



MOSAIC

Keynote Speaker: Priya Ramu,
CBC Reporter

Priya Ramu started her presentation by saying “now more than ever it is important for the public to understand the services delivered in times of cuts.”

She explored the role the mainstream media plays in immigration issues. There are a number of stories being told about hiring bias, credentials not recognized, etc. that have not changed.



CBC is an example where hiring practices have changed over time but the philosophy has not always changed in a systemic way. True diversity in programming depends on who makes decisions versus numbers.

Mainstream media often uses immigrant faces to tell simple stories. The challenge is to tell the more complex stories and be able to show shades of grey. An example is the use of Indo-Canadian terms for tribal values from the Punjab. Few had explored the issue enough to distinguish the difference.

At CBC, there is a continued push to carve out space on the air in public broadcasting for different perspectives. It attempts to cast a wider reach and allow people to tell their stories in their own voices. Social media has made it more common.

Changes in media have made it even more important for organizations to step up and tackle diversity issues. We grapple with the notion of being relevant in the dialogue as a non-profit organization. It is important to bring forward immigrant stories to the mainstream media.