

January 31, 2005

CRTC RR 7:58 03FEB'05

Diane Rheame
Secretary General
CRTC
Ottawa, ON
K1A 0N2

SECRETARIAT
IM / BROADCASTING

FEB 03 2005

FAX: 819 994 0218

GI / RADIODIFFUSION
SECRETARIAT

**Re: CHUM Television Action Plan on Cultural Diversity,
as per CRTC Decision 2002-323**

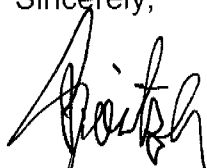
Dear Madame Rheame:

PAP

CHUM Television is pleased to submit our annual progress report on the implementation of the CHUM Television Action Plan on Cultural Diversity, reporting on calendar year 2004.

Please contact Sarah Crawford regarding any questions you may have further to our report.

Sincerely,



Jay Switzer
President and CEO

c.c. Sarah Crawford -- Vice-President, Public Affairs
Peter Miller -- Vice-President, Strategic Planning and Regulatory Affairs
Peter Palframan -- Vice-President, Finance and Administration

Attachment



CHUM Television
Corporate Action Plan on Cultural Diversity

Annual Report – 2004

Submitted: January 31, 2005

TABLE OF CONTENTS

Introduction	3
Corporate Accountability	6
On-Air Reflection	8
Program Production, Commissioning and Acquisition	13
News	32
Independent Production	43
Station Produced Image Ads and Program and Station Promotion	49
Diverse Workforce	56
Industry Outreach	67
Community Outreach	74
Internal Communication	90
Media Education	94
CHUM Television Corporate Statement of Best Practices	Appendix A
Related press clippings - CHUM Television	Appendix B

“Everybody’s Welcome. Everyone Belongs.”

*CHUM Television corporate philosophy, and long-time slogan
for Citytv station image advertising campaigns
and CHUM Television print ads*

INTRODUCTION

For CHUM Television, diversity *is* the mainstream.

CHUM Television’s commitment to true cultural and racial diversity, and accurate local reflection and representation, is an area in which we have been recognized as a leader for over 30 years. The reflection and promotion of Canada’s multicultural, multiracial and multilingual reality is part of our corporate philosophy; it is entrenched in our day-to-day operations and permeates all that we do. Diversity is a fundamental part of our brand and our distinctiveness, and we’ve invested in it.

We are wholeheartedly committed to encouraging new and innovative ways to promote cross-cultural dialogue, and to actively fostering an environment designed to build bridges among and between ethno-cultural and other societal groups. In this way, we are able to promote respect, inclusion, and a better understanding of the wide variety of cultural and racial groups that make up Canadian society, in our broadcasting and our support for the communities we serve.

We were the first broadcaster in the country to formally commit to this area by voluntarily creating the CHUM Television Cultural Diversity Best Practices (“Best Practices”) [See Appendix A]. This document outlines the successful practices developed most particularly by Citytv and MuchMusic in a set of guidelines and articulation of core values that we extend across CHUM Television, including all Conventional and Specialty channels.

The CHUM Television Corporate Action Plan for Cultural Diversity (“Action Plan”), submitted to the CRTC in 2003, describes our approach to implement, monitor and carry forward the aims and objectives of our Best Practices, in accordance with Canadian public policy goals as outlined in the Broadcast Act, and as contained in the CRTC’s Television Policy (Public Notice CRTC 1999-97).

In our Action Plan, we set out the following objectives:

- “Remain committed to ensuring the fair and accurate reflection of racial, cultural and other diversity in programming;
- Set clear diversity objectives and monitor progress as part of management/staff appraisal on an annual basis to ensure desired results;
- Implement formalized corporate accountability and reporting to ensure the principles and guidelines in the Best Practices continue to be upheld, and to achieve clear diversity objectives;

- Monitor the extent to which our individual stations and CHUM Television as a corporate group, reflect the racial and cultural diversity of the communities we serve;
- Allocate the resources necessary to achieve our objectives;
- Establish or, as appropriate, maintain mechanisms that encourage and allow for community input and feedback in respect of this Action Plan. Community input and feedback will be solicited in respect of the goals contained in our Best Practices, and those expressed here. Each local station will hold periodic community consultation meetings with community representatives to receive feedback on station performance and to review priorities.”

In 2004 we submitted our first Annual Report for calendar year 2003; the Report demonstrated our success in carrying forward our commitments and detailed new objectives in 2003. This Annual Report for 2004 will again review our progress and establish new goals and initiatives. Each section will begin with a brief summary of our original Action Plan commitments, and show how we delivered on these promises. Each section will end with a summary of any new goals established in our 2003 Annual Report, and detail our progress toward reaching these goals.

This Annual Report for 2004 will also report on the presence, portrayal and participation of persons with disabilities throughout CHUM Television, which we have always considered to be part of our commitment to the inclusion of everyone of all backgrounds and abilities. CHUM has been recognized for this attitude and our efforts with the Canadian Foundation for Physically Disabled Corporate Award in 1995, for contributions toward assisting physically disabled people in the community as well as for special efforts in aiding integration in the workplace.

The Commission has noted in Public Notice CRTC 2004-2 that it expects specialty service licensees – and by extension, conventional television stations as well – “to take steps to ensure that members of all four designated groups receive fair on-air representation and, in particular, to redress the obvious absence of persons having disabilities in on-air positions.” The Commission also stated that “initiatives to make programming more reflective and inclusive of Canada’s cultural diversity can, in many cases, be extended or adapted to ensure fair, balanced and inclusive reflection and representation of persons with disabilities. Accordingly, the Commission calls upon these and all other broadcasters to incorporate persons with disabilities into their cultural diversity corporate planning. This should be reflected in the annual reports on cultural diversity filed by broadcasters...”

Today, Canada’s population is more diverse than it has ever been. Our nation’s more than 32 million inhabitants reflect a cultural, ethnic and linguistic makeup found in no other country on earth. Increasing diversity brings additional opportunities and responsibilities to broadcasters.

In 2004, the CRTC approved CHUM Limited’s application to transfer the effective control of Craig Media Inc. through the sale of all of its issues and outstanding shares to CHUM Limited (Broadcasting Decision CRTC 2004-502). This acquisition extends CHUM Limited’s broadcasting endeavours into Western Canada, and increases our ability to deliver cross-cultural programming and services to diverse audiences.

In our application we outlined our plans for providing “tangible” benefits to culturally diverse communities in the Western provinces. The funds committed in these benefits support a range of initiatives and organizations, all dedicated to increasing the reflection of and participation in broadcasting by all of Canada’s diverse groups. These commitments all build on CIUM’s tradition of television stations that are unique, alternative and community-based voices within the broadcasting system.

These benefits include but are not limited to:

- A minimum of \$1 million for culturally diverse projects from ethnic and Aboriginal producers in cooperation with broadcasters such as Aboriginal Peoples Television Network (APTN);
- Over \$2.5 million for the production of a new half-hour cross-cultural improvised comedy program based on the Prairies, to be aired across the CIUM group of stations;
- Social benefits for Aboriginal media initiatives such as \$75,000 to Aboriginal Voices Radio, \$50,000 to the Indigenous Media Institute in Alberta, \$35,000 to the Banff Centre’s Aboriginal Screenwriters Program, and \$70,000 to the Dreamspeakers Film Festival;
- Social benefits in the form of educational grants; all \$40,000 in scholarships dedicated to students of Aboriginal or ethnic origin pursuing studies in broadcasting;
- Social benefits for developing Canadian production talent, such as a \$50,000 grant to the National Screen Institute to establish the CHUM Diversity Partnership Program, \$130,000 to the Innoversity Creative Summit to help bring delegates from Alberta and Manitoba to the conference, \$125,000 in the form of an endowment to the Canadian Film Centre to establish a scholarship to send ethnic and Aboriginal filmmakers to the Centre for training, and \$175,000 to the Canadian Film and Television Production Association (CFTPA) Mentorship Program to establish the Cultural Diversity Mentorship Program;
- Social benefits for industry support and development, such as \$50,000 to the Centre for Research Action on Race Relations to fund ongoing work in the area of race relations and employment equity relating to the broadcasting industry, and \$20,000 to Media Watch to support research in the area of diversity and gender issues and the media;
- Social benefits for film and television organizations such as \$50,000 as the Alberta Motion Picture Industry Association (AMPPIA) Cultural Diversity Award, and \$70,000 to support the Projections International Disability Film Festival.

Goal:

Over the next year, CIUM’s IIR department will work toward harmonizing our corporate policies regarding equitable hiring practices with our new stations, and our HR and Public Affairs departments are developing presentations and detailed documents to provide to station managers of the former Craig stations regarding our commitment to cultural diversity. We were invited to visit the Craig stations before our ownership was finalized; CIUM’s President and CEO, Director of Human Resources, and Vice President of Finance and Administration – CIUM Television made presentations including CHUM’s diversity practices as part of this visit. As well, our Cultural Diversity Best Practices was distributed to all general managers, division heads, and employees across the new broadcasting divisions in the orientation packages provided immediately following the closing date.

CORPORATE ACCOUNTABILITY (ARTICLE 1, BEST PRACTICES)

Action Plan Commitments:

- “General Managers and corporate division heads will conduct an annual cultural diversity “audit” within their respective division and report their findings [to VP, Finance and Administration];
- Cultural diversity will become a discussion and reporting component of each annual senior management meeting comprised of company station general managers and corporate division heads;
- CHUM Limited’s Management Committee will review CHUM Television’s report on upholding the principles of the Best Practices and fulfilling the undertakings in the Corporate Plan and performance, with their findings reported to the Board of CHUM Limited;
- CHUM Television Vice President Public Affairs, as senior executive responsible for implementation of diversity objectives, will monitor progress and report regularly to [senior management group and President and CEO of CHUM Ltd];
- CHUM Television will hire a corporate human resources (HR) specialist, responsible for developing and implementing new policies and protocols to ensure full compliance with the Employment Equity Act;
- Director of Multicultural Programming and Public Affairs, Citytv Vancouver, will have corporate responsibility to ensure that all activities and policies in this area have special relevancy and focus on youth in visible minority and aboriginal groups.”

Report on Commitments:

Each station implemented regular monitoring in their respective division to measure diversity, on-air and off, as described in our Annual Report for 2003. This monitoring continues to range from annual senior management meetings to monthly division meetings to weekly staff meetings. Maintaining and increasing diversity is part of every aspect of our business: each station integrates diversity into their general business plans and objectives, and reports on these objectives annually.

CHUM Limited’s Vice President, Public Affairs is the senior executive who monitors diversity initiatives at CHUM Television; she in turn keeps members of the Executive Management Committee of the CHUM Limited Board briefed on the company’s progress in meeting Action Plan commitments. Her activities are detailed throughout the body of this report, as are those of the Director of HR, and the Director of Multicultural Programming and Public Affairs, Citytv Vancouver, who provides input and expertise on corporate diversity-related initiatives that include a youth component.

CHUM Television Station Managers meet in monthly person and by conference call, and diversity issues and initiatives continue to be an agenda item at most of these meetings.

The Vice President Public Affairs, HR Director, Executive Vice President Television and Vice President Finance and Administration, meet regularly to discuss employment equity goals and initiatives, including diversity at the management level. In addition, diversity goals, policies and action plans are discussed regularly at weekly meetings of the senior management group for the TV division.

At the station level, general managers are responsible for monitoring and reporting on diversity initiatives, and delivering on CHUM's commitments in this area. Each station has implemented various procedures to accomplish this, as detailed later in this report (particularly in the Internal Communications section).

2003 Annual Report Goal:

To improve the diversity at the station manager level.

Progress Achieved:

The former Director, Information Programming and Manager, Human Resources at The New RO was appointed Station Manager at The New VI in April 2004. He is Aboriginal.

There is diversity within the senior level of CHUM's executives (as well as all our employees). The VP Production for CHUM Television is a member of a visible minority group, as is the Vice President, Interactive – an important business unit – who is active in the industry and community and is recognized as a new media leader internationally. She sits on the board for Canadian Women in Communications (CWC) and participates in both CWC and Women in Film and Television (WIFT) events and initiatives, acting as a professional role model to other women, particularly those who are members of visible minority groups.

"As a South Asian businesswoman in a senior management broadcasting position with expertise in legal affairs and the growing field of digital technologies, Khanna is an anomaly in an industry which is still dominated by white men in key positions of power..."

*—"White Men Still Running Canadian Film and TV,"
Globe and Mail, June 15, 2004*

ON-AIR REFLECTION (ARTICLE 2, BEST PRACTICES)

Action Plan Commitment:

“It is our experience that strong on-air representation is the most effective way to send a clear public message that our stations and our company are committed to inclusiveness, respect and reflection of racial, cultural and other forms of diversity. Each CIUM Television station general manager will ensure that their station reflects overall through its on-air talent the demographic makeup of the community that it serves (based on available StatsCan data.)”

Report on Commitment:

We're pleased to report that in all of our markets we're achieving on-air reflection goals for representation of visible minorities. There is still work to do in respect of Aboriginal representation, although more than half of our stations have achieved our on-air reflection goals in this regard.

All numbers reported below are compared to the 2001 StatsCan Census data. In most cases stations meet or exceed StatsCan numbers for visible minorities and Aboriginals in their area. In a few cases stations are slightly below the StatsCan numbers for their area. As we noted on page seven of the Action Plan, within any given year a station may at times be over-performing, and may at other times fall short of exact targets, representing natural staffing fluctuation; departures of on-air talent are often beyond management control. This fact must be taken into account in measuring target delivery.

We also report in this section on the numbers of on-air hosts with disabilities. As numbers for persons with disabilities are not available on a municipal basis, on-air numbers are compared to provincial numbers. While CIUM is recognized for our commitment to employing persons with disabilities, there is still work to do to increase our representation.

The New VI (Victoria)

Total on-air staff: 17

Members of visible minority groups:	4 (23%)	StatsCan:	8.8%
Aboriginals:	2 (11%)	StatsCan:	2.8%
Persons with disabilities:	0	StatsCan:	14.0%

Citytv Vancouver

Total on-air staff: 28

Members of visible minority groups:	6 (25%)	StatsCan:	36.8%
Aboriginals:	0	StatsCan:	1.8%
Persons with disabilities:	1 (3.5%)	StatsCan:	14.0%

Over the last three years, the percentage of visible minority on-air staff has remained steady at 25%, except for a spike in 2003 to 28% (reported in 2003 Annual Report).

There is increased demand for culturally diverse on-air talent in Vancouver. In addition, Citytv Vancouver is also competing with Channel M, a new multicultural station in the Vancouver area that is aggressively recruiting culturally diverse talent.

Citytv Vancouver will increase outreach to students in the area, both to those already in the broadcast stream, and those still contemplating future courses of study. In this way, Citytv Vancouver hopes to attract, recruit and retain more on-air staff of all backgrounds. This outreach will take the form of partnerships with local secondary schools to encourage students to consider broadcasting as a career choice, and an internship program developed with BCIT and Simon Fraser University. The BCIT internship program will be folded into Citytv Vancouver's existing scholarship program with the institution.

The New PL/WI/NX (London/Windsor/Wingham)

Total on-air staff: 40

Members of visible minority groups:	3 (7.5%)	StatsCan:	7.1%
Aboriginals:	2 (5%)	StatsCan:	1.4%
Persons with disabilities:	1 (2.5%)	StatsCan:	13.5%

The New PL's on-air host with a physical disability is under contract with the station as a disabilities specialist reporter. Her role has expanded in 2004 to include hosting community service vignettes called "In Touch". During the one minute locally produced PSAs, she interviews people about events in southwestern Ontario unrelated to disability issues, such as interviewing the curator of an art exhibit that featured the work of new immigrants to London. In her role as reporter, she did a story about a disabled veteran who had difficulty voting in the Federal Election's advance polls because the location was not wheelchair accessible. She also did a story about renovations to the Western Fair in London, where the contractors used consulting services from March of Dimes to make the premises wheelchair accessible.

Citytv Toronto

Total on-air staff: 38

Members of visible minority groups:	13 (34%)	StatsCan:	36.8%
Aboriginals:	1 (2.6%)	StatsCan:	0.4%
Persons with disabilities:	1 (2.6%)	StatsCan:	13.5%

From David Onley, CityPulse's science and technology specialist, CP24 anchor, and host of CP24's "HomePage", to Duke Redbird, entertainment specialist covering Aboriginal cultural events for the CityPulse entertainment bureau, Citytv Toronto has long believed that including people from all backgrounds on-air makes for more compelling and accessible television, particularly when a station serves a culturally diverse community such as Toronto's.

David Onley was recognized for his achievements in 2004 with the Maja Awards Organization's Award of Courage, given to someone who has overcome great personal odds.

In the past year Citytv Toronto has added three on-air personalities to the news staff, two of whom are members of visible minority groups.

"Hey Dwight, I just wanted to let you know that I am really proud of your accomplishments. As a Jamaican myself, it feels so good to know that you are out there representing our community in such a positive way. I was just wondering if you had any advice as to how I could become a reporter."

--viewer email

"CityPulse weekend anchor Merella Fernandez acknowledged that visible minorities have made tremendous progress in the industry in the past five years. She said she was impressed when her boss at Citytv assigned Francis D'Souza, another South Asian reporter from India, as her co-anchor 18 months ago."

"TV broadcasters debate diversity in newsrooms," Toronto Star, May 14, 2004

"Challenging stereotypes is one of Dwight's motivations as both a reporter and role model. 'We all have our biases. That's why it's important to have people of all backgrounds putting the news together...' Dwight says he loves Citytv because its cosmopolitan nature helps break down barriers and because 'It's part of the community. People approach me about the stories I cover and tell me how it has touched them.'"

—"TV news reporter remembers his roots," Ryerson University Alumni magazine, Winter 2004

"I had no role models, so I totally dismissed (the idea of becoming a television broadcaster)...That's why I initially pursued a career in radio as long as you've got a decent voice, you can't tell if a person has a disability or not...I'm very conscious of the fact that because of Moses [Znaimer's] progressive attitude 20 years ago his attitude was really cutting edge back then for an organization – I was presented with a wonderful opportunity. Moses hired people not because they were black or because they were women but because they were talented. I wasn't hired as the token disabled guy. I was hired because I had the talent he was looking for.' According to Onley, CHUM Limited, the parent company of Citytv, has continued on with that 'progressive' attitude toward its employees."

–Link-Up Employment Services for Persons with Disabilities
newsletter, October 2004

The New VR (Barrie)

Total on-air staff: 19

Members of visible minority groups:	3 (15.7%)	StatsCan:	5.0%
Aboriginals:	1 (5%)	StatsCan:	1.4%
Persons with disabilities:	0	StatsCan:	13.5%

The New RO (Ottawa)

Total on-air staff: 18

Members of visible minority groups:	3 (16.6%)	StatsCan:	14.0%
Aboriginals:	0	StatsCan:	1.2%
Persons with disabilities:	0	StatsCan:	13.5%

Star!/Fashion Television Channel/SexTV: The Channel (national Specialty services)

Star! has one on-air host, and two "stringers," who are both members of visible minority groups (for the show *StarNews*). This puts the representation of visible minorities on Star! at approximately 66%.

Fashion Television has two on-air hosts and one freelance reporter, who is a visible minority. The representation of visible minorities on Fashion Television Channel is approximately 33%.

SexTV has no on-air hosts, but ensures diversity in the people chosen for profiles and to provide commentary.

Bravo!/Space, The Imagination Station/Drive-In Classics (national Specialty services)

Bravo! has no on-air hosts, but it does employ “voices” who brand the station’s personality. In 2004 Academy Award-winning Canadian actor Graham Greene, an Aboriginal, became the new voice for Bravo!

The Space videographer, Natasha Eloi – who is one of two on-air personalities on Space – is a black female, putting Space’s representation of visible minorities at 50%. Her presence is unique in an entertainment genre (sci-fi and technology) not known for its cultural diversity.

Drive-In Classics has one female on-air personality, Lesley Livingston. She is not a member of a visible minority group.

MuchMusic/MuchMoreMusic/MuchVibe/MuchLOUD/MuchMoreRetro (“Music Services”) (national Specialty services)

Three out of seven on-air hosts at MuchMusic are visible minorities, and two of four on MuchMoreMusic.

With 43% and 50% representation respectively, Music Services have exceeded the national average for visible minorities.

MuchMoreRetro, MuchVibe, and MuchLOUD have no on-air hosts.

Music Services are looking to fill several on-air positions. In a continuing effort to attract a culturally diverse pool of applicants, MuchMusic and MuchMoreMusic have advertised an open call with, among other places, *Word Magazine* – an Urban culture publication; the Aboriginal Youth Network – a website connecting Aboriginal youth across Canada; and the INCLUDE (Integrating Networks of Cultures, Learning and Understanding Diversity in Entertainment) list-serve, which seeks to create a more inclusive entertainment industry.

“MuchMusic pop culture reporter Hannah Sung recalled growing up in Scarborough as a Canadian-born Korean, thinking that people like her were invisible on TV, which prompted her to work her way up in the ‘mainstream’ media. She said she was amazed by the number of young Asian girls writing to her about getting a media job. ‘It’s important for kids to see somebody who looks like them. It just changed everything for me,’ she said.”

*–“TV broadcasters debate diversity in newsrooms,”
Toronto Star, May 14, 2004*

PROGRAM PRODUCTION, COMMISSIONING AND ACQUISITION (ARTICLE 3, BEST PRACTICES)

Action Plan Commitments:

“To accurately reflect the multicultural and multiracial make-up of the audiences that we serve. To this end, whenever possible, programs acquired by CHUM stations will achieve this objective. We inform program suppliers of the principles contained in the Best Practices, and we do our best to ensure that overall, programs licensed by CHUM reflect our diversity objectives.”

We also articulated the following objectives in our Action Plan:

- “Ensure that the current overall representation of people from visible minority groups and Aboriginal people reflects the overall demographic make-up of each respective local community;
- Invite, discuss, listen to and act on community feedback on programming and ensure that production staff is aware of audience attitudes and opinion;
- Choose a diversity of qualified people representative of diverse groups to ensure that people from “visible minority” communities and Aboriginal people are chosen as experts, commentators or other contributors in all station-produced programming so as to reflect society;
- Use individuals from racially and culturally diverse backgrounds for roles other than as representatives of their respective identifiable cultural or racial groups;
- Not portray persons of immigrant or racially or culturally diverse backgrounds as exotic or different in order to either sensationalize or emphasize negative stereotypes through unnecessary stress on ethnicity;
- Produce, commission and acquire programs about, by, and for people who represent “visible minority” groups, and Aboriginal people.”

Report on Commitments:

We continue to make good on these promises, producing and acquiring programming that is inclusive and reflective, produced by or in consultation with, whenever possible, people from all of Canada’s diverse societal groups.

CHUM Television

New in 2004/05 – *Centre Stage: The Best of Aboriginal Music*

CHUM acquired the rights to air this show about the Canadian Aboriginal Music Awards and surrounding events. The show was shot in 2004 and pitched to CHUM for broadcast. We licensed the program but gave APTN first window; it will be airing on select CHUM stations in 2005.

The New VI (Victoria)

The New VI reflects the cultural diversity of the region through a combination of both daily newscasts and dedicated programming. Part of the broadcast schedule for 2004 included production of the programs *Talk TV* and *Ravens and Eagles*.

Talk TV, a weekly interactive show that highlighted news, politics, and culture, regularly featured culturally diverse stories while it was in production in early 2004, including an hour-long special about progress made on Aboriginal rights issues. *Ravens and Eagles* was a weekly show about Haida arts and artists by an Aboriginal producer.

The New VI continues to fund and broadcast *The New Canoe*, a weekly show featuring contemporary and traditional Aboriginal arts and culture.

Other programming highlights from 2004 include:

- A special program highlighting “The Courtnall Celebrity Classic.” This event, over the past two years, has raised over \$1 million for the creation of an emergency mental health facility in Victoria;
- The New VI’s third annual “Canada Day Citizenship Ceremony,” a live broadcast of the swearing in of New Canadians at the Canadian Citizenship Ceremony in Victoria.

The New VI also continues to air *Speakers Corner*, a public forum ideally suited to reflecting the diversity of the community. *Speakers Corner* is a unique programming concept that originated at Citytv Toronto and is now produced locally by many other CHUM stations. Members of the public can state their views about anything in a camera booth located outside the station, for \$2 (this money is then donated to local charities). Once a week the highlights of these public expressions are produced into a half-hour show that is aired on that station.

Citytv Vancouver

Citytv Vancouver continues to provide diverse programming targeted to second – and third – generation multicultural residents. Much of the station’s innovative and original culturally diverse programming results from its independent production initiatives, detailed in the Independent Production section of this report.

In-station produced programming features culturally diverse hosts and guests, and members of visible minority groups are used as commentators on topics unrelated to their cultural or ethnic background. Programs produced and telecast in 2004, all in their third season, include:

- *CityCooks* - this locally produced daily half-hour show features local chefs who explore culture through cuisine
- *Ethnosonic* – this locally produced weekly half-hour show explores culture through music
- *Colourtv* – this locally produced weekly half-hour show explores culture through discussion
- *Punjabi Profile* and *Negaraesh TV* targeted to specific cultural groups in the community and broadcast in Punjabi and Farsi, respectively.

The New PL/WI/NX (London/Windsor/Wingham)

The New PL, The New WI and The New NX are dedicated to providing original programming relevant to southwestern Ontario's culturally diverse communities. London has one of the fastest-growing Muslim populations in southwestern Ontario, and The New PL is responding by providing new programming of interest to that segment of the population, as well as continuing to produce programming that promotes tolerance and respect among ethnic and cultural groups.

For example, The New PL, The New WI and The New NX continue to provide commercial-free airtime every Sunday to broadcast *Life & Faith*, a weekly religious program about various faith groups in southwestern Ontario, as well as free on-air promotion. The stations provide funding to the program, facilitate the inclusion of faith groups not represented in the partnership, and continue to encourage other faith groups to become involved with the program. Partially as a result of these endeavours, some local Jewish and Muslim religious leaders and groups are now working together on the program. Some of the segments aired in 2004 include:

- How the Children's Aid Society deals with Christmas when so many of the children in their care come from different faith groups and cultural backgrounds;
- A feature about the breaking of the fast during Ramadan and the lighting of the Menorah at City Centre;
- Coverage of a Pow Wow held at Princess Elizabeth School;
- Osman El-Hindi, a local religious leader, talking to Faisal Joseph about Muslim-Christian relations;
- An interview with Rabbi Gurkow, a local religious leader, about his study group

The regional morning program *New Day*, which airs on all three stations, reflects the region's culturally diverse communities. Some of the topics covered in 2004 include:

- The Aboriginal Solidarity Festival's sunrise pipe ceremony and free public breakfast in Covent Garden Market;
- A Black History Month segment which included a tour of Museum London's exhibits about the history of blacks in the region;
- The summer festival Sunfest that celebrates the community's cultural diversity – *New Day* features many of the groups that perform at Sunfest and Fiesta Del Sol, another culturally-specific festival;
- An appearance by representatives of the local Chinese community to talk about their culture and Chinese New Year celebrations, who extended an invitation to all viewers to help celebrate this occasion;
- A story about the challenges faced by people with physical disabilities – *New Day* able-bodied host Bevin Palmateer hosted the program in a wheelchair in an effort to demonstrate how mobility is taken for granted;
- A story about Parkwood Hospital, where most of the patients are disabled – William Perrin, a double amputee who shared his story about trying to jump the train tracks when he was struck by the train, was interviewed as part of the story;

- A story about the 2nd annual Good Vibrations Campaign that actively seeks to break down barriers faced by deaf, deafened and Deaf people in the community – the story included examples of assisted devices that deaf, deafened and Deaf people can use in their daily lives, including a smoke detector with a strobe light and a shake-awake alarm clock;
- A segment on the Fanshawe Yacht club, which has a program for wheelchair-bound sailors. The club features specially equipped craft, and a “person-lift” for the physically challenged.

Speakers Corner is a free opportunity for all members of the community to have a voice on their local television stations, and *Speakers Corner* vignettes aired throughout the regular program schedule feature an array of the region’s culturally diverse residents airing their views, often in an effort to promote understanding about their specific culture. Examples include:

- An Aboriginal woman encouraging other Aboriginals to take pride in their heritage;
- An Aboriginal man encouraging other Aboriginals to avoid alcohol;
- A young Muslim expressing anger about the association many people make between Muslims and terrorists;
- Two members of the Ukrainian community promoting the annual Ukrainian Festival by demonstrating some music and dancing.

The New PL also has an Internal Community Standards Committee, composed of a culturally diverse range of staff that interact with the general public on a daily basis. The committee meets throughout the year to discuss standards in broadcasting, including the reflection and portrayal of diversity.

Citytv Toronto

Citytv Toronto continues to air daily, weekly and feature programs that reflect and represent diverse communities. To ensure adherence to this commitment, the following initiatives were implemented in 2004:

- Senior management review of CHUM’s Best Practices quarterly, making sure that cultural diversity is reflected on and off camera, as well as in stories and content;
- Acquisition of an online research tool that will assist in gathering timely and consistent information from viewers on diversity representation (among other things). This research tool will allow viewers to provide input on a variety of program-related categories including diversity representation, via the station’s website.

Viewer interaction is an integral part of Citytv Toronto’s programming philosophy, and is constantly encouraged both on-air and via the station’s website. Viewer mail is an important voice for the community, and requests and opinions about culturally diverse topics are incorporated into programming creative. For example, as a result of viewer feedback indicating an interest in more ethnically-themed episodes of *CityLine*, the show produced special programs, such as one devoted to Aboriginal fashion, which included making over an Aboriginal member of the audience; a show about hair care for women of different ethnicities; and a special feature on the influence of East Asia in home décor, fashion and food.

"I wanted to take this opportunity in thanking you for supporting multiculturalism in Toronto programming. I am an East Indian who was born and brought up in Canada; I love the fact that you have ethnical [sic] programming on your station. I also appreciate that you have no racial slurs on your shows."
-viewer email

CityLine is a daily information program with a live audience that features tips, instruction and information on decor, fashion, health and style. The audience is a multicultural mix of women of all ages, and care is taken to ensure a wide variety of cultural backgrounds are represented by the guest experts (hair stylists, personal trainers, etc.). During make-over shows information about all skin types and colours is incorporated, and the models are always culturally diverse.

As part of Citytv Toronto's commitment to ensuring a diversity of representation in the models used for *CityLine*, the show's producers featured a disabled model in July 2004, and plan to include disabled models as part of the show's ongoing modeling roster, to ensure their presence is more frequent than just occasional appearances on the show.

"I just wanted to say that I was very pleased to see that there were all different sizes, ages and races of models on the fashion show today. I think this is WONDERFUL!"
-viewer email sent to *CityLine*

Citytv continued its longstanding tradition of airing the annual "Celebration of Citizenship," a live broadcast held in the CIUMCity Building of the swearing in of New Canadians at the Canadian Citizenship Ceremony.

Original programming produced in-house such as *FashionTV*, *MovieTV* and *SexTV* also represent a wide range of cultural perspectives.

MovieTelevision is the only Canadian entertainment magazine show that devotes two-thirds of its content to Canadian entertainment. The show visits almost every Canadian movie set across Canada, showcases and promotes our country's multicultural stories, celebrities and filmmakers, and covers the festivals across Canada where these films are premiered and celebrated.

Examples include:

- CHUM-funded Aboriginal movie *The Snow Walker*, which included an interview with Genie-winning actor Annabella Piugattuk;
- Aboriginal movie *On the Corner* which included an interview with actor Gordon Tootoosis;
- IndoCanadian movies *The Republic of Love* with director Deepa Mehta and *Pink Ludoos* with actors Shaheen Khan and Jay Kazim;

- Coverage of the CHUM-sponsored Dreamspeakers Aboriginal Film Festival in Edmonton, the Winnipeg Aboriginal Film and Video Festival and the imagineNATIVE Media Arts Festival in Toronto;
- A story about Citytv Vancouver's *CineCity: Vancouver's Stories* which supports the development and production of films by visible minority and Aboriginal filmmakers in BC.

FashionTelevision has covered fashion and design from around the world for over 19 years, featuring a multicultural mix of designers, artists, photographers, models and trendssetters. The show provides opportunities for new and emerging talent from all ethnic backgrounds on air and behind the scenes.

A new segment for *FashionTelevision* was created in 2004, called "Fashion Around the Globe," to showcase culturally diverse designers and trends. The most recent segment featured fashions from India.

Other stories produced in 2004 include:

- "Yukon by Design," an in-depth look at Aboriginal fashion and designers in the Yukon;
- "Toronto Fashion Week," a semi-annual event that includes culturally diverse local designers and models such as Aboriginal designers Angela DeMontigny, Pam Baker, Tammy Beauvais and Darcy Moses;
- A story about Nadine Willis, a leading fashion model from a Jamaican ghetto;
- "Caribbean Fashion Week," featuring emerging fashion talent from the Caribbean;
- A story about Lola Faturoti and Valery Prince, two leading African-American models;
- "La Senza," a special runway show produced by *FashionTV* where producers ensured models represented a range of ethnicities.

"Amazing! On Citytv there was a show about fashion in Colombia and more specifically in Medellin. For us, Colombians residing in Canada, it is so cheerful to get to see news about our country other than deaths and violence. Good for you guys, Colombia is much more than that...I wish that you can get to show more different aspects of Colombia because it is not necessarily what people may think in North America about it."
-viewer email

SexTV travels the world to seek out unique and culturally diverse stories about human sexuality, and covers photography, lifestyle, media, art and culture. Sexuality comes in all shapes, sizes and color, and this is reflected in the weekly opening visuals for the show, which airs on Citytv Toronto, Sextv: The Channel, and around the world in syndication.

