

**Knowledge Network Corporation
Cultural Diversity Best Practices**

**Report to the CRTC for the 2010/11 Broadcast Year
(September 2010 – August 2011)**

Preamble

Knowledge Network Corporation (KNC) values cultural diversity among individuals and groups, and acknowledges that cultural diversity encompasses many elements including: race, ethnicity, language, religion, value and belief systems, disability, class, sexuality, gender, and age. KNC does not tolerate discrimination on the basis of such attributes and is committed to providing an environment where people are treated with respect and supported in their work.

Since 1981, KNC has supported local and regional voices in British Columbia. We acknowledge our responsibility as a public educational broadcaster to provide programming that meets the needs of a culturally diverse learning community. We are committed to fostering multiculturalism by encouraging diversity in the independent production sector in British Columbia and Canada. KNC continues to develop new opportunities, creating original programming for television and the Internet that will engage British Columbia's varied and distinct population.

Through policies and practices relating to equitable hiring, on-air reflection, controversial programming and program acquisition and commissioning, KNC provides programming that reflects and respects the cultural diversity of the British Columbians we serve.

Article 1 Application and Implementation

- 1.1 KNC's Cultural Diversity Best Practices ("Best Practices") will apply to all programming on the broadcast service;
- 1.2 All Directors will be accountable to the President and CEO on application of the Best Practices, appropriate to the departments they manage;
- 1.3 Staff will be informed of the Best Practices and be expected to apply the principles to KNC business activities;
- 1.4 Every staff member will have a copy of the Best Practices; it will also be posted in a conspicuous place at KNC as well as on the KNC website.
- 1.5 The Director of Business and Content Management will monitor the implementation of the Best Practices on a quarterly basis, reporting directly to the President on progress.

New Actions

09/10 Cultural Diversity report distributed to staff

Article 2 On-Air Reflection

- 2.1 The Creative Director will oversee the selection, screening, editing and scheduling of all programming to ensure it reflects KNC's Best Practices.
- 2.2 KNC's on-air image will reflect and promote the cultural diversity of British Columbia, through culturally diverse on-air talent, independent production and sponsorship partners.

New Actions

Actions for this Article 2 include content that was broadcast or publicized during the reporting year while actions in Article 3 include projects that were commissioned or acquired during the reporting year. Programming related Actions in both articles have been categorized for ease of understanding.

Kids programming featuring ethnically diverse talent:

Dino Dan, Numberjacks, The Ocean Room, Think Big, Hi-5, Wild Kratts, Prime Radicals, Taste Buds, Peep and the Big Wide World, Inuk

Continuation of the branded strand East is East, focused on Asia Pacific:

Gandhi – this 3-part series explores the life and legacy of Mahatma Gandhi, who stood up to the British Empire through a radical campaign of non-violence.

Indian Hospital Train – With its three fully equipped operating theatres and a team of doctors, surgeons and nurses, The Lifeline Express travels to the very heart of India, dispensing not only free medicine but a dose of hope.

The Young Romantic – a behind the scenes look at classical pianist Yundi Li as he prepares for a pivotal moment in his career: performing with the legendary Berlin Philharmonic Orchestra.

Sleeping Tigers: The Asahi Baseball Story – the pride of Vancouver's Little Tokyo, in 1941 the Asahi baseball team won the Pacific Northwest Championship for the 5th year in a row. Within months, all Canadians of Japanese descent were interned, including members of the Asahi team.

Tailor Made – follows 85-year-old brothers Bill and Jack Wong for one year as they face the reality that they are getting too old to run the little tailor shop their father opened in 1913 in Vancouver's Chinatown.

Story of India – veteran presenter Michael Wood takes us through 10,000 years of Indian history and religious philosophy in an epic voyage across a vast land that contains the world's oldest continuous civilization.

Lijiang: One City, Two Tales – a stunning look at the rich life and culture of one of China’s most unique cities and a designated UNESCO heritage site.

I Want to Grow Old in China – highlights the spontaneity, passion, diligence and poetry created in one small piece of Beijing, Tuanjiehu Park. This documentary offers an alternative view of growing old.

