



1 February 2016

Ms. May-Cuconato  
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 Ms. May-Cuconato:

**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 2015.

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", written in a cursive style.

Karen Clout  
Manager, Regulatory Affairs  
Shaw Media

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Shaw Media is pleased to provide its 2015 Diversity Report, outlining the efforts made to advance diversity throughout the company. Shaw Media currently owns and operates twelve conventional television stations across Canada in small, medium, and large markets, and 19 specialty services. 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.

### **Streamlining the reporting process**

As requested in previous reports, we again encourage the Commission to streamline the reporting process. Although no streamlining measures were initiated, we have continued to report according to current Commission guidelines and our commitments.

We believe it would be appropriate for the Commission to review the obligation to file this report on an annual basis going-forward. These reports are time-consuming to prepare, and many of our plans, activities, and anticipated results cover several years. The Commission currently has detailed records of diversity-related activities/efforts occurring throughout the broadcasting sector. In our view, it is clear that progress is being made and the detailed nature of the annual report requires significant resources that might be better deployed advancing our many projects and initiatives in this important area.

### **2015 Diversity Highlights**

- In 2014 Shaw Media became the first private broadcaster in Canada to offer closed captioning capabilities on our websites. This functionality, activated by clicking a "CC" option during the video playback, allows viewers to catch-up on missed episodes and discover brand new programs with captioning enabled on Shaw Media brand websites for the first time.

Following up on the success of adding captioning to our online content last year, in 2015 Shaw Media became the first news outlet in Canada to offer an audio tool that converts text to speech for our Globalnews.ca online news stories. This technology allows our viewers to listen to a spoken version of text on virtually any device with the simple click of a button.

- In 2015 we entered into a multi-year agreement with Indspire to provide Indigenous students with renewable scholarships to support them through their studies, internships to provide real-world experience, and mentorships to provide assistance in moving forward with their careers.
- We continued providing live described video on all of our golf programming in 2015 – 175 hours in the 2014-15 broadcast year. We also provided live DV for the Teen Choice Awards on Global and aired promos for the event that included audio and video indicating the event would be available with described video.
- Shaw Media partnered with Journalists for Human Rights to provide training about Indigenous reporting in some of our newsrooms, and the opportunity to host three Aboriginal Interns.
- Although benefits support concluded in 2014, Shaw Media continued its seventh year of the Internship Program for Students with Disabilities with the placement of four interns.

- This year Shaw Media made a significant change to our contracts with independent producers by including a third party obligation for diversity in our programming agreements.

### **CORPORATE ACCOUNTABILITY**

Our on-going 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. Three diversity committees continue to push for greater diversity at all levels of Shaw. The Executive Diversity Committee oversees Shaw Communications Inc. (SCI) diversity initiatives, the National Diversity Task Force reviews practices and guidelines for short-term & long-term diversity initiatives for SCI, and the Shaw Media National Diversity Task Force embraces diversity in Media while monitoring CRTC compliance & regulations.

The Interim Senior Vice President, Human Resources, was appointed to oversee SCI's overall diversity strategy and has designated the Director, Human Resources, Shaw Media as chair of the Shaw Media National Diversity Task Force. The Interim Senior Vice President, Human Resources is supported by senior leaders in all areas of the company to promote diversity in their specific areas.

In 2015 the Shaw Media National Diversity Task Force met twice to discuss current initiatives, how diversity in Shaw Media is tracked and measured, and how to move forward with our diversity plans.

Station managers and news directors 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 local stations. 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.

The primary tool for staff assessment of progress is the Cultural Diversity Tracking Report. Each year, representatives from our individual stations and specialty services complete a comprehensive diversity questionnaire. These reports are used to monitor progress and activities in all Shaw Media locations across the country. This "on the ground" feedback helps 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; captioning; 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 very active in the Described Video Best Practices Working Group led by Accessible Media Inc. and the English-language Broadcasters Closed Captioning Working Group that is currently preparing a submission as part of a CRTC process on quality of captions.

Available to all employees is a diversity page on Shaw Central that contains information regarding diversity best practices, benefits of diversity, a list of our diversity committees and representatives, and partnerships and programs.

## **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, and community organizations; 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 Equitek;
- work with community organizations and diverse 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 internships for four students with disabilities per year to continue the program started with the Alliance Atlantis benefits that ended in August 2014.

### **Recruitment**

As noted last year, all Shaw Media job postings and those of our parent company, Shaw Communications Inc., continue to include the following 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.*

The following diversity statement appears on our career site: *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 2015:

- Our Human Resource team distributed external job postings to many diverse community partners, including groups that support visible minorities, Aboriginal people, women, and people with disabilities. Moreover, our vacancies are posted in the Careers section of the Shaw website.
- In 2015 our Recruitment team expanded its network by partnering with Equitek. Shaw proactively worked with employment counselors, job coaches, and mentors that represent diverse talent from all designated groups, and posted Hot Jobs and sent newsletters through Equitek.
- At the end of 2013 a learning portal was launched for all Shaw employees. This portal included access to self-serve courses to help employees develop their skills. Some of the diversity material was enhanced in 2015 to include a live event titled *Unconscious Bias: The Hidden Barrier*.
- We maintained our participation in, and/or continued support for, diverse industry associations including the Canadian Council for Aboriginal Business (CCAB); Women in Communications and Technology (WCT); Women in Film and Television (WIFT); Aboriginal Human Resource Council (AHRC); Indspire (formerly National Aboriginal Achievement Foundation (NAAF)); Reel World Film Festival; Toronto International Black Film Festival; among other groups.
- For seven years we offered paid internships through our Internship Program for Students with Disabilities through benefits commitments which ended at the end of 2014. Due to the importance of this program and the benefit it has added to our newsrooms, in 2015 we chose to continue this program with four recipients per year.

## Hiring

Including diversity in our hiring practices for on and off air positions is integral to our company. Station and corporate diversity reports track the number of new hires and promotions 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 and promotion highlights in calendar 2015 are listed below. As always, self-reporting may reduce actual figures.

- 121 out of 278 full-time posted positions (43.5%) were filled by a member of one of the four designated groups;
- Of these 278 new employees, 94 (34%) are women and 40 (14%) are visible minorities;
- Two Aboriginal people and one person with a disability who self-identified were hired.
- In 2015, of the 97 people from the four designated groups who were promoted, 23 went into management roles.