Stories produced in 2004 include:

- “Asian-American Sexuality,” a special on the stereotypes and prejudices that face Asian/Americans in the realm of sexuality;
- “Nong Toom,” a feature on the renowned transgender kick boxer;
- “Sex Reassignment Surgery,” a feature from Thailand;
- “Able and Willing,” a one-hour candid discussion with persons with disabilities discussing their happy and healthy sex lives.

New Opening - this year *SexTV* shot new creative for the opening to the show. Diversity was a key element of those visuals, both in front of and behind the camera, including Asian, Malaysian, and African models and producers.

Acquired Programming

Canadian suppliers of Canadian programs are quite aware of CHUM’s commitment to airing programs representing diversity. Foreign suppliers are not as aware and must constantly be reminded; program purchasers from Citytv are vigilant in reminding suppliers at key business events such as NAPTE, MIP and the LA/May screening, when there is a chance to talk face to face with significant studio executives. There has been some degree of success in this regard, and foreign suppliers are beginning to approach Citytv first with culturally diverse programs. For example, the critically acclaimed and Golden Globe nominated *Redemption: The Stan Tookie Williams Story*, which aired on Citytv Toronto in 2004, was shopped to Citytv Toronto immediately by the distributor because of awareness about our interest in culturally diverse subject matter and representation.

Citytv Toronto program purchasers will continue to be very specific and clear with all program suppliers about CHUM’s desire to purchase programs representing a wide variety of societal groups.

The New VR (Barrie)

The New VR is committed to accurately reflecting the multicultural and multiracial make-up of the station’s viewing audience. The New VR’s Program Director is very involved in the selection of acquired programs for the station and has participated in discussions with program suppliers and distributors during which the principles of CIUM’s Best Practices were described and promoted. During screening sessions in Los Angeles each year, the programming team takes care to ensure that they are able to view product that portrays members of the designated groups.

Following are examples of station-acquired programs:

- *Persian New Year*, a two-hour Iranian celebration of the spring equinox. No Ruz, new day or New Year has been celebrated by all the major cultures of ancient Mesopotamia;
- *Inside Pandora’s Box*, a New VI production featuring culturally diverse entertainers;
- *City Cooks*, a Citytv Vancouver production that also airs weekdays on The New VR, that explores culture through cuisine: Vancouver-area chefs share their culinary secrets while teaching viewers about the origins, history, evolution and links between food and culture;

- *William Commanda and the Circle of All Nations*, in which renowned Ojibwe playwright and director, Drew Hayden Taylor, takes viewers to “The Circle of All Nations”, an annual international gathering at Maniwaki, Quebec and explores the story of William Commanda (Ojigkwanong). Commanda’s tireless pursuit of a just and compassionate world has made him one of Canada’s most important Aboriginal Elders;
- *The New Canoe*, a weekly half-hour program that highlights and celebrates traditional and contemporary artistry of Vancouver Island’s First Nations Peoples;
- *Visions of Asia*, multi-cultural programs broadcast every Saturday and Sunday, four hours per week, on The New VR. The focus of the programs, produced in languages including Hindi, Punjabi, Tamil and Russian, is to provide information to these culturally diverse communities in order to help their transition into the Canadian way of life while preserving their own heritage and cultural values.

Miss World Canada was also acquired to air on the New VR in 2004. The Miss World competition celebrates the different cultures of the world, an aspect discussed throughout the broadcast, and highlights the lives and cultures of the contestants. The winner of the competition was from Ottawa, Canada and was a member of a visible minority group. *Miss World* and *Miss Universe* were also acquired and broadcast during the year. Similar to Miss World Canada, each program highlights and celebrates the culture of each contestant.

The New VR continues to produce *Guide*, a half-hour local production that regularly features topics that reflect the diversity of the station’s broadcast region, co-hosted by a member of a visible minority group. Examples of stories produced in 2004 include:

- “Priceville,” a half-hour program focused on a Grey County village first settled by black soldiers given land grants by the British government following their service in the war of 1812 against the Americans;
- “Georgina Island,” a half-hour program dedicated to exploring an island in Lake Simcoe which is home to the Chippewa First Nations. The show explored their island home through a new “eco-tourism” based network of hiking trails that, along the way, describe the history of this beautiful island;
- “Indian Maiden,” a story focusing on the ferry that is a lifeline for the First Nations Community of Christian Island in Georgian Bay;
- “Puzzle Girl,” a story about a Mount Forrest area girl who, despite being both physically and mentally challenged, is an expert puzzle builder – puzzle building is an integral part of her treatment program;
- “Artist,” a story about a woman with a physical disability, restricted to a wheelchair, who produces beautiful watercolour artwork by using her mouth to hold the paintbrush;
- “Barric Pow Wow,” showcasing traditional dances and drumming;
- “Discover Ski,” a story about a group of inner-city youth from Toronto (mainly black and Asian) who had the opportunity to experience skiing and snowboarding for the first time. For many of these kids, this was their first trip north of the city;
- “African Drums,” featuring a Muskoka-area artist with skills in traditional drum-making who uses the proceeds from this hobby to finance a music school in Africa.

The New VR also produces "Downtown Countdown," an annual outdoor New Year's Eve show broadcast live from Barrie's City Hall. During prep meetings for the show, producers made specific plans to portray diversity in the audience attending the event, in order to provide an accurate reflection of the region's diversity. Various audience members were interviewed throughout the broadcast, including members of visible minority groups. This year's program was dedicated to the relief efforts in Asia, and the local Canadian Red Cross team collected donations while The New VR heavily promoted the need for support. More than \$10,000 was raised during this event.

The New VR also airs *Speakers Corner*, a locally produced series of programming interstitials that feature culturally diverse members of the community whenever possible.

The New RO (Ottawa)

The New RO continues to air programming that reflects and portrays Canada's diverse societal groups. Examples from 2004 include:

- *Community Calendar*, a segment that runs four to five times per day and advertises non-profit groups, charities and events;
- *In Good Faith*, a weekly-faith based interview program reflecting the diversity of faiths in Ottawa and the Valley;
- *Aboriginal Voices*, a half-hour show highlighting the arts, culture, business and education of Aboriginal people.
- *Speakers Corner*, a half-hour show featuring culturally diverse members of the community.

Breakfast @ The New RO and *The New RO @ Noon* cover topics relevant to a culturally diverse audience, and aim to keep viewers abreast of community events. *The New RO @ Noon* also has a daily segment that highlights community events. Examples of stories covered and people interviewed include:

- Kwanza Drummers;
- Kids on the Block, a disability awareness and acceptance program for students in the Ottawa area;
- Cindy Blackstock, from the First Nations Child and Family Caring Society of Canada;
- Fred Blackstein, from Miramichi Lodge;
- Terry Kelly, from Canadian Council of the Blind;
- Sabrina Howe, from the Canadian National Institute for the Blind;
- Kecnan Weller, from Live Work Play;
- Julie Gowan, from the Easter Seals Ontario Chapter.

Bravo!/Space, The Imagination Station/Drive-In Classics (national Specialty services)

Bravo!FACT, the Foundation to Assist Canadian Talent, continues to support the work of filmmakers and performers who reflect the cultural diversity of Canada.

A few examples of recently complete projects include:

- *Tongue Bully*, the second art short by director Annie Bradley (both films have been produced with Bravo!FACT grants), features the poetry, choreography, music and performance of multi-talented Learie McNicolls. As the sixth of 10 kids in Trinidad, McNicolls lived in a tiny, isolated village with no electricity or running water. After establishing a successful career in Toronto as a dancer, writer and performer, McNicolls returned to Trinidad to teach in 2004. *Tongue Bully* won the director a special citation (with a cash prize) at the Women in Film and Television (WIFT) Crystal Awards in the fall of 2004. The short was first screened in January 2005, and will be screened in official competition at the prestigious Sundance Festival in 2005;
- Aboriginal singer-songwriter Tamara Podemski stars in her first music video *Meegwetch*, performed in Ojibway and English, produced with a grant awarded by Bravo!FACT. The music video was directed by one of Canada's foremost independent filmmakers, Bruce McDonald;
- *Shadow Pleasures*, four dance films produced with Bravo!FACT grants based on the poetry of Sri Lanka-born author Michael Ondaatje, was nominated for five Geminis in 2004, and won one. *Shadow Pleasures: The Cinnamon Peeler*, featuring Asian-Canadian dancer Sean Ling, screened across Canada before a feature-length film. *Shadow Pleasures: Power* features Asian-Canadian choreographer and performer Andrea Nann;
- The Bravo!FACT-funded dance short *Flower Fairies Dance* features traditional movement by Falun Gong practitioners, directed by Toronto filmmaker Beautiful Water Lotus Flower;
- In the short *As Long As Grass Grows*, by Toronto director Saide Kardar, an Aboriginal Grass Dance transforms a noisy urban environment into a new energy for spiritual enlightenment: a gift from the Shaman to the city;
- Winnipeg-based African musicians (Cameroonian Emile Bisseck, and Sudanese Marol Jal and Binasio Wani) are featured in the short *Sissy Boy Slap Party*, directed by award-winning filmmaker Guy Maddin;
- *All Roads Lead to Here* combines traditional Punjabi tabla music by Gurpreet "The Tabla Guy" Channa with Nikhil "Jugular" Tumne's pop beatbox sounds in a western-style showdown by South Asian-Canadian director Richie Mehta.

When Graham Greene was appointed as one of the voices of Bravo!, Bravo! scheduled a day of programming honouring this well-known Aboriginal Canadian actor. All the movies Bravo! had acquired that featured Mr. Greene were scheduled, providing the channel with a great promotional opportunity.

Acquired Programming

The Director of Programming and Acquisitions for Bravo! is constantly looking for opportunities to acquire programs that reflect cultural diversity. Some examples:

- *The Magical Life of Long Tak Sam* was an acquisition from the NFB, first spotted by the Director of Programming and Acquisitions while on the Canadian Film jury for TIFF 2003. It was a Bravo! must-have, dealing not only with a unique arts performer, but someone reflecting another culture, and made by his granddaughter, also Asian, looking for her roots. The program was scheduled to coincide with the *Globe and Mail's* special China edition on October 23, 2004, and was featured on the *Globe Television* cover;
- *The Kibbi*;
- *Seducing Maarya*;
- *Rhapsody in Black*;
- *Steps*;
- *Passport Musique*;
- *Spirit of Haida Gwaai*;
- *The New Canoe*, a weekly show featuring contemporary and traditional Aboriginal arts and culture.

Bravo!'s Speakers Corner provides a venue for a culturally diverse range of people from Canada's arts community to advertise their events, which are then aired on Bravo!'s show *Speakers Corner*.

Live at the Rehearsal Hall is Bravo!'s concert series, featuring a diversity of musical artists performing in the Bravo! Rehearsal Hall, ranging from jacksoul to Diana Krall.

Bravo! News, a program covering the arts scene in Canada, continues to showcase Canada's culturally diverse artistic community. Stories from 2004 include:

- Aboriginal Voices Radio – 106.5 The Earth celebrates their first 18 months on-air in Toronto;
- Urban Books Launch – In celebration of Black History Month, Urban Books celebrates its launch at Bravo!. The imprint publishes work that reflects the urban experience of blacks and visible minorities in Canada;
- *Snow Walker* – The book *Snow Walker* by Farley Mowat is turned into a feature length film. Inuit actor Annabella Piugattuk plays the main role of a sick Inuit woman named Kanaalaq;
- CONTACT Photo festival – Born in Jamaica, and raised in England, renowned photographer Dennis Morris documents London's black culture from the 1970s to present;
- Innoversity Creative Summit – The Innoversity conference focuses on diversity in the mainstream media;
- Dreamspeaker's Festival – The Dreamspeaker's Festival in Edmonton celebrates Canadian and international film, video and new media by indigenous people;

- Baja to Vancouver – Baja to Vancouver (B2V) surveys recent art from the western coast of the United States, Canada and Mexico. Asian artists Tim Lee and Ken Lum are featured;
- Winnipeg Fringe Fest -- Filipino director Primrose Madnyag Knazan is interviewed about her play *Two Browns Don't Make a White*;
- Banff Centre for the Arts – Aboriginal-Canadian Lou-ann Neel talks about the current Aboriginal dance project at the school;
- WAG Settler Collection – The Winnipeg Art Gallery celebrates the opening of the Faye Settler Collection of Inuit Art. Aboriginal art dealer David Ford speaks about the collection;
- RBC Painting Competition – The finalists are selected for the annual Royal Bank of Canada Painting Competition. Asian-Canadian artist Jim Park is one of the semi-finalists;
- Sobey Art Award – The finalists are selected for the annual Sobey Art Award. Asian-Canadian semi-finalist Germaine Koh is interviewed;
- Artist Ed Pien – Asian-Canadian artist Ed Pien talks about his installation *Tracing Night* at the Art Gallery of Sir Wilfred Grenfell College.

Arts & Minds is Bravo!'s weekly arts magazine show. Examples of stories in 2004 include:

- Ho Che Anderson – Born in Jamaica and raised in Canada, Ho Che Anderson talks about his graphic novel *King*, which documents the life of Martin Luther King Jr. in comic book form;
- Go Further – Black film critic Cameron Bailey comments on the film *Go Further* by Ronn Mann;
- Fat Possum – Fat Possum records out of Oxford, Mississippi produces authentic blues music. The story features interviews and performances from such southern black artists as R.L. Burnside, T Model Ford, Paul Wine Jones and Nathaniel Mayer;
- Toronto Island Art Retreat – The culturally diverse art community of Toronto Island is profiled;
- Arctic Art (Subhankar Banerjee) -- Indian photographer and conservationist Subhankar Banerjee shares his award-winning photography of arctic life;
- Heru Ptah – Born in Jamaica and raised in New York, Heru Ptah is the author of *A Hip Hop Story* the first fictional book about the hip hop industry;
- Russell Smith (Donna Bailey Nurse) Black literary critic Donna Bailey Nurse speaks about Russell Smith's book *Muriella Pent*;
- Stanley Crouch -- Music and cultural critic Stanley Crouch analyzes one of the most controversial books in print with his collection of essays titled, *Reconsidering The Souls of Black Folk*;
- MoMa – Japanese architect Yoshio Taniguchi talks about his design for the new Museum of Modern Art in New York;
- Chopin Piano Competition – The Chopin Piano Competition is held in Toronto. Asian competitors Jun Fujimoto, Avan Yu, Fiona Yu, Thomas Yu, Donna Lee, Eldon Ng and Daniel Fung are featured.

Bravo!'s music videos also reflect a wide variety of diverse performers, including many videos by or including Aboriginal artists such as the videos "Akua Tuta", "Inutuulunga", "Ly-O-Lay Ale Loya", "The Girlfriend Interviews," "Winter Ceremony," "Yanaho," "Yeha Noha" and "Young Enough." As the diversity of representation in music videos in the classical/jazz/etc. genres improves, so too does the diversity reflected on Bravo!. For example, one of the videos in rotation this year featured a person with a physical disability ("Jerusalem"). There are also examples of videos featuring visible minorities too numerous to mention.

Space, The Imagination Station

Space airs programs that feature casts with members of visible minority groups, such as *Stargate SG-1* and *Smallville*.

The space production team ensures diversity when presenting experts in the field, particularly seeking female representatives in an effort to promote the presence of women in the fields of science and technology.

Space News, a daily science fact show hosted by Natasha Eloi, regularly features a diversity of experts and commentators, including:

- Anousheh Ansari – Ansari-X-PRIZE Foundation, trustee
- Col. Fred Gregory – NASA deputy administrator
- David Nam – University of Toronto, managing director of Blue Sky Solar Racer
- David Onley – Citytv science and technology specialist
- Dr. Charles Elachi – Jet Propulsion Laboratory, director
- Dr. Darlene Lim – NASA/AMES Research Centre, geologist
- Dr. Firouz Naderi – Jet Propulsion Laboratory, Mars program manager
- Dr. Mae Jemison – NASA, astronaut
- Orlando Figuroa – NASA, director of Solar System Exploration
- Dr. Parham Arabi – University of Toronto, electrical/computer engineer
- Dr. Virendra Jha – Canadian Space Agency, vice-president

Hypaspace features various ethnically diverse actors in entertainment news reports, and also uses culturally diverse experts in its stories about comics, toys and video games. Examples of experts interviewed in 2004 include:

- Anisah Ahmad – Hasbro Toys, marketing team leader
- Daryl C. Collison – 3rd Quadrant, owner and toy/comic expert
- Greg Parkin – Draxhall Jump Entertainment, artist
- Jenny Miller – Palisades Toys, direct market sales associate
- Ken Lashley – Draxhall Jump Entertainment, president/CEO and Star Wars figures/package artist/designer
- Pat Lee – DreamWave Productions, president and comic artist
- Shirley Lee – Happy Worker Toys, operations support

SpaceFlow are interstitials that air between programs, providing science and sci-fi facts and tidbits. In *SpaceFlow*, many of the above-mentioned individuals were featured along with numerous female sci-fi authors such as Nalo Hopkinson, Sophie Levy, Emily Pohl-Weary, Heather Dale, Raclce Hill, Julie Czerneda, Jill Thompson, Tanya Huff, C.J. Cherryh, S. E. Hinton, Susanna Clarke, Jenny Nimmo, Joanna Sinisalo, Tamara Gorski and Amanda Connor.

Finally, the Space channel's second annual awards show for science fiction and fantasy television and film, *The Spaceys*, was hosted by Space's on-air host Natasha Eloi, who is a visible minority.

Star!/Fashion Television Channel/SexTV: The Channel (national Specialty services)

Star!

StarNews, an entertainment news show, interviews a diverse range of celebrities and people from the entertainment industry, such as Ashanti, Frank Spadone, Robi Draco Rosa and Ja Rule.

StarNews also hosted and covered the Reel World Film Fest announcement and the Reel World Film Fest Awards, an awards show celebrating the best in black film.

Startv is a weekly show featuring celebrity gossip and movie star interviews, with a focus on Canada's entertainment scene. The show interviews and features a diverse range of celebrities including:

- Spiritual singer Ihasa describing her journey down "The Living Road;"
- Rap royal Wes "Maestro" Williams;
- Comedian Russell Peters hitting the mall to find some designer duds for his big night at the Gemini Awards;
- Hill Harper, star of *Love, Sex and Eating the Bones*, discussing black movies;
- Dhirendra, star of *Jinnah On Crime*, moonlighting at his Windsor restaurant;
- Quebec pop queen Jacynthe discussing growing up;
- *ER*'s Gloria Reuben landing a role on the police drama series *1-800 Missing*;
- Actor Bayo Akinfemi's incredible journey in the mini-series *Human Cargo*;
- Actor/playwright Darrell Denis making the journey from *The Rez* to Hollywood in the one-man stage show *Tales Of An Urban Indian*;
- Jordin Tootoo, the first-ever Inuit player in the NHL, roughing it up in Nashville;
- Former MusiquePlus VJ Marlync Afflack talking about her new film *Love, Sex and Eating The Bones*;
- Quebec heartthrob Garou singing the blues on his new album *Reviens*;
- Jacksoul and their latest release *Resurrection*;
- Montreal band The Dears;
- Newcomer Annabella Piugattuk making a big first impression in the survivalist saga *The Snow Walker*.

Action, a weekly show that profiles directors, has profiled culturally diverse directors, including Antoine Fuqua, director of *Training Day*, *King Arthur* and *The Replacements*, and M. Night Shyamalan, director of *The Sixth Sense*, *Signs* and *The Village*.

Fashion Television Channel

In 2004 Fashion Television Channel covered The Toronto Aboriginal Festival and Fashion Show, featuring such designers as Chessa Syrette, Dan Jones and Dave Jones from the Six Nations Reserve in Garden River, Ontario and Kim Picard from Quebec. Fashion Television Channel has also covered:

- The Urban Fashion show, which features models, designers and performers exclusively from Toronto's black community. Performers In Essence, Melanic Durant, Teedra Moses and Ray Robinson, and fashion designers Kimora Lee Simmons, Damon Dash and Jay Z were all included in the coverage;
- A showcase of Canadian south-Asian fashion designers Darcy Moses and Pam Baker was featured as part of the Toronto Fashion Week coverage on FTC's flagship shows *Fashion Television* and *This Week in Fashion*;
- Multicultural designers like Neela Lulla from India, Iranian designer Mo Salemy, Mexican designer Ignacio Corral, African American designers Maurice Malone, Lola Faturoti, Sean Combs and Stephen Burrows, were all part of regular coverage of fashion designers;
- Japanese designer Jean Okada from Vancouver, African American model Valery Prince, Jamaican model Nadine Willis, and photographer Rohan Laylor were also showcased individually in feature segments;
- Outside of Canada, FTC reported on the cultural and commercial aspects that inspire the design communities in Brazil, Colombia, The Caribbean, India, Russia, Iceland, the Yukon and China.

Other feature programs this year included an hour-long special on "The History of Urban Style," focusing on influential black artists and designers such as Lil' Kim, Russell Simmons, Damon Dash, Kardinal Offishal and Bobbito Garcia.

SexTV: The Channel

At the core of SexTV: The Channel's productions is the intention to reveal and celebrate diversity in human sexuality, human interactions, and in culture, exposing viewers to a wide range of people, places and practices around the world, while celebrating that these differences are the very thing that makes us fascinating.

Programs produced to this end include *Pride And Joy*, a half-hour documentary about same-sex marriage, *The Roundtable*, a panel discussion about same-sex marriage, and *Blurring Boundaries: Redefining Sex*, a one-hour documentary on transgender issues.

Some of the culturally diverse stories covered in the past year on SexTV: The Channel's flagship show *SexTV* include:

- "Asian-American Sexuality," a special on the stereotypes and prejudices that face Asian-Americans in the realm of sexuality;
- "Nong Toom," a feature on the renowned transgender kick boxer;
- "Sex Reassignment Surgery," a feature from Thailand;
- "Able and Willing," a one-hour candid discussion with many persons with disabilities discussing their happy and healthy sex lives;

- “Heera Mandi,” about sexuality in Pakistan;
- “Shunga,” about sexuality in Japan.

Music Services (national Specialty services)

Both MuchMusic and MuchMoreMusic regularly produce shows and specials that rely on commentary from celebrities, industry experts, fans on the street and audience for content. Both production teams ensure that all on-air representation is reflective of the multicultural makeup of Canada. The commentators are asked to weigh in on various pop culture topics rather than merely being used as experts on their own race/culture.

MuchMusic

Examples of programs aired on MuchMusic specifically focused on topics of special relevance to multicultural audiences include:

- Anti-Racism Day – Featured videos that address the topic of racism and included soundbites from artists discussing their experiences with racism and how we can all contribute to its elimination;
- Black History Month – Celebrated and examined black history and culture by airing appropriate and related videos, soundbites, artist features and interviews throughout the month during *RapCity*, *MuchNews* and *The NewMusic*;
- *MuchMusic Celebrates Aboriginal Day* – A half-hour special that featured videos and interviews with Aboriginal artists;
- *Sunfest In Jamaica* – MuchMusic/MuchVibe traveled to Jamaica to cover the reggae and Urban music event and explore Jamaican culture;
- *Inside Your Threads* – One-hour special that followed prominent Canadian musicians as they traveled to Mexico and Bangladesh to discover the working conditions in sweatshops. The show featured personal stories, examined the complexities of the issue and provided pertinent statistics about the global garment trade.

The NewMusic is a half-hour weekly show dedicated to intelligent discourse on pop culture and music. Some of this year’s stories include:

- “Queer & Now,” which examined the relationship between gay culture and music and addressed issues of homophobia and gender while profiling artists such as Rufus Wainwright, The Hidden Cameras and gay rappers Caushun and Deep-Dickollective;
- “Suspect Entertainment,” about a talent agency founded by Manny Jimenez, a former gang member turned successful entrepreneur. The talent agency represents Hispanic actors, often former gang members themselves;
- “Hip Hop Slanguage,” which investigated the movement of Urban slang into everyday language, primarily the result of hip hop’s increasing popularity.

MuchNews delivers news segments throughout the day with the top entertainment stories and features trends, pop culture, political highlights and current humanitarian issues. Some of the stories covered this year include:

- Aboriginal Music Awards – coverage of the 6th Annual Aboriginal Music Awards in Toronto;
- Sum 41 in Congo – a story about the band’s evacuation from the war-torn African nation of Congo on the weekend where they were filming a documentary for War Child Canada;
- Wyclef’s Benefit in Haiti – a story about the musician’s plans to mount a benefit concert in Haiti, one of the poorest countries in the Western Hemisphere, to promote peace in the country;
- Will Smith Joins Mandela’s AIDS Fight – coverage of the announcement by Nelson Mandela that actor Will Smith will serve as an ambassador for the Mandela Foundation’s global HIV/AIDS awareness campaign;
- Foreign Assignment: Sudan – a three part series in which Much VJ George Stroumboulopoulos, Raine Maida from Our Lady Peace, and Dr. Eric Hoskins of War Child Canada visited Sudan to report on what the United Nations calls the world’s worst humanitarian crisis. Coverage included visiting the Internally Displaced People (IDP) camps, the children’s plight in Sudan, and the press conference in Darfur with UN Goodwill Ambassador Angelina Jolie;
- Rock for Choice – a story about the 10th Anniversary celebrations, which took place in Vancouver, of this benefit concert founded to mobilize the music community to protect abortion rights and women’s health clinics.

MuchMoreMusic

MMM MOVIE features a music-related film every Saturday night. Some examples of movies aired this year:

- *Introducing Dorothy Dandridge*, which follows the career of a young actress who struggles against racism and goes on to earn the first nomination for a black actress in the best actress category at the 1954 academy awards;
- *Selena*, which tells the story of the life of Mexican “Tejano” style singer Selena;
- *Purple Rain*, which is about a struggling musician born to a white mother and black father searching for self-awareness.

ClipTrip is a weekly half-hour program that features the music of cultures around the world. A few examples of the dozens of culturally diverse artists profiled this year include:

- Ozomatli discussing their video “Mi Gente (My People)” which addresses the history of Puerto Ricans and the hardships they endure trying to make a life in America;
- Sonen Knife, a group of Japanese female singers, discussing the appeal of Japanese culture in North America;
- Taima, an Aboriginal musician, talking about the history of Inuit people and her experience growing up as an Aboriginal youth in Canada;
- Rokia Traore discussing her use of traditional African music with her own unique style.

The Loop, MuchMoreMusic's daily entertainment news segments cover stories relating to music, politics and human/social interest. Some of the stories covered this year include:

- Nelly Furtado discussing her Portuguese heritage and her experiences growing up in an Immigrant community in Canada, and how these experiences became the basis of her *Fresh Off the Boat* album;
- Robert Randolph, an African-American guitarist, discussing preconceptions about the sound and subject matter presented by African-American artists;
- *Spirit Magazine*, which featured an interview with the editors of the Aboriginal music journal and included commentary by artists Kinnic Starr and True Rez Crew;
- Reggae Fest, which looked at the importance that the annual festival has to the West Indian community in Toronto;
- Jill Scott, an African-American artist talking about becoming more vocal about her political beliefs and her feelings about the disenfranchisement African-Americans have with the American electoral process;
- Evolve Festival, a Nova Scotia-based music festival with an emphasis on cultural diversity and grass-roots community organization;
- African Film at Toronto Film Fest and "Drum," a film about the history of dissidents in South Africa;
- Susan Aglukark announcing her plans to perform in nine Aboriginal communities in Alberta and to extend her tour in the future;
- Wyclef Jean returning to Haiti to meet with community leaders;
- "The Red Album," the record release party for the compilation album featuring Aboriginal artists;
- Aboriginal Music Awards 2004, featuring interviews and performances with Susan Aglukark, True Rez crew and others;
- Susan Aglukark, profiling the singer/songwriter whose unique blend of Inuk folklore and contemporary pop has captivated audiences for the past 10 years. She spoke about her roots and the current state of Aboriginal music.

Music Services also have an Internal Review Committee (IRC), composed of culturally diverse staff from both Music Services and other CHUM stations. The committee meets weekly to review music videos in respect to the CAB Codes; the accurate, non-discriminatory and non-stereotypical reflection and portrayal of diversity is a key topic of discussion during these meetings. 33% of IRC members are visible minorities, and over half the IRC members are women.

Viewer feedback is an integral part of Music Services' connection with our various audiences. Music Services have a separate Audience Relations Department responsible for responding to every piece of viewer mail received by all our music channels and in-house produced shows. The viewer mail is catalogued and distributed to senior management in the form of a monthly summary, so that viewer concerns, comments, and suggestions can be taken into account. The reflection and portrayal of diversity is something our viewers often comment on. Some examples:

"It's wonderful to see that MuchMusic is so diverse! I am so proud to be Canadian!"

"This was one of the best RapCity programs that I have seen in a long time. It had a little something for everyone from Madvillain to Slum Village to that Asian woman rapper. Kudos to the diversity."

Re. MuchVibe (the Channel): "I am pleased that an entire channel has been dedicated to Urban music, because in the past Urban music in Canada was only given minimal time in the spotlight...I feel that the people at MuchVibe and MuchMusic are doing all they can in their power to portray hip hop, R&B, reggae and other similar genres of music in a meaningful way."

NEWS

(ARTICLE 4, BEST PRACTICES)

Action Plan Commitment:

“CHUM Television station newscasts are dedicated to localism, and to giving a voice to the diversity in their respective communities. Diversity is the mainstream.

We continue to ensure that:

- People from “visible minority” groups and Aboriginal Canadians are used as sources regardless of whether the issue being discussed is particularly related to their specific cultural or racial community;
- Stories about people from Aboriginal and “visible minority” communities cover the full spectrum of human interest and are not limited to coverage of cultural celebration;
- Reporters from “visible minority” groups are not assigned exclusively to covering stories of principle concern specifically to their respective cultural groups;
- On-air talent represent the cultural and racial diversity of the viewing audience, and that newsroom staffs are reflective, too, to ensure that news is covered, written and decided upon from diverse perspectives.”

Report on Commitments:

CHUM Television

As reported in 2003, CHUM Television is underwriting the creation of Canada’s first cultural diversity databank of experts on a broad range of subjects covered regularly by news media. The databank will include people from a diverse range of backgrounds, fields of expertise and regions across Canada.

The Pearson-Shoyama Institute (PSI) has compiled the first phase of a web-based database of culturally diverse experts from across the country for use by all Canadian news organizations. The “Canadian Experts on Call” Directory has been completed and will launch in 2005, pending completion of the web interface.

In addition to the website, PSI has developed a media guide available to community and cultural groups free of charge. The media guide provides information on: preparing to meet with the media, role of the news media, special needs of ethnic minorities and interview techniques. This document will also be available online.

The New VI (Victoria)

The New VI reflects the cultural diversity of the region through a combination of both dedicated programming and daily newscasts *VI News* and *New Day*.

Newscasts are proactive in coverage of issues relevant to the region's diverse population. *VI News* reporters are culturally diverse and are not restricted to reporting on matters related to their own cultural background, nor are guest experts and commentators. For example, regular news contributors include a naturopathic physician, and a contributor who updates viewers about volunteer opportunities in the community, both of whom are members of visible minority groups.

VI News also featured concerns, celebrations, fundraising efforts and projects of Vancouver Island's multicultural communities, including:

- Local reaction to Ukrainian election irregularities
- Events staged by the Victoria Tibetan Committee
- The Sikh Community's New Year's celebrations
- The Latin Caribbean Festival
- Events at the Filipino Cultural Centre
- Chanukah festivities
- A public skate for children with disabilities
- A barrier free project for a young man with cerebral palsy
- Creation of a handicapped access playground
- Housing challenges for persons living with disabilities

VI News also did in a number of in-depth, multi-part series, including:

- The "crystal meth" problem on Vancouver Island which significantly impacts the region's Aboriginal community;
- Profile of a Central American refugee family's process and procedure in applying for Canadian citizenship;
- A series on mental health in support of the Courtnall Celebrity Classic project which raises funds to create an emergency mental health care facility in Victoria.

The New VI's breakfast news show, *New Day*, regularly features events and stories that represent cultural diversity, and supports initiatives and celebrations by multicultural societies in both Victoria and Nanaimo by providing coverage. Some examples include: the Ukrainian celebration of Malanka, a series of guests on successive days addressing North American Black History Month, the Nanaimo Chinese Cultural Society Annual Festival, and cultural events presented by the Nicaraguan and East African Communities. Since relocating to Victoria from Nanaimo, *New Day* has maintained its commitment to The Mid and Up Island Communities on Vancouver Island with daily segments from the bureau in Nanaimo.

New Day also offered extensive on-air access to the service clubs, social agencies and arts community of Vancouver Island that are used by the region's culturally diverse communities, including:

- Nu'Chalnuth First Nation Canoe Regatta
- Vancouver Island Symphony Orchestra, based in Nanaimo
- Nanaimo Bathtub Festival
- Nanaimo Regional General Hospital Foundation

- Child Development Centre, Nanaimo
- Society of Organized Services, Qualicum Beach
- Ladysmith Centennial Celebrations
- Vancouver Island Music fest in Comox

Citytv Vancouver

Citytv Vancouver's daily news program, *CityPulse*, reflects and represents the diversity of the Vancouver area. *CityPulse* continues to ensure that people from visible minority groups are used as sources regardless whether the issue being discussed is related to their cultural or ethnic community, and that stories about diverse communities are not limited to "cultural celebration" stories. Some examples of stories aired in 2004 include:

Stories of special relevance to and about Aboriginal people such as:

- Totem Art;
- The Aboriginal Film Festival;
- Aboriginal participation in the construction industry;
- A profile on Aboriginal artist Bill Reid;
- Aboriginal fishing rights;
- Coverage of a protest march.

