

Researcher and author: Alejandra Nosedá (Journalist)

Report on the Research Project

Subject: “Disability Treatment in the Media of Canada”

One of the main contemporary problems which defies us in the XXI Century is the respect to diversity and the improvement of life quality for the currently marginalized sectors. One of those marginalized groups are people with disabilities.

In Canada, there are over 3.6 million Canadians who live with a disability, who represent almost the 10% of the total population of this country. After the research I did in Canada, I can affirm that Canada is an excellent example of a country that works daily in order to include people with disability in the broadest sense: giving them the same opportunity like those of all Canadians to participate fully in all daily activities-at home, at school, at work and in the community.

In order to understand the main focus of my research *“Disability Treatment in the Media of Canada”*, it is important to know that in Canada all the different segments of society (government; non-governmental organizations (NGO); journalists, enterprises; parliamentarians; researchers; individuals with disability and Canadians in general) are conscious and agree with the fact that each has a responsibility to remove the barriers that prevent the full participation of people with disabilities in society, and to create a more accessible Canada. This commitment was born 26 years ago.

The United Nations International Year of Disabled Persons (1981) is often considered the landmark date for tracing the Government of Canada’s recent action on disability. That year, the Government appointed the special House of Commons Committee on the Disabled and Handicapped to thoroughly review federal legislation concerning persons with disabilities. The Committee produced **“Obstacles”** [1] a report that identified barriers faced by Canadians with disabilities and that outlined 130 public policy recommendations in many areas to help overcome these barriers. The Chapter 4 of this report is about: “Information and Communications”, and it established 15 recommendations (see <http://www.hrsdc.gc.ca/en/hip/odi/documents/obstacles/chap4.shtml>).

These are the recommendations concerning media:

- ensure access to information and entertainment for disabled persons.
- request CBC to produce radio programs for visually and print handicapped.
- amend copyright act to exempt materials needed for blind programs.
- request CRTC to require captioned programming as condition for tv broadcast license.

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- ensure access by disabled persons to federal publications.
- provide captioned versions of government-financed films.

Canada was one of the first countries in the world to enshrine disability protection in its Constitution. In 1982, when Pierre Trudeau was Prime Minister of Canada, "**The Charter of Rights and Freedom**" [2] was incorporated to the Constitution Act. Since its enactment, the *Canadian Charter of Rights and Freedoms* has governed all case law and legislation related to disability.

The part number 15 of the Charter entitled "Equality Rights", says:

(1) Every individual is equal before and under the law and has the right to the equal protection and equal benefit of the law without discrimination and, in particular, without discrimination based on race, national or ethnic origin, colour, religion, sex, age or mental or physical disability.

At a first ministers' meeting in June 1996, governments identified persons with disabilities as a national priority for social policy renewal. As a result, in 1998 the Government of Canada, along with the provincial and territorial governments, published "**In Unison: A Canadian Approach to Disability Issues**".[3] This report was the first shared vision and policy framework to promote the equity and inclusion of persons with disabilities in all aspects of Canadian society. In 1999 the Government of Canada elaborated on the In Unison framework, a report called "**Future Directions to Address Disability Issues for the Government of Canada: Working Together for Full Citizenship**". Future Directions outlined a broad agenda for the Government to follow in addressing disability issues. Since then, to build on Future Directions, the Government has made specific commitments in speeches from the Throne, in budget documents and in responses to reports from the House of Commons Subcommittee on the Status of Persons with Disabilities.

Much has been accomplished since **Obstacles** appeared in 1981. Actually, inclusion of Canadians with disabilities is a reality. Yet all the different segments of society know they have to still work for a complete inclusion, so they continue to work in this sense. This aim is reflected in all the numerous interviews I did in Canada.

A Canadian NGO called "L'Arche" says: "Since some years ago, attitudes towards people with disabilities have changed greatly in Canada; big institutions have been closed down; schools have become integrated and special residences and apartments have opened for people with disabilities. Enormous progress has been made, but there is still much to do". And stakeholders of media know they have to help in order to continue making this change.

In Canada, media industry respects **5 codes of conduct** that were elaborated among the Government, the communication industry and the social organizations. News professionals obey these codes as they all have participated and agreed

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during the production of them. The codes can be read in this website:
<http://www.cab-acr.ca/english/social/codes/default.shtm>

The 2 codes that refer to disability issue are the **Code of Ethics** and the **Equitable Portrayal Code** (is complete in the Appendix).

The Equitable Portrayal Code presents recommendations in these 10 issues: Equitable Portrayal, Human Rights, Negative Portrayal, Stereotyping, Stigmatization and Victimization, Derision of Myths, Traditions or Practices, Degrading Material, Exploitation, Language and Terminology and Contextual Considerations. See Appendix in order to read the complete code.

From now on, I will describe the “Disability Treatment in the Media of Canada”, by presenting the numerous interviews I had made to 4 sectors of Canadian society: media, government, non profit organizations (NPO) and universities.

Interviews with Media sector

1. Canadian Association of Broadcaster (CAB)

<http://www.cab-acr.ca/>

Persons interviewed: Pierre Pontbriand (Vice-President) and Susan Wheeler (Vice-President, Policy & Regulatory Affairs-Television)

City: Ottawa



Wheeler and Pontbriand at CAB



The researcher at CAB

CAB is composed by private broadcasters and is supported by them. It is working in order to represent diversity on and behind screen because Canadian population is diverse.

They have a special website for Diversity and People with Disability: <http://www.cab-acr.ca/english/social/diversity/disabilities.shtm>

The Canadian Broadcast Standards Council (CBSC), is an independent non-

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governmental organization created by CAB. It administers all the industry codes:
<http://www.cab-acr.ca/english/social/codes/default.shtm>

The 5 codes:

- **The Code Regarding Violence in Television Programming**
- **The Sex-Role Portrayal Code for Radio and Television Programming**
- **The Code of Ethics**
- **The Broadcast Code for Advertising to Children**
- **The Equitable Portrayal Code:** it's the newest code. It's intended to assist in overcoming negative discrimination and stereotyping in broadcast programming based on matters of race, national or ethnic origin, colour, religion, age, gender, sex, sexual orientation, marital status or physical or mental disability. It's to ensure fair, accurate and non-stereotypical portrayal of all persons in television and radio programming.

In 2004, the Canadian Radio-Television and Telecommunications Commission (CRTC), which is a department from the government, called upon the CAB to develop a plan in order to improve the diversity portrayal in media. The Commission revealed that even though Canada is very diverse, media still represented only the dominant culture (white European background are the 60% of the population but represented the 95% of the air programming). So they were really overrepresented respecting the proportion of the population.

Also, in 2004, the CRTC raised the issue of the limited on-air presence of broadcasting industry employees falling within certain of the four groups designated under the *Employment Equity Act*, these four groups being women, Aboriginal peoples, persons with disabilities and members of visible minorities. More specifically, the Commission noted that far too few on-air positions are filled by Aboriginal persons or persons with disabilities. The Commission expected licensees to ensure that the on-air presence of members of each of the four designated groups is reflective of Canadian society, and that members of these groups are presented fairly, accurately and in a manner that is non-stereotypical.

