



31 January 2012

John Traversy
Secretary General
Canadian Radio-television and
Telecommunications Commission
1 Promenade du Portage
Les Terrasses de la Chaudière
Gatineau, Québec, J8X 4B1

via electronic filing

Dear Mr. Traversy:

Re: Annual diversity report for Shaw Media Inc.

In accordance with Decision CRTC 2001-458, please find attached the annual diversity report for the broadcasting undertakings of Shaw Media Inc. for calendar year 2011. This report covers activities for the 11 Global stations and 19 specialty services operating in 2011.

2011 has been a year of integration with our new parent company and a year of assessing opportunities. Throughout this process Shaw Media has continued to make diversity a priority. We look forward to growing our current diversity relationships, and sharing these relationships with other Shaw properties in the coming year.

If the Commission has any questions related to this report, or requires further information or explanation, please do not hesitate to contact me directly.

Sincerely,

A handwritten signature in blue ink, appearing to read "Karen Clout".

Karen Clout
Manager, Regulatory Affairs
Shaw Media

c.c. Martine Vallée, CRTC: martine.vallee@crtc.gc.ca
Jane Britten, CRTC: jane.britten@crtc.gc.ca

Shaw Media is pleased to provide its 2011 Corporate Cultural Diversity Report which outlines the efforts made to advance diversity in all aspects of the company. As one of Canada's leading broadcasters, we are dedicated to the accurate portrayal and advancement of Canada's diverse communities with specific emphasis on visible minorities, Aboriginal peoples, people with disabilities, and women.

CORPORATE ACCOUNTABILITY

Our corporate objectives are to increase diversity in our workforce, and to ensure that our programming is relevant to Canadian audiences, reflecting the reality of all of our communities. By incorporating diversity throughout our schedule we ensure that we are reaching the broadest possible audiences where programming may be of particular interest to some, but accessible to all. Our Diversity Corporate Plan details our corporate commitment to ensuring diversity in all areas of Shaw Media, from hiring, to on-screen representation, to community relations.

Shaw Media strongly believes in corporate accountability for its diversity initiatives. For this reason, the Vice President, Regulatory and Government Affairs was appointed the executive in charge of diversity and chair of the National Diversity Task Force. However, she is supported by senior leaders in all areas of the company who are responsible for promoting diversity in their specific areas.

Since Canwest's acquisition by Shaw in late 2010 we have been working towards finding synergies in our diversity initiatives and look forward to implementing a more consistent approach in the coming year including enlisting the involvement of a greater number of senior staff.

Station managers play a pivotal role in corporate accountability for diversity within Shaw Media. They have clear goals regarding diversity at their stations and set an example and tone in their various locations. Our conventional stations have set up Station Diversity Committees that are comprised of at least the station manager and the news director and are responsible for holding meet and greets and round tables with representatives of under-represented communities and the implementation of station diversity initiatives. These committees report to the National Diversity Task Force. Each station manager is asked to obtain feedback on existing initiatives and discuss suggestions for future initiatives. For example, Global Okanagan held specific diversity committee meetings to discuss maintaining as many on-air portrayals of visible minorities as possible, and to retain diversity initiatives in the face of a company reorganization.

Station managers are also asked to obtain external feedback from diverse groups in their communities through meet and greet or round table discussions. For example, in 2011 Global Montreal staff met with the Montreal Lebanese community and later, Montrealers with Disabilities for lunch at our facilities. Discussions about priorities and issues for each

community were followed by meeting the news team and encouraging our guests to contact us with story ideas from their communities and an invitation to make use of our local community calendar to promote events.

Each year, station managers complete and provide local diversity tracking reports to the senior executive in charge of the National Diversity Task Force. This “on the ground” feedback helps us to identify and monitor potential areas of concern or weakness – and take corrective action as necessary.

The primary tool for staff assessment of progress is the station tracking report. In December of each year individual stations and specialty services complete a comprehensive diversity questionnaire. These reports are used to monitor progress and activities on a local basis. Station reports include information on job postings (and positions filled that were not posted); promotions; training; community outreach initiatives/feedback; news; news rolodex; non-news local programming; cross-media partnerships; sponsorships/promotions; and diversity advisory committees.

Our internal diversity communications are available on the Diversity Pages of our Shaw Media intranet site. Here, employees can find the Corporate Plan and *Best Practices Diversity Workforce Statement*, information about the Shaw Media Mentorship Program, and other initiatives.

RECRUITMENT, HIRING, RETENTION, AND TRAINING

Broadly speaking, almost all of our diversity-related initiatives should directly or indirectly impact recruitment, and hiring activities through internships and/or scholarships; facilities tours to diverse high school and university and college students; internal communication of our *Best Practices Diversity Workforce Statement*; career fairs; widely distributed job postings; station tracking reports for monitoring purposes; the maintenance of an inclusive workplace; and so on.

All of the initiatives considered in the *Corporate Plan* are ongoing. Our six-point employment program will be revised in 2012, but currently continues with the exception of the last bullet:

- working towards a representative workforce in on-air talent pool and within our management group;
- posting of job opportunities locally throughout the Shaw Media broadcast system across Canada, and internally on our intranet site;
- working with appropriate community organizations and groups to identify eligible candidates;

- maintaining participation in and continuing support of industry organizations on a local and national level;
- continuing to meet the requirements of the Employment Equity Act; and
- continuing the Global program of awards and scholarships for visible minorities, Aboriginal people and persons with physical disabilities.

Several years ago we discontinued the Broadcaster of the Future Awards Program. However we currently offer an internship program for five+ students with disabilities per year through our Alliance Atlantis social benefits package.

Recruitment

Many of our recruitment initiatives address the six-point employment program noted above. In 2011 we began adding the following line to all Shaw Media job posting: *Shaw encourages applicants from qualified women, visible minorities, Aboriginal peoples, and persons with disabilities.*

The following initiatives were established in previous years and continued through 2011:

Our various Human Resource departments distributed external job postings to hundreds of ethno-cultural and Aboriginal groups, and organizations associated with persons with disabilities. Moreover, most of our positions were also posted in the job section of the Shaw Media website.

We maintained our participation in, and continued support for, relevant industry associations including the Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR); Canadian Council for Aboriginal Business (CCAB); Canadian Women in Communications (CWC); Aboriginal Human Resource Council (AHRC); National Aboriginal Achievement Foundation (NAAF); among other groups.

We are in our fourth year of offering paid internships to broadcast and journalism students with disabilities. Similarly some of our local stations (such as Edmonton) are building relationships with diversity organizations and/or post-secondary institutions and offering unpaid internships. It is our hope that when some of these students complete their studies they will apply for full-time positions at Shaw Media.

Hiring

Actual results from these initiatives are more difficult to gauge. We have put initiatives in place, but immediate results across the system are simply not possible. As such, our efforts to date have been to create corporate and local climates accepting of inclusion and encouraging diversity on- and off-air. Annual monitoring is also susceptible to one-year swings caused by specific programming initiatives.

Station diversity reports track the number of new posted and un-posted hires from each of the four designated groups. Filled positions are subsequently categorized into broad job functions: management; on-air; administration; technical; programming; and production/news.

New hire highlights in calendar 2011 are listed below. As always, self-reporting may affect actual figures.

