CBC UNSCRIPTED PROGRAMMING

Independent Production and Diversity Commitments

How We Are Changing

At CBC, we are deepening our commitment to truly reflect contemporary Canada and advance equity, inclusion and representation in the Canadian creative and production industry. We know we have a unique leadership role to play in this regard, and our work is ongoing.

These commitments formalize our ongoing efforts to increase equity and representation across all areas, and form the foundation to ensure that our original series will be led by a more diverse range of creative talent who authentically reflect more communities and perspectives across the country.

Our Ongoing Minimum Commitments

1. To have a minimum 50% female directors across all scripted series (June 2016)

CBC Significantly Increases Female Directors

Result: CBC/Radio-Canada has surpassed its goal of gender parity across its commissioned programs. During the 2018/19 broadcast year, across all original English scripted and unscripted shows on all broadcast and streaming platforms, we supported 62% female-led projects where the majority of the key creative roles of producer, director, writer and showrunner were held by women.

2. To ensure that at least one of the key creatives in all scripted and factual commissioned programs will be held by a person from a diverse background (June 2019)

CBC/Radio-Canada Announces New Diversity Commitment

Key creatives are producer, director, writer, showrunner and lead performer.
Diverse refers to members of visible minorities, Indigenous Peoples, persons with disabilities and members of the LGBTQ2+ community.

3. For all original series, to target a floor of 30% minimum hiring in key creative positions of people who self-identify as Indigenous, Black, Persons of Colour and/or Persons with Disabilities (June 2021)

CBC Announces New Programming Diversity Commitment to Advance Equity and Representation in the Canadian Industry

This applies to all unscripted programming including factual and documentary series, and whether a project has been commissioned for CBC Television or CBC Gem.

Key creative roles on a factual, entertainment or documentary series are:

1. Supervising producers/showrunners/executive producers if they have significant narrative, creative input

2. Directors if they have significant narrative, creative input

3. One key creative role that is bespoke to the production and has impact and influence on the narrative

   This could be culinary producers, casting producers, challenge producers, lead story producers or head writers depending on the factual or entertainment series.

   This could be writers, cinematographers or story editors depending on the documentary series.

   Identifying the 3 key creative roles will be determined on each production in conjunction with the CBC production executive.

4. For all original independent programming, to require a diversity plan that details how and where persons who self-identify as Indigenous, Black, Persons of Colour or Persons with Disabilities will be included on screen and off screen (June 2021)

CBC Announces New Programming Diversity Commitment to Advance Equity and Representation in the Canadian Industry
5. For all original independent programming, in accordance with our CRTC licence, to track and report our spending and key creative positions in the following groups: Indigenous; racialized; persons with a disability and 2SLGBTQ+.

In addition, as a pilot, and in order to make sure that we are working with storytellers from specific underrepresented communities, we will be tracking some of the most populous racialized groups. We will start with tracking spending and key creative positions from the Black communities and, after assessment of the pilot effort, we may expand to track the same categories of information from Asian and South Asian communities. We are committed to continue to listen to the communities' feedback on how we track and collect this data. For accuracy and to share the self identification reporting burden, we will also track spending and key creative positions from the people with white backgrounds.

Questions and Answers

Will you continue to use commitment 1 and 2 as a condition of greenlight even where the target is met?
Yes, we will.

Are you using the same key creative roles as CAVCO in this initiative?
No, we are not. We are focused on the key creative roles that have an impact on the narrative as listed above.

Can you give us a few examples of how the targets will be calculated?
We’ve provided a few hypothetical scenarios below. CBC production executives will work with each production to identify how targets will be calculated.

Example A: A 4-part series with one showrunner, one director and one writer across the entire series
In this scenario, a minimum of 1 out of the 3 key creatives must self-identify as BIPOC or a person with disabilities.

Example B: A 4-part series with a single showrunner, 4 directors and 4 writers
In this example, with multiple key creatives involved across the series, there are 3 key creative positions available per episode. Therefore, for the entire series, there are a total of 12 key positions.
Showrunner: Self-identifies as Black, this covers all 4 positions
Directors: 1 self-identifies as a person of colour
Writers: 1 self-identifies as a person with disability

In this scenario, the series has filled 6 out of the 12 available key creative positions with crew members who self-identify as BIPOC or persons with disabilities. This is 50%.

The above calculation ensures the targets are based on equal distribution of work across multiple episodes.

Are one-off documentaries part of this initiative?
No, one-off documentaries will be considered across their strands. Specific targets will be determined by CBC’s production executive in consultation with the production company for each individual documentary.

Are one-off factual specials part of this initiative?
Whenever possible, criteria will be discussed between the production company and CBC’s production executive to determine the appropriate diversity targets for that particular production.

Will the independent producer be required to meet the commitments in their contracts?
Yes, they will.

What if the production company can't meet these targets?
If and when a specific situation occurs in which it is not possible, a conversation will need to take place with CBC's production executive to discuss an alternative positive outcome. This could include paid mentorship opportunities or succession planning for subsequent seasons or projects.

How will the public know how you are doing on your commitments?
We will include updates here as they become available.

The above commitments are only the beginning. The 30% hiring target in the key creative positions is a **minimum** target. Unscripted is committed to increasing representation in all areas of production. We intend to exceed the 30% target in ALL areas of production and will work with the independent community to achieve this goal.

We will also listen to feedback from the community, take away learnings and modify our guidelines as needed.