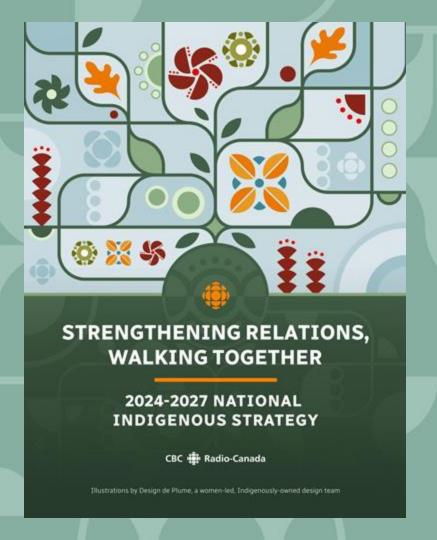
TRUST moves at the speed of CHANGE

Getting Past the Fear Factor to Mobilize *Reconcili-*action





About Me:

- Senior Specialist, Indigenous Strategy,
 CBC/Radio-Canada
- Red River Métis citizen
- From and living in Winnipeg, Manitoba, on Treaty 1 Territory & the Homeland of the Métis Nation
- Background in broadcasting, communications& engagement

- 1. About CBC/Radio-Canada
- 2. Developing an Indigenous Strategy
- 3. Implementation



About CBC/Radio-Canada

- National public broadcaster
- Operating since the 1930s
- Crown Corporation
- Mandated through the Broadcasting Act to:
 - O Inform, enlighten and entertain
 - Contribute to the development of a shared national consciousness and identity
 - Reflect the regional and cultural diversity of Canada
 - Contribute to the development of Canadian talent and culture
- ~7500 staff from coast to coast
- https://cbc.ca/



CBC/Radio-Canada's Indigenous Media History

1958: Creation of CBC Northern Service

1960: CBC hires its first hosts who speak Inuktitut & Dene

1972: CBC North Cree Radio begins broadcasting, with short Cree segments during Inuktitut programming

1982: CBC North Cree Television begins broadcasting

2004: CBC launches the Prairie Aboriginal Content Unit

2013: CBC launches the Aboriginal Digital Unit and CBC Aboriginal



2016: CBC Aboriginal is renamed CBC Indigenous and Radio-Canada launches Espaces Autochtones

2024: CBC North broadcasts in Cree, Dëne Sųłıné, Dene Zhatié, Gwich'in, uktitut, Inuvialuktun, Sahtúot'ıne Yaţı, and Tłıcho

Developing an Indigenous Strategy - Timeline

2018: All Nations Employee Resource Group formed

2018-2020: All Nations calls for an Indigenous Strategy

2020: Robert Doane hired as Indigenous Advisor to create a Strategy

2021-2022: Internal engagement; Baseline Report; Working Group

2022: External engagement; Mission, Vision & Values

2023: Writing; Internal re-engagement; Rights Holder engagement



2024: Strategy Launch; Creation of Indigenous Office

Developing an Indigenous Strategy - Objective

To develop an Indigenous Strategy at CBC/Radio-Canada, aimed at creating equitable opportunities, representation and self-determination for Indigenous peoples, guiding the advancement of Reconciliation across the organization.

The work will be guided by:

- The Truth and Reconciliation Commission Final Report
- The Final Report of the National Inquiry into Missing and Murdered Indigenous Women, Girls and 2SLGBTQ+ People
- The UN Declaration on the Rights of Indigenous Peoples
- The Report of the Royal Commission on Aboriginal Peoples



Developing an Indigenous Strategy - Launch



Developing an Indigenous Strategy - Lessons

- Start with internal engagement
- Establish Indigenous leadership of the process
- Co-develop goals, objectives and actions with the people who will be responsible for achieving them
- Continually engage Indigenous stakeholders and rights holders



Implementing the Indigenous Strategy: Framework

Our Strategic Framework



Vision

As Canada's public broadcaster, we ensure the diversity, cultures, stories, languages and self-determination of First Nations, Inuit and Métis are integral to CBC/Radio-Canada.



Mission

To reflect, respect and amplify diverse Indigenous perspectives across the public broadcaster, in order to advance Truth and Reconciliation and grow trusting partnerships.



In addition to CBC/Radio-Canada's values of Creativity, Inclusiveness, Relevance, and Integrity, the Strategy is guided by the values of Respect, Reciprocity, and Compassion.

Implementing the Indigenous Strategy: Pillars



Implementing the Indigenous Strategy - Approach

November 2023-October 2024:

- 1. Identify Teams and Projects supporting the Strategy's Objectives, Actions & Outcomes
- 2. Host info sessions and workshops with Teams to co-develop commitments and tasks
- 3. Establish Leads for all Teams
- 4. Create Charters/support structures for all Projects
- Team Leads meet to share and report progress
- 6. Continuous engagement across and among Teams



Implementing the Indigenous Strategy - Wins

















2024 RTDNA Awards West Region Winner

Best Podcast

CBC Prince Rupert

The Urbariginal

Host: Rudy Kelly

Implementing the Indigenous Strategy - Challenges

- 1. Distinctions-based approaches
- 2. Indigenous representation at all levels
- 3. Encouraging use of Indigenous languages
- 4. Data collection, alignment and analysis
- 5. Indigenous Office team size (3) compared to size of organization (7500)

Implementing the Indigenous Strategy - Lessons

- Develop and support Indigenous leadership
- Plan for continual engagement, inside & out
- Begin to implement before you launch
- Celebrate wins
- Prioritize small changes that support larger, long-term objectives
- Build trust by making and reporting on change



CBC/Radio-Canada
NATIONAL INDIGENOUS STRATEGY
2024-27