- 59.8% of all full-time posted positions were filled by a member of the designated groups.
- 52.3% of all full-time posted positions were filled by women – a 2% increase over last year.
- Seven Aboriginal people were hired in 2011, or 2% of our total new hires.
- Four people with disabilities were hired.
- 14 of the 19 un-posted positions were filled by a member of a designated group.

Interns are also considered for many entry level positions as they have a good working knowledge of our newsrooms and we have had the opportunity to see their skills. More information about our internship initiatives are listed in a later section.

Retention

We have a variety of measures in place to retain employees from under-represented groups. Chief among these is the Shaw Media Mentorship Program that has been running for over eight years. The primary objective of the Mentorship Program is to enhance the work experience of persons from under-represented groups. As such, the program itself serves as an effective retention tool. We are now in our ninth year of this program with over 153 pairs having participated so far over the course of the program. Program information is available on our intranet site and is sent to all employees each summer.

As noted in previous reports, retention is often tied to the possibility of promotion. Promotions are of course dependent on the creation of new opportunities and/or employment turnover. As such, while we would not consider employment-related promotions an initiative tied to diversity *per se*, it is important to acknowledge the importance employees, from all groups, place on the relationship between promotion and retention.

We continue to ensure that all internal candidates for available opportunities are treated equitably and fairly and we ensure that every internal applicant has an interview or discussion with the hiring manager.

At Shaw Media, we are very responsive to situations that require accommodation to eliminate or minimize barriers for existing employees or for those seeking employment with us.

We have created modified work schedules to accommodate individuals with rehabilitation and childcare needs. Managers have worked closely with employees in such cases to facilitate special work arrangements. We continue to provide employees with job sharing and alternate work arrangements. We offer an Employee Assistance Program (EAP) to all employees. The EAP service is a voluntary, confidential counseling and information service for employees and their families. The program is designed to provide help with personal or work-related problems. It covers a broad range of concerns including family and parenting, personal and emotional, anxiety, alcohol, drugs, grief and financial, among others. This 24-hour counseling service is offered company-wide and is available by phone or in person and is fully accessible. This service complements the counseling and support available through Human Resources and management to help resolve difficulties or issues that employees may face in the workplace and in their personal lives

Accommodations are made on an individual basis to ensure that all employees are given equal opportunity in the workplace. Facilities and Human Resources staff works with employees to ensure that accommodation needs are met.

Training

We currently have no national training initiatives in place but are hopeful that with our new ownership by Shaw, we will have the resources to put a program in place in the future. In the meantime, stations are availing themselves of training opportunities as they arise. Some examples include:

- A Global Montreal HR representative attended the Aboriginal Human Resources Council's Inclusion Works workshop to learn about Aboriginal inclusion in the workplace, Aboriginal artisans, and creating a culture of inclusion where indigenous people feel welcomed and valued.
- Global Regina's News Director attended a traditional Sunrise ceremony and spent a day speaking with local First Nation leaders. The event was held in a teepee on the Carry the Kettle First Nation and included a conversation with an elder about relationships between media and his people.
- An HR representative from Global Calgary, attended "Access Calgary, Managing Persons with Disabilities" and learned about ensuring workplace inclusivity. This was an information and training session on how to provide an inclusive workplace for people with disabilities, and how to incorporate employees with disabilities in our workplace.

MENTORSHIPS, INTERNSHIPS, AND SCHOLARSHIPS

Shaw Media Mentorship Program

This program is specifically designed to provide development opportunities to members of the four designated groups and support retention efforts. In 2003, we launched the Global Mentorship Pilot Program at three Global/CH stations; in 2004, we achieved full roll-out at all of our television properties; and in 2005, the Program was available throughout our broadcasting properties including our commercial radio properties – which have subsequently been sold. In 2008 this program was also made available to employees of the former Alliance Atlantis specialty services.

In 2010, 23 pairs completed the Program. In 2011-12 there are 18 pairs participating in the program.

The Mentorship Program continues to evolve. After each term feedback is gathered and analyzed by the mentorship facilitator and recommendations put into practice for the following term. To date we have had over 153 pairings participate in the program.

This year mentorship program participants represented a wide range of positions; reporters, program and promo schedulers, production executives, anchors, master control operators, website producers, etc. Since this program is geared toward the four designated groups, we have found that mentorship is a useful tool in breaking down the barriers we face in hiring and promoting visible minorities, persons with disabilities, Aboriginal people, and women to on-air, and other more senior positions.

Internships

Internship Program for Students with Disabilities

As part of the Alliance Atlantis Benefits Package, an internship program for broadcast and journalism students with disabilities was established and has hosted 25 students to date.

These annual internships are awarded to five+ Canadian students with disabilities each year. Recipients in pursuit of a career in broadcasting receive a challenging opportunity to work in private television with paid internships at one of Shaw Media's broadcast properties.

An advertising campaign involving all Global television stations, Shaw Media specialty channels and the corporate website took place from January to March 2011 to promote these internships with applications due March 16th 2011. The judging panel, in association with Lights Camera Access! selected six interns for summer 2011 placements in Montreal, Toronto, Ottawa, and Winnipeg. One student this year was offered a part-time position with Shaw Media after the completion of her internship, which she accepted.

Our Ottawa Bureau Chief wrote the following after hosting an intern from this program:

You should know that things worked out really well with Graham. He was enthusiastic, a hard worker, and we quickly began to rely on him to perform all kinds of editorial functions in the newsroom. If we can continue to attract this caliber of candidate for the internships, we would be happy to host another intern.

One of our 2011 interns at ET Canada and the Global Toronto newsroom wrote the following about his experience:

Watching so many on-air professionals constantly strive to improve their performance was inspiring and strengthened my resolve to constantly evolve my own personality and brand. I found myself dealing with more of the on-air talent at ET Canada and they always took the time to speak with me about how they prepare and how they stay sharp.

“ I believe that it’s essential to entertain, inform, and relate to our communities.” I think my time with Global Toronto News was a strong re-enforcement of this sentiment. Looking at how the lineup was put together with a solid combination of human interest, hard news, current affairs, and feel good stories created such an effective balance. Being able to be part of the Taste of the Danforth shoot showed just how much the community respected the work Global News does. That and the afternoon I spent with a cameraman showed how much he enjoyed communicating with the general population of Toronto and present the station in such a positive way.

United Nations Multimedia and Multiculturalism Program

In the spring of 2011 Shaw Media was approached by the United Nations Multimedia and Multiculturalism Program (UNMM) to place two interns – one in Calgary and one in Halifax – for six weeks.

This is a national program that links ethno-cultural communities with media organizations, in Canada. UNMM increases the spectrum of voices, opinions and realities of ethno-cultural youth through a series of regional and national educational activities that promote diversity in mainstream media.

Because of the success of these first two internships, Shaw Media has formalized our partnership with UNMM in 2012 and will be hosting interns in several more cities.

Local Internships

Internships are often offered for school credit and in 2011 many of our local stations opened their doors to a variety of students. The news department and ET Canada in Toronto hosted over 35 students from diverse backgrounds. These interns worked in a variety of areas at the station based on their areas of interest and expertise.

