

CTVglobemedia

Filed Electronically

January 29, 2010

Mr. Robert A. Morin  
Secretary General  
Canadian Radio-television and  
Telecommunications Commission  
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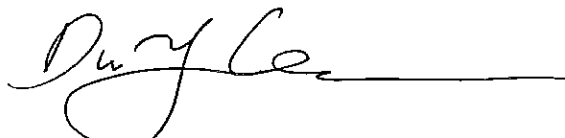
Dear Mr. Morin,

**Re: CTVglobemedia Corporate Cultural Diversity Report 2009**

In accordance with Broadcasting Public Notice CRTC 2005-24 – *Commission's response to the report of the Task Force for Cultural Diversity on Television* and Broadcasting Public Notice CRTC 2007-122 – *Canadian Association of Broadcasters' Best Practices for Diversity in Private Radio; Reporting requirements on cultural diversity for commercial radio operators*, please find attached the 2009 CTVglobemedia Corporate Cultural Diversity Report. The report outlines our diversity initiatives related to increasing representation of Aboriginal Peoples, people of various ethno-cultural groups and people with disabilities in our corporate, conventional television, specialty service and radio divisions that meet the Commission's diversity objectives.

Should the Commission require anything further, we would be pleased to provide it on request.

Yours truly,



Du-Yi Leu  
Director, Regulatory Affairs  
CTVglobemedia Inc.

Att.

# CTVglobemedia Corporate Cultural Diversity Report 2009

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## **INTRODUCTION**

CTVglobemedia Inc. ("CTVgm") is pleased to submit its 2009 Corporate Cultural Diversity Report. The report outlines the significant work that CTVgm has undertaken to increase representation in each of the under-represented groups including people of various ethnocultural groups, Aboriginal Peoples and persons with disabilities in our corporate, television and radio divisions both behind the scenes and on-screen.

CTVgm is dedicated to the advancement and accurate portrayal of Canada's diverse communities. Our dedication is demonstrated in our daily operations and through our community and industry partnerships.

### **1. Corporate Accountability**

CTVgm is committed to building and maintaining a diverse culture on-air, behind the scenes on productions and within the workforce. The executive responsible for the development, management and execution of our extensive diversity objectives is Dawn Fell, Executive Vice President, Human Resources and Operations.

In 2009, internal communication strategies were developed and implemented to promote diversity practices to management and staff across all divisions of CTVgm and to accurately represent our diverse communities throughout our workplace.

Since CTVglobemedia's integration of CTV Limited in 2007, formerly known as CHUM Limited, the company doubled in size and with the newly acquired functions, a number of additional employees have had the opportunity to join the expanded Employment Equity Committee. The role of the committee is to examine and improve employment equity issues and practices across the company. The newest members of the committee were chosen from all areas and levels of the company including managers, non-managers and union officials.

In a recent meeting, members were asked to review a new Employment Equity Policy, a new Accommodation Policy and a new Accommodation Statement and provide feedback. Through thoughtful discussion and analysis, the committee presented new perspectives and implemented sound changes to the policies.

### **2. Diversity Application and Measurement**

CTVgm has developed tools to measure the progress in achieving our diversity objectives. On an annual basis, CTVgm files an Employment Equity Report with Human Resources and Social Development Canada (HRSDC). The last report was filed on June 1, 2009 and included 2008 data on the under-represented groups.

We have made important strides in 2009 by employing 103 Aboriginal Peoples and nearly 200 persons with disabilities across the company. Overall, we added more than 10% of CTVgm employees representing various ethnocultural groups to our diverse talent pool.

### **3. Recruitment, Hiring and Retention**

CTVgm Human Resources staff are trained in the best practices to address cultural diversity relating to recruitment, hiring and retention initiatives. When recruiting for vacancies, we implement HR policies and practices that eliminate systemic barriers and access a wide talent pool by promoting our job postings on the CTVgm intranet, corporate website and reaching out to third-party organizations.

In keeping with our commitment to better reflect the communities we serve, the following highlights our accomplishments in diversity in staffing, accessibility in the workforce and training and development in 2009.

**CTV Ottawa** successfully negotiated the renewal of its contract with the Communications, Energy and Paperworkers Union of Canada (CEP) by adding language to the new agreement that promotes hiring in under-represented areas. As of January 1, 2009, 50% of all posted full time positions are set aside to increase the representation of Aboriginal Peoples, ethnocultural groups and persons with disabilities in the semi-professional and technical occupational group.

**CTV Saskatchewan** is a member of the Saskatoon chapter of the Interprovincial Association on Native Employment (IANE). This organization is an excellent resource for recruitment and for education on Aboriginal employment issues. Thanks to the affiliation with IANE, the station was able to network with many organizations and interest groups across industries with the common goal of promoting First Nations employment.

**CHUM Radio Edmonton** made great strides in expanding its recruitment practices to attract ethnocultural peoples. The station reached out and forwarded career postings to the Edmonton-based Métis Employment Services, the Jamaican Association of Northern Alberta, the National Black Coalition of Canada and the Somali-Canadian Cultural Society of Edmonton.

#### **3.1. Diversity in Staffing**

CTVgm's various departments are employed by individuals who reflect our diverse communities and are from under-represented groups. Specific examples include:

**CTV Montreal** counts 16 on-air personalities from various cultural communities, eight of whom are members of an ethnocultural group, including Japanese, Armenian, Jamaican, West Indian, Egyptian and African-American.

Veteran Co-Anchor Mutsumi Takahashi, who immigrated to Canada from Japan, has occupied the early evening news chair for 20 years, in addition to her responsibilities as the noon Co-Anchor. Takahashi is widely respected as a mentor by ethnocultural journalism students.

**CTV Saskatchewan** offered full time positions to two Video Journalists of Korean and Indian descent and one Creative Writer of Indian descent. In the Regina operations area, the station hired three Camera Operators, one of whom is a First Nations person.

**CP24** employs more than 50% of its on-air personalities from various ethnocultural groups, people with disabilities and Aboriginal Peoples. Staff members speak over 15 languages, reflecting Toronto's diversity.

**Discovery Channel/Daily Planet's** Ziya Tong of Chinese-Macedonian descent became a permanent presenter and host on *Daily Planet*. Her role as Co-Host brought a new dimension to the production and a heightened visibility to an accomplished Asian-Canadian host on specialty television in Canada.

**MuchMusic** is mindful of ensuring that on-air hosts, guests and participants are as diverse as the audience when casting for shows. In MuchMusic's newest show, *Love Court*, an Asian musician, Elise Estrada, was hired to host the 20-episode series.

**SPACE** actively promotes diversity through the on-screen presence of an African-Canadian host. Additionally, elements of the SPACE studio loved by science fiction fans were designed by Ken Lashley, an African-Canadian comic and book artist.

**CHUM Radio Calgary's** on-air staff includes a goodwill ambassador, Carlos Cuevas, who spreads cheer to local workplaces and promotes charity across the station. He is a recent immigrant from Mexico and his contributions to the station include interviewing members of the community and providing on-air local reports.

**CHUM Radio Kawarthas** hired a full time Aboriginal Creative Writer at the Peterborough station with the assistance of Aboriginal Employment Services. Through the agency's support, the station secured a wage subsidy to pay for the new employee's training.

**CHUM Radio Montreal** counts nearly 50% of ethnocultural peoples who contribute to daily and weekly sports programming on air.

