

2022-2025 EDI Action Plan - Final Report





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MESSAGE FROM THE PRESIDENT & CEO



Knowledge Network is British Columbia’s public educational broadcaster and streaming service. Our trusted programming enriches minds, fosters understanding and contributes to a connected and more informed society. Always free and commercial-free, Knowledge is available on cable/satellite throughout British Columbia and on our streaming platforms across Canada.

Our work is anchored by our values: curious, committed, inclusive and accountable. Focused on serving and reflecting diverse BC audiences, Knowledge Network provides an important viewing alternative for British

Columbians. This includes educational content that fosters learning and emotional development for young children, as well as a curated selection of thought-provoking documentaries, dramas, arts and culture, travel, science, nature and performing arts programs for adult viewers.

Knowledge Network is committed to doing our part to meaningfully advance truth and reconciliation, equity, diversity, inclusion and accessibility. The programming that we present impacts the way viewers see their lives, the lives of others and the world around them. The diverse programs we commission from BC filmmakers in particular, help ensure our viewers see elements of their lives and those of their neighbours broadly reflected back on Knowledge Network. At a cultural level, these stories have a profound social impact, helping people to better see and understand one another. For communities whose voices have been historically excluded from mainstream media channels, the sharing of these stories provides validation and supports healing.

In 2021, in response to grassroots community efforts led by the Racial Equity Screen Office, DOC Northwest and CMPA-BC, Knowledge Network worked with Castlemain Group, an independent third party, to conduct an audit of its commissioning practices over a seven-year period. The audit revealed significant underrepresentation of Indigenous and BPOC owned companies in projects commissioned by Knowledge Network.

Knowledge Network subsequently undertook additional work with Castlemain to conduct a comprehensive review of our equity, diversity and inclusion practices and create a three-year EDI Action Plan. That plan included equity-based commissioning targets aimed at addressing the findings of the equity audit. This report highlights the results of the commitments made under that three-year plan.

We recognize that transforming institutional culture and dismantling the systemic discrimination and barriers faced by different groups in society is a journey rather than a fixed destination. The process is ongoing, evolving and requires effort and commitment at both organizational and individual levels. The results reflected in this report are a starting point for a much longer journey and an enduring institutional commitment. New goals and actions building on the foundations put in place over the past three years have been integrated into Knowledge Network’s 2025-2028 Strategic Plan.

Michelle van Beusekom
President and CEO
April 1, 2025





Petroglyphs to Pixels

PURPOSE & VALUES

In its 2022-2025 EDI Action Plan, Knowledge Network committed to strengthening its corporate values and cultural commitments. In fall 2023, Knowledge began a facilitated, organization-wide exercise to reflect on and refine its purpose and values statements and finalized this work in spring 2024. Knowledge's commitments to advancing truth and reconciliation, equity, diversity, inclusion and accessibility in our work as a public broadcaster and streaming service for people living in British Columbia were deeply embedded in this work.

OUR PURPOSE

Knowledge Network provides British Columbians with trusted, free and commercial-free content that enriches minds, fosters understanding and contributes to a connected and more informed society.

OUR VALUES

CURIOUS

We are open-minded and actively engage with new ideas to foster understanding, acceptance, continuous learning and growth.

