



31 January 2014

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 2013.

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 black ink that reads "Michael Ferras". The signature is fluid and cursive, with a long horizontal stroke at the end.

Michael Ferras
VP, Regulatory Affairs – Federal
Shaw Communications Inc.

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Shaw Media is pleased to provide its 2013 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.

Shaw Media recognizes that diversity enhances our culture and creates value for our employees, our customers and viewers. Total diversity is about enriching our culture and fostering innovation through diversity of thought and perspective, and embedding it into our broader talent management programs so we can deliver and drive business results. By broadening diversity initiatives across the company and into our business plans and strategies, we become an industry leader in total diversity while achieving operational excellence.

CORPORATE ACCOUNTABILITY

Our current corporate objectives are to increase diversity in our workforce, create relationships with diverse organizations in our communities, and to ensure that our programming reflects the diversity of all of our communities. By incorporating diversity throughout our schedules 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 and on-screen representation, to community relations.

Shaw Media is committed to fostering a culture that embraces the broadest spectrum of knowledge, experience and the diversity of our people. For this reason, the Vice President, Human Resources, was appointed to oversee Shaw Communication's overall diversity strategy and has designated the Director, Human Resources, Shaw Media as chair of the Shaw Media National Diversity Task Force. The Vice President, Human Resources is supported by senior leaders in all areas of the company to promote diversity in their specific areas. Our people are at the heart of Shaw and we are dedicated to maintaining a positive, inclusive and diverse work environment for everyone.

In 2013 the Shaw Media National Diversity Task Force met regularly to update our *Best Practices Diversity Workforce Statement* and our *Diversity Corporate Plan* to align with the diversity mandate of our parent company. These documents will shortly be filed with the Commission.

Station managers play a vital role in corporate accountability for diversity within Shaw Media. They have clear goals regarding diversity activities 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. These committees are responsible for holding meet-and-greets and round table discussions with representatives of under-represented communities, and for the implementation of station diversity initiatives. These committees report to the Shaw Media National Diversity Task Force. Each station manager is asked to obtain feedback on existing initiatives and discuss suggestions for future initiatives.

The primary tool for staff assessment of progress is the Cultural Diversity Tracking Report. Each December, representatives from our individual stations and specialty services complete a comprehensive diversity questionnaire. These reports are used to monitor progress and activities on a local basis. This “on the ground” feedback helps us to identify and monitor potential areas of concern or weakness, and take corrective action as necessary. Station reports include information on job postings (and positions filled that were not posted); promotions; training; community outreach initiatives/feedback; news programming; news rolodex; non-news local programming; cross-media partnerships; sponsorships/promotions; and diversity advisory committees.

On a national level, Shaw Media employees have participated in the Closed Captioning and Described Video Working Groups, and their various sub-committees, e.g. Described Video Working Group PSA Sub-Committee. We are also very active in the Described Video Best Practices Working Group hosted by Accessible Media Inc.

RECRUITMENT, HIRING, RETENTION, AND TRAINING

Our recruitment and hiring practices are informed by our diversity initiatives. We continue to actively review how we can enhance diversity through various internal and external activities, such as internships and/or scholarships; providing facilities tours to diverse groups of high school, university, and college students; internal communication of our *Best Practices Diversity Workforce Statement*; widely distributed job postings; station tracking reports for monitoring purposes; and the maintenance of an inclusive workplace.

All of the initiatives considered in the *Diversity Corporate Plan* are ongoing. The *Diversity Corporate Plan* includes our previous six-point employment program and broader diversity initiatives across the company and in our business plans and strategies.

We will continue to:

- work towards a representative workforce within our on-air talent pool and our management group;
- post job opportunities locally throughout the Shaw Media broadcast system across Canada, internally on our intranet site and expand our partnerships to include Aboriginal Link;
- work with community organizations and groups to identify eligible candidates;
- participate in and support industry organizations on a local and national level;
- meet the requirements of the *Employment Equity Act*;
- offer awards and scholarships for visible minorities, Aboriginal people and persons with physical disabilities; and

- offer an internship program for five or more students with disabilities per year through our Alliance Atlantis social benefits package.

Our enhanced commitment to recruitment, hiring, retention, and training includes:

- casting a wider net by expanding the number of groups/associates we work with when sourcing candidates by promoting roles to the designated groups;
- ensuring we broadcast our jobs to include groups/associates from at least one of the four designated groups;
- reviewing our interview guides to ensure they are culturally fair;
- utilizing our intranet site to promote available training programs for our employees; and
- creating metrics to assess our recruitment efforts and increase representation.

Recruitment

All Shaw Media job postings and those of our parent company, Shaw Communications, include the following inclusive language: *At Shaw we believe a diverse workforce fosters diversity of thought and perspective, and more diversity means more solutions. We invite all qualified individuals to apply.*

We also include a diversity statement on our career sites: *Shaw is an equal-opportunity employer. We are committed to a policy of non-discrimination in our employment and personnel practices. We encourage applications from all qualified individuals, regardless of race, gender, age or any other identifying characteristic. Our philosophy is to respect the individual and the dignity of others by appreciating their differences and similarities.*

The following initiatives continued through 2013:

- Our various Human Resource departments distributed external job postings to many 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); Indspire (formerly National Aboriginal Achievement Foundation (NAAF)); among other groups.
- We are in our sixth year of offering paid internships to broadcast and journalism students with disabilities. It is our hope that when some of these students complete their studies they will apply for full-time positions at Shaw Media.

Hiring

Embedding diversity into our hiring practices is important to us on and off the air. 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 2013 are listed below. As always, self-reporting may affect actual figures.

- 286 out of 429 full-time posted positions (67%) were filled by a member of one the four designated groups;
- Of these 286 new employees, 191 (67%) are women;
- 7 out of 7 un-posted positions were filled by a member of a designated group;
- 160 out of 182 people (88%) hired at the Shaw Media offices in Toronto were from one of the four designated groups. We promoted a woman with a disability from media planning coordinator to media planner, and also promoted female intern of visible minority to a brand coordinator position. We hired two Aboriginal people in administrative roles.
- One great hiring example is a very recent immigrant to Calgary from the Philippines who holds a Bachelor of Science in Electronics and Communication and several years of television experience. Though his English is limited, Global Calgary hired him as Casual General Operator and will be training him in a number of technical areas. The station is pleased to provide this individual with the opportunity to strengthen his language skills in a workplace setting, and enable him to remain in his chosen field while he adapts to life in Canada.

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 outlined 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 Diversity Mentorship Program. The primary objective of this Mentorship Program is to enhance the work experience of persons from diverse groups. As such, the program itself serves as an effective retention tool. We are now in our tenth year of this program with over 224 pairs having participated so far over the course of the program. Program information is available on our internal website and is sent to all employees each summer. This year we had a record amount of participants with 42 mentorship pairings across Shaw Media.

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 that 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. We have included Feedback Guides for hiring managers to ensure consistency with and provide sample discussion on how to coach the unsuccessful candidates for future opportunities.

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.

Accommodations are made on an individual basis to ensure that all employees are given equal opportunity in the workplace. Our Facilities and our Human Resources Departments work with employees to ensure that accommodation needs are met, and that our buildings are reviewed to promote a barrier-free environment.

