



Canadian media orgs sign shared statement of values

BY NICHOLAS SOKIC

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CBC, Bell Media and the Canada Media Fund are among the more than 75 signatories supporting values around equity and inclusion.

More than 75 Canadian media organizations have signed a shared statement of values for the domestic screen industry.

The statement was shared by Black Screen Office (BSO) CEO Joan Jenkinson, Cable Public Affairs Channel (CPAC) CEO Christa Dickenson and Mike Omelus, executive director of content and strategy at APTN as part of the Collaborative Network, a coalition of senior execs from Canadian screen industry orgs, on Monday (June 9) at the Banff World Media Festival.

A spokesperson from BSO told *Playback Daily* that the statement was created in response to the pullback that leaders are seeing in equity and inclusion initiatives. “It is a signal to the world: This is what we stand for.”

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The statement lists 11 values the signatories are committed to implementing in their respective organizations. They are representation, reflection, reconciliation, equity, diversity, access, support, collaboration, sustainability, accountability and showcasing Canadian stories to the world. According to a release, organizations will continue to meet via the Collaborative Network to work on strategies and track progress.

Signatories at launch include Accessible Media Inc., APTN, Bell Media, BSO, the Canada Media Fund, the Canadian Film Centre, the Canadian Media Producers Association, CBC/Radio-Canada, CPAC, Indigenous Screen Office, the National Film Board of Canada, Association Québécoise de la Production Médiatique (AQPM), Telefilm Canada and more.

“This isn’t about optics – it’s fundamentally about principle and values,” said Dickenson. “The statement is a reflection of the principles we want to live by as an industry. Not just in words, but in action, through hiring, partnerships, content and culture.”

Pictured (L-R): Joan Jenkinson, Mike Omelus and Christa Dickenson