COMMITTED

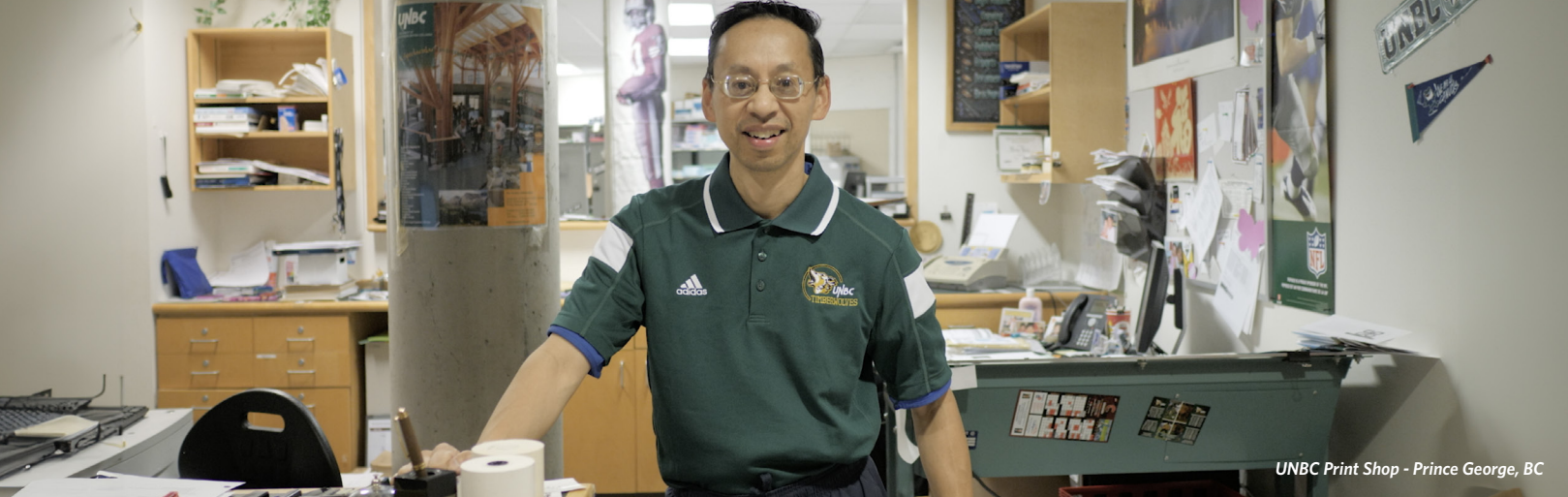
We are dedicated to providing quality and care in all aspects of our work and relationships.

INCLUSIVE

We curate programming that reflects the experiences and interests of our diverse BC viewers. We ensure equitable commissioning practices, and we foster a diverse workforce and culturally safe workplace.

ACCOUNTABLE

We are transparent, we act with integrity, and we live our values, thereby earning the trust of our community, including our viewers, our donors, our storytellers and our staff.



UNBC Print Shop - Prince George, BC



Esk'etemc First Nation - Alkali Lake, BC



Log Barn 1912 - Armstrong, BC



Farmer's Market - Kamloops, BC

STAFFING & ORGANIZATIONAL CULTURE

GOAL

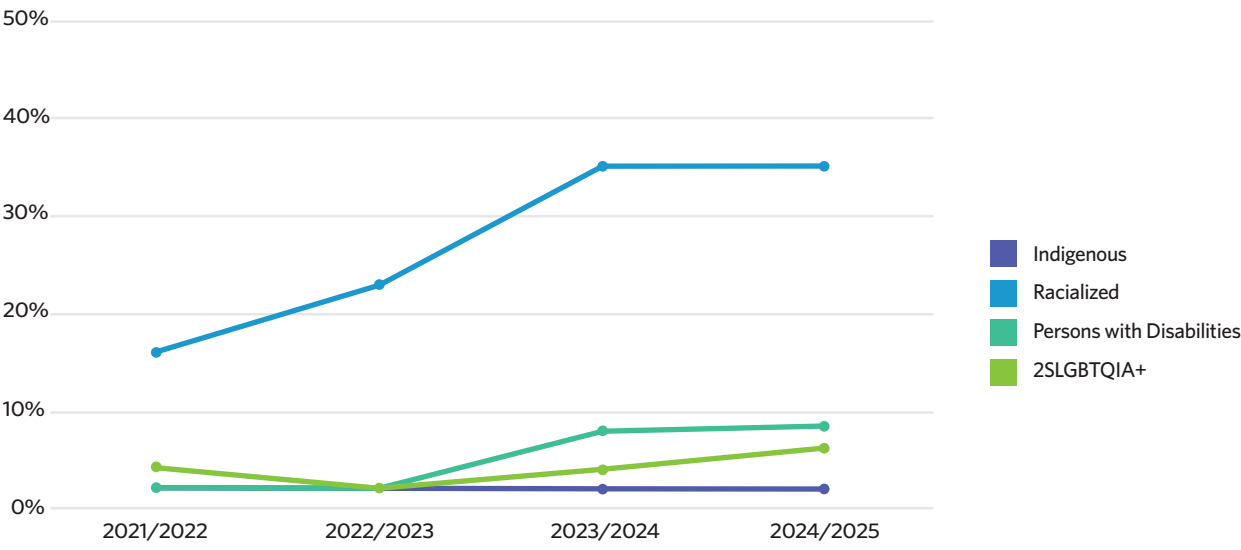
Reflect the diversity of British Columbians

The internal component of this goal focused on supporting an increasingly diverse workforce.

