

ANNUAL REPORT ON FORMAL CONSULTATIONS CBC/Radio-Canada – English Services

Broadcast Year 2024-2025

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Introduction

This annual report by CBC/Radio-Canada's English Services ("CBC") summarizes the official consultations with underrepresented communities, as required under Broadcasting Decision CRTC 2022-165.

Part I is the report on CBC's consultations with: (i) English-language official language minority communities (OLMCs), which were held in April 2025; and (ii) OLMC producers and creators of audio and audiovisual content, which were held in May-June 2025 .

Part II is the report on CBC's consultations with: (i) Indigenous Peoples, groups and communities, which were held in March 2025; and (ii) Indigenous creators and independent Indigenous producers, which were held in July-August 2025.

Part III is the report on CBC's initiatives and strategies implemented in the 2024-2025 broadcast year that reflect the consultations that were held in the 2023-2024 broadcast year with: (i) groups representing racialized persons; and (ii) racialized producers and creators.

Part IV is the report on CBC's consultations with: (i) groups representing persons with disabilities, which were held in June 2025; and (ii) producers and creators with disabilities, which were held in January-February 2025.

Part V is the report on CBC's consultations with (i) groups representing persons who self-identify as LGBTQ2+, which were held in February 2025; and (ii) producers and creators who self-identify as LGBTQ2+, which were held in October-November 2024.

I. Consultations with English-language OLMCs

OLMC Communities

A. Invitees

CBC invited representatives of English-language communities living in Quebec, including English OLMC (Quebec) organizations that are members of the CRTC's OLMC Discussion Group.

- English Language Arts Network (ELAN)
- Quebec Community Groups Network (QCGN) (now known as Talking. Advocating. Living in Québec (TALQ))
- Voices of English-speaking Quebec (VEQ)
- Quebec English Language Production Council (QEPC)
- 4Korners
- English Community Organization of Lanaudière (ECOL)
- Community Health and Social Services Network (CHSSN)

Each of the 4 key associations of English OLMCs were asked to each bring one additional representative of their members reflecting regional and cultural diversity. The final list of participants is listed in Section C.

B. Documentation provided before the consultation

CBC provided to invitees the following documentation:

- [CBC/Radio-Canada 2023-2024 Annual Report](#)
- [CBC Recent News Announcements of Note](#)
- [CBC/Radio-Canada: What we offer](#)
- [CRTC English Services Report 2023-2024](#)
- [CRTC Anglophone market perception, fall 2024](#)

C. Consultation

Representation

Discussions in video conference call were held on April 10, 2025 with the following CBC representatives:

- Meredith Dellandrea, Senior Managing Director, CBC Quebec and Atlantic
- Brodie Fenlon, Editor-in-Chief, CBC News
- Sally Catto, General Manager of Programming

- Debbie Hynes, Senior Manager, Partnerships and Audience experiences
- Kim McNairn, Managing Editor, CBC Quebec
- Andrea Sharkey, Senior Director, Strategic and Competitive analysis
- Audreanna Lartey, Project Lead, Business and Rights
- Lynn Bessoudo, Communications Producer

The associations and persons who participated in the video conference call were:

English Language Arts Network (ELAN)

- Miranda Castravelli, Executive Director
- Nick Maturo, Director of Programming

Quebec Community Groups Network (QCGN) (now known as Talking. Advocating. Living in Québec (TALQ))

- Sylvia Martin-Laforge, Director General
- Michael Sauve, Director, Public affairs and Communications

Voices of English-Speaking Quebec (VEQ)

- Brigitte Wellens, Executive Director

Community Health and Social Services Network (CHSSN)

- Jennifer Johnson, Executive Director

Quebec English Language Production Council (QEPC)

- Kirwan Cox, Executive Director
- Debra Kouri, Poutine Studios, Board Member

4Korners

- Luz Garcia, Director of Operations

English Community Organization of Lanaudière (ECOL)

- Vanessa Savella, Executive Director
- Eric Prusila, Program Manager

Feedback

Participants shared feedback, concerns and suggestions on CBC programming and content as categorized in the following themes:

CBC is “media glue” for English-speaking community

- Trustworthy, unbiased. For many communities, CBC is the only way to participate in a national conversation and robust democracy.

Radio service is a lifeline

- Essential in rural areas and for vulnerable individuals/communities.
- PSAs are valuable for sharing information about health, mental health, social services, and employment. English might not be the first language for some listeners who need those services.

English-speaking Quebecers' distinct identity not always reflected

- Unique cultures, experiences and voices - especially outside Montreal - are not always represented in national programming. Broad contributions should be reflected and foster inclusivity.

Additional measures to support discoverability of Quebec content

- Artists leaving social media platforms like Facebook where their work is traditionally promoted. Opportunity to play a larger role in promotion of Quebec content, creators, events and initiatives.

Commitments made to participants by CBC

- General manager of programming, Sally Catto, to introduce ELAN to CBC Arts team
 - Opportunity to discuss support for artists, especially emerging and young artists
 - Opportunities to collaborate and create content on various themes important to communities including arts and health promotion
- Participants inquired about opportunities to mentor, train and showcase younger audiences on the air, particularly in radio and podcasts.
 - Make introductions with CBC Podcasts team; team that supported Listuguj student radio show.

OLMC Producers and Creators

A. Invitees

CBC invited independent producers and content creators from the Official Language Minority Community in Quebec (OLMC) [English-speaking producers] to provide feedback through three possible channels:

- By completing a short anonymous poll (open from May 8, 2025, to June 10, 2025).
- By attending a live feedback session on June 3, 2025, and/or
- By sending an email to Lisa Clarkson at lisa.clarkson@cbc.ca in any format they choose.

CBC shared the invitation, requesting feedback from OLMC independent producers/content creators who have produced or could produce English-language audio or audiovisual content:

- Through various industry organizations, which then reshared the invitation - QEPC, ELAN, Reelworld Screen Institute, CMPA, Black Screen Office, Disability Screen Office, AQPM, BIPOC TV & Film, South Asian Canadian Film Federation, REMC, imagineNATIVE, Indigenous Screen Office.

- By posting the invitation on CBC's [One Stop Business Workshop Networking Facebook Group](#) for equity-deserving producers and creators;
- By posting on CBC's Corporate [LinkedIn page](#)

Interested attendees were directed to register on the [Eventbrite page](#), which contained the goals of the June 3rd 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:

- The invitation to the consultation noted that CBC wanted to broaden and deepen the relationship with OLMC independent producers and have a meaningful connection with their stories. Feedback from the community was solicited on the relevance of CBC's programming to OLMC audiences and how CBC can better connect and collaborate with the community.
- [The Mandate and Vision Perception Survey \(MVPS\) Report](#) - OLMC Anglophone Perception Towards CBC was provided to all independent producers who signed up for the June 3rd virtual session.
- A [summary document](#) highlighting key achievements since our previous consultation.
- Following the virtual session, [this list of links to resources](#) mentioned in the session was shared (links on how and who to pitch - including [CBC's Independent Producers Website](#))

C. Consultation

Representation

So that the CBC programmers in attendance could focus on listening to the independent producers' feedback, an external moderator was commissioned to facilitate the consultation session. The event was moderated by **Paulina Abarca-Cantin**, an independent consultant with thirty years of experience in the creative industries. Her extensive background includes roles as Programming & Operations Lead at the Canada Media Fund (CMF) and Director of Policy & Research at the Canadian Media Producers Association (CMPA). Ms. Abarca-Cantin currently serves as the Executive Director of Seniors Action Quebec.

In response to the online poll:

- **106** responses to the online poll.
- **28** individuals registered through Eventbrite to attend the Consultations, and **30** individuals attended the live event on June 3, 2025 ("Live Session").
- There were also **2** follow-up conversations with some of the participants from the Live Session to gain understanding and clarity following what was discussed.

CBC was represented by the following individuals:

- **Lisa Clarkson** - Executive Director, Business & Rights and Production Sustainability - and designated notetaker
- **Jennifer Dettman** - Executive Director, Unscripted Content
- **Trish Williams** - Executive Director, Scripted Content
- **Leslie Merklinger** - Executive Director, PODCASTs
- **Drew Mullin** - Executive in Charge of Production, CBC Kids
- **Carrie Haber** - Senior Producer, Quebec Region
- **Justine Fung** - Director of Culture and Strategic Planning, CBC Unscripted and Studios
- **Audreanna Lartey** - Project Lead, Industry Information Sharing and designated notetaker

Linked are the [presentation](#) and [agenda](#) for the June 3rd session. All attendees were invited to share their direct feedback on the following questions:

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

Representatives from CBC's main programming departments (Scripted, Unscripted, Podcasts, and Kids), all of whom collaborate with independent producers, presented themselves and briefly detailed their departmental responsibilities.

Feedback

Key Findings From The Poll

During our recent round of consultations, the majority of respondents were identified as experienced producers primarily affiliated with smaller, independent companies. While these producers work across a variety of genres, **documentary** was the most frequently cited. A strong preference for **traditional linear TV** emerged as the preferred media format, even though respondents have experience creating content in other formats.

A key area of feedback centered on the need for the CBC to establish a more robust and inclusive pitching process. Respondents widely expressed concerns about a perceived "closed club" culture, a lack of transparency in the selection process, and a Toronto-centric bias. To mitigate these issues, the following suggestions were put forth:

- **Increase OLMC Representation:** Enhance on-screen representation for Official Language Minority Communities.
- **Increase Accessibility:** Lower barriers to entry and increase transparency within the pitching process.
- **Support Emerging Creators:** Create more opportunities specifically for new creators.
- **Boost Local Content Funding:** Increase funding to support more local content production.

Respondents specifically highlighted CBC's success in the following areas:

- **Providing opportunities for engagement:** This indicates that the CBC is creating platforms and content that actively involve and connect with OLMC audiences.
- **Having approachable and responsive staff:** This suggests that the CBC's personnel are seen as accessible and attentive to the needs and concerns of these communities.
- **Making an effort to support diverse content:** This points to the perception that the CBC is actively promoting and featuring a variety of content that reflects the unique cultures and perspectives of OLMCs.

OLMC stories are unique and not the same as other English-speaking communities.

Key themes that emerged from the live consultation:

- OLMC in Quebec is unique - the stories that come out of this community are unique and vital to Canadian content.
- Allocate more budget to the OLMC community.
- To broaden reach and engagement, French-language content should be subtitled, enabling non-French speakers to connect with the material.
- OLMC should be considered with the same descriptive precision and strategic importance as some of the other communities.
- Improve the visibility and accessibility of CBC representatives, particularly through increased in-person engagement.
- The reintroduction of Digital Originals is a vital step in supporting the development and cultivation of emerging producers.
- Cultivate greater external engagement through the dispatch of a delegation to international markets and by significantly improving CBC's visibility at Quebec-based festivals.

CBC's initiatives and strategies reflecting the consultations

CBC is committed to strengthening its relationship with English-speaking audiences. In response to feedback from this year's session and building off feedback from the previous session, we have done or aim to do the following:

- Over the last year, Quebec Creator Network engaged with nine creators from diverse backgrounds to produce content that reflects Quebec's digital creator scene. Topics ranged from Occupation Double and how it can teach you about Quebec culture, to a documentary taking you inside the world of a famous fencing coach in Montreal. The Creator Network also launched Le Bel Écran, a monthly column that brings Quebec screen culture to the rest of Canada via CBC Arts and shared on radio in Quebec. The Creator Network also held regular Creator Clubs last year, bringing together digital content creators in a space funded by ELAN. Creator Club aims to create networking opportunities for English-speaking digital content creators.

- CBC developed and supported new documentaries from local independent filmmakers to air on CBC Television and CBC Gem as part of Absolutely Canadian. In addition to the broadcast of six new films (Ben's Animals, Trans Canada, Dorchester Square, My Friend Omar, Dream Without A Ceiling: The Art of Manuel Mathieu 1:00:00, and Death Tour), several initiatives took place in community to showcase the documentaries.
- CBC Quebec hired two new journalists dedicated to covering Laurentians and Lanaudière regions, and off-island communities including Vaudreuil, Hudson and Saint-Lazare. This will lead to more stories from and about the English-speaking communities in this region and better understanding of the priorities and challenges of those communities. This expansion is part of CBC's broader commitment to local news, which includes the hiring up to 30 permanent reporters to work in 23 under served communities across Canada. [Read more here.](#)
- CBC hosted Trivia Night and participated in the media scrum for their parliamentary commission simulation at the 9th annual Bishop's Forum. This event welcomes young English-speaking Quebecers to an interactive civic leadership institute at Bishop's University in Sherbrooke, Quebec.
- CBC Quebec travelled to New Carlisle for the 50th anniversary celebration of Community for Anglophone Social Action (CASA). The organization is involved in representing and developing programs to meet the needs of the English-speaking community living on the Gaspé coast. CBC's primary objective in attending was to build connections, deepen relationships and engage with community members. [Learn more here.](#)
- In collaboration with the Morrin Centre, CBC participated in [Pen & Mic](#), a six-week journalism intensive workshop designed for teens ready to explore the impact of storytelling. CBC hosted two workshops as part of on the topics of interviewing skills and audio / video gathering, and offered students a special visit and tour of the CBC Quebec station. CBC is in the process of confirming participation for sessions in the fall of 2025.
- CBC Quebec sponsored the [National Black Canadian Summit](#). Organized by the The Michaëlle Jean Foundation, the Summit brought together over 1,500 delegates from across Canada. CBC journalists participated in panel discussions, meet-ups and we organized a special professional portrait studio with a local photographer for over 200 youth attendees.
- CBC's Make the Season Kind charitable campaign kicked off in Quebec City at the Morrin Center with Voice of English-speaking Quebec during their Holiday Happy Hour. Our local journalists attended the event and highlighted work and stories about the Jeffrey Hale Community Hamper Campaign. Throughout December, CBC in Quebec partnered with Food Banks of Quebec and produced a day of programming highlighting

the stories of volunteers, business and community members that serve 1,200 food organizations throughout Quebec.

- CBC Quebec hosted a booth at Fall Fest, an annual event presented by Voice of English-speaking Québec in partnership with the Central Québec School Board to showcase the many community groups and organizations that serve the local English-speaking community. CBC Quebec news staff were onsite to make new connections with community members, collect audio, talk about programming, promote the CBC Listen and News apps, and let participants know how they can share their stories with us. CBC is participating in Fall Fest 2025.
- At CBC News, Quebec panelists and contributors are included weekly in national programming such as *The National*, *CBC NewsNetwork*, *Power & Politics*, and on national radio programs such as *The House* and *The Current*, to name a few and guests from Quebec are a regularly invited onto national programs to share their perspectives and tell their stories.

CBC is dedicated to strengthening its relationship with audiences and independent producers. We've taken feedback from this session, along with the feedback from the first feedback session in 2023, and have done or will do the following:

- Conducted a **Nature of Things** free session on June 18, 2024, in Montreal. This was an in-person event where we spoke to emerging producers from equity-deserving communities and provided information about science and nature filmmaking.
- In collaboration with QEPC, we hosted a **virtual programming session** on November 4, 2024. Attendees were invited to meet and hear from CBC Programming Executives and Managers from the Business & Rights department.
- Hosted various **Creator Network screenings** throughout 2023 and 2024 at Cinema Moderne to showcase the work of our Creator Network producers in the region. The sessions were followed by a mix and mingle session.
- CBC Docs attended the **RIDM** (Montreal International Documentary Festival) in November 2024 and met with producers during their time at the festival.
- Met separately with QEPC representatives in person in Montreal in July 2025 to listen to their feedback to CBC on whatever they wished to raise; and
- We will be hosting a **One Stop Business Workshop** in person session in **Montreal** on November 18 & 19, 2025. This is primarily for emerging equity-deserving producers/content creators to learn about the business side of the industry and have the opportunity to meet industry executives through a one-day marketplace. As part of our

planning we have sought QEPC's views on the programming and training we are offering.

Most importantly, we've focused on commissioning some new content (from the OLMC community) for our audiences, since the last consultation.

- The teen drama - [The Unstoppable Jenny Garcia](#) launched September 5, 2025.
- All seasons of the hit series [Super Agent Jon le Bon](#) on CBC Gem.
- Announced at our 2025-26 Programming slate, [Cirque Life](#), which is a new docuseries that pulls back the curtain on Cirque du Soleil, one of the greatest shows on Earth.
- We're excited to bring back the fan favourite series, [Toopy and Binoo: Fabulous Adventures](#): Fabulous Adventures this fall on CBC Kids this October 2025.

The insights gathered from the OLMC consultation underscored the importance of their unique voice, stories, and contributions to Canadian content. We are committed to continue to foster a better relationship.

To strengthen our relationships and foster talent, there is a clear call for enhanced visibility and in-person connection with CBC representatives, especially at Quebec-based festivals, and initiatives aimed at OLMC creators and producers in the early stages of their careers.

Moving forward, CBC recognizes the need for sustained efforts to continue nurturing relationships with OLMC producers. We are committed to applying the lessons learned and refining our engagement to ensure meaningful and productive collaborations in the future.

II. Consultations with Indigenous Peoples

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 and implementing 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 Indigenous staff through the Indigenous Employee Resource Group, All Nations; through individuals' social media accounts; and to approximately 17,000 subscribers of CBC's [Indigenous Pathways newsletter](#).

The representation 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 purpose of the consultation:

- To hear how CBC's programming is meeting the needs of, keeping relevant to, and reflecting Indigenous communities.
- To report on the feedback provided, to the CRTC as a part of the CBC's conditions of licence.

Invitation communications also included information on how to register for a virtual session, to participate in the anonymous online survey, and to share questions 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 2024* [here](#) (attached as Appendix A). This report

compares responses from English-speaking Indigenous Peoples - First Nations, Inuit and Métis - for 17 key indicators that the Commission requires for the surveys.¹

- A link to the CRTC website and to the [Broadcasting Decision](#) listing conditions of licence.
- 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.

C. Consultation

Representation

Two virtual sessions were held via Google Meet, allowing participation by online videoconference or by phone. These sessions were held on March 10 and 12, 2025 with the following representatives from CBC:

- Both Sessions:
 - Andrea Sharkey, Senior Director, Strategic and Competitive Analysis
 - Kris Clemens, Senior Specialist, National Indigenous Strategy (facilitator)
 - Robert Doane, Senior Director, National Indigenous Strategy
- First Session:
 - Alisha Crawford, Senior Manager, Marketing Communications and Publicity, CBC
 - Nairi Apkarian, Advisor - Equity, Diversity and Inclusion Lead, CBC Entertains
 - Kevin Kablutsiak, Managing Editor, North Region, CBC News
- Second Session:
 - Jenelle Duval, Indigenous Advisor, Atlantic Region, CBC News
 - Charmant Kemakuko, Senior Director, Head of Staff and Operations
 - Nicola Craig Hora, Manager, CBC North Marketing Communications, CBC News
 - Gabriela Klimes, Director, CBC Marketing Communications and Publicity

26 representatives from Indigenous communities participated in the virtual sessions.

Gender balance: 3 participants in the virtual sessions used masculine pronouns. 18 participants used feminine pronouns. 5 participants used other pronouns or did not share pronouns.

Distinctions-based representation: 20 participants identified as First Nations. 1 participant identified as First Nations and Métis. 1 participant identified as Inuk. 4 participants identified as Métis.

¹ 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.