I.M. Pei: Building China Modern – Chinese-American architect I.M. Pei returned to his family’s ancestral home of Suzhou, China to take on the design and building of a new museum. This film is the most intimate portrait ever made of the man who has shaped some of the greatest monuments of the modern world.

Mekong – an epic series that traces the Mekong River from its birthplace to its winding path down the Mekong River. It is a journey of discovery and an in-depth exploration of Asia’s unique wildlife, rich traditions and traumatic history.

Barefoot Doctor: Mongolia 30 Years Later – Dan Zhang is a Richmond, BC resident, who goes back to Inner Mongolia to visit the place where she spent 10 years of her youth during the Cultural Revolution.

Tea Road to the Skies – we follow traditional tea caravans from China’s subtropical rainforests to the famous tea market in Lhasa, Tibet – a six-month, 4,000 kilometre journey along the ancient Tea Road.

Travels with a Tangerine – when Moroccan scholar Ibn Battutah set off on his pilgrimage to Mecca in 1325, little did he realize that his journey would last nearly 30 years. In this 3-part series, Islamic expert and travel writer Tim Mackintosh-Smith retraces the traveler’s route, illuminating both the medieval and modern Muslim world.

Syrian School – what’s it like to grow up in Damascus, the oldest capital city on earth? In Syrian School, we get an insider’s look through the eyes of young students at four very different schools. As it charts the highs and lows of the school year, following the youngsters into their homes and through the streets the series challenges stereotypes and misconceptions about Arab life.

Programming featuring environmental issues:

The Rapidly Changing Arctic – in this documentary series, viewers are taken from Russia to Alaska, by way of the Svalbard Archipelago (Norway) and the Canadian sites of Bylot Island, the Baffin region, Churchill on the shore of the Hudson Bay, and the length of the MacKenzie River, to discover an immense and spectacular, but little-known territory and to explain the nature of the changes under way.

Architects of Change – this series visits 26 different countries and 6 continents. Each episode has 1 theme, 3 protagonists and 3 different countries who practice innovative solutions which counteract the many threats to our future.

Homeland – nearly all Native American nations sit on land threatened by environmental hazards. This documentary takes a hard look at these realities and chronicles the efforts of four remarkable activists leading the charge in creating a better future.

Eco-Engineering – an exploration of the latest cutting edge technologies that offer crucial alternatives for building projects and to help power our planet.

Programming featuring aboriginals as subject matter:

Coming to Light – profiles the life and work of Edward S. Curtis, the visionary photographer who set out at the turn of the 20th century to document traditional Indian life.

C.D. Hoy: Portraits From the Frontier – this fascinating documentary traces the life and work of C.D. Hoy, one of Canada's most famous early photographers. This extraordinary story traces Hoy's life from his arrival in Vancouver in 1902 to the gold mines, forts and ranches of early BC.

Pushing the Line: Art Without Reservations – the director, Lisa Jackson, is First Nations and the film profiles Northwest Coast First Nations artists Michael Nicoll Yahgulanaas and Marianne Nicolson in a documentary that reveals the evolution of contemporary Indigenous art.

Cedar and Bamboo – recounting the life experiences of four descendants of mixed heritage, this documentary explores the unique relationships shared by early Chinese immigrants and First Nations peoples on Canada's west coast.

The Canyon War – uncovers the tumultuous events of 1858 in BC, an untold story of war swept under the carpet for 150 years – peace was finally concluded in Lytton through diplomatic efforts of N'lakapamux Chief, Spint'lum and an American miner and militia Captain Henry Snyder.

Fraser River Journey – documentary follows a group of 12 aboriginal youths from all over BC on a raft trip down the Fraser River.

Red Run – set in the BC interior, Red Run recalls the dramatic tale of 1913, when a railway blast sent hundreds of tons of rock cascading into the Fraser River, blocking the path of thousands of returning salmon and how the Fraser Valley Aboriginal people rallied for days to save their fish, carrying them one at a time over the fallen rock.

The Story of the Coast Salish Knitters – for almost a century, the Coast Salish women of southern Vancouver Island have created distinctly patterned, hand-knit sweaters renowned throughout the world – this is the tale of these remarkable women.

