

2024-2027

EDIA STRATEGY IN-PERSON FORUMS



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

Welcome. We are excited to be here, connecting with each of you

[30 minutes]

During this time, as we settle in, we will be inviting you to participate in an activity as it feels comfortable to you. We'll be sharing our responses. Participation is optional.

Defining the Canada Media Fund's Equity, Diversity, Inclusion and Accessibility Pathway: Update and Community Listening In-Person Forums

Land Acknowledgment

The Canada Media Fund (CMF) would like to acknowledge that this strategy touches upon the lived experience, identity, and belonging of many creators and communities who live from coast to coast to coast in the territory that is today known as Canada. These lands and waters are the unceded and treaty territories of First Nations, Inuit, and Métis peoples. Throughout this work we have strived to recognize and address the voices of Indigenous peoples as distinct and sovereign.

Many of us who live in this territory today have come as settlers, immigrants, and newcomers in this generation and generations past. The Canada Media Fund acknowledges those who came here forcibly, particularly because of the transatlantic slave trade.

Finally, we acknowledge that we are located on land that has been the site of human creativity and storytelling for thousands of years. We are mindful of broken covenants, and we strive to make this right with the land and with each other.

**Getting
started.
Every end
is also a
beginning.**



Twice Colonized

INTRODUCTION: GROWTH AND INCLUSION AT THE CMF



AGENDA

- Acknowledging our journey [5 minutes]
- Highlighting CMF 2021-2023 Equity and Inclusion Strategy [10 minutes]
- Introducing CMF 2024-2027 Equity, Diversity, Inclusion, and Accessibility (EDIA) Strategy [20 minutes]
- Discussing first impressions [40 minutes]
- Thank you and wrap-up [5 minutes]



Elles

HIGHLIGHTING OUR 2021-2023 EQUITY AND INCLUSION STRATEGY



Lou et Sophie

CMF 2021-2023 Equity and Inclusion (EI) Strategy: Objectives

- **Increase** access to CMF programs and reduce barriers to inclusion in the new program model.
- **Inform** corporate decisions, strategy, consultation, and program design using an equity and inclusion lens to make long-term and deep structural changes.
- **Implement** approach to data collection and analysis to support evidence-based decision-making, explore alternatives to current mechanisms for determining and rewarding success, and to track progress.
- **Build** the competencies and composition of the CMF team needed to serve underrepresented communities.

CMF 2021-2023 EI Strategy: Highlights

- **Pilot Program for Racialized Communities (PPRC):** The CMF invested \$37.5M in PPRC over three years, supporting 293 projects by companies owned and controlled by Black and Racialized individuals. PPRC funding led to significant economic impact. Every dollar invested in the program generated \$5.23 toward production volume and contributed \$176.4M to Canada's GDP. 97 per cent of our survey respondents noted that PPRC funding had a positive impact on their project or company. In the 2024-2025 fiscal year, the Program for Racialized Communities (PRC) became a regular CMF program.
- **Sector Development Impact:** A total investment of \$9.7M over three years in Sector Development supported 135 projects, with 85 per cent focusing on Indigenous and Equity-Seeking Communities; the program also contributed to the creation of the Black Screen Office and the Disability Screen Office.

CMF 2021-2023 EI Strategy: Highlights cont'd

- **Narrative Positioning:** In 2023, the CMF published our Narrative Positioning policy, encouraging content creation that is both representative and accountable to all individuals and communities. CMF-funded projects with key storylines, main characters, or subject matter related to Indigenous and Equity-Seeking Communities should only be made by individuals who are well-positioned to tell the story, meaning (a) being a member of the applicable Indigenous or Equity-Seeking Community(ies) connected to the project; or (b) demonstrating comprehensive measures that have and will be undertaken to create the content responsibly, thoughtfully, and without harm.

CMF 2021-2023 EI Strategy: Highlights cont'd

- **Program Expansion:** The three years of EDI funding from the federal government in Budget 2021 resulted in a 23 per cent increase in projects through our Indigenous Program, and the development of 32 industry partnerships focused on Indigenous and Equity-Seeking Communities. Additional funding was also allocated to EDI-specific initiatives in the following Programs: Predevelopment, Conceptualization, and Early-Stage Development.

