

being seen

Directives for creating authentic
and inclusive content

“ If you cannot find someone from the community it's because you are not working hard enough, you are not seeking people out. There are tremendous barriers that People of Colour face in the arts industry in general. You need to be doing that work. When you put out a casting call and your inbox is all white people instead of 'well that's all I get' it should be a light bulb in your head that you need to reach out to the community. Go watch theatre, contact Reel Asian, there are places you can go. ”

AUTHENTIC CASTING

For Creators, Producers and Casting Directors

- + Review your character description to remove stereotypical descriptions that will limit who will audition to those who fit the stereotype. Ensure that the character description is not racist and does not aim for 'visible diversity' over authenticity.
- + If a specific cultural or ethnic heritage is required for a role, research the range of what that means and particularly pay attention to the range of skin tones, eye colour and hair types and the kinds or lack of accent (i.e., are they a recent immigrant? Do they need to be?)
- + Is your casting and audition process accessible, both physically and in other ways that accommodate Persons with Disabilities?

- + Reach out beyond standard industry channels to community organizations (for example, the above quote re messaging in the Masjid group chat) and other performing groups (i.e., theatre, dance). If you have members of the community on your creative team, have them leverage their connections to share the casting notice.
- + Is lived experience relevant to the character? Think beyond skin tone to cultural and lived experience.
- + If you have tried but cannot find skilled actors with lived experience, are you taking steps to build the talent pool? See the quotes in the Core Themes Report for suggestions for training that can build the talent pool.

Quick Fact

Top three sources for immigration to Canada are India, China and the Philippines - 2016 Canadian Census

Further Reading

Inclusion in Netflix Series & Films: 2018-2019, USC Annenberg Inclusion Initiative, 2021, <http://assets.uscannenberg.org/docs/aai-inclusion-netflix-study.pdf>

<http://www.bso-ben.ca/beingseen>

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