ACTIONS

- Implemented a system to collect self-identification data for current employees and new staff in order to measure representation within our workforce.
- Implemented a range of inclusive recruitment strategies to reduce barriers to equitable employment and promote non-discriminatory hiring practices. Strategies included updating our process for creating job postings to reduce unconscious bias; using diverse hiring committees; and using standardized questions for all candidates during interviews.
- Established relationships with multiple organizations across public and private sectors to increase the reach of our job postings as well as reaching out to specific individuals (e.g. diverse professionals in the area we are recruiting for) to amplify job opportunities on their social media channels and reach a larger pool of diverse candidates.

As part of the equity audit process, Knowledge Network conducted a survey in 2021 to collect self-identification information from staff. Self-identification information of new employees is collected during on-boarding, and employee composition data is updated annually. In recognition of the fact that certain identities are fluid, employees can update their data at any time. On average, Knowledge Network has an employee base of approximately 50 people.



* The overall response rate for the survey varied year to year, between 88% and 97% of all employees. The response rate for the self-identification questions also varied, with those selecting “prefer not to answer” between 3.5% and 16% over the four-year period.

Indigenous

First Nations, Inuit and Métis Peoples who live in the territory that is today known as Canada and are descendants of the original inhabitants of this territory prior to colonization.

Racialized

Black (or Afro-Canadian), Latin American, Middle Eastern, West Asian or North African, South Asian, Southeast Asian, East Asian, Indigenous Peoples from outside Canada.

Persons with disabilities

Any impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment – or a functional limitation – whether permanent, temporary or episodic in nature, or evident or not, that, in interaction with a barrier, hinders a person’s full and equal participation in society.

2SLGBTQIA+

Two-Spirit, lesbian, gay, bisexual, transgender, queer, intersex, and additional people who identify as part of sexual and gender diverse communities.

K: These combined actions have resulted in increased diversity of the Knowledge Network employee base as illustrated in the Employee Composition graph above.

GOAL

Embody a culture of inclusion

This goal focused on creating a more inclusive culture by revising and ensuring more consistent application of organizational policies, building capacity for Knowledge Network leaders to make decisions that are grounded in principles of inclusion and equity and providing a continuum of training for all staff.

ACTIONS

- Senior leadership participated in a 17-hour training program focused on Equity, Diversity, Inclusion and Accessibility.
- Between 2021 and 2024, all staff members underwent 28 hours of training focused on cultural competency, including 13 hours of formal workshops on truth, reconciliation and decolonization. Training covered a range of topics including inclusive practices and awareness about the effects of systemic discrimination and unconscious bias.
- Implemented best practices for onboarding and retaining employees based on consultations with various groups including public sector organizations like Crown corporations, colleges and universities.
- Established an Equity, Diversity and Inclusion Employee Resource Group to empower employees to provide feedback and contribute to enhancing workplace culture. The employee-led EDI resource group organizes regular cultural awareness screenings and presentations.
- Encouraged informal initiatives that promote individual reflection and growth including sharing resources like books, articles and films. These initiatives are used to create awareness and opportunities for discussion.

¹ ²Canada Media Fund Persona-ID definition
³Accessible Canada Act definition
⁴Government of Canada definition

ACTIONS
CONT.

- Introduced flexible and inclusive work policies designed to accommodate diverse needs, including provisions for employee requests related to religious and cultural observances.
- Revised HR Personnel Policies & Employee Benefits plans through an equity, diversity, inclusion and accessibility lens.
- Implemented an annual Employee Engagement Survey to receive anonymous feedback from employees on workplace culture, equity, diversity, inclusion and accessibility.
- Added territorial land acknowledgements to email signatures. Territorial land acknowledgements precede internal all-staff meetings and are made at all public events.
- Updated corporate email signature template to provide staff with the option to include pronouns in email signatures.