**CHUM Radio Winnipeg** has employed Scott Klassen, an employee with disabilities, in a data entry role for the past 20 years. The team also includes a Sales Executive from El Salvador and an Aboriginal Traffic Manager.

### **3.2. Accessibility in the Workplace**

CTVgm's commitment to diversity includes eliminating systematic barriers and increasing accessibility within our workplace. We are proud of the following developments achieved in 2009 to foster a more accessible workplace:

**CTVgm's** Human Resources department attended a meeting with the Canadian Paraplegic Association Ontario where both parties shared insights into current accessibility practices. CTVgm reached out to this group to discuss employment opportunities available to prospective job applicants.

**CTV Atlantic** is proud of its record in accommodating the needs of employees with physical disabilities. Accommodations consist of scheduling ergonomic improvements, reconstructing workspaces or stabilizing shifts to provide balance for the purpose of medication and ongoing treatment.

**CTV Southwestern Ontario** provided special accommodation for staff with disabilities requiring workstation ergonomic modification. For example, a height-adjustable desk

was purchased to enable a person to avoid chronic back pain by changing from sitting to standing work positions frequently.

**'A' London** successfully worked with the CNIB in hiring a legally blind receptionist to direct in-coming calls on the switchboard, who is a welcome addition to the team.

**CHUM Radio Brockville** worked in partnership with Developmental Services of Leeds and Grenville to host a volunteer with a disability for a six-week placement. The volunteer successfully assisted staff at the radio station.

### **3.3. Training and Development**

At the corporate level, CTVgm's Human Resources department participated in numerous initiatives that improved pre-existing policies and practices designed to strengthen respectful and inclusive work environments. In 2009, the following diversity courses were attended:

- The Conference Board of Canada – Council on Inclusive Work Environment Conference presented a discussion on talent management and how to identify and develop high potential employees using the non-discriminatory concept of learning agility in the session entitled, *Building Leadership Strength in Uncertain Times*.

The Council also presented a conference on building an Aboriginal workforce, which included a discussion on building relationships and creating cultures that attract Aboriginal talent.

- A webinar was offered by The Conference Board of Canada on how to create inclusive work environments titled *Creating Inclusive Work Environments: Legal Updates You Want to Know*. Janice Rubin, co-founder and Managing Partner of Rubin Thomlinson LLP, shared her insights into several legal cases involving issues of discrimination based on sexual orientation, disability and race.
- In *Sourcing Options that Work: Who can Bridge you to the Skilled Immigrant Talent Pool?*, offered by hireimmigrant.ca, topics covered how to source skilled immigrant talent through local agencies and recruiting candidates from mentoring programs.
- The Job Opportunity Information Network (JOIN) presented *Employing Individuals with Disabilities: Strategies on Inclusion, Recruitment and Retention* where strategies were discussed for employing, accommodating and retaining people with disabilities from a global perspective.
- The HRSDC presented workshops where participants explored key principles and strategies of building inclusive workplaces with a focus on the impact on ethnocultural peoples. Discussion included the best practices for creating inclusive workplaces and methods for measuring the success of inclusion.

#### **4. Internships and Mentoring**

Wherever possible, CTVgm provides learning opportunities for young people from diverse backgrounds to encourage their pursuit of a career in the broadcast industry through internship and mentorship opportunities. A wide range of initiatives across our stations in 2009 attracted participation from Canada's diverse communities.

**CTV Atlantic** provided an internship in the master control department to an intern with a disability. The student was mentored by department staff and learned about programming continuity.

**CTV British Columbia** hosted a 16 week internship program for students from under-represented groups. An Aboriginal student intern completed a placement with the station working as a researcher and producer on stories in preparation for the broadcasts of the 2010 Vancouver Olympic Games.

**CTV Montreal** hosted another successful internship for an ethnocultural high school student whose placement was sponsored by the Department of Justice in collaboration with the Tyndale St. Georges Community Centre. This program was offered to a young person living in the Little Burgundy neighbourhood of Montreal. The intern thrived in the placement where he was mentored in newsroom procedures, news gathering and production.

**CTV Northern Ontario's** Aboriginal Relations Co-ordinator is developing a new partnership with the N'Swakamok Friendship Centres, O-GI Employment Unit in Sudbury to establish a 16 week summer internship program for Aboriginal broadcast students. The internship would provide post-secondary students with meaningful work experiences through on-the-job coaching and mentoring.

CTV Northern Ontario continued its successful CTV Aboriginal Communication Camp in 2009, a one-day workshop geared to provide Aboriginal young people with a snapshot of the television broadcast industry, including a first hand look behind the scenes. Participants learn the basics of visual media and writing for television, live news program production, studio production equipment and control room practices.

**CTV Saskatchewan's** coverage of Aboriginal issues has greatly improved and as a result an intern position was created to work with our Diversity Reporter. Following the completion of the successful placement, the intern secured employment with the station in assisting with the production, reporting and hosting of *Indigenous Circle*, a weekly talk show that addresses timely First Nations issues.

**'A' London/CHUM Radio London** was thrilled to facilitate an intern from Columbia where she divided her four week placement in our radio and television services. The intern immersed herself in the London Latino community and shared her insights with newsroom staff.

**'A' Ottawa's** Human Resources Manager undertook to develop a partnership with Y'Owl/MacLure, a local organization that helps transition people with disabilities into the workplace. The partnership is currently in the development phase.

**Discovery Channel/Daily Planet's** internship program provides opportunities for many ethnocultural students to participate in the production of the Daily Planet program. Students are recruited from across Canada, with a preference given to those who have either a science background or an interest in science. *Daily Planet* interns included those from East Indian and Chinese backgrounds.

**SPACE** continued to promote equity in the workplace through mentorships involving young First Nations students. The students were invited to act as director-observers on the set of *Rabbit Fall* where they shadowed the director and theorized about the cause of show's supernatural mysteries.

**CHUM Radio Calgary** hosted two student interns of ethnocultural heritage from Bow Valley College. The interns worked with the Business Manager, who is also an ethnocultural person, for six weeks in the Business Administration office.

**CHUM Radio Edmonton** welcomed an Aboriginal student from the Northern Alberta Institute of Technology where he worked in the Promotions Department. Following the intern's enthusiasm and dedication in the placement, he was offered a full time position as a Promotion and Branding Co-ordinator.

**CHUM Radio Ottawa** implemented a special three-week internship program in 2009 for a local high school student who had visual impairments. The student was successful in learning about radio production from our seasoned staff.

**CHUM Radio Windsor CIMX 89X** recruits internship candidates from Windsor area trade schools and local urban schools. In 2009 89X hosted an intern of Hispanic descent whose on-air presence succeeded in attracting a more diverse audience for the radio station.

#### **4.1. Scholarships**

In keeping with our commitment to advance diversity and reflection of those from under-represented groups, CTVgm is proud to have awarded the following scholarships in 2009.

**CTV Saskatchewan** sponsored the Saskatchewan Institute of Applied Science and Technology's \$500 scholarship. The scholarship was awarded to a second year student of First Nations ancestry enrolled in the Media Arts Production Program and interested in pursuing a career in broadcasting.

**'A' London/Windsor/CHUM Radio London** awarded two \$2,000 scholarships to students living with disabilities as part of Thames Valley Children's Centre's Sports Celebrity Dinner. The Children's Centre is a leading edge organization that assists children with physical, communication and developmental challenges. This year's award recipients achieved excellence in their scholastic pursuits.