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

44 Poll Respondents: 30 FN, 2 FN/Métis, 4 Inuk, 14 Métis.

17 F, 8 M, 4 Two-Spirit, 2 Other/Prefer Not to Say

Gender balance: 8 respondents identified as men. 17 respondents identified as women. 19 respondents identified as Two-Spirit, Other, or did not say.

Distinctions-based representation: 30 respondents identified as First Nations. 2 respondents identified as First Nations and Métis. 4 respondents identified as Inuit. 14 respondents identified as Métis. Respondents could choose all categories that apply.

4 individuals provided feedback by email.

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

Feedback

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

- **The importance of Indigenous talent:** Participants spoke to the importance of seeing themselves and their communities reflected in CBC content, whether through watching or listening to a reporter from their community, enjoying new programming such as *North of North*, or by knowing that there are Indigenous staff behind the scenes, in production, editorial or support roles. Poll respondents indicated that the work of Indigenous producers, artists, and creators in Canada is more adequately represented in CBC's entertainment content (15 out of 34) compared to its representation in the broader Canadian media landscape (12 out of 34). Participants encouraged CBC to recruit and retain more Indigenous journalists, editors, creators and producers, and to actively mentor and support emerging Indigenous journalists, filmmakers, writers, and digital content creators. A long-term commitment to Indigenous representation at every level of production, and meaningful engagement with Indigenous communities, was suggested to help ensure that CBC remains a leader in media reconciliation.
- **Areas for improvement in News:** Participants called for more Indigenous language content and greater coverage of language revitalizations initiatives. Participants also urged greater coverage and informational content about Treaties, Indigenous human rights, and economic reconciliation. CBC was urged to highlight stories of success, resilience, and everyday life in Indigenous communities, to help challenge misconceptions, and to amplify authentic Indigenous voices for truth and reconciliation. It was suggested that CBC expand regional Indigenous news coverage to better reflect the diversity of First Nations, Métis, and Inuit perspectives, including urban, rural, and northern communities. 22 out of 33 poll respondents agreed CBC's news coverage of Indigenous Peoples, communities and issues is trustworthy. However, less than half (16 out of 34) of respondents agreed that CBC's news content does a good job of covering

the issues and events that matter to them as Indigenous persons. One participant concluded that “CBC should continue addressing its own role in shaping narratives about Indigenous Peoples. This requires ongoing critical reflection, education for non-Indigenous staff, and a clear commitment to decolonizing media practices. Greater transparency about how Indigenous stories are sourced, framed, and approved would further build trust within Indigenous communities.”

- **Areas for improvement in Entertainment:** Participants asked for greater coverage of Indigenous sports and athletes; Indigenous-language podcasts, radio shows and series; more content that reflects Métis history and perspectives; as well as content oriented to Indigenous children and youth. Participants also called for greater Indigenous representation across the full spectrum of CBC Entertainment, Factual and Sports content. Some participants suggested reviving former series such as *The Beachcombers* or *Trickster*, with all-Indigenous teams, as part of a larger shift from one-off Indigenous productions to more sustained, multi-season Indigenous-led series. Less than half (15 out of 34) of poll respondents agreed that the work of Indigenous producers, artists, and creators in Canada is adequately represented in CBC's entertainment content. More than half (22 out of 34) either did not know, or did not have a positive or negative opinion on, whether CBC Kids has relevant content for Indigenous children.
- **Discoverability:** Participants identified TikTok as a key platform for finding relevant CBC content; with some also warning that the platform could be a source of misinformation, negativity and stereotypes. Others mentioned finding content on LinkedIn. Several mentioned Instagram and Facebook, indicating that Meta's ban on Canadian news made it harder to find relevant content. Bluesky was mentioned as an emerging platform where CBC should consider growing its presence. Other participants accessed content directly from [CBC.ca](https://www.cbc.ca), CBC Gem, or CBC Radio. Participants described challenges searching for content, both through Google and on CBC web pages. Several participants urged CBC to make Indigenous programming and stories easier to find and access across all platforms, and to consider how to present more Indigenous content on the [CBC.ca](https://www.cbc.ca) home page. Most (24 out of 35) poll respondents accessed CBC content in the past month. 29 out of 37 agreed that CBC is important to them, with most (23) agreeing it is very important. Fewer respondents (20 out of 33) agreed that they can access CBC's Indigenous content on all the platforms, services and devices they like to use.

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:** As at previous sessions, participants in virtual sessions shared very positive feedback on the process, speaking to the value of the experience as a cross-cultural learning and sharing opportunity for connecting with Indigenous people from other Nations and communities. CBC was encouraged to continue considering how

these processes can support Indigenous flourishing and what such gatherings can offer for participants

- **Engagement of Elders and Youth:** Participants suggested greater outreach to and inclusion of Elders and Youth, to allow for greater inter-generational conversations and sharing. The same week as these consultations, [CBC Kids News was engaging with children and youth](#), and this was noted at the virtual sessions.
- **Ongoing advisory:** One participant suggested that CBC would benefit from establishing a formal Indigenous Advisory Council composed of Elders, Knowledge Keepers, youth, and 2SLGBTQQIA+ voices to guide programming decisions and ensure long-term accountability.

Indigenous Producers and Creators

A. Invitees

CBC invited Indigenous independent producers and content creators who create English-speaking audio/visual content to provide feedback. To ensure comprehensive input, this round of feedback was thoughtfully gathered through two distinct methods:

- By completing a short anonymous poll (open July 16, 2025 to August 15, 2025); or
- By sending an email to Lisa Clarkson at lisa.clarkson@cbc.ca with feedback in any format they chose (for example: audio; text; video).

The invitation was shared in various ways to ensure a broad reach:

- Through various industry organizations, which then reshared the invitation - Indigenous Screen Office, APTN, Northwest Territories Film Commission, Yukon Media Development, Nunavut Film Development Corporation, CION, Uvavut TV, CMPA, BIPOC TV & Film, ReelWorld, CISF, National Screen Institute, WIFT Toronto, Screen Nova Scotia, Ontario Creates, Yukon Film Society, Creative BC, New Brunswick Filmmakers Co-operative, Thompson-Nicola Film Commission, Creative Saskatchewan, Alberta Media Production Industries Association.
- By posting the invitation on CBC's [One Stop Business Workshop Networking Facebook Group](#) for equity-deserving producers and creators; and
- By posting on CBC's Corporate [LinkedIn page](#)

In response to our feedback request, CBC received 120 responses to the poll. No producers chose to send their feedback via email.

Given that CBC held this consultation by using an online poll, no documentation was provided in advance.

B. Consultation

Representation

This report presents insights from 120 independent Indigenous producers, offering a snapshot of the current creative sector landscape. The majority of respondents were experienced content producers from small to medium-sized production companies. Participants had the option to select multiple affiliations from the following groups: Métis, Inuit, and First Nations. Of the participants surveyed, **63%** identified as First Nation producers, while **31%** identified as Métis. A small percentage of producers, **3%**, identified as both First Nation and Métis, and another **3%** identified as Inuit. The findings highlighted clear trends in both content and format preferences among producers. Documentary was the most popular genre, closely followed by Drama. Producers showed a preference for established formats, with traditional linear TV as the most popular and feature film a close second.

Feedback

A recurring theme in the feedback was the desire for CBC to be more inclusive and accessible in its engagement with producers. In particular, producers felt that aspects of CBC's approach to Indigenous connections could be improved.

- **More Proactive and Accessible Engagement** - improve and simplify the pitch process for Indigenous independent producers; make CBC decision-makers more accessible. Change the process to make it feel less like gatekeeping, enhance communication for collaboration and be more proactive in discovering, connecting with, and meeting Indigenous talent.
- **More Funding & Support** - producers are actively seeking additional capacity-building opportunities and workshops, increased investment in local and community-based narratives, a more inclusive environment for a broader spectrum of creators to access funding and a streamlined process for creators from remote areas to connect with CBC representatives.
- **Authentic and Diverse Indigenous Storytelling** - create a dedicated Indigenous-led production unit at CBC. Expand beyond traditional Indigenous stories to include diverse genres and narratives. Increase programming slots for Indigenous content and update the definition of "documentary" to include more contemporary styles.

Respondents specifically highlighted CBC's success in the following areas:

- **Efforts in Outreach and Engagement** - producers recognize and appreciate CBC's efforts to engage with Indigenous creators. The practice of conducting surveys and proactively reaching out to ask questions is viewed as a positive and constructive step.

- **Providing Opportunities and Gaining Experience** - promoting Indigenous artists and musicians and creating opportunities for Indigenous talent to work and grow within the CBC system.
- **Increased Representation and Authentic Stories** - an appreciation for CBC's increasing willingness to partner with Indigenous-led production companies. Producers highlighted CBC Gem as a platform showcasing excellent Indigenous works, while the CBC Indigenous news and digital media platforms were also cited as working effectively.

While producers express that engaging with CBC presents a "Catch-22" – in which they either lack sufficient experience or cannot find the proper way to connect with decision-makers – they also acknowledge that a concerted effort is being made by CBC to remedy its approach to supporting and engaging with Indigenous creators.

CBC's initiatives and strategies reflecting the consultations

CBC is committed to strengthening its relationship with Indigenous independent producers and audiences. The feedback from this process and the process in February 2024, has been invaluable in shaping our future actions and initiatives. In June 2024, CBC/Radio-Canada launched a [Progress Report on the implementation of the National Indigenous Strategy](#), highlighting actions taken and progress made since February 2024. Below is an overview of some of the actions we've taken to develop programming and relationship-building with Indigenous producers and audiences.

- Conducted a **Nature of Things** free session on June 18, 2024, in Montreal. This was an in-person event where we spoke to emerging producers from equity-deserving communities and provided information about [science and nature filmmaking](#).
- Partnered and hosted a [free one-day in-person event](#) with BIPOC TV & Film called **Creating Connections** on November 24, 2024. Designed specifically for BIPOC mid-level producers. The day was structured to provide valuable access and networking opportunities, with morning panel discussions and afternoon breakout sessions that connected participants directly with CBC Executives and independent production companies.
- Hosted **One Stop Business Workshop Vancouver** on December 3, 2024. A collaborative initiative with the **CMPA** and **CAVCO** resulted in a free, [in-person workshop and networking event](#) at CBC Vancouver. The event was developed to provide emerging independent producers and content creators with a foundational understanding of the business and financing landscape within the Canadian media industry.

- Continued with the successful collaboration of **CBC-APTN-ISO's**² [Early Stage Scripted Development Program](#) for Indigenous Creators. This program offers an opportunity for up to three emerging television creators with projects in the pre-development phase. APTN and CBC Executives work closely with producers and writers to provide a unique opportunity for the project to move into the development and production phase.
- Launched a new program on March 24, 2025 in association with **CBC, APTN** and the **ISO**. The program will co-develop up to three unscripted series.
- A virtual **Connecting with Communities** session was held on May 1, 2025, with a focus on producers from the North. The event provided guidance on engaging with CBC's programming and business & rights managers.
- Within the three-day **One Stop Business Workshop**, the third day's session was dedicated to "[Gateway to the North](#)." This module provided guidance on the key considerations for filming in the Northern territories, with a particular emphasis on engaging with Indigenous communities.
- CBC Kids News worked with a group of [high school students from Ulukhaktok](#) to gain insight into their perspective and to better understand how to work with them as CBC Kids News contributors. They travelled to Ulukhaktok and filmed a piece about the student's trip to Ottawa where they were able to see and interact with artifacts from their community that were held in a museum. The piece will be shared on CBC Kids News and YouTube on the National Day for Truth and Reconciliation.

In addition, we've commissioned some new Indigenous content for our audiences, since the last consultation session:

- The powerful documentary [Yintah](#), was released on September 19, 2024
- Our award-winning and most watched new comedy series [North of North](#), was released in January 2025, and has been [renewed](#) for a second season.
- Through our **Absolutely Canadian** stream, we explore the dreams of wrestling hopefuls as they journey through remote Indigenous communities in the episode of [The Death Tour](#). This was also co-commissioned through the AccessCBC fund.
- [Under the Arbor](#) explores a behind-the-scenes journey along Alberta's Powwow trail, celebrating dance, music, culture and family. This was also funded through CBC's [AccessCBC program](#).

² APTN = Aboriginal Peoples Television Network and the ISO = the Indigenous Screen Office

- ***Forged: Norval Morrisseau and the Fakes*** is a six-part documentary podcast, a collaboration between CBC Podcasts, CBC's Indigenous Office, and ABC Australia. Hosted by Adrian Stimson of the Siksika Nation, the series investigates the extensive underworld of forged art, and a wider network of art forgery. The podcast is scheduled to premiere on **October 15, 2025**, on [CBC Podcasts](#).
- **The Good Canadian** is a feature documentary that will premiere on **CBC Gem** on **September 30, 2025**, in observance of the National Day for Truth and Reconciliation. The documentary is part film, part investigation, part horror-story and nation reckoning, that is told through the personal stories of diverse participants.

These examples highlight our continuing collaboration with Indigenous creators. We are proud to offer a vast collection of their work on CBC Gem, all of which is featured in our dedicated [Indigenous Stories](#) playlist.

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

While Indigenous community members and producers acknowledge and appreciate CBC's concerted efforts to connect with and support Indigenous creators, they also highlight some areas where we can improve.

Moving forward, CBC recognizes the need for continued sustained efforts to continue nurturing relationships with Indigenous producers. We are committed to continue to apply the lessons learned. 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.

III. Consultations with Racialized Persons

Racialized Communities

CBC held formal consultations with racialized communities in May and June 2024 during the 2023-2024 broadcast year, as described in the last year's report [here](#).

Racialized Producers and Creators

CBC held formal consultations with racialized producers and creators in May 2024 during the 2023-2024 broadcast year, as described in the last year's report [here](#).

CBC's initiatives and strategies reflecting the consultations

This section serves as a report on the efforts CBC has taken to ensure that the needs of racialized persons are being addressed in our programming choices, in accordance with condition 68 in Appendix 3 to Broadcasting Decision CRTC 2022-165.

We acknowledge the CRTC's requirement to provide a report on the efforts we have taken to address the needs of racialized communities and to demonstrate how we will continue to do so based on the concerns and issues raised in our consultations. The formal consultation with racialized communities, held in May and June 2024, provided valuable insights into how we can improve our programming and relationships with these communities.

Addressing Consultation Feedback

As outlined in our detailed report from last year, the consultations highlighted key concerns regarding representation in news teams, nuanced entertainment content, continuous engagement, and access for independent producers. We have taken a number of steps and have several ongoing initiatives that directly align with these concerns.

Increased Representation and Local Proximity

We have committed to significantly expanding our local presence to ensure more diverse representation and continuous engagement with communities across Canada:

- **Expanded Local Reporting:** We recently announced a major expansion of local, boots-on-the-ground reporting by hiring up to 30 new permanent journalists in 23 communities across the country. This will increase our total footprint from 48 to 66 local stations and bureaus.

- **Diverse Hires:** Of the 30 new hires, more than a third come from racialized communities. This directly addresses the need for more representation within news teams and supports year-round engagement.
- **Enhanced Community Outreach:** We continue to increase our community outreach and activations. Programs are being taken out into all parts of Canada—for example, *The Current* recently visited Iqaluit, and *Morning Live with Heather Hiscox* will broadcast from four different locations in Alberta, Manitoba, Quebec, and Ontario. *The Signal* in Newfoundland and Labrador will be live from the Southern Avalon Peninsula for its 12th in-person program of 2025.

Diverse and Nuanced Entertainment Content

We are actively supporting and showcasing content that provides a more diverse and nuanced perspective, moving beyond common stereotypes:

- **Showcasing Diverse Narratives:** The series *North of North* is a prime example of our commitment to diverse and nuanced entertainment content. *The Globe and Mail* included the series in its round-up of "Five uplifting shows".
- **Catalyzing Renewed Interest:** The program has been recognized as a main catalyst for renewed interest in Canada's North, with its success attributed to showing the rest of the world "what life is really like" for the Inuit community, earning the program "great affection" from people in Nunavut.

Continuous Engagement and Access for Creators

We are continuing several long-standing programs to ensure continuous internal development and external outreach:

- **Talent Development:** We are continuing our Inclusive Newsrooms and Communities in Focus initiatives to improve our content and outreach.
- **Leadership Programs:** Our mentorship and leadership programs, including Visible Women and the Developing Emerging Leaders (DEL) program, are specifically designed to support the development and advancement of employees from underrepresented groups. This fosters greater access and opportunity for racialized talent in key roles.

We will share the full feedback from these consultations with internal stakeholders to inform and refine our future actions. We remain dedicated to our mission of serving and reflecting racialized communities and supporting the production of content from racialized independent producers. We will share further developments that have come from this consultation in our next report, following the end of the 2025-2026 broadcast year.

Since our consultation with racialized producers and creators on May 24, 2024, CBC has taken steps to address the feedback and strengthen our engagement with racialized Canadian independent producers across the country. This report outlines key initiatives, programming, and opportunities we have developed to enhance these connections.

- **The Nature of Things (TNOT) Insiders Guide to Science - June 18, 2024**
A one-day in-person workshop and [networking event was held in Montreal](#) with the goal of connecting racialized filmmakers with the science and nature filmmaking community. The event, which was hosted by TNOT co-host Anthony Morgan, also served as an opportunity to introduce participants to key industry decision-makers.
- **Creating Connections - November 28, 2024**
We partnered with **BIPOC TV & Film** to [host a free one-day event](#) at the CBC Toronto building, designed specifically for racialized mid-level producers. The day was structured to provide valuable access and networking opportunities, with morning panel discussions and afternoon breakout sessions that connected participants directly with CBC Executives and independent production companies.
- **One Stop Business Workshop (OSBW) Virtual Edition - May 7 - 9, 2024**
Our free three-day virtual workshop series, [How to Pitch](#), featured industry experts who provided insights on pitching across the Kids, Scripted, and Unscripted genres.
- **One Stop Business Workshop (OSBW) Vancouver - December 3, 2024**
A collaborative initiative with the **CMPA** and **CAVCO** resulted in a free, [in-person workshop and networking event](#) at CBC Vancouver. The event was developed to provide racialized emerging independent producers and content creators with a foundational understanding of the business and financing landscape within the Canadian media industry.
- **Amplified Voices - Broadcaster Panel, Content Market - October 2025**
[Amplified Voices](#) is a new program from **Screen Nova Scotia** that provides an opportunity to advance skills of emerging producers from underrepresented communities in Nova Scotia. CBC's Comedy Development Executive, Sarah Quan, will be on the broadcaster panel at Screen Nova Scotia's Content Market event.
- **Reelworld Reframe Women in Leadership Program**
This [project aims to advance the representation](#) of Black, Indigenous, and Women of Colour in leadership and decision-making roles within the Canadian screen industry. CBC's Lea Marin, Director of Development, Drama, serves on the advisory committee, helping to champion this initiative and develop strategies for equity and inclusion.
- **Black Screen Office's (BSO) - BSO Symposium - April 1, 2025**
CBC was well-represented at the Black Screen Office's (BSO) [annual Symposium](#), a key event for Canada's Black media community. Lea Marin, a director of development,

served as a panelist for the session "Telling Authentic Black Stories," while Barbara Mamabolo and Zach Marcovici participated in the Business Exchange to engage with industry stakeholders.