Our First Voices – all 4 directors are First Nations; one of the two producers is First Nations and all 13 shorts address First Nations issues and feature First Nations characters.

Documentaries featuring women in key roles:

Life and Times of Frida Kahlo – explores the 20th century icon who became an international sensation in the worlds of modern art and radical politics.

Paris Stories: The Writing of Mavis Gallant – is a profile of one of Canada’s leading writers and a master of the short story.

The Art Star and the Sudanese Twins – for sixteen months, filmmaker Pietra Brett Kelly followed contemporary artist Vanessa Beecroft in her passionate attempt to adopt Sudanese twins living in an orphanage.

Tina in Mexico – pioneering photographer, silent-film star, model, muse to artists and writers, revolutionary – the tempestuous life of Tina Modotti is profiled by filmmaker Brenda Layfellow.

Rough Aunties – follows a group of women that help to protect and care for the abused, neglected and forgotten children of Durban, South Africa.

Sisters in Law – Cameroon State Prosecutor Vera Ngassa and Court President Beatrice Ntuba as they help women fight often difficult cases of abuse, despite pressures from family and their community to remain silent.

Mother of Rock – an intimate portrait of writer Lillian Roxon who chronicled the movement of punk rock in New York City in the 1960s and 1970s.

Anita O’Day: The Life of a Musical Legend – this documentary tells the astounding life story of legendary jazz vocalist Anita O’Day.

Sisters in Arms – this film was directed and produced by women and addresses the subject of women in combat professions in the Canadian military.

Documentaries featuring people with disabilities:

Cultural Diversity Action Report September 2010 – August 2011

Murderball – Sundance winner and Oscar nominee Murderball tells the story of a group of tough, competitive wheelchair rugby players. It's a film about standing up, even after your spirit – and your spine – has been crushed.

Marwencol – follows Mark Hogancamp, who after being beaten into a brain-damaging coma by five men outside a bar, built a 1/6th scale World War II-era town in his backyard – populating the town he dubs “Marwencol” with dolls representing his friends and family and creates life-like photographs detailing the town's many relationships and dramas.

Hear and Now – filmmaker Irene Taylor Brodsky chronicles her deaf parents' decision to undergo risky cochlear implant surgery and follows their touching journey from a comfortable marriage of silence into a new and challenging world of sound.

A Good Man – the true story of a struggling Australian farmer, his quadriplegic wife and their plans to open a brothel in their community.

65 Red Roses – Vancouver filmmakers Nimisha Mukerji and Philip Lyall's award-winning documentary tells the heart-wrenching story of Eva Markvoort, a beautiful, high-spirited young woman with cystic fibrosis as she awaits a double lung transplant. Eva, whose online blog “65_RedRoses” detailed her life, family and experiences, touched people around the world and inspired a global campaign for organ donation.

Family Matters: Surviving the Bipolar Journey – this film deals with mental illness and how a family is affected when one member suffers from bipolar disorder.

Documentaries providing different perspectives on global cultures:

Crossing the Line – in 1962, a US soldier stationed in South Korea deserted his unit, walked across the most heavily fortified area on earth and defected to the Cold War enemy, the communist state of North Korea. This is the story of Comrade Joe – the last remaining American defector in North Korea.

Lost Gods – This thought-provoking series traces the rise and fall of the ancient empires of the Egyptians, the Greeks, the Romans, the Maya, the Inca and the Celts. Shot on location in eleven different countries, the series examines the spiritual beliefs of these great civilizations, the art and architecture created to honour the gods and the ultimate fate of these empires and their religions.

Empire of the Word – an epic four-part series that traces the impact of reading and writing over 5,000 years of human history. Blending potent re-enactment with real-life stories, it traces reading's origins, examines how we learn to read, exposes censors' attempts to prevent our reading and finally proposes what the future might hold for this most human of creative acts.

**Cultural Diversity Action Report
September 2010 – August 2011**

The Ungrateful Dead – examines the re-birth of international justice – a vision of justice that died 50 years ago after the Nuremberg and Tokyo trials following the Second World War.