We also hire many interns across the country to give young people and diverse groups the opportunity to gain valuable experience in broadcasting. 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 the four designated groups. Leading these is the Shaw Media Diversity Mentorship Program discussed below.

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

At Shaw we provide opportunities to celebrate diversity. In 2015 we initiated a celebration series on our internal website accessible by all employees.

- **Women’s History Month** – the Shaw Media vice president of communications kicked off the month with a blog on Our Voice. Each week we featured a different female leader from each line of our business and in various director, manager or supervisor positions. Each profile received over 530 views with the vice president of communications’ blog receiving 3,165 views.
- **National Aboriginal Day** - we honoured and celebrated the unique heritage, diverse culture, and outstanding achievements of First Nations, Inuit, and Métis people in Canada. Indigenous employees enhance Shaw’s ability to better service Indigenous peoples by improving our business understanding of customers, increasing co-operative partnerships, and collaborative community development opportunities.
- **International Day of Persons with Disabilities** - Internally we promoted and raised awareness for disability issues and advocated support for persons with disabilities in our workplace and communities. The United Nations theme of “Inclusion Matters: Access and Empowerment for People of All Abilities” provided Shaw an opportunity to reflect on the role we play to support people with disabilities internally, externally, and with technology.

## **Training**

In 2015 Shaw Media partnered with Journalists for Human Rights to provide Aboriginal reporting workshops in several of our newsrooms across the country – Ottawa, Toronto, and Winnipeg, with plans for more sessions in 2016. These workshops were aimed at assisting working journalists better understand best practice for reporting on Indigenous communities.

As part of our first leaders training in the Foundations of Leadership program offered to all supervisors and managers who lead teams at Shaw, a half day of content is dedicated to diversity. The material focuses on creating a diverse and dynamic team, including discussions on what diversity and inclusion

is, why it is important, Shaw's diversity and inclusion focus, the role the first leaders play, and unconscious bias.

In 2015 the director of editorial standards and practices circulated a media guide for transgender issues to news directors, reporters, and newsroom personnel across the country. The guide is a resource about how to fairly and accurately report on transgender people, including transgender-specific terminology.

Stations are also availing themselves of diversity training opportunities as they arise. Global Okanagan staff attended a Canadian Mental Health Association event where the topic of discussion was mental health in the workplace. Global Calgary's diversity committee created a reference book including diversity statistics and contact information for all cultural organizations in the City of Calgary. The book was launched with a presentation to the Calgary News department and team members were each given a copy for reference.

## **MENTORSHIPS, INTERNSHIPS, AND SCHOLARSHIPS**

### **Mentorships**

#### Shaw Media Diversity Mentorship Program

The primary objective of this Mentorship Program is to enhance the work experience of employees from diverse groups. As such, the program itself serves as an effective retention tool. We are now in our twelfth year of this program with over 259 pairs having participated so far over the course of the program. Program information is available on our internal website and is sent to all Shaw Media employees each year to launch the program. Applicants from underrepresented groups nominate leaders at Shaw Media to be their mentors for a six month mentorship. In 2014-15, 35 mentor-mentee pairs completed the program. This year's program began in January 2016 with 26 pairs across the country.

### **Internships**

#### Journalists for Human Rights Aboriginal Internship Program

In 2015 we had the opportunity to partner with Journalists for Human Rights and placed three Aboriginal interns in our Global newsrooms in Halifax, Calgary, and Saskatoon/Vancouver. JHR managed the application process for this program and interviewed the candidates. When they were selected, Global provided 2-3 month internships geared to the student's interests and areas of study.

#### 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 a total of 48 students over six years participated in the program.



In 2015, after benefits funding for this program ended, it was decided that the program held such value that it should continue. Shaw Media is pleased to provide this opportunity 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, inclusion, and accommodation.

In 2015 four students were given internships at our Global Toronto, Vancouver, and Calgary stations where they participated in news gathering, editing, and other newsroom activities.

Valued at over \$135,000, an advertising campaign involving all Global television stations, Shaw Media specialty channels, and the corporate website took place from January to March 2015 to promote these internships.

Our Global Vancouver intern sent us a detailed thank you letter. Excerpts include:

*During my fifth week I was with Global National which was such an honour! I loved being a part of the story meetings to see what was going to be the top story for that day. I researched story ideas.*

*My sixth week I was in the library with Dennis. I got to research a lot of the archived footage which I found fascinating.*

*The seventh week at Global BC I was with the writers for the morning show for two weeks. They are such fun people and they all made getting up at 4am worth it! I got to talk with the traffic reporter during the live morning show and research story ideas to help with future shows...*

*Looking back at this amazing summer I can tell you that I had an incredible experience at Global BC. I learned many skills that I can apply at BCIT when I go back for the fall semester. I have made lasting friendships and contacts. The staff at Global has made a tremendous impact on my life.*

### Local Internships

Internships are often offered for school credit and in 2015 several of our local stations opened their doors to a variety of students.

- Global Maritimes hosted three interns – two women and one Aboriginal person.
- Global Toronto hosted 61 interns: 42 were women, 20 were visible minorities and two had disabilities (as part of the program described above). ET Canada hosted 24 interns, nine were visible minorities and 15 were women, and two were part of the Shaw Media Students with Disabilities Internship program. These interns worked in a range of capacities based on their areas of interest and expertise.
- Global Regina hosted two female interns.
- Global Calgary hosted 12 interns including nine women, one visible minority, one Aboriginal person, and one student with a disability.
- Global Edmonton provided the Global Woman of Vision Scholarship to a female student.
- Global BC hosted interns through the Shaw Media Disability Internship Program and the Journalists for Human Rights program on top of their regular internships. These 22 internships included 15 women and five people of colour.

## **Scholarships**

### Shaw Media Renewable Scholarship

In partnership with Indspire, Shaw Media has committed to provide \$100,000 per year for three years to provide scholarships to Aboriginal students in media and other studies. With government matching last year, we were able to provide \$176,000 in scholarship funding to 18 students across the country in media, law, business, technical studies, computer studies, and social science. Shaw believes that it is imperative to support these students from start to finish and has also implemented mentorship and internship components to this program. Two students have already started internships with Global Toronto and Global Vancouver in 2016.

### Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR) scholarship

Shaw Media has been a member of SABAR for over 10 years. Seven 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. In 2015 one continuing \$2,500 award was allocated.

## **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, community calendar notices, and interviews on morning news programs;
- 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**

To create more meaningful relationships with our local diverse community groups, we have found that meet-and-greet meetings provide opportunities to open discussions about a variety of issues of concern with a particular group or organization. Our stations continued to hold such discussions in 2015. Meet-and-greets in 2015 include:

- In December Global Maritimes met with the Nova Scotia Disabled Persons Commission to discuss how to better represent people with disabilities on air and in our newsrooms, and strengthen our relationship with this community.

- In February Global Toronto's news and operations teams hosted members of the Chinese community and the local Chinese TV station, CCC-TV Markham, to better support the Asian community in the Toronto area. The general sense was a common interest to provide news and information to this huge and growing segment of our community. They learned a great deal about the tools and processes we use to gather and distribute content. We learned about some of the opportunities to engage the Chinese community with our content and community outreach.
- Global Saskatoon met with Oskayak First Nations High School to discuss issues facing Aboriginal youth and how Global can help by telling positive stories and promoting role models in this community.

### **Round Table Discussions**

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

- In September Global Montreal established a Diversity Advisory Committee comprised of community members representing diverse groups including the Caribbean community, the Centre for Race Relations, and the Eastern Door Newspaper. Topics discussed at the inaugural meeting centered on the challenge of local media to adequately cover minority issues. Attendees provided feedback and suggestions for story ideas.
- In January Global Winnipeg hosted a round table discussion including 15 staff members and representatives from the Evolve Women's Program to discuss the impact media coverage has on abuse issues.
- On July 1<sup>st</sup> Global Calgary hosted a Canada Day Citizenship Swearing in Ceremony. 30 new citizens had round table discussions with Global representatives over breakfast. Discussion topics included how they perceive local media in covering of the full diversity of our community and if they felt included or excluded in overall news coverage in their community and why they felt that way. Other topics included the new citizens' experiences in Canada, what it means to be a Canadian, and diversity in media.

### **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:

- In August the station manager, news director, and marketing manager from Global Regina met with two representatives from the Regina Open Door Society. Topics discussed include: the role of media in the process of integrating new immigrants into the city, common perceptions or misconceptions of the media within the immigrant community, the challenges of telling meaningful stories about Regina's immigrant community. Representatives from RODS will suggest contacts that can help us tell more meaningful stories. Global Regina will supply an on-air personality to take part in orientation sessions for new immigrants.

- In January Global Okanagan’s Cultural Diversity Team met with two representatives from the Okanagan Nation Alliance. The discussion revolved around the symbolic and practical importance of the salmon fishery to the Aboriginal population in the Okanagan. This meeting resulted in two follow-up stories about the efforts of the Okanagan National Alliance to restore the salmon population to the lakes in the Okanagan.
- This year Global Edmonton took a different approach to their “meet and greet” sessions and invited National AFN Chief Perry Bellegarde and Jibril Ibrahim, President of the Somali Canadian Cultural Society of Edmonton to participate in editorial boards.

Global Edmonton felt the editorial boards would be more constructive and also provide for some of the content to be used in their daily news agenda – and it was. Editorial boards are recorded and provide an opportunity for the participant to exchange ideas with the news team for future news stories, share their thoughts on issues that affect them, and to foster a better understanding between (First Nations people/Somali Community in Edmonton) and Global Edmonton.

After the meeting, Mr. Ibrahim sent the following email to Global Edmonton:

*I would like to thank all of you on behalf of Somali Canadians from Edmonton for the time you have taken from your busy schedule to meet with me to talk about and discuss issue related to our community and request feedback from us. It was very productive meeting where we have exchanged information. It shows how you care about us. We are always here to work with you. I have made available myself should something new comes up that pertains to our community. Any member of Global Edmonton TV is welcome to call me anytime. You are doing great job in reporting in balanced approach. Keep up the good work.*

## **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 Maritimes provided several tours to groups including the African Society of Nova Scotia, the Disability Council of Nova Scotia, and the Halifax Cornwallis Club.
- Global Saskatoon conducted tours for several diversity groups in 2015 including First Nations Youth and Rotary International.
- Global Regina hosted a First Nations organization – the North Central Family Centre and provided a tour of their studio.
- Global Calgary prioritizes facilities tours and reaches out to the community to invite numerous groups to attend tours each year. Just a few examples include tours for Girl Guides, Filipino Cultural Dance Troupe, Aboriginal Students Program from Metis Calgary Family Services, persons with disabilities from Bow Valley College, and new Canadian citizens.

- Global Edmonton provided tours for Kids with Cancer in September and the Maskawicis Outreach High School in June.
- Global Okanagan provided tours to Access Resources, Interior Health, Federation of University Women, and the Girl Guides.
- Global Vancouver provided a tour in February to an incredible young man with Down Syndrome who is aspiring to be a broadcaster. The station's news director spent a few hours with this young man and his mother giving them a detailed behind the scenes look of all the components of the newsroom.

### **Job Shadows**

Global stations sometime receive requests for job shadow opportunities and we do our best to accommodate these requests wherever possible. In June, Global Saskatoon provided a job shadow experience for a student with Aspergers Syndrome with a reporter and ENG team showing him how news gathering actually takes place.

### **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 2015. Support was given to a variety of diversity events across Canada. Here are just a few examples:

- Global Maritimes' senior digital journalist hosted the Canadian Paraplegic Association Neighbourhood BBQ Fundraiser in June.
- Global Montreal's senior anchor Jamie Orchard participated in numerous events including being the master of ceremonies for the Montreal International Black Film Festival, Caribbean Fashion Week, and Pandora Experience Muscular Dystrophy Canada fundraising event. She was also the team captain for the Global team at the Action Centre's President's Cup Wheelchair Basketball Challenge.
- Global Toronto personalities were very busy in 2015 with participation in events for the March of Dimes, JAMBANA, Three to Be, Reach for the Rainbow, Toronto Chinatown Festival, Toronto International Black Film Festival, among others.
- Global Winnipeg's Michelle Lissel hosted the gala dinner and spring fashion show for Habitat for Humanity – Women Build to raise money to build affordable housing for women. Global and Shaw employees also participated at the worksite.
- Global Regina personalities emceed AfroFest, an event with the Regina Women's Network, and participated in Blind Bowling with the Canadian Council for the Blind.