Other examples of local stations hosting interns include: Global Calgary which hosted a visible minority intern from a journalism program for three months in the news room over the summer. And Global Winnipeg worked with the National Screen Institute (NSI) to provide an internship to an Aboriginal journalism student who spent three weeks in the newsroom. This student produced two news stories that went to air and has subsequently graduated from his program.

Scholarships

FAAY scholarships

Through our Alliance Atlantis Benefits package we committed to support scholarships for Aboriginal Students through the Canadian Council for Aboriginal Business (CCAB). The CCAB administers the Foundation for the Advancement of Aboriginal Youth (FAAY) through which we provide Aboriginal broadcast and journalism students with nine scholarships each year. Recipients were chosen from across the country by merit, grades, and need.

SABAR scholarship

Shaw Media has been a member of SABAR for over seven years. Three years ago the organization created a scholarship program for an Aboriginal student in a broadcast or journalism program. This award is given each summer to a deserving applicant with the option to reapply in the following two years for additional support as long as the student remains enrolled in their program. In 2011 SABAR awarded a \$5000 scholarship, and a \$5000 special bursary to an amazing young woman in her final year of study in Montreal.

NEWS

Shaw Media local stations continued to emphasize the importance of representing diversity within each station's market in 2011, while at the same time adhering to the RTNDA's Code of Ethics and the CAB's Code of Ethics. Diversity and inclusion are regularly discussed in morning news meetings and all of our stations endeavour to represent the faces on-air, of the communities they serve and report on issues pertaining to underrepresented communities.

Our community outreach initiatives, as described throughout this report and specific to each station, are specifically designed to address news-related barriers, especially the location of appropriate subject-matter experts within the various ethno-cultural, Aboriginal, and persons with disabilities communities. These efforts will continue.

Our local stations are committed to being part of and reflecting our local communities. Stations participate in a variety of mechanisms including meet and greet and round table discussions, to reach out to local communities in order to build relationships with subject matter experts from

underrepresented groups and to find story ideas from these communities. Stations invite local community organizations into our facilities and our staff travels to community events to discuss relevant issues.

Some examples of these meetings include Global Montreal's meeting with the Montreal Lebanese community and Montrealers with Disabilities to discuss issues relevant to these communities. Global Winnipeg staff participated in a discussion with Newcomers Employment Education and Development Services (NEEDS), an organization that provides support to immigrants and refugees. And Global Regina met with members of the Arthritis Society to discuss their upcoming events.

Rolodexes

Stations are continually asked to increase their Rolodex contacts from Aboriginal, persons with disabilities, and visible minority communities. In 2011, over 895 contacts from these groups were identified by our newsrooms across the country. Global National has thousands of contacts world-wide and estimates their contacts from the designated groups (not including women) to be approximately 1700.

Global National News

It is not always possible to cover as many stories as we would like, or to respond to every request for airtime. In times of crisis or urgency, Canadians expect their news services to provide in-depth up-to-the-minute coverage of issues of public concern. Our newsrooms are staffed appropriately but efficiently to make best use of resources. During times of crisis, or when events of national or local importance occur, our resources are first and foremost focused on getting those stories out to our viewers. While these realities sometimes pre-empt other important stories, we have maintained our commitment to increase our coverage of stories that reflect the diversity of our audiences. All News Directors are aware of the importance of airing positive stories that reflect the diverse communities in the regions they serve.

Our Global National News stories bring issues to the surface for the entire country. In reporting the news we have had to find balance between highlighting issues of national importance and good news stories about diverse communities. Listed below are a few of the stories Global National aired pertaining to under-represented groups in 2011:

- February 2011 - Rick Hansen Redux- 25 years have passed since the original Man in Motion tour and Rick Hansen is back to raise more money for spinal cord research and those living with spinal cord injuries and disabilities. He's already raised \$200 million. He intends to raise even more as he embarks on his latest man in motion tour.
- September 2011 - Lanier Honoured- Lanier was a young boy from the deep South who faced with racism and segregation in his native United States when he joined the Navy and found himself shipwrecked off the coast of Newfoundland and Labrador during WWII. He calls that event life-changing. He received such kindness from the people in

Newfoundland and so many years later he was able to visit and received Newfoundland and Labrador's highest honour.

- September 2011 - Brad's Courage- When Brad was born doctors did not think he would survive the night, but today at 18 years old he has defied the odds by becoming a motivational speaker and radio host. He is an inspiration to other youth with disabilities.
- November and December 2011 - Attawapiskat Housing Crisis - The housing situation on remote Northern reserves was highlighted by the latest reserve to be in the spotlight. Facing squalor and housing shortages this reserve's management is now in the hands of the Federal government. Our reporter visited the reserve to see first- hand the conditions that people there face.

Local News

Diversity in news is re-emphasized and discussed regularly at assignment meetings. Station reports reveal that there is no single system initiative, but rather many mini-initiatives undertaken by dozens of station reporters.

As such, we asked our station managers and news directors to communicate some of their outstanding diversity-related news reporting in calendar 2011.

The examples below provide a brief snapshot of initiatives undertaken by our stations and really do not do justice to the number and quality of diversity-related news stories we broadcast in 2011. Some examples include:

- Global Maritimes aired a story in April about a visit to Halifax by Peter Bailey; one of the closest confidants of Malcolm X. Mr. Bailey was a guest speaker at a luncheon at the Black Cultural Centre where he spoke of Malcolm X's legacy and his own personal message to Black Nova Scotians.
- Global Montreal aired a scheduled series of news reports on the difficulties people with disabilities face when accessing public transportation. In all, our newscast featured six different stories dealing with the issue of accessibility in public transportation and on the street in Montreal over the course of the year.
- In February 2011 Global Toronto aired a series of reports celebrating Black History Month. One story profiled the accomplishments of elite performers like opera star Measha Brueggergosman. It was a personal story of an aspiring artist who broke with convention – becoming one of the few Black women to excel on the opera stage in this country. It also chronicles Brueggergosman's battle to lose more than 160 pounds in two years and the comeback and recovery she had to stage following emergency open heart surgery. A second story explored Canada's connection with African culture. One of Global's reporters' indepth reports outlines the historic role the community of

Chatham Ontario played in the Abolitionist movement of the 19th century. The reporter made it clear that the history of the Black community is the history of this province.