In particular, the Commission emphasized the role that broadcasters can play in helping to create and reinforce positive attitudes towards persons with disabilities, and identified the presence, portrayal and participation of persons with disabilities to be a matter in need of thorough investigation by the broadcasting industry. The Commission therefore called upon the Canadian Association of Broadcasters (CAB) to develop and file an action plan outlining the process it proposed be followed to examine issues surrounding the presence, portrayal and participation of persons with disabilities in television programming.

In order to solve these problems, the CAB did these 4 publications, working together with journalists and non profit organizations:

1- **“Reflecting Canadians. Best practices for Cultural Diversity in private Television”**. [4].

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It is the most extensive report ever done. 15 thousand hours of programming were analyzed in 2005. Some of the conclusions were that native people (inuits) and Asian people were not enough represented.

2- **“The presence, portrayal and participation of persons with disabilities in television programming”**. [5]

CAB invited in 2005 consumers (people with disability), NGO, news professionals, etc to elaborate this document. In page 7, it says: “There is general agreement among those consulted for the study that the presence of persons with disabilities both on –screen and behind the scenes is low, and that negative portrayals still take place. However, broadcasters and representatives from the disability community sense a strong basis for positive change at the present time. This is due to (i) the positive reception that this research, and its inclusive basis of consultation and dialogue have received in the disability community, and (ii) the perception that some progress has recently been made in both on-screen presence and more accurate portrayals of persons with disabilities.

3- **“Recommended Guidelines on Language and Terminology – Persons with Disabilities: A Manual for News Professionals** [6]

–http://www.cab-acr.ca/english/social/diversity/disabilities/pwd_guidelines.htm

This manual for news professionals, developed by the CAB Television and Specialty & Pay Boards in consultation with Radio Television News Directors Association of Canada (RTNDA), includes recommended guidelines on the use of language and terminology when referring to persons with disabilities. The manual has been made available to all CAB and RTNDA members, and is also available on line in a printable and accessible format on the CAB’s Diversity in Broadcasting Web site.

One of the recommendations says: “While portraying persons with disabilities through the lens of heroism or tragedy can be tempting, this approach tends to exclude or marginalize persons with disabilities — because it is the disability that is made to stand out, rather than the other attributes of the person. The inclusion of persons with disabilities can be advanced by asking for their views on topical stories of the day, whether politics, the economy, the environment, world affairs or other topics”.

The whole manual is in the Appendix.

4- **“Employment Opportunities in the Canadian Broadcasting and Affiliated Production Sector”** [7] [http://www.cab-](http://www.cab-acr.ca/english/social/diversity/disabilities/pwd_employment.htm)

[acr.ca/english/social/diversity/disabilities/pwd_employment.htm](http://www.cab-acr.ca/english/social/diversity/disabilities/pwd_employment.htm)

This brochure, developed by the CAB Television and Specialty & Pay Boards, outlines the types of employment available in the broadcasting and affiliated production sector. This brochure is aimed at improving the participation of persons with disabilities in the industry. The brochure is available on the CAB’s Diversity in Broadcasting Web site in an accessible and printable format and will be promoted to the disability community, educational institutions and relevant government agencies and/or departments (municipal, provincial and federal).

The manual says: “Canada’s private broadcasters are committed to bringing greater diversity to the broadcasting system, on-air and behind the scenes. This research provided a tremendous level of learning and exposure to the concerns of Canadians with disabilities. At the present time, employees with disabilities comprise less than 2% of people working in the Canadian broadcasting and production industries, although persons

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with disabilities comprise 15% of the Canadian population. Our research found several reasons for this, including a general lack of awareness on the part of educators and the disability community about the kinds of jobs that are available in the sector. This booklet is therefore designed as a guideline to the types of employment available in the broadcasting and affiliated production sector”.

A general lack of knowledge of the needs and abilities of people with disabilities fed a perception that they are a burden to employers, and that accommodation is costly and time – consuming.

The CAB has committed to addressing these changes through initiatives designed to:

- raise awareness among broadcasters perceptions;
- help influence public perceptions;
- ensure accurate depiction in programming;
- provide useful information to the industry and the disability community;
- increase dialogue between broadcasters and the disability community; and,
- create an environment that invites participation by people with disabilities in broadcasting.

In January 31, 2007, the CAB received a letter from the Human Resources and Social Development Ministry, that is the department in charged of promoting inclusion of disabled people. The letter commented about CAB's work on diversity. In this letter addressed to CAB President and CEO, Glenn O'Farrell, the Minister of Human Resources and Social Development, Monty Solberg, thanked the CAB for its commitment and the action it has taken with its persons with disabilities initiatives.

The letters says: “I commend the Canadian Association of Broadcasters for providing valued leadership on matters concerning people with disabilities. I understand that your organization has recently announced three major initiatives that will support the Government of Canada’s work in advancing the inclusion of people with disabilities in all aspects of Canadian society. As you pointed out in the brochure being launched as one of these initiatives, “**Employment Opportunities in the Canadian Broadcasting and Affiliated Production Sector**”, people with disabilities are not traditionally working in this sector. I am pleased that your public service announcement campaign, Open Your Mind, which will be aired in 2007, will work to advance public awareness about the employability of people with disabilities. Education and awareness are certainly the foundations of change. I applaud the manual, “**Recommended Guidelines in Language and Terminology – Persons with Disabilities**”, for the leadership it demonstrates in facilitating learning among news professionals. We share a common view that enhancing the inclusion of people with disabilities in all aspects of Canadian society requires commitment from everyone. I wish you the best as you continue to work on these priorities”.

2- Canadian Broadcasting Corporation (CBC)

<http://www.cbc.ca/> and

<http://www.cbc.radio-canada.ca/home.asp>

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Person interviewed: Bev Kirshenblatt, Senior Director, Regulatory Affairs

City: Ottawa

Bev Kirshenblatt at CBC



It's Canada's national public broadcaster. CBC/Radio-Canada is the country's largest cultural institution. It operates two national television networks, four national radio networks, specialty television services, various Internet sites, and an international shortwave radio service. It is the only cultural institution and the only broadcaster offering services to all Canadians in English and French across Canada and in eight

The researcher at CBC

Aboriginal languages across the North, so all the cultures are represented and reflected. They promote inclusion of cultures on and behind screen.

The CBC occupies a unique position of trust. It is the most substantial and broadly-based broadcast journalism organization in Canada. It is funded, through Parliament, by the people of Canada. The CBC therefore considers it a duty to provide consistent, high-quality information upon which all citizens may rely.

CBC television is financed also by the sale of advertisements. CBC radio is only financed by the government. Neither the TV nor the radio contents are obliged to be in favour of the government. 80% of the programming is Canadian and the rest is British, French or from United States programming.

The Journalistic Standards and Practices provide the policy framework within which CBC journalism seeks to meet the expectations and obligations it faces. The following link includes the amendments approved by the CBC Board of Directors in September, 2004.

<http://www.cbc.radio-canada.ca/accountability/journalistic/index.shtml>

Every year they have to report to the Canadian Radio-Television and Telecommunications Commission (CNRT) about their diverse programming and social issues, such as closed caption and described video.