- Global Saskatoon personalities participated in community events including Entrepreneurs with Disabilities Just Watch Me contest, the Best Buddies program where University of Saskatoon students are paired with people with disabilities, and an International Women's Day event.
- Global Calgary's Linda Olsen hosted the 2015 Indspire Awards and the Alberta Women's Entrepreneur Achievement Gala while Jayme Doll hosted the Immigrants of Distinction Awards Gala.
- Global Edmonton's Quinn Ohler Emceed the International Day of Persons with Disabilities event and Su Ling Goh hosted the Mayor's Awards for Persons with Disabilities.
- Global Lethbridge's Sarolta Saskie hosted the Immigrant Achievement Awards that celebrate the many valuable contributions made by immigrants in Lethbridge and surrounding areas.
- Global Vancouver personalities emceed a variety of events in 2015 including the Variety Golden Hearts Awards, G-Day for Girls, Courage to Come Back Awards, Timmy's Telethon for Children with Disabilities, BC Epilepsy Society, and the YWCA Women of Distinction Awards.
- In August three Global Okanagan personalities participated in Paddle for Prevention in support of Braintrust. Lauren Pullen, Neetu Garcha, and Angela Jung were joined by station manager, Derek Hinchliffe to form a paddle board team. This was the first year for this Braintrust event and it was a huge success with over 160 paddlers taking part and raising \$47,000.

## **Community Calendars**

In 2015 Global reinstated Community Calendars in most markets realizing this was a service that was of great importance to our viewers. Community calendars raise awareness for many diversity organizations and events in local communities. In 2014 the dollar value of these was over \$300,000 of air time and in 2015 we increased this amount to almost \$1.5 million. A few of the organizations/events promoted include:

- Haiti en Foli Festival
- Multicultural Night in Montreal West
- Black History Month Freedom City Event
- Walk for Muscular Dystrophy
- Toronto Chinatown Festival
- Toronto International Black Film Festival
- Shen Yun – performances of classical Chinese dance
- Tangled Art + Disability Festival
- Parkinson's Superwalk
- Walk Now Autism Speaks
- Treaty 7 PowWow
- Calgary Arab Festival
- Vaisakhi – Indian New Year Celebration
- Alberta Indigenous Games
- Afro-Canadian Awards
- International Day of Persons with Disabilities

- Canadian National Institute of the Blind – Night Steps
- Ride Don't Hide – Canadian Mental Health
- MS Walk
- Chinese New Year Parade
- Okanagan Sikh Temple
- Indigenous Sisters

### **Public Service Announcements**

In 2015 Shaw Media donated over \$5.6 million in air time for PSAs targeting the four designated groups. Some of these PSAs aired nationally while others were targeted to specific local communities. These include the following:

- Easter Seals
- Kelty Mental Health
- Canadian Council for Aboriginal Business
- Internationally Educated Professional's Conference
- ALS Society of Canada
- Shield of Athena
- Alzheimer's Society of BC – Walk for Memories
- Autism Speaks
- ALS Ice Bucket Challenge
- MS Bike Tour
- Accessible Media's Described Video Awareness PSA

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 2015:

- Some of the PSAs produced by Global Maritimes for diversity organizations to air locally include Easter Seals and Dress for Success Halifax.
- Global Montreal again produced and aired a PSA for Shield of Athena's Stop Family Violence campaign.
- Global Toronto produced and aired PSAs for JAMBANA, OpportuniTeas, Toronto International Black Film Festival, Toronto Chinatown Festival, and Three to Be.
- Global Winnipeg produced and aired a PSA for the Nelly McClung Foundation.
- Global Calgary created and aired a series of multicultural holiday greeting spots.
- Global Edmonton produced and aired several PSAs to support diversity organizations and events including the Alberta Indigenous Games, Avenue of Hope Gala, Pride Parade, and Kids with Cancer.
- Global Vancouver created and aired nine PSAs for Variety: The Children's Charity, two for the Lion's Society/Easter Seals, and one each for Coast Mental Health and Walk Now for Autism.

- Global Okanagan provided PSAs for Autism Speaks, Paddle for Prevention, and Brain Trust.

### **Sponsorships/Partnerships**

In 2015, Shaw Media and the National Screen Institute launched the Shaw Media Diverse TV Director course. This advanced course is aimed at directors who want to move into scripted television series. The program includes a bootcamp based in Toronto and four-week job shadow experience on the set of a series production.

Also In 2015 we entered into a partnership with Hot Docs Canadian International Documentary Festival to create the Diverse Voices training program for emerging Canadian documentary and factual filmmakers. During the Hot Docs festival the program provided emerging Canadian filmmakers of diverse backgrounds with training in documentary and factual television production. Applications are now being accepted for the 2016 program.

There are many diversity organizations across the country that we support through financial donations and in-kind support. For ease of reference we have provided below information related to the organizations we continued to support in 2015.

#### National Sponsorships

***Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR)*** - Our participation in this sector initiative, which includes members from various broadcasting companies continued in 2015. 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 which is still widely referenced in our newsrooms.

***Women in Communication and Technology (WCT)*** is an organization dedicated to raising the profile of women working in the communications industry in Canada through a number of benefits and services.

In partnership with Shaw Communications and Catalyst Canada, Women in Communications and Technology announced *The Protégé Project* in 2014, a program to spur female leadership in Canada's communications, media, and technology sectors. The program launched in March 2015 with a kick-off event at Shaw Media's offices and introduced by our president Barb Williams.

***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 2015, Shaw Media supported the Shaw Media Management Accelerator Program aimed at propelling people of diverse backgrounds through managerial careers.



**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.

As mentioned above, in 2015 Shaw Media partnered with Indspire to create the Shaw Media Renewable Award that provides Aboriginal students in any discipline with a renewable scholarship, an internship within Shaw Media, plus a mentorship.