Training

Stations are availing themselves of diversity training opportunities as they arise. Some examples:

- For the second year in a row, Global Toronto sent staff to attend a Multi-cultural Marketing Leadership Seminar hosted by the Canadian Marketing Association (CMA). The seminar included CMA research on new Canadians, their perceptions of brands, and how brand relationships are created. The session provided insight into how to market effectively to different ethnic groups. This year, two staff members from Global Toronto were asked to give a presentation, and the station was recognized for its efforts in the community.
- Approximately 35 senior staff members at Global Calgary attended a MOSAIC learning lunch with members of the Welcome Centre for New Immigrants. The Welcome Centre provides English-language education, resources and assistance to newcomers to the city. We wanted to learn how immigrants adjust to their new life in Canada, their perceptions of how their various communities are portrayed in the media, and their suggestions on how we could improve our news coverage of their communities. The head of the Welcome Centre told us that in all his decades in Canada he had never participated in such a worthwhile initiative. The luncheon was catered by EthniCity, a catering company that employs new immigrant females to provide them with Canadian work experience.
- Global Winnipeg continued the “Voices of the Community” speaker series, which originally began in 2012. The series invites organizations representing the four designated

groups into the station to speak about issues relevant to their members . All Global staff at the Winnipeg location are invited to attend these sessions. This year's series included a talk in September by Dr. Wanda Wuttunee, University of Manitoba professor of Native Studies and Director of Aboriginal Business Education Partners. Wuttunee spoke to around 20 of our staff about the importance of positive Aboriginal business stories. Staff, including Métis and Aboriginal employees, reported that this talk increased their awareness of the successes of the Aboriginal economy.

- Shaw Media staff attended the two-day Innoversity Creative Summit described in this report under Sponsorships.
- Our main editor for the Global National Mandarin newscast is taking Mandarin speaking classes that are funded in part by us.

MENTORSHIPS, INTERNSHIPS, AND SCHOLARSHIPS

Mentorships

Shaw Media Diversity Mentorship Program

This program is specifically designed to provide development opportunities to members of the four designated groups and support retention efforts. Leaders at Shaw Media are teamed up with employees from each of the designated groups for mentorships of 6 months' duration. In 2012-13, 28 mentor-mentee pairs completed the program. In 2013-14 there are currently 42 pairs participating, a record number for the program.

The Mentorship Program continues to evolve. After each term feedback is gathered and analyzed by the program's managers, and recommendations are implemented for the following term. In 2013, for the first time we held a launch event at our Bloor Street offices in Toronto, with a slide presentation from HR about mentorship, followed by refreshments and an opportunity for the pairs to meet for the first time. We held a similar meeting via WebEx for participants in our stations outside Toronto.

For the past six years we have also provided a mentor for the ImagineNATIVE Film + Media Arts Festival's Shaw Media Mentorship Program. In 2013, a Production Executive in our Original Drama Content team mentored Marie Clements, a Métis female writer-director-producer based in Vancouver.

Internships

Shaw Media Internships 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 39 students to date.

These annual internships are awarded to at least 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.

Valued at \$800,000, an advertising campaign involving all Global television stations, Shaw Media specialty channels, and the corporate website took place from January to March 2013 to promote these internships. The judging panel, in association with Lights, Camera, Access! selected seven interns for summer 2013 placements. Five worked in Toronto – on ET Canada, the Morning Show and Global News – and two worked in our Calgary newsroom.

Shaw Media is pleased to provide training to an under-represented group and hopes to nurture talent that will benefit the industry in the future. We also believe that by having these young people in our stations, our employees will learn more about diversity and accommodation.

Local Internships

Internships are often offered for school credit and in 2013 many of our local stations opened their doors to a variety of students. Global Toronto hosted 50 interns: 35 were women, 16 belonged to a visible minority and 5 had disabilities (as part of the program described above). ET Canada hosted 28 interns, 24 of whom were women and 10 of whom were visible minorities. These interns worked in a range of capacities based on their areas of interest and expertise.

Global Calgary hosted a student with a disability as part of the Mount Royal University Disability Internship, as well as a female student under a University of Regina internship, and two students with disabilities as part of Shaw Media's internship program (discussed above).

The local stations also provide job shadowing opportunities. For example, Global Okanagan offered day-long job shadows to a visible minority female high school student and to a college student with Asperger's syndrome. Global Regina hosted a two-week job shadow for a young female aspiring journalist through the Open Door Society, a non-profit organization that provides settlement and integration services to refugees and immigrants in Regina.

Scholarships

FAAY scholarships

Through our Alliance Atlantis benefits package, we committed to support the Foundation for the Advancement of Aboriginal Youth (FAAY), which provides scholarships for Aboriginal students. In previous years, these scholarships were administered by the Canadian Council for Aboriginal Business (CCAB). Indspire has since taken over the responsibility for the FAAY program from the CCAB. The program is designed to assist up-and-coming Aboriginal students who are studying for careers in media. In August 2013 Shaw Media selected nine recipients from across the country based on merit, grades and need, and awarded them scholarships totaling \$23,000.

Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR) scholarship

Shaw Media has been a member of SABAR for over nine years. Five 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. Recipients are entitled to \$2,500 each year they remain in school for a total award of up to \$10,000.

COMMUNITY RELATIONS

As outlined in previous reports, our 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 and round table discussions;
- production and/or airing of diversity-related PSAs and community calendar notices;
- facilities tours for members of the four designated groups; and
- support for third-party diversity-related initiatives, for example through on-air promotional support, provision of local high-profile hosts/emcees for events, and sponsorships.

Local Meet-and-Greet Sessions with Members of Diverse Organizations

Our stations have found that more in-depth discussions with one group at a time fosters a more meaningful relationship and yields more concrete objectives than a large meeting involving a number of different organizations with differing agendas. Our stations continued to hold such discussions in 2013, and station representatives also conducted community outreach to strengthen relationships. Meet-and-greets in 2013 include:

- In January, Global Montreal staff held a meet-and-greet with Montreal Police Force members who also belong to visible minority communities. We discussed the challenging role of police officers (for example, during the student riots of 2012). We learned about their efforts to form a mediation force, as well as to better train officers in order to prevent racial profiling. This session provided us with new police contacts as well as several story ideas to pursue.
- In November, Global BC staff met with the Simon Fraser University Student Diversity Group to discuss their views on the news. We talked about emerging ways of consuming news online and through social media, and how these technologies can break down cultural

divides. We discussed ways of using these new media platforms to connect with different cultures.

- Also in January, anchors from Global National Mandarin hosted a meet-and-greet with the public at the Shaw-sponsored Asian Expo in Vancouver. They held a similar meet-and-greet on Canada Day at Jack Poole Plaza, the centre of the day's celebrations in that city.