- **Black Screen Office's Collaboration Group - Continuous (Quarterly)**

The **Collaborative Network** is a group of screen industry leaders who work together to promote equity and accountability, and drive lasting change. The network provides a forum for sharing knowledge, aligning efforts, and developing practical solutions to create a more inclusive and equitable industry. The CBC is represented by Barbara Williams, EVP of English Services; Sally Catto, General Manager - Entertainment, Factual and Sports; Lisa Clarkson, Executive Director, Business & Rights and Production Sustainability; and Lea Marin, Director of Development.

- **TIFF - CBC Films Screenwriter Awards**

The [TIFF-CBC Film Screenwriter Award](#) supports Canada's emerging writing talent, offering \$15,000 and mentorship to a Canadian screenwriter from an equity-deserving community for an outstanding feature-film screenplay.

- **Charles Officer Legacy Award**

The Canadian screen industry lost a celebrated and beloved writer, director, and well-rounded filmmaker, Charles Officer. To honour his legacy and contribution, [CBC x TIFF Industry have partnered](#) on a new award of distinction - the **Charles Officer Legacy Award**. This \$25,000 award will recognize a Black director and/or writer whose body of work exemplifies the creative excellence Charles carried throughout his work.

Additionally, since we last met, we have added new projects and extended existing programs, all of which were developed in response to our evolving strategic goals associated with racialized independent creators and producers.

- **Antonio Michael Downing** was announced to host [The Next Chapter](#). He will dive deep into great books - bringing his fresh perspective as a writer and musician to every conversation. It's a new take on a book club.
- New unscripted series [Locals Welcome](#) hosted by food writer **Suresh Doss**, is launching Fall 2025 on CBC GEM & TV. It will explore and celebrate hidden gem food places across local communities in Canada's rich and diverse communities.
- **Season 2** of our acclaimed series [Plan B](#), centred around the main character Mia Coleman, a Black police officer, as she travels back in time to prevent a tragedy, but her actions lead to unforeseen consequences and forces her to confront her troubled past. **Vinessa Antoine** portrays Mia Coleman.
- CBC announced the start of [production on season two](#) of the award-winning docuseries [For the Culture with Amanda Parris](#). CBC is proud to continue providing space for

provocative conversations that centre Blackness and Black stories from around the world.

- The fresh young adult series [Gangnam Project](#), was launched in March 2024. It follows Hannah, a spirited bi-racial Canadian-Korean teen, obsessed with K-Pop, accepts a job as an English tutor to an elite Korean entertainment company, but she gets more than she bargained for. Both seasons are on CBC Gem.
- **Supinder Wraich** and the cast of [Allegiance](#) will be returning for a third season of this acclaimed series. Production is [already underway](#) in Surrey, BC.
- The film [An Unfinished Journey](#) chronicles four Afghan women leaders fighting to keep the world's attention on the crisis in Afghanistan following the Taliban's return to power.
- In the investigative documentary [My Brother Soleiman](#), the truth is revealed about justice, mental illness, and the conditions of Ontario's prison system.

Continued Path Forward

We have continued to consider the valuable feedback received during our feedback session from racialized independent producers. We are committed to actively and authentically telling diverse and rich stories of Canadians from coast to coast. We are dedicated to building a strong, collaborative community with racialized producers, as we believe this is essential to our shared success. We are committed to active engagement that fosters stronger connections, cultivates a sense of community, and creates an environment where creative collaboration can thrive.

IV. Consultations with Persons with Disabilities

Communities with Disabilities

A. Invitees

CBC invited participation from a broad, diverse range of People with Disabilities, including people working with organizations that support People with Disabilities.

Approximately 120 direct invitations were emailed to contacts. Several other participants were forwarded the invitation by someone in their network.

The list of participants from CBC that were in the virtual sessions, as well as an overview of those represented, are 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:

- How people feel about CBC content and how we can improve to make it more reflective, relevant and accessible.
- If the annual Mandate and Vision Perception Survey (MVPS), used to track and assess the perception of Canadians towards CBC, is adequately measuring whether our programming is meeting the needs of their communities and to learn what, if any, measures could be taken to improve the perception survey.
- What, if any, measures could be taken to make our consultation processes more culturally sensitive, meaningful, and methodologically sound?

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 before and after the session:

- A link to a report on the results of the most recent public perception survey: *Mandate and Vision Perception Survey (MVPS) Report – Anglophones with Disabilities – Spring 2025* [here](#) (attached as Appendix A). This report compares responses from English-speaking People with Disabilities with those from all Disabled Peoples surveyed, or 17 key indicators that the Commission requires for the surveys.
- 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.

C. Consultation

Representation

Four virtual sessions were held via Zoom, allowing participation by online videoconference or by phone. These sessions were held between June 19 and June 24, 2025 with the following representatives from CBC:

- All Sessions:
 - Heba Khalife, Senior Advisor, Equity and Inclusion
 - Patrice Henry, Senior Administrator, Transformation Office
- Three Sessions:
 - Andrea Sharkey, Senior Director, Strategic and Competitive Analysis
- Two Sessions:
 - 2 ASL Interpreters, provided by Canadian Hearing Services
- One Session:
 - Jenny Meadows, Senior Analyst, Research and Analysis

31 representatives of Disabled communities participated in the virtual sessions and 39 representatives responded to the anonymous survey.

The below is the gender balance by percentage, as indicated in the anonymous survey.

Gender balance: 64% identified as women, 28% as men, 5% as non-binary/a-gender, 2.5% as transgender, and 5% preferred not to disclose.

Regional representation: 49% were from Ontario, 13% were from Alberta, 28% were from British Columbia, 2.5% each from Nunavut and Nova Scotia, and 5% of respondents were New Brunswick.

1 participant in the virtual sessions shared additional feedback by email after attending a session.

Feedback

Participants shared feedback and suggestions about CBC programming and content. This feedback is based on perception of the participants and it is important to note that they were not asked if they watch CBC consistently. The feedback given was general and high level in nature and no specific programs were mentioned. Our current accessibility strategy or actions were not discussed in the consultations due to the consultations focus being on perceptions of people with disabilities with the programming on CBC.

It is worth noting that one of the priorities expressed in our [National Accessibility Plan](#) is to create and promote content that reflects the diversity of people living with disabilities in Canada, which will help the first theme discussed below (authentic and diverse content representation).

Our plan responds to our responsibilities under the *Accessible Canada Act* and our commitment to the realization of a Canada without barriers by 2040. The strategic objectives we are focusing on were developed through consultations with people living with disabilities across Canada.

Another strategic objective in our [National Accessibility Plan](#) is to increase the accessibility of our content by increasing the provision of transcripts, closed captioning, and ASL/LSQ interpretation - this speaks to the second theme below of systemic change for accessibility. 100% of programs on CBC TV and CBC Gem are captioned, and in May 2025 we introduced automated captioning on cbc.ca which increased the number of videos with captions from 30% to 97% on that platform.

The below are themes pulled out from the community consultations.

- **Authentic and Diverse Content Representation:** Participants want to move beyond stereotypical, "inspirational" narratives and see themselves authentically portrayed across all genres, including comedies and love stories, not just in content about disability. There is a strong desire for secondary characters whose disability is an incidental part of their identity. The perception was that there is a focus on visual disabilities and want a broader range of disabilities represented both on-screen and among content creators. They want to see themselves portrayed in "trashy" reality TV and "inconsequential" roles, showing that they can be "terrible people too". There is a perception that without more disabled individuals in production roles, the CBC is "speaking for us and on behalf of us instead of us being able to speak for ourselves".
- **Systemic Change for Accessibility:** The community would like to see that accessibility is built into the process of content creation to ensure that it meets accessibility needs. This includes asking for more consistent and high-quality captioning, and for interpreters to be clearly visible and integrated across all platforms, including TV and web. There is also a desire for plain language in all content to ensure equitable access to information for individuals with varying literacy levels. The perception is that inconsistent captioning suggests the hard-of-hearing community is an afterthought. The community also wants to see platforms like CBC Gem made accessible for those in remote areas with unreliable internet.

Participants shared feedback and suggestions on the results and methodology of the perception survey.

- Participants did not express surprise at the survey's findings about perceptions of CBC and its representation of people with disabilities needing improvement. This sentiment was reinforced by the finding that 52% of disabled Canadians feel CBC reflects persons with disabilities in its content.
- It was also highlighted that access to CBC was difficult in certain regions of Canada and they would like to see this improved.

Participants shared feedback and suggestions on how the CBC is relationship building with the deaf and disabled communities. The themes gathered are below:

- **Valued Expertise and Hiring and Inclusion:** The feedback shared highlights that they are glad to be in consultation and that their invite and participation to these conversations are meaningful. They also shared that they would like to ensure that more people with disabilities (all disabilities including deaf and hard of hearing) are included in all roles (such as producers, content creators, decision makers, technicians, etc.) at the CBC to ensure that their perspectives and experiences are always present.
- **Accessible Community Consultations:** Use of the Google Meet platform was noted as “not being fully accessible for deaf participants due to limitations on pinning multiple presenters.” This was specific to the interpreters being present and being able to view all participants as needed for the Deaf and hard of hearing community. This will be taken into consideration for future consultations.
- **Ongoing Relationships with Community:** The community expressed a desire for ongoing and sustainable relationships. The desire is for the CBC to foster continuous rapport and collaboration, such as by establishing paid advisory committees or roundtables that meet regularly.

Additional Feedback

It is worth noting that our National Accessibility Plan will tackle some of the sentiment heard in the feedback and polls. Another strategic objective in our [National Accessibility Plan](#) is to increase opportunities for creators with disabilities in the media industry. One of the ways we do this is through programs like AccessCBC, CBC's national program for Deaf and disabled creators. It provides training, mentorship, and financing support to help create scripted, documentary, podcast and kids content. The goal is to break down barriers and make the media industry more inclusive and accessible. In addition, The [Disability Life content hub](#) is now live on our CBC site as well as [Living with a Disability](#) on CBC Gem as an aggregator for accessibility/disability related content on that platform.

Feedback was provided via email that is in line with general sentiment we heard in the session to separate Deaf and Disabled participants: “You should separate Deaf and disability - Deaf people celebrate a language, a culture, and a shared history and current culture of discrimination.”

Some key findings from the anonymous poll are below, with more details being available in Appendix B.

- A majority of respondents accessed CBC/Radio-Canada content in the past month, but only a minority feel it meets the needs of Canadians with disabilities.

- Respondents value CBC, yet few believe it delivers quality programming for disabled audiences.
- Authentic representation was praised in shows like *Push* and *You're My Hero*, but many could not name any program that represents them well.
- Strong call for normalization of disability in media and incidental disabled characters.
- Deaf community cited as significantly underrepresented; increased ASL and Deaf-led content requested.
- Overwhelming support for showcasing work by disabled creators, though current media representation is seen as lacking.
- Respondents find it difficult to discover disability-related content on CBC platforms; improvements to search, tagging, and promotion are needed.
- Suggestions emphasized hiring people with disabilities, expanding content diversity, and enhancing accessibility features.

Producers and creators with disabilities

A. Invitees

CBC invited independent producers and content creators from the Deaf and disabled community to provide feedback through three possible channels:

- By completing a short anonymous poll (open between January 27 through February 28, 2025);
- By attending a live feedback session on February 19, 2025; and/or
- By sending an email to Lisa Clarkson at lisa.clarkson@cbc.ca with an audio file or ASL video if they wished.

CBC shared the invitation, requesting feedback from disabled independent producers/content creators who have produced or could produce English-language audio or audiovisual content:

- Through various industry organizations which then reshared the invitation - Reelworld Screen Institute, CMPA, Black Screen Office, Disability Screen Office, AQPM, Pink Triangle Press, Indigenous Screen Office, Inside Out Film Festival, BIPOC TV & Film, DOC Org, South Asian Canadian Film Federation, REMC, imagineNATIVE, Webseries Canada, Connekt Films, Reso Canada, Screen Nova Scotia, On Screen Manitoba, Ontario Creates, Liaison of Independent Filmmakers of Toronto (LIFT); Northwest Film Commission; Nunavut Film Commission; Film PEI; PictureNL; Saskatchewan Media Production Industry Association; Vancouver Island North Film Commission; WIFT Atlantic.
- By posting the invitation on CBC's [One Stop Business Workshop Networking Facebook Group](#) for equity-deserving producers and creators;
- By posting on CBC's Corporate [LinkedIn page](#)

Interested attendees were directed to register on the [Eventbrite page](#), which contained the goal of the February 19th 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:

- For this consultation, the anonymous poll was equipped with ASL videos for each question. To ensure accessibility, closed captioning and ASL interpreters were provided for the live session, regardless of prior notification.
- The invitation to the consultation noted that CBC wanted to broaden and deepen the relationship with disabled independent producers and have a meaningful connection with their stories. Feedback from the community was solicited on the relevance of CBC's programming to disabled audiences and how CBC can better connect and collaborate with the community.
- [The Mandate and Vision Perception Survey \(MVPS\) Report](#) - Disabled Anglophones Perception Towards CBC was provided to all independent producers who signed up for the Feb 19 virtual session.
- Following the virtual session, [this list of links to resources](#) mentioned in the session was shared (links on how and who to pitch - including [CBC's Independent Producers Website](#))

C. Consultation

Representation

In a strategic adjustment to the consultation process, an external moderator was commissioned to facilitate the session. The event was moderated by Ophira Calof, award-winning creator and writer, and Co-Lead of the National Screen Institute's (NSI) *Disabled Producers' Lab*.

In response to the online poll:

- **71** responses to the online poll.
- **41** individuals registered through Eventbrite to attend the Consultations, and **22** individuals attended the live event on February 19, 2025 ("Live Session").
- There were also **3** follow-up conversations with some of the participants from the Live Session to gain understanding and clarity following what was discussed.

CBC was represented by the following individuals, who served as notetakers with a focus on active listening.

- **Lisa Clarkson** - Executive Director, Business & Rights and Production Sustainability and Executive Sponsor of CBC's **abilicrew**
- **Jennifer Dettman** - Executive Director, Unscripted Content
- **Marie McCann** - Senior Director, CBC Kids

- **Sandra Picheca** - Director, Scripted Content - Comedy
- **Leslie Merklinger** - Executive Director, Podcasts
- **Charmant Kemakuko** - Senior Director, Head of Staff and Operations
- **Justine Fung** - Director of Culture and Strategic Planning, CBC Unscripted and Studios
- **Sarah Duda** - Content Accessibility Lead, Business & Rights
- **Audreanna Lartey** - Project Lead, Industry Information Sharing

Linked are the [presentation](#) and [agenda](#) for the February 19th session. All attendees were invited to share their direct feedback on the following questions:

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

Representatives from CBC's main programming departments (Scripted, Unscripted, Podcasts, and Kids), all of whom collaborate with independent producers, presented themselves and briefly detailed their departmental responsibilities.

Feedback

Elevate Disability Content and Have Margin for Crew Accommodations

Key themes emerging from the consultation included:

- Increase professional development opportunities for disabled creators and producers.
- Add and/or make accessible accommodations on the Independent Producers Portal, as it is currently hard to navigate. Better follow-up correspondence when it comes to creative proposals.
- Put all CBC disability content into one area of CBC's website (similar to that of Black in Canada or the Indigenous Strategy).
- Improve storylines where disabled characters do not teach lessons or make audiences feel comfortable and at ease.
- Allocate additional shoot days for low-budget projects, especially to accommodate disabled creators who may require more time for rest or navigation. Additionally, be less restrictive with budgets - accommodations vary from creative to creative. Having an accommodation line item as a contingency would be helpful.
- Increased visibility of CBC executives at film festivals and events would foster stronger relationships with producers and improve access to their work.

CBC's initiatives and strategies reflecting the consultations

CBC is dedicated to strengthening its connections with audiences and independent producers. We've taken the feedback to heart and are highlighting both our current progress and areas for future development and improvement.

- Actively working on our external Accessibility HUB called ***Disability Life***, where creators and producers can find all our resources.
- Sent a catalog of [information and documents](#) to those who registered for the live session. This included links to our programs such as CAPE, AccessCBC, and AccessWorks.
 - **AccessCBC** - started in 2021, is CBC's nationwide initiative for Deaf and disabled creators that provides training, mentorship, and, on select projects, financing support to create scripted, documentary, podcast, and kids content.
 - **CAPE** - is CBC's AbiliCrew Placement for Excellence Program. The CAPE program is a six-month program targeted at emerging professionals with disabilities who have not yet worked at the CBC. Its aim is to eliminate barriers to employment, and showcase talent.
 - **AccessWorks** - a [virtual webinar](#) that highlights and celebrates accessibility and inclusion in our content. Featuring industry experts, showcasing inspiring stories, and discovering practical tips to make your content more accessible.
- We ensured the CBC marketing department, Business & Rights team, and LEAD received the feedback and information to further inform our strategy on how we connect with disabled audiences.
- Working with our software engineers to correct issues with closed captioning on the CBC Gem app.

The strategic adjustments implemented during this consultation proved beneficial in cultivating a more conducive environment for open and honest feedback. The engagement of an external moderator facilitated a more comfortable atmosphere, while adopting a listening-focused approach with CBC representatives led to richer and more insightful contributions.

Moving forward, CBC recognizes the need for sustained efforts to continue nurturing relationships with Canada's disabled producers. We are committed to applying the lessons learned and refining our engagement to ensure more meaningful and productive collaborations in the future.

V. Consultations with Persons who Self-Identify as 2SLGBTQIA+

2SLGBTQIA+ Communities

A. Invitees

CBC reached out to a wide variety of community organizations across the country representing and/or working with people in the 2SLGBTQIA+ community. Our goal was to engage a wide range of communities, including geographic, socio-economic, gender, citizenship, sexuality, racial, ability, and generational diversity.

We sent approximately 106 invitations to organizations across the country. These organizations were identified through several means:

- Sourced from CBC Local Communication Teams;
- Suggested by other CBC employees, including members of the CBC Equity and Inclusion team;
- Online search; and
- Referred by other invitees.

Our goal with these invitations was to host intimate focus groups with people from the identified community who also work closely with others in their community. As a thank you, each participant was entered into a draw for a prize pack at each session.

A full list of invited organizations and a list of confirmed participants can be found in Appendix A.

B. Documentation provided before the consultations

In advance of the CBC Community Consultations with 2SLGBTQIA+ People Living in Canada, we shared a focused report from the Mandate and Vision Perception Survey (MVPS), which you can find in Appendix B. They also received 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. We also intend to share this report with participants after it is filed with the CRTC.

C. Consultation

Representation

Four virtual sessions were held via Zoom, allowing participation by online video conference or by phone. These sessions were held between February 7 and February 17, 2025 with the following representatives from CBC:

- Moderator: Alex Hogan, Advisor, Equity & Inclusion
- Support: Patrice Henry, Senior Administrator, Transformation Office
- Presenter: Andrea Sharkey, Senior Director, Strategic & Competitive Analysis

We invited people from 110 organizations across the country to participate in these consultations. 61 people signed up, 54 people responded to the survey, and 40 people attended the Zoom sessions.

Of the total participants, approximately 30% were from the Western Region, 49% were from Ontario, 9% were from Quebec, and 12% were from the Atlantic Region. Although invitations were sent to organizations in the North, we did not receive participation from that region.

The participants in these consultations were very age and gender diverse. 49% were 18-34, 34% were 35-49, 13% were 50-64, and 4% were 65+. 30% were male, 28% were female, 28% were non-binary, 2% were two-spirit*, and 12% preferred to self-identify outside these gender identities.

*Note: The gender identity of two-spirit is an identity specifically practiced by members of certain Indigenous communities.