For the 11th consecutive year, Shaw Media contributed funding to the Indspire Awards and produced the program for broadcast. We also provided extensive promotion for and broadcast of the Indspire Awards in prime time on Global Television and on IFC. The Awards celebrate the achievements of 14 outstanding Indigenous Canadians at a live to tape gala event each year, which also showcases the highest caliber Indigenous performers and presenters. The show is co-executive produced by an Indigenous woman who, along with key crew members, engages and works to train as many as 100 Indigenous crew members per year.

**ReelWorld Film Festival** - The Festival showcases independent Canadian filmmakers of colour and fosters interaction among industry professionals via networking, seminars, workshops and gala screenings.

During the Festival Reel Asian continued to support homegrown talent by bringing features and short films from Canadian directors to the festival. 42% of the 2015 programming line-up included Canadian titles with 10 world premieres.

**Tangled Art + Disability** - The Tangled Art + Disability 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, and 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 supported this year's Festival through financial contributions.

**Toronto and Montreal International Black Film Festivals** - These film festivals support the development of the independent film industry, and promote films showcasing black people from around the world. In 2015, Shaw Media and Global Toronto supported the Festival through cash contributions and PSA promotion enabling the Festival to better promote these films to Canadians.

**Toronto International Deaf Film + Arts Festival (TIDFAF)** – This is a not-for-profit arts organization that presents a bi-annual arts and cultural festival to promote cultural diversity through the celebration of emerging Deaf Cinema through the visual medium.

Shaw Media funding in 2014/15 supported a series of workshops for deaf and hard of hearing youths at high schools across Ontario. Funding also allowed students to create and edit a series of videos for the Toronto International Deaf Film and Arts Festival High School and Elementary School Education Day in May at Ryerson University. With the benefits funding, TIDFAF was able to provide ASL-English interpretation services and CART, real-time captioning for those who do not use ASL.

### 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. Some initiatives in 2015 include:

- Global Montreal provided sponsorships for local diversity organizations including the Montreal International Black Film Festival, Muscular Dystrophy Canada, and the Action Centre Foundation.
- Providing local reflection to one of Canada's most diverse cities, in 2015 Global Toronto had the opportunity to sponsor multiple diverse events. One example is the support provided for JAMBANA, a festival celebrating Jamaican and Caribbean culture. Global provided on-air and online promotion of the event with a contest promo, listing on the Community Calendar, a listing on the Global News website, and billboards. Global also participated in the event with a tent where children could have their faces painted or use the colouring stations. Global News personalities Alan Carter and Kris Reyes also participated as hosts of the Festival.
- Global Winnipeg Supported an event for the Society of Manitobans with Disabilities by providing a photographer to shoot and live stream participants in the Drop Zone event, supplied video equipment for participants and guests to watch the event, and aired PSA promoting the event.
- Global Regina and Global Saskatoon supported several local diversity organizations through airing PSAs. These include the Sask Abilities Council, Canadian Cancer Society, Drop Zone, and Luncheon en Vogue.
- Global Calgary was the media sponsor for the 2015 Calgary Pride Festival. Along with providing coverage of the Parade, Global also produced a promotional spot and aired it on the local station, provided Community Calendar event mentions, website event mentions, helicopter event mentions, social media postings, and an in-studio interview leading up to the event.
- Global Edmonton provided on-air, social media, and web promotion for several events that include the Alberta Indigenous Games, the Mosquers and Avenue of Hope Gala.

## **ON-AIR REPRESENTATION**

### **NEWS**

Shaw Media local stations continued to emphasize the importance of representing diversity within each station's market in 2015, while at the same time adhering to the RTDNA's Code of Ethics and the CAB's Code of Ethics.

In 2015 the RTDNA presented the Adrienne Clarkson Award for Diversity to Global News Winnipeg for a feature story revealing the challenges facing Manitoba's First Nations.

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 under-represented 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 2015, over 1000 contacts who were visible minorities, people with disabilities, or Aboriginal people 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. During times of crisis, or when events of national or local importance occur, our resources are 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 fourth year in 2015 providing a national newscast to the Mandarin speaking community in Vancouver and Calgary airing on the Shaw Multicultural Channels in these areas. The half-hour show is broadcast entirely in Mandarin, and anchored by Carol Wang and

correspondent Frank Qi who 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 Global National News stories bring issues to the surface for the entire country. Here are a few of the stories that aired across the country in 2015 concerning to the four designated groups:

- In June our Ottawa Bureau Chief Jacques Bourbeau produced a story on the Truth and Reconciliation Commission. The survivors of Canada's residential schools were finally given a voice through this Commission. The often-horrifying details of what they endured were laid bare for all Canadians to hear - and to learn from. The Commission presented a path forward in June. Jacques Bourbeau reported on the findings - and the difficult road to reconciliation.

In the years leading up to this historic report, Shaw Media was the media partner for the Truth and Reconciliation Commission. We had news staff attend Commission events and interview Commissioners on our morning programs. We provided PSAs across the country promoting the events where residential school survivors could give their testimonies to the Commission where they were collected to create the report.

- For our *Everyday Hero* segment Global National the story of an athlete who is not letting physical challenges slow him down was told. 22-year old Jesse Ward has not let a double amputation keep him off the volleyball court. As Reid Feist reports, he is on track to compete with the best in the world in Brazil next summer.
- Laura Stone reported on a new exhibit at the Canadian War Museum that is drawing attention to the service of women during the two world wars. Global National's report looked at the vital and often dangerous jobs women held through the eyes of one of the woman involved.
- Robin Gill sat down with a Syrian family that escaped civil war for a new chance in Canada. The family talked about the challenges they face and how they are adjusting to their new "normal."

## Local News

Diversity in news is re-emphasized and discussed regularly at assignment meetings. As such, we asked our station managers and news directors to provide examples of some of their outstanding diversity-related news reporting in calendar 2015.

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

- Global Maritimes covered a story about women in non-traditional jobs. They highlighted a week-long program that encourages young women to think about careers as first responders – a typically male –dominated field.