Round Table Discussions

Round table discussions allow for more in-depth discussions with a smaller number of groups. Discussions may be general in nature or topic-oriented. For example:

- In July, Global BC staff met with several members of the South Asian community to discuss media coverage. Community members emphasized the need to hear from new and diverse South Asian voices during news stories, and that reporters need to more thoroughly investigate underlying contexts, while being mindful of the impact of our work.
- In December, Global Okanagan staff held a round table with representatives from a number of local Aboriginal groups to discuss: the groups' needs with respect to raising awareness about the community's issues; upcoming projects requiring Global's support; misconceptions about the groups that Global can assist in correcting; funding concerns; and their likes and dislikes about media coverage. We provided the representatives with a contact sheet for better ease of communication with the station. We also asked for contacts within their groups, to facilitate direct contact with community members for fact-gathering.
- Global Toronto continued to hold meetings of the Editorial Advisory Board, established in 2012, to provide recommendations on how the station can reinforce its connections with the community. The board is currently comprised of groups including March of Dimes Canada, the Inside Out LGBT group, the Council of Aboriginal Initiatives and the Rotary Multicultural Ribfest. We have invited this panel to conduct sessions for our employees in 2014.

One-on-One Meetings

Several stations have found it beneficial to focus on one-on-one interactions with community groups to discuss their issues, concerns and suggestions. For example:

- Global Winnipeg conducted a follow-up interview with Nicole Chammartin, Director of the Canadian Mental Health Association (CMHA), who spoke to our staff at Voices in the Community last year. She advised that Manitoban mental health professionals are working on a plan to engage the media, and that the Voices session helped inform the framework for their plan. They plan to engage with Global this fall as they develop this plan. Our interview with Ms. Chammartin also led to one of our reporters submitting an entry to the CMHA's Heroes of Mental Health awards.

- In February, Global Saskatoon staff met with organizers of the Indspire Awards, which are sponsored by Shaw Media and celebrate the career achievements of Aboriginal professionals and youth. Saskatoon has a large First Nations population so our discussion focussed on how to tap into positive narratives about this community, such as stories of the Indspire Award recipients. We also discussed Indspire’s “Soaring: Indigenous Youth Career Conference”, in which we are taking part, to educate Aboriginal students about careers in broadcasting and communications.
- In April, Global Saskatoon staff met with organizers of the YMCA Women of Distinction Awards to discuss the importance of recognizing the outstanding charitable work performed by women in the community, and how Global can help promote the awards.
- At Global Calgary, three members of the station’s MOSAIC diversity committee met with members of the Intercultural Dialogue Institute to discuss perceptions of how well our news coverage reflects diverse groups.

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 Toronto conducted a tour with a group of Aboriginal students organized by Centennial College’s School of Hospitality, Tourism and Culture. We also gave a tour to a high school student with a disability and his mother, who later wrote to tell us: “Anthony and I thank you very much for a TREMENDOUS tour of Global TV. We appreciate your insights and your passion in what you do. We learned so much about the media business and the processes behind the wonderful TV programs that we watch every day. The experience had allowed me to see many possibilities for a future co-op role... Global TV is a station with a BIG heart!”
- Global Okanagan hosted station tours for several groups including: Kelowna Community Resources, an immigrant services group; a First Nations Studies class from Rutland Senior Secondary school; the Cara Centre, a psychiatric care facility; the Lawrence Learning Centre; and Access Resources and T.I.E.R. Support Services, both serving the needs of persons with developmental disabilities.
- Global Edmonton conducted tours for female seniors through Heritage Seniors, and for people with disabilities, organized by Father Michael Troy.
- Global Calgary offered station tours to 20 junior high schools in the culturally diverse northeast quadrant of Calgary, with the goal of engaging students in broadcasting as a career. Two schools immediately took us up on our offer; eight more plan to do when scheduling permits. Other tours in Calgary included the Broadcasting Journalism class from the all-female St. Ambrose School; a student with a disability (who later joined us for

a summer internship) and her family, and guests from the Mayfair Centre, a longterm care facility, all of whom use wheelchairs.

- Global Halifax/Maritimes hosted tours for diverse groups including the Black Business Initiative, Easter Seals Nova Scotia, the Paraplegic Association, the Multicultural Festival, and CNIB, which supports Canadians with vision loss.

Direct Participation in Community Events

In an effort to increase the visibility of certain events and organizations and to participate in the communities we serve, our on-air personalities, station managers, and employees at all levels participated in a number of diversity-related activities in calendar 2013. Support was given to a variety of diversity events across Canada. Here are just a few examples:

- Employees across the country attended events in support of the Abilities Arts Festival, Canadian Council for Aboriginal Business, Canadian Women in Communications, Women in Film & Television, Inclusion Works, Indspire and Innoversity.
- Anchors from Global National Mandarin participated in many events including the Year of the Snake Chinatown Parade, the Chinese New Year banquet hosted by the Chinese Benevolent Association, the Chinese Cultural Festival Speech Contest, the Variety Telethon Opening, Vancouver's Pride Parade, China's National Day celebration hosted by the Chinese Consulate in Vancouver, and the Shaw-sponsored Asian Expo, where they emceed concerts and a fashion show.
- Global BC anchors emceed Variety's Golden Hearts Awards, YMCA's Women of Distinction Awards, Timmy's Telethon for Children with Disabilities, the Courage to Come Back Awards, the Big Sisters Gala, and the Up the Down Market Dinner in support of research for Down's syndrome.
- Global Calgary staff attended the annual Friendship dinner hosted by the Intercultural Dialogue Institute, which included representatives from a variety of communities and a keynote address by Calgary Herald editor-in-chief Lorne Motley on the Role of Media in a Multicultural Public Sphere.
- Global Saskatoon staff participated in Soaring: Indigenous Youth Career Conferences, a career fair held by Indspire, where we advised Aboriginal students on careers in broadcasting and communications.
- Global Edmonton staff attended a media luncheon hosted by the Edmonton Council of Muslim Communities (ECMC) at the Al-Rashid Mosque. The Council is a coalition of nine Muslim communities representing more than 30,000 Muslims in the Edmonton area. The aim of the meeting was to establish trust and start building a bridge between local media and the ECMC. Council leaders identified positive stories they would like covered in the news, such as the anniversary of their mosque. They expressed their desire to be included as everyday Edmontonians in our coverage of sports, arts and culture, politics and

local news. We now consider the relationship between Global Edmonton and the local Muslim community to be stronger than ever.

- Global Winnipeg staff collected clothing and toy donations for Osborne House, a local non-profit women's shelter. Anchor Eva Kovacs also emceed a fundraiser for W.I.S.H. Inc., a charitable organization that provides women and their children affected by domestic violence with housing, counselling, support programs, advocacy, and connection with community resources.
- Global Toronto anchors hosted or emceed the events listed under Local Sponsorships below, as well as Muscular Dystrophy Canada's Power of Experience Gala.
- Anchors from Global Halifax and Maritimes participated and emceed events including the CNIB's Dining in the Dark fundraiser, the Paraplegic Association's Chairleaders fundraiser, the Multicultural Festival, and two fundraisers for Easter Seals Nova Scotia.

