



Filed Electronically

January 31, 2011

Mr. Robert A. Morin
Secretary General
Canadian Radio-television and
Telecommunications Commission
Les Terrasses de la Chaudière
Central Building
1 Promenade du Portage
Gatineau, Quebec
J8X 4B1

Dear Mr. Morin:

Re: CTVglobemedia Corporate Cultural Diversity Report 2010

In accordance with Broadcast 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 2010 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,

A handwritten signature in black ink, appearing to read 'Du-Yi Leu', written over a horizontal line.

Du-Yi Leu
Director, Regulatory Affairs
CTV Inc.

Encl.

**CTVglobemedia Corporate Cultural Diversity Report 2010: Conventional
Television, Specialty Services and Radio**

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INTRODUCTION

CTVglobemedia Inc. ("CTVgm") is pleased to submit its 2010 Corporate Cultural Diversity Report, which outlines the significant work that CTVgm has undertaken to increase representation and appropriately reflect under-represented groups. These groups include people of various ethnocultural communities, Aboriginal Peoples and persons with disabilities in our workplace, and their participation through our television and radio divisions, both behind the scenes and on-air.

We are committed 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, and public service announcements (PSAs) across our services.

1. Industry Commitment

We are committed to maintaining and improving upon our best practices related to non-stereotypical representation and fair portrayal of Canada's diversity as demonstrated by our participation in industry organizations that support this mandate. These organizations include the Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR), a group of Canadian broadcasters and Aboriginal organizations who work to increase the representation of Aboriginal Peoples in the broadcast industry, and the Canadian Broadcast Standards Council (CBSC).

CTVgm representatives from the Regulatory, Compliance and On-Air Operations departments actively participate on industry working groups as mandated by the CRTC. This includes the industry Closed Captioning Working Group, its Sub-Committee, and the Described Video Working Group that address issues concerning accessibility standards, measuring ongoing progress, live captioning, and related objectives, and work toward establishing an action plan for the industry.

CTVgm through the CTVgm-CHUM benefits supports Media Access Canada's Monitor 2 Project, which is currently reviewing the broadcasting sector's progress and measurement of accessibility to benefit the broadcasting system overall. As part of this work, CTVgm is an active member of Media Access Canada's Described Video Committee, along with a broad cross-section of other stakeholders.

2. Application and Measurement

CTVgm has continued to measure the progress in achieving our diversity objectives. The Employment Equity Policy and Accommodation Policy are approved by CTVgm's Human Resources (HR) department as well as the Employment Equity Committee. The committee is comprised of staff and management from diverse ethnocultural backgrounds and from different levels of management and staff throughout the organization. The group meets to review the employment equity issues and practices across the company.

CTVgm files an Employment Equity Report with Human Resources and Social Development Canada (HRSDC) each year, which describes the progress made toward achieving an equitable workforce representing diverse groups across the company. The last report was filed on June 1, 2010 and included 2009 calendar year data. As

documented in the 2009 report, we maintained our diverse workforce while increasing new staff with disabilities to our workforce.

New hires are asked to self-identify their membership to the under-represented groups as part of the CTVgm orientation administered by HR. This tool allows CTVgm to track its efforts in employing and building its diverse workforce.

Specific measurement efforts at the local station level include:

CTV Northern Ontario staff developed an *Aboriginal Community Perception Survey* to track the efficiency of the station's coverage of Aboriginal news stories. The survey collects information from First Nations viewers, including their opinion on the quality of Aboriginal news coverage. Over fifty people have completed the survey, with a target sample of 100 and results are expected to be released in the coming months.

CTV Northern Ontario staff was recently trained on the station's iNews software, allowing easier access to Aboriginal news stories that have been archived. This tool allows the station to measure the frequency of hard news stories that have been produced to ensure balanced reporting with respect to Indigenous communities.

ACCESS tracks coverage of diversity-related stories and this process has allowed producers to monitor diversity initiatives on a continuous basis.

3. Corporate Accountability

CTVgm is dedicated 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 implementation of our extensive diversity initiatives is Dawn Fell, Executive Vice President, HR and Operations.

One of CTVgm's HR Managers oversees the 14 Employment Equity Programs across the company. The programs require CTVgm to report on employment data including new hires, terminations, promotions and current staff.

CTVgm's executive team annually monitors and reviews the Code of Conduct, which includes policies and best practices. The Code of Conduct is emailed to staff with the expectation of compliance to the code.

4. Recruitment, Hiring and Retention

CTVgm implements HR policies and practices approved by internal management when recruiting for vacancies by accessing a broad and diverse talent pool. Job postings are promoted on the CTVgm intranet, external corporate website and through third-party organizations such as the North American Association of Asian Professionals, the Indigenous Culture and Media Innovations and the Canadian Paraplegic Association of Ontario.

The following are examples of our accomplishments in recruiting from diverse communities and retention of staff in 2010:

CTV British Columbia advertised its job opportunities through the Greater Vancouver Business Leadership Network, a program within the B.C. Centre for Ability. The network is an advocate for the employment of able-bodied persons with disabilities.

CTV Montreal recognizes the importance of attracting job candidates from the under-represented groups throughout the recruitment process. The station sends career postings to the following organizations: Center for Research-Action on Race Relations, Quebec Native Women Inc. and the Native Friendship Centre of Montreal, among others.

CTV Northern Ontario is in contact with over 160 school counselors from across the province who work with First Nations students enrolled in post-secondary education seeking job placements.

CHUM Radio Calgary strives to reach out to the most diverse applicants when vacancies become available. The radio station posts job opportunities with local and provincial organizations including Immigrant Services Calgary, the Black Film & Video Network and the First Nations Technical Institute. CHUM Radio Calgary's HR Manager has also provided job interviewing advice to patrons of Immigrant Services Calgary.

4.1. Diversity in Staffing

CTVgm is proud of its culturally diverse staff, which includes peoples from the under-represented groups. In 2010, our efforts in diversity in staffing included:

CTV B.C. hired part-time employees from under-represented groups, including six people of diverse ethnocultural heritage, two Aboriginal Peoples and one person with a disability.