Stories of special relevance to and about local visible minority communities such as:

- City Heroes, a report about local people raising money for a Nigerian hospital;
- Chinese New Year;
- Indonesian music;
- City Heroes – raising money for Nepal;
- A Chinese medicine program;
- Persian New Year;
- Anti-Racism Day;
- Reality TV in Korea;
- A local school racism survey;
- Chinatown Arts Festival;
- Bias against the Sikh community;
- The local Sikh festival.

Stories of special relevance to and about people with physical disabilities such as:

- A paralympian rider;
- City Heroes – a profile of a hiker with epilepsy;
- A feature on a quadriplegic Member of Parliament;
- City Heroes – special needs horses;
- City Heroes Rick Hansen;
- Story about a blind paralympian;
- Wheelchair dancing;
- Special Olympics.

The New PL/WI/NX (London, Windsor, Wingham)

The daily news program *News Now* airs at noon, 6 pm and 11 pm and consistently features stories that reflect and are relevant to the region's growing culturally diverse community. People from a range of cultural and ethnic backgrounds are interviewed on a variety of subjects including, but never limited to, those related to their cultural background. Some of the issues covered in 2004 include:

- The Ipperwash Inquiry investigating the death of Dudley George. The *News Now* crews covered 31 days of testimony. Inquiry hearings also focused on the history of relations and land transactions between the Great Lakes Aboriginal people and governments from mid-nineteenth century, and the Inquiry held a two-day forum on traditional Aboriginal practices in the community;
- The National Aboriginal Solidarity Day celebrations;
- *The Rez Sisters*, a play by Aboriginal playwright Thomson Highway;
- A story about Harold Usher, a black city councillor interviewed as a member of Toastmasters Club about difficulties with speaking in public;
- City councillor Ab Chabar interviewed about a city manager who was taking stress leave;
- London lawyer Faisal Joseph interviewed about his client who was accused of defrauding the CIBC;
- Siva Markandu, the manager of The Honest Lawyer Restaurant, interviewed for his reaction to the London Knights' streak of record-setting games.

News Now also covered stories about Black History Month and featured Windsor-area African-Canadians who were honoured as part of the month's celebrations. Other stories include Jewish-Muslim tension on the University of Western Ontario campus; the Association of London Muslims preparing dinner at the Men's Mission during Ramadan; a story about the beginning of Chanukah; Foreign Affairs Minister Bill Graham touring the Multicultural Centre of Windsor to hear concerns from Windsorites of Middle-Eastern descent; and a prominent black judge was featured as one of the women chosen as Windsor's Woman of the Year. *News Now* also covered a news conference held by Aboriginal, Asian and black law students at the University of Windsor who wanted to encourage young people to get into law school.

Medical stories featured professionals from culturally diverse groups. Dr. Salwa Saadaldeen, a new doctor in London, was interviewed about accepting new patients. Dr. Cedric Cheung talked about acupuncture; Dr. Joseph Chin was interviewed about prostate cancer; Dr. Bhagirath Singh discussed SARS and influenza; Dr. Mandar Jog discussed Parkinson's disease; and so on.

Stories about people with physical and mental disabilities were also featured on *News Now* in 2004. Some of the stories featured include: a three-part series on autism; a story about neighbours in a small town who organized a driving pool so that a disabled youth could travel to programs in the city; the opening of a new playground for physically challenged children, only one of a few in the province. *News Now* talked to children using the equipment about what it meant to them.

Aboriginal broadcasters and community leaders Dan and MaryLou Smoke continue to develop an Aboriginal resource list for the news department. This list includes names of members of the First Nations community who can comment on a wide variety of topics, such as legal and medical issues.

Citytv Toronto

Citytv Toronto believes that a news program working as a microcosm of the larger community it serves is able to report with greater accuracy the stories that reflect Toronto's multi-racial and multi-cultural diversity.

To ensure that the accurate reflection and portrayal of diversity remains top of mind during news production, 'Diversity Story' continues to be an agenda item on the primary assignment sheet – whether or not stories portray diversity and are produced from culturally diverse perspectives is a discussion point every morning. This initiative was introduced in 2003 to further expand the newsroom's ability to reflect Toronto's ever-evolving diverse population. Examples of stories that have been generated from this initiative include:

- Coverage of a large Islamic youth conference held in Toronto;
- A book drive spearheaded by Lt. Governor Bartleman to bring books to Native Reserves in northern Ontario;
- Councillor Thompson's proposal to add multicultural names to street signs;
- The International Black Inventors mobile museum;
- A Citywatch awards close-up on a firefighter originally from Barbados;
- Dwight Drummond speaking to elementary school students about Black History Month;
- A fundraiser for the Special Olympics fashion show hosted by Liza Fromer;
- The first South Asian-themed home show which also featured Indian cooking;
- The Fist to Fist hip hop event showcasing Toronto's young rap and hip hop artists;
- Stories about the International Day for the Elimination of Racial Discrimination;
- Coverage of the anti-racism awards at Queen's Park;
- The Jamaican Canadian Association's Women Recognizing Women awards with the Minister of State for the Status of Women;
- A report about the Toronto group Shalom-Salam that includes Jews and Muslims involved in peaceful talks;
- A story about the Algonquin Sweet Grass Gallery arts and crafts store closing due to high rent;
- The Canadian Jewish Congress' rally against anti-Semitic vandalism;
- Culturally diverse Canadian communities anticipating and reacting to the Dalai Lama's visit;
- The annual Harry Jerome Awards honouring inspirational leaders in the black community;
- The People In Motion exhibit, which is the largest trade show for people with disabilities;
- The Galloway Park Youth Pow Wow honouring Aboriginal youth;
- Stories about the Caribana festival;

- A report on the Aboriginal Career Fair;
- A report on the conference held to make Toronto accessible for people with disabilities;
- A "Silverman Helps" story on the construction of an elevator in a public school for two disabled girls who need wheelchair access;
- A close-up look at Lorraine Smith from Jamaica who is proud to have become a Canadian citizen.

Citytv Toronto has also made it a priority for producers to look to members of Toronto's various cultural and ethnic groups to act as spokespersons on the full range of topics covered on CityPulse's *Talk Television* shows.

On a daily basis, *CityPulse* solicits feedback from the audience via phone, fax or e-mail. This information is then disseminated to various newsroom staff for follow-up and kept on file. Whenever the feedback is specific to issues sensitive to diverse communities the newsroom prioritizes that response.

Experts and guest commentators are from diverse backgrounds and comment on subjects unrelated to their race or culture. For example, Dr. Kabasele, an African-Canadian doctor, is on salary to provide medical advice on general news items. He was provided with training and professional development to enhance his on-air capabilities.

The New VR (Barrie)

VR News producers, assignment editors and reporters continue to ensure the inclusion of a full spectrum of racial and cultural voices and faces as experts, guests or general audience members, and continue to provide reports and stories that reflect the interests of the region's culturally diverse viewing audience. Diversity initiatives continue to be discussed at weekly staff meetings in the news department, which has also developed relationships with organizations such as the Barrie Native Friendship Centre from whom the newsroom seeks input, guidance and expert opinion on many reports. The newsroom is now also on their mailing list, which provides press releases and invitations to local events in the Aboriginal community on an ongoing basis.

In addition, The New VR's News Director participates in daily story meetings and makes the final decision on show content. During this meeting, he ensures that the news line-up reflects the diversity of the station's coverage area; staff is also active participants in suggesting ideas for culturally diverse news coverage. During the nightly news show critiques, attended by the news and operations crew each evening and chaired by the Manager of news and operations, each story covered during the news show is reviewed. This includes pointing out positive aspects such as the inclusion of culturally diverse story content, expert opinions and audience members.

VRNews, at 12:30 pm, 6 pm and 11 pm, is committed to localism and reflecting the diversity of the station's coverage area. The on-air news team is culturally diverse, and provides reports on a variety of subjects. Careful attention is taken to ensure that those announcers belonging to visible minority groups do not become sole representatives of issues related to their own race or culture. For example, one of the sports announcers is female and a member of a visible minority group, and the technical segment of *VRNews* is hosted by an Aboriginal person.

Following is a sample of some stories covered by various *VRNews* announcers during 2004:

- Muslim Week – *VRNews* reported on this week-long event by covering the visit of the new Islamic leader as well as following a Muslim parade through the streets of Maple, Ontario;
- National Aboriginal Day – *VRNews* marked the day at the groundbreaking of a new recreational centre on Beausoleil Island. This centre offers recreational opportunities and employment as well as services to combat substance abuse;
- Georgian College Diversity Week – the local college celebrated its first annual ‘Diversity Week’ in order to create awareness of cultural diversity at the college. This included a fashion show illustrating fashions of India;
- New recruits to York Region Police Force – this story focused on the increase in police officers in one of the fastest growing regions of Ontario. Many of the new officers reflect the growing cultural diversity of York Region;
- Black History Month – the diversity of African Canadian culture was being celebrated at Georgian College in Barrie. Olympic Gold Medalist, Donovan Bailey, was present and helped kick off the festivities;
- Media Career Day – an opportunity for Aboriginals to get acquainted with the media. Don Wright, VR videographer, whose background is Metis, was invited by the Barrie Native Friendship Centre to give a presentation along with other Aboriginal members of various media outlets;
- Native Police – this story described a program that helped attract women to careers with the Ontario Provincial Police and how it is now being applied to Aboriginal men and women. “OPP Bound 2004” is a mini OPP recruitment camp. An interview with a Mjikaning detachment commander was a part of this story;
- Native School – this Head of the Class educational segment described a program called “Head Start/School is Cool.” The story focused on the graduation of approximately 25 Aboriginal pre-school children from the eight-week program which is designed to teach the life skills required to do well in their studies when they begin school;
- Native hunting – this story focused on a warning to Aboriginal hunters that federal officials would lay charges if they hunt or fish in Bruce Peninsula National Park. The local Aboriginal leaders viewed this as a challenge to their Aboriginal rights in their territorial lands.

Also contained within the 6 pm newscast is “Head of the Class,” an educational segment hosted by a teacher from the region. During the past year, this segment profiled:

- A teacher who is teaching her entire class sign language;
- A young autistic boy in Orillia who is the first autistic student in Simcoe County to bring a “cope” dog to school;
- Aboriginal Youth Week, during which Aboriginal youth and teachers from the region went to Beausoleil Island to study history, science and culture with Elders, as well as their teachers. The entire week provides students with the chance to celebrate and rediscover their own history, culture and roots.

VRNews health segments are hosted by two physicians who cover a variety of health issues and refer to experts, many of whom are members of visible minority groups. The topics researched and presented are often chosen in order to raise awareness and promote support. Some 2004 segments include:

- Profiles of hearing-impaired individuals and treatment options for those affected;
- One of *VRNews*'s medical specialists, Dr. Bond, showing the viewing audience the difficulties faced by physically disabled people by maneuvering a wheelchair down a city sidewalk and crossing an intersection. The story was enhanced by an interview with a disabled man who faces these challenges on a daily basis;
- A story on neonatology was enhanced by an interview with expert/specialist Dr. Vincent Ho, a neonatologist;
- A story on fast-tracking foreign-trained doctors so that they can work in Canada featured Dr. Aabdel-Razek who has chosen, and been accepted, to come and work in the area. He currently operates out of Orillia.

“Bob’s Garden” is another segment of *VRNews Live @ 6*. This segment is dedicated to organizations who would like to promote their fundraising events. Representatives of the organization appear on-air and discuss the details of their upcoming event with VR celebrity weatherperson, Bob McIntyre. Some examples of organizations and/or events promoted are:

- CNIB Crocus Campaign
- Media Career Fair by The Barrie Native Friendship Centre
- Canadian Paraplegic Association

The New RO (Ottawa)

All news gathering staff at The New RO (anchor/reporters, reporters, videographers, ENG camera operators, Live Eye operators) function with the understanding that every story told should reflect the diverse make-up of the region served. This includes the National Capital Region, Ottawa Valley and St. Lawrence Seaway area. The daily assignment of The New RO news team is to cover the most significant happenings in the local region including providing coverage of what matters most to cultural and ethnic groups in the station’s viewing area.

The New RO strengthened its relationship with CHIN Radio in Ottawa and further broadened coverage of the local multicultural community by linking the newsroom directly with the CHIN Radio studio, as promised in the 2003 Annual Report. The creation of live camera/audio feeds has made it possible for The New RO to put CHIN Radio announcers/interview guests on air immediately to help the audience better understand events happening around the globe and the impact they’re having on members of local ethnic communities.

Stories about politics, finance, crime, education, health, housing and even “person on the street” items include the widest possible diversity of faces and voices. All sources used in news stories are passed along to the assignment desk at the end of each day for inclusion in the newsroom’s contact database for future reference.

Weekly meetings of newsroom supervisory staff, as well as daily newsroom line-up meetings ensure news staff (on-air and behind the scenes) remain aware of the importance of diversifying news stories and news sources. Staff members are active participants in meetings, offering ideas and suggestions. As part of The New RO's "fiercely local coverage," it is a priority to cover stories about culturally diverse individuals or groups in a manner that accurately reflects their place in Canadian society and moves beyond pageants and cultural festivities.

Stories that feature a wide diversity of cultures without being culturally specific include but are not limited to:

Stories of special relevance to people with physical disabilities:

- The Ontario Trillium Foundation teamed with the Ottawa School of Dance to form "Dance Ability Too," a dance program for the disabled;
- A new housing project for developmentally disabled adults is the first of its kind in all of Ontario;
- Prime Minister Paul Martin promises money to help the disabled enter the workforce; follow-ups include Premier Dalton McGuinty and Prime Minister Paul Martin signing multi-million dollar commitments to encourage persons with disabilities to complete their education and enter the workforce;
- The Rideau Regional Centre for the developmentally disabled was meant to be closed down in 2012, but has been fast-tracked. This is devastating news for the community and residents, and part of a plan to move care for disabled away from institutions and into the community;
- Liberal government says Ontario will become fully accessible for the disabled in 20 years;
- Coverage of the funeral for Cathy Kerr, a woman who dedicated her life to helping the disabled and improving accessibility;
- Making ski hills in Ontario accessible to the disabled;
- Glebe Players performed to 500 elementary schools and helped raise awareness and support for the Glebe Theatre for the Disabled;
- Freedom's Wings Canada provides the disabled with the chance to paraglide;
- Canadian Paraplegic Association Fundraiser 9th annual wheelchair relay for able-bodied and disabled people;
- Theatres across the country launching new program for the disabled to see movies.

Stories of special relevance to Aboriginals:

- Inuit Day – children of an Inuit program at a local preschool experience traditional heritage events;
- Aboriginal community celebrating Odawa Native Friendship Centre is holding two-day childrens pow-wow;
- Critics of corrections system launched human rights complaint against the federal government in 2001 for discriminatory and inhumane treatment of women in prison. The Canadian Association of Elizabeth Fry Societies, along with Aboriginal and women's groups, filed complaint;

- Native Women's Association of Canada recognized 11 leaders at the ceremony at the Golden Eagle Awards;
- Sisters in Spirit is a new campaign to raise awareness about violence, calling for 10 million dollars in federal funding to eliminate violence;
- A reserve near Montreal experiences tension between residents and police;
- Coverage of police officers trying to forge better relationship with Aboriginal youth at the 4th annual Flotilla for Friendship;
- All Nations Three Pitch celebrated its second tournament that involved several Aboriginal organizations in the city, including the National Aboriginal Health Organization and the National Association of Friendship Centres;
- Canada isn't doing enough to protect Aboriginal women, according to Amnesty International;
- The Museum of Civilization – The Blackfoot Way of Life is an exhibition that tells the story of the Blackfoot people.

Stories of special relevance to members of visible minority groups:

- Ottawa Iranian Festival;
- Canadian and Chinese multiculturalism at Casino du Lac Leamy as part of Chinese New Year celebrations;
- Ottawa relief efforts underway for victims of the earthquake in Iran – Ottawa's Muslim community has a day of mourning;
- Launch of "2004, The Great Light of Chinese New Year" includes Chinese artists and royal lantern exhibit;
- International Week: A celebration of multi-culturalism at University of Ottawa, provides foreign students with a platform to celebrate cultural achievements and diversity through food, music, dance, and poetry;
- Compagnie Kafig' plays at the NAC – eight street dancers combine stylish French, North African, and Andalusian choreography in their performance;
- Japanese community celebrates the 9th annual Japan Evening at Carleton University;
- Students celebrate their diversity at the Algonquin College Celebration, enjoying food and entertainment from 30 different countries;
- Tatha-Ta: South Asian community celebrating culture via unique dances from Northern India;
- At the interfaith Youth Forum, Ottawa promotes greater understanding between different communities in the capital;
- Ottawa's Lebanese community protests Syrian occupation of Lebanon;
- Air India Memorial: members of Ottawa's Indian Community gather at Dow's Lake for a memorial of 1985 Air India Crash;
- Coverage of the CHIN PICNIC, featuring hot Caribbean culture, live music, dance, indoor exhibits, and performers from the South Asian and Arabic communities;
- Coverage of Afghans celebrating their Independence Day;
- Coverage of the Canadian Children's Museum Day of the Dead, celebrating Mexico's annual custom of remembrance;

- Students in Ottawa complete the first annual Fast-A-Thon for the Food Bank, organized by the Muslim Student Associations of Carleton and University of Ottawa;
- Celebration of Cultures: the Circle of Canadians raises money for the Ottawa Food Bank in an event where cultural groups come together to share the festivals of Eid, Chanukkah, Diwali, and Christmas.

INDEPENDENT PRODUCTION (ARTICLE 3.2, BEST PRACTICES)

Action Plan Commitment:

“CHUM Television strives to have the projects we support from independent producers meet the highest possible standards of quality and fair and accurate racial and cultural reflection. We look for stories that have not been told before, ensuring that many of these stories are from filmmakers from “visible minority” or Aboriginal communities. At all community and industry appearances, our commitment to cultural and racial diversity in programming is emphasized.”

Report on Commitment:

CHUM Television

CHUM Television’s Senior Director of Independent Production continues to ensure that productions funded and acquired by CHUM meet our cultural diversity requirements as outlined in our Best Practices. It is standard procedure that our Best Practices document is mailed out to every producer who contacts CHUM for information about support. It also remains posted on the Independent Production section of our corporate website.

The Senior Director of Independent Production continues to ensure that the casts and crews of all independent productions are from a range of diverse backgrounds, both in front of and behind the camera. Some recent examples of CHUM-funded productions where efforts were made to ensure a culturally diverse cast, and in which it was ensured that scripts did not stereotype members of visible minority groups, are detailed below:

- *Godiva’s* – production has been completed on CHUM’s new six-part television series. Set in a swanky restaurant in Vancouver’s Yaletown, *Godiva’s* features performers who are South Asian, Chinese, gay, lesbian, and Aboriginal. This spicy new drama will have its world premiere on Bravo! in March 2005;
- *Charlie Jade* – this TV series is a Canada-South Africa co-production that not only features a racially diverse cast from a wide range of backgrounds, but also encouraged and supported black employment within the production crew;
- *Pink Ludoos* – this CHUM-supported feature film is a romantic comedy set in Victoria’s South Asian community and directed by Guarev Seth. It was the first production of a script by South Asian writer Belle Mott, developed by CHUM in tandem with the Praxis Screenwriting Program as part of our commitment to the diverse community in Vancouver. *Pink Ludoos* was the runner up for the audience appreciation prize at the 2004 Whistler Film Festival;
- *Eve and the Fire Horse* – production was also completed this year on Julia Kwan’s theatrical feature film debut, the story of an eight-year-old second-generation Chinese girl as she struggles with the demands placed on her by her traditional family;
- *Eighteen* – this is the second feature from Vancouver-based writer director Richard Bell, a story about an 18-year-old gay street youth who, through long lost diaries, hears his grandfather describe his experiences as an 18-year-old soldier in the First World War;

- *Johnny Too Tall* – this CHUM-supported feature film completed production, and features an almost exclusively Aboriginal cast, a script by Aboriginal writer Andrew Genaille, and noted Aboriginal director Shirley Cheechoo.

“While making the film and working with such talented actors as Adam Beach, Nathaniel Arcand, Alex Rice and Sheila Tousay was remarkable, I leave this project with a tremendous appreciation to Diane Boehme [Senior Director, Independent Production, CHUM Television] whose leadership and commitment to the work was critical and without her leadership, this film would have no authentic Aboriginal voice. This acknowledgement is important. Each time we work together and our cultures collaborate another brick is put in the bridge toward understanding, respect and mutual reward...I thank Diane on behalf of the Aboriginal cast and as a representative of my culture, on behalf of myself and my people.”
Shirley Cheechoo, director, *Johnny Too Tall*

In addition, support from CIIUM was pivotal to the completion of *Water*, Deepa Mehta’s conclusion to her Earth and Fire trilogy. Production proceeded in Sri Lanka in early 2004 with theatrical release of the feature targeted for fall 2005.

The *Stories About Love* program proceeded successfully with all productions nearing and/or completing production in 2004. The stories include:

- “Floored By Love,” the trials of a Japanese lesbian who is coming out to her family;
- “Rose,” by noted director Asghar Massombagi, a touching tale of a brash American cowboy who looks for a lost love in Toronto but finds warmth and redemption from an Iranian taxi driver instead;
- “Slatland,” the surreal story of a second generation Romanian Gypsy who comes to terms with her father’s legacy;
- “For The Love of a Perfect Note,” about what happens when an old friend returns to a paraplegic’s life and how it prompts him to re-evaluate his relationships with his wife and daughter.

CHUM's support in 2004 has also generated completion of financing on two new, big-budget high-profile theatrical feature films that will proceed into production in 2005 and which feature culturally diverse subjects and filmmakers:

- *Partition* is a sweeping historical drama about the partition of India, based on the real-life experiences of director Vic Sarin's family. It tells the story of a Sikh former British Army officer, Gian Singh, who rescues a young Muslim girl, falls in love with her and must travel to Pakistan to save her life;
- *Step*, to be directed by Clement Virgo, the award-winning director of *Rude*, is the uplifting story of 16-year-old Raya, who against all social and familial obstacles presented by her low-income Jane-Finch neighbourhood in Toronto follows her talent and passion for step, a style of freeform, deeply rhythmic but highly competitive dance.

Heavy emphasis is always placed on soliciting interest from culturally and racially diverse filmmakers. Our Senior Director of Independent Production speaks publicly at film festivals and panel discussions across Canada throughout the year. CHUM's Manager, Theatrical Feature Films and Television Movies and Manager, Documentaries and Non-Fiction Programming engage in specific outreach to a wide range of filmmakers, writers, actors and production crews with an eye to increasing our ongoing efforts to support first-time filmmakers from diverse communities. CHUM's commitment to reflecting cultural diversity is a key message in each of those presentations and our diversity mandate continues to be emphasized and discussed during one-on-one pitch sessions with individual producers. In addition, our Manager, Documentaries was a key panelist at the imagineNATIVE Film Festival as well as a jurist for the festival's Best Documentary competition.

Jim Compton – who is Aboriginal – is a television executive with extensive production and programming experience. He continues to serve as CHUM's special projects officer and consultant on Aboriginal production.

CHUM is again pleased to continue our sponsorship of the CIIUM Television Arts and Entertainment Award at this year's Innoversity conference with a program development prize. This 2004 award went to Rama Rau for her documentary *Maestro at 16*, and is currently in development.

The New VI (Victoria)

The New VI provided funding for and aired the third season of the Aboriginal program *The New Canoe*, which celebrates contemporary and traditional First Nations arts and culture. The program's Aboriginal producer and host are contracted through their production company, Arrow Productions.

The New VI also provided funding for independent movie productions, including the made-for-TV movie *Johnny Too Tall*, by Aboriginal director Shirley Chechchoo and featuring Aboriginal actors as principle characters. The project had the overwhelming support of the Aboriginal communities on Vancouver Island.

Citytv Vancouver

Citytv Vancouver supported feature films in the form of license fees and development, and all projects supported will be aired on Citytv Vancouver, and as appropriate, other CHUM stations across Canada. In the area of script and concept development, a minimum 25% of our total funding is set aside for Aboriginal and visible minority talent. Projects currently in development include:

- *Banana Boys*
- *Concubine's Children*
- *Defenestration of Aba Sid*
- *Monkey Beach*

CineCity: Vancouver's Stories, Citytv Vancouver's unique project aimed at supporting multicultural and Aboriginal filmmakers, continues to provide funding for short form drama that is then broadcast on Citytv Vancouver and appropriate CHUM stations. In 2004, Citytv Vancouver launched *CineCity: Vancouver's Stories* as a series of one-hour specials featuring the short films made by winners of the competition. Development of the following 2002-03 winners is underway:

- *Smile*
- *Goldilocks and The Three Dreads*
- *Everything's About Getting Married*

CineCity: "Vancouver's Other Stories" is a competition directed at members of visible minority groups and Aboriginal persons. The call for scripts was put out in Fall 2004. By the closing date, 119 scripts had been received, and the review and selection process have begun.

The following films received production funds from Citytv Vancouver and have been broadcast, garnering significant ratings:

- *Bubble Tea Out in the Sun*
- *Chika's Bird*
- *No One Ever Suspects the Chinese Guy*
- *Madame White Snake*
- *7 to 11, Indian*

The New PL/WI/NX (London/Windsor/Wingham)

The New PL places an emphasis on producers and projects from diverse backgrounds when considering proposals for independent production funding. As a result, *A Day In My Shoes*, portraying a day in the lives of three Arab-Canadian women, was funded, developed and produced in 2003, and aired in January 2004. The three women featured are Muslim veiled, Muslim unveiled and Christian, and all live in London.

The New VR (Barrie)

The New VR's Program Director receives proposals from independent producers and continually emphasizes CHUM's commitment to funding culturally diverse projects. The Program Director has distributed copies of CHUM's Best Practices policy to independent producers in order to increase their awareness of our desired product. Proposals received are forwarded to CHUM's Director of Independent Production who is responsible for the assignment of funding for independent projects.

The New RO (Ottawa)

In 2003, The New RO funded the production of *Mann to Mann*, a 6-episode 30-minute comedy series made by Ottawa-based Distinct Films specifically for The New RO, featuring key cast members who are Aboriginal and members of visible minority groups. The series aired in 2004 both on The New RO and nationally on Bravo!.

Bravo!/Space, The Imagination Station/Drive-In Classics (national Specialty services)

Particular emphasis is placed on projects reflecting Canada's diverse communities when projects are selected and supported by the Bravo!/Space/Drive-In Classics independent production department. Some examples of arts-oriented documentary material which resulted include the following:

- *Streetcar*, directed by Nick de Pencier, won the 2004 Gemini Award for Best Performance By An Artist. This half-hour performance-art piece featured an original dance by Peter Chin;
- *Literature Alive* is a series of 13 half-hour programs about Caribbean authors from filmmaker Frances Ann Solomon. It was produced in 2004 and will air on Bravo! in 2005;
- *The Tunguska Project* is a one-hour documentary from filmmaker Gisele Gordon about Saskatchewan based Aboriginal playwright, Floyd Favel;
- *Talkin' Blues*, about blues musicians from around the world, entered its third season with 13 additional programs from producer Mako Funasako;
- *Bone*, by Mila Aung Twin, was developed and licensed by Bravo! and features this Canadian choreographer working with the Beijing Modern Dance Company;
- *Alienated*, produced in association with CHUM, aired on Space and included Asian actor George Takei;
- *Charlie Jade* is a Canada-South Africa co-production which not only features a racially diverse cast from a wide range of backgrounds but also encouraged and supported black employment within the production crew. The program will air on Space in 2005.

Star!/Fashion Television Channel/ScxTV: The Channel (national Specialty services)

The VP, Production meets monthly with the station group's Directors of Programming and Development and General Managers to discuss new ideas and programming opportunities, including independent production opportunities. When the VP, Production meets with independent producers to discuss story ideas, she strongly encourages them to provide proposals that are culturally diverse in content and representation. She discusses possible alternatives with producers to try and find the right mix of talent that better reflects the lifestyle and community we serve.

Examples of independent productions acquired as a result include *Look-A-Like*, a make-over show featuring make-up and hair stylists who are members of visible minority groups; *Star Struck*, whose host is a visible minority; and *Hairwars*, which includes experts and judges who are visible minorities.

STATION PRODUCED IMAGE ADS AND PROGRAM AND STATION PROMOTION

Action Plan Commitment:

“CHUM Television stations are unique, alternative and community-based voices within the broadcasting system. A key instrument used to create station identity, station “personality” and brand, is station-produced promotion and advertising spots. CHUM creative staff has always ensured that station promotion and advertising fairly and accurately reflect and portray the diversity within station audiences.”

Report on Commitment:

CHUM Television

CHUM’s Creative Services department oversees the creation of station identification spots (IDs) for CHUM Television. While many initiatives concerning diversity are communicated to creative staff at the channel level via their respective GMs, the Senior Creative Director for CHUM also takes measures to ensure best practices are embraced throughout creative services.

Every month, creative directors based in Toronto meet to share ideas and discuss departmental business, including major projects that are underway and/or slated for the future. This is an excellent forum for reinforcing that we strive for at least 50% visible diversity in our casting choices, which we have achieved for Music Services and Citytv Toronto, and continue to work toward at other stations.

In addition to making casting choices for station-produced spots, diversity is considered as part of the editing process. For example, Citytv Toronto makes a point of featuring images of actors from diverse backgrounds in promotions for movies, even if these individuals may not necessarily boast top billing.

CHUM’s design department is also part of the creative service team. This group fulfills the graphic and photography needs of various stations and corporate divisions. The Senior Creative Director communicates with the design department’s Production Manager to ensure diversity commitments are consistently communicated and met. For example, when choosing photos of stars – international and local – to adorn the hallways of the CHUMCity building, a range of culturally diverse faces was selected. And in the 2004 CHUM Limited Annual Report, which chronicled 50 years of CHUM, we took great care to guarantee a wide range of cultural diversity was depicted when commissioning original photography or selecting archival material.

Through hiring, mentoring and internship we continue to attract and select a culturally diverse range of employees. In our design department, three new staff hired to replace exiting employees are all members of visible minority groups.

New commitment in 2003 report:

The Creative Services department for Music Services articulated the goal of producing material featuring disabled cast members in roles unrelated to their disability in 2004.

Report on commitment:

The promo for Music Services is currently a work in progress. Station IDs and promo spots featuring people with physical disabilities were produced for Citytv Toronto, as detailed below. For Music Services, producers will recruit from organizations representing people with disabilities in the workforce, such as Link-Up Employment Services for Persons with Disabilities, WORKink, Canada's largest virtual employment resource centre for job seekers with disabilities, and INCLUDE (Integrating Networks of Cultures, Learning and Understanding Diversity in Entertainment), which seeks to create a more inclusive entertainment industry.

The New VI (Victoria)

Station IDs for The New VI feature people in the community. Care is taken to ensure diversity in the people chosen for inclusion, often to a degree higher than that reflected in the actual local population.

Citytv Vancouver

Citytv Vancouver's station IDs reflect the diverse communities of Vancouver and surrounding municipalities. As reported in *Broadcaster Magazine* in December 2004, "Citytv Vancouver has a tongue-in-cheek goal to show everyone in the city on their screen at least once." Examples from 2004 include:

- "This is Your City," a station ID that highlighted the city and its diversity.
- Promos shot for CineCity featuring clips from the multicultural films chosen for funding
- "Kickstart," a promo spot featuring a cultural event celebrating people with disabilities

The New PL/WI/NX (London/Windsor/Wingham)

The Creative Services Department continues to look for new opportunities to have people from diverse backgrounds depicted in commercials, promotions and station IDs. A number of people with diverse heritage including Asian, East Indian, African Canadian, and Latin – as well as persons with disabilities – have been involved in productions. Here are some examples from 2004:

- Africana Hair Salon and Show – featured African Canadian women having their hair extended and braided;
- School Bus Safety PSA – featured a culturally diverse group of children;
- City of Windsor, One Million Trees – two members of visible minority groups plant trees to replace trees destroyed by ash bore;
- Healthy Living promotion with Middlesex London Health Unit – featured culturally diverse people promoting healthy living;
- Just Events School Bus Fashion Show – included a number of culturally diverse children and adults;
- Kinetiks Fitness – promo spot shows disabled woman working out with fitness trainer;

- Weekend news promo showing wheelchair athlete;
- Promo showing two paraplegic athletes;
- News series promo "Slowing Down the Pace of Life" shows a Chinese family enjoying life after closing their family restaurant.

Citytv Toronto

Citytv Toronto is known for creating innovative station IDs that reflect the diverse communities of Toronto and surrounding municipalities; approximately 200 were produced in 2004 with a focus on cultural diversity (between 18 and 22 IDs play every 24 hours). Approximately 50% of the people featured in the promos are members of visible minority groups and Aboriginals.

