WOMEN IN VIEW

ON SCREEN REPORT 2023

WOMEN IN VIEW TOOLKIT FOR PROFESSIONALS WORKING IN THE SECTOR

This toolkit offers a series of questions to help stakeholders in different positions engage with the research and findings presented in the On Screen Report 2023.

While the sector has progressed since the first On Screen Report in 2011, this progress remains slow and, as Covid-19 revealed, quite fragile and vulnerable to regression. The findings in the On Screen report provide a snapshot of the sector's current state. As a quantitative report, the findings comprise the outputs of the sector system. That is, the numbers presented in this report are the result of the processes and practices that define how our section works. This important context provides the backdrop to this toolkit, which offers a series of questions that will help you reflect on your role in these findings meaningfully, understand how the stories these data tell relate to your practices and be moved to create a more equitable industry.

No stakeholder in this sector holds too little power to support positive, sustainable change toward a more equitable and inclusive sector.

1 Reflect on the report: What do the findings reveal about the sector?

a. Which statistics about the sector's structural inequalities and systemic marginalization of specific communities (such as women and people who are gender diverse, Indigenous women, Black women, and Women of Colour) are uncomfortable for you to read? Which do you agree with? Which do you disagree with? How might your reactions to these statistics alter the ways and with whom you work?

b. Which of the data presented in this report do does your employer already collect? Which data ask new questions and provide previously unknown information for you to consider? Are there data provided here that you will start to ask them to pay closer attention to get a fuller picture of the projects you work on and where you seek employment?

c. WIVOS23 is the first time the data for Black women in TV and film in Canada has been separated from data on Women of Colour; what is your reaction to these data, and do you feel called to act? In what ways?

d. The data here tell us *what* is happening, but can you explain *why* it is happening or identify *how* the sector is working to uphold the imbalance of funding, professional experience/ opportunity, and film/TV/media that gets produced and is ultimately consumed by Canadians?

2 Engage with the report: What is your reaction to these findings and how do they relate to your specific context?

a. How does someone without pre-existing relationships with someone in the sector or the resources of spare time and surplus money enter your field? How are these obstacles overcome? Who has the power to ensure these obstacles are surmountable? Who has the power to eliminate these obstacles?

b. In your experience and from where you are located, are the people who surround you diverse, are the processes behind content production equitable, and are these things prioritized in your environment? Keeping in mind that diversity and inclusion may vary between projects, what does this prioritization look like in practice?

c. After reading the report, are there people and projects you feel inspired to support or work with? In what ways?

d. Regarding how *and* who they hire and how they conduct the work environment, what would a checklist of best hiring and workplace practices you want your employers to follow include?

e. Do the organizations you work with engage with Black-led organizations, Black women-led organizations, and Indigenous women-led organizations so that structural and practical interventions that support women and gender diverse people, Black women, and Indigenous women are both identified and implemented?

f. In your experience, how frequently do you work alongside women and people who are gender diverse, Indigenous women, Black women, and Women of Colour as directors, writers, and cinematographers? Why might that be the case?

g. Who do you see and hear in your community where you live (traversing the sidewalks; using public spaces like parks, squares, and beaches; enjoying local events; buying coffee; pumping gas for their car, etc.) that

you see on screen, and who do you see and hear that you *do not* see or hear on screen? Pay attention and note who is missing as you move around this week.

- Identify at least three categories of people and human experiences you do not see (or, rather, have typically not been represented wholly or on their terms) in the content you consume. (Are these groups also missing from the content you help create?)

- What community of people have you not seen represented on screen? How does that influence how you perceive that group of people? What would it mean to you if that group could have their story told? What might it mean to them?

3 Act on the report: What can you do now in response to these findings?

a. Who might you share this report with? Which parts of the report will you draw their attention to, and what do you hope this exposure to the data does?

b. Knowing the reality of the sector and acknowledging that the social and cultural norms are actively harming people who are women, people who are gender diverse, Indigenous women, Black women, and Women of Colour, what difficult or inconvenient conversations might you need to have?

c. Relying on habitual sector structures and practices, in what ways might your practices reinforce barriers to access in the industry? In what ways might you be positioned to disrupt or remove these barriers to access? That is, what new habits might you incorporate into your practices?

d. By upholding a binary understanding of gender and using the umbrella category (thus collapsing the unique identities) of BIPOC individuals, the sector's understanding of and appreciation for what specific creatives can uniquely offer remains illegible and often excluded. What actions can you take to help blur the gender binary and uplift and support the advancement of creatives who are women, gender diverse, Black, Indigenous, or People of Colour?