**'A' Vancouver Island** continued to produce a weekly feature *Amazing Kids*, which recognizes children of all ethnocultural groups and with disabilities for their achievements in the community and at school by awarding them with a \$1,000 scholarship toward future education. In 2009, 19 scholarships were awarded.



## 5. Industry Recognition and Awards

Our efforts in representing and celebrating Canada's diverse communities were recognized by industry organizations and community partners. In 2009, CTVgm staff and programming won numerous accolades for their trailblazing contributions in advancing diversity in media.

The following are some highlights from across our stations:

**CTV Montreal** considers itself a role model in diversity initiatives. In 2009, the station contributed to a government report prepared by the Quebec Council of Intercultural Relations and aimed at fair representation and treatment of ethnocultural communities in the media and advertising in Quebec. The analysis confirmed that Quebecers from ethnocultural groups are watching CTV Montreal more than any other television station.

Anchorperson Debra Arbec was nominated by Dialog Foundation, an organization that unites diverse communities in Quebec through dialogue, for its Cross-Cultural Understanding Award for Media and Business. The award recognizes an individual who has demonstrated leadership in increasing cross-cultural understanding and respect for diversity in media and business sectors. Arbec hosts *My Montreal*, a weekly segment that highlights issues affecting Montreal's ethnocultural groups, including stories such as:

- A profile of the Chinese Hospital Foundation, established in 1972 for the purpose of receiving and maintaining funds to support the Montreal Chinese Hospital and other relative medical services.
- Dabke Lebanese dancing, the most popular Arab folk dance in Jordan, Lebanon, Syria and Palestine.
- The Uganda-based Watoto choir performing at Lasalle Comprehensive High School. The Watoto choir is an African choir dedicated to improving the way of life for children in Africa.

**CTV Saskatchewan's** six o'clock anchor in Regina received a Radio-Television News Directors Association (RTNDA) Prairie Regional and National award for a feature story "Horse Power". The story focused on how children with disabilities benefit from being in the company of horses and spending time with the animals.

**CTV Toronto's** Karlene Nation received the media award presented by the York Regional Police at the Black History Month celebrations for her dedication to ethnoculturally diverse reporting and reflection.

Recent examples include stories such as:

- Urgent need for people of ethnocultural groups to join stem cell donation registry.
- The growing interest in centuries-old traditional Chinese remedies to combat illnesses.
- Inuit Children from Nunavut make their first trip to Toronto with their Jamaican teacher.

**CTV Winnipeg** received the RTNDA Ron Laidlaw award for coverage of the death of Brian Sinclair, an Aboriginal man who died while waiting for treatment in a Winnipeg emergency room.

**Bravo!** garnered a total of 17 nominations and five wins at the 2009 Gemini Awards for outstanding programming. The Gemini Award winning programs include *The Young Romantic: A Portrait of Yundi Li* and *bODY\_rEMIX/gOLDBERG\_vARIATIONS*, exploring themes of Chinese cultural arts and the juxtaposition of able-bodied people and persons with disabilities.

Bravo! Documentaries, including *Ferron: Girl on a Road*, *Prokofiev: The Unfinished Diary* and *FLicKeR*, featuring ethnocultural peoples, persons with disabilities and Aboriginal Peoples were also honoured at this year's local and international festivals and awards circuits. These festivals include Montreal's image+nation Festival and the Honolulu Film Festival.

**SPACE's** most recent Gemini nomination recognized Métis actor Andrea Menard in the best actress category for her work in the hit series *Rabbit Fall*.

## **6. Programming: On-Screen and Behind the Scenes**

CTVgm is committed to fair and balanced representation of Canada's diverse communities in the programs that we commission, produce in-house and acquire both on-screen and behind the scenes.

CTVgm ensures all our programming adheres to the Canadian Association of Broadcasters' *Code of Ethics*, the *Equitable Portrayal Code for Television and Radio Programming* and the *Voluntary Code Regarding Violence in Television Programming*.

We work with various producers and filmmakers who are devoted to telling unique stories that appeal to our audience. We strive to tell these stories through equitable and non-stereotypical ways that appropriately reflects under-represented groups in an inclusive and fair manner.

We are proud of the widely representative programming on our television and specialty services over the past year. The following are examples:

### **6.1. CTV**

***Big Oil*** – Explores how international politics, cultural conflict and Aboriginal rights issues collide, and hold the future of the world oil industry in the balance. The commissioned show features an ethnoculturally diverse cast including an Aboriginal chief, a Chinese woman and an Iranian-British lawyer.

***The Bridge*** – An unflinching portrait of contemporary policing with a diverse cast of characters reflects an ethnically rich urban setting in which the commissioned series is set. The diverse characters on the show include:

- Jill, a bi-sexual detective portrayed by Inga Cadranell
- Indo-Canadian actor Shaun Shetty plays Mani
- African-Canadian actor Arnold Pinnock plays Darryl

**Defying Gravity** – An independent co-production between Canada and the United States with broadcast partners in Germany, the UK and Sweden, *Defying Gravity* is about an international team of eight astronauts who must train and prepare to spend five years exploring the solar system. The show features a diverse international cast, including:

- African-American actor Malik Yoba as Ted
- African-Canadian actor Karen LeBlanc as Eve
- Columbian-American actress Paula Garcés as Paula

**Degrassi: The Next Generation** – A celebrated independent dramatic series that tracks the pursuits of a group of diverse young people through the trials and exhilarating tribulations of high school and teenage life. This season featured a teenager with Asperger's syndrome and a couple of mixed ethnocultural heritage.

**eTalk** – eTalk celebrates Canada's best in the world of entertainment. The in-house entertainment program, co-hosted by Korean-Canadian Tanya Kim, proudly showcases the talent brewed in Canada from people of diverse backgrounds. Some noteworthy interviews in 2009 included:

- Interview with Korean-Canadian actress Sandra Oh about receiving ACTRA's award of excellence.
- African-Canadian, Jully Black interviews Robin Thicke, and Montreal rising star Nicki Yanofsky.
- Profile and interview with First Nations, Juno nominee Crystal Shawanda.

**Grey's Anatomy** – The hospital drama introduced a surgeon who has Asperger's syndrome and several new on-screen stars from various ethnocultural backgrounds. Show creator, Shonda Rhimes, is the first African-American woman to create and executive produce a top-ten network series.

**Hiccups** – An independent production created by the Gemini award-winning creator of *Corner Gas*, Brent Butt. It focuses on a children's author with anger issues, and other emotional "hiccups", seeking guidance from a less-than-qualified life coach. The character of Anna is Latina-Canadian, played by Paula Rivera. Supporting actors include an African-Canadian office worker named Sheila.

**Lost** – The cast-aways stranded on the mysterious magical island include a host of ethnocultural peoples including, Daniel Dae Kim (Korean), Yunjin Kim (Korean), Naveen Andrews (Indian), Jorge Garcia (Cuban-Chilean) and Michelle Rodriguez (Puerto Rican-Dominican).

**Sledhead** – Follows Canada's national sledge hockey team, who are set to defend their gold medal title after winning at the 2006 Paralympics in Torino. The players are as different as the disabilities that brought them together as a team in this independently produced documentary.

**Supernanny** – In each episode, this modern-day Mary Poppins observes how the parents handle their day-to-day obstacles with their children. A recent episode featured two parents who are deaf raising four children with no hearing disabilities.