In pre-production meetings prior to ID shoots, discussions always revolve around methods of including a diverse range of people, from station IDs featuring Citytv's on-air talent to choosing clips for movie promos that include diversity whenever possible. Examples from 2004 include:

- A fall news campaign consisting of five 30-second spots featuring Toronto citizens going about their daily routines, depicting Toronto residents from a wide variety of racial and cultural backgrounds; this campaign will continue well into 2005. Three other fillers were also produced in a manner similar to the news campaign, with dozens of shots of Toronto citizens going about their business on the streets of the city;
- Increased concentration on featuring disabled people in station IDs. As a result, one spot featured a Toronto Transit Commission employee with a physical disability as part of the "Citytv: Everywhere" station ID campaign, a promo for Liveable City included a person with a physical disability, and a person with a physical disability was part of the "Citytv Award" spot detailed below;
- Six IDs were produced in 2004 featuring Aboriginals, including Citytv station IDs, promo spots produced for Aboriginal Day and promo spots produced to provide media support for Citytv partner organizations such as the Canadian Aboriginal Festival;
- Creation of station IDs specific to various ethnic holidays and celebrations, such as Chinese New Year and Black History Month;
- A new station ID that featured various portions of ethnically diverse faces coming together to create many full, multi-hued faces. In the background, various people talk about what a tolerant and multicultural place Toronto is;
- Production of a "Citytv Award" trailer that played before every Canadian feature at the Toronto International Film Festival. Numerous women, people with physical disabilities and visible minorities were depicted at work in a boardroom, on a movie set and in the audience of a movie theatre.

Citytv Toronto also aired a series of fillers known as "TV Frames" throughout the year. These are travelogue montages, shot in various cities around the world featuring the inhabitants of a culturally diverse range of nations.

Part of Citytv Toronto's media support of organizations includes the production of promotional spots for organizations such as:

- New Pioneers Awards
- Reel World Film Festival
- South Asian Heritage Festival
- CIIN Picnic
- Caribana
- Aboriginal Festival

In 2004 Citytv Toronto won an International Promax Gold for a "Citytv Everywhere" ID that starred Toronto's Samba Squad, a multi-ethnic 20-piece percussion band. The spot played at least twice a day on Citytv for over eight months, and was a finalist for the Canadian Association of Broadcasters (CAB) Gold Ribbon.

The New VR (Barrie)

The New VR is committed to increasing awareness of the diversity of the region through station IDs and program promotional spots. The promotions department began the year with a meeting during which they discussed ways to increase representation of diversity in on-air promotions and IDs. The goal was to have camera operators consciously seek out diverse members of the community when shooting footage for, and producing, station IDs. For example, when The New VR produced a local interstitial, "Show Buzz," the interstitials were shot in different locations with the goal of portraying the diversity of the region.

While promoting The New VR news programs, the diversity of the station's on-air news staff is reflected and featured in the promos: an Aboriginal on-air host promotes his technology segment each week; a station's female member of a visible minority group regularly describes upcoming sports stories and events to be broadcast by *VRNews*; and another member of a visible minority group promotes, on a daily basis, the happenings in York Region.

Similarly, *Guide*, The New VR's weekly half-hour program, is regularly promoted by a member of a visible minority group. The New VR also produced and aired several holiday station IDs featuring the station's culturally diverse on-air personalities, sharing their holiday greetings with viewers.

The New VR's commercial production department meets regularly to discuss projects and review all finalized commercial product, and cultural diversity is an agenda item discussed. The members of this department strive to book culturally diverse talent for voiceovers and on-camera work, which has resulted in increased diversity in spots produced by this department.

The New RO (Ottawa)

The promotions department uses the station's culturally diverse news personalities in partnership with community organizations to help promote various events. In addition to regular event promotion for sponsorships, in 2004 the promotions department produced 60-second vignettes for Easter Seals, the Ottawa Food Bank, The Ottawa Regional Cancer Centre and Live Work Play.

Bravo!/Space, The Imagination Station/Drive-In Classics (national Specialty services)

Station IDs and program promotional spots provide opportunities for featuring the wide diversity of musicians, actors and artists who are profiled on Bravo!. Examples from 2004 include:

- *Along Came A Spider* starring Morgan Freeman;
- *Boycott*, a drama about the Civil Rights Movement;
- *Coming Home*, starring Jon Voight as a disabled war veteran;
- *Dances With Wolves*, starring Aboriginal actors and reflecting Aboriginal issues and customs;
- *Don King*, a biopic starring Ving Rhames;
- "Live At The Rehearsal Hall: jacksoul";
- "Live At The Rehearsal Hall: Molly Johnson";
- *Middle Passage*, about the voyage of slaves to the New World;
- *Miss Evers' Boys*, a docudrama that explores the social and ethical issues at the heart of the infamous Tuskegee Study of Untreated Blacks With Syphilis;
- *Save The Last Dance*, a film dealing with racial tension and interracial relationships;
- *Six Degrees Of Separation*, starring Will Smith and dealing with racial issues;
- *The Terry Fox Story*, profiling amputee Terry Fox and starring Asian actor Rosalind Chao;
- *The Tuskegee Airmen*, a WWII drama about a group of black combat pilots that stars Laurence Fishburne.

In 2004, Bravo! produced and aired a series of 10 station IDs celebrating Aboriginal Day, featuring images of an Aboriginal Powwow from various Bravo! videos. Half of the IDs were voiced-over by Aboriginal-Canadian actor Graham Greene (the voice of Bravo!) who said: "You're watching Bravo! Celebrating National Aboriginal Day, June 21st."

Star!/Fashion Television Channel/SexTV: The Channel (national Specialty services)

Star! changes its on-air look every year via station promotional campaigns and station IDs. The look of Star! continues to be culturally diverse through the inclusion of members of visible minority groups in on-air station promotions.

Fashion Television Channel ensures that station IDs and advertising accurately reflects the design and fashion community which is itself rich in diversity. Through sponsorships this industry is not only represented in promotional campaigns but through programming specials and features seen throughout the year. This year's on-air promo campaign features a model of Asian heritage and appears throughout the day on the channel; this same model is also featured on station posters and sales kits. Fashion Television's advertising campaign with *Flare* and *FQ* often features a visible minority as the face of Fashion Television's brand - most recently seen in the Fall/Winter 2003/04 and Spring 2004 issues of *FQ*.

SexTV: The Channel continues to reflect cultural diversity both through on-air imagery and models, and through the culturally diverse people who help to create the on-air “look” of the channel and its series. For example:

- The master image photographer for SexTV: The Channel is a celebrated Jamaican-Canadian, Michael Chambers;
- Models selected and presented for on-air filming/photo sessions were of Asian, African-Canadian and European descent;
- The new show opening for *SexTV: The Series* was shot by Jason Tan, a Malaysian/Canadian;
- Models for the new show opening shoot were European, African, and Asian.

Music Services (national Specialty services)

The music channels continue to strive for at least 50% of leading roles in station IDs and promos to be culturally diverse, and ensure that reflecting diversity is a priority by regularly reminding producers verbally and/or in writing of this goal during pre-production and casting for all spots. Diversity is also addressed regularly in weekly staff meetings.

Music Services continue to ensure that all roles filled by women and visible minorities in station IDs and promo spots are non-stereotypical and prominent, by creating culturally neutral roles and characters that can be played by a variety of actors. For example, the lead character in the “Much In Your Space” opening is a female visible minority. The spot shows her participating in various activities – yoga, bull-riding, washing a car, milking a cow – all of which are both gender and culturally neutral.

When producing work that is edited from existing material (purchased programming, music videos, etc.) producers regularly select clips with culturally diverse representation.

When recruiting extras for spots, along with a description of the characteristics being looked for (age, gender, etc.), promo producers continue to specify a desire for culturally diverse individuals. For example, when recruiting 150 youth for a public service announcement, staff members called high schools across Toronto identifying the need for culturally diverse students age 15-17. The result was the depiction of a high school assembly with a multicultural student body.

In an effort to increase the presence of people with physical disabilities and Aboriginals, the Supervising Producer of Creative Services will compile and maintain a list of organizations that can match producers with both Aboriginal actors and those with disabilities. Casting call information will be sent to the organizations on that list in addition to other talent agencies. Additionally, a memo will be distributed to all staff notifying them of this new policy.

In order to increase the availability of culturally diverse crowd shots for use in promotional spots, approximately 20 shots have been assembled onto a compilation tape and are available to all producers.

The Creative Services department's internship program offers participants the opportunity to learn hands-on skills with the potential of being hired on permanently. Of the four interns employed this year, three were visible minorities.

DIVERSE WORKFORCE

Action Plan Commitment:

“CHUM Television upholds the principles and objectives of the Employment Equity Act and we communicate to CHUM Television’s workforce and potential future employees our commitment to workplace diversity.

Our adherence to the principles, aims and objectives of the Employment Equity Act is more fully described in our Best Practices statement, and is a key element of our overall strategy for reflection, inclusion, and respect.

Each CHUM Television station acknowledges and emphasizes diversity as a strength and competitive and creative advantage. Our employees are committed to diversity and inclusion throughout the organization.”

Report on Commitment:

CHUM Television

In 2004, the corporate HR department (HR) furthered its quest to support all divisions of CHUM Limited in meeting cultural diversity goals by developing fair and equitable policies and guidelines with respect to recruitment, selection, hiring, training, promotion, accommodation and performance management systems.

HR continues to value and support the principles of CHUM’s Best Practices. All HR activities and initiatives are designed to integrate all members of CHUM’s multicultural workforce, and to utilize their diversity to enhance the organization’s effectiveness.

With the anticipated dramatic changes expected over the next 20 years in Canada’s available workforce, HR will continue to review and revise employment systems as deemed appropriate to further enhance our ethno-cultural profile, with a constant eye on the needs of CHUM’s evolving workforce.

Recruitment

A new process for handling incoming unsolicited resumes and applications at CHUM was fully implemented in 2004. Applications from promising candidates of the designated groups are filed in a specific area for easy access and are forwarded regularly to hiring managers throughout the year when skill sets match the requirements of open positions.

A listing of organizations, websites and magazines targeting culturally diverse individuals is constantly being updated and is available for managers to post job opportunities.

In 2004, with corporate HR’s encouragement, the email address to submit job applications to CHUM was supplied regularly to our viewers of Breakfast Television in Toronto to attract individuals who reflect our market.

Community Outreach

In 2004, IIR allocated funds in the approved CHUM budget for supporting community outreach, and will continue to provide financial support for these initiatives ongoing.

As an active member of The Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR), the head of HR participated in setting up the organizational structure and internal communications process for both SABAR and its IIR sub-committee. The mission of SABAR is to increase and enhance the contribution and representation of Aboriginals in all aspects of the Canadian broadcasting industry. Other members of SABAR include representatives of the Artic Circle of Indigenous Communicators, First Nations Technical Institute, National Aboriginal Achievement Foundation, Niagara College, and Indian and Northern Affairs Canada. CHUM is committed to contributing both time and financial support to SABAR in order to reach out to Aboriginal communities (the VP, Public Affairs and Coordinator, Public Relations, Music Services are also members of SABAR).

Selection for Hiring and Promotion

IIR provides hiring managers with interview guidelines including standardized questions and numerical score sheets, objective selection criteria for candidate evaluation, and standardized reference checks to ensure fair and equitable processes are utilized during the selection process.

Similar guidelines with objective selection criteria and numerical score sheets are provided to managers for assessing internal candidates for promotions, facilitating open and transparent processes and ensuring fair and equitable decision-making.

Hiring

CHUM's Best Practices are provided in all new hire packages to ensure each new employee is oriented to our values as soon as they commence employment. CHUM's Accommodation policy is also provided to all new employees, which identifies our commitment to supporting all members of the designated groups as individual needs arise. CHUM's Employment Equity policy and questionnaire are also provided upon hire including a fact sheet on the purpose and value of each employee's participation in the confidential survey.

Management Training

HR provided a workforce analysis summary to each General Manager specifying any area of under-representation, with a report specifically outlining CHUM's overall hiring goals for 2004, for each of the designated groups. An update on the employment systems review was also provided to managers, outlining the corporate direction related to diversity in the workplace, with a summary of the annual plan to support it.

Sensitivity training related to diversity in the workplace was presented to all senior management in every division of CHUM over three separate sessions throughout the year. Training included a presentation on human rights legislation by Fasken Martineau, CHUM's legal firm, and viewing a video about potential conflicts in the workplace related to diversity and how to overcome them fairly and equitably. A brainstorming session with the head of IIR followed, to identify how to apply these lessons to situations that could arise in the workplace, and to clearly identify the responsibility of management and all employees to treat everyone with dignity and respect.

All Staff Training

HR provided an update to all employees of CHUM about the employment systems review that was conducted in 2003, and an outline of the overall corporate direction related to diversity in the workplace, with a summary of the annual plan to support it.

As detailed below, our plan for 2004 had been for all employees to participate in sensitivity and harassment training – similar to the management training sessions – by the end of the year; however, due to time constraints, this training was not completed. HR continues to include training costs in its budget in order to ensure that these reserved dollars do not get allocated elsewhere throughout the year.

Internship/ Mentorship

In 2004, HR fine-tuned the process for individuals to apply for co-op and mentorship opportunities at CHUM by meeting with a variety of internal departments to discuss the programs currently available, and by contacting several post-secondary institutions including First Nations Technical Institute (FNIT) and Humber College.

A central person in corporate HR is now the direct contact for applicants to CHUM co-op programs, and is responsible for coordinating placements. There are several co-op opportunities throughout the organization including positions in operations, newsrooms, public affairs, communications and creative.

Events/Conferences

CHUM HR participated in the Aboriginal Career Fair arranged through the Toronto Centre – Human Resources Centre of Canada for Students, which was attended by over 200 students. Several giveaways were provided to attendees including listings of difficult to fill positions in broadcasting in order to provide guidance to course selection, and details on the MuchMusic Aboriginal Youth Scholarship program, as well as a listing of all CHUM divisions.

The Director of HR attended a presentation by the president of Broadcast Educators Association of Canada (BEAC) designed to solicit clarification of human capital requirements in the broadcast industry within the near future. The goal is to collaborate with educational institutions in skills development to fill the needs.

The Director of HR is also a member of the CAB Human Resources Advisory Committee, and participates in developing programs in support of diversity throughout the broadcasting industry in Canada.

Internal Communications on Cultural Diversity

HR is committed to using inclusive language in all company communications. We continue to communicate all HR policies, procedures and processes as they are developed or revised to all employees, as well as the HR plan related to cultural diversity and employment equity. In 2004, a new Accommodation policy and a revised Employment Equity policy were distributed to all employees along with an update on progress made throughout the year in ensuring an inclusive workplace.

In 2004, the development of an intranet site available to all employees was initiated, and will beta-test in early 2005. In the interim, there are several intranets where HR guidelines, policies, and processes in support of diversity in the workplace are posted, further demonstrating our commitment to inclusion throughout the company.

Many of our employees with different ethnic backgrounds often possess foreign-language skills, knowledge of different cultures and business practices, which is a definite advantage to our organization. At CHUM we value the additional communication skills that come with diversity in our workforce, and we call upon our employees regularly for their expertise in this area.

New commitment in 2003 report:

“By the end of the 2004, all employees will have participated in Harassment training sessions to ensure that every employee knows their responsibility in supporting a diverse workplace. This training will educate employees about specific gender and cultural differences and appropriate ways to handle them. Specific training policies and procedures will be developed and communicated to all employees by mid-year. Elements of diversity will be incorporated into all core-training programs ongoing, to enforce our commitment to inclusion and fair and accurate reflection.”

Report on commitment:

Due to time constraints, this training was not completed throughout all staff. HR conducted sensitivity training related to diversity in the workplace with all senior management in every division of CHUM, which included a presentation on human rights legislation by Fasken Martineau, as detailed above.

Training to ensure that every employee knows and understands his or her responsibility in supporting a diverse workplace will continue throughout 2005. This training will further educate employees about specific gender and cultural differences and appropriate ways to handle them. Elements of diversity will be incorporated into all core-training programs ongoing, to enforce our commitment to inclusion and fair and accurate reflection.

Human Resources at the Station Level

Action Plan Commitments:

“Each station General Manager is charged with monitoring staff composition, and ensuring that it is reflective of her/his respective community. Station General Managers are also responsible for devising strategies for addressing any overall imbalances and inequities in their workforce in terms of reflection and inclusion.

CHUM station General Managers and division heads will:

- Continue to provide appropriate staff training on matters related to cultural diversity;
- Maintain existing, and establish new, contacts with schools, local community groups and immigrant and racial and cultural organizations to attract people with new program ideas and perspectives;

- Reflect the dynamism and richness of the community, both locally and nationally, as the case may be, by finding ways to showcase community role models and local success stories;
- Maintain ongoing, and develop new, internship and mentorship opportunities, with a focus on diversity.”

Report on Commitments:

Division heads adhere to CHUM’s equitable hiring practices and commitment to a diverse workforce. Across CHUM’s various television stations, station managers have engaged in a number of new initiatives, as well as carrying forward existing ones, to accomplish our goals for a diverse workforce.

The New VI (Victoria)

Staff hiring at The New VI continues to be an inclusive process that is conscious of the community’s cultural diversity, through all employee levels. Within the senior management team, one is a member of a visible minority group and one is Aboriginal.

The New VI continues its student placement program with local education institutions such as the University of Victoria, Malaspina University College and Camosun College. These institutions attract a culturally diverse range of students who in turn are given opportunities to receive training and experience in broadcasting at the station.

The New VI conducts regular tours of the facility to a range of interested parties, including English as a Second Language groups and Aboriginal youth groups. These tours give youth who are interested in the field of broadcasting a behind-the-scenes look at the industry, and helps to foster their interest in the field.

Citytv Vancouver

Citytv Vancouver continues to both attract a culturally diverse pool of applicants and provide accommodation and training to the diverse workforce already in place at the station. In order to ensure that people with disabilities are actively recruited, senior staff are members of the Greater Vancouver Business Leadership Network, a network of employers who work together to educate and support the hiring and retention of people with disabilities.

Citytv Vancouver also provides ongoing contributions to the education and experience of both high school and college students by hosting practicum students and offering job shadowing and mentoring programs. For example, the CineCity: Vancouver’s Other Stories initiative, described in the independent production section of this report, will provide mentoring to winning writers, and the PRAXIS – Cultural Diversity Fellowship provides hosting for post-secondary practicum students, internships, and media education workshops.

Citytv Vancouver also awarded 17 bursaries to visible minority and Aboriginal students of the British Columbia Institute of Technology (BCIT). This initiative was initially described in the Action Plan, and is a six-year commitment to provide awards to students from culturally diverse backgrounds in the Broadcast Communications and New Media programs.

Other initiatives include:

Training and Apprenticeship / Work Placement Programs

- Ongoing support of employees' requests to cross-train in a position unrelated to their own position;
- Ongoing support of employees' educational aspirations as they relate to their career i.e. reimbursement of tuition for relevant courses;
- Employment Equity Committee encourages station management to allow time to provide informational interviews to people from the four designated groups.

Reasonable Accommodation

- Maintaining a positive Employment Equity environment in the workplace through initiatives such as job sharing for full-time employees and employee health benefits for part-time staff;
- Ongoing efforts by the Employment Equity Committee whose mandate, in part, is to identify any systemic barriers to employment that may exist for the four employment equity designated groups and suggest proactive ways to remove those barriers;
- Shift flexibility to accommodate employees' involvement in various community events;
- Shift flexibility to accommodate employees' personal and educational development;
- Redistribution of workload to accommodate employee disabilities – i.e. transfer of duties and projects in Creative Services department and News department when employee disability results in an employee's absence from work;
- Accommodation and encouragement provided to employees pursuing disability rehabilitation services;
- Ongoing modifications to the interior and exterior of the building as required to ensure easy access for persons with disabilities. New doors will be installed in the front entrance to accommodate access for wheelchairs and other mobility disabilities, a ramp is being built at the rear entrance to ease access for wheelchairs, and a release of pressure is being implemented to interior self-closing doors to minimize the effort required to open the door while still allowing enough time for safe passage through doorway.

The New PL/WI/NX (London/Windsor/Wingham)

As part of ongoing efforts to attract a culturally diverse pool of applicants for job openings at the station, the Director of Community Relations for The New PL, The New WI and The New NX has been involved in meetings with the Muslim community of London who want to encourage young people to consider journalism as a viable career. Historically young Muslims are not encouraged by their parents to be journalists, and the Association of London Muslims believes it is important for young people to consider journalism; with increased Muslim participation in the broadcast industry there is also increased opportunity to provide accurate portrayals of Muslim culture. The New PL is assisting whenever possible with this endeavour, beginning by organizing a seminar for Muslim youth interested in a career in television and journalism. The seminar is tentatively scheduled for early 2005.

Aboriginal broadcasters and community leaders Dan and MaryLou Smoke have also introduced young Aboriginals who are interested in television as a career to staff members at The New PL. One of the contacts was invited to join The New PL Community Advisory meeting and give feedback about the work the station is doing in the region. The New PL plans to continue to mentor this individual in hopes that someday she will be able to take on a more established role at the station.

Student Coop Training

The New PL, The New WI and The New NX are committed to helping people from diverse backgrounds who want to pursue a career in television. For example, in 2004 The New PL arranged a two-month work placement through WIL Employment Services, and The New WI hired a graduate from Seneca College who is a member of a visible minority group as a summer intern. Dozens of high school, college and university students spend time at the stations in either co-op or internship training experiences that can range from a few weeks to six months. They receive hands-on experience, working both in the newsroom and with production teams.

The New PL, The New WI and The New NX are involved in a number of career fairs that are targeted to visible minorities. For example, in March The New WI was represented at an Aboriginal career fair in Windsor, and later that month the Director of Community Relations and the Operations Manager of The New PL attended an Aboriginal career fair in London.

Citytv Toronto

Citytv Toronto continues to attract and retain a culturally diverse group of employees, and the newsroom continues to consciously strive to reflect the city behind the scenes through personnel hiring. Within the past 12 months there have been 18 job openings in the newsroom and 61% of the hires were members of the designated groups. To ensure that trend continues, the following initiatives were undertaken in 2004:

- All VPs with Citytv attended sensitivity training provided by IIR;
- Positions not filled from within the building are advertised with organizations from a list provided by the IIR department to assist in hiring from culturally diverse groups;
- Professional development training is provided for all employees, including visible minorities, as part of efforts to ensure retention and advancement of staff who are visible minorities, such as paying for courses to improve digital editing skills;
- A hiring committee was established in 2004. All applicants to Citytv Toronto are evaluated with sensitivity to diversity hiring targets and when applicants are equally matched preference is given to members of the Employment Equity designated groups;
- Resumes from culturally diverse applicants are prioritized and kept on file for future recruitment.

Goals for 2005:

- Conduct a detailed review of Employment Equity results for 2004 and determine areas for improvement;
- Host a session during a weekly Senior Team meeting to devise creative strategies to improve performance in the hiring of culturally diverse employees;
- Formalize process for recruitment, selection and hiring of culturally diverse talent;
- Review the training process at Citytv, by department, to assess areas for improvement / formalization.

The New VR (Barrie)

The report from CIUM's HR department reviewing the station's performance in employing members of the Employment Equity designated groups, as compared to the number of people from those groups in The New VR's coverage region, enabled the station to measure both achievements and shortcomings; this will result in an ability to more accurately reflect the communities the station serves.

The New VR continues to build on relationships with local colleges and universities to attract interns from a diverse range of backgrounds. New VR staff members will coach and mentor these students to develop their skills and abilities so that they may eventually become candidates to fill vacancies as they arise. In addition, the Manager of News and Operations regularly counsels broadcast journalism graduates in their search for employment, many of whom are members of the designated groups. This counseling includes interviews, follow-up sessions and critiques of their work. The amount of time dedicated to this venture has significantly increased over the last year as The New VR works toward growing internal talent rather than seeking only experienced personnel.

For example, The New VR continues to employ a young man who arrived in 2002 on an internship program through the Special Disability and Access program at Georgian College. He provides assistance to many departments on an ongoing basis.

The New VR has also been in contact with the advertising department of the *Anishinabek News* to explore the possibility of advertising vacant positions. This publication of the Union of Ontario Indians (UOI) is published monthly at Nipissing First Nation in North Bay and has a circulation of 10,000. When there is sufficient lead time on upcoming available positions, The New VR will purchase advertising space in order to reach more culturally diverse candidates.

The New VR participated in the first annual Media Career Fair in March of 2004, organized by the Barrie Native Friendship Centre. The station's Aboriginal on-air announcer was invited, along with other Aboriginal members of various media outlets, to speak to students from native reserves in the region. At The New VR's suggestion, the Production Supervisor and Director of Creative Services prepared a video and an exhibit booth to present the full range of broadcast career possibilities, and the Vice-President and General Manager also attended.

The New VR will continue to participate in the annual Media Career Fair, with the belief that this will ultimately result in the availability of more Aboriginal broadcast program graduates and, in turn, future employees. As a result of participation in the 2004 Media Career Fair, several important contacts were made and circulated to various departments to be used as resources, such as representatives from the Aboriginal Learning Unit at Canadore College and the Union of Ontario Indians.

The New VR's Aboriginal on-air announcer/videographer sits on a Youth Advisory Committee that is also participating in the planning of the 2005 Media Career Fair; he is also mentoring a young Aboriginal student in video production.

In 2004 The New VR became involved in a formal mentorship program through the Barrie Native Friendship Centre. As one result of this outreach initiative, the Design Director worked one on one with a young Aboriginal woman who is interested in entering the graphic design field. Additionally, she has been able to expand her knowledge of broadcasting by working part time in another department, and was hired in December 2004. The New VR plans to continue this relationship with the Barrie Native Friendship Centre.

The New VR continues to provide The New VR Award for Excellence in Graphic Design to a student in the Georgian College Design program, awarded annually to a member of one of the Employment Equity four designated groups. In 2004 the award was presented to a young woman who is a member of a visible minority group.

The New VR was invited to attend and participate in the Aboriginal Entrepreneurial Expo in August 2004, presented by the Georgian Bay Native Friendship Centre. The event included a gala dinner honouring Aboriginal women and youth, followed by a full-day celebration aimed at providing mentorship with successful key business partners. The New VR's Aboriginal on-air announcer/videographer and The New VR's Promotion Manager attended and answered many questions about broadcasting as well as doing interviews about the seminar for *VRNews*.

The Vice President and General Manager also participated in an informal counseling/mentoring session that was arranged by the Korean Business Association. He met with a Korean student who was interested in learning more about the field of broadcasting; the day was spent touring the station, meeting with managers and employees, answering many questions and providing guidance.

The New VR's Production Supervisor is a member of the Advisory Committee for the Broadcast Television and Video Production Program at Canadore College in North Bay. During their annual meeting in May 2004, time was spent discussing the need to increase the enrolment of members of Aboriginal and visible minority groups.

The New RO (Ottawa)

Efforts to identify potential future employees representing the Employment Equity designated groups for the station continued through the offering of various internship, co-op and job shadowing opportunities to local university, college and high school students. Fifty-two students of culturally diverse backgrounds spent two weeks or more working in The New RO newsroom in 2004, while a number of others spent time in the Promotions Department of the New RO and at the Pembroke Station.

During their two-weeks at The New RO, interns have the opportunity to work on every RO news production (Breakfast, noon, 6 pm and 11 pm). They observe the control room, reporters, camera operators, audio, edit, graphics, producers, directors, assignment desks, production assistants and floor directors. In 2004, one female intern who is a member of a visible minority group was hired in the newsroom.

In addition to knowledge acquired during internships, interns gained more broadcast training and experience working on the Help Santa Toy Parade as well as The New RO's annual Ottawa Regional Cancer Centre Telethon. The New RO will continue its newsroom/promotions internship program for post-secondary students from Carleton University, University of Ottawa, Algonquin College, La Cite Collegiale, Seneca College, Nipissing University and Loyalist College in 2005. Local students studying at other post-secondary schools across the country will also continue to be admitted to the internship program.

The New VR also takes one co-op student per semester from a local high school. The student is assigned to one producer (depending on the shift that works best with their studies) and they are assigned various tasks as needed by the producer for the duration of the co-op term. In addition, three local English as a Second Language (ESL) high school students interested in journalism were given studio tours, daily shadowing opportunities and media contact information.

In 2005, senior management will continue to try and improve staff diversity at The New RO through hiring. If the opportunity presents itself due to staff turnover, management will focus on hiring qualified applicants to fill positions for two key areas—on-air and newsroom supervisory staff.

Bravo!/Space, The Imagination Station/Drive-In Classics (national Specialty services)

Bravo!, Space and Drive-In Classics employ a culturally diverse range of people, including those in senior positions. For example, the Director of Communications for the channels is a member of a visible minority group.

Opportunities are provided on an equal basis for all staff to upgrade their professional skills. For example, the stations' two publicists, one of whom is a visible minority, were given the opportunity to enroll in a public relations writing course at Ryerson University.

Star!/Fashion Television Channel/ScxTV: The Channel (national Specialty services)

Star! operates with a small staff, but ensures diversity in hiring when possible. Star! just hired a Programmer who is a visible minority – she is the station’s only programmer.

Fashion Television’s core staff of five includes one member of a visible minority group.

Music Services (national Specialty services)

Music Services continue to ensure that all staff are familiar with CHUM’s Best Practices, and senior staff and those responsible for hiring are reminded to pay particular attention to Article 9 of the CHUM Television Cultural Diversity Best Practices - “A Diverse Workforce.”

Care is taken to post jobs in locations that will attract a culturally diverse pool of applicants. For example, when recently hiring a viewer mail assistant for Music Services, the job was posted on the University of Toronto website (a university with one of the most diverse student bodies in Canada), WORKink (a website where people with disabilities can review employment opportunities), the Aboriginal Youth Network (a website connecting Aboriginal youth across Canada), and the INCLUDE (Integrating Networks of Cultures, Learning and Understanding Diversity in Entertainment) list-serve which seeks to create a more inclusive entertainment industry.

Last year, the goal was to create an internship for Aboriginal broadcasting students to work in MuchMusic production by offering the opportunity to the top 10 finalists of the MuchMusic Aboriginal Youth Scholarship; however, since none of the applicants lived near Toronto, this did not take place. For next year, Music Services are looking to develop a formal internship program with the First Nations Technical Institute (FNTI), and all applicants for the MuchMusic Aboriginal Youth Scholarship are given information regarding employment opportunities at Music Services.

INDUSTRY OUTREACH (ARTICLE 10, BEST PRACTICES)

Action Plan Commitment:

“CHUM Television personnel have always participated in a large number of industry and academic discussion/work groups, conferences and hearings relating to cultural, racial and other forms of diversity. We are vocal to our audiences, communities and related industries about our commitment to fair and accurate reflection and portrayal.”

Report on Commitment:

CHUM Television

We continue to be extremely active in many forms of industry outreach, conveying our commitment to the inclusion, presence, and accurate portrayal of all of Canada’s diverse groups to members of the broadcasting industry and, by extension, to the public at large.

The VP, Interactive is active in the industry and community and is recognized as a new media leader internationally. She sits on the board for Canadian Women in Communications (CWC) and participates in both CWC and Women in Film and Television (WIFT) events and initiatives, acting as a professional role model to other women, particularly those who are members of visible minority groups.

CHUM’s Vice President Public Affairs continues extensive industry appearances and partnerships in order to maintain and increase cultural diversity in all divisions of CHUM Limited and in broadcasting in general. Examples from 2004 include:

- *The CAB Task Force for Cultural Diversity on Television* – CHUM’s VP Public Affairs is one of five broadcast representatives on this task force, which released its report in 2004. Called “Reflecting Canadians: Best Practices for Cultural Diversity in Private Television,” the report is the most comprehensive study on cultural diversity and the media ever undertaken, anywhere, and will serve as a major source of information for future research. CHUM also provided financial support for the creation of the report;
- *SABAR, the Strategic Alliance of Broadcasters for Aboriginal Reflection* – CHUM is a founding member of this strategic alliance, and CHUM’s VP Public Affairs and Director of Human Resources, along with the Coordinator Public Relations for Music Services, are members. Initiated by Indian and Northern Affairs Canada, the Alliance brings together major Canadian broadcasters and media organizations and Aboriginal organizations to work towards increasing the representation of Aboriginal people both on-air and behind the scenes in the Canadian broadcasting industry. Other members of SABAR include representatives of the Arctic Circle of Indigenous Communicators, First Nations Technical Institute, National Aboriginal Achievement Foundation, Niagara College, and Indian and Northern Affairs Canada. CHUM also recently hosted one of the meetings;
- *Broadcasting Diversity in Canada and the U.S.* – Our VP Public Affairs participated in this roundtable discussion hosted by the Canadian Diversity Producers Association

(CDPA) and the Canadian Opportunities Partnership (CANOPP), to compare notes with American broadcasting executives about how cultural and racial diversity are addressed in each country. The Director Public Affairs at Citytv Vancouver also participated;

- *The CAB Joint Societal Issues Committee* – Our VP Public Affairs is a past president and current member, who steered the development of the CAB Industry Action Plan on People with Physical Disabilities, submitted to the CRTC in 2004;
- *D-Code Social Innovators Conference* – Our VP Public Affairs was an invited delegate to this a two-day forum and think-tank with creative social innovators working for social change. She spoke about CIUM’s diversity mission and initiatives, and was recognized as a “social innovator”;
- *Canadian Women in Communications’ Jeanne Sauve Program* – Our VP Public Affairs presented about CIUM’s commitment to diversity, and co-lead a discussion group with representatives from Heritage Canada, the CRTC, and other broadcast-related industries;
- *Canadian Women in Communications’ Career Accelerator Program* – VP Public Affairs presented about “Corporate Social Responsibility,” which includes a responsibility for the inclusion and fair and accurate reflection of all of Canada’s diverse societal groups;
- *Rotman’s Women in Management Association and Entertainment and Media Association* – VP Public Affairs was a guest speaker at this event, and discussed, among other things, social responsibility and diversity;
- *Media Awareness Network* – Our VP Public Affairs also sits on the Board and the Executive Committee of the Media Awareness Network (an organization of which CHUM is a Gold Sponsor), and was part of the Board’s sub-committee to increase diversity on the Board;
- *National Specialty Services Adjudication Panel* – VP Public Affairs is the Vice-Chair of this CBSC panel, and member of the CBSC Board;
- *Celebration of the 20th Anniversary of the Royal Commission on Equality in Employment* – VP Public Affairs was one of three broadcasters representing the industry at the CAB table;
- *Innoversity Creative Summit* – Our VP Public Affairs sits on the Advisory Board for Innoversity

The VP Public Affairs was also asked to write an article for the Innoversity newsletter about diversity and HR practices. Called “The Company Makes the Fit,” the article examines the notion of hiring people who are a good “fit” for a particular corporate culture, and describes CHUM’s unique corporate culture of diversity that makes “fit” inclusive rather than exclusionary.