K: *Equity, diversity and inclusion training provides opportunities for self-reflection and growth. Providing a continuum of training allows us to deepen understandings and build on our learnings over time.*





PROGRAMMING

GOAL

Reflect and serve the diversity of British Columbians

This goal focused on ensuring Knowledge Network programming reflects and responds to diverse audiences within our core target demographics (children aged 2-8 and their caregivers; adults 40+ with curious minds).

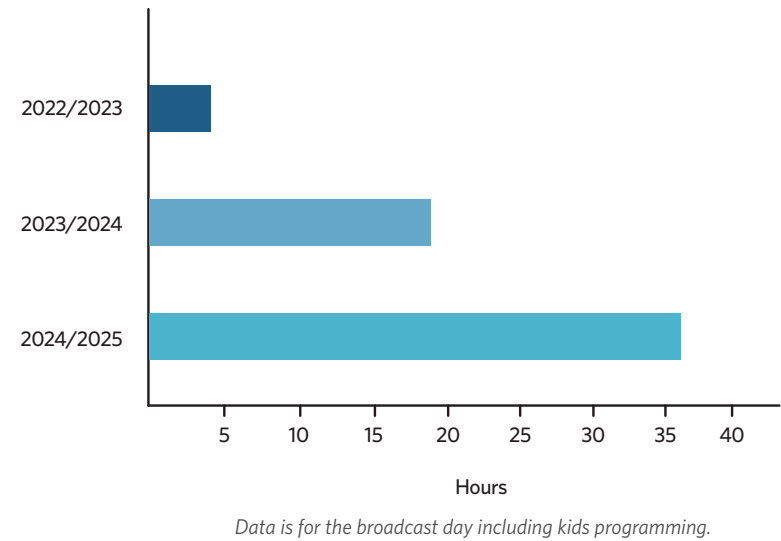
ACTIONS

- Provided significant promotional support (on-air, K: Magazine, organic and paid social media, e-blasts, events, PR) to new titles that reflect and respond to diverse BC audiences.
- Adjusted our international acquisitions strategy to acquire content from a broader range of countries of origin to better reflect the diverse lives, interests and backgrounds of our viewers.
- Revised on-air promotions, packaging and visuals (land acknowledgement, station IDs, cultural celebration promos, donor testimonials) on the broadcast channel to better reflect the diversity of our content as well as people and communities from across BC.
- Revised online packaging, promotions and visuals (curated program features and playlists; photos; donor profiles and legacy brochure; updated text elements) on our streaming platforms to better reflect the diversity of people and communities from across the province.
- Continued to foster/sponsor key strategic partnerships with relevant and complementary local organizations, film festivals and cultural institutions.
- Introduced new data tracking measures based on company ownership for Canadian commissioned and acquired programs to inform an equity-based programming approach.
- Conducted initial market survey research focused on Knowledge Network brand awareness among BC residents.

ACCESSIBILITY
ACTIONS

- Introduced Described Video for viewers with visual impairments and set annual targets for increasing program inventory.
- In June 2023, in conjunction with the launch of a programming package focused on the experiences of people living with disabilities, implemented an Accessibility Pilot Program aimed at enhancing program accessibility on our streaming platform for people with visual impairments. This pilot program will inform accessibility features being incorporated into the redesign of the Knowledge.ca website and apps scheduled for Fall 2025.
- In June 2024, put into place a Three-Year Accessibility Plan outlining our approach to identifying, removing and preventing barriers to accessibility within our organization.
- Engaged an accessibility specialist to provide input into new streaming platform redesign goals.