Public Service Announcements

Many of our stations donated time and production facilities to create PSAs for local organizations that serve under-represented groups. Below are some examples of local PSA support in 2013:

- Global BC produced and aired 14 PSAs for Variety: The Children's Charity; one PSA for Coast Mental Health; two PSAs for the BC Lions Society/Easter Seals; and two PSAs for the Down's Syndrome Research Foundation.
- Global Edmonton produced and aired PSAs for:
 - Sight Night, an after-dark run/walk to raise funds for the Alberta Sports and Recreation Association for the Blind;
 - Give Me Shelter, a donation drive for five area women's shelters;
 - The Mosquers contest of short films about Muslims and Islam in Canada; and
 - The Canadian Paraplegic Association.
- Global Saskatoon produced and aired several diversity promos and PSAs including spots for Leadership Saskatchewan promoting Aboriginal leadership, YWCA's Women of Distinction Awards, Saskatoon Women's Network, and Hands On Street Ministries which supports Aboriginal youth living on the street.
- Global Winnipeg produced and aired PSAs for the Society for Manitobans with Disabilities and Variety: The Children's Charity for children with disabilities.
- Global Toronto created, produced and aired six diversity-related PSAs and one promo. Organizations included MicroSkills (PSA featuring Global journalist Carolyn McKenzie); JAMBANA (PSA featuring Queen's Park Bureau Chief Alan Carter); March of Dimes; SABAR, Toronto Black Film Festival; and Toronto Chinatown Festival (PSA featuring Alan Carter). The total air time value of these was \$243,775.

- Global Montreal produced and aired two PSAs for the Action Centre, a bilingual day centre and advocacy group for people with physical disabilities.
- Global Halifax/Maritimes produced and aired PSAs for the Black Business Initiative, Easter Seals Nova Scotia, the Paraplegic Association and the Multicultural Festival.
- Nationally, Shaw Media produced PSAs for the Kocihta charity launched by the Aboriginal Human Resource Council in support of Aboriginal career development, and RBC's Run for the Kids supporting families affected by youth mental illness.

Sponsorships

There are many diversity organizations across the country that we support through financial donations, in-kind support, and benefits sponsorships. For ease of reference we have provided below information related to the organizations we continued to support in 2013.

National Sponsorships

Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR) - Our participation in this sector initiative, which includes members from various broadcasting companies, Aboriginal Affairs and Northern Development Canada, and Aboriginal training institutes, continued in 2013. This committee has worked together to create a scholarship program for Aboriginal students in broadcast or journalism programs. SABAR also created the *Key Terminology Guidebook for Reporting on Aboriginal Topics* in 2012; in 2013 Shaw Media distributed over 1500 copies of the guidebook to more than a dozen organizations, including colleges, financial institutions and media companies.

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 2013, we retained our membership in CCAB and continued our representation on the Board of the organization. We continue to be the only broadcast member of this organization.

Canadian Women in Communications (CWC) – 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 funding to the CWC to develop and run the national *Shaw Media Mentorship Program*, whose primary objective is 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.

In 2013 an additional element of the *Shaw Media Mentorship Program* involved support of CWC's new *Leadership Skills in the Digital Age* initiative. Three focus group round tables (in Toronto, Montreal and Vancouver) were held with women and stakeholders in the industry to

identify opportunities and barriers for women with respect to shifting career patterns and talent needs in the rapidly evolving digital era.

Shaw Media also participated on the CWC's Leadership Skills Advisory Council, which comprises leaders from the technology, media and telecommunications sectors. Two significant thought leadership papers published in the spring of 2013 provide a forward-looking perspective on the key executive skills needed in the digital environment.

Women in Film & Television Toronto (WIFT-T) – 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. In 2013, Shaw Media supported 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 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 people from under-represented groups find positions in media. In addition, the Summit educates hundreds of students and young professionals from diverse backgrounds and provides a bridge between the “insiders” and “outsiders” of Canada's media industries. This year's summit, held in May 2013, included participation from Shaw Media staff as delegates, panel members and pitch competition judges. Our Senior Vice-President of Content, Barbara Williams, provided the keynote address.

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

Taking Pulse, part of Indspire'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 Indspire to create, deliver and monitor the progress of an *Industry in the Classroom* module titled “Television in the Classroom.” In 2013 the “Television in the Classroom” module, complete with curriculum manual, resource materials and video, was delivered to eight provincial and First Nations schools across Canada (Alberta, British Columbia, Manitoba and Ontario), two “Soaring: Indigenous Youth Career Conferences” and one Indigenous Youth Education Day

Indspire has also taken over the responsibility for the Foundation for the Advancement of Aboriginal Youth (FAAY) program, previously administered by the CCAB. FAAY provides scholarship and bursary opportunities for candidates of First Nation, Métis, or Inuit ancestry. As part of the Alliance Atlantis benefits package, for the past six years Shaw Media has funded eight scholarships and one bursary per year through this program, for a total of \$23,000 each year. These scholarships are awarded to Aboriginal students who are studying for careers in broadcasting or journalism.

For the ninth consecutive year, we also provided extensive promotion and broadcast of the Indspire Awards in prime time on Global Television and on IFC. Shaw Media helped fund production of the live event and the creation of vignettes about award recipients that air across our channels. We also provided \$200,000 worth of promotional air time.

ReelWorld Film Festival - Shaw Media supports the ReelWorld Film Festival through financial support, benefits, participation, and on-air promotion. The Festival showcases independent Canadian filmmakers of colour and fosters interaction among 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, with a mandate to promote an appreciation for Aboriginal art, film, and culture. 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.

ImagineNATIVE 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 presented reflect the diversity of the world's Indigenous nations and illustrate the vitality and excellence of indigenous art and culture in contemporary media. Shaw Media supports the Festival through benefits payments, on-air promotion, and financial contributions.

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. The 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 funds the Festival's accessibility requirements, ensuring an open and accessible 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 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 the Festival through financial contributions, benefits money, and on-air promotion.

Montreal and Toronto International Black Film Festivals - These Film Festivals support the development of the independent film industry, and encourage and promote films showcasing black people from around the world. In 2013, Shaw Media, Global Montreal and Global Toronto supported the Festivals through benefits contributions, enabling the Festivals to better promote these films to Canadians.

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. Initiatives in 2013 include:

- Global Edmonton, in its 9th year of support for Give Me Shelter, partnered with Shaw TV Edmonton to produce and air a PSA to raise awareness for Alberta women's shelters and ask viewers to donate clothing, toys, and toiletries. Our station was a drop-off location for these donations. The campaign included a PSA featuring news personalities from both Global Edmonton and Shaw TV Edmonton, bumpers on our newscasts, and an interview with a shelter representative on the Morning News. Off-air promotion included Global website mentions, Twitter and Facebook mentions, and a media release. Shaw Cable trucks were used to pick up donations from various locations.
- Global Calgary sponsored the Calgary International Reggae Festival with two weeks of on-air promotion, a live interview and coverage on our Sunday Morning News, and listed the event on our Events web page. Global Calgary provided similar sponsorship to the Law Enforcement Torch Run for the Special Olympics, the Unique Lives & Experiences women's lecture series, GlobalFest 2013, and Women in Winter, which promotes women in sport.
- Global Saskatoon provided sponsorship to the Women Entrepreneurs of Saskatchewan business conference.
- Global Regina provided on-air promotion to the Regina Women's Network's Breakfast with Debbie Travis and the Easter Seals Drop Zone, among others.
- For the fourth year in a row, Global Lethbridge was a corporate sponsor for the Lethbridge Immigrant Awards by providing promotional opportunities, participating in the award recipient selection, and sponsoring the Arts & Culture award.
- Global Winnipeg provided approximately \$70,000 worth of airtime for the Society of Manitobans with Disabilities for their awareness campaign and to promote events. Global personalities also participated in several of the organization's events.