- Global Winnipeg ran a story in February about the outrage experienced by women's organizations across the country after a Manitoba judge spared a convicted rapist jail time. The judge believed the victim, who wore high heels and a tube-top the night of the attack, had made it so there was "sex in the air that night." Protest marches erupted at the courthouse and the judge was suspended from presiding over sexual assault cases while an internal investigation was conducted. The judge was not disciplined, but was ordered to undergo sensitivity training. A new trial has been ordered for the accused.
- Global Regina aired a segment in May on 30 Aboriginal recruits who had made it through the first phase of depot division's Aboriginal pre-cadet training program. It highlighted the program designed for the RCMP to identify and attract promising Aboriginal officers.
- In October, Global Saskatoon featured a story on a group of "at-risk" youths, many of whom are of Native descent, who had bought an inner-city bakery that they had started to manage. One of the young men interviewed who was currently working as a baker after three years of living on the street, now wants to pursue culinary arts at the post-secondary level.
- In April, Global Calgary profiled Sandra Crazy Bull. A woman who has brought the ways of the Blackfoot to people through seminars and schools. She also helped revise the Alberta Learning curriculum in social studies to include a different Aboriginal experience. This provides students with a different perspective in learning Canada's history.
- Also in April, Global Edmonton ran a story on how Egyptian-Edmontonians don't take the right to vote for granted, in light of recent turmoil in the Middle East. Given their homeland's continued struggle to obtain basic rights including voting and democratic representation, they refuse to miss even one chance to vote unlike the traditionally low voting turn outs in Edmonton.
- Global Lethbridge featured a story in November on how the "face" of southern Alberta is changing. For example, more than 100 Nepalese have immigrated to Lethbridge since June. And according to Lethbridge Immigrant Services, the number of refugees from many countries moving here has grown substantially.
- In September, Global BC aired a report on the "First Sikh Commander", examining how a BC man made Canadian Forces history as the first Sikh Commander. Lieutenant Colonel Harjit Singh Saj-Jan served in Bosnia and has been deployed in Afghanistan on three tours of duty. Despite all his accomplishments, his biggest achievement has come in the form of his new rank and title.
- Global Okanagan featured a story on the first annual "Asian Heritage Festival". The report examined how the region is growing rapidly, and the ethnic make-up is

constantly changing. In this report, multiculturalism in Kelowna was celebrated and the significance of many aspects of the festival were reported, which brought together the five major Asian cultures in the region; Chinese, Japanese, Korean, Filipino and East Indian.

In some stations the focus on diversity is highlighted in our morning news programs. In Edmonton for example, the morning news program runs a feature titled *Cultural Diversity Focus*. In 2011 some of the organizations and events featured in this segment included the Kenya Ceramic Project to bring clean water to villages in Africa; the Special Olympics Bowl-a-thon; Aboriginal Round Dance event – Blanket of Remembering; The Edmonton Cariwest Festival; and Mosquers – Muslim Film Festival.

News Staffing

Shaw Media continues to look at on-air representation at the station level and fills positions at this level as well. We consider having a low turn-over in this area to be a positive outcome and thus are not attempting to increase turnover. When positions become available Shaw proactively seeks on-air personalities who will be representative of their local communities.

- Of the 52 posted positions for on-air personalities in 2011, 35 (or 73%) were filled by persons from the four designated groups
- Global Maritimes promoted a female reporter to anchor/producer and a female writer to weather reporter.
- Global Regina hired an Aboriginal video-journalist in 2011.
- Of Global Regina's 13 posted on-air positions, all were filled by members of the four designated groups – nine women, one Aboriginal person and three visible minorities. Global Edmonton's five on-air positions were also all filled by members of underrepresented groups. Global Saskatoon also filled all of its posted on-air positions with people from under-represented groups.
- Global Edmonton promoted an Aboriginal woman with a disability to news anchor/reporter.

NON- NEWS PROGRAMMING

Our Original Programming Department ensures that all new productions reflect diversity – behind the scene and on camera. For ease of reference the diversity objectives of the Shaw Media Original Programming Department as first reported in the 2007 *Diversity Workforce Statement* are listed below:

- *To avoid stereotypes and ensure that under-represented groups are well represented on camera in Canadian prime-time programming.*
- *Increase diversity hiring in production and support the development of the production sector that was identified as under-represented in the WIFT Framework Study.*
- *To create opportunities for access for members of designated groups to every Canadian Shaw Media Original production.*

We continue to observe these three principles through the following objectives:

- Develop a range of strategies to ensure every Shaw Media Original Program engages the independent producer in supporting our broadcast diversity commitment and ensure that people from the designated groups are involved in every original production in some capacity.
- Each programming contract with producers clearly states our policy of avoiding discrimination.
- Writers and producers are advised that Shaw Media wants to reflect Canada's diversity on-screen.
- Shaw Media asks producers to interview more persons with disabilities, persons of colour, and Aboriginal peoples for available positions wherever possible.
- Shaw Media's Canadian programming executives are involved in host selection and casting for all commissioned programming to ensure diversity of characters and on-camera hosts.
- Potential acquisitions are screened for negative stereotyping of minority groups as well as for diverse casts and storylines.
- Output deals with major American studios, in most cases, allow Shaw Media the right to edit to meet the broadcast standards and practices in the territory or province, which allow us to refuse programming that is not compatible with the laws, regulations or public policy to which we are bound.

National Original Programming

The *National Aboriginal Achievement Awards* (NAAA) celebrate excellence in the Indigenous community. The annual awards recognize the highest level of achievement and provide terrific role models for Aboriginal youth to achieve their potential. The two hour broadcast aired on April 9, 2011 on both Global and IFC. We also created 14 two-minute interstitials, each one featuring a NAAA recipient, which run for a year on many of the Shaw Media channels.

One of our most diverse productions for 2011 was *Combat Hospital* where diversity was made a priority from the initial concept.

Combat Hospital is an original drama series commissioned by Shaw Media that averaged 1.75 million viewers every week. This show appealed to a broad range of Canadians. Undoubtedly, the success of this show could be attributed in part to the fact that many Canadians found characters with whom they could identify reflected in the cast. Diversity in *Combat Hospital* was built on colour blind casting. With this show diversity was integral to the concept and was part of what attracted Shaw Media to develop this series set in a multi-national hospital in Afghanistan where Canadians were in command. *Combat Hospital* was carefully written to reflect the challenges and opportunities that such rich diversity creates in a pressure-cooker situation like a hospital in a war zone.

The diversity on this show came from the inside out. *Combat Hospital* was pitched to Shaw Media by a woman of colour, the South Asian writer-producer Jinder Chalmers. Ultimately she became a co-creator and co-producer on the show earning writing credits on two scripts. She has subsequently secured an agent in LA with one of the top agencies in the world.

Combat Hospital was produced by two women, including Syrian-Arab producer Jennifer Kawaja, whose company has created content that repeatedly proves the commercial appeal of content with diverse talent. In addition to Jinder in the writing room, other staff included a Black female writer, a Korean writer's assistant, an Asian Shaw employee, who through the Shaw Media Mentorship Program with the show's production executive, was made aware of the job opportunity. The producers hired a female Chinese freelance business affairs person, and the producer's full time assistant was a woman of colour.

The cast of *Combat Hospital* was very diverse. Of the 14 regular characters, nine were people of colour.

One of our regular characters required accommodations to deal with memorizing the volume of lines that series production demanded. The people of colour in the list of regulars included very prominent roles that provided complex portrayals of each community.

Our high profile guest stars were often people of colour, including: Adam Beach, Academy Award nominated actor (*Law & Order, Flags of our Fathers, Cowboys and Aliens*) – First Nations. And Tia Carrere voted one of the sexiest women in the world, Grammy Award Winning Singer, Actress, and Producer *Relic Hunter* – Polynesian.

Of our 13 recurring characters who were in more than eight episodes, eight of these were also people of colour.