HOURS OF DESCRIBED
VIDEO PER WEEK



GOAL

Ensure equitable program commissioning practices

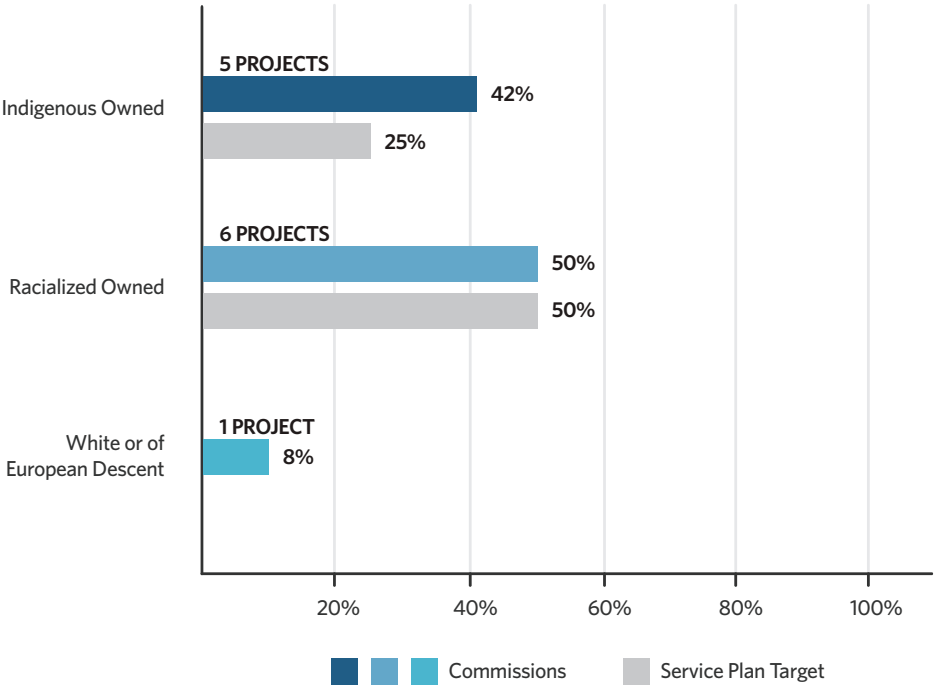
ACTIONS

- Implemented and met three-year reparations-based targets set in 2021 to commission 25% of Knowledge Original documentary features and shorts from BC-based Indigenous majority-owned (51%) production companies and 50% from BC-based racialized majority-owned (51%) production companies. This included creating a dedicated development stream for IBPOC producers; significant outreach via industry partners to IBPOC producers; and implementing a process to collect ownership-based demographic data for the BC production companies we work with on Knowledge Originals to measure and meet the established targets.
- Established equity targets, in consultation with industry stakeholders, for a new premium limited documentary series commissioning stream launched in fall 2023. Three projects will be commissioned over a three-year period. At least one project will be with a BC-based Indigenous majority-owned (51%) production company and at least one will be with a BC-based BPOC majority-owned (51%) production company.
- In April 2024, implemented a process to collect demographic data from persons working in key creative roles in Knowledge Originals. This data will allow us to apply an intersectional lens to our commissions with BC production companies.

K:

Twelve documentary features and shorts were commissioned during this period, including six projects with BC production companies owned by racialized filmmakers and five projects with BC production companies owned by Indigenous filmmakers.

COMMISSIONED FIRST-WINDOW DOCUMENTARY FEATURES AND SHORTS



DATA
COLLECTION

Since 2021, Knowledge has implemented successive stages in the collection of self-identification data for production companies and key-creatives. This allows us to track our progress in relation to our equity commitments; to analyze and address gaps in representation; to contribute to industry initiatives to advance screen sovereignty and screen equity on a national scale; and to apply an intersectional lens to commissioned and second window programs.



*Indigenous/Racialized Communities/European Origin

**Indigenous/Black/People of Colour/2SLGBTQIA+/Persons with Disabilities

***Producer, Director, Writer, Showrunner

INDUSTRY

Establish and leverage strategic partnerships to connect to the larger network of screen sector organizations that are working towards creating a more equitable and inclusive sector

ACTIONS

- Ongoing work and exchange with industry organizations including DOC Northwest, CMPA-BC, Racial Equity Screen Office, Creative BC, Black Screen Office, Indigenous Screen Office, Disability Screen Office, Youth Media Alliance, Canada Media Fund, National Film Board of Canada, APTN, AMI, National Screen Institute and Bell Fund has facilitated knowledge exchange and alignment with a goal of multiplying impact in support of equity deserving groups.
- For projects that engage with First Nations, Métis, Inuit communities, cultures, concepts and stories, Knowledge now requires producers we work with to acknowledge that they have read and will follow the relevant recommendations outlined in the Indigenous Screen Office's *On-Screen Protocols & Pathways* media guide and expanded tools and resources. For projects that engage with equity-seeking communities, cultures, concepts and stories, we require producers we work with to acknowledge that they have read and will follow the recommendations in the relevant toolkits and resources created by the Black Screen Office.