Feedback

Participants shared feedback and suggestions about CBC programming and content. This feedback is based on the perception of the participants. The majority of participants stated that they have accessed CBC English content in the past month.

While these are mostly suggestions on how to improve, the participants in the sessions had a generally positive view of the CBC. The tone of the feedback was collaborative with a desire for growth. Below are themes pulled out from the community consultations:

Representation

- **Show more diverse LGBTQ2+ characters and create specific 2SLGBTQIA+ programs:** Basically, more queer folks in shows and more shows *about* queer topics.
- **Create content for queer newcomers to Canada:** Help new arrivals understand Canada's diverse and inclusive side, including voting info.
- **Create a focus on intersectionality:** We need more stories about Black trans masculine folks, disabled queer individuals, and racialized queer experiences.
- **Normalize queer identities:** Let's see queer people just being, you know, *people* in everyday situations, not always focusing on their queerness. Let's see queer joy, everyday life, and families, not just struggles.
- **Support queer creators behind the scenes:** Help queer artists and creators get their work out there. There should also be more queer and trans people working at CBC; in front of and behind the cameras.

News

- **Hold journalists accountable for misinformation:** No more letting politicians spread false info about 2SLGBTQIA+ issues.
- **Cover 2SLGBTQIA+ issues outside of big cities:** Toronto and Vancouver aren't the only places with queer people and issues.
- **Consistently cover ongoing anti-2SLGBTQIA+ events:** These issues aren't going away, so keep reporting on them, and if you're going to talk about us, include us.
- **Seriously tackle misinformation:** CBC needs to take a strong stand against false info and maybe even make shows that debunk it. Don't give bigoted viewpoints a platform by pretending they're just "another side" of an argument. CBC needs to be intentional about how they cover US anti-2SLGBTQIA+ rhetoric and avoid spreading that fear here.
- **Focus on local news and community support:** Highlight the good stuff happening in queer communities, not just the drama. Hire and pay queer experts, artists, and creators. Show up at community events.
- **Conduct thorough research before interviews:** Don't ask basic, uninformed questions.

Content

- **Highlight queer history in Canada:** Participants want folks to learn about Canada's unique queer history, not just what happened in the US.
- **Create youth-focused content and involve young people:** Particularly shows for queer middle and high schoolers.
- **Show queer people in diverse roles:** Doctors, lawyers, grandparents – show us living full, varied lives.
- **Increase trans and non-binary representation and education:** We need more of this, both to counter misinformation and to build understanding.

Accessibility

- **Dedicated 2SLGBTQIA+ section on the website:** Make it easy to find all the great queer content, like a "Black in Canada" for queer folks. Don't make it seasonal, queer folks exist all the time.
- **Accessibility for all content formats:** Make sure everything from podcasts to videos is accessible, including text options.

Engagement

- **Think about innovative partnerships:** Maybe team up with social media creators, or even create a Canadian queer social media platform.
- **Support queer spaces and organizations:** Provide airtime and a platform to the amazing queer groups out there, especially the less famous ones.

- **Engage with the community better:** No more "extractive" consultations. Build real, respectful relationships with 2SLGBTQIA+ communities and have regular check-ins.
- **Be mindful of community groups' time:** Volunteer-run groups are busy, so be timely with media requests. Compensate community members. If you're asking for people's time and expertise, pay them!

Something that was unique in these consultations was that the groups also shared feedback on what their community should be doing. This highlighted that these relationships require mutual engagement and accountability.

- **Community members can reach out to CBC newsrooms:** If there's a local queer story, tell CBC!

Specific Feedback

We also received feedback on specific CBC content that was identified as doing well representing the LGBTQ2+ Community.

- **Schitt's Creek:** "*The gold standard for normalization*" Highly praised for portraying David's pansexuality and his relationship with Patrick as *normal, fair, and approachable*, without centering the plot on homophobia or struggle.
- **Sort Of:** Praised for its intersectionality. The show is highly valued for its groundbreaking representation of a non-binary queer person of colour navigating identity, family, and gender non-conforming relationships.
- **The Debaters** and **Baroness Von Sketch:** Mentioned specifically for having 2SLGBTQIA+ guests and characters "*celebrating their queerness, unapologetically.*"
- **CBC Radio (Local/Specific):** Specific local programs, including **CBC-NL's, The Signal, London Morning, Afternoon Drive, Edmonton**, were shared as examples of good coverage of local 2SLGBTQIA+ happenings and diverse intersecting identities.

2SLGBTQIA+ Producers and Creators

A. Invitees

CBC invited independent producers and content creators from the 2SLGBTQIA+ community to provide feedback through three possible channels:

- By completing a short anonymous poll (open between October 10 through November 5, 2024)
- By attending a live feedback session on November 13, 2024, and/or
- By sending an email to Lisa Clarkson, lisa.clarkson@cbc.ca with an audio file.

CBC shared the invitation, requesting feedback from 2SLGBTQIA+ independent producers/content creators who have produced or could produce English-language audio or audiovisual content:

- Through various industry organizations which then reshared the invitation - Reelworld Screen Institute, CMPA, Black Screen Office, Disability Screen Office, AQPM, Pink Triangle Press, Indigenous Screen Office, Inside Out Film Festival, BIPOC TV & Film, DOC Org, South Asian Canadian Film Federation, REMC, imagineNATIVE, Webseries Canada, Connekt Films, Reso Canada, Screen Nova Scotia, On Screen Manitoba, Ontario Creates, Liaison of Independent Filmmakers of Toronto (LIFT); Northwest Film Commission; Nunavut Film Commission; Film PEI; PictureNL; Saskatchewan Media Production Industry Association; Vancouver Island North Film Commission; WIFT Atlantic.
- By posting the invitation on CBC's [One Stop Business Workshop Networking Facebook Group](#) for equity-deserving producers and creators.
- By posting on CBC's Corporate [LinkedIn page](#)

Interested attendees were directed to register on the [Eventbrite page](#), which contained the goal of the November 13th 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:

- The invitation to the consultation noted that CBC wanted to broaden and deepen the relationship with 2SLGBTQIA+ independent producers and have a meaningful connection with their stories. Feedback from the community was solicited on the relevance of CBC's programming to 2SLGBTQIA+ audiences and how CBC can better connect and collaborate with the community. On signing up for the live session, there was an offer to assist with any accommodation they may need, including ASL and closed captioning.
- [The Mandate and Vision Perception Survey \(MVPS\) Report](#) - 2SLGBTQIA+ Anglophone Perception Towards CBC was provided to all independent producers who signed up for the Nov 13 virtual session.
- Following the virtual session, [this list of links to resources](#) mentioned in the session was shared (links on how and who to pitch - including [CBC's Independent Producers Website](#))

C. Consultation

Representation

In a strategic adjustment to the consultation process, an external moderator was commissioned to facilitate the session. The event was moderated by Heaton Dyer, *Independent Media Consultant and Auxiliary Board Member, Pink Triangle Press*.

In response to our feedback requests, CBC received:

- **58** responses to the online poll.
- **59** individuals registered through Eventbrite to attend the Consultation, and **41** individuals attended the live event on November 13, 2024 (“Live Session”).
- There were also **2** follow-up conversations with some of the participants from the Live Session to gain understanding and clarity following what was discussed.

CBC was represented by the following individuals, who served as notetakers with a focus on active listening:

- **Lisa Clarkson** - Executive Director, Business & Rights and Production Sustainability
- **Trish Williams** - Executive Director, Scripted Content
- **Jennifer Dettman** - Executive Director, Unscripted Content
- **Marie McCann** - Senior Director, CBC Kids
- **Charmant Kemakuko** - Senior Director, Head of Staff and Operations
- **Sandra Kleinfeld** - Senior Director, Documentary, CBC Television and *documentary* Channel and Executive Sponsor of CBC’s outCBC
- **Justine Fung** - Director of Culture and Strategic Planning, CBC Unscripted and Studios
- **Peter Schneider** - Manager, Business & Rights
- **Audreanna Lartey** - Project Lead, Industry Information Sharing

Linked are the [presentation](#) and [agenda](#) for the November 13th session. All attendees were invited to share their direct feedback on the following questions:

- “How can CBC make sure that 2SLGBTQIA+ audiences feel a greater connection to our independently produced content?”; and
- “How can CBC cultivate better relationships with 2SLGBTQIA+ independent producers?”

The leaders of CBC's primary programming departments – Scripted, Unscripted, Podcasts, and Kids – introduced themselves and briefly outlined their areas of responsibility concerning independent producers.

Feedback

Be More Visual to the 2SLGBTQIA+ Community

The consultation highlighted several key themes, such as:

- The CBC needs to strengthen its connection with the 2SLGBTQIA+ community and make greater efforts to foster a stronger sense of belonging among its audiences.
- Increased visibility of CBC executives at queer film festivals and events would foster stronger relationships with producers and improve access to their work.
- Have 2SLGBTQIA+ people in key creative roles and representatives at the CBC.
- Improve ad campaigns to include 2SLGBTQIA+ representation. Ensure that the representation is authentic and avoids stereotypes and celebrates the community's diversity.

CBC's initiatives and strategies reflecting the consultations

The CBC is dedicated to strengthening its connections with audiences and independent producers. We've taken feedback to heart and are highlighting both our current progress and areas for future development and improvement.

- We recently updated the PODCASTs pitch page to provide greater clarity regarding submission requirements and content preferences.
- We've participated and had a presence in Pride events across the country, including Yellowknife, Winnipeg, Vancouver, and Halifax. The Halifax parade was also streamed on CBC Nova Scotia, bringing the celebration to a wider audience.
- Over the past four years, the creative teams have participated in numerous training sessions and educational opportunities to ensure our programming choices are reflective of Canadian audiences.
- Sent a catalog of [information and documents](#) to those who were registered for the live session, including information on recent and future One Stop Business Workshop sessions.
- We ensured the CBC marketing department received the feedback for their marketing strategy. Additionally, we shared the information with the CBC Business & Rights team and LEAD.

The strategic adjustments implemented during this consultation proved beneficial in cultivating a more conducive environment for open and honest feedback. The engagement of an external moderator facilitated a comfortable environment, while adopting a listening-focused approach with CBC representatives led to richer and more insightful contributions.

Cultivating a strong and welcoming relationship with 2SLGBTQIA+ producers and creators is crucial for CBC and its ongoing support of queer storytelling. The insights gained underscore the value of continued engagement and collaboration with this community.

Moving forward, CBC recognizes the need for sustained efforts to continue nurturing relationships with Canada's 2SLGBTQIA+ producers. We are committed to applying the lessons learned and refining our engagement to ensure more meaningful and productive collaborations in the future.

Appendix A - Indigenous Peoples

- Mandate and Vision Perception Survey (MVPS) Report English-Speaking Indigenous Peoples' Perceptions Towards CBC - Fall 2024



The Mandate and Vision Perception Survey (MVPS) Report

English-Speaking Indigenous Perceptions Towards CBC | Fall 2024

March 2025

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 2024 results for both English-speaking Indigenous respondents living in Canada and the overall anglophone population. In this survey, respondents are considered to be anglophones if English is the most spoken official language in their households.



Methodology

Fall 2024



.... High quality web survey, in field between October 15 and November 15, 2024.



.... The total sample includes 2,671 anglophones aged 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	221	Includes oversample
First Nations	105	
Métis	88	
Inuit	16	
OLMCs (living in Quebec)	728	Includes oversample
North (Northwest Territories, Nunavut and Yukon)	200	Includes oversample
Racialized anglophones	597	Includes oversample for Black anglophones
Anglophones with disabilities	425	Representative samples naturally captured in the sample
Anglophones who identify as 2SLGBTQIA+	244	



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

Indicators* included in this report

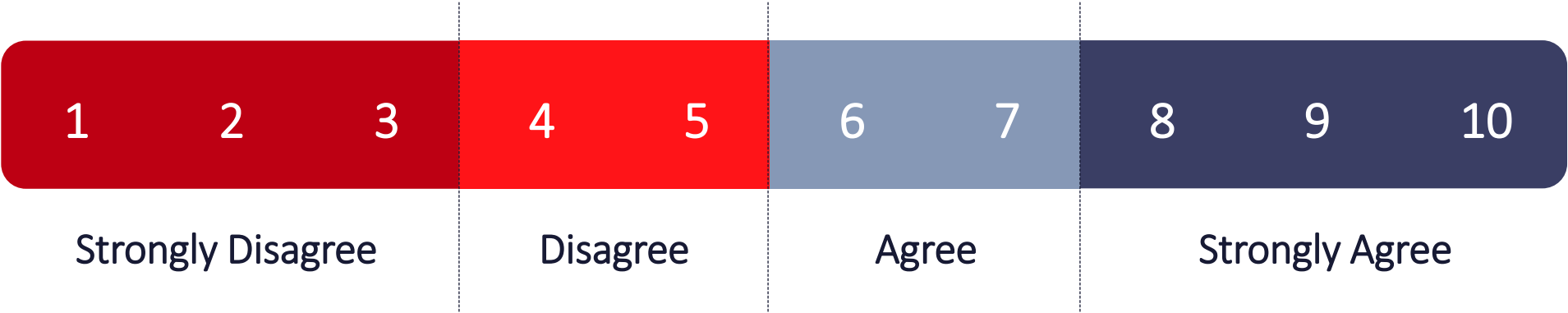
Theme	Indicator
High Quality and Distinctive Canadian Content	Is a leader in Canadian content
	Supports and promotes new and emerging talents
	Makes Canadian content easily discoverable on its services
	Has content that I can relate to
News & Information Content	Is a trusted source of information
	Is 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 Service 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).

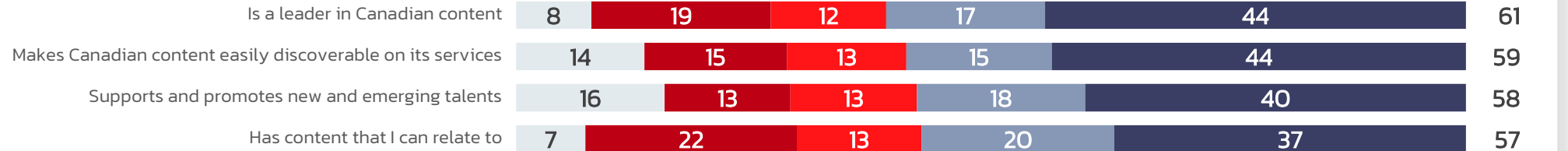


Note: a “Don’t Know” response option was also available.

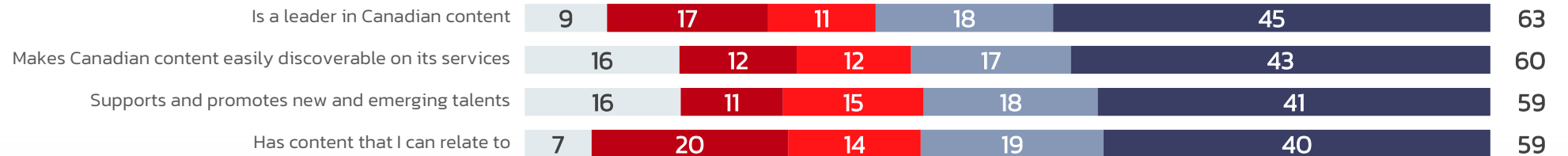
High Quality and Distinctive Canadian Content: CBC...

Anglophones | Fall 2024 | %

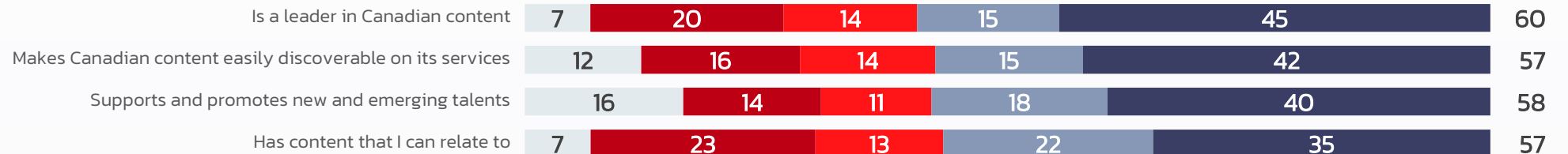
English-Speaking Indigenous Respondents



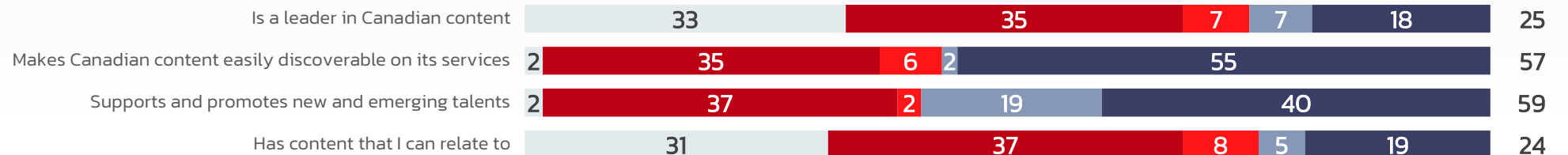
First Nations



Métis



Inuit*



Don't Know

Strongly Disagree (1-3)

Disagree (4-5)

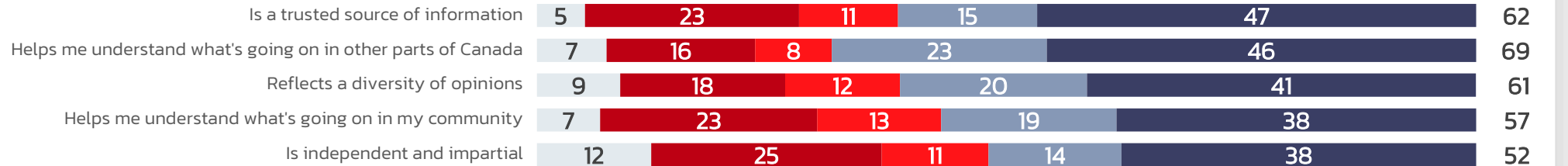
Agree (6-7)

Strongly Agree (8-10)

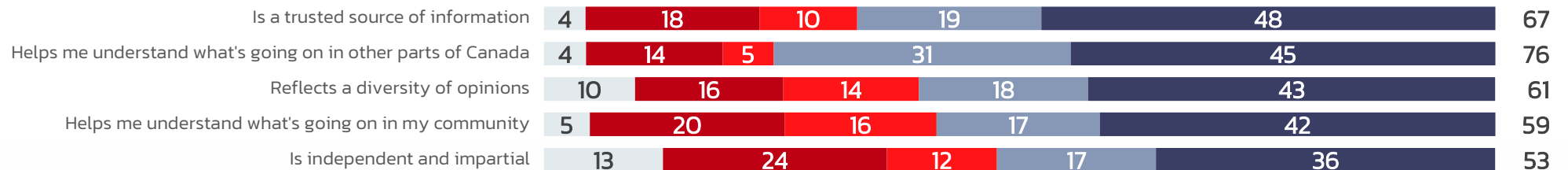
News & Information Content: CBC's News & Information Content...