**Team Spirit: The Jordin and Terence Tootoo Story** – The independent documentary follows two Inuit professional hockey player brothers. Terence is the first Inuk to play professional hockey and Jordin is trying out for Canada's 2002 national junior team and the National Hockey League. When tragedy strikes, Jordin is left with the pressure of being a role model and strives to continue pursuing his dreams.

## 6.2. 'A' Vancouver Island

**The New Canoe** – Hosted by Cree musician Art Napoleon and produced by Métis producer Barbara Hager, *The New Canoe* is a half-hour Aboriginal arts and cultural series that features First Nations, Métis and Inuit performers, artists and cultural leaders from throughout Canada. Seasons 6 and 7 were translated into the Cree, Nuu-chah-nulth and Kwak'wala Aboriginal languages for broadcast on 'A' with English subtitles.

## 6.3. Bravo!

**Ballet High** – This feature-length independent documentary debuted on Bravo! in February 2009 and featured Aboriginal characters and dancers.

**Sounds Like Motown** – Directed by Barbara Hager, this one-hour commissioned documentary follows Victoria, B.C. high school kids performing with Motown great, Martha Reeves. The program showcases the dreams and aspirations of talented musicians who share a passion for this music genre.

**BRAVO!VIDEOS** – A weekly in-house program that presents popular videos, along with interviews from the artists. *BRAVO!VIDEOS* strives to give voice to culturally diverse artists through music videos, interview segments and artist features including African-Canadians, Divine Brown and Measha Brueggergosman, and Andrea Bocelli, a tenor who is blind.

*BRAVO!VIDEOS'* 30-minute special entitled **Inspirations**, featured a segment on Justin Hines, a performer who is in a wheelchair due to Larsen's syndrome.

**BRAVO!FACT PRESENTS** – The in-house program offers Canadian short films – an eclectic mix of dance, drama, animation and spoken word – produced with Bravo!FACT grants. Over the past year, the following shorts have aired, often with artist interviews, during the 30-minute weekly series:

- *I Am* – Singer Donna Kay walks the concrete streets of Calgary, shooting photos of Aboriginals who once lived on the land but who are now just spirits.
- *Indian Blue* – Through dance and spoken word, a troubled Cree woman expresses being disenfranchised by her upbringing and the duality of her Aboriginal and non-Aboriginal heritage.

**Adrian Anantawan: The Story Behind the Notes** – Capturing the solo debut performance of Adrian Anantawan, the world's only solo violinist born without a right hand, playing the Tchaikovsky Violin Concerto with the Toronto Symphony Orchestra, under the direction of Maestro Peter Oundjian.

**Annie Pootoogook** – An intimate glimpse into the life and work of third-generation Inuit artist Annie Pootoogook as she prepares for her career-defining 2006 exhibition at The Power Plant Contemporary Art Gallery in Toronto.

**Byron Chief Moon** – This documentary details the work and life of the talented Native actor, dancer, choreographer, and father of three adopted children. He is the founder of the Coyote Arts Percussive Performance Association, a dance theatre company, and has appeared in numerous television series and films.

**Kyle Riabko: The Lead** – Making its premiere the week the musical *Spring Awakening* debuted on stage in Toronto, this documentary follows Kyle Riabko's work on the musical. The film was produced by Lisa Meeches of Eagle Vision. She is an Aboriginal producer and mentors many young filmmakers from her native community.

**The Making of a Haida Totem Pole** – In this documentary, world-renowned carver Don Yeomans and his son create the entrance to Vancouver's International Airport – a Totem Pole of the North West Coast First Nations people, The Haida. Métis filmmaker Kelvin Redvers portrays the making of totem poles and provides insight into the carver's creative process.

**Pushing The Line: Art Without Reservations** – This film by Lisa Jackson premiered at this year's imagineNATIVE festival. Commissioned by Bravo!, the film features an Aboriginal director and is about the new wave of Aboriginal art. The film was produced by Asian producer Julia Fong.

#### **6.4. ACCESS**

**Catching My Breath** – Examines Ken Thomas' lifelong fight for inclusion and independence as a person with cerebral palsy. The commissioned documentary covers his bid to compete in the 2005 World Master's Games as a wheelchair athlete.

**Gift of Self-Esteem** – A powerful personal and professional development series hosted by a Cree woman that presents a program of team-building and communication that increases performance and productivity.

**Provincial Question Period** – live from the Alberta Legislature provides Albertans a chance to see their government representatives in action. Government representatives such as Lindsay Blackett, an African-Canadian, Minister of Culture and Community Spirit and Norman Kwong, an Asian-Canadian and Lieutenant Governor of Alberta, reflect the diversity of the province.

**Seeds of Change** – A compelling independent documentary about two expatriate scientists who give back to their Chinese homeland by working to restore the Yangtze River and in doing so, improve the lives of the subsistence farmers who live along its banks.

**Struggle for Justice** – Highlights cases where the justice system went wrong, resulting in the conviction of innocent people. A disproportionately high number of these cases involve Aboriginal men such as David Marshall and Wilson Nepoose. This program highlights the systemic discrimination against Aboriginals and other communities in their search for justice.

## 6.5. The Comedy Network

**Canadian Comedy Awards and Festival: Best of the Fest** – The independent production is hosted by South-Asian Comic Shaun Majumder and features Aboriginal performers.

**Diversity Schmirisity** – A social commentary series looks at diversity, multiculturalism and racism from the perspective of ethnocultural peoples. The project is created by a South-Asian producer.

**House Party** – An ethnocultural scripted ensemble series, the program is shot in Winnipeg with an Aboriginal lead performer and an East-Asian lead performer. The commissioned show follows an intimate gathering spun into an out-of-control house party.

## 6.6. Discovery Channel

**Licence to Drill** – A documentary series goes on-site with oil and gas drilling crews in the Northwest Territories, B.C., and Alberta. The Discovery Channel independent series follows the brave workers, including Aboriginal workers, in dangerous jobs as they contend with the harsh winter of northern Canada.

## 6.7. Discovery Channel HD

Discovery Channel HD has an ongoing relationship with CITVC in China with the intent to share programming. Discovery HD paid tribute to China, with over 80 hours of documentary programming showcasing China with such series as *Rediscovering the Yangtze River*, *The Story of Han* and *the River Knot*.

## 6.8. Travel+Escape

**Gold Medal Plates/Chef's Domain** – These two Canadian series present the greatest chefs producing the best haute cuisine in the country. Chefs with profound knowledge of their ethnic backgrounds, including Chinese, Caribbean and Indian, compete to be national gold medal plate winners.

**Stratusphere** – Canadian sports legend Trish Stratus goes on a quest in the independent series across the globe to understand different cultures and master their unique martial arts. From India and Vietnam through to Norway and Iceland, she develops an understanding of different cultures.

## 6.9. Discovery Civilization

**Mystery of the Black Mummy** – An investigative documentary into the lives and contributions of people of African descent to ancient Egyptian mummification practices.

## 6.10. Animal Planet

**Animal Cops** – A series that follows the ethnoculturally diverse teams of animal police and specialists in Philadelphia, Detroit and Houston. These teams respond to animal abuse and endangerment, swoop in to rescue the animals and catch the perpetrators.