CTV Calgary had several key positions filled by Aboriginal Peoples, including a Manager, Editor, Operations staff and Administrative Support Staff. Also, two members from CTV Calgary's Engineering and Technical Production departments self identify as people with disabilities.

CTV Montreal hired an event staff member of African descent to assist the station during its coverage of the Montreal Formula One auto race. In addition, CTV Montreal recently employed a new Quebec City Bureau Chief of Japanese descent and a web reporter of Indian descent.

CTV Ottawa hired three new staff members of various ethnocultural backgrounds who previously participated in co-op placements at the station.

CTV Saskatchewan hired a journalist who is a First Nations person who assists the Aboriginal Affairs reporter with the production and reporting of *Indigenous Circle*, a weekly talk show that addresses timely First Nations issues.

CTV Saskatchewan also hired a full-time newsroom staff member of diverse ethnocultural descent based in Prince Albert.

CTV Southwestern Ontario diversified its newsroom staff by hiring three on-air news presenters from various ethnocultural groups in 2010.

/A\ Ottawa and CHUM Radio Ottawa's joint Employment Equity Committee meets semi-annually to discuss initiatives to increase the number of people from the under-represented groups in journalist, producer and director roles. In 2010, a woman from a diverse ethnocultural group was promoted to News Director at /A\ Ottawa.

BNN hired Joyanta Acharjee and Sultan Ameerli, two full-time newsroom staff belonging to diverse ethnocultural groups.

Book Television's Rachel Harry (African Canadian) hosts *Word This Week*, the literary news program that probes into the meaning of words examined through book-related news and author interviews.

Discovery Channel/Daily Planet's Ziya Tong (Chinese Macedonian) is the co-host of the successful daily science show.

Discovery Channel/Exploration Productions Inc. is the in-house production company for Discovery Channel that includes employees of Egyptian, Chilean and Trinidadian descent.

NHL Network employs a story editor of south Asian descent and two on-air talents of Caribbean descent.

TSN is proud of its on-air talent who represent a variety of diverse ethnocultural groups including Jock Clime (African), Farhan Lalji (East Asian), John Lu (Asian) and Duane Forde (African Canadian), among others.

The staff of TSN's *SportsCentre*, a comprehensive sports news program showcasing highlights, scores and exclusive interviews, is comprised of nearly 40% of people from ethnocultural groups.

CHUM Radio Calgary's Sean Beaver, a full-time producer who self identifies as an Aboriginal person, was nominated for an Aboriginal People's Choice Award for his musical group *RedNation*. Beaver's group won awards from the Alberta Aboriginal Music Awards and the Canadian Aboriginal Music Awards.

CHUM Radio Kawartha's continued to work with the Canadian National Institute for the Blind to facilitate the necessary adjustments to office equipment and lighting to accommodate an employee with visual impairments at the Lindsay radio station.

CHUM Radio Montreal's on-air hosts includes diverse ethnocultural peoples including Moe Khan (Indian), Sako Kozanian (Armenian), Arpon Basu (Indian) and Warren Cromartie (African American).

CHUM Radio Vancouver's HR Manager worked with Steps Forward and Triumph Vocational Services, community organizations that help people with disabilities find employment. CHUM Radio Vancouver is working to create future co-op placements at the radio station for people through these community organizations.

CHUM Radio Windsor's AM800 employs a Lebanese staff member in the news department.

4.2. Accessibility in the Workplace

CTVgm is committed to identifying and removing barriers to improve accessibility in our workplace. In 2010, our efforts included:

/A\ Barrie's facility was upgraded with an elevator and is now accessible to persons with disabilities.

BNN relocated to a new studio at 299 Queen St. West in Toronto where the building's infrastructure including the news desk was redesigned to ensure access for persons with disabilities.

CP24's editorial team reflects diversity in a number of ways behind the scenes and also has a barrier-free newsroom that is easily accessible to persons with disabilities.

CHUM Radio Brockville continued to work in partnership with Developmental Services of Leeds and Grenville and hosted a volunteer with a disability for a six-week placement.

4.3. Training and Development

CTVgm's HR department participated in numerous initiatives that strengthened its corporate policies and practices designed to promote inclusive work environments. In 2010, HR staff participated in the following diversity courses:

- The Conference Board of Canada presented a webinar on *Accessibility for Ontario with Disabilities Act (AODA)*. The purpose of the AODA act is to develop, implement and enforce mandatory accessibility standards in areas of Information and Communication, and Employment.
- A webinar was offered by The Conference Board of Canada entitled *Insights on Human Rights Cases for Inclusive Employers*. Janice Rubin, a lawyer, shared her insights into legal cases involving issues of discrimination based on sexual orientation, disability, race and religion.
- Queen's University School of Business Professor Jana Raver presented a webinar offered by The Conference Board of Canada entitled *Workplace Harassment: Its Nature, Consequences, and Avenues to Address It*. Raver provided constructive suggestions on how organizations can be proactive to avoid incidents of workplace harassment.
- The Council on Inclusive Work Environment Conference presented strategies on how to eliminate barriers for people with disabilities in the workplace.

CTV Calgary's management team attended a diversity training session designed to inform staff on responsibilities to accurately reflect diversity in the workplace. The group reviewed the qualitative and quantitative information related to CTV Calgary's diversity initiatives.

The station's News and Public Affairs Director attended the annual Media Forum presented by the city of Calgary. The goal of the forum was to improve communication and partnerships among culturally diverse media in Calgary.

CTV Ottawa's HR Manager attended a Canadian Women in Communications session entitled *Maximizing Diversity in a Changing Workplace*, which focused on key strategies in relationship management.

CTV Ottawa staff participated in a Diversity Toolkit training session that provided instruction on how to nurture diversity in the workplace and accurately portray diversity on-screen.

CTV Southwestern Ontario hosted *Beyond Barriers*, a disability awareness training workshop to promote a barrier-free and inclusive workplace, presented by the Independent Living Centre. The program was devised to focus on improving the station's business practices to become more inclusive in the workplace and in news coverage.

CHUM Radio Vancouver held its first Diversity Committee meeting to discuss its Employment Equity program as well as strategies to raise awareness about diversity in the station.

5. Internships, Mentoring and Scholarships

CTVgm supports learning opportunities and provides scholarships for young people from diverse backgrounds to pursue careers in the broadcasting industry. The following initiatives were undertaken across our stations in 2010.