CMF 2021-2023 EI Strategy: Highlights cont'd

- **Data-Driven Progress:** The PERSONA-ID self-identification system, which started in 2022-23, tracks the demographic composition of key roles and ownership of CMF program applications. The system has enabled the CMF to evaluate the eligibility of applicants to programs like the Program for Racialized Communities and the Indigenous programs and to gender and diversity incentives. Self-identification is optional on all other programs. However, in its first year, 83 per cent of all key roles on projects funded by the CMF registered to PERSONA-ID. This percentage rose to 89 per cent in 2023-24. We released our first demographic report on the resulting data in March 2024, and plan to deliver a second report by the end of 2024. The aggregate data will continue to guide the CMF's data-based decision-making to reduce systemic barriers, identify inequities and promote greater access and inclusion.

CMF 2021-2023 EI Strategy: Highlights cont'd

- **Operations and Governance:** An accessibility audit was conducted to determine the CMF's organizational readiness to improve accessibility, with recommendations for language, consultations, projects, guidelines, etc. The CMF board participated in anti-racism training designed for the audiovisual sector. Our Growth and Inclusion team expanded, adding a coordinator and a French market liaison. We prioritized adding our Equity and Inclusion Strategy objectives into the CMF's business plan and strategic objectives and reported on equity and inclusion results in our annual reports. With consent, we also collected self-identification data from CMF staff and board members, including CMF Program Administration staff, to track representation.

CMF 2021-2023 EI Strategy: Highlights cont'd

- **Accessibility and Language:** All CMF staff participated in accessibility training, which included full staff and individual team meetings. We developed an in-house French inclusive language guide to address the limitations of gender-specific language. When it was launched, staff were trained in how to effectively use the guide, and it was shared with external translators. The communications team also began implementing the Government of Canada's Inclusive Language Guidelines in both English and French, while also creating accountability practices in communications processes to ensure consistency of inclusive language. We also continued with the implementation of accessibility standards in design—font, colour, contrast, alt-text, etc.

CMF 2021-2023 EI Strategy: Highlights cont'd

- **Communications:** The CMF's editorial platform Now and Next emphasizes underrepresented creators and communities as a key part of its mandate, including two popular video series called Lights, Camera, Inclusion—the first season was about racialized creators in the Quebec market and the second season interviewed producers and partners that were doing equity and inclusion work in their communities. The five episodes of season two had a total of 670,000 views. The communications team also created an image repository and put processes in place to ensure all major external communications vehicles represented a diversity of CMF-funded projects. Working with the Growth and Inclusion team, we also created a content calendar for special awareness days/weeks/months to celebrate and promote CMF-funded and EDIA-focused projects, both internally and externally.

CMF 2021-2023 EI Strategy: Highlights cont'd

- **MADE | NOUS:** The Seek More / Découvrons-NOUS campaign inspired Canadians to search out content and creators from more backgrounds, cultures, and communities. Featuring six of Canada's top creators telling their stories in their own words, the campaign showed why inclusivity and representation matter in our television, film, gaming, and emerging arts. The successful campaign saw over 173 million media impressions, 30 million video views, and a 15 per cent increase in traffic to the website from French Canada.

INTRODUCING OUR 2024-2027 EQUITY, DIVERSITY, INCLUSION, AND ACCESSIBILITY STRATEGY



CMF 2024-2027 Equity, Diversity, Inclusion, and Accessibility (EDIA) Strategy: Scope

The CMF's 2021-2023 Equity and Inclusion Strategy was critical for aligning the CMF's equity and inclusion goals and ensuring the federal government's investment had a measurable impact on underrepresented creators and companies across the country.

With that foundation in place, the priority of the CMF's 2024-2027 Equity, Diversity, Inclusion, and Accessibility (EDIA) Strategy is to create structural changes within the CMF that strengthen equity, diversity, inclusion, and accessibility principles across the organization.

Through our journey, CMF has come to better understand the critical importance and role of accessibility and full participation. For this reason, we have added Accessibility as a core pillar of our 2024-2027 EDIA Strategy to indicate our priority to ensure accessibility practices are incorporated throughout CMF's internal and external work.

CMF 2024-2027 EDIA Strategy: Scope cont'd

YEAR ONE

With industry modernization, updated regulations, and potential new contributions on the horizon, the first year of our 2024-2027 EDIA strategy will continue to focus on specific communities, while maintaining the new incentives and programs launched during the 2021-2023 Equity and Inclusion Strategy, including Sector Development Support and the Program for Racialized Communities. These changes can be seen in our 2024-2025 Programs launch.