Anglophones | Fall 2024 | %

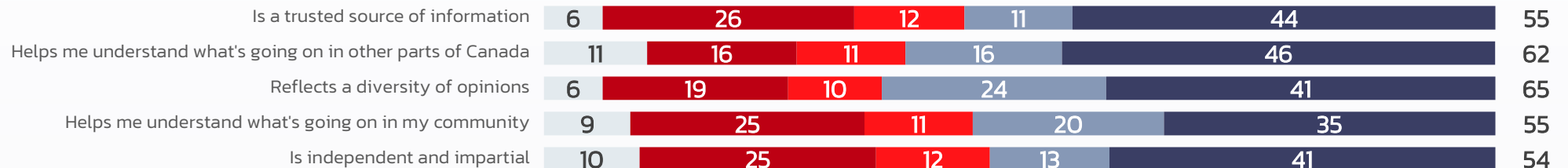
English-Speaking Indigenous Respondents



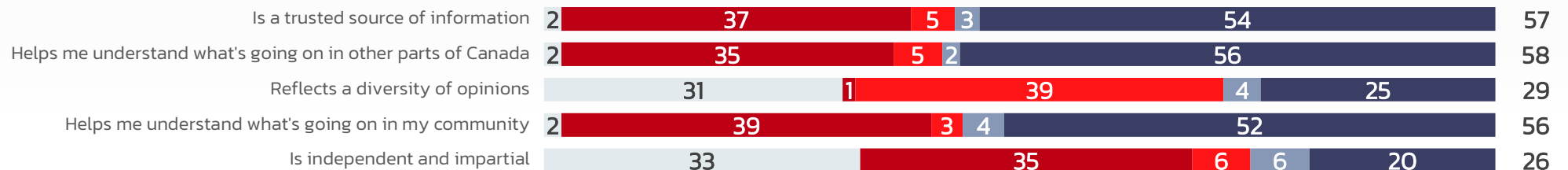
First Nations



Métis



Inuit*



■ Don't Know

■ Strongly Disagree (1-3)

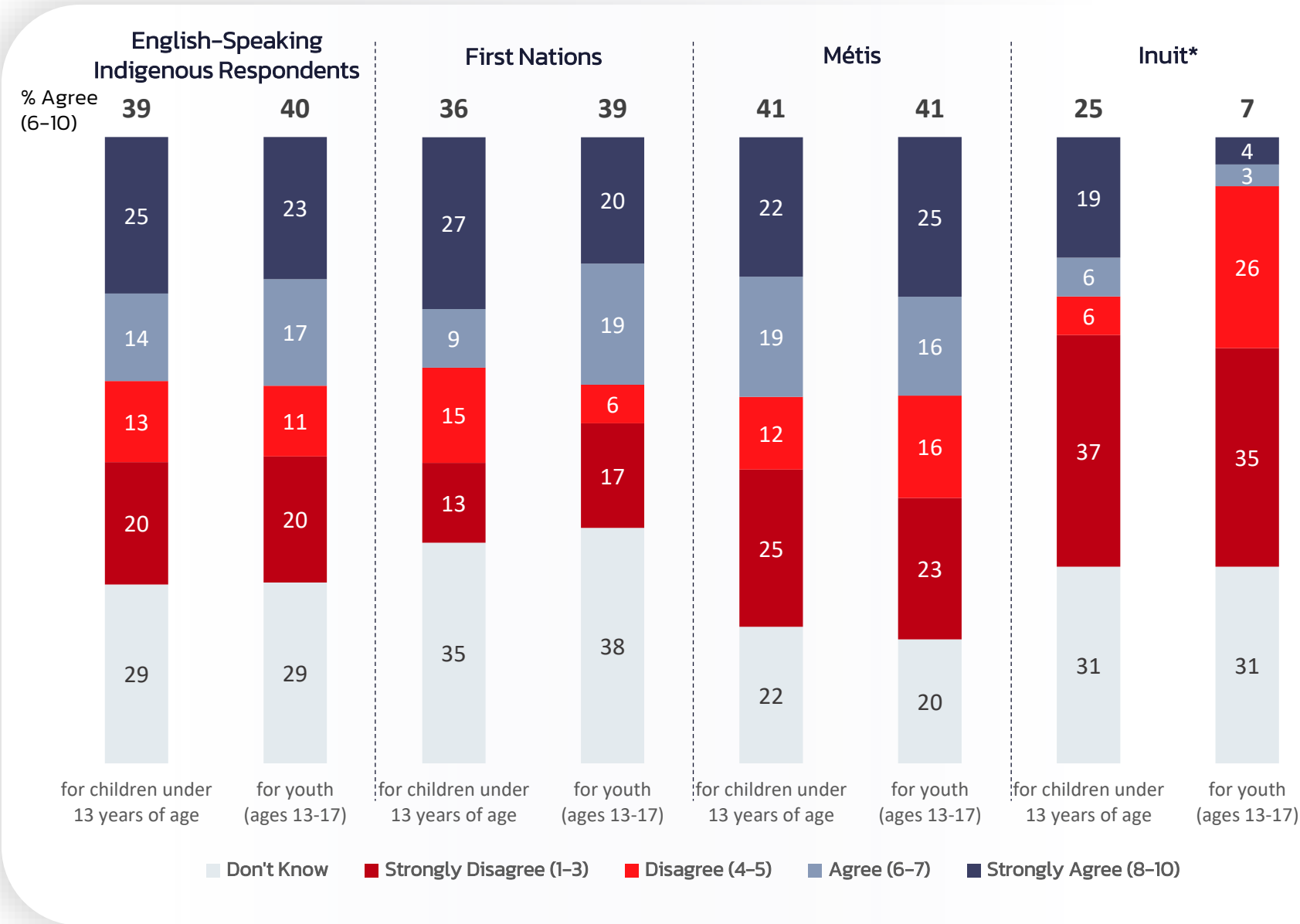
■ Disagree (4-5)

■ Agree (6-7)

■ Strongly Agree (8-10)

Engaging Young Audiences: CBC offers relevant content...

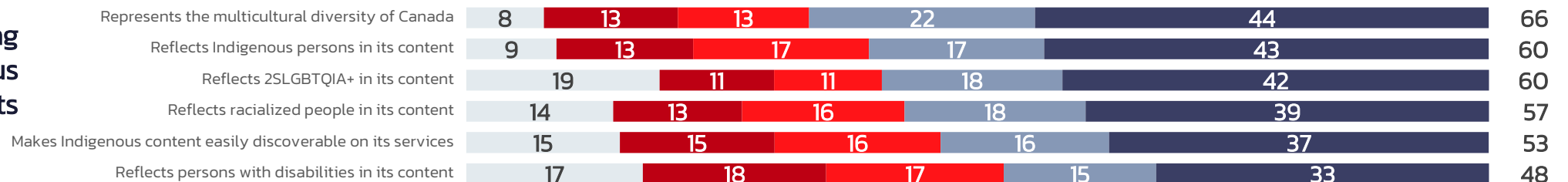
Fall 2024 | %



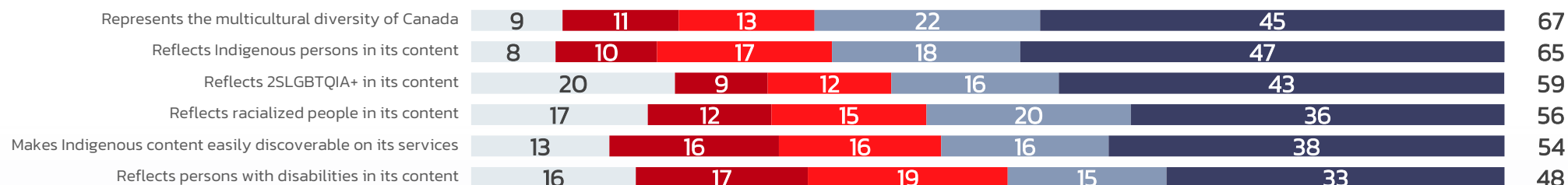
Reflecting Diversity: CBC...

Anglophones | Fall 2024 | %

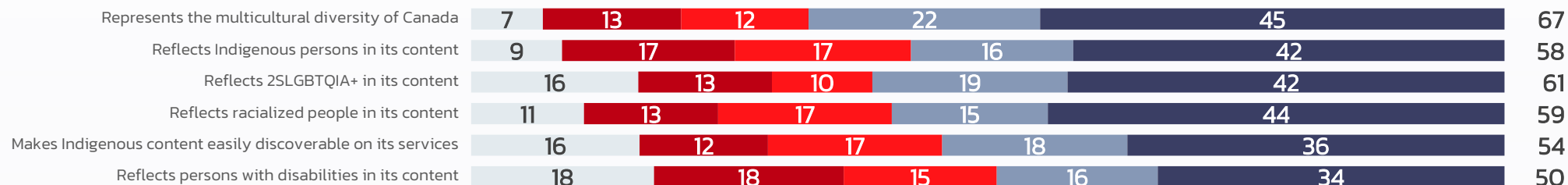
English-Speaking Indigenous Respondents



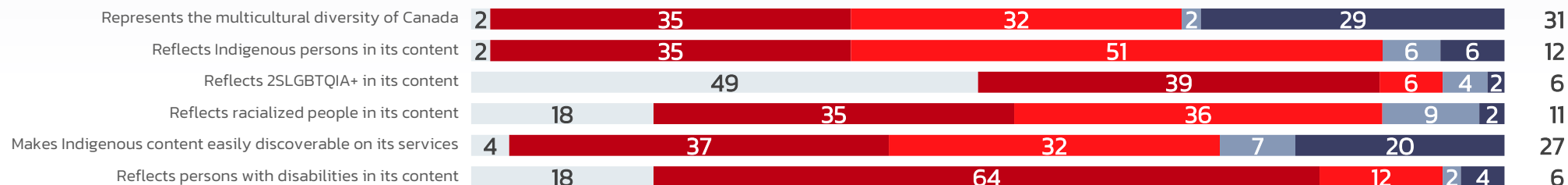
First Nations



Métis



Inuit*



■ Don't Know

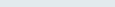
■ Strongly Disagree (1-3)

■ Disagree (4-5)

■ Agree (6-7)

■ Strongly Agree (8-10)



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

Appendix B - Disability Groups

- Mandate and Vision Perception Survey (MVPS) Report Anglophones with Disabilities Perceptions Towards CBC - Spring 2025
- Presentation Slides - Disabled Community Poll - July 2025



The Mandate and Vision Perception Survey (MVPS) Report

Anglophones' Perceptions Towards CBC | Persons With Disabilities | Spring 2025

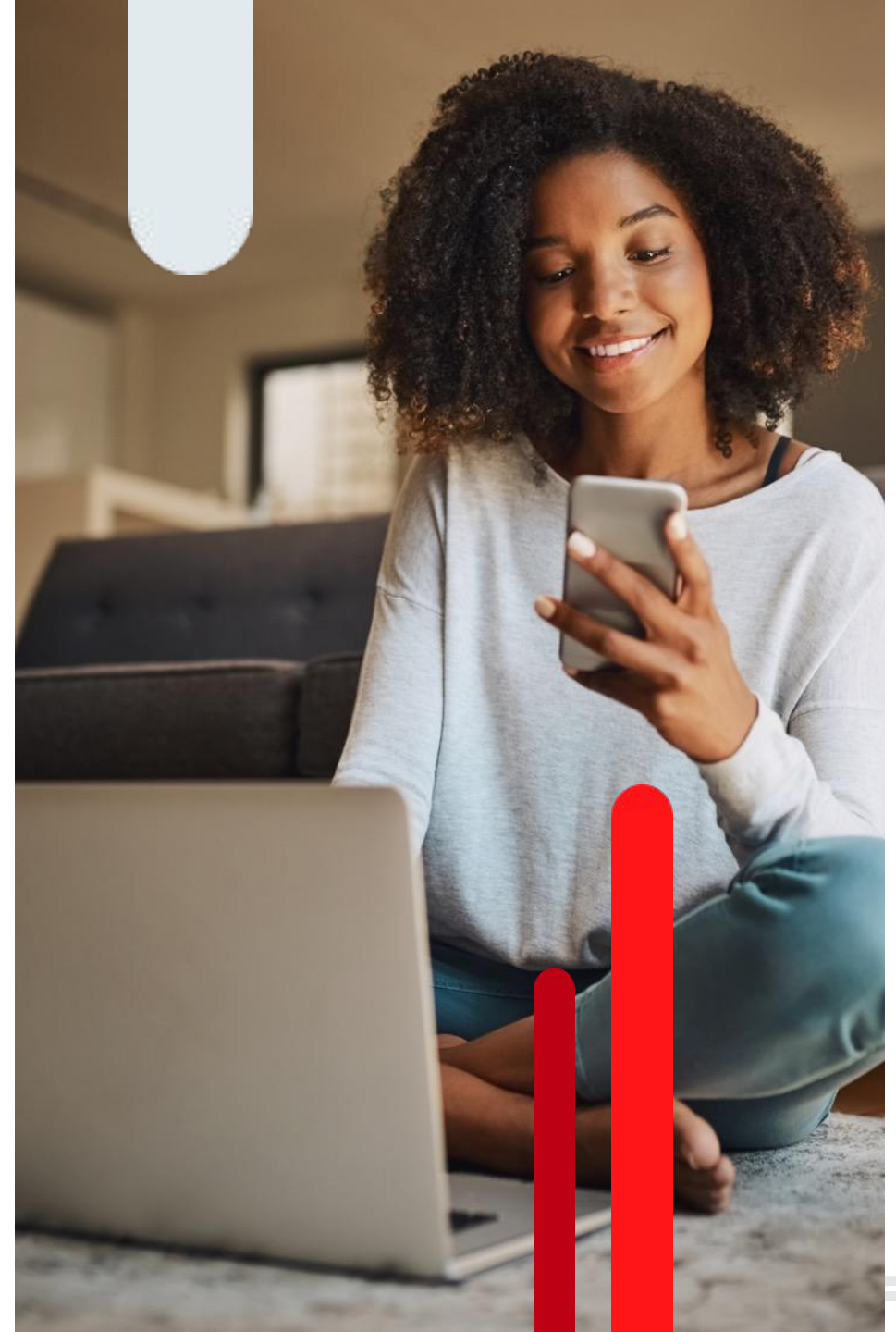
June 2025

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 Spring 2025 results for both Canada's anglophone population that live with disabilities and the overall anglophone population. In this survey, respondents are considered to be anglophones if English is the most spoken official language in their households.



Methodology

Spring 2025



High quality web survey, in field between March 13 and April 19, 2025.



The total sample includes 2,734 anglophones aged 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:

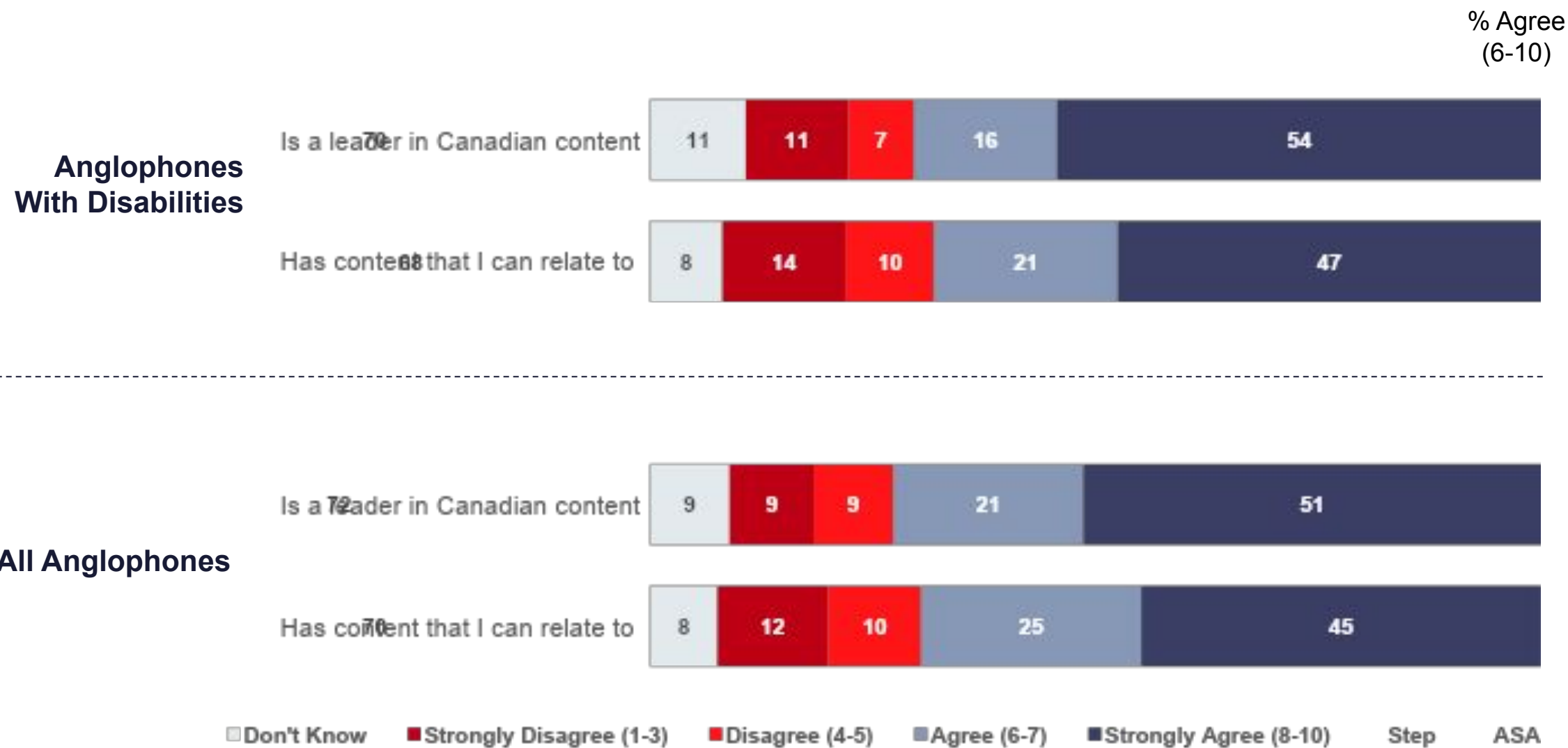
Group	Sample	Note
Indigenous Peoples	261	Includes oversample
OLMCs (living in Quebec)	727	Includes oversample
North (Northwest Territories, Nunavut and Yukon)	258	Includes oversample
Racialized anglophones	584	Includes oversample for Black anglophones
Anglophones with disabilities	428	Representative samples naturally captured in the sample
Anglophones who identify as 2SLGBTQI+	249	



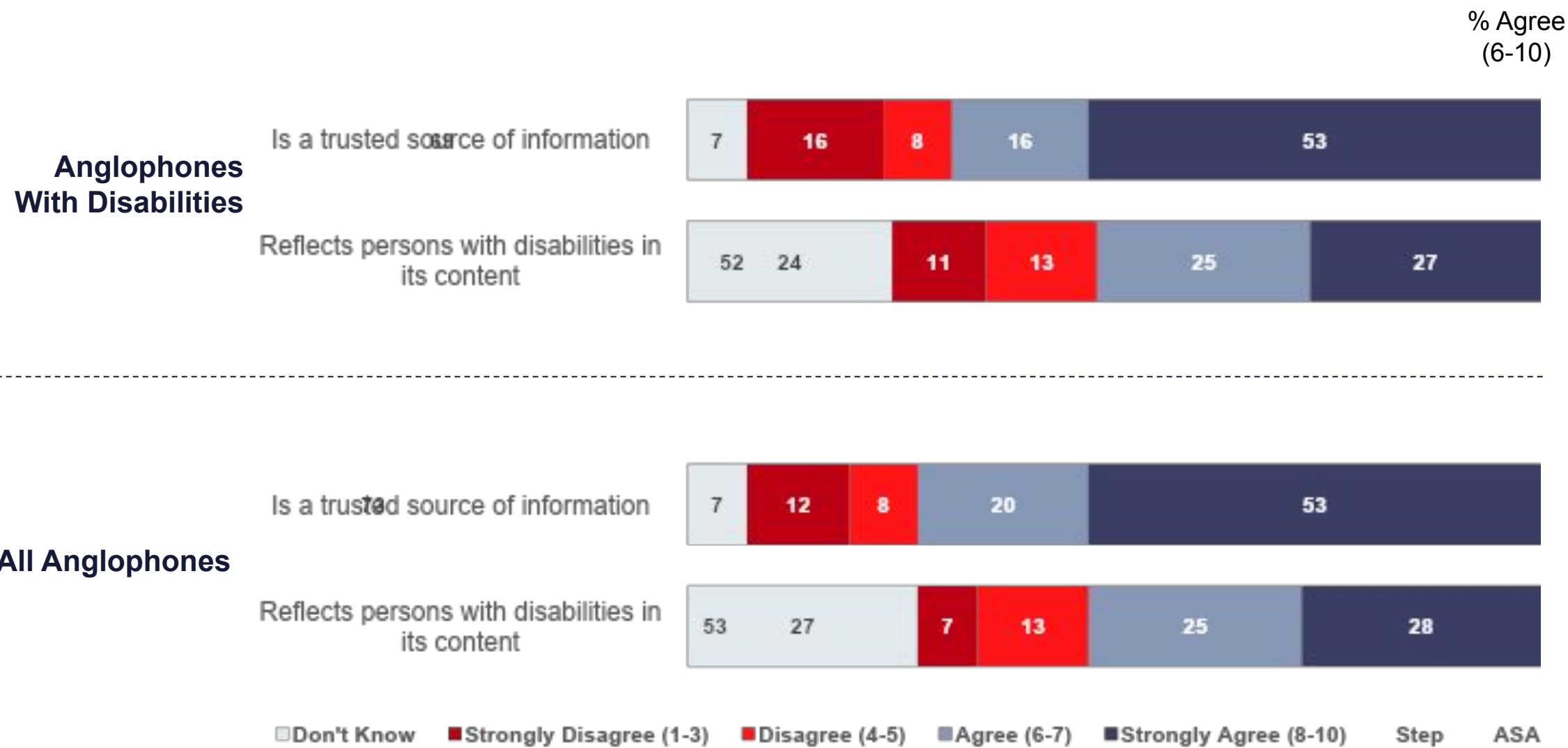
Using the Statistics Canada 2021 Census, results were weighted according to gender, age, region and language.

