

TRUST moves at the speed of *CHANGE*

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



STRENGTHENING RELATIONS, WALKING TOGETHER

2024-2027 NATIONAL
INDIGENOUS STRATEGY

CBC  Radio-Canada

Illustrations by Design de Plume, a women-led, Indigenous-owned design team



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:
 - 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 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 Sųłíné, Dene Zhatié, Gwich'in, Inuktitut, Inuvialuktun, Sahtúot'ıne Yaǰı, and Tłıchǝ**



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.



Values

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
5. 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