Other National Original Programming highlights include:

- *Rookie Blue*'s Season 2 storylines are reflective of the day to day occurrences in a large multicultural city such as Toronto. The program follows the personal and

professional lives of a group of young police rookies. *Rookie Blue* is committed to inclusion and diversity and our casting is reflective of our country's multicultural and multiracial nature, with a focus on our country's cultural diversity. We have always cast blindly when it comes to racial or ethnic backgrounds. Our leads - Erika Okuma, Melanie Nicholls-King and Lyriq Bent promote diversity on the program. Also, diversity in our guest stars is prevalent with characters played by: Benz Antoine, Cory Lee, Dwain Murphy, Victor Chiu, Michael Xavier, Jacyn Wong, Patrick Kwok-Choon, Shannon Kook-Chun, our recurring medic Alice Poon, as well as Dov's girlfriend played by Mayko Nguyen.

- ***Lost Girl* Season 2** - From the beginning *Lost Girl* was an out-of-the-gate hit for Showcase. We believe part of that success was due to its emphasis on diverse casting and storytelling. Halfway through Season 2, *Lost Girl* continues to be the number one rated show on Showcase and the number one scripted drama across all specialty services.

Lost Girl tells the story of a succubus and her surrounding group of human and non-human (called Fae) friends. Series regulars KC Collins who is Black and Rick Howland, a little person, were popular from the start and their roles were increased over the first season to respond to that popularity. Season 2 saw the introduction of Hale's (KC Collins) family.

The stories and "Guest Fae" are derived from mythology from around the world including, the UK, Africa, Japan, Native North American culture and South America as well. Whenever possible we find actors from specific ethnic and racial groups to fill those roles.

Season 2 continued to focus on telling those diverse stories and filling out the guest casts with actors who are diverse. The show looked far and wide to fill roles that weren't specifically written as diverse with actors that reflect Canada's diverse population.

The writers' room has been populated predominantly by women from the start including creator Michelle Lovretta, Emily Andras, Alexandra Zarowny, Shelly Scarrow and writers' assistant Debra Chesly.

We have put more emphasis in Season 2 on hiring women directors including Gail Harvey and Lee Rose.

- ***Global Currents*** - an award winning documentary series. We commission one hour documentaries for this series examining social issues in Canada every year. In 2011 one of the projects we commissioned for *Global Currents* was: *Arctic Hip Hop* - One hundred Inuit teens, ten hip hop dancers and five days in the remote hamlet of Cambridge Bay, Nunavut. Capitalizing on the popularity of Hip Hop, social worker and long-time b-boy Stephen Leafloor has brought positive hip hop workshops to the north. While dancing to the beat, kids are encouraged to blend their rich, ancient culture with

a modern one. Between backspins and body-waves, they discuss bullying, body image and suicide. Five days later they emerge not only better dancers, but more confident kids, who have a clearer idea of how to balance their cultural identity with modern times.

- Since 2005 *ET Canada* has been shining a light on Canadian entertainers from all walks of life and all different backgrounds. We are proud of our strong relationship with some of this country's most successful diverse entertainers and the profile we provide to those just starting out in the business. This past year we highlighted the achievements of Indigenous actors like Adam Beach, Lindsay Willier, and several of the cast members in the Twilight film franchise. We also returned to the Alberta set of Blackstone for interviews. Each year we cover the National Aboriginal Achievement Awards and help showcase members of that community. We're also big supporters of music artists like Drake, Melanie Fiona, Kardinal Offishall, and Keshia Chante who opened our live New Year's Eve Show: *ET Canada's New Year's Eve at Niagara Falls*.

In no particular order here are just a few more select stories we covered this year that reflect Canada's rich and diverse cultural mosaic: Jessica Lucas Chatelaine Profile, Jason Wu Fashion Profile, Trey Anthony Da Kink in My Hair reboot, Suzanne Boyd dresses for Toronto Fashion Week, our own Rosey Edeh's cover shoot for Sway Magazine, Adrian Holmes "Frankie & Alice", and Montreal's Zombie Boy profile. Another story was about the devastation in Slave Lake Alberta – a town with a large Aboriginal population. We organized a concert for the town with Blue Rodeo's Jim Cuddy. It was a huge lift to the community.

Specialty Programming

Specialty programming included a wide range of diverse programs and were also a forum for airing films featuring diverse characters or themes, documentaries that discuss diversity issues, and factual programming that includes diverse hosts. Some examples include:

- Aside from the popular *Lost Girl* series, Showcase aired a variety of programs with diverse or female characters in lead roles. Some examples include *Royal Pains* where the female lead is played by a person of colour; *Warehouse 13* where there are many female leads including visible minority women; and *Bones* where again, many of the lead characters are women, and several are people of colour.
- Action aired *All Worked Up* - The show goes on the job with repossession agents, a process server, code enforcement agent, parking enforcement agent, bail bondsman security guard and others who might end up in law enforcement situations where the recipients can (and do) blow up in rage. Many of the leads in this show are African-American including the process server, two parking enforcement agents and the bail bondsman.

- Diva aired *The Nutty Professor II* where most of the characters are played by Eddie Murphy and his love interest is played by Janet Jackson.
- IFC broadcast the films *The Station Agent* - When his only friend dies, a man born with dwarfism moves to rural New Jersey to live a life of solitude, only to meet a chatty hot dog vendor and a woman dealing with her own personal loss. The main character played by Peter Dinklage is a little person; and *Towelhead* - A young Arab-American girl struggles with her sexual obsession, a bigoted Army reservist, and her strict father during the Gulf War.
- History broadcast the documentaries *Storming Juno* and *Remembering Juno* in June 2011. Native Veteran Harvey “Chief” Dreaver’s story is told in *Storming Juno* and the real Harvey Dreaver is pictured at the end of the film stating that he died in action in June 1944. Native Veteran Tom Settee is interviewed in *Remembering Juno*. Settee was a rifleman with The Regina Rifle Regiment, Canadian Army in WWII and fought in the Normandy Campaign.
- National Geographic Canada aired the documentary *Mega Mosque* - The Sheikh Zayed Grand Mosque, constructed over the past 12 years in Abu Dhabi contains both the world’s largest chandelier and the world’s biggest carpet from Iran.
- MovieTime aired the film *Bend It Like Beckham* - A comedy about bending the rules to reach your goal, *Bend It Like Beckham* explores the world of women's football, from kickabouts in the park to freekicks in the Final. Set in Hounslow, West London and Hamburg, the film follows two 18 year olds with their hearts set on a future in professional soccer. Heart-stopping talent doesn't seem to be enough when your parents want you to hang up your football boots, find a nice boyfriend and learn to cook the perfect chapatti. The movie centres on strong female leads, trying to break down stereotypes and forge different paths. The movie was directed by Gurinder Chadha and stars Parminder Nagra.
- Mystery aired past seasons of *Law and Order: SVU*, *Bones*, and *NCIS LA* – all series with strong female lead characters. And *Hawaii Five-O* with its cast from many different cultures including: Korean, Japanese, Hawaiian, and Samoan.
- Deja View aired *Barney Miller* a series that was ahead of its time by featuring characters from different backgrounds working together in the squad room: Jack Soo, a Japanese-American played Sgt Nick Yemana; Gregory Sierra was Puerto Rican detective Sgt. Chano Amanguale, and Ron Glass, was African American Sgt. Ron Harris.
- TVTropolis aired *North of 60*, a series that follows the lives of the residents - many of whom are Aboriginal - of Lynx River, a small town in Canada’s Northwest. Their lives are full of friendships, stories, romances, hopes, fears and more. The show was shot in Bragg Creek, Alberta.
- Fox Sports World Canada aired *Gambare!* a 30-minute program featuring weekly highlights from Japan's premier soccer league, the J-League, and *Football Asia*, an exciting and informative program that features the scores, standings, and latest news about soccer on the Asian continent.