CTV Calgary sponsored Mount Royal University's *CTVglobemedia Excellence in Broadcasting Scholarship*, which recognizes academic excellence achieved in radio and television communications courses. In 2010, the scholarship was awarded to Jesse Eagle, an Aboriginal student.

CTV Montreal welcomed a college student of a diverse ethnocultural background for an internship in the broadcasting technical operations department to learn about the editing process.

CTV Montreal was approached to support a new production and post-production CEGEP program to be exclusively offered to various ethnocultural communities in the Montreal area. CTV Montreal is committed to offer internships to these students.

CTV Northern Ontario continued its Aboriginal Youth Media Workshops (formerly the CTV Aboriginal Communication Camp). The workshops are designed to introduce Aboriginal youth to the behind the scenes activities of the television broadcast industry. In 2010, participants produced a news story that was later aired on the station's newscast.

The workshops have become a successful recruitment tool for CTV Northern Ontario. A Canadore College student, who participated in the program in 2007, was hired as an intern for an eight week placement in the Sudbury and Timmins newsrooms of the station.

CTV Ottawa hosted a group of students from Carleton University's School of Journalism for a one week apprenticeship program, which included diverse ethnocultural peoples. The students produced a news report which aired on the station's live broadcast.

CTV Toronto provided a newsroom internship to Kayla-Marie Williams (African-American Filipino), who was studying mass communications with a concentration in broadcasting at Grambling State University in Grambling, Louisiana. Williams secured a reporting position with an NBC affiliate in Louisiana following her internship.

CTV Winnipeg created a new one-year internship program open to recent graduates of post-secondary broadcasting programs and of Aboriginal background. In 2010, Jillian Taylor interned in the newsroom as a general assignment reporter as part of this program.

CTV Winnipeg supported the National Screen Institute's Aboriginal Journalism Program by hosting two program participants who shadowed newsroom staff for a day. The program aims to bolster the participation of Aboriginal Peoples in mainstream media.

/A/ Windsor worked with intern Noor Al-Kinani, a woman of diverse ethnocultural heritage with previous broadcast journalism experience in Dubai, Jordan, Lebanon and Iraq.

BNN newsroom supervisors provided an internship to Rubina Ahmed-Haq of diverse ethnocultural background to assist her in developing business skills and prepare for an on-air position. Ahmed-Haq produced a number of reports that bolstered BNN's news coverage.

BRAVOIFACT provided an internship to a student with a disability in 2010.

Discovery Channel/Daily Planet's internship program provided an opportunity for students belonging to various ethnocultural groups to assist in the production of the program. In 2010, the interns included Roopneet Gill (Indian), Phoenix Tarampi (Filipino German), Selena Mann (Punjabi, Spanish and German) and Michelle E. Chung (Chinese).

Fashion Television offers internships to students enrolled in broadcasting and fashion-related disciplines. In 2010, the service welcomed interns from a variety of ethnocultural backgrounds including African Canadian, South Asian, South East Asian and West Indian.

CHUM Radio Toronto hosted Clayton Taylor, an Aboriginal Canadian studying Radio and Television Arts at Ryerson University, for an internship at the station. Taylor was later hired as a full-time junior web content co-ordinator for the station.

Taylor is also the recipient of the SABAR scholarship, an award that recognizes an Aboriginal person with an interest in pursuing a career in broadcasting.

CHUM Radio Windsor's AM800 promotions crew, the 'A' Team, includes interns of African Canadian background. The interns were exposed to the behind the scenes of the on-air roles.

6. Programming

In keeping with our commitment to represent diverse communities, CTVgm actively seeks to ensure the accurate portrayal of diversity in the programming we commission, produce in-house and acquire.

The producers and filmmakers who work with CTVgm are committed to telling the stories of our diverse communities through equitable and non-stereotypical representation. CTVgm's producer guidelines encourage the inclusion of diverse cast and staff in the productions.

Over the past year, some notable examples of CTVgm's representative programming on our conventional television, specialty services and radio stations include:

6.1. Conventional Television

CTV

CTV offered a wide range of quality news, sports, information and entertainment programming in 2010 including a number of projects in production and development:

2010 Vancouver Paralympics – The international competition featured over 600 athletes from more than 40 countries participating in alpine skiing, cross-country skiing, sledge hockey, wheelchair curling and the biathlon. Independent producers created a film program screened as part of the 2010 winter Olympics in Vancouver. This program was supported by the CTVgm-CHUM benefits and included *The Difference Makers*, a program of 17, three minute shorts hosted by Rick Hansen. It paid tribute to the athletic ability of Canada's Paralympians and the people who have helped them achieve their goals.

Bounce – A dance teacher and a group of private school students discover the explosive power of dance and music in this dramatic series in development written by Robert Adetuyi (African Canadian).

Camilla – The feature-length film directed by Deepa Mehta (Indian) tells the story of two women getting their second chance at love. The character Hunt Welles is played by Graham Green, an Oneida Aboriginal born on the Six Nations of the Grand River reserve.

Consolation – The Virgin Mary appears to two troubled teenagers in a remote town in British Columbia in this program in development. Norman Price, of the Kootenay First Nations, delves into the traditions of the Kootenay after seeing the divine figure.

eTalk – eTalk is CTV's successful daily entertainment program, co-hosted by Korean-Canadian Tanya Kim, featuring celebrity news with breaking stories and interviews of actors, musicians and fashion designers from diverse backgrounds. Features included:

- Behind the scenes with Will.i.am (African American), Black Eyed Peas band member, working with a Montreal company on his new clothing line.
- A feature on Kirk Pickersgill and Stephen Wong, the designers of diverse ethnocultural descent at the helm of the Greta Constantine fashion line.

- Rapper Aubrey “Drake” Graham (African Canadian) interviewed about his homegrown success.

In the Name of the Family – The CTV original documentary reveals the story of the murder of 16-year-old Aqsa Parvez, a Muslim woman. Pakistani, Afghani and Iranian families are profiled throughout the program.

Juno Awards – Canada’s national music awards took place in St. John’s, N.L. and featured performances by Billy Talent’s Ian D’Sa (Goan Canadian) and K’naan (Somali Canadian).