Lost Kingdoms of Africa – documentary series that explores Nubia, Ethiopia and Great Zimbabwe including the people, history and culture.

Going to Extremes – this series follows travel writer and Oxford lecturer Dr. Nick Middleton on an adventure to the hottest, coldest, wettest and driest inhabited place on earth.

Going to More Extremes – travel writer and Oxford lecturer Dr. Nick Middleton takes us to new extreme climates – we'll find out if he's tough enough to survive in places so harsh no one lives there permanently.

Into the Wild – taking us to the frontiers of animal science, this series follows wildlife researchers into the field. Discover how scientists tag or track different animals, collect information on feeding habitats and attempt to mitigate the impact of humans.

This Way of Life – in a remote New Zealand mountain range, a couple lives with their 6 children, 50 horses and a few material possessions. Choosing the wilderness over modern society, the family faces severe adversity and hardships at the same time, they discover the magic in everyday life.

The Take – in the wake of Argentina's economic collapse in 2001, Latin America's most prosperous middle class finds itself in a ghost town of abandoned factories and mass unemployment.

Simon Bolivar Youth Orchestra at the Lucerne Festival – in this exuberant, electrifying performance, wunderkind Gustavo Dudamel and the Venezuelan youth orchestra prove the outstanding merit of their country's unique orchestral system.

El Sistema – explores how the power of music has transformed the lives of hundreds of thousands of children in Venezuela's most impoverished areas.

The First Movie – this film is shot entirely in Iranian Kurdistan and deals with the harsh fate suffered by this ethnic minority in the country.

Documentaries featuring culturally diverse subjects and/or presenters:

cArtographies – A Knowledge commission - 23 short artist profiles where 7 reflected diverse communities as follows: Sol Maya/Mark Mickie (glass blower/carver); Roy Kiyooka/Fumiko Kiyooka (poet/visual artist and filmmaker); FootEdge Dancers (dance company – South Asian); Stan Douglas (visual artist); Germaine Koh (visual artist); Brendan Tang (sculptor); Alex Cuba (musician);

The Edge of the World: BC's Early Year – A Knowledge commission - 20 short films where 8 feature diversity stories as follows: The Salmon People (First

Nations story); Spanish B.C. (Spain's early claims to BC); Fraser Canyon War (Whites vs. First Nations); Finding Freedom (Blacks in BC); Smallpox (Voiced by Bill Reid); Blood, Sweat & Steel (Chinese built the railway); Banning the Potlatch (Government bans in 1884); Island of Shadows (D'Arcy Island leper colony).

A Window Looking In – A Knowledge commission - 14 short profiles where 4 reflect diverse communities as follows: Shawn Hunt (artist); Delhi 2 Dublin (World Music Group); James Cheng (architect); Parviz Tanavoli (sculptor).

12 Takes – A Knowledge commission - 13 short profiles where 2 reflect diverse communities as follows: Omer Arbel (architect/designer); Roy Henry Vickers (artist)

Unwanted Soldiers – from Vancouver's Chinatown to the treacherous jungles of Southeast Asia, this fascinating program explores the war experiences of BC's Chinese Canadian community.

Taxi to the Dark Side – an in-depth look at the interrogation practices used by United States military guards on prisoners in Afghanistan, Iraq and Guantanamo Bay in the years following 9/11.

Shake Hands with the Devil – Roméo Dallaire's biography about his experiences in Rwanda and his inability to halt the horrific 1994 genocide are brought to the screen in this Emmy-winning documentary.

Bombay Calling – Bombay's well-educated, English-speaking youth are eager to get ahead, and telemarketing jobs provide just the way to do it. A compelling insider's look at youth culture in India and the growing number of young people who choose to follow the American dream....Indian style.

The World of Nat King Cole – one of the seminal performers in 20th century American music, Nat "King" Cole was a major figure in the development of jazz piano, the stylistic link between early jazz and pop and one of the greatest pop singers of his day.

When They Are All Free – BC Premiere – as Amnesty International approaches their half century, this documentary examines how Amnesty has changed the world and how the world has changed Amnesty.