### 6.11. Fashion Television

**FASHION TELEVISION** – A weekly half-hour commissioned show profiling the greatest talents from fashion, photography, architecture and design. The program sought to be more comprehensive in 2009 in its coverage of international designers and portrayal of diverse commentators. Examples of people from the under-represented groups include: African-Americans Andre Leon Tally and Naomi Campbell, Cuban- American Narciso Rodriguez and Chinese-American Vera Wang.

### 6.12. TSN

TSN captured the tremendous athletic sportsmanship and ability of persons with disabilities in the coverage of paralympians Kimberly Joines, Josh Dueck and Lauren Woolstencroft in the Special Olympics. Coverage also included a profile of Chantal Petitclerc, named as 2009 Female Athlete of the Year by the International Paralympic Committee.

TSN went beyond representing the designated under-represented groups by featuring diverse women's sports programs in its commissioned and acquired programming. Programming highlights include: Women's World Hockey Championships, Rogers Cup Women's Tennis, Women's Under 18 Hockey Championship, Women's Curling Championship, Women's Bowling, Women's British Open Golf, Women's US Open Golf and Women's Pro Billiards.

### 6.13. ESPN Classic

ESPN Classic regularly airs programming featuring women competing in sports such as boxing, tennis, extreme games, and billiards just to name a few.

### 6.14. NHL Network

**The Off Season** – An independent series has an episode focused on the off-ice life of recently retired NHL goalie Kevin Weekes, of Caribbean descent.

### 6.15. TV Land

**The Red Green Show** – A sketch comedy series that addresses topics like home improvement and marriage, the Canadian series features a recurring character who is Aboriginal.

### 6.16. MuchMusic

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

- Behind the scenes footage at the *New Moon* casting in Vancouver which advertised for Aboriginal actors. Interviews with the hopeful candidates talked about their views on Aboriginal representation in the media including discussions of the challenges First Nations actors face on this issue.

- The band “Rudely Interrupted” includes a band member with a disability, who challenges stereotypical ideas of disability in an interview.
- Coverage of the election of Barack Obama, America’s first Black president, including interviews with artists talking about the significance of Obama’s win in terms of racial progress.

**VideoFlow** – A music video show, devoted two episodes to celebrate Black History Month. Other celebrations on the program included International Day for the Elimination of Racism, marked by VJs discussing issues surrounding racism and playing relevant videos; and Aboriginal Day through interviews and videos featuring Aboriginal artists.

#### 6.17. MTV Canada

**G’s to Gents** – Follows a group of ethnocultural contestants as they enter a mansion to compete for the chance to win \$100,000. The program is hosted by African-American Fonzworth Bentley.

**MTV News** – Covers a range of news and entertainment stories in the in-house production. Some of the stories in 2009 included MTV’s investigation into the seal hunt debate and the position of Aboriginal Peoples towards hunting traditions.

**Randy Jackson Presents: America’s Best Dance Crew** – The show is hosted by Mario Lopez, judges Lil’ Mama and Shane Sparks and created by Randy Jackson, who are all entertainers of ethnocultural heritage.

**So You Think You Can Dance** – Each week competitors perform a routine based on dance styles from around the world. The show features Bollywood, African Jazz and Brazilian Capoeira dancing. Regular choreographers include members of ethnocultural groups, including Lil C, Shane Sparks and Debbie Allen.

#### 6.18. MTV2

**How’s Your News?** – Is a show that features a team of reporters with disabilities who travel across America to document their adventures. The audience learns about the unique cast and their outrageous sense of humour through man-on-the-street segments, musical performances and celebrity interviews.

#### 6.19. BookTelevision

**Buffy St. Marie: A Multimedia Life** – A documentary exploring the dynamic life and career of Aboriginal musical pioneer Buffy Sainte Marie.

**Raven Tales** – An animated comedic television series based on Aboriginal myths and Northwest Coast art, featuring the creative mastery of two Aboriginal producers and one Métis producer.

**RENEGADEPRESS.COM** – A dramatic series about an online newspaper and the teens who run it, featuring two Aboriginal protagonists and one reoccurring South-Asian character.



## 6.20. SPACE

***Battlestar Galactica*** – The story of the only survivors left after an attack on their home planet, banded together and fighting their enemies as they search for a new planet to call home. SPACE's most successful series of all time, features an ethnocultural cast including Korean-Canadian actress, Grace Park.

***Fringe*** – The ongoing adventures of a special team of FBI agents who investigate mysteries of the unknown, featuring a central character who has a disability as well as strong supporting roles for African-Americans.

***The Listener*** – The story of a young paramedic in downtown Toronto who uses his secret powers of telepathy to solve mysteries. The principal characters include an Asian-Canadian and African-Canadian. The key series director is African-Canadian.

***Rabbit Fall*** – A series set in a fictional town with a large Aboriginal population in Northern Saskatchewan that mixes Aboriginal spirituality and supernatural legends with procedural police drama elements. The program features Canadian Aboriginal themed supernatural mysteries and a predominantly Aboriginal and Métis cast and crew.

***Stargate Universe*** – Featuring a group of soldiers and scientists who are trapped on an out-of-control space craft a million light years from home, featuring principal characters who are of African-American, Asian-American and Hispanic.

## 6.21. RDS/RIS

In 2009, RDS and RIS continued to develop its leadership in building an unparalleled depth and breadth of sports programming particularly concerning women's events. The services offered its francophone viewers complete coverage of the following sporting events:

- *Le Tour du Grand Montréal*, World Cup cycling event in Montreal for women
- Rogers Cup women's tennis event
- World Women's Under-18 Championship hockey
- Women's World 10-Ball Championship

## 6.22. CHUM Radio Toronto

The radio station programs a wide range of music representing Canadians from ethnocultural groups including July Black, Elise Estrada, Melanie Fiona and Nelly Furtado, among others.

## 7. News and Information Programming

Across the country, diversity is not only a production function in our newsrooms but a matter of principle. Our stories provide our audience with information relevant to our diverse communities and our newscasts promote the current events that are important to each local market.

In 2009, CTVgm made significant efforts in growing our network of experts from culturally diverse organizations in order to be better informed in our inclusion and reflection of under-represented communities throughout our news and information programming. The following are a few of the enterprising activities undertaken across our stations:

**CTV B.C.'s *First Story*** is a half hour news and current events series dedicated to communicating the issues concerning the Aboriginal community. The show's on-air hosts and senior crew members are Aboriginal.

Stories aired in Season 11 include:

- A look at how large First Nation families struggle with the rules and policies of social housing organizations and social service agencies.
- A story of one woman from the Squamish Nation taking a stand against the proliferation of drugs and alcohol in her community. As a mother and a social development worker she witnessed the toll that drugs and alcohol were having on all generations.

**CTV Calgary** has produced over 230 stories regarding First Nations issues. The local news team worked closely with the Aboriginal Housing Society to raise community awareness about the "Koh Koonan" housing complex for Aboriginal families, which was initially met with some resistance from neighborhood residents. The apartment now provides a "housing college" for First Nations people who are building equity to eventually purchase a home.

In 2009, CTV Calgary covered the acquisition of three parcels of land by the Blood Tribe, as part of a long standing land claims settlement. The band will be working with municipalities to create an economic development plan for the property, which may one day be incorporated onto the reserve.

CTV Calgary was the only television station to provide extensive coverage of efforts by members of the Peigan Nation to reclaim a site known as the "Crow Eagle Reserve", and area used by their ancestors for thousands of years to gather paint used in traditional ceremonies.