Various hosts of our lifestyle programming on The Food Network, HGTV, DIY, Twist TV, Reality, and Slice are from diverse backgrounds. For example, female hosts include *The Talk*'s five hosts and *House Hunters*'s Suzanne Whang. Other hosts on these channels include people of colour such as *Big Brother*'s host Julie Chen, *Project Runway Canada*'s host Iman and many diverse judges, Roger Mooking's *Heat Seekers*, Chris Grundy's *Cool Tools*, and *Yard Crashers* with Ahmed Hassan.

Many of our reality programs include different guests or competitors from diverse backgrounds in each episode. These include *Chopped*, *Iron Chef America*, *Extreme Makeover Home Edition*, *My First Place*, and *My First Sale*.

Global

Among the rich body of both Canadian and foreign programs broadcast in primetime on Global Television in 2011, examples of diversity in main or regular recurring characters and storylines include: *Hawaii Five-O*, *NCIS: LA* and animated series such as *The Cleveland Show* and *Family Guy*. Strong female lead characters can be seen in *The Good Wife*, *Harry's Law*, *Ringer* and *Prime Suspect*, while persons with disabilities are portrayed in *Glee*, *House*, and *Parenthood*.

Our local Global stations have deep ties with the communities they serve and endeavour to provide a venue to communicate local events and issues of interest to diverse communities in their areas through non-news local programming. Some examples include:

- Global Montreal's weekly current affairs program – *Focus Montreal* which has conducted interviews with the Conference on Learning Disabilities spokesperson; a representative from Defi Sportif, an organization supporting competition for people with physical disabilities; an interview regarding the Khanawake Pow Wow; and two members of the United Tribulation Choir who have disabilities.
- Global Toronto's community calendar aired approximately \$750,000 worth of promotional time for diverse organizations including the Canasian International Dance Festival, Ontario Black History Society's Annual Black History Month Kick-off Brunch, Wheelchair Dare, Festival of India, Rastafest, Jambana, Walk a Mile in Her Shoes. Global Toronto also airs *Focus Ontario*. One of the stories covered in this program was an in-depth report and panel discussion about the issues facing the James Bay First Nations community of Attiwapiskat.
- *Around Town* is a feature Global Regina produces that runs twice per day on weekdays. This 30 second production offers an opportunity for organizations to have their events promoted on a regular basis. The following are some of the diversity groups that have used the *Around Town* feature: White Can Week, All Nations Healing Through Arts – Hip Hop Talent Show, Stepping Stones Aboriginal Career Fair, Summer Fun Programs for the Saskatchewan Abilities Council, Taoist Tai Chi Society Open House, and Taste of Africa.

- Global Saskatoon airs a community calendar that promoted diversity events in 2011 including: Business and Professional Women’s Club of Saskatoon, Disability Awareness Expo, International Day of Persons with Disabilities, and Aboriginal Music Week.
- Global Lethbridge airs a segment on the supper hour newscast titled Scene & Heard that profiles local organizations and events. In 2011 these two-minute profiles included Native Awareness Week at the University of Lethbridge and a preview of an Aboriginal job fair in March. Global Lethbridge also airs a community calendar where it promoted events such as the 2011 Immigrant Achievement Awards and the ALS Society Walk.
- Global Calgary also airs a community calendar. Some of the events and organizations promoted in 2011 include: Jamaican Canadian Association BBQ and Festival, Shen Yun, Allies for Autism Walk, and the International Reggae Festival.
- Global Edmonton airs *Out There*, a community calendar that promoted many diversity events in 2011 including: Bowl for Special Olympics, the Alberta Indigenous Games, Women of Vision Luncheon, and the Edmonton Heritage Festival.
- Global BC aired a community calendar that promoted: the Festival of India, Women in Leadership Foundation, Vancouver Celebrates Diwali, Talking Stick Festival, Vancouver International South Asian Festival, and YWCA Women of Distinction nominations.
- Global Okanagan’s *Our Community* is a feature showcasing Indigenous events from the Okanagan Valley. These run throughout the broadcast day to reach the largest audience. Three different events are presented in each segment, with a common host (Aboriginal) who chooses the topics and then works with our production personnel to prepare the segment for broadcast. Some of the organizations/events promoted in 2011 include: Footprints to Technology Aboriginal Seniors Program, Meadowlark Festival, National Aboriginal Health Organization, Westbank First Nation Recreation Department, The Penticton Museum and Archives, Okanagan Nation Alliance Annual Salmon Feast, and Seventh Generation Youth Motivation Team.

Other non-news programming airing at the station level includes PSAs, mentioned elsewhere in this report.

COMMUNITY RELATIONS

We outlined our framework approach to community involvement in previous reports. For ease of reference, various local approaches to community involvement include:

- on-going dialogue with representatives of the four designated groups via on-site meet and greet sessions, one on one meetings, round-table discussions, and so on;
- production and/or airing of diversity-related PSAs and community calendar notices;
- facilities tours for members of the four designated groups;
- support for third-party diversity-related initiatives (esp. on-air promotional support; provision of local high-profile hosts/emcees for events, sponsorships);

Local meet and greet sessions with members of diverse organizations

Last year we reported that over time, relationships have been built with many groups and the need to hold meet and greet sessions has passed. In these situations, stations generally take a more individual approach with diversity groups in their communities and hold round table or one-on-one meetings. Station representatives also visit community groups in their communities.

Round-Table Discussions

This diversity initiative creates an enhanced environment for in-depth discussion with a smaller number of groups. Discussions may be general in nature or topic-oriented. For example, in November Global Calgary invited representatives for Bead of Life and the Calgary Women's Shelter to the station to discuss raising awareness for the groups they support. Bead of Life works with women from Uganda to teach trades such as jewelry making and design. The Calgary Women's Shelter provides emergency housing and assistance for women in need.

One-on-One Meetings

Several stations find it beneficial to focus on one community or group and their issues, concerns, and suggestions at a more intimate level as this enables more in-depth discussions. For example: Global Lethbridge hosted Lethbridge Family Services/Immigrant Services for a meeting to discuss outreach for their Immigrant Services division and promotion of the Lethbridge Immigrant Achievement Awards.

Meeting with the Community

Some Shaw Media stations have taken a more targeted approach by going out into the community to meet with specific groups in their own offices. For example: Global Calgary met with the YWCA Women's Committee throughout the year to discuss how to better highlight the Women of Vision program.

Facilities Tours

In order to build relationships with the communities we represent and cultivate interest in the broadcast sector among youth (especially youth in the four designated groups), Shaw Media proactively invites groups and individuals into our local stations for tours and on-site presentations and discussions. For example:

- Global Montreal provided tours for representatives from the two groups they met with to discuss relevant issues to their communities: the Montreal Lebanese community and Montrealers with Disabilities.
- Global Toronto conducted a tour with a young man who is physically and mentally disabled and enrolled in a post-secondary institution studying media. The tour included a newsroom visit and meet and greet with on-air personalities. The student visited the virtual set and control room and learned the technical aspects of broadcasting.