- Global Montreal provided \$75,000 of sponsorship to the Montreal Black Film Festival, Fade to Black (part of Black History Month), the Marret Evening of Hope for Muscular Dystrophy, and Shield of Athena women’s shelter services.
- Global Toronto was the TV sponsor for the following events, which were also hosted by our news anchors and reporters:
 - The March of Dimes’ Ability and Beyond Gala and OpportuniTeas high tea in support of people with physical disabilities;
 - Reach for the Rainbow’s Crystal Ball in support of youth with disabilities;
 - Opening night of the Toronto International Deaf Film & Arts Festival;
 - Opening ceremony of the Toronto Chinatown Festival;
 - Press conference and opening night for the Toronto Black Film Festival;
 - Closing night of the Toronto Reel Asian Film Festival;
 - JAMBANA, an outdoor festival celebrating Jamaican and Caribbean culture; and
 - A gala for MicroSkills, a charity supporting immigrants, visible minorities and low-income women.

NEWS

Shaw Media local stations continued to emphasize the importance of representing diversity within each station’s market in 2013, while at the same time adhering to the RTDNA’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 fairly represent the communities they serve and report on issues pertaining to under-represented communities.

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

Our local stations are committed to being part of and reflecting our local communities. Stations participate in a variety of fora, including meet-and-greet and round table discussions, to build relationships with local communities, meet with subject matter experts from under-represented groups, and uncover new story ideas from these communities. Stations invite local community organizations into their facilities and Global staff travel to community events to discuss relevant issues.

Rolodexes

Stations are continually asked to increase their Rolodex contacts from the four designated groups. In 2013, over 900 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 1,750.

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. 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 are committed to increasing 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.

Global National Mandarin entered its second year in 2013 and we are proud to be the first and only network in Canada to make a national newscast available to this community. The half-hour show is broadcast entirely in Mandarin, complete with Mandarin subtitles of English-language clips, and airs on the Shaw Multicultural Channel in Greater Vancouver and in Calgary. Anchor Carol Wang and correspondent Frank Qi not only report on the national stories of the day, but also include interviews conducted in Mandarin and stories that are of particular interest to this community. Our main editor has begun taking Mandarin classes in part funded by the company, and every day a new second editor from Global National works on the newscast, so as to bring diversity to our coverage for the Mandarin market.

Our Global National News stories bring issues to the surface for the entire country. Here are a few of the stories we aired on Global National in 2013 pertaining to the four designated groups:

- Cree Walkers (March): Nearly 400 First Nations youth travelled from northern Ontario and Quebec to converge on Ottawa as part of “Journey of the People”, a movement inspired by the “Idle No More” protests that began earlier that year. Some of them walked 1600 kilometres in harsh conditions to reach the capital.
- China Bachelors (May): After decades of China’s one-child policy and selective abortion of female fetuses, there’s now a surplus of single males in China. They are being called “bare branches” – trees without leaves. For millions of these men, marriage and fatherhood is simply unattainable.
- Mohawk Ironworkers (June): When the spire was placed on top of One World Trade Centre last summer, Global National explored the connection to a Quebec company and a small First Nations reserve located just outside Montreal. Kahnawake ironworkers have been involved in the construction of almost every single tower in New York City. Our reporter travelled to the Big Apple to interview the men whose jobs take them 500 metres above the ground every day.

Local News

Diversity in news is re-emphasized and discussed regularly at assignment meetings. Station reports reveal that there are many individual initiatives undertaken by dozens of station reporters. The following examples provide a brief snapshot of initiatives undertaken by our stations, but do not do justice to the number and quality of diversity-related news stories we broadcast in 2013:

- **Courage to Come Back – Thea (Global BC, April):** A profile of Thea Cunningham, this year’s recipient of the Coast Foundation’s Courage to Come Back Award in the Addictions category. Cunningham’s life had spiraled from alcohol to drugs to sex trade work, but she succeeded in clawing her way back to a sober, stable life, and is now focused on helping other women. Global BC also supports these awards with a PSA, and featured five stories of other award recipients during our 6 pm News Hour.
- **Motivating from a Chair (Global Okanagan, May):** Mike Haines has cerebral palsy, which affects his speech and mobility. He is often treated differently in restaurants and other businesses he frequents, so he is working to educate workers in the hospitality industry to treat him with respect and dignity. Our cameras followed Haines to his first motivational speaking engagement to staff at a local restaurant. As the restaurant manager explained in our news report, “Mike has definitely given me a different perspective on people in wheelchairs and with disabilities, and I really wanted my staff to hear his story.”
- **Saddle Lake Cadets (Global Edmonton, April):** Saddle Lake, Alberta’s second largest reserve, is plagued by substance abuse and gangs. Three years ago, the Saddle Lake Community Cadet Corps was created to combat these issues, and is now spreading to other First Nations communities in Alberta. To be a member of the corps, students must attend school, maintain their grades and report for cadet duty every week. The corps held its year-end inspection in April and is proving to be a major influence on these kids’ lives.
- **Autistic Artist (Global Calgary, August):** When a family in Ontario received a hate-filled letter about their autistic child, people across Canada were outraged. Reporter Dave Boushy introduced viewers to respected Calgary artist Shawn Belanger, who also happens to have autism.
- **BT Oil Jobs (Global Lethbridge, November):** We looked at a new partnership between two First Nations communities in the heart of Alberta’s oil and gas industry. The project has been a major success, and has helped curb unemployment and crime on the reserves.
- **Native School (Global Lethbridge, September):** A school specifically for Aboriginal children opened in its new location this fall. The Opokaa’sin Child Development Centre, the first school of its kind in Lethbridge, teaches the Black Foot language as part of its curriculum and currently offers classes to approximately 60 children in pre-K and kindergarten.
- **Seneca Breakfast School Program (Global Toronto, October):** At Seneca Public School, a school for children with developmental disabilities, staff and volunteers provide breakfast

every morning to over 60 schoolchildren. The program provides students the opportunity to learn the skills needed for navigating social situations.

- **Easter Seals Ambassador (Global Toronto, May):** Nine-year-old Tai Young was born with an incomplete spinal cord injury, causing partial paralysis to his legs. In 2013 Young became a provincial Easter Seals ambassador, representing the 20,000 children and youth in Ontario with physical disabilities. Tai's role as ambassador is to go out and speak to people across the province about what it means to live with a disability, and what it means when people raise money to help kids with physical disabilities.
- **Racial Profiling (Global Montreal, October):** We produced a two-part series featuring a young man who sustained a brutal arrest that he believed was due to racial profiling. We reported, exclusively, that complaints to the Human Rights Commission about police profiling have increased dramatically. We interviewed Montreal Police about their efforts to address this issue.
- **Charter of Values (Global Montreal, ongoing):** Our team of reporters has provided ongoing coverage about the debate on Quebec's proposed Charter of Values, a diversity story that galvanized the province this year. We are always striving to find original angles and new stories to tell about this compelling and divisive issue.
- **Firefighter Racism (Global Halifax/Maritimes, April):** This story profiled members of the Halifax Regional Fire Department who had been subjected to racism in the workplace. Their Chief issued an apology and gathered them together for a "sharing circle", where firefighters were able to express their grievances.
- **Home For Coloured Children Live (Global Halifax/Maritimes, November):** Late in the evening, the Nova Scotia government announced it sent a letter to lawyers representing former residents of the Home for Coloured Children. The government offered to begin settlement negotiations with the group. This was a major change from the previous government's position of denial and confrontation. We dropped the story we were working on and provided a live update in studio about these late-breaking developments.
- **Sex Assault Meeting Package (Global Halifax/Maritimes, July):** Survivors of sexual assault, politicians, community organizers and everyday citizens met to discuss ways to end sexual violence against women. The round table discussion was organized three months after the death of Rehtaeh Parsons. Sherri Bain, one of the organizers, said the main idea arising from the meeting was the need for a MADD-style campaign against sexual violence, to encourage reporting and reduce incidents.