The ongoing efforts to cover stories in an accurate and unbiased manner are reflected in the response from our viewing public. During highly sensitive negotiations surrounding water rights on the Peigan Reserve, CTV Lethbridge was the only television news team extended an invitation to cover the event by the Peigan Tribe Chief and Council.

CTV Calgary has an unwavering commitment to provide culturally sensitive news coverage on issues of critical importance to under-represented groups in the community. In 2009 the station produced the following news pieces:

- A local agency that aims to promote ethnic diversity and tolerance became a target of a hate crime when the Calgary Multicultural Centre's walls were marked with racial slurs. Anoush Newman, a member of the Multicultural Centre, described the act as offensive and against the community.

- Calgary's Mexican community gathered to celebrate Cinco De Mayo, a chance for Mexicans living in Calgary to share their history, food, dances and traditions with Calgarians.
- The Latin Festival is a three day event featuring non-stop dancing and home-made empanadas, tamales and fresh tacos.
- An interview with students from the Chinese Club at Crescent Heights High School who were awarded with scholarships by the Chinese government to study language and culture abroad.

**CTV Edmonton's** commitment to diversity is exemplified when the storytelling is turned to the young faces of ethnocultural diversity in the station's 'School Zone' segment. Once a week, CTV Edmonton hands over the microphone to student reporters who write and share stories for broadcast. A report featured an Edmonton high school and the proud contributions made to its student life by young scholars from Mexico and the Philippines.

A story of note concerning a person with a disability produced this year relates to the report on Hannah Gunderson, a young Edmonton girl with a disability. After a school board decision to cut costs meant that Gunderson would be bused to school alone, no longer in the company of her classmates, CTV Edmonton led the coverage of this story. After responsible coverage of this issue, the school board reversed its decision and Hannah continues to ride the bus with her peers.

CTV Edmonton was there when Mayron Khala, a Somali woman, told an audience about her odyssey from civil war, anarchy and desperation to peace, opportunity and hope. Khala explained that her journey was made possible due to the people's willingness to support the college in downtown Edmonton that educated her for a new life in a new world.

**CTV Montreal** covered many stories directly connected to ethnocultural peoples with reports of hard-hitting issues and community festivals in the Montreal area, including:

- Compelling coverage on the aftermath of the shooting of 18-year-old Honduran Canadian, Fredy Villanueva, by police in Montreal North. The story focused on accusations brought forth by the courts that Villanueva was racially profiled by police.
- Coverage of the Dr. Martin Luther King Jr. Achievement Award ceremony where legendary Montreal tap dance teacher Ethel Bruneau received an award presented by the Black Theatre Workshop for her outstanding contributions to African-Canadian artistic and cultural life in Canada.
- Cameras captured the electrifying sights and sounds of the Greek festival, Italian Week, Carifesta Parade, Haitian Music Festival and PowWow, an Aboriginal Festival.

Debra Arbec hosts ***My Montreal*** a weekly segment that highlights issues affecting Montreal's ethnocultural peoples, as previously mentioned. In 2009, she researched and prepared more than 34 stories and features including:

- A feature on the first Haitian Montreal policewoman hired by the Montreal police department following an initiative by the police service to attract more applicants from ethnocultural peoples.
- The Coloured Women's Club of Montreal in Côte-des-Neiges, Montreal, the oldest Black women's organization in Canada, founded in 1902 by a group of American women whose husbands worked for the railroad as porters, hosted a hat party.
- Coverage of the spectacular Chinese New Year celebrations at the Chinese Cultural Centre and the Iranian New Year celebration, No-Rooz.

CTV Montreal has established a network of ethnocultural experts who are positioned as guest analysts in broadcasts. The contact list is constantly updated, known as the 'rainbow rolodex'. Among the guests appearing over the past year include:

- Amir Khadir is an Iranian-born member of the National Assembly in Quebec and spokesperson for Quebec Solidaire, a sovereigntist and left wing political party.
- Rowena Xlaoqing, researcher at Harvard University's Fairbank Center for Chinese Studies discussed China and the twentieth anniversary of the Tiananmen Square massacre.
- Dorothy Williams, historian, promoted her book on the history of Montreal's Black community.

**CTV Northern Ontario** has covered a wide-range of stories relating to cultural diversity. Our reporters have travelled our catchment area, from James Bay to Georgian Bay and from Lake Superior to the Ottawa River, in an effort to inform and educate our viewers in the north and across Canada on the concerns of various Aboriginal communities.

**CTV Saskatchewan's** News Director in Prince Albert launched *Northern Lights*, which is a monthly spotlight on First Nations success stories. Each month an individual is recognized for their personal achievements. In a recent example, Aboriginal single mothers were recognized who have fled a life of drugs, alcohol and abusive relationships to pursue careers in the medical profession.

**CTV Southwestern Ontario** succeeded in reflecting members of the under-represented groups in its news coverage in 2009 as follows:

- A story on the family and friends living in the Waterloo Region concerned about their loved ones in China when the Chinese government and Muslim Uyghurs were involved in clashes in Xinjuang province.
- A bureau reporter in Sarnia covered the opening of the Sarnia Lambton Native Friendship Centre and examined how the area's 1,400 urban Aboriginal people will be served by the facility.
- Coverage of swimmer Brenda Lussier, who is deaf and her attempt to swim Lake Ontario, including highlights of her training.
- An East Indian woman, who assisted immigrants from India with career preparation, was honoured by the Focus for Ethic Women Agency.
- The story of a woman with cerebral palsy who is challenging the government to have an Ontario Food Support Program allowance reinstated.

**CTV Toronto's** Karlene Nation continued her trailblazing work as a Diversity Reporter/Producer, attending editorial meetings at CTV Toronto, Canada AM and the national newsroom. Culturally diverse stories produced by Nation in 2009 include:

- Chinese language courses are in demand among Toronto students.
- An Aboriginal student was profiled in a piece concerning bullying in school and how some are pushed to the brink of suicide.
- The new leader of Canada's largest Aboriginal group says that education is the key to solving the social woes of Canada's native people.

CTV Toronto's Diversity Database includes over 3000 contacts of peoples from ethnocultural groups and diverse communities across the country with a broad range of expertise. The database is referenced by producers on a daily basis to find contacts to provide commentary on local and national stories.

**CTV Winnipeg** strived to tell the unique stories of a variety of diverse groups. These stories focus on the accomplishments and struggles of certain communities, while providing all Manitobans with insight into the lives of their neighbours.

Noteworthy coverage of under-represented groups from CTV Winnipeg in 2009 included:

- Coverage of University of Winnipeg students with disabilities, who rallied for a new and accessible location for its office.
- A feature story about an amputee who travelled to the Mayo clinic to undergo surgery and her inspiration to the community.
- Coverage of the Canadian Deaf Hockey championships and the Canadian Deaf Curling championships.

CTV Winnipeg remains committed to reflecting all Manitobans in its local news programming, and works daily towards being representative of its communities. Reporters consult a community contact file that contains spokespeople, experts and professionals from diverse cultural backgrounds who provide insights into daily news issues.

**'A' Barrie's** coverage of Aboriginal issues became even more intensive with the on-going Site 41 story. The Beausoleil First Nations protested the start of construction on the dump site near Elmvale, the band's former hunting lands, spurring a long protest and encampment at Site 41.