- In December Global Montreal's senior anchor Jamie Orchard spoke to Nevello Yoseke, a young player with the Impact's FC Montreal soccer team, about his journey to Canada as a refugee and how he is now giving back to help Syrians.
- Also in December, Global Toronto aired a story drawing attention to the long wait times for accessible housing in Ontario. An Ontario woman who uses a wheelchair and is deaf says she is being denied accessible housing and as a result has to live with her mother. Due to the layout of the house she is unable to go outside or function independently. She says she was promised an accessible housing unit, but with construction delays there is no guarantee if and when she would have access to the new house.
- Global Winnipeg Evening News aired a story about FIFA flag bearers in May. In the lead up to several FIFA Women's World Cup matches being played in Winnipeg, Global News profiled two sisters who are recent immigrants from Iraq who were forbidden from playing soccer in their native country. The young women feared they would be kidnapped by Islamic militants for embracing the western game. Their family fled Iraq, settled in Winnipeg where both sisters enrolled in soccer, and both carried flags into the stadium during a FIFA match.
- A Global Regina reporter produced a story about the historical and present-day roles of women in agriculture, focusing on a local woman who is just as comfortable driving heavy machinery as she is managing farm finances and environmental planning.
- Global Saskatoon reported a story about the Aboriginal Law Conference. The story centered around members of the justice system and First Nations leaders visiting Saskatoon to discuss best practises when it comes to Aboriginal justice.
- Global Calgary told the story Rajesh Angral, the man behind Sabrang Radio and Television who showcases his culture and diversity to educate and entertain the community and the rest of Calgary. He organizes events which help break down the social isolation that can exist in immigrant societies.
- In October Global Edmonton reported on an annual report conducted by Edmonton's Community Foundation and Social Planning Council that showed some significant positive changes within the city's Aboriginal community. The "Vital Signs" report detailed Aboriginal employment, education, homelessness, and attitudes and feelings towards the Aboriginal population. Global Edmonton reported on a number of interesting findings, including a rise in Aboriginal youth completing high school and entering the labour force.
- In November Global Lethbridge aired a story about Imam Ahmed Reax. Recent attacks in Paris and the ongoing refugee crisis dominate headlines around the world. It is no different in Lethbridge where the Imam of the local Islamic centre says the Muslim community in Lethbridge is devastated and wants residents to know that we all stand together.
- Global BC covered the story of a disabled woman who was fed up with able bodied people illegally parking in the disabled parking spots at her local mall and supermarket. The Chilliwack woman started an information campaign to explain how difficult it is when the parking spots are not available.

- Global Okanagan produced and aired a story about local female firefighters. Traditionally they have been called “firemen” but now they are more commonly referred to as “firefighters”. That is because women now fight fires alongside their male counterparts. A special camp was held in Vancouver to give teenage girls the opportunity to explore careers in firefighting. Global Okanagan reporter Angela Jung profiled a Penticton teen who participated in the camp.

## **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 2015:

- 21 out of 34 (62%) of posted on-air positions were filled by members of the four designated groups, 10 of the 24 (29%) were visible minorities;
- In 2015 we looked at our on-air staff across the country as they relate to the four designated groups. 82% of all on-air staff fall into at least one of the four designated groups. Over 63% are women and 16% are visible minorities.

## **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 evening broadcast period programming.*
- *To increase diversity hiring in production and support the development of the production sector.*
- *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

and producers are asked to submit a Diversity Report pertaining to each season of every series or special that we commission. Based on conversations with the content team, in 2015 Shaw Media updated its original programming agreement templates to include an obligation on third party independent producers to consider diversity during development and in production. The language we have put in place is as follows:

*In the development stage, the following is a deliverable: Diversity Plan (a written summary/plan outlining the ways in which cultural diversity will be encouraged and/or represented in all stages of production of the Program.*

*In production, almost identical to above, and also as a deliverable under the Programming Licence Agreement: Diversity Report - A written report outlining steps taken to encourage and/or represent cultural diversity in all stages of production of the Program.*

- Shaw Media asks producers to interview more people with disabilities, people 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.

## **Drama Programming**

New and returning original drama series on Global Television and our specialty networks emphasizing diversity-related themes, characters, and production talent include:

***Beauty and the Beast*** season 3 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 harboring a terrible secret.

*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 from African American, Filipino, and Sri Lankan backgrounds. Season 3 supporting cast and guest stars continue to include casting diversity throughout the series. The series promotes women as role models in the workplace by featuring two strong independent female detectives. One of the lead female characters, portrayed by African American actress, Nina Lisandrello, is promoted to Police Captain.

Behind the scenes, *Beauty and the Beast* 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. The Season 3 director lineup includes 4 female directors Norma Bailey, Jill Carter, Maizee Almas and Deborah Chow, as well as Sudz Sutherland who is of African-Canadian descent.

**Remedy** is a critically acclaimed, high stakes, prime-time medical drama from creator and showrunner Greg Spottiswood (*King*) and Producer Bernie Zukerman.

*Remedy* personifies the working life of an urban hospital, and is visually diverse with characters from many backgrounds, typical of an urban hospital setting. In the storyline Griff is dating Zoe (Genelle Williams), a visible minority character, and Sandy has had a child with African-Canadian ER doctor Brian (Matt Ward). In Season 2 Zoe meets her real mother who gave her up for adoption when she was young, and Sandy is raising her mixed race baby alone.

Main female and/or diverse characters on the series include the ER doctor (Lara Sadiq), surgeon (Sara Canning), Nurse (Sarah Allen), charge nurse (Keon Mohajeri) ER nurse (Anusree Roy), PSA (Genelle Williams), porters PJ (Jahmil French) and Bruno (Diego Fuentes) and lawyers (Martha Burns and Raoul Bhaneja) to name a few.

Emphasis is put on casting diverse actors for patients, as well as doctor, nurse, EMT and other hospital personnel, emphasizing diversity-related medical themes and characters.

The crew includes director Dawn Wilkinson (webisodes) and director Anne Wheeler. Writers/story editors include Ellen Vanstone, Meredith Vuchnich, Keri Ferez and Tamara Poulin, as well as the intern Marsha Greene. Producers include Rayne Zukerman and Janice Dawe.

**Lost Girl** follows supernatural seductress Bo (played by Anna Silk), a tough yet loveable succubus who feeds off sexual energy. Since realizing she is part of the Fae, creatures of legend and folklore who live among humans, Bo has resisted choosing an allegiance to either the Dark or Light Fae clans. Instead, she has forged her own path between the human and Fae worlds, while embarking on a mission to unlock the secrets of her origin. The mythology the show draws from is international in scope and cross-cultural in execution. Where possible, mythological characters were cast using actors of the same ethnic origin as the myths. Where not possible, production used "colour-blind" casting to fill the roles.