News Staffing

On-air representation is a matter handled at the station level and positions are filled at this level as well. We consider low turnover in this area to be a positive outcome. When positions become available, Shaw proactively seeks on-air personalities who will be representative of their local communities. Some staffing highlights from 2013:

- 32 out of 45 (71%) of posted on-air positions were filled by members of the four designated groups.
- Global Lethbridge promoted a female assignment editor to the position of news director and station manager.
- Global Montreal promoted a freelance reporter of visible minority to news anchor.
- Global BC promoted a female visible minority traffic reporter to a weather anchor position.

NON- NEWS PROGRAMMING

Global Local Programming

Our local Global stations have deep ties with the communities they serve and endeavour to provide a forum for communicating information about local events and issues of interest to diverse communities through non-news local programming. Some examples include:

- Global BC aired over \$400,000 worth of promotional airtime for diversity organizations and events in 2013 on its community calendar. Promotions included a Truth & Reconciliation Commission panel, Down’s Syndrome Awareness Week, Vancouver International Bhangra Competition, Women in Leadership Foundation, Easter Seals 24-Hour Relay, Talking Stick Festival and Diwali Fest.
- Global BC also continued its partnership with Variety: The Children’s Charity, in support of children with special needs. Every year in January and February, Global BC provides 23 consecutive hours of broadcast time, production and technical support to broadcast Variety’s Show of Hearts Telethon.
- “In the Mix”, a community diversity segment, airs weekly on Global BC and on our all-news channel BC1. In 2013 the segment featured events including the Times of India Film Awards, Sakura Days Japan Fair, Diwali Fest and the Afro-Brazilian Carnaval.
- Global Calgary’s community calendar gave free airtime to events and organizations such as the Vivah Indian Bridal Expo, GlobalFest and its Human Rights Forum (which was hosted by Global anchor Bindu Suri), International Women’s Day, and Women in Winter, which promotes women in sport.
- Global Edmonton’s community calendar provided \$70,000 of airtime to groups and events, such as the Canadian Paraplegic Association, The Mosquers film festival, Lurana Shelter Society, Aga Khan Foundation Canada and Sight Night.
- Global Okanagan’s community calendar featured events and groups including the Kelowna Women’s Shelter, Wish Come True Society, Penticton Mental Wellness Centre, Okanagan Carribean Festival, Chinese Folk Dance, Oonakane Friendship Centre and Aboriginal Day BBQ Fundraiser.

- Global Okanagan also airs a weekly What’s Happening feature during its 5 pm and 11 pm newscasts. Hosted by a visible minority female, this segment provides free promotion to non-profit organizations. Examples this year include the Walk for Muscular Dystrophy, Vernon Women in Business and Nk’Mip Resort Festival of Trees. The station also airs a daily Our Community feature with an Aboriginal host, which highlights Aboriginal events across the Okanagan Valley.
- Global Saskatoon’s community calendar promoted diversity events and organizations, including the Indian and Métis Friendship Centre, Amnesty International, Ladies Auxiliaries fundraisers, and the Open Door Society, which supports new immigrants including the city’s growing Muslim population.
- Global Regina’s community calendar promoted events and groups such as Aboriginal Awareness Week, a First Nations art exhibit at the McKenzie Art Gallery, and a cabaret night by Planned Parenthood, which supports women’s reproductive and sexual health.
- Global Lethbridge also airs a community calendar, which promoted events and groups like YMCA’s Harbour House shelter for women and their children, and Head Smashed in Buffalo Jump, a UNESCO World Heritage Site that has been used continuously by Aboriginal people for nearly 6,000 years.
- *Focus Manitoba*, Global Winnipeg’s long-form journalism program, aired a story in November about Carol Todd. Todd, who is of Asian descent, lost her daughter Amanda in a tragic and well-publicized story of cyber-bullying and suicide. We followed Todd as she spoke to teenagers at a local high school about the effects of cyber-bullying and “sextortion” that contributed to her daughter’s death. Todd’s presentation was live-streamed to 45 schools across Canada and three in the United States.

National Non-News Programming

Original Programming

Our Original Programming Department ensures that all new productions reflect diversity behind the scenes and on camera. For ease of reference, the diversity objectives of the Shaw Media Original Programming Department are listed below:

- *To avoid stereotypes and ensure that under-represented groups are well represented on camera in Canadian prime-time programming.*
- *To 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 under-represented 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 of Shaw Media's goal to reflect Canada's diversity on-screen. As indicated in the updated *Diversity Corporate Plan*, our licence agreements will formalize a requirement for producers to submit a Diversity Report pertaining to each season of every series or special that we commission.
- Shaw Media asks producers to interview more persons with disabilities, persons of colour, and Aboriginal peoples for available employment opportunities 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 generally 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.

New and returning **Original Drama** series on Global Television and Showcase emphasizing diversity-related themes, characters and production talent include:

Copper season 1 on Showcase: *Copper* is a gripping crime series set in 1860s New York City, and centers on Kevin Corcoran, an intense, rugged Irish-immigrant cop working the city's notorious Five Points neighbourhood. Corcoran's friendship with two Civil War compatriots – the wayward son of a wealthy industrialist and an African American physician who secretly assists Corcoran with his work – takes him into the contrasting worlds of elegant Fifth Avenue and an emerging African American community in rural northern Manhattan. The series confronts social issues such as immigration, racism, and the distribution of wealth during the 1860s. Corcoran's two friendships portray the immigrant experience in Five Points in contrast to the privileged lifestyle of the wealthy.

In addition, the relationship with Doctor Matthew Freeman, the African American physician, allows for a continuous narrative on racism to be woven into every episode. Doctor Freeman is a key partner on Corcoran's investigations, but the detective must keep that fact from his

superiors as they would discredit any work done by an African American. The Doctor's forensic findings are integral to helping Corcoran solve his cases and the character is an important one.

The diverse cast and crew include the award-winning Canadian director Virgo Clement, the multiple award-winning actress Alfre Woodard, and acclaimed actress Tessa Thompson who portrays Doctor Freeman's wife Sarah. In season 2, there's a deeper commitment to story arcs with the main female characters. We see the female leads exposed as independent characters in their own right, rather than appendages to the men in their lives. These women thus become an empowering representation of feminism in *Copper's* 1800s New York.