The CNRT has developed general rules that has imposed to broadcasters as requirements and conditions for having a license. As a condition of license the CRTC says that CBC English television has the requirement to close caption the 100% of all news and 90% of the rest of the rest of the schedule.

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Bev Kirshenblatt explained: "We close caption the 100% of all the programming. The only exception is advertisement, because each advertiser has to do it. In Canada, we don't use any more the sign language translator. In CBC French television we close caption 100% of the news and 96% of the rest of the programming. It is still difficult to find trained captioners in French".

"We also use described video, that describes what is going on so blind people can understand. CBC in English doesn't have as a condition of license to describe video. But all the same, we do some and most surely it will be a condition of license soon. In 2005-2006 we had 427 hours of described video programming (in drama and movies)".

As a good example of a piece of news dealing with disability issues, Bev Kirshenblatt presented the example about the news they produce every year when the Terry Fox Competiton is organized, in commemoration of Terry Fox, the boy with cancer that ran across Canada promoting conscioness about his illness.

3- Toronto Star newspaper
(Canada's largest daily newspaper)
<http://www.thestar.com/>

Person interviewed: Helen Henderson,
journalist. She has a disability: multiple
esclerosis
City: Toronto



Helen Henderson at Toronto Star



The researcher at Toronto Star

Henderson writes in "Life Section" (it's general information). Before this section was called "Family Section" but this name is no more politically correct. Helen Henderson and other journalist integrate the "Diversity Comitte", that looks after whether women, Muslims, disabled people and other groups are discriminated.

Henderson began to work in this newspaper in 1974 in Economy Section, covering mining.

Eight years ago, she suggested that the newspaper should start a beat (area of speciality) on disability issues, as there is education beat, etc. "I knew they would say: "No", but they finally decided I could have a weekly column about this issue", explained Helen Henderson. In fact, she has a column about Disability issues on Saturdays.

- Do you think disability issues are integrated in all the different sections of the newspaper or only in your column?

I think they are starting to spread out into other departments. For a long, I think, it was only in my column, but now for example, transportation reporters write a little bit about disability issues mainly when it is about money (if new buses with low floors are bought or if elevators are built in metros). Education reporters do very little about education for people with disability, they leave that issue for me. So there isn't enough, but I hope it is changing a bit".

"CAB used to have a television programme called "Disability Network" and it ran for about 10 years and it was on Saturday's afternoon, that in fact it's when nobody watches TV. But at least it was a start. Such as my column. It's like little drops of water. In fact, I wish there were more journalists and more examples of diversity in journalism".

Henderson explained: "In this newspapers we all try to use adequate words, as Toronto Star guidelines say. Canadian Press News Agency has also a good journalism code".

- Do Canadian universities of Journalism teach that journalism should be diverse?

I don't think they do enough. I think that is very important that journalism schools should do things like that, because members of the press, of the media, influence in society about what we think about disability, people are influenced by the words we use, people pick up our language, so if we use terms that are disrespectful we reflect a prejudice in society. So I do think it is very important that schools think on those issues, surely they study the codes dealing with minorities but surely they don't spend much time in disability.

- Do you think people with disability are integrated here in Canada? Are there good policies in this sense?

I think there are some good policies but they are not enforced in the way they should be, even though this issue is in our Charter of Rights and Freedom. There's nobody who sees if the policies are truly translated in the practice, particularly where money is involved. Eg: The policy may say that kids should be treated equally in schools but if there's no money to hire a special teacher, so they only

say "Sorry".

- Which is the party that works more for inclusion of disabled people?

The New Democratic Party has a reputation of working more at disability issues. They are perceived of being the party of the trade unions. But they have never been in federal government.

Liberal party and Conservative Party are the ones that are always in the federal government.

- Which is the biggest obstacle that people of disability have?

The worst is social attitude, when people can only see what people with disability can not do.

4- Toronto Star newspaper

(Canada's largest daily newspaper)

www.thestar.com

Person interviewed: Barbara Turnbull, journalist. She has a disability: quadriplegic.

City: Toronto



Henderson, the researcher and Turnbull

In this newspaper, there are 2 more journalists who use wheel chair: one in Sports Section and the other one also in Life Section. Her name is Barbara Turnbull, and she has written in 1997 a book telling her experience as she became disabled after she was shot by a thief. The book is entitled: "Looking in the mirror".

In "Looking in the Mirror" Barbara Turnbull revisits, for the very first time, the night of her shooting and the long and painful recovery that followed. She takes us through the media blitz that cast her as a "celebrity victim" and the dramatic events of her assailants' trial. "Looking in the Mirror" is a gripping account of Turnbull's refusal to let her life be hijacked by tragedy. Instead, she shapes a new life for herself, first as a journalism student at Arizona State University, and then in a career as a reporter for The Toronto Star.

Turnbull has created a Foundation for Spinal Cord Research and 100% of the proceeds from her book, go towards Spinal Cord Research:

<http://www.barbaraturnbull.org/barbara-book.htm>

Though this random and unprovoked act of violence happened in a suburb of

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Toronto, Ontario, the shooting affected the entire country. In what would come to be considered by police as the "The Barbara Turnbull Era," Canada was forever changed. In that split second, violence leapt into everyone's living room and suddenly Barbara became everyone's daughter, sister and friend.

While in the hospital, Barbara's first battle was to live. She had to learn to breathe again, without the aid of a respirator. And when reality set in, she had to adjust to life paralyzed from the neck down. Today, Barbara lives her life as a high-level quadriplegic.

The tragedy of the event spread quickly throughout the news media. Due to the tremendous newspaper and television coverage, the public responded with an unprecedented outpouring of support. Barbara received tens of thousands of letters from around the world and thousands in unsolicited donations.

Barbara's remarkable story has been recognized numerous times for the ways she has refused to give up. Over the years she has also been involved with numerous charities for the disabled and in spinal cord research. She has appeared in North America's prestigious lecture series Unique Lives & Experiences and been recognized by Toronto's YWCA as a Woman of Distinction.

Today she lives in her own condo in Toronto, with her services dog, Bella, a yellow Labrador.

Interviews with Governmental sector

5- Canadian Radio-television and Telecommunications Commission (CRTC)

www.crtc.gc.ca/

Person interviewed: Jane Britten, Manager,
Social Policy

City: Ottawa



Jane Britten at the CRTC

The CRTC plays a significant role in the cultural life of Canadians, as it regulates and supervises the Canadian broadcasting system and the telecommunications industry. The *Report on Plans and Priorities for 2007-2008* outlines the CRTC goals and work plan for the year. It details its intention to increase availability of Canadian content and programming that reflects Canadian creative talent and Canada's linguistic duality, cultural diversity and social values, as well as its national, regional and community characteristics. CRTC seeks to support a sustainable and competitive Canadian communications industry, and to increase access to a variety of innovative, high-quality communications services, at

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reasonable prices, that meet consumers' needs and reflect their values.

They promote the respect to the 5 codes:

1- The Code Regarding Violence in Television Programming: the CRTC approved this code after making a public process asking them for their views.

2- The Sex-Role Portrayal Code for Radio and Television Programming: the CRTC approved this code after making a public process asking them for their views.