Role 3 – The one-hour series in development follows the lives of the doctors and personnel who run the NATO Role 3 hospital in Kandahar, Afghanistan. The program features hospital chaplain Major JP Rodriguez, a Hispanic Canadian, who comforts patients of all faiths.

So You Think You Can Dance Canada, Season 3 – The popular dance competition series features a variety of talent representing various ethnocultural peoples including, judge Tre Armstrong (African Canadian), judge Luther Brown (African Canadian), choreographer Longinus Fernandes (South Asian), and dancers Hani Abaza (Kuwaiti) and Yonni Fournier (Cuban).

The Listener – Toby Logan juggles his life as a telepathic sleuth working as a paramedic in the Canadian series. The show’s creative team includes directors Clement Virgo (African Canadian) and Farhad Mann (Persian Canadian) and writer Shernold Edwards (African Canadian).

Turn the Beat Around – A struggling young dancer has the opportunity to fulfill her professional dreams when a modern disco is opened. Brooklyn Sudano (African American) plays Malika the choreographer and dancers include Dhawn Byfield (African Canadian) and Dewshane Williams (African Canadian).

ACCESS

ACCESS actively seeks program submissions from culturally diverse producers and is currently working with two independent producers from diverse ethnocultural backgrounds. Mitch Miyagawa, a Japanese Canadian, is producing, directing and writing the documentary *Apologies*, and Kenda Gee, a Chinese Canadian, is producing *Lost Years*.

Noteworthy examples of other diverse independent programming on ACCESS in 2010 include:

Fish Out of Water – Don Kelly is an urban professional of Ojibwa descent who travels back to his native land in an attempt to reconnect with his ancestral roots.

My Green House – A series that encourages viewers to renovate and improve the environmental efficiency of their homes is co-hosted by Jesse Lipscombe (African Canadian) and Andrew Misle (Middle Eastern Canadian).

The Dogwalker – A man reconstructs his identity as a child who experienced a brain injury.

6.2. Specialty Services

BookTelevision

BookTelevision targets programming related to books and all forms of literature, media and related subjects. In 2010, the following independent productions aired on Book TV:

Guru in the Arctic – A documentary that follows Ravi Shankar (South Asian), one of India's most renowned gurus, as he makes his maiden voyage to the Arctic.

Raven Tales – An animated series that tells the stories of Aboriginal Peoples of Canada, including an Aboriginal child who learns a valuable lesson about the beauty within herself.

Song for Africa – A group of Canadian artists travel to Rwanda to document the hope, compassion and the resiliency of the human spirit in the Rwandan community.

Bravo!

Bravo! is an innovative channel covering all aspects of the arts, including music, ballet, literature, drama, visual arts, modern dance, opera and architecture. The following is a sample of the diverse programs that aired on the service:

Emily Carr: Winds of Heaven – Director Michael Ostroff examines the life of Emily Carr and her relationship with the Aboriginal Peoples of British Columbia in this revealing documentary.

From the Spirit-Season III – Nominated at the Alberta Film and Television Awards as Best Documentary Series, and produced by Raymond Yakeleya (Aboriginal) and Bill Stewart, the program explores Indigenous art.

Great Canadian Books – In each episode, Canada's most prized literature is celebrated. Guests of the series included jazz singer Molly Johnson (African Canadian) who discussed *The Book of Negroes* by Lawrence Hill (African Canadian) and actor Lorne Cardinal (Aboriginal) who discussed *Three Day Road* by Joseph Boyden (Aboriginal).

Kinngait: Riding the Light into the World – The documentary showcased Inuit art developed through the Cape Dorset artist cooperative that celebrated its 50th anniversary last year. The film featured art by and interviews of Inuit artists including Annie Pootoogook and Kenojuak Ashevak.

Tattoo Odyssey – The Indigenous peoples of the Mentawai Islands in Indonesia lost their cultural practice of tattooing to outside influences in this documentary that recounts the history of the ancient art form.

The Incomparable Jackie Richardson – Jackie Richardson (African American) performs live with musicians Doug Riley, Kim Richardson and Ben Riley, in this revealing portrait of the gospel, jazz and blues songstress.

The Instrument Bank – Talented classical musicians, including Asian Canadians, Yi-Jia Susanne Hou, Soo Bae and Min-Jeong Koh, compete to access a prestigious collection of musical instruments held by the Canada Council.

The Jackie Washington Story – The life of the Canadian jazz, swing and blues musician Jackie Washington (African Canadian) is uncovered in this documentary.

The Making of a Haida Totem Pole – World-renowned carver Don Yeomans and his son create the entrance to Vancouver's International Airport featuring a totem pole of the northwest coast First Nations people, the Haida. Métis filmmaker Kelvin Redvers portrays the making of the totem pole in the documentary.

Star Portraits – The Bravo! series explores and celebrates the art of portraiture, while providing a unique and compelling twist on celebrity profile. Each episode begins with three accomplished portrait artists and one famous Canadian for a sitting. Guests have included paralympian, Lauren Woolstencroft, environmentalist, David Suzuki (Japanese Canadian), and television personality, Tanya Kim (Korean Canadian).

Storytellers in Motion 3 – A series created by Aboriginal filmmakers, Jeff Bear and Marianne Jones, captures the evolution of Indigenous images in cinema and television through the life experiences and works of Aboriginal directors, producers, writers and actors. It features the stories of Indigenous peoples in Canada and New Zealand.

When Moses Woke – A performance drama featuring Afro-modern dance inspired by the combined experiences of Harriet Tubman (African American) and the Freedom Seekers who travelled through the Underground Railroad.

Yonge Street – This music series in production focuses on the Toronto music scene in the 1950's through the 1970's and features interviews with artists including Aboriginal musicians Buffy St. Marie and Robbie Robertson.

BRAVO!ARTS & MINDS – The weekly arts magazine explores the creative process through profiles of Canadian and international artists across various disciplines including architecture, dance, film, literature, music, opera and theatre. *Arts & Minds* featured Juno nominees K'naan (Somali Canadian) and Lucie Idlout (Aboriginal), among other artists.