Women were also very involved in the production of *Copper* and held key roles, such as executive producers Katherine Buck, Christina Wayne, and Sherri Ruff; co-executive producer/director Larysa Kondracki (season 2), staff writer Kate Erickson, and the award-nominated costume designer Delphine White.

Bomb Girls season 2 on Global: Set in the 1940s, *Bomb Girls* tells the remarkable stories of the women who risked their lives in a munitions factory building bombs for the Allied forces fighting on the European front. The series delves into the lives of these exceptional women who find themselves thrust into a new world and changed profoundly as they are liberated from the home and social restrictions.

In Season 2, the producers worked to include new characters from racially diverse backgrounds. A Chinese delegation visited the factory in the premiere, which influenced Gladys to question her upper-class Caucasian world view as she befriended their Chinese-American translator Kai. The character of Reggie was introduced mid-season to give voice to the experiences of black Canadians during WWII. Reggie deals with the casual racism of a landlady refusing to rent a room to her. Dr. Narendra Patel, a South Asian physician, also joined the cast as a love interest for nurse Sheila.

This season *Bomb Girls* also tackled storylines dealing with both physical and mental disability. Lorna's husband Bob, left in a wheelchair after the First World War, was initially a withdrawn and lonely character. This season we followed his growth through becoming a small business owner, to beginning to overcome his physical limitations. Lorna's son Gene returned from the war with Post-Traumatic Stress Disorder. His guest arc explored the effects of this mental illness on not only the soldier himself but on his family and loved ones. It also highlighted the difficulty in diagnosing PTSD.

Finally, behind the scenes, series producers took the initiative to mentor two emerging female directors. Women are under-represented as directors, so working with the Canadian Film Centre we sought out two promising young women who each shadowed an experienced director for an episode this season.

Beauty and the Beast seasons 1 and 2 on Showcase: NYPD detective Catherine Chandler is haunted by memories of her mother's violent murder and the mysterious unworldly creature that saved her. One of her cases leads to her enigmatic saviour Vincent Keller, a damaged

former Black Ops medic harbouring a terrible secret. Drawn to Catherine, Vincent can't help but involve himself in her cases. The series endorses women as role models in the workplace by featuring two strong independent female detectives. The lead character's mother plays a military geneticist who was a key player in creating the "beast" super-soldiers of the series.

Beauty and the Beast is an outstanding illustration of on-screen diversity, reflecting the mix of multicultural groups of a large metropolitan city. Star Kristin Kreuk leads the way as a Canadian actress born in Indonesia with both Dutch and Chinese ancestry. Her fellow cast of series regulars include actors of Sri Lankan, African American and New Zealand descent. A number of guest stars like Nicole Gale Anderson and Christian Keyes support casting diversity throughout the series.

Behind the scenes, the series was created by two women, Jennifer Levin and Sherri Cooper. Both the writer's room and the roster of directors have included a number of women.

As discussed in previous years, returning seasons of *Rookie Blue* on Global and *Continuum* and *Lost Girl* on Showcase continue to feature both a diverse cast and behind-the-scenes crew.

Original Factual programming at Shaw Media continues to celebrate diverse themes, stories and individuals from the four designated groups. Some examples from 2013 are:

Indspire Awards (formerly the National Aboriginal Achievement Awards) on Global and IFC: The annual Indspire Awards recognize the highest level of achievement in Canada's Indigenous communities, and provide role models for Aboriginal youth to achieve their potential. The two-hour program was broadcast on IFC and Global as well as on APTN. We also created 14 two-minute interstitials, each one featuring an award recipient, which run for a year on many of the Shaw Media channels and are shared with other broadcasters at no cost.

ET Canada on Global: 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. Some highlights from 2013:

- Our interview with African American actor Blair Underwood, who plays a detective using a wheelchair in the series *Ironside* airing on Global. Underwood spoke of the pride he felt in depicting a character in a leading role with a disability;
- The debut album of Priyanka Chopra, former Miss World, which was produced by Will.I.Am. of the Black Eyed Peas, and incorporates Chopra's Indian culture into her music.
- Black Stars on the Road to the Oscars – We profiled actors like Ibris Alba and Chiwatel Ejiofor, who starred in many films garnering critical acclaim in 2013: *12 Years a Slave*, *Lee Daniels' The Butler*, *Fruitvale Station* and *Mandela: Long Walk to Freedom*.
- A story about the movie *The Sapphires*, which told the true story of an all-girl Australian Aboriginal group chosen to entertain US army troops in 1968 Vietnam.

ET Canada not only celebrates diversity on the screen but behind the scenes as well, with staff from various backgrounds including five interns with disabilities in the summer of 2013.

a.k.a. ALIAS on Global: This documentary special told the story of aspiring Caribbean Canadian rappers trying to escape the gangster life in Toronto. Hip-hop lyrics that perpetuate the “rags-to-riches” myth have created a generation of men with aspirations of hip-hop stardom. *a.k.a. ALIAS* challenges these perceptions by introducing characters who are struggling with poverty, problems with the law, access to housing and education. Raw and uncompromising, the series reflects upon the prevailing social conditions of poverty, racial violence, policy profiling and apathy in the city’s most at-risk communities, as aspiring artists struggle to rap their way out of the hood. Lead character Alkatraz tells viewers that you only have a few options to escape – sports, music or dealing drugs. Throughout the film, we see how each character tackles life based on his own perception of what his options are.

The documentary was produced by filmmaker Michelle Latimer who is of Métis and Algonquin Heritage. Latimer’s production company, StreeL Films, is committed to inclusion and diversity in media, and to producing content that promotes social change and awareness.

HISTORY featured many documentary specials and series centred on members of under-represented groups. Returning seasons of *Yukon Gold* and *Ice Pilots NWT* featured First Nations subjects hard at work in Canada’s wild north. Season 2 of *War Story* and the documentary *28 Heroes* told the stories of Canadian veterans from the Korean War, Vietnam War and WWII. These volunteers came from a range of backgrounds including First Nations and African Canadian. Both programs included the stories of those we fought against, with interviews of servicemen from China and Japan. Most of these witnesses are men in their 80s and 90s, and therefore the producers needed to accommodate and work with their age-related disabilities, including impairments to vision, hearing, mobility and cognition.

Original Lifestyle programming in 2013 featured a wealth of hosts, guests, and competitors from under-represented groups, reflecting the multicultural diversity of Canada. Here are a few examples:

Live Here, Buy This season 2 on HGTV: This series shows Canadians what the value of their current home could buy them abroad, and how they could live if they decided to act upon their dreams. HGTV and the production company went to great lengths to represent the diversity of Canadian viewers and the lifestyles and cultures of the world. Homeowner couples were cast from coast to coast and selected to be representative of Canada’s multicultural population, while participating realtors were cast for their authenticity and local flavor.

Canadian viewers identified with both the diversity of the couples fantasizing about life in Paradise and the particular reasons for their fantasy, whether it be a South Asian couple dreaming of a more cultured and family-friendly existence for their extended family, or a mixed race couple hoping to raise their children in a more diverse community. Season 2 featured couples from five different provinces, local realtors from 19 countries, and over 20 individuals of visible minority. One of our hosts, Andrea Bain, a woman of colour, appeared in 18 episodes.

