

between professionals in the broadcasting and advertising industries and advocates for and of visible minority communities. The conference arose out of the concern shown by community groups for more than a decade about racism in the media - a concern which was reflected in nearly all the situation reports on race relations commissioned by the Directorate in early 1982. The Committee appreciates the ferment that is taking place, and has observed changes in the media even in the short time it has been in existence. However, we feel that on the whole the media, including the newspaper industry, which was not covered by the conference above, have not only been slow in initiating change but in many areas have lagged behind the Canadian people in positive attitude changes towards visible minorities.

It is our view that the most effective way of dealing with the problem of racism in the media is through the development of a program of self-education for the media. This program should be designed to help the media understand the needs and concerns of visible minority communities and to help them develop a more positive attitude towards these communities. The program should be developed in consultation with the media and the community groups.

Standard: It is the view of the Committee that the media should be held to a higher standard of conduct than in the past. This standard should be based on the principles of fairness, accuracy, and objectivity. The media should be held responsible for the way they report on visible minority communities and for the way they portray these communities. The media should be held responsible for the way they use language and for the way they use images.

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Low accessibility: The accessibility of the media in Canada between high art (English or French in origin) and low art (popular culture) is a cultural communication, was sharpened by recent technological changes. Responsibility for the art is divided in the Department of Communications which administers the major cultural agencies. At the same time, the Department of Secretary of State retains responsibility for cultural relations in the majority of the provinces. This division of responsibility about one-third of Canada's population. Writers and artists in both the visible and non-visible minority communities generally feel that programs in the territory of State are accessible to them, while programs in the Department of Communications are much less accessible.

RECOMMENDATIONS

The Department of Communications should develop a program of self-education for the media and agencies reporting to the Department on a regular basis.