Other CHUM forms of industry outreach include:

- Sponsoring a session at the Banff 2004 Television Festival called “Audience and Industry: Does TV Reflect the Diversity of Its Audience?”;
- Sponsoring the Canadian Broadcasting Museum Foundation, which includes diversity in the history of the industry;
- Providing the CBC with a copy of CHUM’s Cultural Diversity Best Practices, for CBC’s internal development of diversity initiatives.

Innoversity Creative Summit

This annual conference brings together media professionals, creators and industry leaders to talk about innovative ways to reflect Canadian diversity. CHUM is a major sponsor of this conference for the third year running, providing media coverage, hosting an opening reception and participating in some of the panels.

Innoversity is an important opportunity for senior managers across CHUM Television to learn more about issues of representation and diversity in the media. CHUM staff as delegates and/or presenters were:

CHUM Television

- Vice President Planning and Regulatory Affairs
- Vice President, Public Affairs
- Coordinator, Public Affairs
- Manager, Public Affairs
- Senior Manager, IdeaCity Conference
- Special Projects Officer and Aboriginal Consultant, Independent Production
- Weekend Anchor and Reporter, CityPulse
- Development Officer, Documentaries, Independent Production

The New RO

- Station Manager
- Director, Information Programming

Citytv Vancouver

- Director, Multicultural Programming and Public Affairs, Host, *ColourTV*

The New PI/WI/NX

- Community Relations Coordinator

Citytv Toronto

- Vice President, Citytv
- Vice President, Production

The New VR

- Human Resources Manager

Bravo!FACT (Foundation to Assist Canadian Talent)

- Executive Director

Music Services

- Director, Operations
- Director, Publicity
- Supervising Producers, MuchMusic
- Supervising Producer, MuchMoreMusic
- Pop Culture Reporter, *MuchNews* and *The NewMusic*
- Producer and Host, *The Punk Show*, Host, *The NewMusic*, *LOUD* and *MuchNews*

Star!/Fashion Television Channel/Sextv The Channel

- Vice President and General Manager

CHUM also sponsored the attendance of people who otherwise would not have been able to take advantage of the creative and professional opportunities offered by this conference. We provided a delegate pass for Media Circus, an organization working toward assisting persons with disabilities to participate in the broadcast industry, and Citytv Vancouver sponsored two local visible minority filmmakers to attend the event and participate in a panel.

A number of CHUM Executives also participated in Innoversity panel discussions:

- CHUM's Aboriginal Consultant for Independent Production was one of five panelists for the "Gotta Break a Few Eggs" panel, which discussed how diversity has forced the industry to adopt new business practices;
- Weekend Anchor/Reporter, CityPulse, was a panelist on the "Media Brown Out" panel, which focused on the successful integration of South Asians and Middle Easterners in the Media Arts and how others can benefit from those strategies and practices;
- Pop Culture Reporter, *MuchNews* and *The NewMusic*, was a panelist on the "Almost Famous, Eh" panel, which focused on how important race is in entertainment media reporting;
- Producer and Host, *The Punk Show*, Host, *The NewMusic*, *LOUD* and *MuchNews*, joined five other panelists for the "Neo Journalism" panel which discussed how people have lost faith in traditional news journalism, and asked whether it needed to regain credibility, or if independent reporting was a better and truer option;
- Director, Information Programming, The New RO, was a panelist on the "Diversifying the Supply Chain" panel which focused on encouraging diversity in the companies with whom creative content and services are supplied;
- Director, Public Affairs, Citytv Vancouver, was the featured speaker for "CineCity Spotlight." CineCity supports emerging BC-based visible minority and Aboriginal filmmakers in the production of a dramatic short film;
- Director, Public Affairs, Citytv Vancouver, moderated the "Breakfast With a Visionary," honouring Trevor Phillips, Chairman of The United Kingdom's Commission on Racial Equity;
- Development Officer, Documentaries, Independent Production, CIIUM Television was one of the judges for the Open Door Pitch Contests, and presented the CHUM Television Arts and Entertainment award;
- Development Officer, Documentaries, Independent Production, CIIUM Television, participated in "Face Time," a series of 15-20 minute meetings where conference attendees can pitch ideas and pick the brains of industry professionals;
- VP, Public Affairs, CIIUM Limited, moderated the "BBC: Together on the Journey" panel which discussed how partnerships have resulted in progress towards meeting the needs of culturally diverse audiences;
- Executive Director, Bravo!FACT (Foundation to Assist Canadian Talent), was the Speaker for the Bravo!FACT screening, featuring films by members of culturally diverse groups whose works were funded by Bravo!FACT.

Sitting on the Advisory Board for the Innoversity Creative Summit are VP Public Affairs, CHUM Limited and Special Projects Officer and Aboriginal Consultant, Independent Production, CHUM Television.

CIUM is a supporter of The Open Door Pitch contest, offering a development award in the form of financial support for the CIUM Television Arts and Entertainment Contest.

At CIUM's regional and specialty stations, industry outreach continues to be an important means of conveying our commitment to the inclusion, presence, and accurate portrayal of all of Canada's diverse groups to members of the broadcasting industry and, by extension, to the public at large. To this end, senior executives at CHUM stations have engaged in a number of initiatives:

Citytv Vancouver

Director, Multicultural Programming and Public Affairs participated in the following industry events in 2004:

- Facilitated the CAB convention's "Cultural Diversity Best Practices" seminar;
- Attended the Reel World Film Festival and trade forum
- Emceed the Indo-Canadian Entrepreneurs TIE:Con gala dinner
- Attended a focus group on inter-cultural communication, hosted by the University of British Columbia
- Moderated a discussion on "The Portrayal of Asian Women in the Media" at the 2004 Vancouver Asian Film Festival
- Attended the Innoversity Conference

The New PL/WI/NX (London/Windsor/Wingham)

Besides attending the Innoversity Summit in Toronto, the Director of Community Relations also sits on the Museum London board of directors which is working toward doing more programming with culturally diverse groups in London. Museum London is also actively seeking new board members who represent culturally diverse groups.

Citytv Toronto

VP, Citytv Toronto is a member of the Ontario Association of Broadcasters (OAB) board of directors. In that capacity she promotes the importance of setting up a more formalized relationship with colleges, universities and multicultural organizations in order to attract new culturally diverse recruits to the broadcasting industry. The OAB has agreed to work in association with the CAB on facilitating the implementation of diversity best practices.

Goal in 2005:

Citytv Toronto will host a town hall meeting, giving industry leaders their say on how well Citytv Toronto is performing on a number of issues, including the representation and reflection of diversity.

The New VR (Barrie)

The Manager, News and Operations is on the board of directors of the Radio-Television News Directors Association (RTNDA), an organization that has been working very hard at promoting cultural diversity and establishing training for news directors and news staff. In 2004, he attended and participated in workshops with newsroom personnel and students, talking about story-telling involving culturally diverse groups. In addition, he was actively involved in the RTNDA's proposal for a two-year, nationwide diversity project which just received funding from the Department of Canadian Heritage. They will be working to increase diversity awareness and action among news managers to improve reflection of the full diversity of Canada. This supports the hiring of a more diversified workforce within the broadcast news industry and producing content that better reflects our country's changing population. They will work on the production of a Canadian DVD diversity guide for newsrooms, a PSA campaign and workshop incentives.

The Program Director continues as a member of the National Conventional Television Panel of the Canadian Broadcast Standards Council (CBSC). Her role as an Industry Adjudicator allows her the opportunity to participate in the adjudication of complaints filed with the CBSC and to affect policy through the creation of codes and standards regarding programming content with which broadcast members must comply. She is also able to inform broadcasters of emerging social trends and suggest ways to deal with these trends.

The annual Innoversity Creative Summit held in Toronto in 2004 was attended by the New VR's Manager, News and Operations and Manager, Administration, who shared what they learned with other managers. This provided a basis for building and initiating projects that were appropriate for The New VR. For example, it was determined that New VR staff could benefit from a seminar providing instruction about correct Aboriginal terminology; The New VR plans to organize this seminar as soon as possible.

The New RO (Ottawa)

The Director, Community and Media Relations attended a cultural diversity panel discussion during the CAB convention, and will also serve on the local Byward Market Business Improvement Association board of directors starting in 2005.

The Station Manager for the New RO's Pembroke station also attended this year's Innoversity Creative Summit.

Bravo!/Space, The Imagination Station/Drive-In Classics (national Specialty services)

The VP, Bravo! and VP/GM of Space and Drive-In Classics moderated an industry series conference at the ReelWorld Film Festival 2004, Canada's first and only film festival to target and promote the full spectrum of cultural and racial diversity. The topic was "Crossing Over: Actors Who Produce And Direct."

Star!/Fashion Television Channel/SexTV: The Channel (national Specialty services)

The VP Production, Star!/Fashion Television/Sex TV sits on the board of the Academy of Canadian Cinema and Television, which is committed to reflecting Canada's cultural diversity in the stories and filmmakers employed by the Academy: she plays an important role in these efforts. She also sits on the board of the Canadian Walk of Fame, whose nominating committee is set up to ensure that Canadian stars of all backgrounds are represented; past recipients have included Aboriginals and members of visible minority groups.

The VP Production was also the supervising producer of this year's *Genie Awards*, produced for the first time ever by CHUM Television. In that capacity, she ensured diversity in all aspects of the production, from choosing Aboriginal and visible minority presenters to including culturally diverse film clips for the show's opening montage (clips from *Atanarjuat*, *The Snow Walker*, *Quest for Fire*, etc.).

Music Services (national Specialty services)

The VP/GM is a member of the board of Directors of Serve Canada, which provides options for youth from disadvantaged backgrounds to change their lives by changing their communities. He also attended the CAB convention's "Cultural Diversity Best Practices" seminar, facilitated by Citytv Vancouver's Director, Multicultural Programming and Public Affairs.

The Director, Operations and the Director, Publicity attended the Innoversity Creative Summit, as did several of MuchMusic's on-air hosts, as detailed above.

The Coordinator, Public Relations, is a member of the Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR).

COMMUNITY OUTREACH (ARTICLE 10.1, BEST PRACTICES)

Action Plan Commitment:

“Our culturally and racially diverse on-air staff and management team are community role models who implicitly advertise our hiring practices and our commitment to diversity on the air. We are strategic in placing our diverse workforce front and centre as they engage in community outreach initiatives.”

Report on Commitment:

CHUM Television

CHUM Television supports a wide range of organizations, initiatives, festivals, and events that work toward promoting cross-cultural understanding, increasing the presence and participation in broadcasting of all of Canada’s diverse societal groups, and portraying diversity throughout the media with accuracy. CHUM Television’s sponsorships invest in diversity. Examples from 2004 include:

- *Projections International Disability Film Festival* – CHUM was a Media Sponsor of this festival celebrating talent and diversity within the disability community, providing sponsorship funding and extensive media coverage;
- *Aboriginal Voices Radio* – CHUM Television hosted their reception in the Bravo! Rehearsal Hall, an event to celebrate AVR’s success since its launch in December 2002. AVR is a non-profit organization that was founded to facilitate the development of a national Canadian Aboriginal radio service. The Honorable James K. Bartleman, Lieutenant Governor of Ontario, His Worship David Miller, Mayor of the City of Toronto, Territorial Chief Bryan Laforme, and CEO and President of CHUM Limited Jay Switzer were among the guests at the reception;
- *Dreamspeakers Film Festival* – The Dreamspeakers Film Festival is a showcase of Aboriginal films created and told by Aboriginal filmmakers nationally and internationally. CHUM provided financial support for this year’s 9th Annual festival in Edmonton;
- *Frame Work: Employment in Canadian Screen-Based Media* – CHUM provided financial support for the creation of this comprehensive survey about the status of women, visible minorities, Aboriginal persons and persons with disabilities in the film, television and new media industries, commissioned by WIFT (Women in Film and Television);
- *imagineNATIVE Media Arts Festival* – This festival brings talented Indigenous artists and their work together from around the world in Toronto to present and celebrate the best in international film, video, radio, television and multimedia created by Aboriginal artists. CHUM has partnered with the festival this year by providing financial assistance and media coverage, and is also presenting two awards for Best Dramatic Feature and Best Music Video;

- *Northern Styles: Tansi Toronto* – CHUM Television was a Gold Sponsor in 2004 and a Bronze Sponsor in 2003 of Northern Styles, which hosts talent and art presentations at the Canadian Aboriginal Festival;
- *Passages to Canada* – Passages to Canada is an initiative organized by The Dominion Institute that facilitates dialogue among immigrant community leaders, students, and community groups through its Speakers' Bureau and website. CIUM has committed to providing the Speakers' Bureau with an ongoing number of CHUM's culturally diverse on-air staff who have stories of immigration to share. CIUM is also working with Passages to Canada to create an original PSA, national in focus, to run on various CHUM stations as appropriate. The PSA, which will feature Speakers Bureau members, is an effort to build awareness about immigration and diversity, as well as the Passages to Canada program. Work on the PSA began in September of 2004 and the concept was finalized by December 2004. The PSA will be shot in early 2005 and ready to air in the spring;
- *Human Rights and Race Relations Foundation* – CHUM sponsors the annual student essay-writing contest designed to encourage young people to develop ideas to promote racial harmony. Every year the Foundation holds a National Conference on Race Relations, which features an award ceremony to honor the winning students of this contest. At this year's 10th Conference, CIUM Television again donated money to the first-prize winner of an essay competition on "Celebration of Multiculturalism Reduces Racism in Schools";
- *The Canadian Unity Council's Young Leaders Speakers' Series* – CHUM sponsored and participated in this leadership forum for young people in Edmonton's diverse communities;
- *Ryerson's TARA Awards* – CHUM sponsors these annual broadcasting awards that are given to a culturally diverse range of students;
- *Ryerson Scholarships* – CHUM awards annual scholarships for students of broadcasting at Ryerson, for which we encourage culturally diverse applicants.

The Vice President, Public Affairs continues to engage in a variety of community outreach initiatives, both formal and informal. In 2004, she met with individuals and organization representatives to discuss the importance of diversity in broadcasting and/or initiative development, including, but not limited to:

- Presenting the Citytv Scholarship Award at the annual Ryerson School of Image Arts Awards Ceremony;
- Being an "Honoured Guest" and presenting awards to community and student leaders at the Human Rights and Race Relations Centre's 10th National Conference on Race Relations in Toronto;
- Providing an MBA student with information about CHUM's cultural diversity initiatives for a paper about diversity in the media.

The New VI (Victoria)

The New VI has provided sponsorship and support, financially and in-kind, to projects and initiatives including:

- The Courtall Classic – a fundraising weekend that enabled the creation of a centre for emergency mental health in Victoria. A four-part news series was also produced to highlight the issue of mental health on Vancouver Island. Over the past two years this event has raised over \$1 million;
- The Canada Day Citizenship Ceremony, a live broadcast of the ceremony initiating New Canadians.

One of The New VI's major sponsorships in 2004 was of The Vancouver Island Folkfest, a two week festival in support of the Inter Cultural Association of Greater Victoria featuring food, artisans and performers representing over 30 cultures. Other sponsorships, which included on-air support, were:

- The Peter Gzowski Golf Tournament for Literacy
- The New VI Landtubbers Race in Nanaimo, in support of The Loyal Nanaimo Bathtub Society and Nanaimo Rotary Daybreak

All of The New VI's on-air personalities have been involved in on-air spots promoting, among other things, the station's seasonal giving campaigns for St Vincent de Paul Society, The Open Door Homeless Shelter and The Mustard Seed Food Bank.

The Director, Community Relations is a member of the board of the United Way of Greater Nanaimo, and participated in their series of public forums addressing issues relevant to the community including the cycle of poverty among local Aboriginal groups.

Speakers Corner clips, gathered from units in Nanaimo and Victoria, run throughout the broadcast week, and are also gathered into a weekly half-hour program. They frequently feature segments from culturally diverse members of community and business organizations, and money raised by the Speakers Corner Fund was distributed to Vancouver Island Community organizations who service Victoria's diverse communities including:

- The Park Avenue Elementary School Breakfast Program in Nanaimo, providing a healthy breakfast to inner-city school children;
- PEERS (Prostitute Empowerment Education and Resource Society) of Victoria;
- The Open Door, a centre for the homeless in Downtown Victoria;
- The St Vincent de Paul Society of Vancouver Island;
- The Fair Start Program, an organization providing educational aids to elementary schools;
- Nanaimo Foodshare, a facility and organization assisting and teaching persons on limited incomes to shop and cook in a healthy manner.

The on-air staff and other employees at The New VI proudly and enthusiastically support community events throughout the year both as volunteers and participants.

The New VI also provided technical assistance to APTN, loaning them the use of the station's LiveEye for an uplink from Port Alberni for a show based in Winnipeg. The New VI provided them with microphones, cameras, some technical support staff and the LiveEye truck.

In the 2003 Annual Report, The New VI detailed upcoming community partnership opportunities with the Victoria multicultural centre, and expressed the intent to hold a community consultation in 2004. During station restructuring these plans were put on hold, but they will be revisited in 2005.

Citytv Vancouver

Citytv Vancouver continues to support local cultural events with funding, airtime and promotional support. In 2004 Citytv Vancouver provided:

- Sponsorship and promotional support of events organized by community groups dedicated to improving the quality of life for diverse communities in the Vancouver area, such as The Society of Disability, Arts and Culture, Diamonds in the Rough and the Sista'hood Celebration;
- Personal appearances by on-air personalities and management at events supporting diverse local communities, such as the Capilano College Aboriginal Film and Television course, the TIECon Vancouver gala dinner (Indo-Canadian Entrepreneurs organization), and an intercultural focus group at UBC;
- Encouragement of active employee participation as volunteers in a variety of community groups and associations, such as Music Therapy Trust Fund, Union Gospel, Watari, RayCam Co-operative Community Centre and Downtown Eastside Women's Centre.

Other forms of on-air and promotional support included:

- Promotional support for The 2004 Challenge Cup, which raises money for BC's disabled children;
- Promotional support for Kick-start 2 Festival, which features music, dance and theatre by artists with disabilities;
- Cash support of \$25,000 to the Vancouver International Film Festival, including sponsorship of the Citytv Best Western Canadian Film Award;
- Vancouver Asian Film Festival media sponsorship;
- "Making a Difference," a promo created as support for fundraising for the Downtown Eastside Charities.

Citytv Vancouver also aired the following PSAs for the following organizations in 2004:

- Doctors Without Borders
- Foster Parents Plan
- Habitat for Humanity
- Red Cross

The New PL/WI/NX (London/Windsor/Wingham)

The New PL, The New WI and The New NX are committed to providing support and outreach to diverse societal groups, and to helping them raise awareness about their initiatives. The New PL supports groups that have otherwise found themselves marginalized and forgotten in a region that struggles with the changing face of Canada, and specifically southwestern Ontario. As mentioned elsewhere in this report, this region has one of the fastest growing Muslim communities in Canada.

The Community Relations Director is dedicated to the promotion of cultural diversity on The New PL, The New WI and The New NX. Through dialogue with key constituents in local communities, she ensures the stations meet and, when possible, exceed, internally established cultural diversity benchmarks.

To this end, the Community Relations Director attended a two-day conference called Pillar that brought together visible minority groups in the London region who were interested in increasing their profile in the community. She is also a member of The Arts Project which sponsors Black History Month and mounts an exhibition featuring the art of new immigrants called New Canadian Exhibitions.

In 2004, The Community Relations Director and Assistant organized three community consultation meetings. These meetings are held annually at The New PL, The New WI and The New NX to seek input from the community about programming and station initiatives. Groups represented at the meetings included: the Multicultural Council of Windsor and Essex County, the Can-Am Indian Friendship Centre, the Women's Incentive Centre, Nokce Kwe, The Association of London Muslims, Canadian Heritage's Multiculturalism and Aboriginal Programs and the Women's Community House.

Sponsorships in support of culturally diverse organizations include:

- Expo 2004: Carrousel of Nations, organized by the Multicultural Council of Windsor and Essex County. The New WI sponsors this important multicultural festival every year;
- Hutton House Association for Adults with Disabilities – The New PL sponsored the Famous People Players event;
- Sunfest: A Celebration of World Cultures – The New PL has been a major sponsor of this cultural festival since its inception over 10 years ago. Many of the station's on-air hosts act as MCs for this three-day event;
- London Aboriginal Festival – this June event honours the gifts of the Aboriginal people and celebrates the annual Aboriginal Solidarity Day.
- Sports Celebrity Dinner for the Thames Valley Children's Centre (TVCC) – The New PL sponsors a number of events that raise money for TVCC, a centre for children with disabilities, including the Sports Celebrity Dinner and the Forest City Road Races.

Other cultural events sponsored by The New PL, The New WI and The New NX include the Chinese Festival, Greek Festival, Italian Festival, and Fiesta Del Sol.

Employees of The New PL, The New WI and The New NX regularly speak to various groups in the community about the television industry, and the station's on-air personalities are frequently asked to MC culturally diverse events throughout the region. Events such as Sunfest, Fiesta Del Sol, Windsor's Expo 2004: Carrousel of Nations, CPA Wheelchair Relay, the Autism Gala, and the Habitat for Humanity all had representatives from the stations involved in some capacity.

New in 2004:

The New PL, The New WI and The New NX began airing interstitials called DiverCity with host Alfredo Caxaj, who is well known in London's ethnic community. As a promoter of London's Sunfest: A Celebration of World Cultures, Alfredo is the perfect link to London's local multicultural communities. The interstitials highlight the many cultural groups that now call London and area home; the first DiverCity interstitial dealt with the Muslim community of London. Future interstitials will take a look at the Chinese, Latin and Sudanese communities. The response from the Muslim community to this initiative has been exceptional and they have expressed pleasure at having a voice on the stations.

The New PL also continues to enhance relations with the Aboriginal community, and is in continual dialogue with First Nations consultants who identify and promote Aboriginals who are interested in a career in television.

"Smoke Signals"

Well known First Nations consultants Dan and MaryLou Smoke continue to help The New PL educate viewers about Aboriginal people. Five interstitials have been produced that air on all three stations, focusing on the importance of the seasons to the First Nations people, as well as the significance of the Unity Riders in the region. The latest initiative highlights how the N'Amerind Friendship Centre in London offers counseling and medical services to the general public and not just the Aboriginal community.

"In Touch"

The New PL's daily, locally produced vignettes highlight many culturally diverse groups in the community, including The Arts Project's New Canadian Exhibition featuring the art of new immigrants; Aid for Southern Sudan; Scan Away Hunger for Mission Services; OPA Greek Festival; Ferragosto Italian Festival; Hutton House for people who are developmentally delayed; Gay Pride Parade; the Canadian Paraplegic Association; the Lesbian Film Festival; and the Nokee Kwe Youth Fair.

"What's New"

The New PL's community calendar is an information bulletin board broadcast daily and available on the station's website, free of charge. There are separate calendars for each of the station group's three markets. The calendar focuses on the needs and concerns of culturally diverse organizations such as the Ojibway Nature Centre, Canadian Council of the Blind, N'Amerind Friendship Centre, Women and the Politics of Sport, Chatham-Kent Multicultural Celebrations, African Canadian Community Centre, Bahai Faith Middlesex Centre and London Jewish Community Centre.

Website:

The New PL, The New WI and The New NX each have a user friendly website that encourages viewers to contact the stations with any comments, questions or concerns about programming or other matters. The website is also available for groups to input their own community information, easily and quickly. Many of the events listed on the website also appear on the "What's New" Community Calendar that airs throughout the programming day.

Because the website is so easily accessible, the hearing impaired in the community contact the station more frequently. Previously they were restricted to the TCC phone system for the hearing impaired, which made it more difficult to communicate their messages.

Tours:

The New PL, The New WI and The New NX encourage community members to tour the stations to find out what goes on behind the scenes of their local television station. Groups such as Community Living London, which helps the developmentally delayed in the community, toured the station, as well as people from the Dale Brain Injury Association and the Council of Arab Women.

For the second year in a row The New PL opened up its doors to the public, and nearly 2000 people from all segments of the community attended. At The New NX open house hundreds of people filed through the station looking at artifacts depicting the early days of television leading up to the stations 50th Anniversary in 2005.

Citytv Toronto

Since 1972 Citytv has provided extensive support of the community the station covers and serves. Citytv Toronto takes pride in its commitment to the events and festivals that help shape and define Toronto's great neighbourhoods. The station lends its support to the arts, charitable causes, and a wide variety of multi-cultural initiatives. Examples from 2004 include:

- *Ontario Black History Society's Black History Month* – as media sponsor Citytv paid homage to this important celebration through a solid promotional campaign;
- *ReelWorld Film Festival* – since its inaugural year Citytv has taken a leadership role in supporting this festival as Visionary Sponsor. This festival provides a forum to celebrate the work of talented racially and culturally diverse Canadian and international film and video makers. Citytv celebrates the spirit of the ReelWorld Festival by providing funding, ongoing editorial coverage, plus production of a promotional spot and on-air flight;
- *The New Pioneers Awards* – Citytv is the TV sponsor of this annual event held to recognize the contribution immigrants and refugees make to Canada. They showcase the achievements of those who have overcome barriers, upgraded their skills and education and are now contributing back to the community. Citytv honours the Awards and its recipients with editorial coverage, production of a promotional spot, on-air flight, and the provision of a key on-air personality, Dwight Drummond, to act as emcee;

- *Caribana* – Citytv continued its well-established partnership with North America’s largest cultural festival. Caribana hits the streets of Toronto every year with parades, extravagant costumes, music and food. In addition to devoting a healthy on-air schedule and three versions of a promotional spot, Citytv also provides the festival with live coverage and an in-depth three-part news series featuring the history, culture and economics of the festival;
- *Canadian Aboriginal Festival* – now in its eleventh year, this festival has become a national and international showcase of Aboriginal heritage and culture. Citytv stands behind the largest Aboriginal Festival in Canada with a strong promotional campaign to heighten exposure of the festival in Toronto;
- *CHIN International Picnic* – Citytv has also been a long-time supporter of this event that features entertainment from around the world and brings all communities together to enjoy cultural differences in music, dance and variety shows. Citytv is a Media Sponsor of the Picnic and has helped increase awareness through the production of three versions of a 30-second spot and an on-air campaign;
- *South Asian Heritage Festival* – for the first time Citytv partnered with the JyaFest Arts Collective to present Canada’s largest celebration of South Asian culture. This month-long festival celebrates the music, dance, comedy, fashion, films art, beauty and vibrancy of South Asia. In addition to providing the Festival with a pre-produced spot, airtime flight and daily editorial coverage, Citytv and CityPulse aired their PSA 345 times in May – a value of \$190,000;
- Citytv also sent the station’s portable Speakers Corner VideoBooth out to The New Pioneers Awards, CHIN International Picnic, Canadian Aboriginal Festival and South Asian Festival, and invited people attending to record a message about their culture. This recorded footage airs (pending quality and clarity of message) in subsequent episodes of *Speakers Corner*.

Citytv’s on-air staff are available as hosts, panlists, guest lecturers and spokespersons with the understanding that the positive impact of their image extends beyond the TV screen directly into the community itself. Appearances in 2004 include:

- Dwight Drummond speaking at the Jamaican Canadian Association Celebrity Brunch; appearing at three separate Toronto schools to speak about Black History Month; hosting the Jane-Finch Mall International Day for the Elimination of Racism event; co-hosting the 2004 Harry Jerome Awards that celebrate achievements in the African-Canadian community; and hosting the awards dinner for the Second Annual Anti-Racism Book Competition;
- Merella Fernandez hosting the New Pioneer Awards and speaking at Innoversity;
- Liza Fromer hosting the “Motion Ball” event which raises money for the Special Olympics;
- Nalini Sharma hosting the Hlangama Festivities at the 2nd Annual South Asian Heritage Festival;
- David Onley hosting the Tetra Society of Ontario dinner, an organization dedicated to assisting people with disabilities; hosting the Ontario March of Dimes Annual General Meeting; and appearing as a guest speaker for the Alumni of Link-Up Employment Services (for people with disabilities);

- Gord Martincau hosting the Jewish Vocational Schools luncheon to support education and programs for the disabled, and hosting the Reena Foundation's Annual Dinner which helps raise funds for people with developmental disabilities;
- Harold Hosein hosting the Official Launch of Caribana 2004;
- Francis D'Souza co-hosting the Goan Overseas Association's celebration of culture, Viva Goa;
- Jee Yun Lee hosting the New Experiences for Newcomer Women 20th Anniversary Celebration;
- Jennifer Valentyne hosting the Muki Baum Association's fundraising gala for providing assistance to people with physical and emotional disabilities.

The LiveableCity Task Force – Citytv Toronto invited the public to donate non-perishable canned food items and water to Haiti, which was recovering from the devastation of Hurricane Jeanne. Citytv produced a PSA soliciting donations, and then worked with the Haitian Consulate to get them delivered.

Goal:

In 2005, Citytv Toronto will increase LiveableCity Task Force activities benefiting persons with physical disabilities.

Citytv Toronto also ran PSAs for the following organizations in 2004:

- Projections Disability Film Festival
- Innoversity Creative Summit
- United Nations High Commissioner for Refugees – “World Refugee Day”
- The War Amps
- JyaFest Arts Collective – “South Asian Heritage Month”

Citytv opens its doors to students, community groups and members of the public Monday to Friday, all year long, for tours of the station.

The New VR (Barrie)

The New VR is committed to providing support to the community it serves, through sponsorships, donations and appearances by the station's culturally diverse on-air staff.

The New VR's Aboriginal on-air announcer/videographer is a community role model. He has joined a traditional drumming circle through the Barrie Native Friendship Centre and is in the process of learning this skill. Once his training is complete he will participate in various traditional drumming ceremonies throughout the year. He also sits on a Youth Advisory Committee, along with The New VR's Promotions Manager, participating in the planning of the 2005 Media Career Fair, and is mentoring a young Aboriginal student in video production.

"I want to thank the New VR for the coverage and support of the Aboriginal Youth Week program. The effort that you went through to go the extra mile to get the story of AYW is very much appreciated...The building of self-esteem is very important for our youth and the opportunity that was provided by your coverage of the event will definitely assist with this."
--Scott Carpenter, Chair, AYW Committee

The New VR's Aboriginal on-air host also videotapes various Aboriginal events and ceremonies which The New VR then provides free of charge to the organizations. The New VR's Production Supervisor has also developed a relationship with an instructor with the First Nation's Technical Institute (FNTI), located near Ottawa, and has provided used tape and equipment for use in their educational facility.

In June of 2004, The New VR assisted the APTN by providing space, facilities, equipment and staff for a Canada-wide remote from Muskoka which featured the Minister of Indian Affairs, Andy Mitchell. The one hour interview, beamed back to Manitoba, assisted APTN in reaching out to Aboriginals with answers to their issues and concerns.

The station also received a request for several copies of locally produced PSAs, *Gnadjiwon Ki*, from the Aboriginal Heritage Presenter of the Georgian Bay Islands National Park of Canada, to be used by their cultural advisory committee and Aboriginal Youth Week committee, to promote cultural resource management in their education programs. These were provided free of charge.

The New VR sponsored and attended the Designation Gala, a fundraiser for The Royal Victoria Hospital Regional Cancer Centre and The Barrie Native Friendship Centre – Project Aware (Project Aware encourages Aboriginal women in the community to take responsibility for their own breast health and body awareness). The VP and GM, Manager, News and Operations and Manager, Administration attended, as did the Publisher and Managing Editor from *Spirit Magazine*, a quarterly publication from Wasauksing First Nation. The event included Aboriginal Designs, a fashion show displaying the creations of Aboriginal fashion designers, and also featured Aboriginal musicians. The New VR promoted this event through locally-produced PSAs and news coverage before, during and after the event.

The stations' VP and GM continues to be a member of Barrie's Task Force for Municipal Policy on Culture and the Arts, affiliated with the Barrie Arts Council, charged with creating recommendations toward a cultural framework for the City of Barrie. A major thrust of the committee's work is to engage and find avenues of expression for the diverse ethnic groups that make up the cultural mosaic that is Barrie. Meetings take place bi-weekly since June 2003.

The VP and GM attended a seasonal dinner on December 16, 2004 as a special guest of the Central Ontario Korean Business Association. This organization regularly invites members of the community who demonstrate a willingness to assist them in gaining recognition for their programs, designed to foster inclusion of members and their families into the broader cultural framework of central Ontario.