**'A' London** launched *Connections*, 23 features that celebrate ethnocultural peoples who live and work in southwestern Ontario. The 60 second spots also appear online within a *Connections* branded portal where new Canadians can explore opportunities, services and organizations available within the community.

Other noteworthy 'A' London programming includes:

***Smoke Signals*** aims to educate the public about the worldview of the First Nations cultures of North America. Dan and Mary Lou Smoke educate audiences in Aboriginal customs and traditional indigenous ecological systems.

***Life and Faith*** is a multi-faith weekly television program airing throughout Southwestern Ontario and shares the stories of the various faith communities in the region. A number of episodes in 2009 voiced issues relating to ethnocultural groups and people with disabilities including:

- An interview with a man who immigrated to London from an Ethiopian refugee camp who learned to speak English after 16 months in Canada.
- London police unveiled five new police patrol cars with the word 'police' spelled in different languages including Chinese, Vietnamese and Arabic.
- The station captured the excitement as 84 Southwestern Ontario children with disabilities and life threatening illnesses travelled to Walt Disney World and experienced the magic of meeting their favourite on-screen character.

'A' **Ottawa** interviewed speed skater Kevin Frost, who is blind and deaf, about his most recent accomplishment in winning four gold medals at the Paralympics Open Blind Cup in Chelyabinsk, Russia. Kevin spoke about his disability and how it doesn't deter him from competing with able-bodied athletes on the speed skating rink.

'A' **Vancouver Island** actively covers stories of Aboriginal interest on Vancouver Island including treaty disputes, residential school matters and the funeral of Chief Viola Wyse of Snuneymuxw First Nation.

'A' **Windsor** covered a week-long seminar examining outreach services for new Canadians of diverse backgrounds in Windsor-Essex County, of which the findings were forwarded to Citizenship and Immigration Canada. One of these outreach services included a seminar for new Canadians to meet with Emergency response workers. The workers gathered to explain their role to members of the New Canadian Centre of Excellence, where a discussion followed concerning resolving language barriers in emergency situations.

The station also reported on the locally hosted Ontario Special Olympics, where thousands of athletes with disabilities participated from across the province. A profiled two athletes in the competition who were shining examples of dedication and perseverance demanded in sports.

**ACCESS/Alberta Primetime** is an educational current affairs show that looks at Alberta today, routinely honing in on the challenges of rapid growth, immigration and cultural differences. The series includes a wide range of public issues, and uses a diverse mix of experts and community leaders. Highlights include:

- Guests Steve Wood and his brothers of Cree descent are reviving old traditions and bringing pride to First Nations young peoples.
- Afghan women protest new Afghan law making it illegal for women to refuse their husband intercourse. Guests included Lauryn Oates, Canadian Women for Women in Afghanistan and Armita Iraqi, Afghan Canadian.
- Gary McPherson, Executive Director for the Canadian Centre for Entrepreneurship in Edmonton, is an enterprising Edmontonian and a quadriplegic.

**CP24** covered a number of news stories that emphasized the diversity of our community including coverage of the Tamil protests. CP24 explored the issue of human rights in the Tamil and Sri Lankan communities in Canada.

**BNN** continued to bolster its diversity initiatives by selecting programming that reflects diverse communities, as seen in the following shows:

- **Market Morning** covered investing opportunities in China by examining the Chinese economy and Canada-China relations in advance of Prime Minister Harper's inaugural trip to the country.
- **Squeezeplay** presented a week series on investment opportunities for Aboriginal business people, which received praise from a number of viewers.

**CHUM Radio Halifax CIOO C100 FM** reported on the unveiling of a portrait of Mr. James Johnston in the Halifax Law Courts, the first African-Nova Scotian to become a member of the Nova Scotia Bar Association.

**CHUM Radio Windsor CIMX 89X's *Canadian X-ports* and *the Homeboy Show*** are weekly programs dedicated to airing the music of emerging local talent from ethnocultural peoples including African-American artists.

**CHUM Radio Windsor The River's** music library includes an eclectic mix of ethnocultural artists including Bob Marley, Marvin Gaye and Carlos Santana. The River broadcasts the music of Justin Nozuka, a Japanese American artist who performed at CIDR's Riverfest concert at the Fillmore Detroit.

## **8. Community and Industry Support**

CTVgm believes in connecting with our communities as part of our business. We support hundreds of organizations that encourage representation among diverse groups, raise awareness on important causes and unite communities.

In 2009, CTVgm implemented sponsorship and outreach activities that broadly represented Canada's communities. A detailed report on the CTVgm-CHUM tangible benefits including diversity initiatives was filed with the Commission on November 30, 2009. Below are other examples of sponsorships and community partnerships we supported in 2009:

### **8.1. Corporate Sponsorships**

**Black Business and Professional Association BBPA** – CTVgm has been a longstanding partner of BBPA and supported its 27<sup>th</sup> Annual Harry Jerome Awards, to further equity issues and opportunities in Canada's Black community.

**Canadian Centre for Diversity** – CTVgm is the exclusive national media sponsor of the Canadian Centre for Diversity's 2009 *See Different* fundraising campaign. CTVgm aired the organization's television PSAs and supported their 62<sup>nd</sup> Annual Anniversary and Awards Gala. The Canadian Centre for Diversity, a programming division of the Canadian Council of Christian and Jews (CCCJ), is committed to eliminating discrimination among young people of all backgrounds through the promotion of cultural sensitivity and equality.

## **8.2. Outreach**

**CTVgm** continued its participation in the Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR). SABAR is a group of Canadian broadcasters and Aboriginal organizations who work to increase the contribution and representation of Aboriginal Peoples in all aspects of the Canadian broadcast industry. CTVgm facilitated an internship placement in partnership with SABAR in 2009 for an Aboriginal student pursuing post secondary education in the broadcasting sector. The intern was immersed in the bustling activities of the CHUM Radio Toronto studio and MuchMusic.

The Human Resource Manager joined the advisory council of Lights, Camera, Access! (LCA!) as an industry expert, in a volunteer capacity. LCA! is an emergent provider of a network of services to advance persons with disabilities in screen-based media.

**CTV Atlantic** sponsored diverse organizations in the region including Special Olympics Nova Scotia, Provincial Autism Society and Abilities Foundation of Nova Scotia.

CTV Atlantic's News Director is an active member on the University of King's College Journalism School's advisory board, advocating the need to attract students from diverse cultures and backgrounds and sponsoring journalism-related training in areas of systemic discrimination, employment equity, human rights and diversity.

**CTV British Columbia** held an editorial board meeting with the host First Nations of the 2010 Olympic and Paralympic Winter Games. Leaders were invited to meet with editorial staff, reporters, news managers and other interested staff to hear about ways in which the Olympics are impacting people of the First Nations. Through editorial board meetings such as this, important contacts are made for future news commentary and stories are identified that might otherwise be missed.

**CTV Calgary's** Dory Rossiter devotes hours of her time in support of ethnoculturally-related charities in the city. In her capacity as a University of Lethbridge Senator, Rossiter participates on the Outreach Committee which encourages many disenfranchised peoples to pursue an education. Rossiter is also a mentor for the Stay in School program for Aboriginal Children.

**CTV Edmonton** sponsored the Lunar New Year Extravaganza ceremony presented by the Edmonton Chinatown Multicultural Centre. Over 500 people at West Edmonton Mall celebrated the Year of the Ox with Mayor Stephen Mandel, dignitaries and important community figures. Highlights included the traditional lion dance, ribbon cutting ceremony, entertainment and the God of Fortune parade.