Global Toronto also conducted a tour for a group of international students from China who were interested in learning more about broadcasting. They were given a tour of the newsroom as well as a meet and greet with some of our on-air personalities including Consumer SOS reporter Sean O'Shea. They were taken through the editing area as well as the control room and stat of the art virtual set.

- Global Winnipeg provided a tour for 30 children from Newcomers Employment Education and Development Services (NEEDS), which provides accessible services and support to immigrant and refugee children and their families.
- Global Regina hosted tours for the Saskatchewan Disabilities Association in July, and the Canadian Mental Health Association in November.
- Global Edmonton conducted several station tours in 2011 including for the Austin O'Brien Educational Experience, Big Brothers and Big Sisters, and the Red Hat Ladies.
- Global Okanagan also provided tours to several groups including: D.A. Center Vernon, Penticton Society for Community Living, Chief Tomat Elementary School, ARC programs for children and youth with special needs, and International Gateway Kelowna, an English as a second language school.

Direct Participation in Community Events

In an effort to increase visibility of certain events and organizations, and participate in the communities we serve, our on-air personalities and employees at all levels participated in a number of diversity-related activities in calendar 2011. Support was given to a variety of diversity events across Canada. Here are just a few examples:

- Senior employees across the country attended events in support of: the Abilities Foundation; Canadian Council for Aboriginal Business; Canadian Women in Communications; Women in Film & Television; Inclusion Works; and National Aboriginal Achievement Awards; among other events.
- Global Montreal's Senior Anchor co-hosted the Montreal Action Centre Basketball Challenge Fundraiser, participated in a picnic for physically disabled members of this organization, and was honoured for her 10 years of dedication and service to this organization.
- Global Toronto's co-anchors Leslie Roberts and Anne Mroczkowski hosted Three to Be's Stems of Hope Gala, to raise funds for research, treatment, and therapies for children with neurological disorders.
- Global Winnipeg's weather anchor participated in a fundraiser for the Society of Manitobans with Disabilities (SMD). The To Be a Good Egg fundraiser was an event where celebrities created pottery to be auctioned to raise money for this cause.
- A Global Saskatoon's morning news host Lisa Dutton emceed the Teddy Bear Affair Gala in support of the Canadian Mental Health Association.
- A Global Regina anchor and weather specialist participated in Easter Seals Drop Zone where they repelled down the outside of a downtown office tower to raise funds to support a summer camp for children with disabilities.
- Global Calgary personalities hosted the Women of Vision Luncheon which recognizes and celebrates the accomplishments of women in the community.
- A Global Edmonton Anchor emceed the YWCA event – Walk a Mile in Her Shoes, while several members of the Global Regina team participated in the event.
- Global BC's Sophie Lui emceed the DIVERSECity Awards for Business and the YWCA Women of Distinction Awards.
- Global Okanagan supports Wendy's Dream Lift: in January each year CHBC assists a local merchant with the promotion of a very special event. Wendy's restaurants in the Central Okanagan all come together for Wendy's Dreamlift Day. All proceeds from the day's sales including owner and management wages, are donated to the Sunshine Foundation: Dreams for Kids. All funds stay in the BC Interior and are earmarked for special flights to Disneyland. Children between the ages of 3 to 19 with chronic or life threatening illnesses are selected for the magical day. Not only does CHBC help promote this event, but on-air staff also flip burgers for the day.

On Tuesday December 6th a reporter and cameraman accompanied 62 children with disabilities or life-threatening illnesses to Disneyland. This was an opportunity to show Okanagan viewers where the money is spent. The pair worked a grueling 19 hours to document the trip of a lifetime.

Public Service Announcements

Many of our stations donated time and production facilities to create PSA for local organizations that serve under-represented groups. For example: in 2011, Global Maritimes partnered with the Black Business Initiative to profile Black owned businesses and entrepreneurs across Nova Scotia. The station produced a series of :30 and :60 profiles and promoted the Black Business Summit. For Muscular Dystrophy Canada, Global Toronto created, produced, and aired the Wheelchair Dare PSA encouraging able-bodied people to spend a day in a wheelchair to highlight accessibility challenges encountered by those who use wheelchairs. Global Okanagan produced a PSA for the Central Okanagan Brain Injury Society used to promote their annual fundraiser.

In 2011 Shaw Media produced local PSAs for diversity groups and events to the value of almost \$300,000. However, we aired over \$7 million worth of diversity PSAs across our broadcast properties. Here are just a few organizations and events that received air time:

- Black Business Initiative
- War Amps
- National Aboriginal Day
- Canadian Institute for the Blind
- Reel Asian Film Festival
- Girl Guides of Canada
- Abilities Arts Festival
- Canada Post Foundation for Mental Health
- ALS Society of Alberta
- Festival of India
- Cystic Fibrosis Canada

As mentioned above, on-air community calendars raised awareness for many diversity organizations and events in 2011. The dollar value of these were almost \$1.3 million of air time for diversity events and organizations across the country in 2011.

Sponsorships

There are many diversity organizations across the country that we support through cash, in-kind, and benefits sponsorships.

National Sponsorships

Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR) - Our participation in this sector initiative, which includes members from various broadcasting companies, Aboriginal and Northern Development Canada, and Aboriginal training institutes, continued in 2011. This committee has worked together to create a scholarship program for Aboriginal

students in broadcast or journalism programs. In the coming year we hope to implement an internship program as well.

Canadian Council for Aboriginal Business (CCAB) - The mission of the CCAB is "to broker business relationships between the corporate sector and the Aboriginal community... by providing the private sector with the resources it needs to engage Aboriginal people, businesses and communities."

In 2011, we retained our membership in CCAB and are now represented on the Board of the organization. We continue to be the only broadcast member of this organization.

Via Alliance Atlantis benefits we augmented our relationship with CCAB in 2008 by creating the Canwest (now Shaw Media) Broadcast Scholarship for Aboriginal Students. For the past four years we provided eight scholarships and one bursary per year through this program to Aboriginal students in broadcast or journalism programs at a total of \$23,000 per year.

Canadian Women in Communications - Canadian Women in Communications (CWC) is an organization dedicated to raising the profile of women working in the communications industry in Canada through a number of benefits and services. Shaw Media contributes benefits money to the CWC to develop and run the national *Shaw Media Mentorship Program*, whose primary objective was to grow the pool of women who are equipped to advance to senior leadership roles within the core sectors of the communications industries in Canada.

Women in Film & Television - WIFT-T is a not-for-profit professional organization that supports women in screen-based media (film, television and digital media) to build, advance and sustain their careers nationally and internationally through hands-on high quality programming, mentoring, networking and industry events that recognize their talents and potential.

Shaw Media supports four WIFT-T programs: *WIFT-T DigiScape*, the *WIFT-T Diversity Initiative*, the *WIFT-T Executive Management Program* and the *WIFT-T Career Transition Series*.

Innoversity - Since 2001, Innoversity has played a critical role in opening doors of media organizations to the stories and talents of minority communities. Working closely with Shaw Media and other media partners, Innoversity has awarded prizes, scholarships, bursaries, internships and development contracts to talented individuals from minority communities and under-represented groups. It has also educated hundreds of managers and staff from Canada's media organizations.