For the past five years The New VR has supported the Canadian/Korean Golf Challenge. In 2004, the event expanded and became the Canadian/Korean/Aboriginal Golf Challenge. The New VR provides green fees, equipment and prizes. The VP and GM organized and hosted the event, followed by a barbecue and corn roast attended by the families of all participants. This annual event strengthens the existing relationships The New VR has with these community members.

The New VR was the key sponsor of a second annual fundraising concert held on May 16, 2004 designed to raise funds for childhood education in Eritrea in East Africa. The New VR supplied on-air promotion and logistical support. The concert showcased the talent of local musicians including Aboriginal and visible minority group performers. This initiative is chaired and hosted by The New VR's VP and GM.

Website:

Plan With Anne is an online community calendar providing organizations the opportunity to promote awareness and publicize their fundraising events. Each listing contains a contact phone number, email address or website for interested parties to seek further information. The following organizations who have taken advantage of community website postings also received production and/or airtime free of charge to promote their event:

- The Royal Victoria Hospital Regional Cancer Centre's Designation Gala
- The Barric Native Friendship Centre – Project Aware

The New VR also provided free airtime for the following organizations' PSAs:

- War Amps
- Canadian Hearing Society
- Canadian Mental Health Office
- Canadian Downs Syndrome
- Canadian Paralympics

The New RO (Ottawa)

The New RO is committed to providing support to the community it serves, through sponsorships, donations and appearances by the station's culturally diverse on-air staff.

Examples of community organizations sponsored throughout the year include:

- Canadian Black Scholarship Fund
- Canadian Friends of Sierra Leone
- Live Work Play
- Easter Seal
- Ottawa Kwanza Celebration
- Multicultural Artists for Schools and Communities (MASC)
- Canadian Paraplegic Association
- Soca Invasion, a celebration of West Indian music
- Caribe-Vibe Parade
- Festival Latino

The New RO's on-air staff attend and participate in numerous public events to promote cross-cultural dialogue and assists organizations representing all of Canada's diverse societal groups.

Our on-air staff attends between 50 to 150 events per year each, and may take on a larger role with specific organizations. Often they are partnered with specific organizations, and this provides them a great opportunity to build relationships and support initiatives year-round. The personalities attend events, provide on-air interviews and represent the organization in promos.

The New RO's station employees are also committed to volunteering. This year, an assignment editor was invited to speak at a YOU CAN Conference (youth taking action against racism). Other staff volunteer commitments include:

- Canadian Paraplegic Association's Wheelchair Relay
- Ottawa-Carleton Immigrant Services Organization
- Sal-Aide (aid for El Salvador)
- Easter Seal

Meeting with members of the community and hearing their feedback is part of the daily routine of all station management and newsroom on-air personalities and staff. For example, The New RO's Director, Community and Media Relations met with more than 50 local groups and organizations in 2004.

On February 15 and 16, 2005, The New RO in both Ottawa and Pembroke will host an open forum inviting representatives from the region's diverse societal groups to discuss the station's community involvement and commitment. A similar session was held in 2002.

The New RO also opens the doors at 87 George St. for community use on numerous occasions throughout the year including:

- Station Open House, TV and Radio
- Canadian Black Scholarship Fund awards reception
- Community Foundation of Ottawa info sessions
- Byward Market Association Annual General Meeting and reception
- Live Work Play Annual Auction
- Mississini Cree Nation Players Football Camp Ottawa visit and station visit, part of the Paopao's Pow Wow Cree Nation Youth Tour

The New RO aired PSAs for the following organizations in 2004:

- Canadian Mental Health
- Ontario March of Dimes
- War Amps -- "Matching Mothers" and "Renegades"

The New RO also received several awards for the station's contribution to the community:

- Canadian Paraplegic Association: Award of Outstanding Support as television media sponsor
- Easter Seal Society's Award for Outstanding Contribution and Dedication in serving the needs of the community

Bravo!/Space, The Imagination Station/Drive-In Classics (national Specialty services)

Charitable Donations:

- Youth Assisting Youth (YAY)
Bravo! donated merchandise to the YAY's 9th Annual Golf Marathon fundraising event. YAY is charitable organization committed to promoting the healthy growth and development of young people, strengthening families and responding to and supporting changing community needs. One of their goals is to serve a diverse ethno-cultural community.
- Esprit Orchestra Fundraiser
Bravo! donated merchandise for the silent auction at the Esprit Orchestra's fundraiser, organized by Chinese-Canadian classical composer Alexina Louie. Esprit Orchestra's mandate is to promote classical music to a broad range of Canadians and to champion contemporary music by a culturally diverse range of Canadian composers. Esprit also offers education programs to young people.

Sponsorship:

- Fantasia Film Festival
Space and Drive-In Classics were the media sponsors of the 2004 Fantasia Film Festival in Montreal. The festival is dedicated to genre films with a majority of the films coming from Asia.

Bravo!, Space, and Drive-In Classics also aired the following PSAs:

- Canadian Race Relations Foundation – "We Can Go Anywhere"
- War Amps – "Adrian"
- Terry Fox Foundation – "Diary"
- YWCA – "Leaving" and "Locking"

Star!/Fashion Television Channel/ScxTV: The Channel (national Specialty services)

Sponsorship:

ReelWorld Film Festival Star! sponsored the Star! Reel Choice Audience Award at Canada's first and only film festival to target and promote the full spectrum of cultural and racial diversity. On-air personality Larysa Harapyn attended the closing ceremony and presented the award. The sponsorship also included financial support, pre-festival coverage and post-festival coverage including an interview with the award winner.

Events sponsored by Fashion Television are by their nature culturally diverse and reflect a wide variety of cultures, such as:

- *Fashion Design Council of Canada's Fashion Week*, which featured the work of designer Andy The Ahn and Payal Jain from New Delhi, and also showcased a lineup of models from a variety of ethnic backgrounds;
- *Fashion Cares*, Canada's annual event that raises money for AIDS benefits and deals with the gay and lesbian community featured some physically handicapped models and performers;

- *Naked in the House*, a photo competition that included contestants from different cultural backgrounds.

On-air hosts for Star! and Fashion Television make themselves available for community outreach initiatives that support Canada's diverse communities. Terry David Mulligan, an on-air host for Star! based in Vancouver, has been a board member of the Aboriginal Youth Council in that city for several years now. Terry David Mulligan is a long-time resident of Vancouver, with many Aboriginal friends and contacts, and experience with Aboriginal issues. As a board member, he is asked to provide advice about media and police relations (Mr. Mulligan is also a former RCMP officer), and other Aboriginal youth issues.

Jeanne Beker, host of Fashion Television, hosts many charitable events such as Fashion Cares and Toronto Fashion Week. These events feature designers from culturally diverse backgrounds and are invaluable opportunities for the designers to gain recognition.

Star!, Fashion Television Channel and SexTV: The Channel also aired the following PSAs:

- War Amps – "Adrian" and "Military Heritage"
- United Nations Commissioner on Refugees – "Courage"
- YWCA – "Leaving" and "Locking"
- South Asian Heritage Month/Jyafest Arts Collective – "Music"
- Terry Fox Foundation – "Diary"

Music Services (national Specialty services)

Music Services are strategic and deliberate about lending their support and profile to groups across Canada that foster the concept of inclusion and promote cultural diversity. Support includes donations, VJ appearances, public service announcements (airtime and production), national sponsorships, and links from Music Services' websites.

Music Services have a formal Viewer Relations department responsible for reading and replying to all music television stations' viewer mail. The mail is compiled and circulated monthly to senior staff and on-air hosts for review and discussion. Cultural diversity is often a key discussion point for many viewers (see the Program Production, Commissioning and Acquisition section of this report).

Aboriginal Youth Scholarship

In 2003, MuchMusic created the MuchMusic Aboriginal Youth Scholarship (\$3,000), in partnership with the Aboriginal Youth Network (AYN). The scholarship is awarded to the individual who best demonstrates skill, talent and enthusiasm in pursuing a future in broadcasting. In 2004 MuchMusic awarded the first scholarship to Brent Wesley, a Thunder Bay resident attending FNTI. Mr. Wesley wrote to MuchMusic after receiving the scholarship: "It is great that such an initiative is taking place in order to recognize Aboriginal talent in the broadcast industry." Subsequently, the MP from Mr. Wesley's riding acknowledged "the contribution of the MuchMusic Aboriginal Youth Scholarship program" in the House of Commons.

The scholarship was a success and will be continued in 2005.

Planned for 2005: MuchMoreMusic AccessAbility Scholarship to provide post-secondary financial assistance to an individual with a physical disability.

Examples of sponsorships undertaken in 2004 include:

- *Rock Against Racism* – Annual event hosted by the Committee on Race Relations and Cross Cultural Understanding and Youth ROAR (Reach Out Against Racism) to commemorate March 21, the International Day for Elimination of Racial Discrimination. This event helps to promote diversity and raise awareness about racism and discrimination;
- *Toronto Urban Music Festival* – Canada's largest Urban music festival, dedicated to showcasing the best in Canadian and international Urban music and multidisciplinary talent. The conference was hosted by MuchMusic/MuchVibe at the CHUMCity Building; a MuchMusic programmer and an on-air host both spoke at the event.

Music Services also supported the following organizations:

- *National Aboriginal Youth Entrepreneur Symposium*, an event bringing young Aboriginal business leaders and role models together to provide mentoring, networking and fun, organized by the National Aboriginal Capital Corporation Association;
- *Aboriginal Recording of the Year*, awarded by the National Aboriginal Recording Industry Association (NARIA) and JUNO Awards: Best Music of Aboriginal Canada;
- *Eye on the Arts: An Auction for the Senses*, organized by the Canadian National Institute for the Blind;
- *Ile-a-la Crosse Friendship Centre Annual Conference*, organized in response to rising youth problems among Aboriginals in the community, the conference aims to inspire youth to pursue an education and live a healthy lifestyle;
- *Croquet Challenge*, organized by the Hearing Foundation of Canada;
- *SCORE Camp* – In what has become an annual part of the camp's program, visually impaired youth from across the country visit MuchMusic for a VIP tour and hang out with their favourite VJs. This event is arranged through the Canadian National Institute for the Blind
- *The Mary Centre*, an organization dedicated to supporting adults with a developmental disability;

Music Services on-air staff and employees support organizations by appearing at events to help raise profile for various causes, including:

- *Canadian Music Week's Urban Star Quest / Flow Fest Night* – a MuchMusic programmer was a judge for the event;
- *Canadian Heritage National Video Competition* – one of MuchMusic's on-air personalities was a jury member for this video competition about anti-racism;
- *North American Association of Asian Professionals' Asian-Canadian Artists Fund* – one of MuchMusic's on-air hosts was a jury member;
- *United Way of Greater Toronto's Chinese Youth Awards* – Music Services' Coordinator of Public Relations was a judge;

- *United Nations Association of Canada* – the association organized a public event with Hon. Allan Rock, Canadian Ambassador and Permanent Representative to UN, and one of MuchMusic’s on-air personalities hosted;
- *Silent Voice Canada’s “Giving in Silence”* – one of MuchMoreMusic’s on-air personalities hosted the fundraising event for delivering programs and services to the deaf and Deaf community;
- *Canadian Urban Music Awards* – one of MuchMusic’s on-air hosts was a presenter.

The music service donated airtime for the following PSAs:

- Canadian Race Relations Foundation – “We Can Go Anywhere (today...)”
- JyalFest Arts Collective (for South Asian Heritage Month) – “Indian Singing and Dancing” and “Music”
- United Nations High Commissioner for Refugees – “Courage”
- War Amps – “Military Heritage”

MuchMusic also regularly accommodates requests from disabled and terminally ill fans wishing to attend live events, tour the MuchMusic studio and/or meet their favourite VJs. Two spaces for each live event are reserved for these guests who often require special arrangements in order to attend. A staff member is designated to meet the guests and remain on-hand if necessary to assist them.

“This past summer I brought my friend’s step daughter to a viewing of MuchOnDemand. She is from a Native Community of 500 people...so remote there are no roads in or out. They don’t even have a high school in the community...In [the community] there are not many activities for children and teenagers to do, so TV is a big part of their lives...That visit to MuchMusic was the highlight of her visit to Toronto... That experience will stay with her, and it was definitely a defining moment in her life. She went back to finish school (after dropping out last year), motivated to get her diploma. After spending a summer in Toronto and going to MuchMusic, her dreams seem much more obtainable now. I just want to say keep up the incredible work you do, you never know whose lives you will touch.”
–viewer email

VidcoFACT:

Created and funded by MuchMusic, the Foundation to Assist Canadian Talent awards grants for the production of new Canadian music videos. Offering support and recognition to Canada’s culturally diverse musical community has always been a priority for VideoFACT. This year grants were awarded to artists including: Aboriginal rockers Lucie Idlout and Breach of Trust; hip hop superstar Saukrates; Juno-award winning R&B ensemble In Essence; Middle-Eastern-born hip hop artist Arabesque; and Somali-born world/hip hop artist K’naan.

INTERNAL COMMUNICATION

Action Plan Commitment:

“Accurate, fair and non-stereotypical reflection of cultural and racial diversity is integral to the programming, business, operational and social policy foundations upon which each CHUM Television station is built.

We believe that diversity is the mainstream, and to ensure that this corporate philosophy and approach is understood and embraced by all staff, managers meet with their respective staff to discuss the Best Practices, and to ensure commitments are being met.”

Report on Commitment:

CHUM Television

CHUM Limited CEO circulated a memo to all CHUM employees updating them on our Employment Equity and Accommodation Policies. The memo advised employees of CHUM’s development of a new six-year Employment Equity Plan, which includes specific measures to improve on CHUM’s work to eliminate any potential barriers and recruit and retain employees from the four designated groups. Attached to the memo was the updated Employment Equity Plan and Accommodation Policy.

CHUM’s VP, Public Affairs also circulated information about the CAB Task Force on Cultural Diversity Report to all senior management, including updates and reminders about CHUM’s commitments in this area. At the annual General Managers meeting she provided an update on CHUM’s progress on Action Plan commitments, and shared information learned from her participation in the CAB Task Force on Cultural Diversity.

The VP, Public Affairs also attended The New VI’s re-launch event and met with the station’s new Community Affairs Manager to discuss CHUM’s cultural diversity commitments. She also met with Aboriginal producer Barbara Hagar, *The New Canoe*, to congratulate her on many successful seasons of production.

As indicated in the Diverse Workforce section above, HR is committed to using inclusive language in all company communications. We will communicate all policies, procedures and processes as they are developed and/or revised to all employees, as well as the HR plan related to cultural diversity and employment equity.

New commitment in 2003 Report:

“In 2004, CHUM will be developing an intranet available to all employees. There will be a number of areas within the intranet that will be in support of diversity such as job posting, HR guidelines, policies, processes, confidential employee suggestion box, wellness centre and an area specifically devoted to diversity in the workplace.”

Report on commitment:

CHUM currently has a building-specific intranet for employees of 299 Queen Street and 260 Richmond Street, which features information on CHUM's commitment to diversity in the Public Affairs, Human Resources and Policies sections of the site. In addition, CHUM's cultural diversity best practices are available for download on the corporate website: www.chumlimited.com. CHUM is in the process of developing a new, company-wide intranet for all employees, which will beta-test in early 2005. The intranet will include areas that support and further CHUM's cultural diversity policy and activities, from best practices and policies to HR guidelines.

The New VI (Victoria)

The station manager and CHUM's VP, Public Affairs communicate regularly about cultural diversity commitments. In addition, the senior management group for the stations met weekly in 2004 to discuss operations, including diversity objectives.

As well, there is a monthly meeting with all staff to provide general business updates, including diversity objectives and initiatives. The Best Practices and Harassment policies are posted throughout the building.

Citytv Vancouver

The Director, Multicultural Programming and CHUM's VP, Public Affairs communicate regularly about cultural diversity commitments. As well, the Best Practices and Harassment policies are posted throughout the building.

The New PL/WI/NX (London/Windsor/Wingham)

The General Manager addresses the importance of cultural diversity in the workforce and in on-air presence during monthly meetings with staff and senior managers.

Management and staff sensitivity seminars are planned for early 2005. Dan and Mary Lou Smoke will be a part of a panel that will discuss culturally diverse issues with staff at The New PL, The New WI and The New NX.

Citytv Toronto

The VP, Citytv Toronto is accountable for implementing and monitoring diversity initiatives for her station. Celebration of cultural diversity is and will continue to be second nature for Citytv Toronto.

The senior staff involved in hiring meet regularly to establish diversity goals and review staff diversity levels. In 2005 diversity and Employment Equity initiatives will be discussed and reviewed once a quarter during Citytv senior team meetings.

In 2004 senior management in the CityPulse newsroom received sensitivity training regarding awareness of cultural differences, provided by CHUM's HR department (see Diverse Workforce section above for more detailed information). In 2005 Citytv hopes to roll out sensitivity training to all managers and staff.

The New VR (Barrie)

The VP and GM participates in monthly meetings of station managers during which cultural diversity and employment equity are regular agenda items. The information generated during these meetings is relayed to the senior management team who modify, build on and develop new initiatives. Each senior manager is charged with the responsibility of taking this information back to their departments. The supervisors and employees of each department have been made aware of and understand their individual responsibility to promote cultural diversity and employment equity. All employees are encouraged to be assertive and forthright with any suggestions or recommendations they believe will support the station's commitment.

The Manager, Administration has been assigned the responsibility of liaising with each department manager on a regular basis to ensure support for proposed initiatives. She also attends departmental meetings, upon request, to discuss and answer questions regarding the Action Plan. For example, she sat in a creative services department weekly meeting and discussed ways in which the producers could promote the region's cultural diversity through the talent hired for commercial production.

The New RO (Ottawa)

Monthly senior management team meetings provide a forum to discuss and review Action Plan goals, as well as specific initiatives aimed at furthering the station's connection with Ottawa and area culturally diverse community organizations.

The Director, Community and Media Relations regularly addresses the station's cultural diversity commitment. For example, she circulates relevant articles to staff members, and encourages discussion about current and future sponsorship opportunities.

Weekly meetings of newsroom supervisors, as well as daily newsroom line-up meetings, ensure news staff members remain aware of the importance of diversifying news stories and news sources, and weekly promotions department meetings include brainstorming sessions on diversifying the community groups and causes with which the station gets involved.

The Best Practices and Harassment policies are posted throughout the building.

Bravo!/Space, The Imagination Station/Drive-In Classics (national Specialty services)

During weekly marketing meetings CIUM's diversity objectives are discussed whenever relevant. During monthly meetings, the communications and programming/acquisitions departments address the accurate reflection and representation of diversity, as does the communications department during its bi-monthly meetings to plan media campaigns.

Star!/Fashion Television Channel/SeXTV: The Channel (national Specialty services)

The VP, Production has monthly meetings with production heads and producers to discuss creative content and development; reviewing and encouraging continued adherence to CHUM's cultural diversity objectives is part of this meeting.

In addition to monthly meetings with producers, Fashion Television Channel meets annually to discuss and review creative content and development of ideas for the upcoming year. Cultural diversity on-and-off camera is evaluated and discussed; this includes original production and on air promotion.

Music Services (national Specialty services)

The General Manager ensures that all department heads are aware of CHUM's diversity commitments. Department heads, in turn, ensure that all of their staff are familiar with them.

MEDIA EDUCATION (ARTICLE 11, BEST PRACTICES)

CHUM's pioneering commitment to support and promote media education is a major public service initiative that we have undertaken since the mid-1980s. What began as an effort to encourage our viewers to become more literate about what they watch by producing programs that explore the nature of screen-based content has grown into a wider support for media education in Canada. This support includes:

- Providing commercial-free, copyright-cleared original programming (and related Study Guides written by media education professionals) for use in the classroom;
- Sponsoring teacher training sessions conducted by media literacy experts;
- Providing grants to not-for-profit media education organizations;
- Sponsoring scholarships for media and broadcasting students;
- Sponsoring media education conferences and academic research;
- Producing and telecasting a PSA about media literacy and why it is important.

Diversity, and its representation and reflection in the media, is a key component of media literacy activities, both at CHUM and in the media literacy community in general. CHUM strives to ensure that our support of media education in Canada is in keeping with our corporate commitment to the fair and accurate reflection and portrayal of all of Canada's culturally diverse communities.

This commitment extends to CIUM Television's recent acquisition of the former Craig stations. As part of our "tangible" benefits package, CIUM has committed funding to a variety of media education organizations and endeavours in Western Canada. These social benefits include:

- \$250,000 over two years to the Media Awareness Network (our partnership with this organization is described in more detail below) to support Media Literacies for the 21st Century, a public education initiative addressing the need to develop media literacy among young people which will be developed with educators in Alberta and Manitoba;
- \$10,000 each to the Alberta Association of Media Awareness and the Manitoba Association of Media Awareness, for each association to conduct a two-day workshop for teachers relating to how to educate students on the importance of media awareness.

In 2004, CIUM became a Gold Sponsor of the Media Awareness Network (MNet), a globally recognized not-for-profit organization that promotes media education in schools, homes and communities through its award-winning website. As well as increasing our level of funding commitment, we also became the first corporate sponsor to enter into a multi-year sponsorship agreement with MNet. According to MNet's chair and founding director Dr. Caron, "CHUM Television's support is making a real difference in the lives of young Canadians." CHUM's VP, Public Affairs sits on MNet's board and executive committee; in that capacity she is involved in MNet's work in the area of cultural diversity and its representation in the media. She was also part of the board's sub-committee to increase diversity on the board.

CHUM also provided funding for media educator and Association for Media Literacy (AML) President Carolyn Wilson to attend the World Summit on Media for Children and Adolescents in Rio de Janeiro, Brazil. This gave Ms. Wilson the opportunity to participate in workshops about media literacy around the globe and how it pertains to different cultures, with a particular emphasis on third world nations. Ms. Wilson presented her paper “Global Studies and Media Education: Survival Skills for the New Millennium.”

Music Services

In 2004 MuchMusic produced – in partnership with UNICEF and with major funding from the Canadian International Development Agency (CIDA) “Inside Your Threads,” which examined the working conditions of “sweatshop” employees in Mexico and Bangladesh. The show generated huge interest from Canada’s socially conscious youth and has quickly become one of our most requested media literacy programs, not only among educators but among organizations such as Oxfam in Australia, UNICEF and CUSO, organizations dedicated to bringing awareness about the plight of other cultures to young people in developed nations. It is also one of five finalists for the Deborah Fletcher Award, an internal prize awarded by CIDA to the film the organization is most proud to have been involved in in the last year.



CULTURAL DIVERSITY – BEST PRACTICES

November 2000

Cultural Diversity Best Practices¹

Preamble

CHUM Television is committed to reflecting the diverse communities we serve. CHUM has a history of leadership in the area of equitable representation and will continue to be **proudly multiracial, multilingual, and multicultural**. CHUM will ensure that its programming meets the needs of its target communities in an accessible and fair manner. We have been and will continue to **practice (and preach) cooperation, inclusion, respect and openness** towards all segments of society, and in particular, the diverse ethno-cultural communities that make up the mosaic we call Canada. Accordingly, our philosophy and experience of **inclusion, quality and understanding** is reflected in this Corporate Statement of Cultural Diversity Best Practices. It represents **CHUM Television's** attempt to codify the successful practices developed most particularly by Citytv and MuchMusic in a set of guidelines that will be more systematically extended across the entire CHUM Television group, conventional and specialty.

Bringing together policies and strategies for **equitable hiring**, and **on air reflection**, as well as Guidelines for the handling of **controversial programming**, and **program acquisition and commissioning**, we are confident that, CHUM's "*Best Practices*" will help set the standard for how Canadian television can better reflect and serve all Canadians.

Article 1 **Application and Implementation**

1.1 **Application**

- 1.1.1 The CHUM Television Cultural Diversity Practices ("Best Practices") will apply to each service in the CHUM Television ("CHUM"), as appropriate to its market, demographic and programming genre;
- 1.1.2 All Station General Managers will be accountable to the President, CHUM Television, on application of the Best Practices, appropriate to the services they manage;

1.2 **Implementation**

- 1.2.1 All staff will be responsible for the implementation of the Best Practices;
- 1.2.2 All employees will be informed that they are expected to be familiar with the Best Practices and to abide by them;
- 1.2.3 The Best Practices will be posted at a conspicuous place at each CHUM station;
- 1.2.4 CHUM's Vice President of Public Affairs will monitor the implementation of the Best Practices, ensure complaints are addressed promptly and report to the President, CHUM Television on progress and success.

Article 2 **On-Air Reflection**

- 2.1 CHUM will continue to enhance its on-air image, through culturally diverse on-air talent and behind the scenes employees;
- 2.2 CHUM will promote its corporate commitment to diversity and employment equity through its web-sites; its diverse on-air presenters; and through the programming it creates and acquires; the events, initiatives, charitable organizations and social causes it supports and through the community events in which it participates;

Article 3 **Program Production, Commissioning and Acquisition**

¹ First tabled in draft form in the context of CHUM's Application for CIVI Victoria, this document was further revised based on public input received during the Application process (See CRTC 2000-219, dated July 6, 2000). Please contact CHUM Television's Vice President of Public Affairs, for further information or comments.

3.0 General

- 3.01 The Vice President, Programming will oversee and supervise the selection, screening, editing and scheduling of all programming. Where possible, CHUM will screen and analyse acquired programs before purchase;
- 3.02 CHUM will, where possible, screen all programs again prior to telecast. Scheduling decisions and necessary edits will be made at this time. All editors will be made aware of CHUM's policies and will endeavour to advise the Program Manager when a questionable situation arises;
- 3.03 In difficult screening decisions, the Program Manager will consult the Vice President of Programming, the Internal Review Committee or the General Manager;
- 3.04 Programming staff will be on the alert for unjustifiable and uncalled for ethno-cultural and sex-role stereotypes.

3.1 Program Production

- 3.1.1 All CHUM produced programming will meet the highest possible standards of ethnic and cultural diversity reflection;
- 3.1.2 Program producers will endeavour to fairly and accurately reflect the multicultural and multiracial make-up of the communities they serve;
- 3.1.3 CHUM will reflect in its program content, where possible, the unique perspective and ethno-cultural background that on-air talent and / or the producer bring.

3.2 Program Commissioning

- 3.2.1 Programs Commissioned by CHUM stations will, where possible, fairly and accurately reflect the multicultural and multiracial make-up of the audiences they are directed to;
- 3.2.2 CHUM will apprise Independent producers of the Best Practices, and will endeavour to ensure that talent and production staff reflect these objectives.

3.3 Program Acquisition

- 3.3.1 Programs acquired by CHUM stations will, to the extent practicable, accurately reflect the multicultural and multiracial make-up of the audiences they were produced for and / or the intended Canadian audience;
- 3.3.2 CHUM will apprise Program suppliers of the Best Practices, and will endeavour to ensure that programs licensed by CHUM reflect cultural diversity objectives.

Article 4 News & Information Programming

- 4.1 CHUM stations will pay particular attention to the reflection of ethnic Canadians in news and information programming and will ensure accurate reporting;
- 4.2 CHUM will interview or consult with community leaders and issue experts, where appropriate, on issues such as ethnic or racial conflict and other race sensitive issues;
- 4.3 CHUM programming will not knowingly incite hate or inflame an issue, or portray such incidents gratuitously;
- 4.4 CHUM will endeavour not to broadcast any abusive comment or abusive pictorial representation that, when taken in context, tends to or is likely to expose individuals to hatred or contempt on the basis of race, national or ethnic origin, colour or religion.

Article 5 **Controversial Programming**

- 5.1 CHUM will not shy away from, constructively controversial programming;
- 5.2 CHUM will, except when live to air, pre-screen any controversial programming for appropriateness;
- 5.3 CHUM will air relevant advisories at appropriate times and in the appropriate context;
- 5.4 CHUM will endeavour to ensure balanced presentation of different points of view, whether during the program or over a series of programs;
- 5.5 In station-produced talk shows, CHUM will ensure adequate preparation of the host on sensitive matters and will, where possible, pre-screen callers and provide appropriate disclaimers. CHUM will endeavour to choose guests with expertise and with a view to minimizing abusive comment;
- 5.6 Programs that do not meet cultural diversity objectives may nevertheless be aired for their educational or public interest value. Such programs will be accompanied by appropriate advisories, disclaimers and/or media education;
- 5.7 CHUM will be sensitive to the use of offensive (including racist) language and material that is stereotypical, unless such use is highly relevant to the context, integral to the theme of the program and has educational or social value, is broadcast at appropriate times and has the appropriate disclaimers.

Article 6 **Music Videos**

- 6.1 Due to their cultural significance and attraction for youth, CHUM will pay particular attention to ensure cultural diversity in music videos and music-related material;
- 6.2 Problematic and / or controversial music videos and other music related material intended to be aired by CHUM stations, will, where deemed necessary, be reviewed by an Internal Review Committee (IRC). The IRC will, where necessary, solicit the opinion of a third party organization or other specialist parties, prior to presentation on-air;
- 6.3 The IRC, will, where necessary, also review previously aired material that is subject to complaint, for continued appropriateness.

Article 7 **Program Grants**

- 7.1 CHUM Grant Boards (VideoFACT - Foundation to Assist Canadian Talent; Bravo!FACT and PromoFACT) will implement the Best Practices;
- 7.2 CHUM will ensure that all CHUM supported funds (VideoFACT, Bravo!FACT, PromoFACT) produce and / or sponsor material in conformity to this and other relevant Codes & Practices.

Article 8 **Advertising**

- 8.1 Advertisements and infomercials aired by CHUM stations will, where possible, reflect the multicultural and multiracial make-up of the audiences they are directed to, and Canada;
- 8.2 CHUM will ensure that advertising does not present demeaning or derogatory portrayals of individuals and groups, their customs, convictions or ethno-cultural heritage;
- 8.3 Advertisements aired by CHUM will not condone any form of personal discrimination, including that based upon race, national origin, religion, sex or age;
- 8.4 CHUM will apprise major advertisers and their representatives of the Best Practices, and will, where possible, ensure that advertisements aired on CHUM stations reflect cultural diversity objectives.

Article 9 **A Diverse Workforce**

9.1 **Hiring Practices**

- 9.1.1 CHUM will endeavour to ensure that there are no barriers to equitable employment in its workforce;

- 9.1.2 Managers at each station will be responsible for ensuring that non-discriminatory hiring practices are observed;
- 9.1.3 Those with authority for hiring will make CHUM's non-discriminatory hiring policy known to prospective employees.

9.2 Training

- 9.2.1 Managers authorized to hire will be sensitive to the aims of the Best Practices, undergo a Human Productivity Program and will receive training in interpersonal skills and the principles of employment equity;
- 9.2.2 CHUM will, where possible, provide bulletin board space at a conspicuous place at all CHUM stations, for organizations providing information on anti-racism, multicultural programs and harassment.

9.3 Recruitment

- 9.3.1 Job postings and outside advertisements for candidates for job openings will include a statement that CHUM supports employment equity;
- 9.3.2 CHUM will make it a requirement that Employment equity principles be adhered to in the hiring process;
- 9.3.3 Job openings will be posted internally to encourage promotion from the ground up and members of designated groups will be encouraged to apply;
- 9.3.4 Efforts will be made, where appropriate, to place advertisements for job openings in publications that target designated groups;
- 9.3.5 CHUM encourages its on-air air and other staff to engage in community outreach activities and to act as role models who implicitly and explicitly promote our equitable hiring practices to the public.

9.4 Supporting employment diversity

- 9.4.1 CHUM stations will endeavour to air public service announcements submitted by organizations that serve culturally diverse groups;
- 9.4.2 All CHUM stations will continue to implement the Canadian Association of Broadcasters manual - "An Employment Equity Guide for Broadcasters".

9.5 Accommodating employees

- 9.5.1 CHUM will, where possible, accommodate employee requests regarding racial, religious and ethnic observances.

Article 10 Community & Industry Outreach

10.1 Community Outreach

- 10.1.1 CHUM will devote resource, merchandise, cash, personnel, expertise and free airtime to specified social issue organizations and projects;
- 10.1.2 CHUM will ensure that its on-air staff are available to speak at schools and community events on careers in broadcasting;
- 10.1.3 CHUM will encourage all employees to be involved in their communities through local charities, community festivals and service groups;

10.2 Industry Outreach

- 10.2.1 CHUM will ensure that General Managers and senior programming staff are available to discuss content, standards and cultural diversity practices with the media and on conference panels;
- 10.2.2 CHUM will endeavour to ensure that senior management are actively involved in industry organizations, such as the Canadian Association of Broadcasters (CAB), Canadian Women In Communications (CWC), Alliance for Children and Television (ACT), Women in Film and Television (WIFT), Banff Television Festival, Canadian Television Fund (CTF), Television Bureau of Canada (TVB), Marketing and Advertising for Specialty Television (MAST), Cable in the Classroom (CITC), Academy of Canadian Cinema and Television (ACCT), Unitime Production Fund (UPF) and that they encourage cultural diversity practices across the system;

- 10.2.3 CHUM will, where possible, liaise with other industry organizations such as Canadian Broadcast Standards Council (CBSC), Canadian Film and Television Production Association (CFTPA), Advertising Standards Canada (ASC), and Canadian Motion Pictures Distributors Association (CMPDA) to improve and educate on cultural diversity practices.