One Big Hapa Family – after a realization at a family reunion, half-Japanese-Canadian filmmaker, Jeff Chiba Stearns, embarks on a journey of self-discovery to find out why everyone in his Japanese-Canadian family married interracially after his grandparents' generation.

Ol Pej Diaries – go behind the scenes in Kenya’s largest and busiest private game reserve, Ol Pejeta Conservancy, home to over 15,000 animals, including some of Africa’s most endangered species.

Satanic Verses Affair –the story of the infamous book that caused the breakdown of international relations, sparked violent riots across the world and forced author Salman Rushdie into hiding.

Harlem in the Montmartre – tells the story of the jazz age in Paris between the First and Second World Wars – this documentary features footage of such key figures as James Reese Europe, Josephine Baker, Sidney Bechet, Bricktop, Eugene Bullard, Djano Reinhardt and many more.

Mariza and the Story of Fado – filmed on location in Lisbon, Portugal, the program contains archive footage of famous past singers, including the late acclaimed Amalia Rodrigues, as well as images of the city itself evoking a great sense of atmosphere.

Real World of Peter Gabriel – tells the story of the journey Peter Gabriel took from his first political song “Biko” to his large political and social engagement.

Eye for Architecture –follows Australian architectural photographer John Gollings through the rapidly changing cities of Australia and Asia, and into his creative mind.

Picture This – in the first broadcast digital photography competition of its kind, 6 talented but unknown photographers go head to head for the ultimate prize in the photographic world – an exhibition at the BALTIC Centre for Contemporary Art and a publishing deal worth thousands of pounds.

Soundtrack for a Revolution – tells the story of the American civil rights movement through its powerful music – the freedom songs protesters sang on picket lines, in mass meetings, in paddy wagons, and in jail cells as they fought for justice and equality.

The Slanted Screen – from silent film star Sessue Hayakawa to martial artist Bruce Lee, The Slanted Screen explores the depiction of Asian men in American cinema and television, chronicling the experiences of actors who have had to struggle against ethnic stereotyping and limiting roles.

The First Movie – what’s it like to be a child in war – not when the conflict is raging but when the kids are telling stories or playing games? In this dream-like documentary, filmmaker Mark Cousins hands out digital video cameras to

**Cultural Diversity Action Report
September 2010 – August 2011**

the children of a Kurdish-Iraqi village and asks them to make their own movies with wondrous results.

Chasing the Tango High – pianist Linda Lee-Thomas, bass player Miles Foxx-Hill and guitarist Edward Henderson, members of the Canadian tango ensemble Tangissimo, set off on a pilgrimage to Argentina. Their sizzling journey takes them through smoky dance halls and throbbing clubs of Buenos Aires where their own musical ardour mixes with the power and pathos of tango legends.

The Choir – Gareth Malone is the choirmaster of the London Symphony Orchestra. Determined to prove the importance of a music education, he's forming a choir with a group of kids who have never sung before in their lives.

The Night James Brown Saved Boston – one night after the assassination of Martin Luther King Jr., James Brown was scheduled to perform at Boston's City Hall. After considering cancellation, Boston's mayor is convinced by some of the cities most influential DJ's to go on with the show.

Ballad of Ramblin' Jack – Ramblin' Jack Elliott is one of folk music's most enduring characters whose influential career spans over five decades. In this documentary, director Aiyanna Elliott (his daughter) chronicles his colourful life as she attempts to reconnect with her often-absent father.

Standing in the Shadows of Motown – forty-one years after they played their first note on a Motown record and three decades since they were all together, The Funk Brothers, reunite back in Detroit to play their music and tell their unforgettable story.

Karla's Arrival – teenage mother Sujeysin Aguilar raises her newborn on the same streets she herself grew up in. Set in Managua, this documentary explores the universal issue of 2nd generation street children.

Born Into Brothels – in the red light district of Calcutta lives a group of unforgettable children, roaming the streets where their mothers work as prostitutes. This Oscar-winning documentary follows photographer Zana Briski as she teaches the children how to take photos and how to look at the world with new eyes and new hope for the future.

Wonderful World of Islam - To counter media images that depict Islam as a force connected with violence, Knowledge Network featured a series of documentaries celebrating the richness and diversity of Islamic culture and history.