High Quality and Distinctive Canadian Content: CBC...

Anglophones | Spring 2025 | %

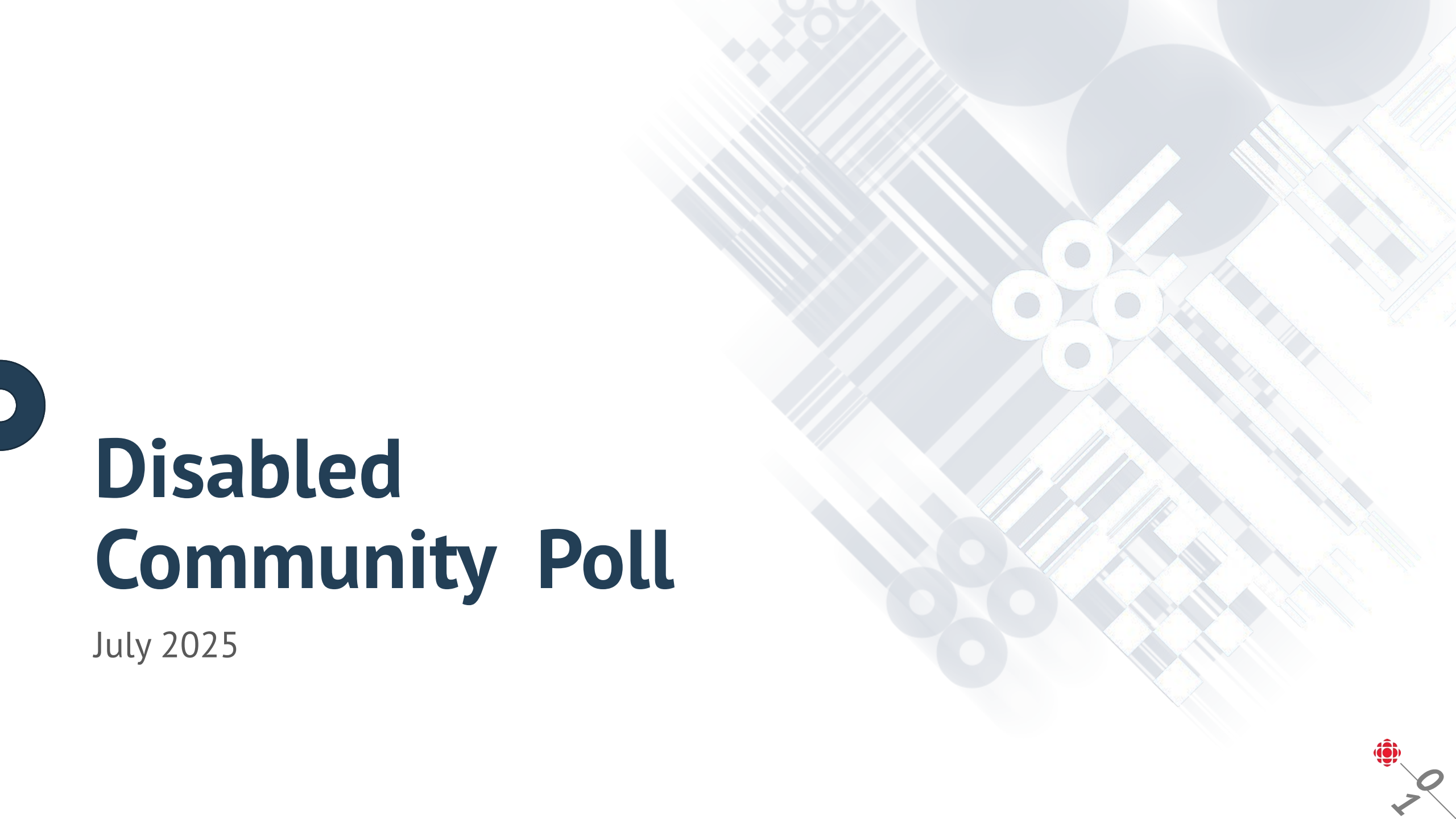


Anglophones | Spring 2025 | %





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



Disabled Community Poll

July 2025

Key findings

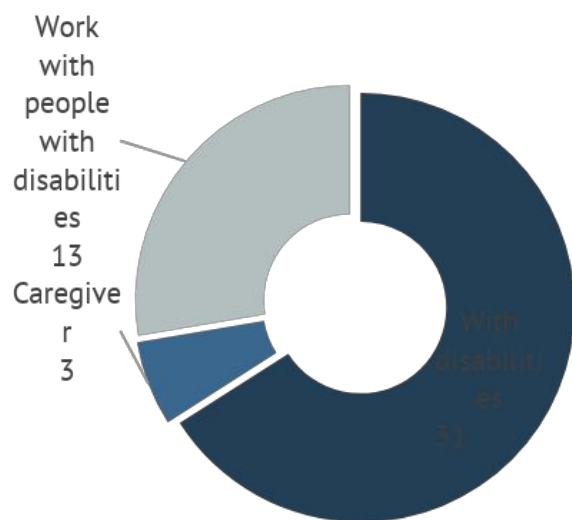
- Majority of respondents accessed CBC/Radio-Canada content in the past month, but only a minority feel it meets the needs of Canadians with disabilities.
- Respondents value CBC, yet few believe it delivers quality programming for disabled audiences.
- Authentic representation praised in shows like *Push* and *You're My Hero*, but many couldn't name any program that represents them well.
- Strong call for normalization of disability in media and incidental disabled characters.
- Deaf community cited as significantly underrepresented; increased ASL and Deaf-led content requested.
- Overwhelming support for showcasing work by disabled creators, though current media representation is seen as lacking.
- Respondents find it difficult to discover disability-related content on CBC platforms; improvements to search, tagging, and promotion are needed.
- Suggestions emphasized hiring people with disabilities, expanding content diversity, and enhancing accessibility features.



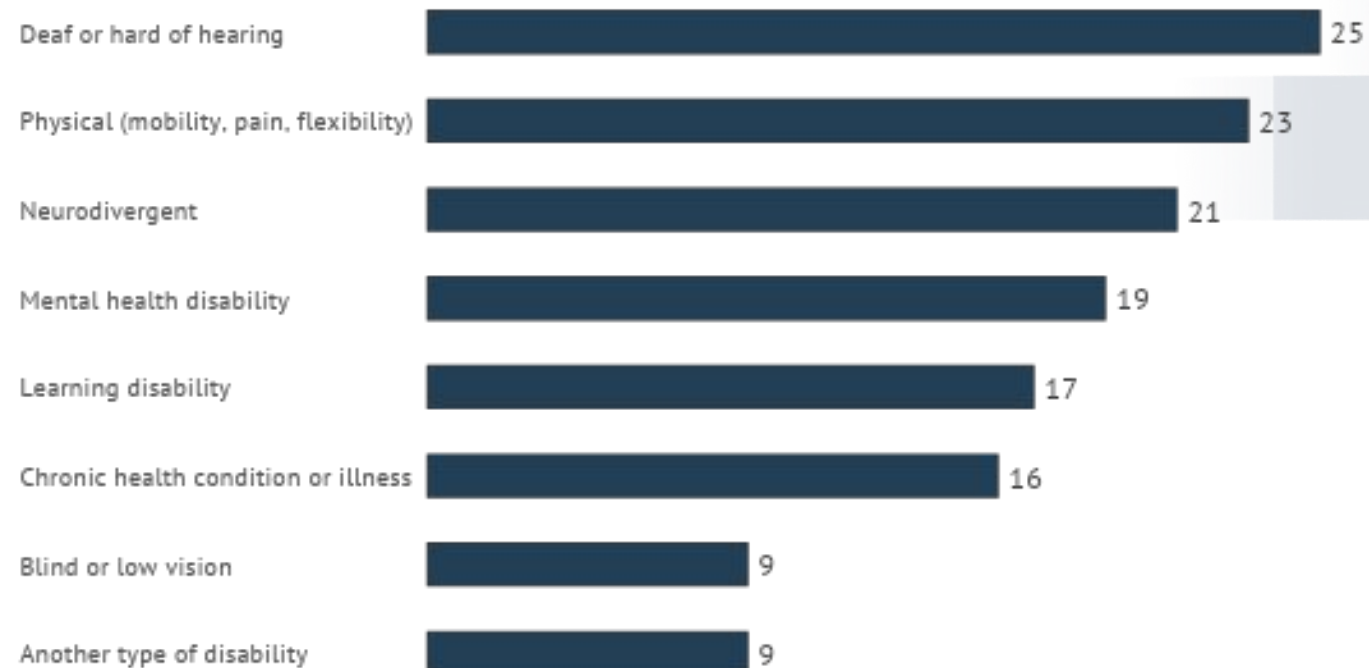
Sample

- 47 respondents
- 31 of 47 respondents identify as having disabilities; 13 work with people with disabilities.
- Most common disabilities: hearing (25), physical (23), neurodivergence (21).

Respondents profile



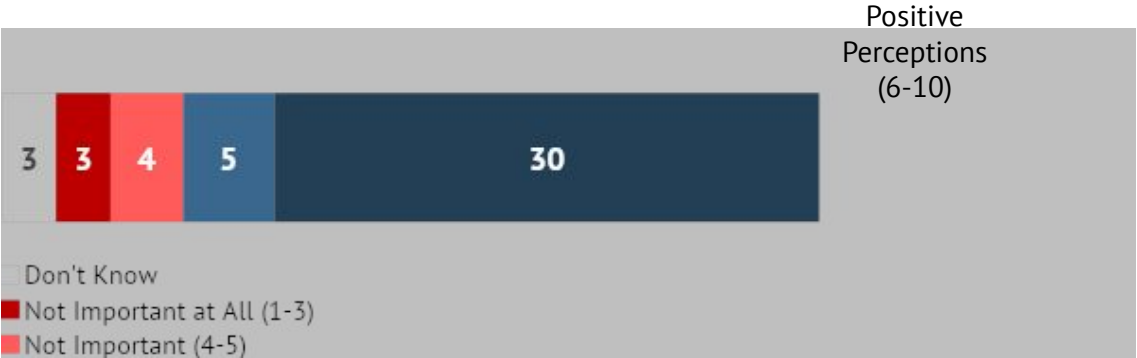
Type of Disability



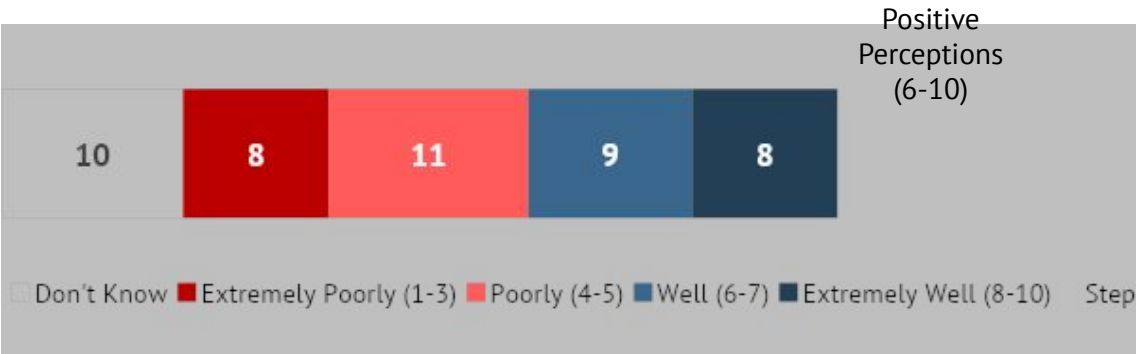
While 35 of 45 respondents say CBC is important to them, only 17 of 46 believe it delivers quality programming for Canadians with disabilities.

- The vast majority (40 out of 44) accessed CBC/Radio-Canada content in the past month

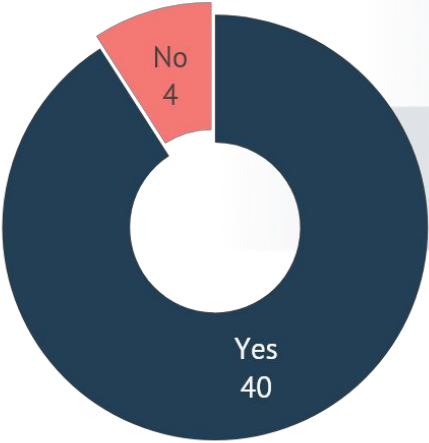
How important is CBC to you?



How do you think we are doing in living up to the goal of providing quality programming for people living with a disability in Canada?



Have you accessed CBC/Radio-Canada content on any platform in the past month?



Are there specific shows or programs (radio, news, kids, entertainment) where you feel that we have done a good job at representing you as a person living with a disability in Canada?

- ❑ **Pockets of Praise:** Shows like "**Push**" and "**You're My Hero**" were recognized for their authentic and positive portrayals of people with disabilities.
- ❑ **Authenticity is Key:** Strong desire for realistic representation and a **move away from "inspiration porn"** narratives that portray individuals as heroic for simply living their lives.
- ❑ **"Nothing to Report":** **12 out of 24 respondents could not name a single program** that represented them well, indicating that current efforts are not memorable for a large portion of the audience.
- ❑ **Call for "Incidental" Characters:** Viewers **want to see more people with disabilities in roles where their disability is not the central plot point**, normalizing their presence in media.
- ❑ **Deaf Community Underrepresented:** Specific feedback highlighted a major gap in representation for the Deaf community, **calling for more content with Deaf actors in lead roles and greater use of sign language.**

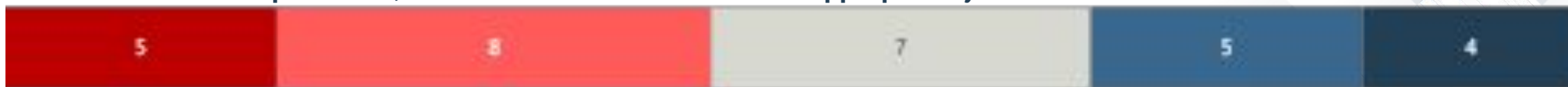
Almost all respondents (34 out of 36) agree that it is important for CBC to highlight the work of disabled producers, artists and creators.

How important is it for CBC to highlight the work of disabled producers, artists and creators?



Most respondents believe that the work of disabled producers, artists, and creators in Canada is not adequately represented in CBC's entertainment content or Canadian media overall.

The work of disabled producers, artists and creators in Canada is appropriately reflected in CBC's entertainment content.



Overall, media in Canada appropriately reflects the work of disabled producers, artists and creators.



Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree Column1

Strongly
Agree +
Agree

18 out of 35 respondents agree that CBC's news content does a good job of covering the issues and events that matter to them.

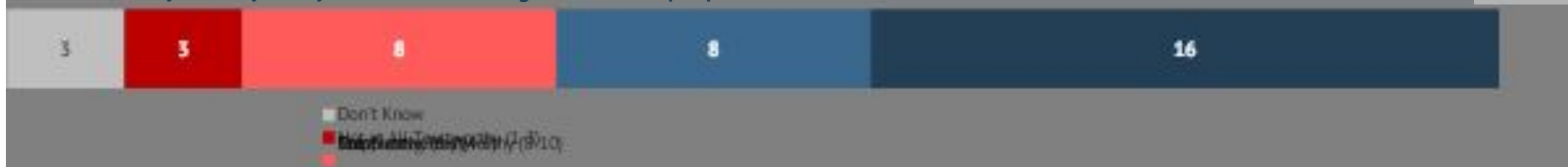
- The majority (24 out of 38) say that CBC's news coverage of disabled people, communities and issues is trustworthy.

CBC's news content does a good job of covering the issues and events that matter to me.



Strongly Agree + Agree

How trustworthy would you say CBC's news coverage of disabled people, communities and issues?



Trustworthy + Completely Trustworthy

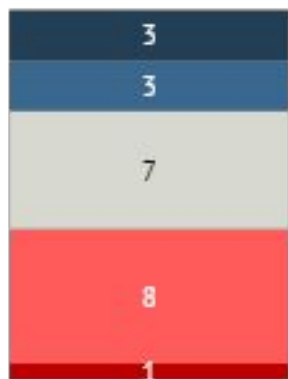
6 out of 22 respondents agree that CBC's kids programming has relevant content for children living with disabilities.

- 7 out of 34 say that it is easy to find content featuring disabled people and their stories on all of the CBC platforms and services they like to use.