*Lost Girl* continues to populate both its cast and crew with diverse professionals and added new characters whose casting was pulled from a variety of diverse ethnic and racial backgrounds including Shanice Banton, Vanessa Matsui, Lisa Marcos, and Noam Jenkins in key recurring roles on *Lost Girl* 5. Also, Rick Howland, who has played Trick from the initial season is a Little Person with osteogenesis imperfect and is an outspoken advocate for people living with the condition.

As with previous seasons, the writer's room was heavily populated by women. Emily Andras, Sandra Chwialkowska, Alexandra Zarowny, Ley Lukins and Lauren Gosnell all wrote scripts and one of the executive producers, Vanessa Piazza has worked on all five seasons of the show. Maizee Almas and Gail Harvey were back as directors for this season as well.



## Factual Programming

Original factual programming at Shaw Media continues to celebrate diverse themes, stories, and individuals from the four designated groups. Some examples from 2015 are:

***Big Brother Canada*** - Season 3 aired on Global in March 2015. *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.

Houseguests, including those who reflect the vast diversity of Canadians, were cast from across the country. Britnee Blair, Godfrey Mangwiza, and Sindy Nguyen, along with *Big Brother Canada/Big Brother Canada Side Show* host Arisa Cox and *Big Brother Canada Side Show* co-host Gary Levy are both people of colour.

Behind the scenes a large number of key positions were held by people within the designated groups. They include both supervising producers, one of three episode producers, two of 16 editors, four of six senior story producers, as well as a number of key roles held by visible minorities including cast producer (also a woman), switcher/director, engineer, three of 19 camerapersons, and the floor director (also a woman).

***War Story: Afghanistan*** - aired on History. This series produced by a woman tells the moving stories of Canadian soldiers during Canada's longest conflict - the War in Afghanistan - through their intimate, first-person accounts. Generals, front-line soldiers, and Afghan interpreters all share their own experiences directly to the camera and viewer.

Three Canadian soldiers featured in the six-part series tell how they were severely injured during their time in Afghanistan: Sgt. Lorne Ford was rendered partially blind (lost an eye) and has limited use of his left leg, both injuries occurred as a result of a friendly fire incident. Master Corporal Paul Franklin lost both of his legs in an IED strike in Afghanistan. Capt. Trevor Greene suffered a tremendous brain injury while serving in Afghanistan and is permanently disabled.

Four people of colour appear in the series, including Lt.Col. Harjit Sajjan, an acclaimed intelligence officer with the Canadian Armed Forces. He is a Sikh and was recently appointed Minister of Defence in the new Canadian Liberal Government. Two of the four women who appear on camera in the series are main characters in their episodes. Sgt. Nichola Bascon, who is also a visible minority, and Lt. Sarah Keller, a field medic and nurse who saved lives in the field, but also lost her husband who was a soldier who died in a firefight with the Taliban.

***First Dates*** - aired on Slice. Filmed on location in Vancouver, a restaurant is filled with a wide array of single people on real first dates, as captured by forty remote-controlled cameras. For some daters there is an instant attraction, but for others there is no chemistry. Each date follows its own unique path, culminating in the big payoff – will any of the first dates lead to a second?

Diversity played a key role in casting the singles. Of the 84 singles featured in Season 1, 43 were women, 21 were persons of colour and four were persons with a physical disability. The series was directed by a woman and had female crew, story producers, producers, and casting agent.

## **Lifestyle Programming**

Original Lifestyle programming in 2015 featured a wealth of hosts, guests, and competitors from under-represented groups, reflecting the multicultural diversity of Canada. Here are a few examples:

***Chopped Canada*** on Food Network celebrates the passions of Canadian chefs and portrays a diverse and lively community in a competition format.

The original format for *Chopped* was created by women and our Canadian version has women in leading roles including the showrunner, supervising producer and culinary producer. The team is proud to work under the leadership of these women who are quite simply the best in the business in their respective roles.

*Chopped Canada* champions diversity in all production roles including the non traditional technical roles. There are seven women on the post production team and two people of colour. On the shooting stage, the crew includes eight people of colour including two Indigenous women. Of the entire 120 person crew, approximately 40% are female.

The panel of ten distinguished judges includes three women and three people of colour. This group is a wonderful reflection of the diversity in the Canadian food scene and all are top-rated chefs who are genuine role models. Four of the judges came to Canada as immigrants and are the epitome of the Canadian success story.

The group of competitors this year is comprised of 31 women and 18 people of colour from a total of 104 chefs. We are proud to be able to reflect the diversity of our country in this competition format where each competitor has an equal chance to become *Chopped Canada* Champion regardless of his or her race, gender, beliefs, disability, sexual orientation, socio-economic status, or origin.

Because *Chopped Canada* reflects the diversity of the Canadian population, and because food is a universal language, celebrating cultural differences in food is key to the very core of the program's narrative. We firmly believe that diversity is a cornerstone to our stories. Diversity makes us stronger and so much more delicious!

***Buy It! Fix It! Sell It!*** Season 2 - This HGTV program celebrates the diversity and creativity of everyday life. In each episode, a trio of top professional 'fixers' battle for the best junk at auction, then transform it and try to sell it for a profit.

Filmed on location in Arthur and St. Catherine's, Ontario as well as in Winnipeg and Toronto, the series features an eclectic cast of buyers, fixers, and sellers from all cultures and all walks of life.

In front of the camera, the series features strong female characters, characters of Aboriginal heritage, and people with physical disabilities.

Behind the camera, our creative leads include a female executive producer/showrunner and female director. In post, our team includes a female post production supervisor and people who are visible minorities within our off-line and on-line departments.

During production of *Buy It! Fix It! Sell It!* we went to great lengths to ensure real and relatable people were featured who represented a cross section of Canadians. Across all episodes, in addition to our recurring characters, we met over 100 new and unique buyers that brought their own identity and personality to the screen no matter who they were.

***Sarah's Rental Cottage*** Season 1. The dream of getting away to a cottage is ingrained in the Canadian psyche. HGTV's *Sarah's Rental Cottage* celebrates and makes possible that desire for all cultures and lifestyles.