Article 11 Media Education

- 11.1 CHUM is committed to on-going, meaningful support of media education - an essential component of understanding what is on the screen and its relationship to public attitudes - through the formation of CHUM Television's Media Education Department and the appointment of a full-time Media Education Director;
- 11.2 CHUM will, where possible, provide media education to enable the public to better understand what is on the screen;
- 11.3 As one alternative to censorship, CHUM will provide tools to media educators to encourage viewers to think critically and analytically about screen based media;
- 11.4 CHUM will encourage media literacy by offering, where possible: relevant programming; forums for viewer interaction with programmers and producers; behind the scenes tours of CHUM's facilities; Study Guides for classroom use; teacher training; parent and student workshops; and support for media education organizations;
- 11.5 CHUM will endeavour to produce, commission or acquire programming that explores issues relating to cultural diversity;
- 11.6 As a founding member of Cable in the Classroom, CHUM will endeavour to include, in its educational line-up, programming relating to culturally diversity issues

Article 12 Interrelationship with other Codes and Practices

- 12.1 CHUM is committed to Employment Equity and the improved representation of women, aboriginals as well as visible minorities;
- 12.2 CHUM will meet and exceed all CRTC industry programming and advertising codes & practices (on violence, sex-role portrayal, on-air portrayal, code of ethics and RTNDA code) and all internal CHUM Policies and Guidelines, including CHUM Television's Non-Discrimination/Harassment Policy;
- 12.3 In particular, CHUM will adhere to the following industry codes:
1. CAB Code on Violence in Television Programming;
 2. CAB Code of Ethics;
 3. CAB Sex Role Portrayal Code for Television and Radio Programming;
 4. CAB Code Broadcast Code for Advertising to Children; and
 5. The Radio and Television News Directors Association of Canada Code of Ethics Regarding Broadcast Journalism.

WIRELESS TELECOM

Vol. 22 No. 2
Issue Two
2004

DEVISING DEVICES

The thinking behind the latest
and greatest wireless devices
on the market

EXPO COMM CANADA COMMUNICATIONS 2004

Highlights from Canada's premier
telecom and advanced technology
conference

RFID: TAG, YOU'RE IT!

Radio Frequency Identification Tags

INTERVIEW

Roma Khanna

WIRELESS WORLD

Starts, stops and other happenings

Roma Khanna
Vice President, Interactive
CHUM Television

ISSUE Two 2004

Vol. 22, No. 2

FEATURES

DEVisING DEvICES 20

The thinking behind the latest and greatest wireless devices on the market
By James Careless

EXPO COMM CANADA COMMUNICATIONS 2004 28

Highlights from Canada's premier telecom and advanced technology conference
By Trevor Marshall

INTERVIEW 34

Roma Khanna - Vice President, Interactive - CHUM Television

RFID: TAG, YOU'RE IT! 38

Radio Frequency Identification Tags
By David Crowe

DEPARTMENTS

WIRELESS WORLD 8

Starts, stops and other happenings

WIRELESS INDUSTRY EVENTS CALENDAR 41

BUYERS' GUIDE/PREFERRED TRADE LIST 42

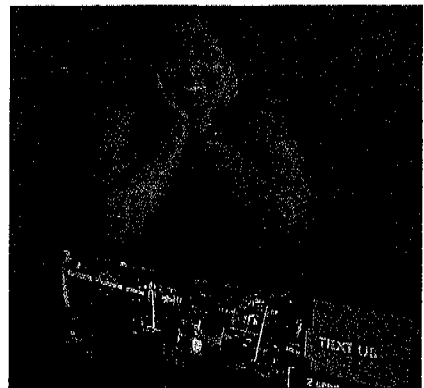
Cover Photo by Rodney Daw



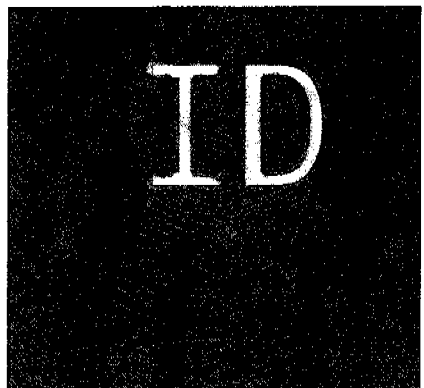
Latest and Greatest, page 20



EXPO COMM CANADA, page 28



Roma Khanna, page 34



RFID Tags, page 38

Roma Khanna

Roma Khanna, the Vice President, Interactive at CHUM Television, is responsible for the strategic development and day-to-day operation of all new media initiatives for CHUM Television. In addition to leveraging the company's well-known brands and content across various new media platforms, including interactive television, wireless services and exclusive Internet properties, Ms. Khanna is responsible for creating new interactive initiatives that are integral to CHUM's original television content.

CHUM has long been a leader in using new media technology to foster audience accessibility. In addition to highly successful station-branded Internet sites, CHUM was the first Canadian broadcaster to launch interactive television to mainstream viewing audiences and garnered pioneer status in North America with the deployment of successful, cross-carrier, premium-rate text messaging applications. Prior to joining CHUM, Roma was Executive Vice President at Snap Media, a producer of interactive content and communities related to television, where she was involved in the production/creation of interactive projects for television programs including *Degrassi: The Next Generation*, *Tracker*, *Mysterious Ways*, *Made In Canada*, *Franklin the Turtle*, *FashionTelevision*, *Open Mike with Mike Bullard* and more. Before joining Snap Media, Roma was an entertainment lawyer and Manager, Legal and Business Affairs, at Sony Music Canada. Roma began her career practicing corporate/commercial law at the firm of Davies, Ward & Beck in Toronto. Over the years, Roma has also been involved in producing various film and television projects including music videos, television commercials and an independent feature film. In

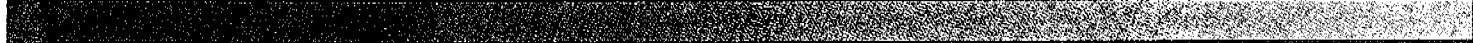
2001, Ms. Khanna was awarded the I.H. Asper Broadcast Entrepreneur of the Future Award by the Canadian Association of Broadcasters.

Wireless Telecom: Your original career path was focused on corporate/commercial law. What influences led to your current role in interactive television?

Roma Khanna: I have always wanted to work in entertainment – especially music, film and television. Entertainment is what took me to law school in the first place. Once I started practicing commercial law, however, I realized I really enjoyed the actual nuts and bolts of the business side of things.

You don't have to understand the technology to understand the impact it can have. But you cannot add in technology for the sake of being cool.

I was working at Sony Music Canada in the legal and business affairs department in the mid- to late-'90s. At that time, file sharing and sites such as Napster were just beginning to attract attention. As well, record companies like Sony were starting to get very aggressive in using the online space for marketing music. I ended up spending a great deal of time working with our new media team. As I learned more about the online space, I became enamored. I loved the pace of change, the innovation and vision of connectivity and community the Internet offered. That led to me to want to get involved with interactive business. So I completed my MBA part-time and began focusing more on the interactive world. That eventually led me to Snap Media, a new media production company that works a great deal with television. It was at Snap that I really cut my teeth on interactive television. Working as a producer was very exciting, especially at a place that was at the forefront of new media. From there I joined CHUM Television. This is a great place for me. I get to work on the leading edge of interactive media while being a part of a bigger team and remaining connected to my first love – entertainment.



MuchViewer says:

VOTE NOW!

Text Host A or Host B
web: www.muchmusic.com

TEXT US
@ 416-221-1111

2 send a msg:
TXT <UR MSG>

2 pick a name:
NICK <UR NAME>

More info: www.muchmusic.com

W.T.: Why has CHUM placed such an importance on audience participation/interaction? What are the benefits for CHUM, and what are the benefits for the audience?

R.K.: Since the early days of Citytv, CHUM Television has always made audience participation a priority. Channels such as MuchMusic have incorporated this approach on every possible level. It has been a strength of CHUM and helped build the strong audience relationships we enjoy today. But television has changed. Audiences are demanding more control and more say in what they watch. They want to be entertained on their terms in a manner that fits within their busy lifestyles. So interactivity is more important than ever. It is our audience that keeps us on the leading edge of interactive television.

The benefit to CHUM is that we allow our audience to become a part of the process and can learn directly from them what is important to them. The benefit for the audience is that they get to influence and affect the television that they watch. In the end, the experience is more personal, and as a result can be more enjoyable. If you do it right, it can make for better TV. As well, it offers multiple points of contact between our audience and our content and brands. So the audience gets better TV and more content offered to them in the manner that they want to consume it. And we get an interested and excited audience. Everyone wins.

W.T.: As the person responsible for these activities, you are able to see the results first-hand. Has it been difficult to convince those that are less "tech savvy" about the importance of offering interactive elements to your programming? How have you sold the idea to those who may have been skeptical?

R.K.: Well, the proof is in the pudding as they say. The continued success of our interactive programs speaks for itself. From the Internet to ringtones to SMS television, our audiences respond favourably to interactivity. I am lucky to work here at CHUM with a group of people who share a passion for innovation and who want to include the audience on the terms that make sense to them. From the top down, everyone here values what interactive has to offer. I don't have to convince anyone of anything around here. This department was an important part of CHUM

Television long before I got here. The challenge we all face together is how to include interactivity in a way that enhances the viewing experience. You don't have to understand the technology to understand the impact it can have. But you cannot add in technology for the sake of being cool. The technology serves the content and the audience experience. As long as we stick to that philosophy, we won't need to convince anyone on this end to help make it happen.

W.T.: The idea of community building seems to be a constant theme. What are your views on the way people interact with these virtual communities?

R.K.: I think people, especially young people, look for ways to connect to the world around them and the people in that world. Virtual communities built around television programming provide an easy and fun way to connect with people that share similar interests. I don't think these communities replace more traditional methods of communication, but they add a new dimension to socializing that allows us to reach beyond our regular neighbourhood to discover new "virtual" neighbourhoods. Interactive communities are expanding the world we live in, while at the same time bringing us closer than ever to people who share the same interests. There is so much content out there. Communities help us make sense of it all and offer us a safe and fun place to interact.

W.T.: How does CHUM handle privacy concerns that can arise when individuals share personal information as part of their interaction?

R.K.: Obviously, privacy is extremely important to us. CHUM Television has put in place privacy policies that we expect our audience to adhere to. All of our communities are monitored and moderated, and personal information is not to be shared. Where it makes sense, technology can be used to help out (such as filters that remove phone numbers and other personal information), but where it is needed, we use real people to moderate and read information. As importantly, we try to educate our audience as to what is acceptable behaviour in our interactive world.

W.T.: CHUM is increasingly using mobile applications to reach its audi-

ences. Where are the markets that you offer content? What are the greatest benefits the mobile component brings to your audiences?

R.K.: We are adding mobile components wherever it makes sense. We have used mobile applications with our CP24 news channel, and will be adding mobile applications to Citytv. Our primary focus however is with MuchMusic. This is a young, smart audience that is very well wired – and wireless! They use cell phones frequently in their everyday lives. Using mobile applications allows our audiences to interact with us in real time and on a personal level. It can also be handier than the Internet in some cases as you may not be near a computer when you want to reach out and interact with MuchMusic.

There was a time when we all thought that iTV would be the next big thing. That vision has not been realized for many reasons. But mobile applications allow us to achieve many of the same goals with less of the infrastructure and costs. Most of our audience members have a cell phone or have access to a cell phone. They can interact from almost anywhere. It is easy and it is becoming more and more visual. So mobile is a great way to impact your television screen in real time, as well as a great way to find your entertainment content when you are not watching TV.

W.T.: In your opinion, what mobile applications have been the most successful? Are there any areas in particular that you feel offer the most potential for growth?

R.K.: Most of the mobile applications we have offered have been successful. Our audiences seem to be as excited as we are about mobile. In particular, the audience reacts well to applications that allow them to have a direct impact on television. So, real-time voting that affects the outcome of the show, such as with MuchMusic's *Takeover* works well. Also, chat-to-screen is always a big hit. That is a really direct way to see yourself reflected on TV! As for growth, we are only at the beginning of discovering the mobile applications of television. The potential is enormous across the board.

W.T.: CHUM has a tremendous amount of rich content to offer mobile

subscribers. Are you exploring MMS content and video streaming as part of your mobile offerings?

R.K.: Yes we are. We view mobile as one more way to connect with our audiences and to bring them content that is relevant to them. We'd very much like to bring content from all of our channels to mobile platforms. We've already had big success with our MuchMusic WAP deck and the ringtones store at shop.muchmusic.com.

Currently however, the market has not yet matched the vision. Cell phones that are capable of streaming video are just beginning to be rolled out. And the carriers will soon be offering richer media capabilities over their networks. But it is not there yet. As importantly, the business models have not yet evolved to a place where innovative broadcasters such as CHUM can make good business sense out of the many programs we would like to launch. Short code fees are too high for companies like ourselves that need multiple codes. And the carriers' current revenue share arrangements make it difficult for content providers to invest

in new business models. But we are all learning together in this new space. We need to build the market so that we make money on volume, not just on just individual transactions. Prices need to be reasonable while still allowing for all of the partners to get paid. We need to find a model where everyone wins – especially the consumer.

W.T.: Earlier this year, MuchMusic launched Canada's first third-party online wireless content store. What has been the consumer reaction to this innovative retail venture?

R.K.: The MuchMusic ringtones store at shop.muchmusic.com has been a huge success, both financially and from the perspective of offering value to our audience. The fit of mobile music and MuchMusic has been perfect. Our audience loves music and loves to have control. Ringtones offer them both. They can personalize and customize their phones to reflect their own individual taste with both music and images. And they can trust that MuchMusic will bring them the latest and greatest offerings. We have started to add voice ringers from our VJs and

hope to soon offer mastertones. That is where things will start getting really fun. Your phone is no longer just a practical device. It is now an extension of your personality. We are extremely happy with our ringtones store and look forward to growing that business more over time.

W.T.: Can you give us a hint about any future wireless projects/plans Canadians might see coming from CHUM/MuchMusic?

R.K.: We really believe that the wireless space holds great potential for our audiences and our content. We want our audiences to use mobile both as a method to interact with their favourite TV and as a delivery platform for their favourite content. We are ready and willing to do more and more in this space. We just need the business models, the networks and the market penetration of video-ready devices to catch up to our vision of the future. And they will – sooner than you think. So keep an eye on your mobile phone. We're there now, but what we have to offer you is just going to get better and better! ■



White men still running Canadian film and TV

BY ALEXANDRA GILL, VANCOUVER

Roma Khanna, the executive vice-president of new media interactive for CHUM Television, lives in Toronto. And according to a new study of work-force trends in the Canadian film, television and new-media industry, Khanna's home base is about the only thing that makes her a typical industry leader.

As a South Asian businesswoman in a senior management broadcast- ing position with expertise in legal affairs and the growing field of digital technologies, Khanna is an anomaly in an industry which is still dominated by white men in key positions of power and experience,

ing an overall shortage of skilled business developers.

The findings of the study, which were unveiled at the Banff Television Festival yesterday, come as no surprise to Khanna. Then again, the lack of diversity in the industry isn't something she thinks about very often.

"It doesn't always occur to me that I'm the only person in the room who's not white, because I'm so often the only person who's not white," laughs Khanna, speaking on the phone from the Banff Springs Hotel, where she is surrounded by a sea of older white network executives who are gathered in the mountains for the international TV schmooze fest.

"The lack of diversity here, not just in terms of women and colour, but also age, always strikes me," says Khanna, who is 34, born in Canada and of Indian heritage.

"Last night I was at the awards show. I saw a group of people who looked extremely young. I thought 'Gosh, who are they? They really stood out.'"

Frame Work: Employment in Canadian Screen-Based Media - A National Profile is the first industry-led study to measure diversity, skills and employment in the Canadian film, television and new media industry. Commissioned by Women in Film and Television - Toronto and supported by an industry coalition of 22 corporate and govern-

ment sponsors, the 250-page report draws on data from Statistics Canada, Human Resources and Skills Development Canada, CBC English Television, the National Film Board of Canada, the Canadian Radio-television and Telecommunications Commission (CRTC), plus a number of new national surveys.

Despite tremendous gains made over the past 15 years, the report shows that women in film, television and new media are still underrepresented in certain key occupations, including senior management, top creative and the growth area of new media-related technical positions.

In 1988, when WIFT-T first published a study of women's partici-

pation in the Canadian and film and television industries, women held a mere 7 per cent of upper-level management positions at private broadcasters. In 2001, they held 28 per cent of these top decision-making seats.

Although there has been a significant increase in female representation among private production company producers (from 29 per cent in 1989 to 61 per cent in 2003), their numbers are still low in certain key positions, including senior management (27 per cent), directors (less than 10 per cent) and film and video camera operators (15 per cent).

See MEDIA on page R2

XX6076

Film industry faces skill shortage

MEDIA from page R1

The study also shows that visible minorities and Aboriginal peoples are largely underrepresented. Similar to the numbers for the Canadian work force overall, visible minorities represent 12 per cent of the work force in Canada's motion picture and video industries and 6 per cent of its senior managers. Aboriginal people only represent 2 per cent of the same work force.

The most surprising finding, perhaps, is a significant skill shortage in key technical, financial and business occupations across the board - for men and women. Forty per cent of the production companies surveyed reported difficulty finding skilled people for business related positions, specifically business development, marketing and financial management. Most of the surveys were conducted in 2003, a year in which Toronto, the industry's largest city, was hit hard by SARS.

Kate Hanley, the president of WIFT-T, thought the market would have been swamped with talented people looking for work. That obviously wasn't the case. And she believes it's a lack of industry-specific business training - especially on-the-job training in an industry that is dominated by freelancers - that is to blame for the skill shortage.

"In film and TV, you need sophisticated business skills to run a small company. These companies are run by creative people who have to put together very sophisticated financing proposals just to get a project off the ground, to get access to capital or make international deals."

Hanley says there's a real need for part-time training in these areas, perhaps evening workshops, that don't require a person to take significant stretches of time off to complete an MBA.

Khanna, who has both an MBA and a law degree, says there is always room for more training in the industry, but she wouldn't want to see education become a barrier for advancement.

"The beautiful thing about making good TV and film is that there are so many ways you can come at it. Education, especially business education, is a proxy for the experience you get on the job. I could have spent 10 to 20 years in the business and then become a vice-president. Instead, I got an education to jump the queue.

"When I look around the management table at CHUM, there's a real mix of people. Some have been there for long periods of time and are excellent managers. Others, like me, have education. The approaches are very different, but both are valuable and the mix is a real strength."

Bowdens

416-750-2220
QUICKCLIP

The Toronto Star
Toronto, ON
(398)
Publication 454,992 14 May 04



Copyright 2004 by
The Star Limited
1 Reproduction

T 6305 TV broadcasters debate diversity in newsrooms

Toronto summit broaches hot topic Media starting to mirror community

BY COLASMEWIS
4484 BAYVIEW ST. REPORTER

Television broadcaster Jian Ghomeshi tells a story about how he was recently stopped by a fan at the East Coast Music Awards, who asked him if he was the guy "from the Canadian Broadcasting Corporation."

"That's me," Ghomeshi, a hornhill resident, answered humbly. "I'm so excited to meet you," the woman continued, "and then I go back to Moncton, I'm going to tell everybody that I've met (CBC Trinidadian news host) Ian Hanomansing." The story that Ghomeshi—the

first Iranian national broadcaster in Canadian mainstream media—recounted to the audience at the annual Innowest Diversity Summit in Toronto yesterday may be funny, but it also speaks to the issue of diversity or the lack thereof in the industry.

High-profile television personalities from across the city were invited as panelists for a range of workshops where they debated notions that "brown, yellow and black" broadcasters are suddenly invading on-air media jobs, and spoke of their struggles to enter the business. Forums such as "Media Brown

Out" and "Almost Famous: Big" covered issues that the more than 600 delegates are trying to deal with and learn about at the summit, sponsored by Innowest, a non-profit organization committed to increasing diversity in media. The two-day event at the Metro Toronto Convention Centre ends today.

"I think I have to disagree with the premise or notion that there is suddenly a proliferation of Middle Easterners and South Asian people in broadcast," said Ghomeshi, who is the CBC's entertainment/culture reporter. "There may be some, but it is still a pathetic amount."

Much music pop culture reporter Hannah Sung recalled growing up in Scarborough as a Canadian-born Korean, thinking that people like her were invisible on TV, which prompted her to work her way up in the "mainstream" media. She said she was amazed by the number of young Asian girls writing to her about getting a media job.

"It's important for kids to see somebody who looks like them. It just changed everything for me," she said.

CityPulse weekend anchor Merella Fernandez acknowledged that visible minorities have made tremendous progress in the industry in the past five years. She said she was impressed when her boss at CityTV assigned Brandis D'Souza, another South Asian reporter from India, as her co-anchor 18 months ago.

"There are more people out there who look like me.... I am here because things are changing," said Fernandez, who has been working in TV for nine years. Fernandez also admitted that none of her producers is a person of colour.

"While concerns over being ghettoized or treated as a token in an organization are real, most of the journalists agreed that competition in the business is so fierce, someone who was not pulling his or her weight would be out the door immediately. Veteran CFTO News reporter Karlene Nation recalled the tough ride she had starting out 11 years ago, when some believed the Jamaican-born journalist was hired because of her colour rather than merit. She now leads diversity programs

ing at CTV News. She said all networks are increasing efforts to diversify their newsrooms because there is a strong business case for it.

"The (ethnic) community is actually far more advanced and influential than we give them credit for," she said.



David Onley: A success story

LUAU's inaugural guest speaker shares his secrets for success

By Bruce Etheridge
Editor

Most people would be surprised to discover that Citytv's David Onley, host and co-producer of HomePage, and a CablePulse24 news anchor, space/technology expert, weather specialist, and best selling author

did not have a full-time job until the age of 34.

Onley has more than made up for his "slow start", however. After carving out a niche for himself as one of Canada's leading experts on NASA's Shuttle and space programs, Onley was hired by Citytv co-founder, Moses Znaimer, as Science and Weather Specialist in 1984.

In 1982, "Toronto Life" magazine named Onley one of the "Torontonians Most Likely to Succeed" following the release of his best selling book, "Shuttle" and his accomplishments as a science specialist and media broadcaster.

Over the past two decades, Onley has shown just how prophetic the editors were at "Toronto Life". He was the first Canadian broadcaster to receive a National Weather Association Certificate. He was given the "Courage to Come Back" Award in 1996 from the Clarke Institute for his battle with polio and post polio symptoms. Onley was also inducted into the Terry Fox Hall of Fame in 1997 for his ongoing contribution to advance the causes of persons with physical disabilities.

The road to success has not been an easy one for the Scarborough, Ontario, native, however.

Onley graduated from the University of Toronto with a Bachelor of Arts in Political Science, Honours, and a Specialist Certificate in Politics in 1975. He completed first-year law at the University of Windsor, but found that the subject "was just not for me." Upon leaving university, Onley found himself with an impressive education but no job.

"I decided to write a book at the age of 27 because, number one, I had an idea, and number two, because I could not find a job."

The timing for his novel appeared ideal. The Shuttle program had rekindled public interest in space exploration (not since the Apollo missions to the moon had anything grabbed media headlines as the Shuttle program.) The first mission was scheduled for 1979 - it was now 1977 - so Onley had two years to complete his novel.

But two things happened. First, the Shuttle program was delayed two years (the first Shuttle launch did not take place until 1981) and, second, it took Onley much longer to write his book than anticipated.

"My parents were extremely supportive," he says. "They allowed me to continue to live under their roof while I wrote my book, which took almost three years to complete."

There were many "dark moments" and "depressing times" during the writing of his novel, Onley concedes. "I'd see my friends not only getting jobs but buying cars and homes and building careers."

When "Shuttle: A Shattering Novel of Disaster in Space" was released in 1982, Toronto Star columnist, Joey Slinger, dubbed Onley "Arthur Hailey Number 2" (Hailey's book "Airport" spawned an entire genre of disaster movies.) "Shuttle" became a best seller and Onley began appearing on Canada AM and radio stations promoting his book.

*"I had no role models, so I totally dismissed
(the idea of becoming a television broadcaster)"*

"While researching the book I absorbed a tremendous amount of knowledge about space and the space program," he says. Onley used this knowledge not only to promote his novel but also to build a reputation as one of this country's premier experts on NASA's Shuttle and space programs.

His "dream" had always been to get into television broadcasting but there were no role models in the Canadian or U.S. media for persons with a disability, so Onley set his sights on a career in radio.

"I had no role models, so I totally dismissed (the idea of becoming a television broadcaster)," he says. "That's why initially I pursued a career in radio - as long as you've got a decent voice, you can't tell if a person has a disability or not."

Onley began hosting a weekly science and technology show on the radio station, CFRB, and making guest appearances on television. He was earning \$50 a week and his only other source of income was freelance work.

His perseverance finally paid off. Onley was offered a full-time position with CKO - an all news radio network - in 1983. At the age of 34, it was his first full-time job.

"At the time I was making \$20,000 a year, keeping a wife and baby and I only got that job through a Federal Government program which subsidized 50 per cent of my salary, so CKO's risk was only \$10,000," Onley recalls.

"I wasn't hired as the token disabled guy. I was hired because I had the talent he was looking for"

Two years later, Citytv approached him with a job offer.

"Moses Znaimer had seen me covering various events related to the space program and offered me a position as Weather specialist. At the time I remember saying to my mother, 'I don't know if I should take (the job at Citytv). I don't know if they're hiring me just because I'm disabled,'" Onley recalls.

"My mother said, 'You've been turned down enough times because of your disability, so take it!' I thought to myself, 'Damn it, she's right! And that's how my career at Citytv began.'"

Onley celebrates his 20th anniversary at Citytv this November.

"I'm very conscious of the fact that because of Moses' progressive attitude 20 years ago – his attitude was really cutting edge back then for an organization – I was presented with a wonderful opportunity," Onley says.

"Moses hired people not because they were black or because they were women but because they were talented. I wasn't hired as the token disabled guy. I was hired because I had the talent he was looking for."

According to Onley, CHUM Limited, the parent company of Citytv, has continued on with that "progressive" attitude towards its employees. With regard to his own situation, Onley recently approach management to discuss post polio fatigue-related issues.

"I've had to go to management and tell them that there's been a change in my condition. I'm still healthy and can still do the job but I have to discuss new accommodations. Their response was, 'What can we do for you? What do you need?' They've been very supportive. This is a unique work environment."

He's had a varied career at Citytv. Onley was the station's Weather Specialist from '84 to 1989. Then, an opportunity arose to become involved in a "brand new show" (at the time) called "Breakfast Television". Onley was the show's first news anchor and remained so for five years before becoming Citytv's Education Specialist from 1994-1999.

"I'm intensely grateful to Citytv and Moses Znaimer. Citytv hired me with the full knowledge of my disability..."

space-related stories. (He covered the "Challenger" Shuttle disaster in 1986, for example, and most recently interviewed Canadian astronaut, Colonel Chris Hadfield, to mark the 35th anniversary of Neil Armstrong's historic 1969 moon walk.)

In 1999, Onley moved to Citytv's speciality channel CityPulse24. Currently, his days are spent anchoring the news and hosting HomePage, a live program that airs every Wednesday between 5 and 6 p.m. HomePage (which Onley also co-produces) offers viewers a look at the latest cutting edge technologies on the market today and glimpses of what's to come in the digital world.

In his "off" hours, Onley is an avid "hockey dad" visiting the rink often four nights a week to watch two of his three sons (ages 20, 17, and 14) play Canada's favourite sport. He and wife, Ruth Ann, a professional singer, have been married for 22 years and are active members of the Safe Haven Worship Centre. Onley also remains involved in the Canadian Foundation for Physically Disabled Persons, the Ontario March of Dimes, and The Muki Baum Association. With his news anchor duties and HomePage, Onley seems to have found his niche – and a home at Citytv.

"I'm intensely grateful to Citytv and Mose Znaimer. Citytv hired me with the full knowledge of my disability and Moses hired me because I had talent. As for the future, well, I'm enjoying what I'm doing now and, with CablePulse24 becoming a real success story, I plan on sticking with it."

David Onley will be the first-ever guest speaker for Link Up Alumni Unlimited (LUAU) on Thursday, October 14, 2004 at the Link Up Employment Services for Persons with Disabilities office located at 1075 Bay St., Suite 801 at 6 p.m. For additional information, contact Marianne Cooke at (416) 413-4922 (ext. 27).

Onley's five secrets to success

"Very few people walk into their dream job," says David Onley, who began his media career making \$50 a week at a Toronto radio station.

He uses the analogy of someone expecting to step into the job of assistant to Toronto Maple Leaf head coach Pat Quinn without ever having coached a game at the minor hockey level.

"You have to build on your success and accept that there is a starting point," he says. "This is true for anyone – including the disabled. You have to look at a job as a progression."

Onley says persons with disabilities often overlook this aspect of career building.

"People with a disability sometimes feel that something is owed them because they haven't been given the same opportunities as able-bodied people. They feel as if they've already paid their dues for pain and suffering, and that they've paid enough. I understand those feelings, but business doesn't. Business exists to make a profit and you've got to go through the career-building process like anyone else to be successful."

Onley believes that the following five factors are the key to success for persons with disabilities. "These factors are in no particular order. It's like saying which spoke in a bike wheel is most important – they're all important. You can function if you have some of

these key factors operational, but without all of the components, I'm not sure you can make it work long term."

1. You've got to enjoy what you are doing. You've got to want to be doing a particular job, and not just want to be employed. Look at it in terms of having a career. Anyone can work at a job (that's why they call them summer jobs and not summer careers) but to establish a real career, you've got to get a basic kick out of what you're doing.
2. You must have an understanding with your employer. A person with a disability must feel confident enough to confide any difficulties they're having to their employer. You can't be afraid that each time you discuss a problem it's being kept in some little black book and that the boss is thinking, 'Uh-oh, this is the third time this person has had a little problem.' You have to trust that management will treat your situation the same as if someone were going through a divorce or a death in the family. That is, treated in a reasonable way.
3. You also need the support of your family. Work is hard enough for able-bodied people. For a person with a disability, it's that much harder. It just is. Having a disability is a burden above and beyond that what everyone else experiences.
4. You must have the confidence that you're the one who can do the job, that you're not there to fill a quota, but rather because of your talent. Success often comes down to having that kind of confidence.
5. I think a spiritual or psychological component – some sort of belief system – is important, as well. I'm a born-again Christian and have drawn on my faith for strength to face adversity. The whole aspect of having a disability causes you to ask, 'Why me? Why did it happen to me?' If you haven't addressed that situation, you need to. Most disabled people who have achieved business-related success come to grips with that at some point. A lot of the time there are no answers but having faith provides some comfort that, at some point along the way, there are going to be answers.

CHUM LIMITED: 50 YEARS ON THE LEADING EDGE

Congratulations to CHUM!
50 years of innovation
and counting...

CHUM'S DIVERSITY & MEDIA LITERACY

By Denise Donlon

Denise Donlon joined CHUM in 1985 as a host/producer for MuchMusic. She moved up the ranks to the role of VP and GM of Much in 1997, and helped launch MuchMoreMusic the following year. She left in 2000 for the post of president of Sony Music Canada, which she recently departed after Sony's merger with BMG Canada.

TWO things really stand out for me from my time at CHUM. One was its inclusiveness. The line "Everyone's welcome, everyone belongs" was not something simply for print (or CRTC hearings) — it was the way the place simply worked.

Diversity was very much encouraged, enabled and ultimately woven into the very fabric of the place: women in nontraditional roles, people with hyphenated names on camera, physically challenged persons maneuvering the halls and exotic accents reading the news.

I remember the first time we at MuchMusic entered a float in the Toronto Gay Pride Parade. We were the first-ever broadcaster to do so. I was personally targeted with death threats, but CHUM stood behind me and helped me be brave. It was a celebration of the human rainbow, and we believed, heart and soul, that our community was an inclusive one.



lgy! Pop and Donlon head in the day

There are so many examples of that idea in action — Ron Waters was one of the first corporate leaders I'm aware of in Canada that endorsed same-sex benefits in our health package.

The other thing that stood out at CHUM was media literacy. Our early attempts to demystify the media — from not hiding the cables on air to the r.o studio/no burns in seats approach at the MuchMusic Video Awards — was all very much about tearing down the wall between the broadcaster and the viewer.

From my own involvement with *Too Much for Much* and the *Intimate and Interactive* specials to Father John Pungente's analysis of movies, and many other examples in between, I think the CHUM group has been a pioneer in helping viewers see the wizard behind the curtain and encouraging the audience to challenge, engage and, hopefully, demand transparency from their media.

My time there was a 'fly-by-the-seat-of-your-pants,' 'produce-it-on-a-dime,' 'harness-the-energy,' 'damn-the-torpedoes' kind of experience that I doubt I would ever have found in any other broadcast environment. Long may CHUM shine.



Quadrangle ARCHITECTS LIMITED

ARTS & LIFE

Petite dynamo behind CineCity success, Colour TV, much more



LYNNE MCNAMARA
VANCOUVER SUN

THE BACKLOT

Last month, when I accidentally caught the local short film *7 to 11 Indian* on Citytv I was floored. The mockumentary from director/producer Nilesch Patel and starring Zala Meghji explores cultural stereotypes and prejudices in a most amusing way.

It's the story of a filmmaker from Bombay who travels to Vancouver to document the lives of successful Indo-Canadian entrepreneurs. As their story unfolds, the filmmaker learns that his two subjects are in fact Canadian-born aspiring actors who have opened their own convenience store as a makeshift theatrical venue.

The brothers lead their unwitting customers through a goofy and politically incorrect improvisation and although the filmmaker doesn't get to make the film he hoped for, he and his audience learn a lesson about prejudice within Vancouver's "cultural mosaic."