**CTV Montreal** endeavoured to assist local non-profit and community organizations representing diverse groups. The station produced public service announcements and supported the following organizations in 2009: Black Theater Workshop and Défi Sportif, an international sporting event assembling amateur and professional athletes with disabilities.

**CTV Ottawa's** HR Manager and News Director attended Minwaashin Lodge, an Aboriginal women's support centre, to participate in an event aimed at increasing awareness of Aboriginal culture. The World Voices Choir, a multicultural student group



was in attendance at the celebration and was approached to sing at CTV Ottawa's in-house 2010 diversity day.

CTV Ottawa's diversity efforts prompted the News Director to develop the city's first forum bringing together leaders of Ottawa's under-represented communities and senior staffers from local newspapers, television and radio. In the first meeting in November, the station built a strong working relationship with a cross-section of Ottawa's ethnocultural representatives including the Somali and Chinese communities.

The Somali community was reluctant to speak with journalists and shunned coverage until we developed a trust with the Executive Director of Somali Family Services. He convinced the community that we should be allowed to cover a celebration of graduating Somali high school students. The event was covered which led to a meeting at the station of Somali community leaders that spun into a multi-part series on the Somali community.

The station also met with Ottawa's Chinese Canadian community to teach representatives how to network with the media, including instructions on writing a news release and tools to attract coverage of festivals and events.

**CTV Saskatchewan** produced vignettes which featured well known Aboriginal elders and leaders who educated the public about the contents and terms of First Nations treaties. This was a significant partnership with Office of the Treaty Commissioner, whose mandate is to facilitate exploratory treaty discussions between the Federation of Saskatchewan Indian Nations and the Government of Canada.

**CTV Toronto** provides ongoing media sponsorship to a variety of festivals and events in the Greater Toronto Area that celebrate cultural diversity including:

- **Scotiabank Caribana Festival** – CTV is a multi-year television broadcast sponsor of the Festival, North America's largest cultural festival featuring Caribbean music, cuisine, and visual and performing arts. CTV promotes and profiles Scotiabank Caribana events and assists in positioning the festival as an expression of Toronto's multicultural and multiracial society.

In 2009, CTV Toronto held 33 editorial board meetings where news staff met with representatives of various ethnocultural communities, for both parties to gain mutual understanding. CTV Senior News Managers attend these sessions and have an opportunity to discuss the cultural issues and concerns of their diverse communities.

**CTV Winnipeg** was involved in the 2009 Manito Ahbee Festival, which unites Aboriginal and non-Aboriginal people to celebrate the cultural arts of Aboriginal Peoples. As a sponsor, CTV Winnipeg sent a number of staff to Manito Ahbee events, including the Aboriginal People's Choice Music Awards, the International Pow Wow Competition and the Indigenous marketplace and tradeshow.

**'A' London/CHUM Radio London** worked with Hutton House, an organization that promotes the inclusion of adults and young people with disabilities through opportunities in training, employment, education, leisure, the arts and volunteerism, during the station's partnership with the annual Magical Mountain of Toys Campaign. A young man from Hutton House assisted in the delivery of the toys to the Salvation Army depot.

**ACCESS** lent its support to new organizations in 2009 that promote the advancement and promotion of persons with disabilities. These organizations included:

- **eCampus Alberta** – An online consortium of 15 Alberta post-secondary institutions specifically targeting students who are unable to attend in-class lessons due to disabilities. **ACCESS** produced and aired a public service announcement featuring a woman with a disability who completed her degree online.
- **L.Y. Cairns School** – The Manager of Production and Interactive for **ACCESS** attended a breakfast hosted by this school, which specializes in providing workplace readiness training for special-needs students who cannot complete the compulsory curriculum required to achieve a Grade 12 diploma and introduced the **ACCESS** work experience program to the group.

**CP24's** Perry St. Germain, Supervising Web Producer for CP24.ca is a member of a council of advisors for the Lieutenant Governor of Ontario that discusses how to promote computer access to Aboriginal young people in northern reserves. St. Germain has travelled with fellow advisors to reserves that are only accessible by plane or ice roads to analyze the needs of the young people in relation to the existing technologies that could support the program. The first computer lab will be built in 2010.

**Bravo!'s** Charlotte Engel, Production Executive of Documentary and Alternative programming, volunteers her time as a board member of the imagineNATIVE festival. Engel reviews and critiques program pitches from Aboriginal filmmakers as a member of the festival's documentary pitch jury.

**CHUM Radio Calgary's** Human Resource Manager volunteered as chair of the youth scholarship award selection committee for Calgary's Immigrant Services Distinction Awards. The annual awards gala recognizes the work of immigrants who have made significant contributions to the community.

CHUM Radio Calgary was the master of ceremonies and promotional supporter of the PACEkids race, an event to fundraise for the families with children who have motor skill disabilities.

**CHUM Radio Halifax** sponsored the Multicultural Festival, an annual event designed for all ages including a children's tent that offers songs, crafts and assorted children's activities and a global food fair representing over 25 ethnocultural cuisines.

**CHUM Radio Kitchener** provided air-time and promotional support to the annual K-W multicultural festival. This annual festival, attended by several thousand local people, is designed to enrich the community's understanding of multiculturalism through delicious ethnocultural foods and spectacular performances.

**CHUM Radio London** operates *Whatcha' Doing BOB*, an on-air initiative to publicize the fundraising galas and festivities of organizations such as the Canadian Centre for Diversity.

**CHUM Radio Vancouver** provided on-air promotion to the following organizations: Canadian Centre for Diversity, War Amps, Scotiabank MS Walk, the Chinatown Night Market and Autism Speaks.

**CHUM Radio Victoria KOOL FM** sponsored Victoria's Luminara Festival of Lights, celebrating west coast ethno-diversity including Aboriginal art and culture.

**CHUM Radio Windsor The River** sponsored many Windsor and Essex County's festivals which celebrate the cultural arts and inclusiveness including the Carrousel of Nations.

**CHUM Radio Windsor AM 800** promoted the Learning Disability Association of Windsor and Essex County speaker series, which included speaker Marlee Matlin. Matlin spoke to Windsor residents about her journey as a woman who is deaf.

## **9. Internal Communications**

CTVgm is committed to informing and communicating diversity policies to management and staff on a consistent basis. These efforts amongst managers and staff have afforded a more representative work environment.

New employees are distributed copies of RTNDA Canada Diversity tool kit and the RTNDA/CAB guidelines for proper terminology relating to persons with disabilities as part of on-going staff diversity training.

CTVgm's HR department also offers company-wide workshops to its staff. Recent topics have included building effective cross-cultural communication skills.

Our Corporate Communications department successfully launched an intranet site with sections dedicated to cultural diversity and employment equity. The information is accessible to all employees and is updated on a regular basis.

## **CONCLUSION**

CTVgm is proud of the significant progress we have made in 2009 in furthering our representation of diversity across our services, on-screen and within our workforce. Our reflection of diversity, including people of various ethnocultural groups, Aboriginal Peoples and persons with disabilities, is celebrated through the people and stories captured in newscasts and programming, through the community organizations we support and in our workplace.

We will continue our diversity efforts in 2010 to better serve our audiences and further reflect the communities within which we live as a core objective for CTVgm and our employees.