Shaw Media supports the Innoversity Creative Summit, which works closely with Canadian broadcasters to help many internationally trained professionals find work in Canada. In addition, the Summit educates hundreds of students and young professionals from under-

represented backgrounds and provides a bridge between the “insiders” and “outsiders” of Canada’s media industries.

National Aboriginal Achievement Foundation - NAAF is a registered charity devoted to encouraging and empowering Aboriginal young people by providing important career planning information, by connecting youth with industry, and by providing financial support for post-secondary studies in all disciplines.

Taking Pulse, part of NAAF’s *Industry in the Classroom* series, presents career options in specific sectors, through a series of short films and supporting curriculum materials, with the aim of recruiting Aboriginal youth and assisting them to obtain rewarding and productive careers through education.

To create awareness of career opportunities in television among First Nations, Inuit and Métis youth, Shaw Media partnered with NAAF to create, deliver and monitor the progress of an *Industry in the Classroom* module titled “Television in the Classroom.”

This year the “Television in the Classroom” module – complete with curriculum manual, resource materials, and video – was delivered to 11 provincial and First Nations schools across Canada, two large-forum Blue Print for the Future Career Fairs and to attendees of NAAF’s Aboriginal Youth Education Day. These schools were located in New Brunswick, Alberta, Manitoba, British Columbia, Nunavut, Saskatchewan and Ontario.

Also with NAAF, we provide extensive promotion and broadcast of the National Aboriginal Achievement Awards in primetime on Global Television and simulcast with APTN, for the seventh year in a row. Shaw Media also contributed \$100,000 for production of the live event and the creation of vignettes about award recipients that were shared with other broadcasters at no cost. In 2011 our local station manager in the host city of Edmonton participated in the event’s education day: Blueprint for the Future, in an interactive session on media.

Reel World Film Festival - Shaw Media supports The Reel World Film Festival through cash, benefits, and on-air promotion. The Festival showcases independent Canadian filmmakers of colour and diversity on the big screen. Its goal is to bring multicultural audiences together at the Festival to enjoy cinema at its best. The Festival also provides stimulating interaction for industry professionals via networking, seminars, workshops and gala screenings.

Dreamspeakers Festival Society - The Dreamspeakers Festival Society hosts the only Aboriginal film and television festival in Edmonton, Alberta, and its mandate is to promote an appreciation for Aboriginal art, film, and culture. Dreamspeakers focuses on showcasing Aboriginal filmmakers and increasing awareness of Aboriginal productions. It has developed an excellent reputation within the arts community in Edmonton and continues to garner interest because of its innovative approaches to promoting the film industry in Alberta.

ImagiNATIVE Film + Media Arts Festival - The four-day imagineNATIVE Film + Media Arts Festival and its annual tour (which takes selected programming to remote Indigenous communities) fill a void in the artistic and cultural landscapes of Toronto, in which Indigenous filmmakers and media artists are often under-represented or misrepresented. Each fall, the Festival presents a selection of the most compelling and distinctive Indigenous works from around the globe. The Festival's screenings, panel discussions and cultural events attract and connect filmmakers, media artists, programmers, buyers and industry professionals. The works accepted reflect the diversity of the world's Indigenous nations and illustrate the vitality and excellence of our art and culture in contemporary media. Shaw Media supports the Festival through benefits payments, on-air promotion, and cash.

Abilities Arts Festival - The Abilities Arts Festival showcases artistic excellence by artists and filmmakers with disabilities, using art as a vehicle for transforming public perceptions about people with disabilities.

This organization produces multidisciplinary arts festivals that focus on film as well as provide insights into the disability arts community through art exhibitions, the performing arts, workshops, panels and networking opportunities, as well as programming designed primarily for children with disabilities.

A portion of Shaw Media's financial support also funds the Festival's accessibility requirements, ensuring an open and accessible Festival environment that promotes attendance and participation in Festival activities and the arts.

Reel Asian International Film Festival - The Reel Asian International Film Festival is an annual fall public film and video festival that educates and advances the public's understanding and appreciation of the historical, social, and cultural contributions of people of Asian heritage. Shaw Media supports this Festival through cash contributions, benefits money, and on-air promotion.

Montreal International Black Film Festival - The Montreal International Black Film Festival (MIBFF) is a dynamic, refreshing and audacious festival that supports the development of the independent film industry, encourages and promotes films showcasing Black people from around the world.

With a record number of more than 125 films – the majority of which were international, Canadian, or Quebec premieres – the program for the 2011 MMIBFF was by far the most impressive in the history of the Festival.

Shaw Media/Global Montreal supported the Festival through benefits contributions enabling, the Festival to better promote a different kind of cinema – cinema that hails from Canada and abroad that might not otherwise be seen.

Toronto International Body Image Festival - The Toronto International Body Image Festival explores films and arts that challenge narrow ideals of beauty, femininity (and masculinity) and body image. The Festival programming also shines a light on issues such as sexual harassment, discrimination, eating disorder and issues with stereotypical media representation in the hopes of creating active media citizens – people who are willing and excited about challenging, critiquing, creating their own empowering messages and essentially "biting back" at messages and images that are limited.

In 2011 Shaw Media committed a one-time gift of \$5,000 to support the Festival's youth program, titled YouthZone. From July 4 – 11, 2011, 57 young women aged 12-18 years of age participated by viewing socially conscious films on body image, eating disorders, and colourism/shadeism/overall media representation in the fashion industry; attending workshops on self empowerment and leadership; and receiving media literacy tools.

Local Sponsorships

Local stations supported diversity-related organizations and activities via the production and airing of PSAs, on-air promotion of third-party activities, (some of which are highlighted above) and the attendance of on-air personalities at numerous community events. A few 2011 highlights include:

- Global Toronto created, produced and aired a PSA for JAMBANA, an event that celebrates Jamaican and Caribbean culture. The event was also listed in the station's community calendar, and a Global Toronto reporter hosted the event where Global Toronto was the TV sponsor.
- Global Winnipeg provided PSA production and air-time to support the Society of Manitobans with Disabilities and a local reporter participated in their Drop Zone fundraising event.
- Global Calgary partnered with the Calgary Herald to work with the "Women of Vision" program – an initiative that celebrates and pays tribute to 12 local women whose talents, achievements, and initiative have enriched the community. Global Calgary created and provided air-time for PSAs to promote the Women of Vision and the awards gala.
- Global Edmonton produced and aired a PSA for the Alberta Women's Shelter titled Give Me Shelter. The campaign was also mentioned on the stations' community calendar. Several women from the station, including reporters, participated in the campaign.
- Global Lethbridge was a corporate sponsor for the Lethbridge Immigrant Awards by providing promotion and sponsoring an award.

- Global BC produced and aired a series of 14 PSAs for Variety: The Children's Charity, an organization that helps children with illness and disabilities. In February the station provided 23 consecutive hours of broadcast time to air the Show of Hearts telethon.

This report has outlined Shaw Media's accomplishments regarding diversity in all aspects of our company in the 2011 calendar year including employment practices, promotion and participation in local events, programming and news initiatives, and corporate accountability. We are extremely proud to continue to build our diversity initiatives for the benefit of Canadians and we look forward to growing our already numerous relationships with diversity organizations and individuals in 2012.