PST:** Indigenous Community Members - WEST
- **Friday, March 8, 2024 @ 1:00 pm EST/ 11:00 am MT/ 10:00 am PST:** Indigenous Community Members - NORTH

The community poll which Andrea Sharkey and Kris Clemens mentioned is [here](#).

For Indigenous independent producers producing in the French language - there will be a session on **March 13th at 2 pm EST**. Please send a request to be involved in the feedback session to: [ruba.alchaer@radio-canada.ca](mailto:ruba.alchaer@radio-canada.ca)

### **Information About Pitching to CBC**

Here is a [list](#) of CBC contacts who came to the meeting and their email addresses plus contact information for others who were mentioned at the session (verbally or on the slides). We did the list separately as well as we are hoping that might be handy.

[Pitching](#) (parameters/CBC contacts). Link to independent producers site which has pitching guidelines for each genre of production.

[Production Business information](#) (including sample contracts; One Stop Business Workshop videos on the nuts and bolts of production; Accessible Production hub; Green Production hub)

### **More Information on the Indigenous Audience Perception Survey**

The full version of the [Indigenous Audience CBC Perception Survey](#) which Andrea Sharkey presented.

### **Information on Our Indigenous Strategy**

[Strengthening Relations, Walking Together](#) (strategy and video of launch event - Feb 5, 2024)

If you want to give us feedback or get involved in our indigenous strategy - here is the email address which Robert Doane noted: [indigenous.strategy@cbc.ca](mailto:indigenous.strategy@cbc.ca)

### **CBC/Industry Initiatives**

[National Screen Institute - Call for Applications: CBC New Indigenous Voices 2024](#)

[CBC x APTN Early Stage Scripted Development Program for Indigenous Creators in association with the ISO](#) - - this is the program which Trish Williams mentioned.

**\*\*\*End of document\*\*\***