Documentaries providing diversity of belief systems:

Cultural Diversity Action Report September 2010 – August 2011

Science and Islam – in this 3-part series physicist Jim Al-Khalili traces the extraordinary Islamic scientific revolution that occurred between 700 and 1250 AD and explores the contribution of medieval Islam to our modern scientific understanding.

Aga Khan: A Voice of Reason –Featuring a rare interview with the Aga Khan this documentary examines his rise to power and at a time when Islam is at odds with itself and with the West, the voice of moderation he represents.

Unmistaken Child – this documentary follows the 4-year search for the reincarnation of Lama Konchog, a world-renowned Tibetan master who passed away in 2001 at age 84. The Dalai Lama charges the deceased monk's devoted disciple, Tenzin Zopa (who has been in his service since the age of seven) to search for his master's reincarnation.

Documentaries providing sexual diversity:

The Times of Harvey Milk –The Times of Harvey Milk recreates the tumultuous story of Milk's grass-roots political organizing and election, through the shocking murders and their repercussions.

Love in India – desperate to understand how the culture that gave birth to the Kama Sutra could now forbid couples to exchange even a short kiss in public, filmmaker Q and his girlfriend Rii sift through thousands of years of love, legend, hypocrisy and repression – to uncover modern India's relationship with sexuality.

Rock Hudson: Dark and Handsome Stranger – Rock Hudson is remembered in this film not only for his magnetic screen presence but for the secret life he was forced to lead and the shameful reactions following his AIDS diagnosis.

Wigstock – outrageous, outlandish and totally out of the closet, Wigstock: The Movie goes behind the scenes at New York's famous annual drag festival.

Bloodied But Unbowed – the director is of Japanese descent, and the film deals in part with the gay community at the time and how they integrated into the punk movement.

Documentaries that deal with cultural identity as subject matter:

One Big Hapa Family – the director, Jeff Chiba Stearns, is half-Japanese and the film deals entirely with the issue of multiracial identity.

Article 3 Program Commissioning and Acquisition

- 3.1 Independent producers and Program suppliers working with KNC will be made aware of the Best Practices.

Cultural Diversity Action Report September 2010 – August 2011

- 3.2 Programs commissioned and acquired by KNC will be reviewed prior to broadcast where possible to ensure that cultural and racial minorities, as well as Aboriginal people, are portrayed in an accurate and non-stereo-typical way. The same considerations will be made when selecting guests and on-air personalities for all KNC commissioned programs.
- 3.3 If a questionable situation arises regarding commissioned or acquired content, the Program Manager or Commissioning Editor will consult the Creative Director.
- 3.4 Programs acquired by KNC, to the extent possible, will accurately reflect the multicultural and multiracial make-up of British Columbia.
- 3.5 KNC will endeavour not to broadcast any abusive comment or abusive pictorial representation that, when taken in context, is likely to expose individuals to hatred or contempt on the basis of race, national or ethnic origin, colour or religion.

Action Report 2010/11: Article 3 (Program Commissioning and Acquisition)

New Actions

Actions for this Article 3 include projects that were commissioned or acquired during the reporting year. Content that was broadcast or publicized during the reporting year is outlined in Article 2. Programming Actions in both articles have been categorized for ease of understanding.

High Five - this documentary addresses the cross-cultural collision that results when a middle-class couple from Surrey, British Columbia adopts five children from an orphanage in the Ukraine and brings them back to Canada.

Blood Relative - The director, Nimisha Mukerji, is of East Indian descent and the documentary, set in India, deals with the filmmaker's Uncle's crusade to bring proper health care to the poverty-stricken children of Mumbai.

Snapshot II - this series profiles the creative process and lifestyles of six talented photographers including India-based Lana Slezic, best known for her portraits of women in Afghanistan and Lincoln Clarkes who made headlines with "Heroines", his series of photographs of marginalized women in the downtown eastside of Vancouver.

Knowledge also acquired or commissioned the following programs:

Programs offering different perspectives on global cultures:

Father Figures - this film is about the relationship between a Canadian man and his much younger fiancée in the Philippines and deals with issues of poverty, race and gender.