BRAVO!FACT PRESENTS – This program features the Canadian short films funded by Bravo!FACT. The following shorts aired during the weekly series, which combines a mix of dance, drama, animation and spoken word:

- ***Athletes in Motion, "Sit on It"*** – Josh Dueck, world champion para-alpine skier and 2010 Vancouver Paralympian medalist, sit-skis on a mountainside in his quest to win a gold medal.
- ***The Word's the Thing, "Stutter"*** – Jordan Scott, a poet who stutters, inspires an improvised music piece based on the sound waves created by his recitation, addressing persons with speech impediments.

- **Best of Opera, "GO Diva"** – The daily commute home takes an unusual twist when Canadian opera star Measha Brueggergosman (African Canadian) makes a cameo appearance at a GO train station.
- **Tribute to Man's Best Friend, "Hannga"** – Traditional Inuit culture is explored through Inuit throat-singing by Inuit women.

BRAVO!NEWS – The news program reports on events concerning the Canadian and international arts scene and includes many profiles of artists of diverse ethnocultural backgrounds, including Aboriginal artists from the Kinngait art collective, Brendan Lee Satish Tang (Trinidadian Irish) and Gary Taxali (Indian Canadian).

BRAVO!VIDEOS – A weekly program that aims to showcase culturally diverse artists through music videos, interviews and features. Over the past year, numerous segments have aired featuring various ethnocultural artists including, Norah Jones (Bengali American), Melanie Fiona (Guyanese Canadian) and VV Brown (Jamaican Puerto Rican).

The Comedy Network

The Comedy Network broadcasts an eclectic mix of scripted, stand-up, sketch, improvisation and animated comedy and the following is a sample of the diverse programming in 2010 on the service:

2010 Great Canadian Laugh Off – The stand-up comedy competition awards the most entertaining comic with a \$25,000 cash prize and featured two finalists of African Canadian descent, Patrick Haye and Landry.

Dan for Mayor – Fred Ewanuick of *Corner Gas* fame, plays Dan, a 30-something bartender who lives and works in the fictional city of Wessex, ON. Anita, played by actress Suzanne Coy of Jamaican descent, is in a key role as a mayoral candidate, among other actors of Indian and African Canadian heritage.

Sugar Sammy – A show in development starring and produced by Montreal comedian Indo Canadian Sugar Sammy.

Discovery Channel

Discovery Channel's examples of diverse programming about science, technology, adventure and nature on the service include:

Canada's Worst Handyman 5 – The country's worst handymen attempt renovations that exceed their abilities while leaving monumental home improvement disasters in their wake. Participants are ethnoculturally diverse in the series.

Daily Planet – Expo 2010, a one-hour special filmed in Shanghai aired on the popular show and featured guests from Asia.

Licence to Drill – The documentary series featuring Aboriginal workers from the Northwest Territories, follows oil and gas drilling crews as they contend with their dangerous jobs in Northern Canada.

MegaWorld – Each episode highlights the most innovative engineering, automotive and construction projects of a specific country. A *MegaWorld* journey takes place in South Korea at a technologically advanced LED monitor factory featuring people of South Korean descent.

Nerve Centre – Offers a behind the scenes account into the most complex super systems ever built including the Panama Canal and the Port of Los Angeles. The Grand Central Terminal episode introduces frontline workers Emiliano Perez (Hispanic), Ernesto Dawkins (Panamanian) and Gregory Neverson (African American).

Discovery World HD

Discovery World HD has a longstanding relationship with NHK, Japan's public broadcaster, from whom the service licenses programs and accesses NHK's documentaries that focus on Asian culture and history. Other culturally diverse programming on the service in 2010 included:

An African Journey with Jonathan Dimbleby – In this series, Dimbleby travels to Africa to reveal the innovative spirit of the country through its people and communities.

Jeremy Piven's Journey of a Lifetime – India – In the hustle and bustle of Bombay, India, Piven discovers the lush tropical countryside, socializes with the local people and attends a traditional Kathakali theatre performance.

Samantha Brown: Passport to China – Brown journeys to China where she profiles a host of Chinese experts who share the city's best cultural and culinary highlights.

E!

The entertainment network features red carpet interviews with popular television and film stars, celebrity gossip and fashion advice. In 2010, E! aired specials focused on diverse peoples including Michael Jackson (African American), Gabourey Sidibe (African American) and Jullie Black (Jamaican Canadian).

Fashion Television

Fashion Television provided coverage of the LG Fashion Week in Toronto in collaboration with the Fashion Design Council of Canada that reflected cultural diversity. Designers at the fashion show represented a myriad of diverse ethnocultural groups including, Sunny Fong, Vata Brasil, Nada Yousif, Lucien Matis, Reva Mivasagar and the African Fashion Collective, among others.

MTV Canada

MTV Canada offers innovative lifestyle, talk and documentary programming, such as the following examples of productions that include diversity:

MTV Presents: Degrassi in Ecuador – The documentary follows the journey of young stars from *Degrassi: The Next Generation*, as they travel to Ecuador to help an Indigenous community with health and sanitation challenges.

MTV Presents: *Degrassi in Kenya* – The cast of *Degrassi* reunite and travel to Kenya to build a school and learn about the lives of Kenyan youth.

MTV Presents: *Jessi in India* – MTV host and Free the Children ambassador Jessi Cruickshank traveled to Udaipur, India where she learned about the issues facing youth in tribal communities. The program features interviews with young people from India.

MTV Presents: *Jessi in Kenya* – Cruickshank travels to Kenya and lives with a Massai family in rural Kenya and gains a breadth of understanding of the cultural practices of the Massai people.

MuchMusic

MuchMusic is dedicated to providing an informative and engaging look at popular music as it happens. Examples of diverse programming include:

Degrassi the Next Generation, Season 10 – *Degrassi* continued to explore timely issues affecting today's young adults as seen through storylines that examine cultural beliefs, race and disability. The hit series introduced a new teacher, Mrs. Oh, played by Asian Canadian actress and singer Cory Lee.

Sarah in Malawi – VJ Sarah Taylor of diverse ethnocultural heritage, visited Malawi and discussed the state of youth with local Malawians.