3- The Code of Ethics

4- The Broadcast Code for Advertising to Children

5- The Equitable Portrayal Code

The first and second codes are a condition to have a license to broadcast. These codes were done during a long process. Eg: The elaboration of the Sex-Role Portrayal Code for Radio and Television Programming lasted more than 20 years, it started in the late 70, when the federal government began to be very concerned about discrimination to women issues and tried to promote equity of gender.

Jane Britten explained: "So at that moment, the government asked the industry to start doing some research and at first, they were very resistant. The advertisement industry was the most resistant: they showed naked women all the time. That is why it took a lot of time till they heard our claims of making research, focus group, till they realized it was a serious problem. In the end, we had a policy on gender portrayal, and one of the most important tools was this Gender Code".

Jane Britten explained: "All members of the public can complain first at the Canadian Broadcast Standards Council (CBSC), an independent non-governmental organization created by CAB. They will make their findings about the complaints in all the 5 codes. When any time any member of the public is not satisfied with what the CBC decides, then they can come to us (CRTC). So the government is the last step".

"We have a very important model that it happens to be very successful. Dealing with content, we found that it is more effective when the broadcasters agree with the standards they should have with themselves rather than when the government says what it is correct or not".

"Now broadcasters are much more open in different areas, such as concerning persons with disabilities. They are involved in this issue and they realize that people with disability are basically absent in their programming. They realize that when people with disability appear in media they are confined on a wheelchair or shown as useless, in very negative terms, always pityful, like victims. But having a disability doesn't mean that you can't contribute to society".

"The industry was very open dealing disability issues. Probably because it was hard to argue and they couldn't pretend it was all ok. They did significant progress in dealing with that. After 2 years asking them to start addressing this issue, they did

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research, they came up with solutions and they started with a public service announcement, that is cast on television and it's about that people having a disability can contribute to society. In fact, in this country we use a lot of public service announcement as a public education tool. Most of the public service announcements are made by private broadcasters, as their social contribution".

"We have an area called Diversity, which promotes diversity in radio and television, not only in screen but also behind the screen. This area promotes that programming is available in many languages, as we are a multicultural country. We have television and radio service in 70 languages, including an aboriginal channel that is carried all over the country. We are the only country that has this kind of service. We also have around 20 or 30 aboriginal radios".

Complaints

In Canada doesn't exist censorship power, so most of the complaints about media contents start from the public. The CRTC doesn't watch programs before they are casted, as there is freedom of communication, but of course, everybody has to obey the 5 codes. Only when there is a specific concern, the CRTC has the power to monitor.

"Eg: about 4 years ago, some people were very concerned about offensive language on a radio station. There was a perception that the content was pushing the boundary of what is appropriate (because sometimes when you start saying bad words you start saying bad things), so we monitored this case. We found that they were respecting the rules but they were walking on the edge. So we couldn't punish them because no rules were broken, but we told them: "Listen we are watching you, so don't cross that line". So that was a warning".

"Fortunately, 99,9 percent of the industry respect our codes. Mainly because they agree with them and because they also realize that is not worth going down this slippery slope, because they will lose their audience".

"There is one area we are very strict on: violence. You can not say or show contents that will produce hatred or violence. Eg: there was a radio programme that invited people to talk about sex with women without any respect to them and they used bad language. Obviously we didn't accept this, as it was a criminal content. So we called them and started an investigation and after that, the radio was so shocked that they canceled this show".

"Also we have very strict rules about pornography, we control the time they are shown and that they are only shown for people who want them".

"We don't have the power to fine. In USA they do. That's why we are very fortunate that all the industry together has agreed with standards. In Canada we all cooperate for the same goal. We like to work together with media industry, so they

can be creative, and that's why we don't like censoring nor limiting. The punishing tools we do have are limited: the worst is to take away the license, but this is very rare, because before that we try to work with them. (eg: there was a station in Quebec that has sex comments, race comments, disrespect and we took away their license)"

"Media industry doesn't like the idea of having negative publicity, so they avoid the CNRT to punish them. Our idea is to correct the behaviour not to punish the behaviour.

Our way of working is slow because it takes time to convince people about issues. To take away the license doesn't solve the long term problem and besides they can pay the fine including it into the budget. The other consequence of fining is that broadcasters can become so scared that they don't do anything."

- Do you have free space for public service announcements?

It's not an obligation for the industry. The CAB has 30 seconds per hour free for public service announcements. If there's a channel that casts too much alcohol they have to broadcast announcements against alcohol. We don't reserve space for non profit organizations. But we have non profit broadcasters and the government gives them certain privileges, such as they get distributed widely, such as for the Canadian Parliament Channel (CPAC) and for the aboriginal channel.

The idea of things being accessible goes both ways: we expect all broadcasters to reflect all Canadians because we have such a multicultural society, so for example: in the news we don't have only to interview a white male doctor, because we also have also black, Asian female doctors, we promote diversity in all radio and TV stations. Because otherwise they will be isolated from Canadian society and that produces intolerance. Every year each station has to present a plan and has to reflect diversity (these reports are on CRTC website). On the other way we also promote different groups to have their channel, such as aborigines, Muslims, etc.

The CRTC distinguishes between the two kinds of description. **Audio description** is the voiceover of textual or graphic information displayed on screens, like sports scores, weather information, stock quotes, telephone numbers, etc. All broadcasters are generally expected to provide this.

Described video (also known as video description) is the narrative description of a program's key visual elements, permitting a viewer to create a mental picture of what is happening on screen. This is generally delivered in a closed format and is accessible via the secondary audio programming channel. It requires special technology and involves some expenditure; therefore obligations are established on a case-by-case basis.

- Do you oblige media contents to be accessible for people with disabilities?

Yes, of course and we work with CAB, that has made many reports about that. We believe that when you talk about disability you have to have somebody who has a disability telling the story. In Canada we have a rule that promotes employment for

coloured people, aborigines and people with disability. But people with disability have not yet considered that they could work in broadcasting and also the broadcasters don't reflect them all the necessary and when they do, they show them inadequately. So now we are trying to make this change, in order to promote disabled people to be professional actors.

- Do you oblige close caption to be used for deaf people?

Yes. There is a rule that says that the system has to become as accessible as the resources permit. Now 100 percent of the news and 90 percent of the rest have to be close caption. As we have a lot of complaints that the close caption wasn't good, (not accurate), now our policy is to oblige a good quality of close caption. Now we are also debating other things, such are, in what part of the screen we should put the close caption and what person the close caption is referring to. We prefer close caption rather than sign language, because the latter one doesn't work for drama, you can't have too many characters on the screen, so it's not the best solution for all programming.

Besides close caption is not only useful for people who are deaf, also for elder people, also for people who are practicing gym.

We still have problems for the French programming because the technology doesn't recognize the accent.

We also have described video for people who are visually impaired. As the technology is still very expensive, we only oblige 4 hours a week for drama programming, and it is not so necessary for news, because the reporters explain the contents of the news. At the beginning, the industry was very hard to get into this new service, but again we told them that it was a public claim, because otherwise blind people are isolated from the rest of the society that can comment about issues that blind people cannot.