Superkids II - this film is about the effects of an accelerated education that will concentrate on a number of young overachievers, two of which are Chinese Canadian.

**Cultural Diversity Action Report
September 2010 – August 2011**

The Gaza Doctor – the film charts the efforts of a Palestinian doctor and peace activist Izzeldin Abuelaish towards a peaceful end to the situation in Gaza.

Programs featuring Aboriginals as subject matter:

Taking the Whale – the co-director, Steve Sxwithultxw, is First Nations and the film addresses the historical and cultural rights of the Makah First Nations people of Neah Bay to harvest a whale.

Article 4 Controversial Programming

- 4.1 KNC may broadcast constructively controversial programming in support of its public education mandate. Such programs will be accompanied by appropriate viewer advisories and disclaimers.
- 4.2 KNC will, where possible, pre-screen any controversial programming for appropriateness.
- 4.3 KNC will broadcast relevant viewer advisories and disclaimers at appropriate times and in appropriate content.
- 4.4 KNC will ensure balanced representation of different points of view throughout the broadcast schedule.
- 4.5 KNC will be sensitive to the use of offensive language, including racist language, and material that is stereotypical, unless such use is relevant to the context, integral to the theme of the program and has educational or social value, is broadcast at appropriate times and has the appropriate viewer advisories and disclaimers.

New Actions

Controversial program review is embedded in our existing process for evaluating programming. In this reporting year KNC aired 40 titles with disclaimers comprised of 13 language disclaimers, 14 adult disclaimers, 12 graphic disclaimers and 1 graphic & disturbing disclaimer.

Article 5 A Diverse Workforce

- 5.1 KNC will ensure that there are no barriers to equitable employment in its workforce.
- 5.2 Directors will be responsible and accountable for ensuring that the principles of employment equity and non-discriminatory hiring practices are observed.
- 5.3 Directors will make KNC's non-discriminatory hiring policy known to prospective new employees.
- 5.4 Job openings will be posted internally to encourage promotion and members of designated groups will be encouraged to apply.
- 5.5 Job postings and outside advertisements for employment opportunities will include a statement that KNC supports employment equity.

Article 6 Supporting Employment Diversity

- 6.1 KNC will continue to implement its policies supporting employment equity.

- 6.2 KNC will, where possible, accommodate employee requests regarding racial, religious and ethnic observances.

Article 7 Community and Industry Outreach

- 7.1 KNC staff will be available to speak at schools and community events on careers in broadcasting.
- 7.2 KNC senior management will be available to discuss content, standards and cultural diversity practices with educators, the media and on conference panels.
- 7.3 KNC will encourage staff to be involved in their communities through outreach activities such as local charities and community festivals.

New Actions

Knowledge presented, hosted and/or sponsored the following:

Doxa Documentary Film Festival

Storyville Vancouver

Kamloops International Film Festival

Knowledge B.C. Roadtour – visited a number of B.C. communities for speaking engagements, public screenings, and filmmaker’s workshops.

artShuffle.ca - launched a new website showcasing new and established artists, while promoting arts programs and events around B.C.

Knowledge staff members took part in numerous conference panes and workshops as noted below:

President and CEO was a guest speaker at a Capilano University Documentary Panel, a UBC Documentary Production course, and hosted a special screening event at Thompson Rivers University in Kamloops. He also presented to the B.C. Association of Institutes and Universities (BCAIU).

Associate Director of Interactive was a guest lecturer for a Broadcast and Media Communications Program at the B.C. Institute of Technology.

Two interns were recruited from Capilano University’s Interactive Design Program and UBC’s Entertainment Administration Program.

Article 8 Codes and Practices

- 8.1 KNC is committed to Employment Equity and to the improved representation of women, Aboriginals and visible minorities
- 8.2 KNC will meet all CRTC Programming Codes and Guidelines, in particular, on violence, sex-role portrayal, on-air portrayal, and advertising to children.
- 8.3 KNC will meet all internal Policies and Guidelines, including KNC’s Code of Ethics.

**Cultural Diversity Action Report
September 2010 - August 2011**