Video on Trial – Pop culture jurors analyze today's music videos with candid commentary and reviews and include Eddie Della Siepe, Trixx, Sabrina Jalees, Keith Pedro and Rodrigo Fernandez Stoll of diverse ethnocultural groups.

NHL Network

NHL Network is dedicated to airing National Hockey League content through live and independently produced programs including ***The Off Season***. This program features an episode on the off-ice pursuits of P.K. Subban, a Canadian hockey player of Caribbean descent.

RDS/RIS

RDS and RIS are committed to reflecting diversity on their French-language sports programming services. For example, the services offered complete coverage of the following events that included diverse peoples:

- *Le Défi Sportif des Stars* was presented at the Centre Sportif de la Petite-Bourgogne in Montreal and featured over 2,500 athletes with disabilities.
- Coverage of the Asian Extreme Games.
- Joey Juneau, an ex-NHL player who developed programs to encourage Inuit youth from Nunavik to Kuujuaq to stay in school.

SPACE

SPACE's programming related to science fiction and science topics includes shows that feature diversity, such as:

Human Target – Christopher Chance is a mysterious security agent for hire who assumes different identities and at times becomes a human target on behalf of his clients. Kevin Hooks (African American) is the Executive Producer of the series, which includes actors Chi McBride (African American) and Indira Varma (Indo American).

InnerSPACE – A 30-minute fast-paced retrospective of SPACE programming. SPACE personality Natasha Eloi (African Canadian) interviews and interacts with a broad spectrum of guests in the programming.

Nikita – The suspenseful spy series stars Maggie Q (Asian American) as Nikita and Tiffany Hines (African American) is among the key cast members.

Sanctuary – Dr. Helen Magnus, a brilliant young scientist, holds the secrets of a group of strange beings that hide among humans. The independent production features a key cast member Agam Darshi (Indo Canadian).

Supernatural – Sam and Dean Winchester lost their mother over 26 years ago to a mysterious supernatural force, which prompts them to hunt evil paranormal spirits. The series includes Bobby, played by Jim Beaver, who uses a wheelchair.

TSN

TSN broadcasts sporting events, sports highlights and athlete profiles. The service featured a story on Andre Durie, an African Canadian Toronto Argonaut football player, who works with organizations that teach life skills to people with intellectual disabilities. He was compelled to volunteer his time as a result of his experience with his son who has autism.

TSN aired coverage of the 2010 Vancouver Paralympic games and the annual Special Olympics Day which featured profiles of Special Olympic athletes.

TSN's *SportsCentre* featured extensive coverage on the 20th anniversary of the Terry Fox run, which included thought-provoking interviews with Fox's sister and Steve Nash, an NBA basketball player.

6.3. Radio

Examples of diverse stories on our radio services include:

CHUM Radio Toronto reported on the earthquake in Haiti and provided information to Toronto's Haitian community on ways to contact family members who experienced the natural disaster.

CHUM Radio Windsor – CIDR-FM frequently plays music from the eclectic band Michael Franti & Spearhead. Frontman Franti is African and Native American.

7. News and Information Programming

The stories produced in our newsrooms and radio stations reflect the country's diverse communities and current events that are of importance to the cultural fabric of each local market. In 2010, CTVgm continued its broad-based coverage that included stories from

under-represented groups including those in remote areas across the country. The following are examples of featured stories in 2010:

CTV Atlantic's morning show, *Breakfast Television*, devoted segments to the promotion of a Mi'kmaq children's book written in both Mi'kmaq and English, and an African dance camp.

CTV B.C. continued producing *First Story*, the only conventional television Aboriginal affairs program serving the community for 13 years.

CTV Calgary has an unwavering commitment to providing culturally sensitive news coverage on issues of critical importance to the province's under-represented groups including the Chinese, Pakistani and Aboriginal communities and people with disabilities.

CTV Edmonton's Jessica Earle and Sean Amato travelled to three remote northern Alberta Aboriginal communities to tell stories of the barriers to education experienced by Aboriginal Peoples.

CTV Lethbridge continued its ongoing coverage of major business developments on the Piikani and Blood reserves. Stories featured the benefits of new employment opportunities for First Nations and the signing of major oil and gas leases on reserve land.

CTV Montreal aired *China Today*, an English-language program geared towards Montreal's Chinese community that features news, entertainment and cultural highlights from Montreal and China.

Montreal is home to one of the largest Haitian populations in Canada, which prompted CTV to produce extended coverage on the aftermath of the earthquake in Haiti. Franz Voltaire, a Haitian Montrealer and Director of the International Center for Information and Documentation on Haiti, along with the Caribbean and the Afro-Canadian community, were interviewed in this coverage.

Debra Arbec continued to host *My Montreal*, a weekly segment that showcases important issues affecting the city's diverse ethnocultural peoples. Arbec reported over 22 stories in 2010 including those affecting Aboriginal and diverse communities.

CTV Ottawa's News at Noon relies on the expertise of experts from various ethnocultural groups, including Michael Fung Kee Fung, Asian ovarian cancer specialist and Sarah Onyango, Black history month spokesperson, among others.

The story of award recipient Abby Ambrose, a Nigerian refugee, was captured by CTV Ottawa. The annual Child & Youth Friendly Spirit of the Capital Awards recognized Ambrose's courageous journey.

CTV Ottawa was on the scene when the Chinese Archway opened on Somerset Street in Ottawa's Chinatown. Artisans from Beijing traveled to the nation's capital to construct the archway, representing a major partnership between the two nations.

Members of Ottawa's Iranian community were interviewed for CTV Ottawa's report on the appeal by Laureen Harper to save the life of an Iranian woman sentenced to death for adultery.

CTV Saskatchewan covered the Saskatchewan government's decision to cut over \$12 million in funding to Canada's only Aboriginal university and the outcry of protest from professor Randy Lundy, the chair of the Academic Council at the university and an Aboriginal person.

CTV Prince Albert welcomed Aboriginal artists on the noon news show to demonstrate the making of traditional Indigenous art including carving arrowheads from stone.

CTV Southwestern Ontario saw continued efforts to reflect all members of the under-represented groups. A story of note concerned a person in a wheelchair who lost her life as a result of accessing the road when the sidewalk was blocked. CTV Southwestern Ontario produced a follow-up story on safety issues related to the sidewalks on public streets.