6- Office of Disability Issues (ODI)

http://www.hrsdc.gc.ca/en/gateways/nav/top_nav/program/odi.shtml

Persons interviewed: Abdou Saouab,
Manager Disability Research and
Knowledge Development and Linda
Brown, Manager, Awareness

City: Ottawa



Linda Brown at ODI

It depends of the Human Resources and Social Development Canada Department.

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The Office for Disability Issues (ODI) is a focal point within the Government of Canada that promotes the full participation of Canadians with disabilities in learning, work and community life. They strive to provide leadership in this area of shared responsibility. They based their work on the Charter of Human Rights and Freedom.

Language plays a critical role in shaping and reflecting our thoughts, beliefs and feelings. The way in which journalist refer to people can affect the way the disabled people are seen by others and, indeed, the way in which they feel about themselves. In order to help media and society in general, ODI publicated a manual called **“A way with words-Portrayal of people with disabilities”** (8), that suggests the best and most appropriate words and terms to use concerning people with disabilities. All the manual can be read in the Appendix.

This manual says: “Persons with disabilities are asking Canadians and the media, in particular, to use respectful terms when writing and speaking about them or about issues that affect their lives. They are also asking that images chosen to portray them are respectful and do not reinforce outdated stereotypes”.

The manual says: “A disability is a functional limitation or restriction of an individuals ability to perform an activity. Theword “disabled” is an adjective, not a noun. People are not conditions. It is therefore preferable not to use the term “the disabled”; but rather “persons with disabilities.”

The manual gives some guidelines on appropriate terminology to be used when speaking or referring to persons with disabilities:

- Focus on the issue rather than the disability. If the disability is not relevant to the story, it is not necessary to report it.
- Try to avoid categorizing persons with disabilities as either super-achievers or tragic figures. Choose words that are non-judgemental, non-emotional and are accurate descriptions. Avoid using “brave,” “courageous,” “inspirational” or other similar words that are routinely used to describe a person with a disability.
- Try to focus as much on abilities as disabilities. Remember that the majority of persons with Disabilities have similar aspirations to the rest of the population and that words and images should reflect their inclusion in society, except where social isolation is the focal point.
- References which cause discomfort, guilt, pity or insult, should be avoided. Words like “suffers from,” “stricken with,” “afflicted by,” “patient,” “disease” or “sick” suggest constant pain and a sense of hopelessness. While this may be the case for some individuals, a disability is a condition that does not necessarily cause pain or require medical attention.

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In 2004, ODI also made a Qualitative Study called: “**Canadian attitudes toward Disability Issues**” (9):

<http://www.hrsdc.gc.ca/en/hip/odi/documents/attitudesPoll/benchmarkSurvey/introduction.shtml>

This was a national study of public awareness and attitudes towards disabilities in Canada. The purpose of this research is to gauge Canadians' attitudes towards persons with disabilities and awareness of disability-related issues, and in particular identify how these compare between individuals with and without disabilities.

The ODI supports NGOs financially so they can make campaigns in the media. Abdou Saouab said: “We give them the tools, as they are the best to expose the claims through media”.

Only 1% of the population with disability (with very severe disabilities) live in an institution (run by province government). All the rest prefer to live at their house, and the government gives them all the help they need to live by themselves (supported living).

Every year the ODI presents a report about their work which is called: “**Advancing the inclusion of persons with disabilities**”. The last report is about 2006 (10) <http://www.hrsdc.gc.ca/en/hip/odi/documents/advancingInclusion06/introduction.shtml>

The report says: “There are more than 50 programs and initiatives that some 30 federal departments and agencies deliver in order to facilitate the participation of people with disabilities in major dimensions of Canadian society.

This annual report is a testament to the Government of Canada’s commitment to making Canada a truly accessible society for all; a Canada where people with and without disabilities can live to their fullest potential.

The understanding of disability is no longer dictated by a single discipline or conceptual perspective. We all have a responsibility to remove the barriers that prevent the full participation of people with disabilities in Canadian society, and to create a more accessible Canada.

This is the reason why, as a Government and as a society, we invest in ensuring that the needs of people with disabilities are being met through a variety of programs and initiatives in areas affecting many facets of people’s lives. As a Government, we will continue to work with our partners at the provincial and territorial levels, as well as in the private and non-for-profit sectors, and with all citizens, to remove barriers and ensure accessibility for Canadians with disabilities. As is the case for many social policy areas, policies concerning people with disabilities fall under federal, provincial, and municipal jurisdictions.

Through a vast array of policies and integrated programs, the federal government seeks to contribute to the improved well-being of people with disabilities and the

organizations that support them, and to promote the principles of citizenship. Whether accomplished by means of service delivery or through tax policies, the federal government's aim is to reduce, if not eliminate, the barriers that people with disabilities face at various stages of life. Thus, tax measures for children with disabilities, grants intended for students with permanent disabilities, various employment programs for working-age adults, and income support programs and services for seniors with disabilities are all part of an increasingly coherent and integrated policy at the federal level.

The Government of Canada's efforts at integrating services for people with disabilities have, for a number of years, been guided by the understanding that disability is not defined merely as being the direct result of a health problem or any physical or mental limitation. Instead, it is seen as the result of complex interactions between a health problem or functional limitation and the social, political, cultural, economic, and physical environment. These, in combination with personal factors such as age, gender, and level of education, can result in a disadvantage—that is, a disability.

This concept of disability is also what guides an increasing number of national surveys that collect information on people with disabilities in Canada. For example, the 2001 Census, the 2001 Participation and Active Living Survey (PALS), and, since 1999, the Survey of Labour Income Dynamics (SLID) all use the same filter questions based on this concept to identify people who have a disability.

It is also this common understanding that shapes the ongoing collaboration across federal departments and agencies, and between the Government of Canada and other orders of government and national organizations of people with disabilities. Regardless of the means chosen to address disability issues, it is now a generally established principle that functional limitations or health problems alone do not prevent people from participating. Obstacles in the socio-economic and built environment do.

In this context, the Government of Canada will be seeking to develop a “**National Disability Act**” to improve accessibility and inclusion for all Canadians with disabilities. The Government of Canada will engage concerned stakeholders, including Canadians with disabilities, in gathering information and eventually developing a proposal for this Act. There is a very interesting website that has many information about this act:

<http://www.disabilitypolicy.ca/resourcesNational.php>

7- The Canadian Human Rights Commission (CHRC)

<http://www.chrc-ccdp.ca/default-en.asp>

It's an independent commission under federal government. They receive complaints from the citizenship. When a person with disability or their family has a claim because their rights are not respected, they can present their complaint at this commission.

The Canadian Human Rights Commission is empowered by the “Canadian Human

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Rights Act” to investigate and try to settle complaints of discrimination in employment and in the provision of services within federal jurisdiction. Under the “Employment Equity Act”, the Commission is responsible for ensuring that federally regulated employers provide equal opportunities for employment to the four designated groups: women, Aboriginal peoples, persons with disabilities, and members of visible minorities. The Commission is also mandated to develop and conduct information and discrimination prevention programs. In order to educate, the commission elaborates a lot of guidelines.