K:

Information exchange stemming from participation in the Black Screen Office's Collaborative Network with the CMF, NFB and Bell Fund facilitated Knowledge's development of a data collection process for key creatives on new commissions. As a result of that experience, Knowledge was asked to chair a committee as part of the Black Screen Office's Collaborative Network aimed at helping develop a better global understanding of data collection processes across the screen sector and identifying some best practices.

ACTIONS

- Each year on September 30 (beginning in 2023), Knowledge Network participates with other Canadian broadcasters in a national simulcast of APTN's special presentation *Remembering the Children: National Day for Truth and Reconciliation*. This collaboration creates an opportunity for audiences across the country to participate in a national event honouring residential school survivors, their families, their communities and all the children who never made it home.
- Financial sponsorship and/or participation at industry events like RESO's EXNW Conference; DOXA; VIFF; International South Asian Film Festival; VAFF; support for Whistler Film Festival's Doc Lab; participation at NSI's Access BIPOC Producers program; and the Sundar Prize Film Festival support spaces and expand opportunity for BC based Indigenous and equity-seeking producers.



Dinner with BC Industry Leaders, April 2023



Precious Leader Woman

THE ROAD FORWARD

New goals and objectives building on the foundations put into place by Knowledge Network's 2022-25 EDI Action Plan have been integrated into Knowledge Network's 2025-28 Strategic Plan. A copy of the Strategic Plan can be downloaded [here](#).

The new Strategic Plan includes goals to serve and reflect diverse BC audiences; strengthen BC's domestic production sector; cultivate a diverse workforce and promote an inclusive, equitable and culturally safe working environment.

It also includes a commitment to new equity commissioning performance targets for the commissioning of first window one-off documentaries over a six-year period. These targets were developed with input from the Racial Equity Screen Office (RESO), DOC Northwest and the CMPA-BC.

Between 2025-26 and 2030-31:

- 25% of license fees invested by Knowledge Network in first-window commissions of original one-off documentaries will be with projects led by majority-owned (min 51%) BC independent Indigenous production companies (total commissions over six years).
- 50% of license fees invested by Knowledge Network in first-window commissions of original one-off documentaries will be with projects led by majority-owned (min 51%) BC independent BPOC production companies (total commissions over six years).

Knowledge Network will commission a minimum of two original one-off documentaries annually, or 12 projects over the six-years, corresponding with the commitment period. A lens of intersectionality will be applied across all of Knowledge Network's commissioning efforts to ensure representation of women, gender diverse people, 2SLGBTQIA+ and people with disabilities.



ACKNOWLEDGEMENTS

This work was guided by the Equity, Diversity, Inclusion and Accessibility Committee of the Knowledge Network Board of Directors:

- Doreen Manuel (chair)
- Satwinder Bains
- Selwyn Jacob
- Anne O'Shea
- Jocelyn Eisert

It was led and implemented by the Knowledge Network Management Team:

- Michelle van Beusekom (President and CEO) – from February 2023
- Glenna Pollon (Director of Government Relations and Communications)
- Patrice Ramsay (Senior Manager, Independent Production)
- Lawrence Tapley (Senior Manager, Scheduling and Acquisitions)
- Michèle Paris (Senior Manager, Children’s Programming)
- Pamela Pederson (Senior Manager, Human Resources)
- Jeffrey Lee (Director of Finance and Administration)
- Sarah MacDonald (Director of Philanthropy and Planning)
- Ravi Singh (Director of Streaming Platforms)
- Aaron Woodley (Director of Network Brands) – until April 2023
- Justin Young (Director of Brand and Audience Engagement) – from December 2023
- Oliver Eichel (Director of Broadcast Operations and IT) – until April 2024
- Mitchell Bunda (Director of Broadcast Engineering and IT) – from June 2024

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