CTV Toronto is committed to bolstering its coverage of the under-represented groups as demonstrated by a full-time reporter to cover diversity issues. Karlene Nation, Diversity Reporter/Producer, continued her commitment to report the stories of ethnocultural diversity. Recent examples of Nation's and CTV Toronto's work include:

- A profile on William Peyton Hubbard, Canada's first Black alderman elected in 1894.
- Athletes with visual impairments compete in marathons with the assistance of volunteers.
- Tibetan Canadian and Chinese Canadian youth participated in a basketball tournament where new friendships were made on the court.
- Members of the Aboriginal community staged a peaceful protest in downtown Toronto to draw awareness to socio-economic issues affecting the Aboriginal community.

CTV Winnipeg makes a considerable effort to report the stories about Manitoba's vast Aboriginal population and diverse ethnocultural communities.

In 2010, CTV Winnipeg produced the following stories:

- Cole Choken, a 24-year-old Lake Manitoba First Nation resident, ran from Mexico to Winnipeg to fundraise for cancer research.
- A man with a disability was reunited with two people who came to his aid after he was assaulted in downtown Winnipeg.
- World Refugee Day was marked by a gathering of refugees of various ethnocultural backgrounds at the Manitoba Legislative Building where participants called for world peace.

/A/ Barrie reported on a local Good Samaritan who bought a three-wheeled bicycle for a Barrie boy with Down syndrome who had his bicycle stolen.

/A\ London interviewed Deeq Abdi, leader of the African Community Council in London, as he spoke about local organizations support of Haitians following the earthquake.

Gary Farmer, a descent of the Wolf Clan of the Iroquois Confederacy, was profiled by the station for his accomplishments as an Aboriginal story teller, actor, filmmaker and musician.

/A\ Vancouver Island regularly reports on issues of importance to the Aboriginal community such as treaty negotiations, environmental and fishery issues. These stories showcase the cultural integration of First Nations with other Canadians.

/A\ Windsor was on scene in downtown Windsor to capture the traditional lion dance, part of the Chinese New Year celebration.

/A\ Windsor reported on Cameron Adamson's campaign in the Windsor municipal election. Adamson developed a positive view of the city over 10 years ago when he visited as a wheelchair track athlete for the Windsor Classic Indoor Games.

ACCESS/Alberta Primetime's successful current affairs show examines public issues affecting Alberta and its diverse communities through a mix of reports and expert commentators. In 2010, coverage included:

- Dr. Andy Knight, chair of the department of Political Science at the University of Alberta and an African Canadian, was featured to discuss ramifications of racism in western Canada.
- Yvette Prefontaine is a woman with autism who built a career in visual arts from her work that first begun as therapy.

BNN provided extensive coverage of a group of Saskatchewan First Nations – the Indigenous Potash Group – that opposed the takeover battle for Potash Corporation of Saskatchewan. The group said it was collaborating with merchant banks, pension funds and Chinese investors in a bid to block an almost \$40-billion hostile takeover attempt by BHP Billiton.

CHUM Radio Halifax – C100 FM broadcast live for a week from Barbados where the vibrant Barbadian culture and customs were highlighted through interviews with local peoples on the island.

CHUM Radio Ottawa produced a number of feature reports of people with disabilities who were unable to access temporary bus shelters during construction.

CHUM Radio Victoria – C-FAX 1070 conducted interviews with representatives from local First Nations communities, including Rose Henry, member of the Victoria committee to end homelessness.

CHUM Radio Windsor's AM800 news featured stories concerning Mayor Wayne Hurst's (African Canadian) successful campaign for re-election in the municipality of Amherstburg, ON.

The news station covered a variety of stories related to Windsor-Essex County's diverse communities including a segment about the 35th annual Carrousel of the Nations. The

event included a feast of traditional foods prepared by members from the local South Asian, Caribbean and Chinese communities, among others.

8. Community and Industry Outreach

CTVgm supports organizations through outreach, sponsorship and providing airtime through PSAs to diverse groups. A detailed report on the CTVgm-CHUM tangible benefits that relate to diversity initiatives was filed with the Commission on November 30, 2010. Other outreach initiatives in 2010 included:

CTVgm is represented on the CBSC National Specialty Service Panel through a full-time staff member of Chinese descent. The panel ensures broadcasters comply with the Canadian Association of Broadcasters' Codes as administered by the CBSC.

CTVgm continued its participation in SABAR with two full time staff on the board.

CTV Atlantic promoted and sponsored many organizations to advance persons with disabilities, including the Special Olympics Nova Scotia and the provincial branch of the Autism Society.

The station produced several vignettes related to the Annapolis Valley First Nation and North Preston that featured its community's African-Canadian cultural heritage.

CTV B.C.'s HR Manager is a board member of the B.C. Centre for Ability, a non-profit organization that provides services to children and adults with neurological, physical and developmental disabilities.

CTV Calgary was proud to sponsor the Beijing Opera Festival in 2010. The festival celebrated Calgary's Chinatown centennial and was hosted by Calgary-based Zhi-Yin Choir Society and the Edmonton Beijing Opera Association.

L'ARCHE Calgary, an international federation of communities, home to people with developmental disabilities, organized a fundraiser that was promoted by CTV Calgary. The ARCHE programs are developed to encourage respect, personal growth and independence.

CTV Calgary promoted the Afrikadey Festival, a weeklong summertime event in celebration of African arts and culture through music, film, visual arts and drumming workshops.

CTV Edmonton supported the 6th Annual Edmonton Down Syndrome Society Buddy Walk. The station's news anchor emceed the event that raised over \$100,000 for a new, permanent facility for the Edmonton Down Syndrome Society – The EDSS Centre of Excellence.

CTV Ottawa continued its efforts in leading the CTV Ottawa Diversity Advisory Panel comprised of Ottawa's under-represented communities leaders. The panel seeks to establish strong working relationships with Ottawa's diverse ethnocultural groups. In 2010, CTV Ottawa met with Indo Canadians to ensure accurate portrayal of the community's upcoming cultural events.

In 2010, CTV Ottawa staff volunteered on the committee for the Wabano Centre for Aboriginal Health. The centre provides medical and counseling services to members of Ottawa's Indigenous community.