Respecting citizen complaints to federal government, disability issues are the most frequent complaints:

Percentage of complaints to CHRC that cited disability as the grounds for discrimination

- 44% during 2002
- 50% during 2005

8- Toronto City Council

<http://www.toronto.ca/>

Person interviewed: Councillor Joe Mihevc, Toronto City Council's Disability Advocate and Chair of City Council's Roundtable on Access, Equity and Human Rights

At TCC there´s a special area that works for the inclusion of disabled people:

<http://www.toronto.ca/diversity/dica.htm>

Joe Mihevc says. "People with disabilities are entitled to be full participants in all aspects of life, in their community and be able to access the democratic process."



Toronto City Council

Toronto City Council consists of the Mayor and 44 City Councillors, one representing each of the city's wards. The council is the main governing and legislative body for the city. City councillors also sit on committees and on community councils in the area where they have been elected.

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"Enterprises in Canada have very interesting policies dealing with disability issues, and I think that is because of good social responsibility but also it is good business. They understand diversity as we are a multiracism country. People with disabilities are more and more every year because we are aging in population. The enterprises that make social work don't have any kind of economic benefit, because it is an responsibility they assume. On the contrary, in Argentina, they have discounts in taxes. In Canada we have a very strong sense that we must follow the law. In Central and South America is like this: here is the law and on the other hand you have the customs that not respect the law".

"The provincials government (through a program called support payment) gives a check around a thousands dollars to persons who have a disability and they are not able to work. And there is another help for those who receive an economic support until they find a job".

"At the City level we are responsible of transportation, recreation and we encourage access in building. We have design guidelines in order to encourage this. At the City Hall is law to be completely accessible. We have won awards for having a very accesible website. Every department must have a plan in communication accessible for everybody".

"We are now buying new buses and of course are low floor".

"We have 66 subway stations and 30 of them have elevators and each year we put elevators in 2 to 4 more stations and each elevator costs 25 millions. So by 2020 all transportation will be accesible".

"We also have wheel chair service buses (called WheelTrans) for those who really can't use regular transportation".

"Respecting education and employment, provincial and federal governments have the responsibility. But we also have support employment centers that train people with disabilities".

"Between 10 and 15 % of people in Ontario have disability and most of them lives in the city, because they have all the services they need. So we think in Toronto, around 15 % of the population have disability".

"There is a law in Ontario that says that by 2025 the province must be fully accessible (it was signed in 2005). This important law is called "Accessibility for Ontarians with Disabilities Act": <http://www.mcsc.gov.on.ca/mcss/english/pillars/accessibilityOntario/>. This act is the first of its kind in Canada. Every year we must submit to the provincial government our plans".

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This act says: "People with disabilities should have the same kind of opportunities as everyone else. They should be able to do the things that most of us take for granted — going to work or school, shopping, taking in a movie or eating out. That's the goal of Ontario's legislation. Businesses and organizations who provide goods and services to people in Ontario will have to meet certain accessibility standards in five important areas of our lives:

- * customer service
- * transportation
- * information and communications
- * built environment
- * employment

Ontario needs to be more accessible to people with disabilities. It is the right thing to do. It also makes good sense economically and socially. Ontario's population is getting older. Twenty years from now, 20 per cent of the people living in the province will probably have a disability of some kind. When barriers get in the way of people with disabilities participating fully in society as a result of their disabilities, everyone in Ontario loses".

Interviews with Non Profit Organizations dealing with Disability Issues

9- Canadian Association for Community Living (CACL)

<http://www.cacl.ca/>

Located at York University.

Person interviewed: Anna Mac Quarrie,
Policy analyst

City: Toronto



Anna Mac Quarrie at CACL

This NGO was created in 1958 by parents that didn't want to leave their children in institutions. They wanted them to live as home with community support. They have 13 provincial federations. This organization concerns with intellectual disability, it is not a crossed disability organization.

CALC was involved in the elaboration of the United Nations Convention of Disability, that was signed in 2006.

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In order to be more effective, they work together with another NGO called “Council of Canadian with Disabilities”. They also integrate a movement called “Inclusion International”: <http://www.inclusion-international.org/>, that promotes to link voices to global change.

Canadian Association for Community also integrated a movement called “End Exclusion” that signed on november 2nd, 2006, a Declaration entitled “Building an inclusive an accessible Canada”, that is a national iniciative supporting people with disabilities: all the declaration can be read:

<http://www.endexclusion.ca/english/declaration.asp>

This declaration remembers “the 25th anniversary of the International Year of disabled Persons and the first national Parliamentary report “Obstacles”, and the many achievements of the last 25 years”.

This group “End Exclusion” has made a very interesting list that describe the important achievements that Canada has made in order to have an inclusive society. This list can be read here:

<http://www.endexclusion.ca/english/milestones.asp>

- Are the Parliament members active about disability issues?

No, we haven´t seen a great leadership from our current federal government (Conservative Party). We prefer the Liberal Party strategy.

But fortunately, in Canada, each time more, since the creation of the “The Charter of Rigths and Freedom”, there is a general understanding of disability issues, not in a medical way but in a social and human rigths way

- What do you think of media coverage?

I think disabled people don´t have a positive coverage when the news is related to a complicated issue. Sometimes Canadian media message is that disability is something negative and that we must keep it invisible. Eg: as the case of Ashley (the girl with disability, from USA) whose parents preferred she remained as a child for ever with a growth attenuation treatment. On the contrary, the NGO defend the right of the girl to grow, even though she would grew as a giant.

<http://www.inclusiondaily.com/archives/07/01/05/010507waashley.htm>

We were against Ashley treatment and fortunately some media showed our opinion. We think that we must celebrate human diversity and disability is part of diversity.

- What do you think about inclusive education?

We promote inclusive education.

Inclusive education is not a mandate but it´s permitted. Parents have been lobbying for that and there´s a lot of self advocater, like those from the organization called “People First”, a many other social movement that are very important in Canada.

New Brunswick is the only province that has a law that promotes inclusive

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education. And in the other provinces they sometimes promote inclusive education even though they don't have legislation. There are also segregated classes in a regular school and special segregated schools.

- What do you think about housing for disabled people?

In this country, there are still institutions but we promote them to close. We promote people with disability to live in their communities with all the different supports. We promote community living, through 4 or 10 person home, and we make sure that they are not "small institutions". We try to make all the community realize that they have to be accessible. The people with disability chooses how they want to live, and some of them are advocates.

We promote the institutions to be closed. There are some yet in some provinces. In Ontario there has been a commitment to close the last 3 institutions. We think institutions deny people their basic citizenship.

10- Inclusion International

<http://www.inclusion-international.org/>

Person interviewed: Connie Laurin-Bowie

City: Toronto



Connie Laurin-Bowie at Inclusion International

Laurin-Bowie says: "In our early history, people with disabilities were confined to institutions and not considered full citizens in our country".

"In 2004, the government of Canada from its Throne speech, made a promise regarding labeled people. A new orientation was born, wanting people with disabilities to be full and effective participants in society as citizens, and benefit from our country economic growth. The Community Inclusion Initiative initiated a profound change that had a huge impact on the social development of labeled people: Providing a venue to create a sense of self-worth, confidence, and freedom".

