

In the catalogue advertising of a few large retailers, visible minority models are beginning to appear, and a few large corporations have been alerted to the issues for some time.

RECOMMENDATION:

The proposed Ministry of Multiculturalism should support research into the attitudes of the majority toward visible minorities appearing in advertising, and basic demographic and consumer information on visible minorities should be made available.

ENCOURAGE GOVERNMENTS TO ADOPT A MULTIRACIAL POLICY IN ADVERTISING AND COMMUNICATIONS

\$30 million: The volume of government advertising is sufficient to exercise considerable leverage on the advertising industry. In the last fiscal year, the federal government issued contracts for \$30,450,600 as part of the total expenditure for advertising.

More: Among provincial governments, Ontario was ranked as the sixth largest corporate advertiser in Canada, spending more than General Motors. While governments have to publicize their services and programs as efficiently as corporations advertise their products, governments do not have to cater to racial prejudice which may be inherent in the consumer market. Governments, and to some extent Crown corporations, can incorporate social goals such as multiracialism into their advertising and can provide leadership in this respect to private sector advertisers.

Task Force: Responding to the protest of minority groups in early 1980 that its advertising excluded non-whites, the Government of Ontario established its Task Force on the Portrayal of Diversity in Government Advertising and Communications, and subsequently adopted the policy that "the advertising and communications of the Government of Ontario and its agencies, boards and commissions should portray the racial and ethnic diversity of Ontario." In October 1982, the federal Cabinet approved Guidelines for the Representative Depiction of Visible and Ethnic Minorities in Government Advertising and Communications, following its decision in March 1982 that "the depiction of Canadians should be representative of the ethnic and racial diversity of the country" in all federal government advertising.

Government advertising, both federal and provincial, has not to date adequately represented visible minorities.

RECOMMENDATION:

All levels of government, including Crown corporations, should adopt a multiracial policy in advertising and communications and should provide adequate resources, such as training, monitoring and evaluation, for the successful implementation of the policy.

RECOMMENDATION

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