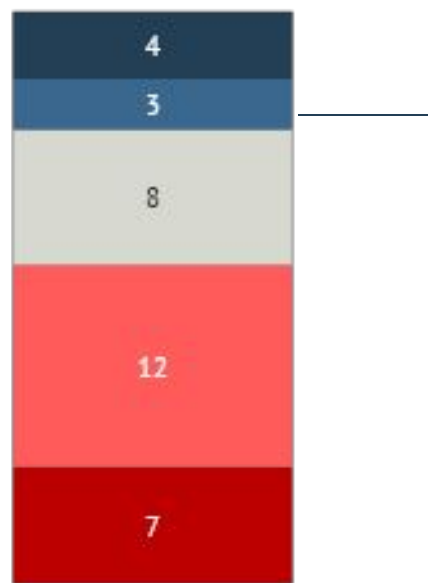
CBC's kids programming has relevant content for children living with disabilities.

Strongly Agree + Agree

■ Strongly disagree
■ Disagree
■ Neither agree nor disagree
■ Agree
■ Strongly agree
Column1



It's easy to find content featuring disabled people and their stories on all of the CBC platforms and services I like to use.



For those who disagreed that it's easy to find content featuring disabled people and their stories on CBC platforms they use: What could CBC do to make this content more discoverable?

- **Centralize Content:** Create a dedicated "Disability" hub or category on CBC Gem and cbc.ca to house all related programming and stories in one easy-to-find place.
- **Improve Search & Tagging:** Enhance search functionality with specific tags like "disability," "accessibility," and "ASL." Allow users to filter content to more easily find what they are looking for.
- **Promote and Highlight:** Actively feature disability-related content on the main homepages of CBC's digital platforms (Gem and cbc.ca) and through on-air promotion.
- **Leverage Social Media:** Use social media channels to increase awareness and drive traffic to disability-focused content.

What do you think CBC could do to improve its programming by, for and about disabled communities and individuals?

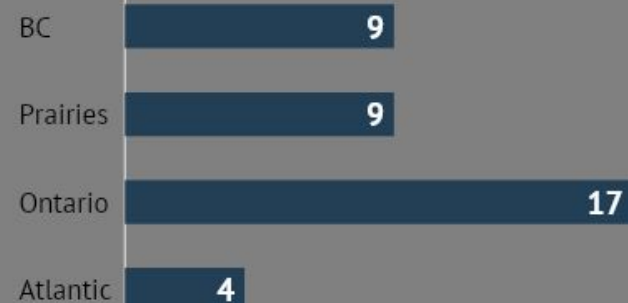
- ❑ **"Nothing About Us, Without Us":** The most common suggestion is to actively hire and consult with people with disabilities for all roles—including writers, actors, producers, and crew—to ensure authentic storytelling.
- ❑ **Normalize, Don't Sensationalize:** Shift focus from stories about "overcoming" disability. Instead, feature people with disabilities as part of everyday life and include them as incidental characters across all genres.
- ❑ **Increase Volume and Variety:** Go beyond a few specific shows or designated awareness months by producing a continuous stream of content that showcases a wider range of disabilities and experiences.
- ❑ **Enhance Accessibility:** Improve and expand the availability of features like ASL interpretation (especially for the Deaf community), Described Video (DV), and accurate captioning across all platforms.

Demographics

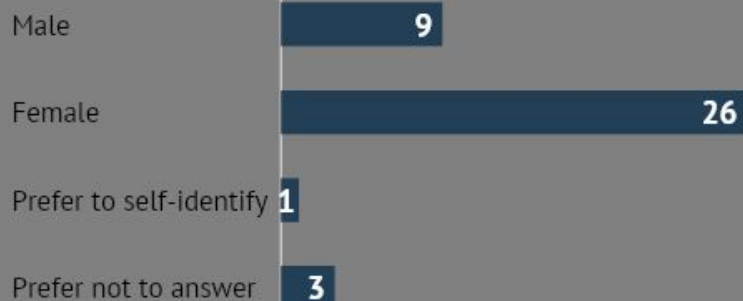
Age



Region



Gender



Language most spoken at home

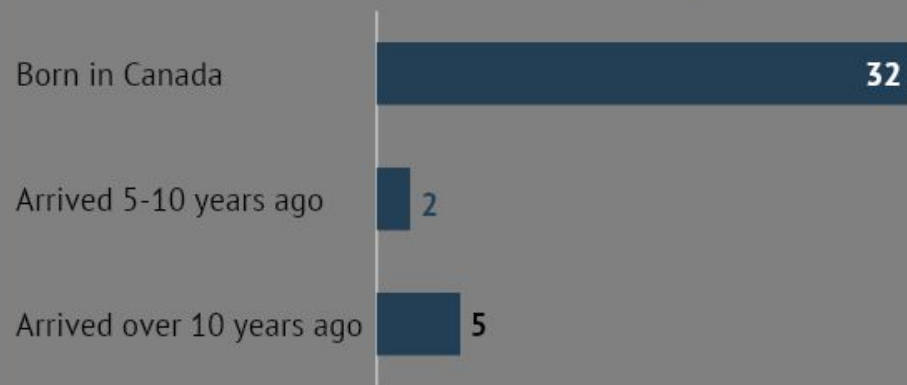


Note: Due to question skips, the number of respondents is not consistent across survey questions

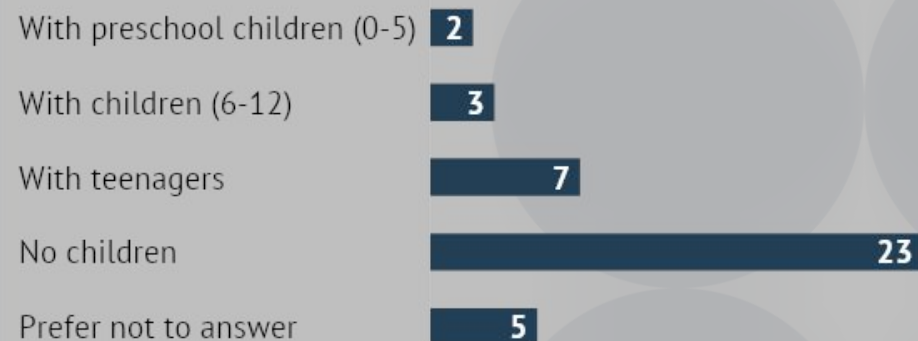


Demographics

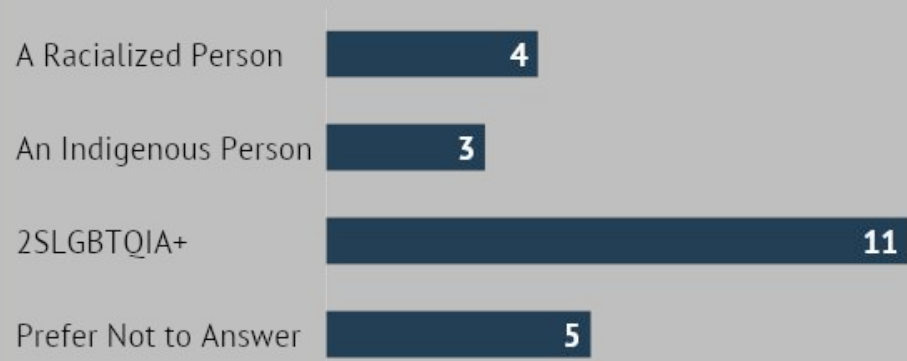
Canadian-born and immigrants



Living with children



Equity Deserving Groups



Note: Due to question skips, the number of respondents is not consistent across survey questions



Appendix C - 2SLGBTQIA+

- Final Invitation List 2SLGBTQIA+ 2025
- Confirmed Participants 2SLGBTQIA+ 2025
- The Mandate and Vision Perception Survey (MVPS) Report: Anglophones' Perceptions Towards CBC | 2SLGBTQIA+ | Fall 2024

Region	Organization Name	Website
Ontario	Advocacy 4 Kindness	https://pillarnonprofit.ca/content/organization/43468
Edmonton	CULTURE	https://aspecc.ca/
Alberta	Affirming connections	https://affirmingconnections.com/
Montreal	AGIR (Action LGBTQI+ avec les Immigrant.e.s et les réfugié.e.s)	https://agirmontreal.org/en/home/
British Columbia	Alberni Valley Pride Society	
Quebec	Alliance Arc-en-ciel de Québec	https://arcencielquebec.ca/
Montreal	Archives gaies du Québec	https://agq.qc.ca/en/home/
Toronto	Bi+ Arts Festival	
Toronto	Black Gay Men's Network Ontario	https://bgmn.ca/
Calgary	Black Pride YYC	https://www.blackprideyyc.org/
Toronto	Black Queer Youth Collective	https://www.blackqueeryouthcollective.org/our-mission
Calgary	Calgary Queer Arts Society	https://www.calgaryqueerartsociety.com/
Montreal	Canadian Association of Education and Outreach (CAEO Québec)	https://caeoquebec.org/
Ontario	CANVAS Arts Action Programs	https://www.canvasprograms.com/
Ottawa	Capital Rainbow Refuge	https://capitalrainbow.ca/
Montreal	Centre communautaire LGBTQ+ de Montréal	https://ccglm.org/en/
Montreal	Centre for Gender Advocacy	https://genderadvocacy.org/
Ontario	Centre33	https://www.kanatacentre33.com/
British Columbia	Chilliwack Gender Support Network	https://chilliwackyhq.com/about/
Saint-Johns	Chroma: Pride, Inclusion, Equality Inc.	https://chromanb.ca/
Montreal	Earthbound Futures	https://www.earthboundfutures.com/
Halifax	East Coast Rainbow Softball Assoc.	https://ecrsa.ca/
Edmonton	Edmonton 2 Spirit Society	https://e2s.ca/
Halifax	Elderberries Social Group (Nova Scotia Rainbow Action Project)	https://nsrap.ca/community/elderberries
Toronto	Elevate Equity	https://www.elevateequity.ca/
Montreal	FEMTL	https://femtl.ca/about
Ontario	Fierté Simcoe Pride	https://www.simcoepride.com/
Newfoundland and Labra	Fogo Island Pride	https://fogoislandpride.org/index.html#/
Vancouver	Four Feathers Society	https://fourfeathers.net/
Toronto	Friends of Ruby	https://www.friendsofruby.ca/
Montreal	Gay and Grey Montréal	https://gayandgreymontreal.com/
Prince Edward Island	Gender Affirming Care PEI	https://www.gacpei.ca/home
Ottawa	Gender and Sexuality Resource Centre	https://www.cusaonline.ca/service-centres/gsrc/
Hamilton	Hamilton Trans Health Coalition	https://hamiltontranshealth.ca/
British Columbia	HIM - Health Initiative for Men	https://checkhimout.ca/
NATIONAL	It Gets Better Canada	https://itgetsbettercanada.org/about/
Ottawa	JusticeTrans	https://justicetrans.org/?en
Toronto	LGBT Youthline	https://www.youthline.ca/
British Columbia	Love Intersections (Queer Art Collective)	https://loveintersections.com/
Manitoba	Manitoba 2SLGBTQIA+ Student Action Coalition	
Ottawa	MAX Ottawa	https://maxottawa.ca/
Yellowknife	Northern Mosaic Network	https://www.northernmosaic.net/
Toronto	OCASI (Ontario Council of Agencies Serving Immigrants) Positive Spaces	https://positivespaces.ca/
St John's	Odds & Ends Curling	https://www.oddsandendscurling.ca/locations/
Ontario	Ontario Digital Literacy and Access Network	https://odlan.ca/
British Columbia	Out on Screen	https://outonscreen.com/
Ontario	Out on the Shelf	https://www.outontheshelf.com/
Winnipeg	Out There Winnipeg	https://www.outtherewinnipeg.ca/contact
Ontario	OutLoud North Bay	https://outloudnorthbay.com/
Niagara	OUTniagara	https://outniagara.org/
Alberta	OUTreach Southern Alberta Society	https://www.outreachsa.org/
Saskatoon	OUTSaskatoon	https://www.outsaskatoon.ca/
Charlottetown	PEERS Alliance	
NATIONAL	PFLAG	https://pflagcanada.ca/
Toronto	Pink Turf Soccer League	https://www.pinkturfssoccer.com/
Vancouver	Pinoy Pride Vancouver	
Nunavut	Positive Space Nunavut	https://www.positivespacenu.ca/
Saskatoon	Prairie Lily Curling League	https://www.prairielifycurling.com/
Charlottetown	Pride PEI Inc.	https://www.pridepei.ca/
Ontario	Project Agape	https://www.project-agape.org/
Montreal	Projet 10	
Ontario	Proud Rainbow Voices: 2SLGBTQ+ Educators Network	https://proudrainbowvoices.wordpress.com/#:~:text=Welco me%20to%20Proud%20Rainbow%20Voices&text=This%20network%20is%20open%20to,in%2010%20identify%20as%202SLGBTQ%2B.
British Columbia	QMUNITY	https://qmunity.ca/
New Brunswick	QT Fatties	
Mississauga	QTBIPOC sauga	https://qtbipocsauga.ca/
St John's	Quadrangle Community Centre Inc.	https://www.thequadnl.com/our-board
Edmonton	Queer and Trans Health Collective	https://ourhealthyeg.ca/
Halifax	Queer Arabs of Halifax	

Ontario	Queer Events	https://www.queerevents.ca/
Ontario	Queer Intersections	https://www.qxcanda.org/
Montreal	Queer McGill	
Toronto	Queer Muslim Network	https://www.queermuslimnetwork.com/
Yukon	Queer Yukon	https://www.queeryukon.com/
Montreal	QueerTech	https://queertech.org/
Ontario	Rainbow Collective of Thunder Bay	https://www.rainbowcollectiveofthunderbay.com/
Ontario	Rainbow Optimist Club	https://www.rainbowoptimistclub.com/
NATIONAL	Rainbow Railroad	https://www.rainbowrailroad.org/
Winnipeg	Rainbow Resource Centre	https://rainbowresourcecentre.org/
Edmonton	Rarica Now	https://www.raricanow.ca/
Ontario	Reelout Arts Project Inc.	https://www.reelout.com/
Ottawa	Saefty Ottawa	https://www.saeftyottawa.ca/
Niagara	Senior Pride Network of Niagara	https://spnn.ca/
Vancouver	Sher Vancouver	SHER VANCOUVER
Nova Scotia	Society of Queer Momentum	https://www.momentumcanada.net/
British Columbia	South Okanagan Similkameen Pride Society	https://www.sospide.ca/
Ontario	Spectrum WR	https://ourspectrum.com/
Hamilton	Speqtrum Hamilton	https://www.speqtrum.ca/
Quebec	Sphère- Santé sexuelle globale	https://www.spheressg.org/
Ontario	Stratford Perth Pride	https://stratfordperthpride.com/
Ontario	TG Innerselves / Sudbury Action Centre for Youth	http://www.tginnerselves.com/index.html
Toronto	The 519	https://www.the519.org/
Alberta	The AltView Foundation for Gender Variant and Sexual Minorities	https://www.altview.ca/
NATIONAL	The ArQuives	https://arquives.ca/
Ottawa	The Outreach Social Care Foundation	
Edmonton	The Pride Centre of Edmonton	https://pridecentreofedmonton.ca/
NATIONAL	The Q (Queer artist collective)	https://curatedbyq.com/connect/
Ottawa	The Ten Oaks Project	https://www.tenoaksproject.org/
Toronto	Toronto Bi+ Network	https://www.torontobinet.org/
Toronto	Toronto PFLAG	https://www.torontopflag.org/
Saskatchewan	Trans Sask Support Services	https://www.transsask.ca/
St John's	Trans Support Newfoundland	https://tsnl.org/
Ontario	Trans Wellness Ontario	https://www.transwellness.ca/
Ontario	TransActivistProject.org	
Regina	UR Pride Centre for Sexuality & Gender Diversity	urpride.ca
Vancouver	Vancouver Pride Society	https://www.vancouverpride.ca/
	Wabanaki 2 Spirit Alliance	https://w2sa.ca/
Ontario	Welcome Friend Association	https://www.welcomefriend.ca/
Quebec	West Island LGBTQ2+ Centre	http://www.lgbtq2centre.com/
Ontario	Why We March LGBT	https://www.whywemarch.lgbt/
Toronto	Wildseed Centre for Art & Activism	https://www.wildseedcentre.com/about/

Confirmed Participants For CBC Community Consultations with 2SLGBTQIA+ People Living in Canada		
Friday, February 7th, 10 am - 12 pm est	Organization I'm affiliated with	Region
Attended	South Okanagan Similkameen Pride	Western
Attended	OUTniagara	Ontario
Attended	Toronto Bi+ Network	Ontario
Attended	Sher Vancouver	Western
Attended	trans wellness ontario	Ontario
Attended	Canvas Programs	Ontario
	Ten Oaks Project as Board Member and parent and other organizations	Ontario
Attended	Black Queer Youth Collective	Ontario
Attended	Spectrum Waterloo Region	Ontario
Attended	Fierte Fredericton Pride	Atlantic
Monday, February 10th, 2 pm - 4 pm est	Organization I'm affiliated with	Region
Attended	Canvas Arts Action Programs	Ontario
Attended	Spectrum Waterloo Region	Ontario
Attended	Rainbow Resource Centre	Western
Attended	Rainbow Resource Centre	Western
Attended	Rainbow Resource Centre	Western
Attended	Queer Muslim Network	Ontario
Attended	Queer Muslim Network	Ontario
Attended	Manitoba 2SLGBTQIA+ Student Action Coalition	Western
Attended	Spectrum Waterloo Region	Ontario
Attended	Conseil québécois LGBT	Quebec
Attended	Manitoba 2SLGBTQIA+ Student Action Coalition	Western
Attended	Quebec lesbian network	Quebec
Thursday, February 13th, 4 pm - 6 pm est	Organization I'm affiliated with	Region
Attended	The ArQuives	Ontario
Attended	Affirming Connections	Western
Attended	Queer and Trans Health Collective	Western
Attended	pflag Canada	National
Attended	Pflag	National
Attended	Out There Winnipeg	Western
Attended	Trans Wellness Ontario	Ontario
Attended	Manitoba 2SLGBTQIA+ Student Action Coalition	Western
Attended	JusticeTrans	Ontario
Monday, February 17th, 12 pm - 2 pm est	Organization I'm affiliated with	Region
Attended	Trans Support NL (and many others)	Atlantic
Attended	Ten Oaks Project	Ontario
Attended	pflag Canada	National
Attended	Why We March	Ontario
Attended	LGBT+ Family Coalition	Quebec
Attended	OUTreach Southern AB Society	Western
Attended	Queer Intersections	Ontario
Attended	Queer Heritage Initiative of New Brunswick	Atlantic
Attended	Senior Pride Network Niagara	Ontario
Total Attendees from Atlantic Canada		3
Total Attendees from Quebec		3
Total Attendees from Ontario		19
Total Attendees from Western Canada		12
Total Attendees from National Canada		3
Final Total # Attended		40