"For the fiscal periods of April 2006 to March 2008, six major priority issues that have been identified by the Community Inclusion Initiative partners are:

- Deinstitutionalization

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- Community Associational Life and Capacity which includes:
 1. Leadership and Partnership (women, youth, seniors, aboriginal)
 2. Public Awareness
 3. Support to Local Chapters
- Income and Employment
- Family and Disability Supports
- Education

”These five priority sectors will bring forth a process of self empowerment and skill building of labeled people, which like any initiative, is a dynamic and on going process”.

10- Canadian Association of Independent Living Centres (CAILC)

<http://www.cailc.ca/article/home-125.asp>

Person interviewed: Jihan Abbas, Research And Policy Consultant
City: Ottawa



Jihan Abbas at CAILC

They have 26 centers that provide services to people with all kinds of disabilities).

51% percent of their employees have a disability. They promote inclusion and independent living.

They design their work taking into account the needs of every person with disability (they called them “consumers”). They have promoted the “Consumers movement” (as they can choose the service they want): this model is different from the medical or rehabilitation model.

Independent living is a social movement that started in California (USA) at the 70’ with a group of students that promoted accessibility at universities. It arrived at that

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moment also at Canada and then spread internationally. So CAILC is part of a international independent living movement that empower people so they can advocate and they also promote changes in policies and try to influence in government.

This is the vision of Independent Living: Canadians with disabilities have skills, determination, creativity, and a passion for life. They want to contribute to the economic, political and cultural life of their community, however barriers continue to get in their way: old attitudes, outdated laws, inflexible approaches to everything from hiring to housing and customer service.

CAILC and the Independent Living movement have a compelling vision of a Canada that is able to tap into this incredible resource. They are working to empower people with disabilities and to remove barriers so that responsible, self-reliant people with disabilities can assume risks, make choices and contribute as they wish.

This is a vision in which everybody wins. People with disabilities achieve their full potential. Governments save money and discover innovative new solutions. Businesses tap into a deep talent pool. And, all Canadians benefit as social and cultural life is enhanced.

In Canada people with disability can choose to live in:

- * group homes
- * semi supported building (they have their own place and also supporter workers live there, in another floor)
- * family shared programs: where people live with other families.
- * some people live independently (they can have care service, supporter worker)
- * there are still institutions (but most of them are closing)

Jihan Abbas explained: "In terms of employment, people with disabilities have great rates of unemployment, much higher than those of persons without disability".

The government report "Advancing the inclusion of persons with disabilities 2006" says that the percentage of the:

- adults with disabilities unemployed is 27.1%
- adults without disabilities unemployed: 4.9%

"Before Canada used to promote integration in schools. So students with disability went to a regular school but in segregated classes. Now Canada is promoting inclusion which means that they go to the same regular class".

"Each NGO works with media, because we know that is important that the portrayal of disability is adequate".

"This Conservative Government has made a lot of cuts respecting fundings for

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social policies and disability projects. It's very different the way they work to the previous party that has been in power for 10 years: the Liberal Party. For example they cut the program that support and help NGOs to claim respect for human rights and to make advocacy about the Charter of Rights and Freedom. For example, some years ago we had made advocacy -thanks the support of that program- in order to claim for accessibility in the cars of Via Rail. The trains stations and the trains are still not completely accessible”.

“I think media doesn't cover yet correctly disability and I think is good the initiative of CAB that they promote that people with disability work in the media sector, and in that way their portrayal will change. I think now there is lot of disability in television but there is still a lot of stereotypes and negative images”.

”A lot of person with disability study journalism but they can't find a job because the radio stations aren't accesible”.

“The federal government role is key in showing the importance of the policies”.

11- Canadian Paraplegic Association

www.canparaplegic.org

Person interviewed: David Hinton,
Executive Director
City: Ottawa



David Hinton at Canadian Paraplegic Association

Its mission is to assist persons with spinal cord injuries (SCI) and other physical disabilities to achieve independence, self-reliance and full community participation.

Its national office is at Ottawa and it has 10 centres around Canada. This NGO is 68 years old.

He said: "Canada is a good example of a country that includes people with disability. Here there has been a social will to make this change in order to put the money towards this aim. There has to be fundamentally a change in society to understand and claim for accesibility, because sometimes there are good laws but

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it is necessary to have citizens that monitore them in order to make them function. And always Government hast to lead the good examples”.

This NGO promotes social will in order to monitore policies and advocate. It promotes self reliance and independent living for people with disability.

They wrote a book called “Life after medulal injury”. This is a great resource for persons with SCI and their families. Its a guide that contains everything you need to know about spinal cord injury.

12. Institute for Media, Policy and Civil Society (IMPAC)

www.impacs.org

Person interviewed: Liz Scanlon, Strategic Counsel

City: Toronto

They help other non profit organizations (NPO) with their communication area.

- Does journalism pay attention to disability?

There are some good examples in Toronto Star newspaper, like the journalist Helen Henderson. They covered the issue very well. But I think there are others that ignore the issue and others cover it but only concerning stories of life of some people. But the individual cases don't really tell about the systemic issues. They do tend to prefer only individual stories. Instead journalism should treat disability issue from a wider and holistic view.

So, I believe that there excellent journalists but there are others that don't understand disability and tend to cover it in isolation and try to provoke pity.

- Do you think media communication is important for the non profit organization sector?

Yes, it is. I think that NPO have to invest in media during all the year. But the biggest gap is that NPO have to understand that media communication is not something that you have to do once a year when you have an awareness day. Many NPO make media watch (like watch dog) and IMPAC is one of them. Another one is IMAGINE that analyses how NPO are covered in the media.

Interviews with Universities

13- School of Disability Studies

At the Institute for Disability Studies Research and Education, at the Faculty of

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Community Services, at Ryerson University
<http://www.ryerson.ca/ds/>

Persons interviewed: Catherine Frazee, Co- Director and Melanie Pantich, Director
Bachelor of Arts in Disability Studies (semi presencial) Posdegree
City: Toronto

Pantich and Frazee at Ryerson University

They have written a manual called: "Lights... camera... Attitude! . Introducing disability Arts and Culture".

- What is Disability Studies?

More traditional approaches to disability focus on ways to rehabilitate or "fix" people with disabilities. In Disability Studies we focus on society's definition and response to disability. We explore the social context and experiences of people with disabilities. We draw from the work of scholars, artists and activists and the direct experiences of our students. This unique approach equips our graduates in Bachelor of Arts in Disability Studies, so they can take leadership roles in community-based agencies, advocacy roles in the disability movement, or continue their studies at an advanced level.

We started with this course 7 years ago. At that moment, we recognized that there was no opportunity for those who want to understand disability as a social political and economic issue rather than a medical one. Before there was nowhere to go in terms of higher education.

Concerning media, we have a subject called "Media and images of inequality", where students analyze how media represents or misrepresents many marginalized groups, including disabled people. They analyze how they are portrayed and what words they use.

- Do journalism universities teach about inclusion?