YEAR TWO and THREE

As we move into year two and three of the EDIA strategy, the CMF will continue to consult, assess, and adapt to ensure that we are meeting the needs of ever-evolving Equity-Deserving Communities in Canada, and that new or adapted programs and initiatives are developed through an EDIA lens. Our emphasis, as always, is on collaboration and partnership to ensure the CMF continues to be a leader and advocate for the country's audiovisual sector.

CMF Indigenous Strategy

Indigenous Peoples to Canada is a term that the CMF uses to address and acknowledge the First Nations, Inuit, and Métis Peoples who live in the territory that is today known as Canada and are descendants of the original inhabitants of this territory prior to colonization.

The CMF recognizes that the sovereignty of Indigenous peoples is protected in section 35 of the Constitution of Canada. Canada is also a signatory to the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP). Subsection 16(1) states that “Indigenous peoples have the right to establish their own media in their own languages and to have access to all forms of non-Indigenous media without discrimination.” As such, the CMF asserts that “Indigenous” should be considered a third pillar in the Canadian broadcasting system, alongside English and French.

CMF Indigenous Strategy cont'd

To reflect our support for this third pillar, and in light of the Indigenous Screen Office (ISO) receiving permanent federal funding and our co-announcement that ISO will administer the CMF's \$10M Indigenous Program, we have engaged an Indigenous consultant to gather feedback from the industry and work with us to draft a separate Indigenous Strategy that outlines how the CMF will, among other objectives, continue to provide support to Indigenous screen content and companies.

For this reason, our 2024-2027 EDIA Strategy focuses on Equity-Deserving Communities.

CMF 2024-2027 EDIA Strategy: Goals

- **Renew** approaches to EDIA collaboration and consultation to strengthen the involvement of Equity-Deserving Communities in decision-making processes.
- **Embed** EDIA objectives in all funding channels as the CMF adapts to modernization and regulatory decisions.
- **Collaborate** with Telefilm Canada and other funding partners wherever possible to align EDIA strategies.
- **Strengthen** the impact of data and research work to better serve CMF applicants and the industry.
- **Continue** to build the competencies and composition of the CMF team to best serve Equity-Deserving creators and communities.

FIRST IMPRESSIONS AN INVITATION TO DISCUSS

Sort Of (Season 2)



Discussion Focus

We understand that each person processes differently and so we will also be providing an opportunity for feedback after this session.

We'd like to invite any first impressions or questions regarding the CMF 2024-2027 EDIA Strategy

- For example, do you feel the CMF is making progress in our understanding and actioning of EDIA? Do you feel the CMF will be better able to be objective and equitable in the distribution of resources? Are there any specific aspects you feel aligned with or not aligned with?

**With the 2024-2027 EDIA Strategy goals in mind, how, in your opinion, can the CMF implement actions towards objective and equitable distribution of resources?
What do you want to see happen? And why?**

- For example, are there tangible actions that you believe need to happen? Or considerations for how certain aspects are approached?

Discussion Focus

We understand that each person processes differently and so we will also be providing an opportunity for feedback after this session.

We'd also like to briefly discuss the PERSONA-ID system.

The PERSONA-ID self-identification system, which started in 2022-23, tracks the demographic composition of key roles and ownership of CMF program applications. The system has enabled the CMF to evaluate the eligibility of applicants to programs like the Program for Racialized Communities and the Indigenous programs and to gender and diversity incentives. Self-identification is optional on all other programs. However, in its first year, 83 per cent of all key roles on projects funded by the CMF registered to PERSONA-ID. This percentage rose to 89 per cent in 2023-24. We released our first demographic report on the resulting data in March 2024, and plan to deliver a second report by the end of 2024. The aggregate data will continue to guide the CMF's data-based decision-making to reduce systemic barriers, identify inequities and promote greater access and inclusion.

- **In this shared understanding of the PERSONA-ID system's purpose, how does the approach feel to you?** We'd love to hear your thoughts on or experiences with the CMF's demographic and reporting system and any changes you believe are necessary.

THANK YOU. THANK YOU FOR YOUR TIME, ENERGIES, AND CONTRIBUTIONS.

- **Is there anything you would like the CMF to know, relating to your experiences and needs, specific to the 2024-2027 EDIA Strategy that you haven't had the opportunity to share yet?** As feels comfortable to you, we invite you to share by writing this on a sticky note and placing it on the provided paper.
- **If you have additional questions and feedback, write to us: industries@cmf-fmc.ca**