CTV Toronto expanded its Diversity Database of contacts to over 80 ethnocultural groups from across the country. When the story broke last summer about the Tamil refugees who arrived in B.C., Canadian Tamil activist Manjula Selvarajah was contacted for comment by producers at Canada AM, CTV National News and CTV Toronto.

My Toronto Is... segments on CTV feature personalities and the diversity of the Greater Toronto Area. Included in a spot for World Cup soccer were Toronto's Brazilian, Jamaican and Ghanaian communities. In another feature, Dave Cass, an equipment assistant for the Toronto Argonauts who has Down syndrome, was recognized for his involvement with the team.

CTV Winnipeg's partnership with Manitoba in Motion, a provincial strategy to ensure Manitobans make physical activity part of their daily lives, resulted in the broadcast of four PSAs featuring people with disabilities, diverse ethnocultural groups and Aboriginal Peoples.

CTV Winnipeg is a sponsor of the province's Treaty Day celebration, honouring First Nations and the treaty relationship in Manitoba. The station donated air time and advertising to the event.

The station's Promotion Director is a board member for Special Olympics Manitoba that celebrates the athletic talents of persons with disabilities. The Director also assists on the marketing committee for Manito Ahbee, an Aboriginal cultural arts festival.

/A\ Atlantic and CTV Atlantic sponsored the *Membertou 400 Celebrations*, which marked the 400th anniversary of the baptism of Grand Chief Membertou, a significant historical moment in Nova Scotia's history. The event was celebrated with a powwow on the Halifax Common, a Mi'kmaq village and with traditional First Nations dancing and drumming competitions.

/A\ Ottawa's on-air talent promoted the Canadian Paraplegic Association Awareness Day through a live broadcast and participated in the organization's annual wheelchair race on Parliament Hill.

/A\ Vancouver Island created the Amazing Kids scholarship program in partnership with Save-On-Foods grocery store, an initiative to recognize a child with physical or mental disabilities.

/A\ Vancouver Island's *An Island Together* is a community calendar featuring local events and not-for-profit organizations. Some highlights of last year's listings include the Cowichan International Aboriginal Festival of Film and Art and the Lifetime Networks, an agency that supports people with disabilities.

ACCESS's Supervising Producer and Program Development Manager are members of the Northern Alberta Institute of Technology's (NAIT) advisory board. In 2010, the board focused on recruiting Aboriginal students to enroll in NAIT's radio and television program.

ACCESS completed a series of three short videos in English and Somali that introduces the Somali community to the school system in Canada. The videos are piloted in several schools in the Edmonton area with large Somali populations.

CTV's Executive of Documentaries & Alternative Programming continues to serve on the board of directors of the imagineNATIVE Film + Media Arts Festival and mentors filmmakers from across Canada.

Discovery Channel's President and General Manager chairs the steering committee for Innoversity, a not-for-profit organization working to increase the representation of various ethnocultural peoples, Aboriginal Peoples and persons with disabilities in media.

CHUM Radio Kitchener provided on-air promotional support to the annual Kitchener-Waterloo multicultural festival that featured diverse local community groups including the Saleem Ethiopian Women's Association, the Chinese Cultural Centre and the Caribbean Women's League.

CHUM Radio Kingston contributed thousands of dollars in in-kind donations and promotional air time to the Amyotrophic Lateral Sclerosis Society, which funds research of neuro-degenerative diseases.

CHUM Radio London / /A\ Channel London co-ordinated the AfriGrand Caravan in support of the Stephen Lewis Foundation, featuring grandmothers recounting their experiences raising orphaned grandchildren in Africa. The event included performances by Swaziland and Sudanese dancers.

CHUM Radio Vancouver's Diversity Committee established a diversity calendar to flag upcoming ethnocultural festivals and events for news coverage. CHUM Radio Vancouver also hosts tours of the station every month for culturally diverse community groups to more directly engage with its audience.

CHUM Radio Victoria – KOOL FM supported the Canadian National Institute for the Blind's Walter Gretzky Golf Tournament and the MS Kick for the Cure through on-air promotion of the events.

CHUM Radio Windsor's AM800 morning show co-hosts emceed the Windsor Essex Care for Kids campaign launch in support of children with physical disabilities.

AM800 supported Windsor's first wheelchair relay, which celebrates the 65th anniversary of the Canadian Paraplegic Association of Ontario. The station promoted the event on-air and fundraised for advocacy programs in support of persons with spinal cord injuries.

CHUM Radio Winnipeg supported various organizations that serve people with disabilities including the Canadian Cystic Fibrosis Foundation, the Multiple Sclerosis Society of Canada and the Special Olympics Manitoba – Winnipeg Region. The station aired PSAs and provided honorariums.

8.1. Corporate Sponsorships

In 2010, CTVgm sponsored a variety of diverse organizations including:

Abilities Centre – CTVgm has been a long-standing sponsor of the organization's annual Dream Gala. The centre's new barrier-free facility in Whitby, ON is expected to open in 2011 and will include an indoor track and courts suitable for wheelchair basketball.

Canadian Paraplegic Association (CPA) – As the lead sponsor of the CPA, CTVgm promoted the organization's initiatives to assist persons with spinal cord injuries to achieve independence.

Hockey Association for the Developmentally Challenged (HADC) – CTVgm supported the HADC's 13th annual golf tournament to provide people with developmental challenges with opportunities to play hockey in a structured environment.

9. Internal Communications

CTVgm is dedicated to communicating its diversity policies to its workforce to ensure a more representative work environment.

The Employment Equity and Accommodation policies previously mentioned have been included in CTVgm's new hire orientation packages and are posted on the company's intranet. The Employment Equity Self-Identification Survey is available in braille and in enlarged font to be fully accessible.

CONCLUSION

CTVgm is proud of its extensive initiatives to accurately reflect and broadly represent diversity across our workforce and throughout our conventional television, specialty services and radio stations in 2010. Our commitment to representing various ethnocultural groups, Aboriginal Peoples and persons with disabilities is a core principle of our company. CTVgm's diversity efforts are evident through its workforce, programming, news coverage and community and industry outreach. We look forward to continuing our diversity efforts in 2011 to serve our audiences and staff.