7 to 11 Indian was produced under CHUM Television/Citytv Vancouver's funding and mentoring program, CineCity; Vancouver's Stories, which airs a monthly special featuring films from first-time aboriginal or visible minority filmmakers who have submitted original, dramatic projects for consideration.

The seven-year \$800,000 project, launched in 2002 includes a workshop, Broadcaster 101, on how the system works as well as support through development and production and ultimately, a prime-time broadcast.

The film can then be used as a calling card for a larger project.

"The whole program is designed to give them the skills and knowledge they need to work within the Canadian broadcast system in a safe environment.



GLENN BAGLO/VANCOUVER SUN

Prem Gill and her Citytv team have developed five shows in-house.

Without it, they are completely on their own," says CineCity publicist Julia Costin.

CineCity is also involved with Praxis Centre for screenwriters and sponsors an annual Citytv Cultural Diversity Fellowshipship.

Last year's winner was Belle Mott for her script, *Pink Ladoos*, about a young disenchanted Indo-Canadian girl approaching an arranged marriage. It has since been picked up by BrightLight Pictures.

All these initiatives, the nurturing and development of Canadian film talent, are overseen by CHUM TV's Prem Gill, director of multicultural programming and public affairs, and Janice Talbott, manager of independent production.

The project came about when Gill, who had been CHUM TV's community affairs rep in late 1999 when it submitted applications for television licenses for Vancouver and Victoria, was hired to plan a national broadcast event in Victoria: A Colloquium on Cultural Diversity in the Media.

"And out of that came all of these things that were missing. Some were predictable — there were not enough [visible minorities] behind the scenes — but one of the things that came up was that there was not a lot of mentoring for people of colour and aboriginal people — kind of the same place where women were in media 10, 15, 20 years ago," says Gill.

Then, a couple of years later, when CHUM bought CKVU, Gill helped develop that application.

"The ideas which came out of the event we incorporated into our benefits package to buy this station," she explains. "Because when you buy a station you have to sort of offer up stuff, so one of the things was this CineCity project, which was to develop talent in the local film industry and in Canada from more diverse communities."

As the first person hired for the new station, with her experience as an on-air producer, in public and community relations, Gill (who had applied numerous times for jobs at CKVU and VTV to no avail) was able to write up her own job description.

"Over the course of six months, one of our commitments was to do six hours a week of multicultural programming and that was part of my portfolio. I ended up hiring a great team of people and we've since developed five shows in-house.

As well as hosting *Colour TV* (a weekly half-hour discussion on current affairs, social issues and popular culture which airs Sunday nights at 6:30), she produces, and takes care of public affairs for CHUM West — "which means I do all the CRTS stuff, and film fest stuff and working with independent film makers."

She's also the supervising producer (with senior producer Manuel Fonseca and producer Marzi Wedin) of all the non-news-related shows at the station including *City Cooks*, *Colour TV* and *Ethnosonic*.

"It's fun. It's very fun," says the petite 35-year-old dynamo whose parents emigrated from India in the late 1960s.

The eldest of four children — "We're all type-A overachievers" — was born in North Burnaby.

"I'm the first Canadian in my family," she boasts.

Gill graduated from Burnaby North secondary and earned a degree in communications from SFU, working part time at the Burnaby public library all through school.

Her parents still live in the same house where she grew up.

"My parents are your typical hard-working-class immigrant story. My mom was at home, my dad worked in a steel foundry in Surrey." (And after 40 years, he's still there.)

"They encouraged their children to get an education. I can't imagine doing what they did: Being flopped into a country where you don't speak the language, you have no education and no money and within 40 years you have four children whose situation in life has changed so drastically. I'm in awe of that."

She recalls that "when we put out our first call, we got 60 scripts for short films."

7 to 11 Indian was one of those scripts. This year the call for CineCity submissions will happen in the fall. Rather than sending in scripts for approval, the filmmakers will be asked to submit story ideas. Then workshops will be expanded to working with mentors to develop scripts and produce a feature.

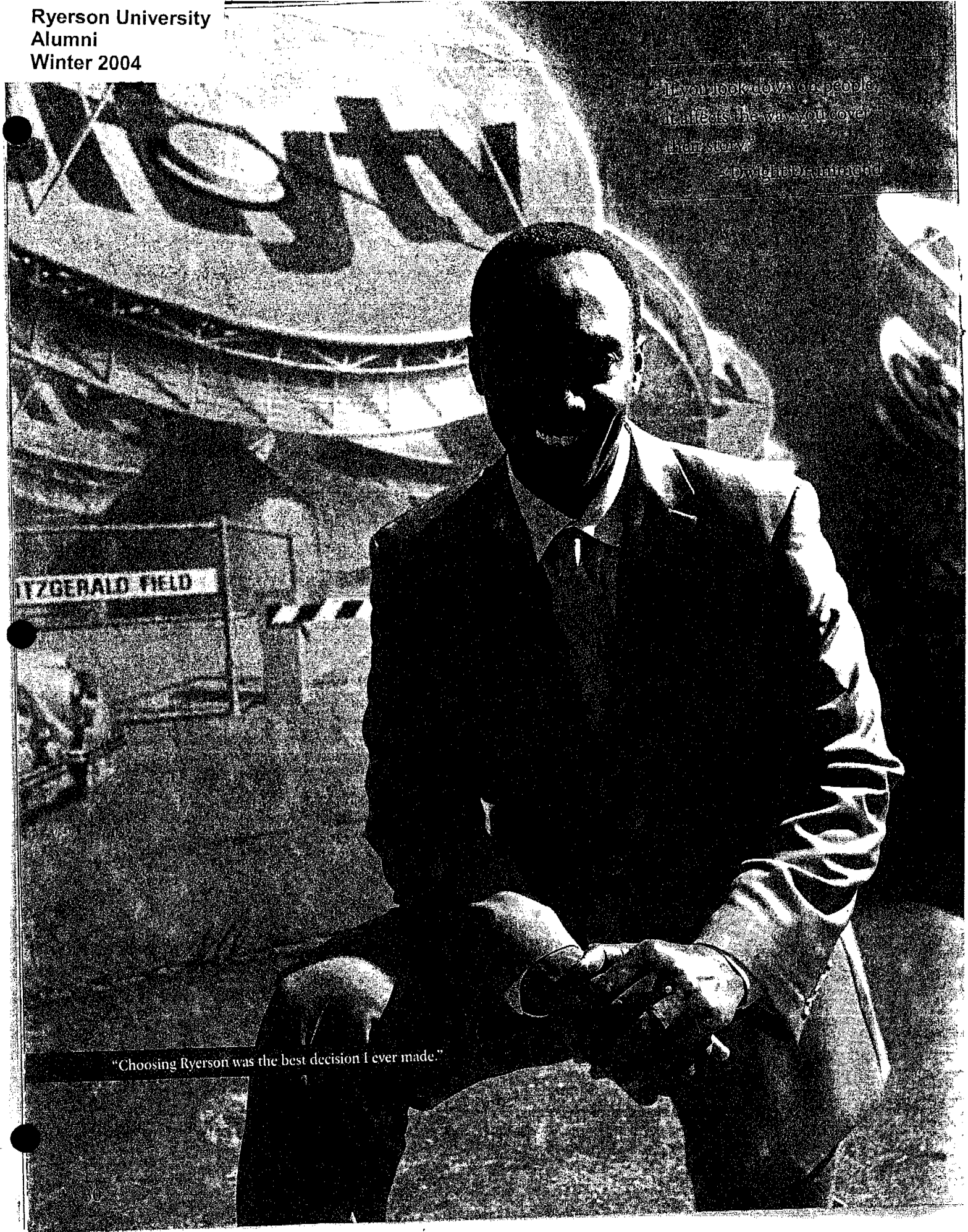
The next CineCity presentation, *Madame Whitesnake* and *Billy Buckwheat*, from writer/director Michelle Wong and starring Alanna Ong and Justine Wong airs April 24, at 1 p.m.

Lynne McNamara's *Backlot* appears Monday, Wednesday and Saturday.

If you took down a people,
it all falls the way you cover
their story
©D. Wright/Quinnipiac

ITZGERALD FIELD

"Choosing Ryerson was the best decision I ever made."



TV news reporter remembers his roots

By Terry O'Connor, Journalism '58

While we're at home watching TV on the weekend, this well-known Ryerson grad may be working all day on a high-profile crime story for the evening newscast.

Dwight Drummond attributes his success as a Citytv news anchor and reporter in Toronto to a nurturing home and hard work. So it's no surprise that nurturing others has become an important part of his life.

The Radio and Television Arts '91 graduate, who is both co-host of CityPulse at Noon and a crime specialist reporter, is also a motivational speaker who hopes to help the kind of at-risk young people he grew up with in Toronto's tough, heavily immigrant Jane-Finch corridor.

Dwight, who is 35, emigrated from Jamaica in 1976 at the age of seven with three siblings. All four were raised by a doting mother who worked at two jobs to support the family and eventually returned to school herself and became a nurse.

"My mom improved her own life," Dwight says, "but she didn't come here for herself, she came for the better opportunities it would give us. I was lucky to have a nurturing home. I was into sports (basketball and track) but I had to keep my marks up. If mom saw them slipping, she told me I couldn't play (sports)."

As for life at Jane and Finch, he says, "I know how easy it is to go astray. I grew up with some people who became criminals, but there are others who are doctors, lawyers, police officers, and fire fighters. Most of us are doing very well." That includes his brother and sisters, all married and with their own homes in the Greater Toronto Area.

Challenging stereotypes is one of Dwight's motivations as both a reporter and role model. "We all have our biases," he says. "That's why it's important to have people of all backgrounds putting the news together. When I go into the neighbourhoods I grew up in, I have a different perspective (from an outsider) and I'm able to use that positively. If you look down on people, it affects the way you cover their story. I also try to be there when positive things are happening."

But if it's a crime story, "When the guy in handcuffs is black, it doesn't hurt that the guy doing the reporting is also black. It helps break down the stereotype."

Dwight says he loves Citytv because its cosmopolitan nature helps break down barriers and because "It's part of the community. People approach me about the stories I cover and tell me how it has touched them."

While he was still a Ryerson student, he took a job as a security guard at Citytv "to get my foot in the door." Subsequently, he has been a teleprompter operator, floor director, studio cameraman, and deputy assignment director. In 1994 he moved in front of the camera, as a streetbeat anchor, updating the news. In 1997, he became a videographer, responsible for writing, filming, and editing general news stories. Three years later he was promoted to crime specialist reporter, and he began co-hosting CityPulse at Noon in 2002, with another Ryerson grad, Laura DiBattista, Radio and Television Arts '83.

Dwight began his motivational speaking about nine years ago, when teachers who saw him on air began calling, looking for a role model to talk to students. He estimates that he accepts more than 30 invitations a year, in addition to emceeing a number of community and school gatherings.

"I share my background. I tell my story," he says. "I tell them about friends who took the wrong path and I urge them to take advantage of their opportunities. We all come from the same place. The only difference is the choices we make. Life is about choices."

Dwight, an Ontario Scholar in Grade 13 at Runnymede Collegiate, adds that choosing Ryerson "was the best decision I ever made. My guidance counselor told me 'Ryerson is great if you want a job.'"

He wrote an essay on why he wanted to get into the RTA program and was interviewed by then-chair Bob Gardner, whom he calls "my guardian angel. I think he really looked out for me."

"I got hands-on experience in front of and behind the camera, and writing. Ryerson gave me the full spectrum of experience for putting a show on the air, which really came in handy when I was a videographer."

Married and with a baby daughter, Dwight says he enjoys what he is doing but, for the future, "I would love to be a news director some day and help shape news coverage, and then maybe teach a media course. I also think I've got a novel in me, but that may not happen until I've retired."

A dazzling four-day New York City ALUMNI EXPERIENCE

Thursday April 22 to Sunday April 25 2004

Whatever your fancy – shopping, dining out, or cultural and historical exploration – you'll find it in this special package developed by Ryerson University Alumni Affairs.

This exciting tour package includes:

- Three nights at the Salisbury Hotel
- Return Transfers
- Portelage
- Deluxe continental breakfast daily
- Return airfare via Air Canada

All for the low price of \$1645 Canadian plus \$130.77 tax

Don't miss out – book early!

For further details call Jennifer Hicks at

416-979-5000, ext. 7863

or e-mail at:

jenhicks@ryerson.ca



The Company Makes The Fit

January 19, 2004

By Sarah Crawford

The notion of 'job fit' is a popular one and has long been talked about among Human Resources professionals.

I am not a HR professional, but I have some thoughts about the idea of 'job fit' in the context of the company I'm part of, CHUM Television.

We've all heard that a good 'job fit' is vital for employees to find job fulfillment, and employers try to ensure that new hires are a good 'fit' both in a position and within the organization.

But does this traditional notion of fit-matching an employee's personal attributes, skills and attitudes with the work environment and culture-limit diversity within an organization? By defining the qualities prospective employees should have to be a good 'fit' in their positions and within the company, are some companies-perhaps unwittingly hiring a narrow range of people?

It all depends on what a company's criteria are when assessing fit. In other words, it's the company's mind-set that can be a problem, not the concept of fit itself. Some companies impose criteria and have recruitment and hiring practices that by definition can be exclusionary-perhaps unintentionally.



An employer must make a conscious decision to want to attract and foster diversity, and make specific efforts to accommodate people's differences and unique needs within the workforce so that creativity and innovation thrive.

Sarah Crawford, VP,
Public Affairs,
CHUM Ltd.

The commitment to diversity must come from the top. At CHUM Television, we've turned the traditional notion of fit on its ear. Rather than looking for a specific type of person who conforms to a certain profile, we have sought out people who are different from one another; in a sense, people who don't fit, in the traditional sense.

Perhaps because Citytv's founders (including Moses Znaimer, and Phyllis Switzer, the late mother of CHUM Ltd. President and CEO Jay Switzer) were not part of the "old boys" broadcasting and business establishment of Toronto, they created a company in 1972 from the outset that valued difference. They felt like outsiders, and in creating an unconventional TV station, they sought out highly individualized people with new ideas, from diverse backgrounds, strategically and purposefully creating a non-traditional working environment that accommodated differences. Those were the roots of our corporate culture, and we are committed to maintaining this philosophy.

For the first time, CHUM has a corporate HR department (since March 2003). Our HR director and personnel are working carefully to ensure that all formalized policies and procedures that are developed are designed to ensure that diversity thrives. Some of our managers were fearful that formalized HR policies would impose conformity and sameness and would somehow compromise our corporate culture. This has not been the case, as our HR team is working to strengthen

diversity with CHUM, not to limit it. It is a challenge for any company, as it grows larger, to maintain its unique values and prevent invisible barriers from existing. As we grow, we want to preserve our informal, high-energy, non-traditional environment in which creativity, innovation and diversity can thrive.

With our HR department in place formalizing, organizing and fine-tuning our recruitment, hiring, training and retention practices, our managers have better tools as they continue to build on our diverse workforce.

So, CHUM's idea of fit is this: we value people who see diversity as a fact of life, and something to be valued, nurtured, celebrated and fostered. We seek people with an eagerness to learn and grow, who are action oriented, results oriented, creative, and innovative. We value the energy and creativity that comes from highly individualized people from different backgrounds and with different perspectives working together.

Seeking and maintaining diversity requires commitment from everyone in the company. At CHUM, we believe that we benefit greatly from our strategy to seek diversity. We recognize that creativity, innovation, originality, comes from new, fresh, outside perspectives, and those qualities will enhance our ability to compete and win.

Interestingly, just as a company benefits from diverse contributors and participants, so do cities. In his recent book *The Rise of the Creative Class*, Richard Florida makes a compelling argument that the key to economic growth is a city's ability to attract and nurture a creative class of people, who thrive on new ideas, individuality and difference. He says "most civic leaders ... have failed to understand that what is true for corporations is also true for cities and regions: Places that succeed in attracting and retaining creative class people prosper; those that fail don't."

There are still many companies and cities that don't realize this. Just as diversity has helped to make Toronto great, I believe that our diversity has contributed immeasurably to everything that is good about CHUM Television.

About The Author

Sarah Crawford is the Vice-President of Public Affairs for CHUM Limited.

GLOBE OCTOBER 23-29, 2004

TELEVISION

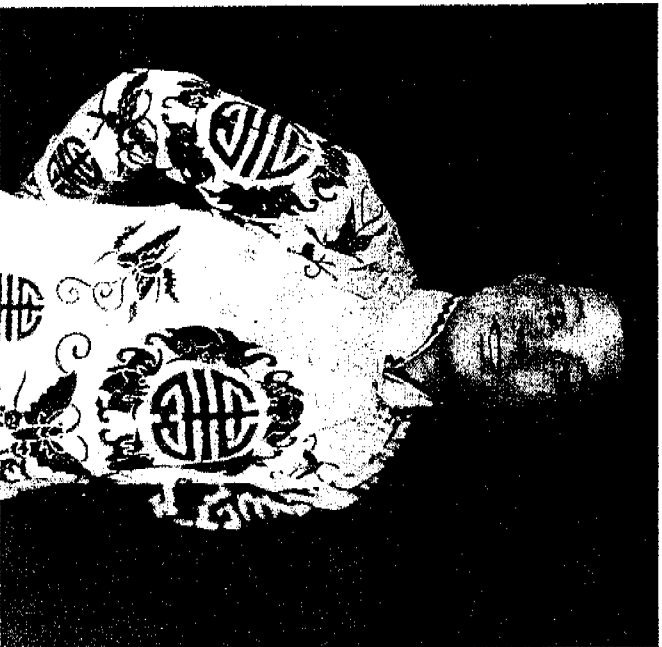


Magic Man

A Chinese legend is revealed in
The Magical Life of Long Tack Sam

Chinese puzzle

A stage legend's life is unraveled in *The Magical Life of Long Tack Sam*
By Andrew Ryan



The Magical Life of Long Tack Sam
Monday, 9 p.m., Bravo!

line by *Globe and Mail* film critic Liam Lacey as "a delightful look at just how wide one like can spread."

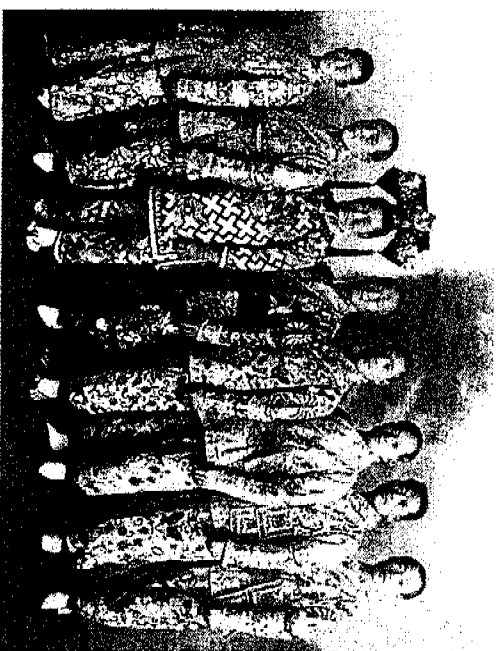
Fittingly, the search to learn more about Long Tack Sam was undertaken by his own great-granddaughter. The documentary was directed by filmmaker Ann Marie Fleming, who was born in Okinawa, of Chinese-Australian heritage, and grew up in Vancouver. Even though she had little to work with, the film became a labour of love for the award-winning director.

As a child Fleming heard countless stories about Long Tack Sam, but there was scant additional backstage material on the man available. There were brief snippets of seemingly apocryphal information — such as the fact Sam was friends with the comedian Jack Benny, or that he taught magic to Orson Welles — but there wasn't a single substantial account of Long Tack Sam's life in any of the reference books.

"He died the year before I was born, so I never really knew much about him," says Fleming. "He seemed to be the most financially successful Asian performer of his time and he had enormous endurance as a performing artist. Long Tack Sam was very well known but there really was very little recorded history about Chinese acrobats from that era. He's almost like a myth in Chinese acrobatic history."

The film is a chronicle of Fleming's extended attempt to learn more about her famous relative. It was a journey of discovery that took her around the world, with stops in California, Australia and, naturally, China.

Some of the newly-acquired biographical information presented in the film is supplied by Fleming's distant relatives, but more of the material comes from interviews with elderly Chinese men and other contemporaries of the young magician. "It took me two years of research," says Fleming. "In the end I



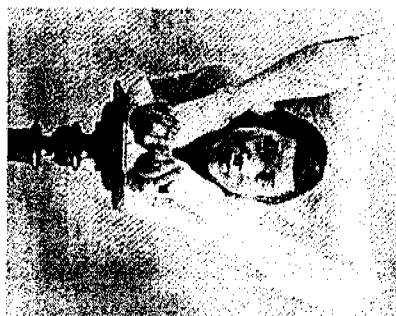
On the road: Long Tack Sam (fourth from right) spent more than four decades touring with his troupe of acrobats and performers. "It was a Chinese cultural road show," says filmmaker Fleming had to go outside the family to put the story together. Whatever tip I got, I just followed it."

Beginning with his birth in Shandong Province in 1885, the film tells the colourful story of Long Tack Sam's first entry into the mysterious world of "Chinese acrobatic." As with most everything else in Long Tack Sam's life, there are several takes on the story. In one version, a seven-year-old Sam was taken in as an apprentice to a powerful magician named Wang. In another spin, the young Sam was schooled by an older and very mean brother who was not above using a whip to ensure the lessons lingered. In the end, there really was no definitive version of Long Tack Sam's origin. "But we do know he came from an acrobatic family," says Fleming. "So, there was just probably never any choice in the matter for him."

The documentary weaves in between Fleming's globe-trotting trek to track down information and several creative animated sequences that are employed to relay pivotal moments in the magician's life. The use of animation was a strategy to make up for the fact there was no moving footage of Long Tack Sam's stage act. Although if you think about it, animation is the perfect vehicle, since the very first

films were in fact made by magicians who were also photographers, like Georges Méliès," says Fleming.

The film also includes animated sequences of Long Tack Sam performing his magic act, including the famous



Long Tack Sam displays his talents, circa 1902

"needle trick," in which an assistant would extract a long string of beaded needles from the magician's mouth.

Although much of his career was shrouded in mystery, some milestones in Long Tack Sam's life were well documented, likely because they were newsmaking events at the time. In 1908, he entered into a then-rare interracial marriage by wedding a young Australian woman named Poldi in her own homeland. Although they were separated for years by the First World War — she was trapped in war-torn Europe while he worked in New York — the couple reunited and Poldi would eventually join Sam's traveling stage show, as did their two young daughters. There's a life spent constantly on the road — in the U.S., Canada, Europe, New Zealand — as long as there were people willing to buy tickets.

"It's difficult to even imagine how incredibly hard it must have been for both of them," says Fleming. "He was an Asian trying to make his living in show business, which certainly wasn't easy back then, and she was the Australian woman who was trying to live in that strange world. What they must have endured..."

Long Tack Sam was devoted to the art of live performance. As one of the top-earning acts at the peak of vaudeville in the '20s, he was mostly distrustful of the incoming technology of cinema, but not because he thought it might impact the paying crowd.

"Although he seemed very apologetic, I found an article where he said he was rejecting film as a venue for himself and his family because he didn't like the portrayal of Chinese people in films at the time. And this was before the Chinese revolution. He really did think of himself as a Chinese ambassador, which was incredible back then."

The documentary is an engaging and worthy homage to a venerable stage legend — Long Tack Sam toured and performed for more than two decades. And now that she knows much more about her famous great-grandfather, Fleming has moved to the next logical level by penning a movie script based on his life. "His life begs for dramatic treatment," she says. "The art isn't just a Chinese story, or an immigrant story. It's a contemporary story, because he faced the same challenges faced by people today. The film is intended as a celebration of the man and his art — and his legacy of being." ■

The one and only: Long Tack Sam cuts a regal figure in this photograph taken early in his career.

ong Tack Sam wore many hats throughout his brilliant career. Although he achieved international recognition as a magician, he was also an accomplished acrobat, an illusionist, a contortionist, a comic impressionist and one of the very first people to assume an unofficial ambassador role between the East and West.

During his vaudeville heyday, Long Tack Sam and his traveling stage show were one of the most sought-after live

acts in the world. Incredibly, despite his global fame and financial success, previous law people knew anything about him. Long Tack Sam was a mystery wrapped in an enigma.

The dearth of information about the celebrated Chinese-born performer is the inspiration behind *The Magical Life of Long Tack Sam*, airing on Bravo! this week. The acclaimed NFB documentary debuted at last year's Toronto International Film Festival and was described at the

THIS WEEK ON THE
SLING BLADE
Saturday, 11
Directed by and starring Jaye Lee Thomas



www.slingblade.com

MONDAY AT 12:05 AM
EMBRACE OF THE VAMPIRE
Starring Alyssa Milano

THURSDAY AT 12 AM
SESSION 9
Starring Sarah Connor and Joe Lando (aka Devil's Blood)

WEDNESDAY AT 12:15 AM
COPYCAT
Starring Stephen King, Holly Hunter and Henry Cavill (aka)

THURSDAY AT 12 AM
EXORCIST: THE VERSION YOU'VE NEVER SEEN
Starring Sam Worthington and Luke Bracey

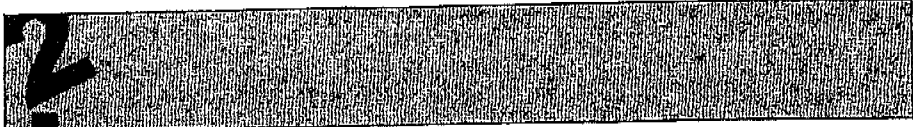
FRIDAY AT 12:50 AM
CRASH
Starring Benjamin Bratt and Jesse Eisenberg

UNCUT ONLY ON
SHADOW CASE

ESSENCE TV

TELEVISION WITHOUT BORDERS. THE

Looking for a Business in South Delta? www.SDelta.com



South Delta LEADER



SENIORS **SPORTS RESULTS!**

BACK SEND TO A FRIEND FEEDBACK

Community links

- Corporation of Delta
- Delta School District
- Delta Police
- Fraser Health Authority
- Delta Hosp. Foundation
- Save Delta Hosp. Soc.
- Delta Arts Council
- Delta Libraries
- Delta Chamber of Commerce
- Tsawwassen First Nation

MLA, Delta South

Sports

- Tilbury Ice Centre
- Delta Ice Hawks
- Vancouver Giants

Getting around

- Tourism Delta
- BC Ferries
- Massey Bike Shuttle
- Delta Dining Guide
- Getaway B.C.

Useful sites

- Rotaract/Leader Press Release Guide
- Border Waits
- 5-day Weather Forecast
- BC Press Council

The Leader Story

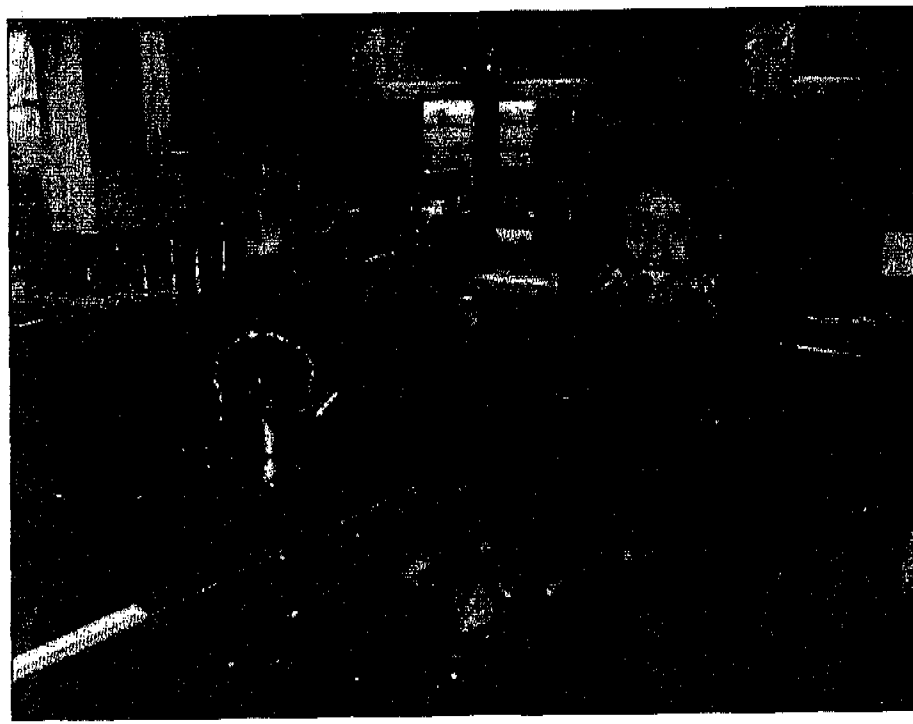
BC Newspaper Group

Sister papers

- Abbotsford News
- Burnaby News Leader
- Chilliwack Progress
- Hope Standard
- Langley Times
- Maple Ridge News
- Mission City Record
- New Westminster News Leader
- North Shore Outlook
- Richmond Review
- Surrey/North Delta Leader
- Tri-City News
- Westender
- Peace Arch News
- Wow Weekly
- Agassiz Harrison Observer

-- Paid Advertising --

Breakfast with Simi Sara



By Phillip Raphael
South Delta Leader

Photo: Phillip Raphael

"I'm a 'foodie,'" confesses Simi Sara, a long-time Ladner resident, CityPulse evening news anchor, and host of CityCooks as she casually sips her morning cup of coffee interrupted by a question from her six-year-old daughter. "Mommy, if it's not raining, can I wear a dress today?" The soothing smell of freshly baked muffins hangs in the air, but Sara is on a tight schedule. She's usually up at 6:30 a.m., gets breakfast ready and lunches prepared for her two children and husband, and then it's off to work to prepare for her day before the TV cameras that starts with the taping of CityCooks and ends after the 6 p.m. newscast wraps.

Cooking up a recipe for success. During an early morning interview, Simi Sara, day host of CityCooks and evening news anchor, still finds time to pack lunches and whip up some muffins in her Ladner kitchen before leaving for a full day at the TV station.

"I'm a 'foodie," she repeats, "and that's pretty much because of my (late) mother. She left me a whole stack of recipes for everything

Get 2,1
Srn
Click



Indian Recipe
International
recipes from PC's
Kitchen. 100s of
menu ideas here!
PresidentsChoice.ca

Fraser Valley
Guide
Cities
Accommodation
Recreation Fraser
Valley, BC, Canada
www.fraservalleyguide.com

JD Media Web
Design
SEO web
promotion &
marketing Print
Design & CD Rom
Development
www.jdmediadesign.com

South Delta's
Directory
Supporting Local
Businesses Cost
Effective
Advertising
www.SDelta.com

-- Paid Advertising --

from gyoza to pot stickers. She wasn't afraid to try anything. And that carried over to me, so much so that I didn't find it unusual to have dim sum on the weekend, and I was a kid in elementary school!"

Sara adds her appreciation of food ultimately became a hobby, and when the opportunity came to channel that interest into a TV show she jumped at the chance.

When the CHUM group purchased Citytv -- formerly known by many names starting with CKVU back in the mid 1970s through to UTV - it allocated funding specifically for multi-cultural programming. Sara explains producing a cooking program showcasing a constantly changing variety of world cuisines was an effective way of honouring that commitment.

"It's an effective way of exploring different cultures," says Sara who originally focused on being a newspaper reporter while studying journalism at Langara College and at one time worked for the South Delta Leader's sister paper, the Surrey/North Delta Leader.

Together with Prem Gill, Citytv's producer of multicultural programming, Sara launched the idea for the weekday City Cooks series in September 2002. Since then it has taped more than 300 shows and exposed a wide variety of local culinary talent, including some with a distinct South Delta flavour. Both Nikos Patsis from Taverna Gorgona and Bruno Marti of La Belle Auberge have appeared as guests.

City Cooks has also hosted world-renowned culinary kings such as Jamie Oliver of 'The Naked Chef' fame who made an appearance last fall.

"It was crazy. It was like having a rock star here, there were so many people wanting to see him. We had to close the set," Sara says. "And I think he was taken aback by how much people were interested in not only him, but food in general. There must have been about 2,000 people at Chapters waiting to get an autographed copy of his cookbook."

Sara believes the rich ethnic diversity in the Lower Mainland is likely the driving force behind the growing popularity of food as a form of entertainment, both in Vancouver and further afield.

"Our audience for the show is huge. And thanks to cable and satellite (TV) you never know where it's going to pop up, because we get e-mail from viewers as far away in Canada as New Brunswick, and just about everywhere in the States.

"Too bad those numbers don't count when it comes to local ratings," she quips.

Asked if her exposure to so many talented cooks and their creations has provided her with some sure-fire dishes she could whip up with her eyes closed, Sara is at first stumped.

"There's just too many to pick one," she finally says. "It's hard because I never really cook anything twice."

But Ma Pao tofu, cooked by consumer specialist Elaine Yong on the show, soon comes to mind.

"The kids just love it so much that I've cooked it a few times. And there's not many dishes out there with tofu that you can honestly say that kids love!"

The show also has a profound influence on those at the studio within sniffing distance.

"We tape so close to lunch time that we drive everyone at the station

insane," Sara says with a wry smile. "Although one time we had a show when sardines were cooked, and they drew a lot of comment. The food was good, but the smell was something else."

Simi Sara is now sharing the recipes of her expert CityCooks guests with the South Delta Leader and other MetroValley Newspaper Group publications across the Lower Mainland in a new series, 'Recipes with Simi Sara.' CityCooks appears weekdays at noon and 3:30 p.m. on Citytv/Delta Cable 13.

© Copyright 2004 South Delta Leader