

Canadian Media Diversity: Calls to Action

CANADIAN
ASSOCIATION OF
BLACK JOURNALISTS

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CANADIAN
JOURNALISTS OF
COLOUR

Jan. 28, 2020

"Canadian newsrooms and media coverage are not truly representative of our country's racial diversity...We need to rethink our approach to this problem by addressing it in a meaningful and systemic way."



APOLOGY

Vancouver Sun's editor-in-chief apologized in September (2019) after the newspaper published an op-ed suggesting that ethnic diversity is harmful.



*and again in 2020



ACCOUNTABILITY

Beyond the moral imperative, there are strong business and civic cases for racial equity in Canadian media.

There hasn't been research on Canadian newsroom demographics since the mid-2000s, which is a testament to how much we hold our industry accountable when it comes to diversity and inclusion.

RECOMMENDATIONS

- Increase representation and coverage of racialized communities by hiring more editors and reporters of colour

A more diverse news team translates into more diverse coverage. Newsrooms should take a targeted approach to recruitment, focused on hiring talent from racialized communities and ensuring their hiring committees also have people of colour. We encourage news outlets to work closely with organizations such as **CJOC** and **CABJ** to access diverse pools of talent.

- Formally consult with racialized communities about news coverage on an ongoing basis



This has already been implemented in newsrooms, with papers also offering payment on the consulting boards



COLUMNISTS STUDY

ASMAA MALIK AND SONYA FATAH,
RYERSON UNIVERSITY

"Between 1998 and 2018, they found that there was no representation of Black women, Indigenous people, Latin Americans, Middle East and North Africans, and non-cisgender people, while white columnists became significantly overrepresented."

[More info here](#)

Please note the above body text is shared directly from the
Canadian Association of Black Journalists and the
Canadian Journalists of Colour [White Paper](#).

Click the following link for the original and complete [Calls to Action](#)