The Mandate and Vision Perception Survey (MVPS) Report

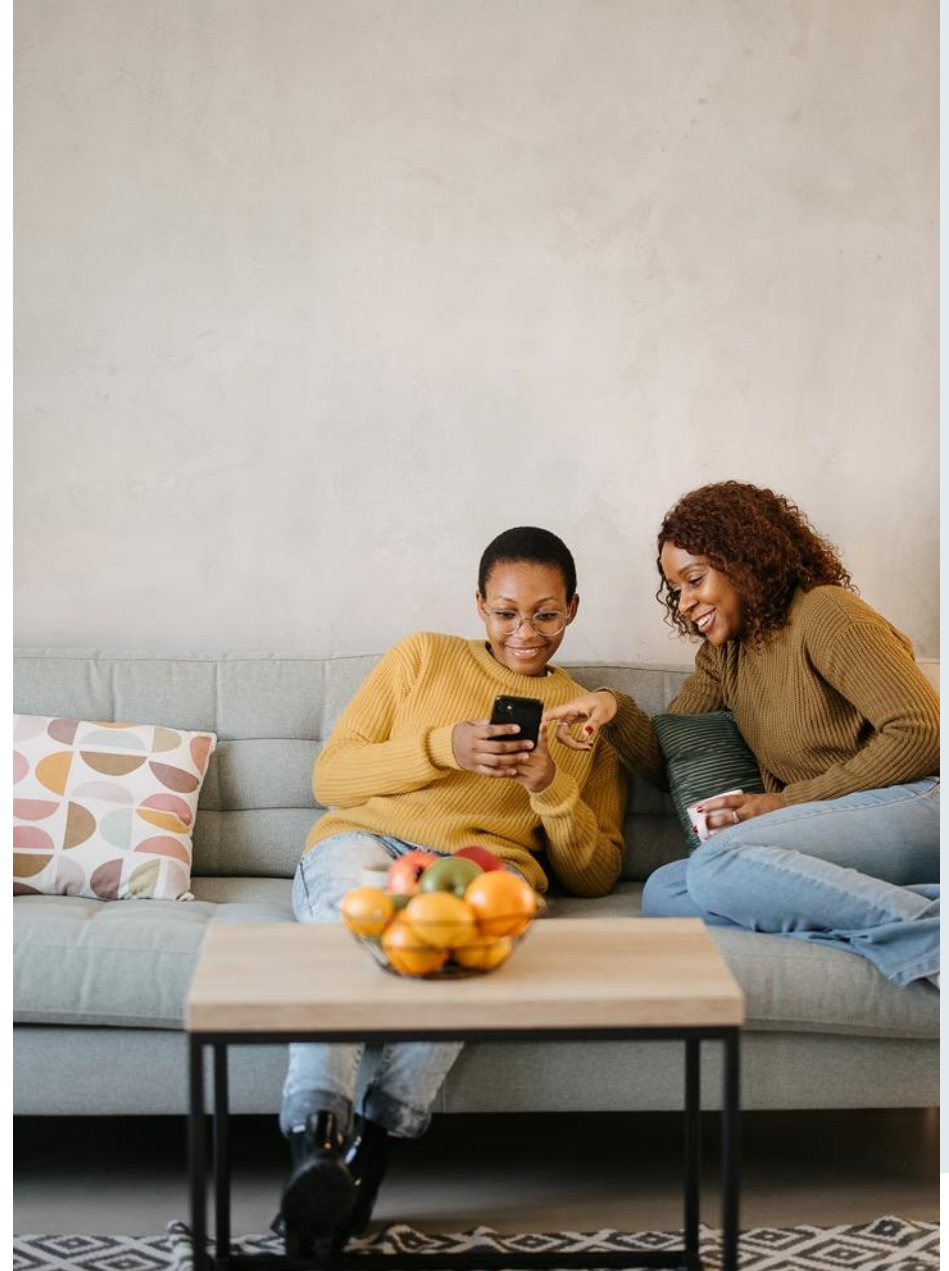
Anglophones' Perceptions Towards CBC | 2SLGBTQIA+ | Fall 2024

February 2025

Introduction

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 2024 results for both Canada's anglophone 2SLGBTQIA+ population and the overall anglophone population. In this survey, respondents are considered to be anglophones if English is the most spoken official language in their households.



Methodology

Fall 2024



High quality web survey, in field between October 15 and November 15, 2024 (Fall 2024).



The total sample includes 5,447 anglophones aged 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	221	Includes oversample
OLMCs (living in Quebec)	728	Includes oversample
North (Northwest Territories, Nunavut and Yukon)	200	Includes oversample
Racialized anglophones	597	Includes oversample for Black anglophones
Anglophones with disabilities	425	Representative samples naturally captured in the sample
Anglophones who identify as 2SLGBTQIA+	244	



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

Indicators* included in this report

Fall 2024

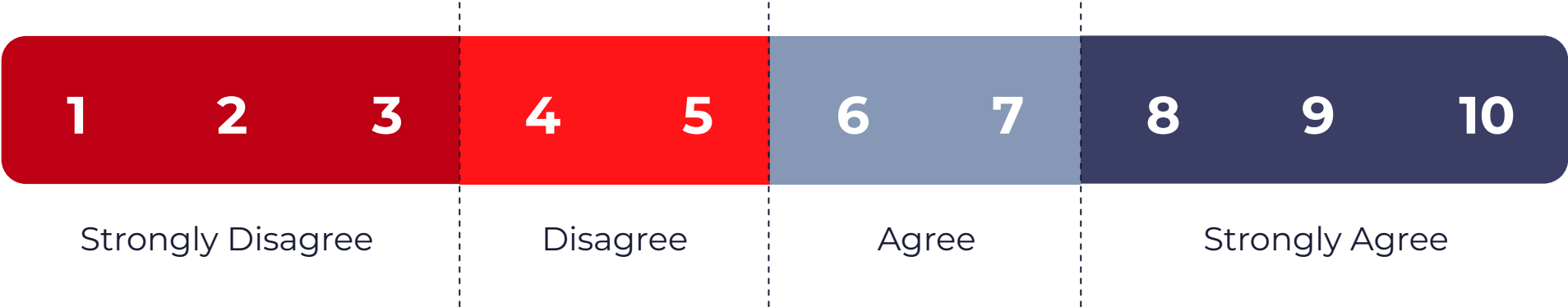
Theme	Indicator
High Quality and Distinctive Canadian Content	Is a leader in Canadian content
	Supports and promotes new and emerging talents
	Makes Canadian content easily discoverable on its services
	Has content that I can relate to
News & Information Content	Is a trusted source of information
	Is 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 2SLGBTQIA+
	Reflects persons with disabilities
	Reflects racialized persons

* Indicator wording may vary slightly from those listed in the Conditions of Service 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).



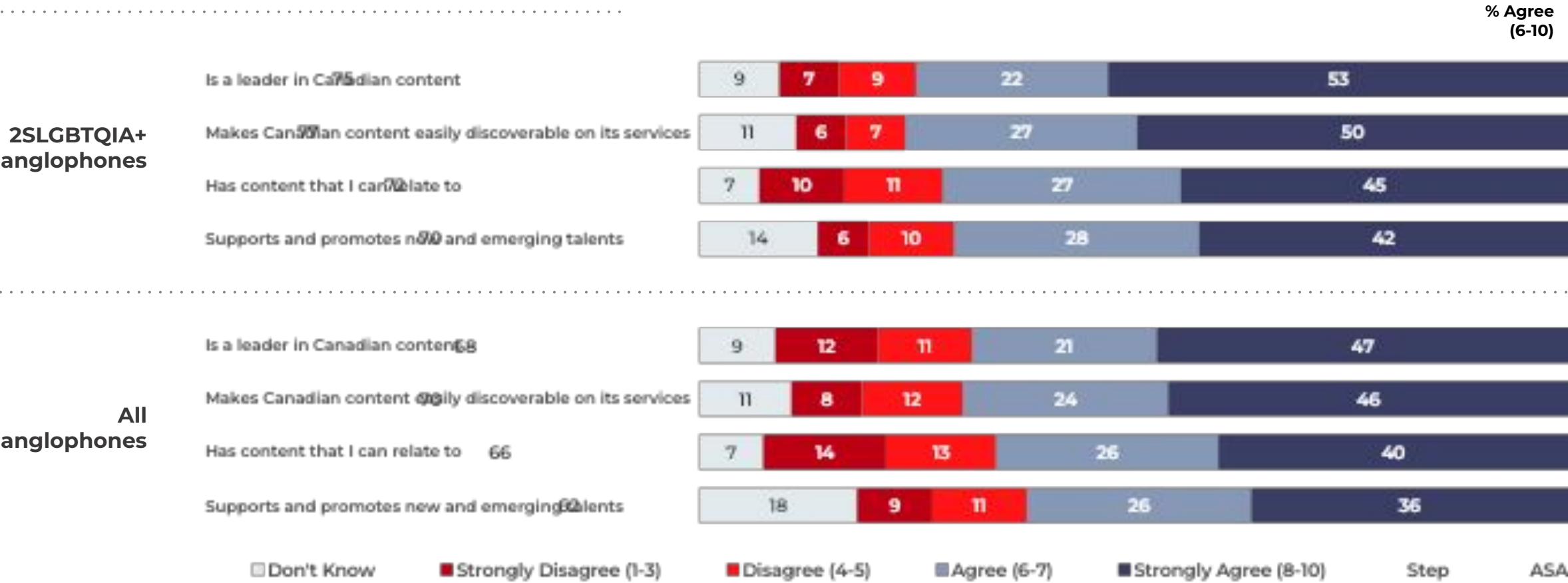
Note: a “Don’t Know” response option was also available.

Anglophones acknowledge CBC's work in creating, supporting and promoting Canadian content.

2SLGBTQIA+ anglophones are much more likely to view CBC's content positively, with over 70% stating that CBC provides content they can relate to.

High Quality and Distinctive Canadian Content: CBC...

Anglophones | Fall 2024 | %

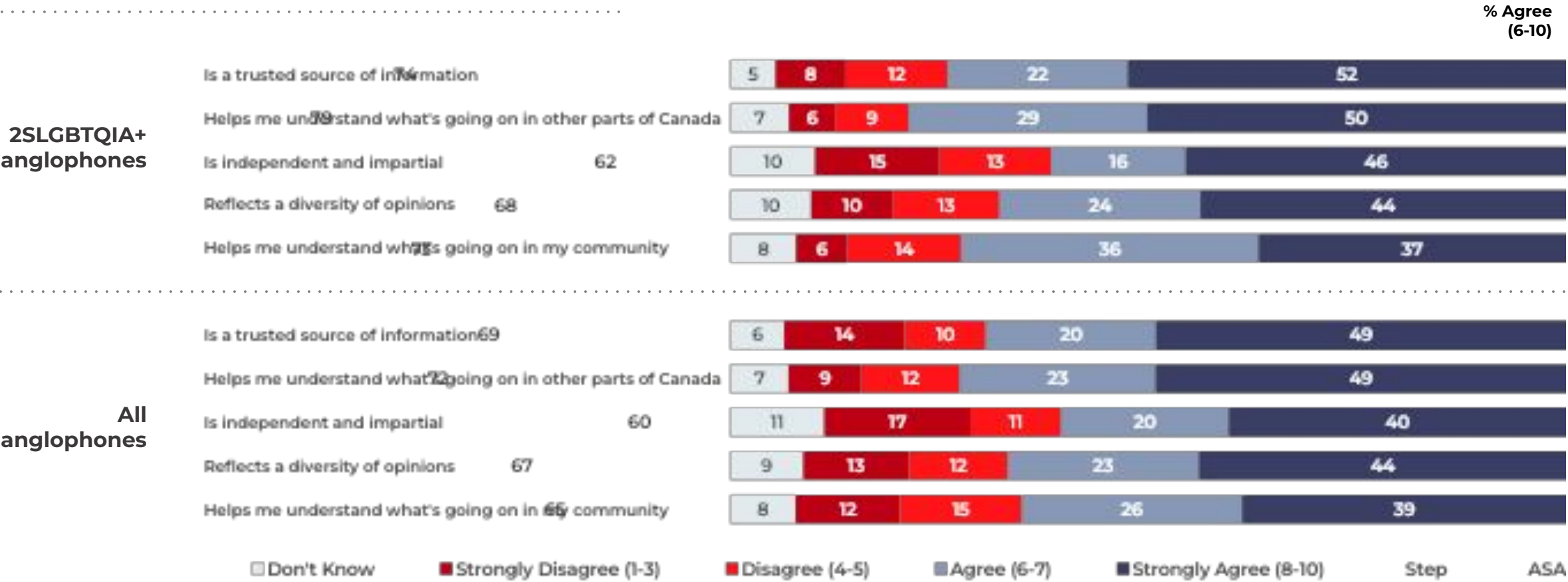


Anglophones think highly of our news content.

74% of 2SLGBTQIA+ anglophones say that CBC is a trusted source of information, which is 5 points higher than the anglophone average.

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

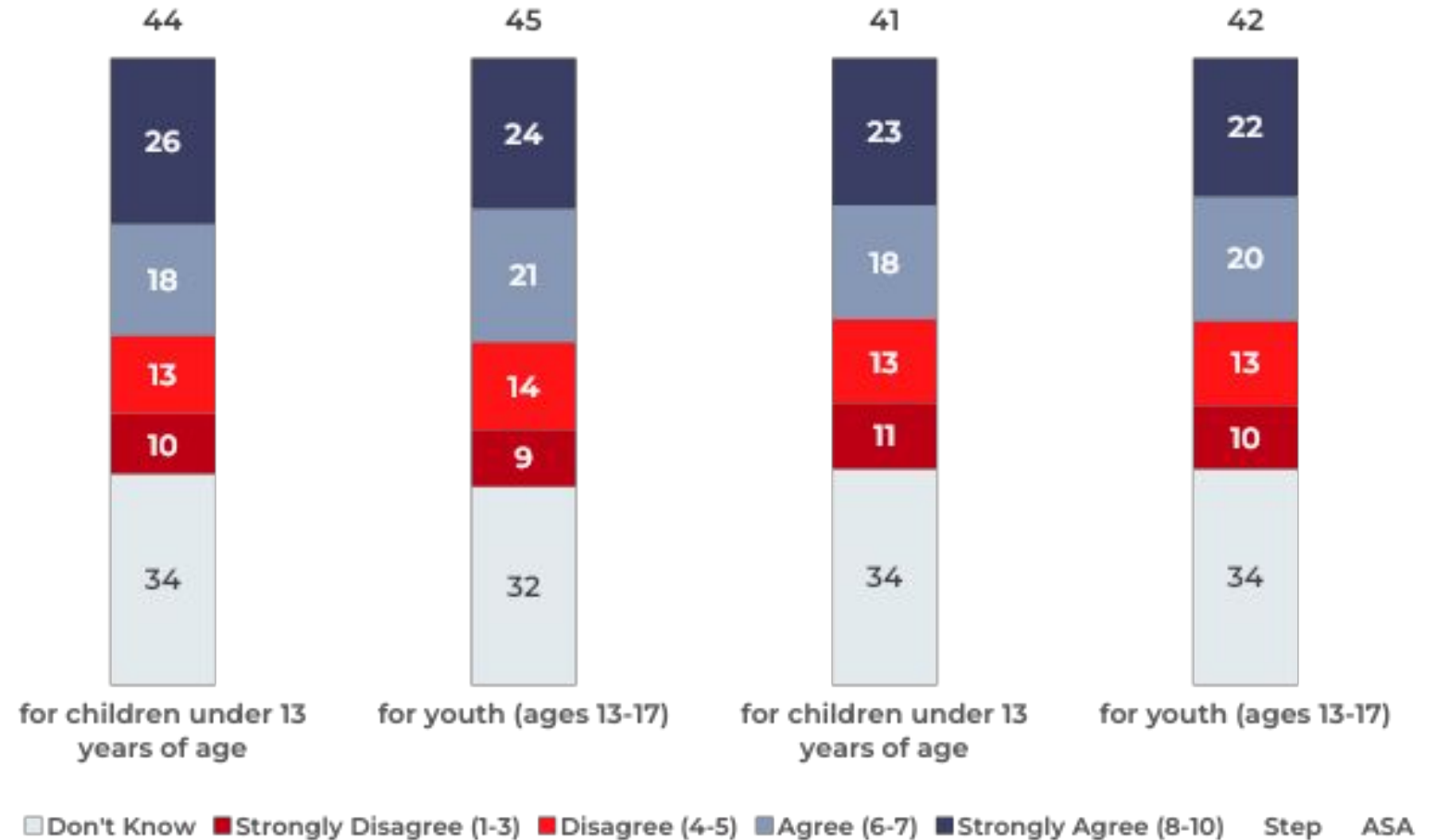
Anglophones | Fall 2024 | %



2SLGBTQIA+ anglophones are also significantly more positive about CBC's content offering for younger audiences.

**Engaging Young Audiences:
CBC offers relevant content...**

Fall 2024 | %

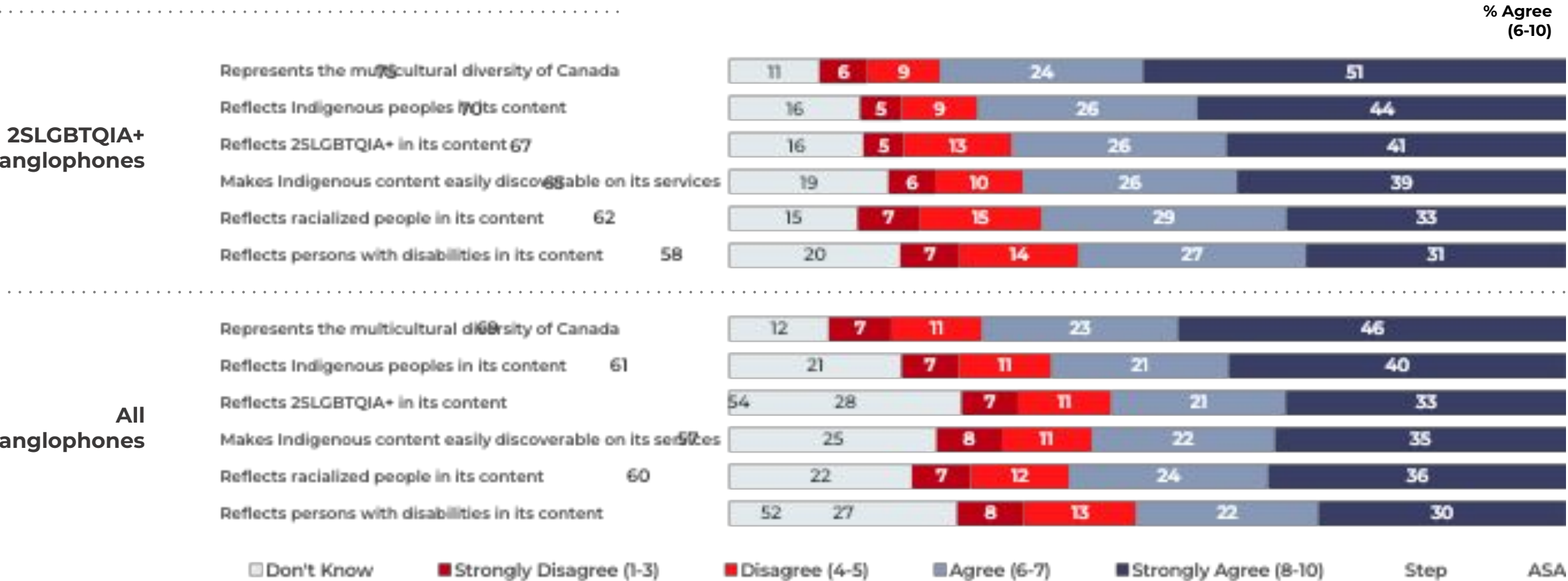


Reflecting contemporary Canada and its diversity is a strategic priority for CBC.

Three out of four 2SLGBTQIA+ anglophones agree that CBC represents the multicultural diversity of Canada. Additionally, 67% feel that CBC includes 2SLGBTQIA+ representation in its content, which is 13 points above the overall anglophone population.

Reflecting Diversity: CBC...

Anglophones | Fall 2024 | %





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

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