Behind the scenes, the producers recruited the most experienced production staff to navigate their way around the globe. The resulting hires included a female director, an Asian director, and a Hispanic associate producer. Post-production staff included Filipino and Caribbean editors and an Asian female assistant editor. The front office was led by a female executive producer and supervising producer, and the production executive at Shaw Media is a woman of colour.

Donut Showdown on Food Network Canada: *Donut Showdown* is a 30-minute competition series that takes the donut to epicurean heights. Each episode sees three of the best donut makers from across North America test their creativity and compete for a \$10,000 prize. It's the diversity of these competitors that adds flavour to the competition. Of our 52 donut-makers in Season 1, half were women, and African Canadians, Asians and South Asians were all represented in the mix. The themed baking challenges included Bollywood, Cinco de Mayo and Land of the Rising Sun, which gave our competitors a chance to show off their knowledge of different cuisines and cultures from around the world.

Three of the top positions on the production team (series producer, line producer and culinary producer) were held by women. Asians, African Canadians and South Asians held positions at various levels on the production including the series producer.

Big Brother Canada on SLICE and Global: Season 1 of *Big Brother Canada* followed a group of strangers living together in a house outfitted with dozens of cameras and microphones recording their every move 24 hours a day, seven days a week. Each week the houseguests competed in a variety of challenges and one by one, voted one another out of the house until a winner was chosen.

The *Big Brother Canada* houseguests were cast from across Canada and it was the goal of both Shaw Media and the production company to reflect the vast diversity of Canadians. This was an integral component of the program and involved a casting process that travelled from coast to coast and ultimately screened over 10,000 applicants. The final cast included Garry Levy (African Canadian and Sexual Minority), Aneal Ramkisson (South Asian and Sexual Minority), Kat Yee (Asian Canadian), AJ Burman (South Asian), Suzetta Amaya (Aboriginal), Topaz Brady (African Canadian), Talla Rejaei (Persian Canadian) and Danielle Alexander (Aboriginal). The host of the program, Arisa Cox, a woman of colour, also reflects the diversity of *Big Brother Canada* and will continue to do so in season 2.

The *Big Brother Canada* production staff includes men and women from various cultural backgrounds, including producer Celine Wong (Asian Canadian), editor Baun Mah (Asian Canadian), technical director Germaine Wilson (African Canadian), corporate accountant Sheena St. Bernard (African Canadian), production accountant Karen Thompson (African Canadian) and music composer Orin Isaacs (African Canadian).

Four Weddings Canada on SLICE: This series had a diverse and successful second season in 2013. The hit reality TV show profiles modern day brides as they attend and judge each other's weddings. Seven of the brides this season were women of colour, one was of Asian heritage and one was of Persian heritage. The series depicted singular-faith, non-

denominational and inter-faith weddings. Of the forty weddings, we showcased over twenty distinct cultures through custom, religion, song, dance, traditions and ceremony. Our viewers enjoyed a fabulous Chinese wedding complete with ceremonial tea ritual, a lavish and vibrant Hindu celebration as well as a traditional and elegant Persian ceremony. We also featured beautiful weddings rooted in Jewish, Ukrainian, Italian, Indian, Caribbean and African traditions, cuisine and culture. All forty weddings included memorable and unique elements reflective of religion, culture and family heritage.

The experienced production team included a female series producer, a Hispanic line producer, a female field director, three female researchers and a female senior casting researcher. The field team included a director of photography who is a talented person of colour, key camera assists who were persons of colour and our location sound recordist who is of Asian heritage. Post production staff included a female post production supervisor, a female picture editor and two female assembly editors. The supervising producer and the production executive at Shaw Media were also women.

Acquired Programming

Along with Global's successful programs continuing in 2013 such as *Elementary*, *Hawaii-Five-0*, *Glee* and *Parenthood* described in previous reports, notable new programs on Global include:

Ironside: This police procedural series features African American actor Blair Underwood in the role of a tough, sexy and acerbic police detective who uses a wheelchair after a gunshot wound left him without the use of his legs. The show also stars actor Kenneth Choi, of Korean descent.

The Michael J. Fox show: Legendary Canadian actor Michael J. Fox stars in this sitcom about a family man and news anchor who, like the actor himself, suffers from Parkinson's disease. The illness is one facet of the character's life and the series storylines. The disease is referenced in both a serious and humorous context, and brings to the foreground the issues associated with it.

Acquired programming on Shaw Media's specialty services included a wide range of series and films featuring diverse characters and themes. Some examples include:

Airport 24/7: Miami on DTOUR: This is an all-access pass to the intense and dramatic world of Miami International Airport told through the characters whose jobs it is to keep one of America's largest airports running around the clock. The airport staff, full of strong personalities, struggles to stay afloat as they deal with the stresses of getting 100,000 strangers through the airport safely every day. Much of the airport staff are visible minorities, including Albert Cordeschi (Latin American), Chris Rutledge (African American), Darius Bradshaw (African American), Ericka Middleton (Latin American), and Tony Cooper (African American).

Devious Maids on Lifetime: The series centers on four Hispanic maids working in the homes of Beverly Hills' wealthiest and most powerful families. The leading ladies in the cast are all Latin American women (Ana Ortiz, Dania Ramirez, Roselyn Sanchez, and Judy Reyes). The supporting character Odessa Burakov (played by Melinda Page) has a prosthetic leg, and Matt Cedeno, who plays a gay character, is also Latin American.

House of Lies on IFC: *House of Lies* is a subversive, scathing look at a management consultant from a top-tier firm. Marty, a highly successful, cutthroat consultant, is never above using any means necessary to get his clients the information they want. The lead character Marty is played by Don Cheadle, who is African American. Marty's father, played by Emmy-winning actor Glynn Turman, is an astute psychoanalyst battling Parkinson's disease, while his adolescent son, played by Donis Leonard Jr., is struggling with issues of gender identity.

The Undateables on Twist TV: This series follows single people with disabilities who sign up to a dating agency in order to find a partner, and highlights the challenges they can face in finding a partner. The show features many people from diverse backgrounds including Richard who has Asperger's syndrome, Justin who is severely disfigured from tumours cause by neurofibromatosis type I, Carlyne who is paralyzed from the chest down, Kent who has Down's syndrome, Hadyn who has Crouzon syndrome and Samantha who has achondroplasia (a form of dwarfism).

Miracle Rising: South Africa on HISTORY: *Miracle Rising* is the epic legacy of South Africa's political transformation that culminated in the first free and fair elections in April 1994. Recounted through the personal accounts of key players, both local and international, the documentary asks how South Africa avoided a civil war from tearing the nation apart. From Nelson Mandela's decision to learn Afrikaans while in prison, to the amnesty hearings of the Truth & Reconciliation Commission, the documentary focuses on the visionary leadership and negotiations that brought about a peaceful transition of the nationalist regime to a system of one-person, one-vote.

As highlighted in this report, Shaw Media's diversity initiatives touch on all aspects of our work, from our corporate accountability measures and employment practices, to our local Global stations' involvement with their communities, and our approach to programming. We will continue to build upon our diversity initiatives for the benefit of Canadians, and look forward to strengthening our existing relationships with the four designated groups, as well as building new ones in 2014.