

CBC News

Accessibility – The Media's role

Asha Tomlinson Host, CBC News Windsor at 5:30 & 6:00



CBCnews

CBC News Journalistic Standards & Practices

OUR MISSION

Canada's national public news and information service.

Bringing Canadians their stories when and how they want it through an evolving range of media.

To contribute to the understanding of issues of public interest & encourage participation



CBC News Language Guidelines

- Factual**
- Concise**
- Inclusive**
- We avoid stereotypes**



CBC News Corrections Guidelines

Some key concepts:



Our guidelines lay out the right steps to take when a mistake happens

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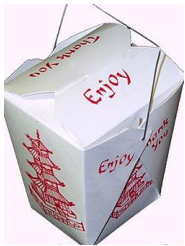
To keep errors from being repeated, it's crucial to communicate key information across all platforms.



And while we want to respond quickly, there is always time to ensure that our response makes things better, not worse.



CBC News Corrections Guidelines



TWO TAKEAWAYS



- 1) A mistake is a MISTAKE – we don't worry about blame. We focus on the FIX.**
- 2) A Mistake is a chance to connect with our audiences, and hear their experiences**



The story

Story ideas come in different sizes...



...and so do our stories:



Why does it Matter, what stories we tell?

Because – CBC’s mandate is to be relevant and meaningful to all Canadians.

We are a mirror – a reflection of your community



Inspiration for Innovation: How disabilities are driving big business

https://www.youtube.com/watch?v=SE_VNRGYtU0&feature=youtu.be&utm_content=bufferc14c8&utm_medium=social&utm_source=facebook.com&utm_campaign=buffer



CBC Corporate Initiatives

- CBC has a corporate Inclusion & Diversity plan
- Launching a CBC Digital Accessibility Community
- TTY/Teletype writer (1-866-220-6045)
- Closed captioning
- Accessibility Feedback form
- CBC Global Navigation bar (web)



Your views?



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