They teach about diversity, how to be sensitive when interviewing people with disability. But they don't really teach about the policies of disability or about the social economic complexity. We know there are teachers and students with disability, they often come to us when they are writing some stories. We feel that we will move towards having a more strong presence in the schools of journalism. Our objects are to make social change, to improve condition of life for disabled people in Canadian society and beyond that, as well. We want to teach the students to become activists, to be better advocates, to be more effective, to make influence in policy. We try to teach a different way of understanding the problems of disability.

- Which are the most important achievements people with disability have achieve in Canada?

We think it is the Charter of Rights and Freedom, that was included in Canadian Constitution, in 1982. It says that people with disability should be treated equally. That has a major significance for people with disabilities who take cases forward

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through the Court when their rights are not respected. Since then, 25 years ago, we have been building a more significant integration. This is our achievement. We also have good legal protections, we have good Human Rights Codes and a very good understanding of the importance of accommodations and access for disabled people.

- What do you think about media coverage of disability?

Well, in our courses we spend some time reflecting about media coverage of disability. For example, we analyzed the case of a small girl with disability called Tracy, who was murdered by her father, because he didn't want her to suffer. This case attracted the media for many years. And at first, media coverage was terrible, because all the words used to describe this child were very negative words, suggesting she was barely a human, demonizing her. So disabled people made demonstrations, made meetings with editorial boards and protested. Then media began to take disabled people more seriously. After this claim, we saw better coverage, at least more balance, because media presented not only those who supported the father but also those who respected the rights of disabled people. In this case, we saw at the end, that media began to recognize the voice of disabled people as public opinion.

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Appendix

Equitable Portrayal Code

1. Equitable Portrayal

Television and radio programming shall respect the principle of equitable portrayal of all individuals.

2. Human Rights

Recognizing that every person has the right to the full enjoyment of certain fundamental rights and freedoms, broadcasters shall ensure that their programming contains no abusive or unduly discriminatory material or comment which is based on matters of race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability.

3. Negative Portrayal

In an effort to ensure appropriate depictions of all individuals and groups, broadcasters shall refrain from airing unduly negative portrayals of persons with respect to race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability. Negative portrayal can take many different forms, including (but not limited to) stereotyping, stigmatization and victimization, derision of myths, traditions or practices, degrading material, and exploitation.

4. Stereotyping

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Recognizing that stereotyping is a form of generalization that is frequently simplistic, belittling, hurtful or prejudicial, while being unreflective of the complexity of the group being stereotyped, broadcasters shall ensure that their programming contains no unduly negative stereotypical material or comment which is based on matters of race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability.

5. Stigmatization and Victimization

Recognizing that members of certain of the following identifiable groups face particular portrayal issues, broadcasters shall ensure that their programming does not stigmatize or victimize individuals or groups on the basis of their race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability.

6. Derision of Myths, Traditions or Practices

Broadcasters shall avoid the airing of content that has the effect of unduly deriding the myths, traditions or practices of groups on the basis of their race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability.

7. Degrading Material

Broadcasters shall avoid the airing of degrading material, whether reflected in words, sounds, images or by other means, which are based on race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability.

8. Exploitation

Broadcasters shall refrain from the airing of television and radio programming that exploits women, men or children.

9. Language and Terminology

Broadcasters shall be sensitive to, and avoid, the usage of derogatory or inappropriate language or terminology in references to individuals or groups based on race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability.

a) Equality of the sexes must be recognized and reinforced through the proper use of language and terminology. Broadcasters shall employ language of a non-sexist nature in their programming, by avoiding, whenever possible, expressions which relate to only one gender.

b) It is understood that language and terminology evolve over time. Some language and terminology may be inappropriate when used with respect to identifiable groups on the basis of their race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability. Broadcasters shall remain vigilant with respect to the evolving

appropriateness or inappropriateness of particular words and phrases, keeping in mind prevailing community standards.

10. Contextual Considerations

Broadcasts may fairly include material that would otherwise appear to breach one of the foregoing provisions in the following contextual circumstances:

- a) Legitimate artistic usage: Individuals who are themselves bigoted or intolerant may be part of a fictional or non-fictional program, provided that the program is not itself abusive or unduly discriminatory;
- b) Comedic, humorous or satirical usage: Although the comedic, humorous or satirical intention or nature of programming is not an absolute defence with respect to the proscriptions of this Code, it is understood that some comedic, humorous or satirical content, although discriminatory or stereotypical, may be light and relatively inoffensive, rather than abusive or unduly discriminatory;
- c) Intellectual treatment: Programming apparently for academic, artistic, humanitarian, journalistic, scientific or research purposes, or otherwise in the public interest, may be broadcast, provided that it: is not abusive or unduly discriminatory; does not incite contempt for, or severely ridicule, an enumerated group; and is not likely to incite or perpetuate hatred against an enumerated group.

Services for People with Disabilities

Guide to Government of Canada Services for People with Disabilities and their families. Government of Canada (2006)

http://www.pwd-online.ca/pdf/Disability_Guide_ENG.pdf

About 3.6 million Canadians have one or more disabilities. That's more than one in every eight Canadians. This guide about Government of Canada services and programs for people with disabilities provides information on everything from employment, accessibility and education, to health, income support and tax benefits. A section tells you how to contact your provincial or territorial government to find out about its programs and services for people with disabilities.

You can view or download this guide at **servicecanada.gc.ca**. Click on "I am: A Person

with a Disability". You can also get a free copy of this guide in the following alternative formats:

- large print,
- Braille,
- audio cassette, or
- computer diskette.

Just call **1 800 O-Canada (1 800 622-6232)** TTY **1 800 926-9105** to order one.

In Page 18: Accesibility

If you're worried you might give offence, *A Way with Words and Images* is for you. This helpful publication suggests the best and most appropriate words and terms to use concerning people with disabilities.

1 800 O-Canada (1 800 622-6232) TTY: 1 800 926-9105

www.sdc.gc.ca Click on "Publications" on the left menu.

In Page 23: Advocacy

Your rights

You can get a copy of the *Canadian Charter of Rights and Freedoms* and of *Your Guide to the Canadian Charter of Rights and Freedoms* in print, electronic or alternative format, from the **Human Rights Program** at Canadian Heritage.

The program also offers a number of other human rights publications.

To get copies: **1 866 811-0055 TTY: 819 997-3123 www.canadianheritage.gc.ca**

Click on the A-Z index on the left menu.

If you've suffered discrimination in the workplace, or when buying products and services, you may be able to file a complaint with the **Canadian Human Rights Commission**. The Commission accepts complaints concerning institutions, subject to the *Canadian Human Rights Act*, as well as businesses under federal jurisdiction. These include Crown corporations and major employers such as banks, airlines, railways, and television and radio stations.

1 888 214-1090 TTY: 1 888 643-3304

www.chrc-ccdp.ca

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If you have a **hearing or speech impairment**, use our TTY number: **1 800 926-9105**.

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• **CLICK servicecanada.gc.ca**

to access information on government programs and benefits, or to find the Service Canada Centre

locations near you. Search for information by subject, department or alphabetically.

You can

also click on "I am: A Person With a Disability".

This is a site where people with disabilities, their family members, caregivers and service providers

can access a full range of information on disability-related programs and services in Canada.

It's fast and simple. Explore and let us know what you think.

• **VISIT Service Canada Centres**

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