Sarah Richardson and her crew position ownership as an inclusive experience – you can own the cottage of your dreams, designed in a smart, sensible and highly personal way. At the same time, you can help pay for it by renting it out to others and maybe inspiring them to one day do the same.

The draw to diversity on *Sarah's Rental Cottage* is represented both in front of and behind the cameras. First and foremost is the host, co-producer, and co-director Sarah Richardson. Sarah manages the renovation from top to bottom, playing the general contractor on screen and in real life – a domain typically male dominated. Tommy Smythe, Sarah's openly gay on screen design sidekick plays a major role in the renovation behind the scenes. The series' main field producer and set manager is female, and one of our production assistants, a South Asian female, was able to embrace her first TV job, hopefully encouraging her growth into a creative or decision making role in the future. On the network side, everyone from the Shaw Media director of programming to the series production executive, contracts administrators, and marketing executives were women.

### **Non-news in-house production**

***ET Canada*** on Global: Since 2005 *ET Canada* has been promoting diverse Canadian entertainers. We are proud of our strong relationship with some of this country's most successful entertainers, and the profile we provide to those just starting out in the business. Some stories covered in 2015 include:

- Selma Cast - *Selma* is a film about Martin Luther King Jr. and the U.S. Civil Rights Movement. With producers like Brad Pitt and Oprah Winfrey, there was no surprise it was getting Oscar buzz. But more importantly, it was a story that needed to be told.
- Transgendered in Pop Culture - After the success of *Orange is the New Black* and *Transparent*, we can see that small screen stories featuring transgendered characters are no longer touchy subjects for TV, and finally, network TV is catching up.
- SNL Week The Women - *Saturday Night Live* celebrated their 40th anniversary this year with a three-hour special, gathering cast members throughout the years. *ET Canada* paid tribute to the 40 years of laughs and star-making performances. Kate McKinnon and Cecily Strong shine in the current SNL spotlight, and as we go back to the very beginning, the funny female stars were always a great reason to stay home on a Saturday night.
- Madeline Stuart NY Fashion Week - *ETC* interviews Melanie Stuart, an 18-year-old girl from Australia who has Down Syndrome, and her mother about walking down the runway at NY Fashion week for FDL MODA and being an inspiration for people all over the world.

- Mrs. Universe in Studio Part 1 - Ashley Burnham made Mrs. Universe history and became not only the first Canadian to win the pageant, but became the first, First Nations winner. She joined *ET Canada* in studio for an interview.

### Acquired Programming

Adding to *Elementary*, *Hawaii-Five-O*, *The Blacklist*, *Stalker*, and *Madam Secretary*, in 2015 Global aired a number of new shows with diverse casts and women in positions of authority. These include:

- **Minority Report** - a one hour drama based on the movie of the same name. 10 episodes aired on Global in the fall of 2015. The series stars Meagan Good as Lara Vega, of African and Indigenous background, as a cop solving crimes in the future. The series also stars Li Jun Li as Lara's friend and co-worker and Wilmer Valderrama as her boss.
- **Supergirl** - The new hit for Global in the fall of 2015 features Melissa Benoist in the iconic title role. This show received a full season order and will likely air on Global through to May 2016. Supporting characters include Calista Flockheart, Mehcad Brooks, Chyler Leigh, and David Harewood.
- **Limitless** - An average 28-year old man gains the ability to use the full extent of his brain's capabilities and is hired by the FBI as a consultant. The series is a television follow-up of the 2011 film *Limitless*. The series stars Jennifer Carpenter as FBI agent Rebecca Harris, Mary Elizabeth Mastrantonio as her boss, and Hill Harper as her partner.
- **Heroes: Reborn** - The re-boot of the *Heroes* TV show premiered in the fall of 2015 on Global and has aired 13 episodes ending in January 2016. The show has a number of lead actors including: Kiki Sukezane, Judith Shekoni, Rya Kihlstedt, Danika Yarosh, and Clé Bennett. Supporting cast includes Toru Uchikado, Nazneen Contractor, Jimmy Jean-Louis, Sendhil Ramamurthy, Hiro Kanagawa, Noah Gray-Cabey, and Masi Oka.

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

- **Hairy Bikers: Asian Adventure** - In their most adventurous road trip yet, the Hairy Bikers tour the birthplaces of favourite Asian cuisines. They explore the cultures of South Korea, Japan, Thailand, and Hong Kong.
- **The Jacksons: Next Generation** - The Jackson family name has long been synonymous with fame, fortune, and controversy. As told from the perspective of Tito's sons: Taryll, Taj and TJ, this series grants viewers an unprecedented look into the inner workings of the Jackson family and the heart, drama, and chaos that inevitably accompany each member of this infamous clan.
- **Billboard's Women in Music** - Broadcast for the first time, this annual event is a high-profile, cross-platform ceremony that recognizes the incredible achievements of today's top female artists. Selected by Billboard's esteemed editorial team, the honorees are trailblazing women who have inspired the music business with their success, leadership and innovation.

- ***Little Women LA: Terra's Little Family*** - This series is a spin-off following Terra and Joe from *Little Women: LA* as they embark on this new journey as little parents. This little couple navigates ordinary parenting challenges that averaged sized people might take for granted in extraordinary ways. The series culminates with the revelation of the baby's genetic makeup.
- ***Broke Bites: What the Fung?!*** - This is a half hour series hosted by YouTube phenoms the Fung Brothers. In every episode, the brothers travel to America's hottest underground food cities and try to eat like "ballers" on a budget. They call on their social media foodie fans to tip them off to the most delicious food at the cheapest prices in each city.
- ***I Hate My Yard*** - Landscape designer Sara Bendrick comes to the rescue of people who love their homes but hate their yards. Sara and the homeowners work together to create the outdoor living space they have always dreamed of.
- ***Flipping the Heartland*** - Daniel Wiafe is a real estate maverick who takes risks because he believes he will come out on top no matter what. Melinda, his savvy wife and business partner, crunches numbers and does her best to keep Daniel from running the family into the red.
- ***Curse of the Axe*** - Narrated by Robbie Robertson, a feature documentary, chronicles the incredible discovery of an iron axe during the excavation of a 500 year old Huron-Wendat village in Ontario. Konrad Sioui, Grand Chief of the Huron-Wendat, key elders, and other members of the Nation are featured prominently in the documentary.

***Dr. Oakley, Yukon Vet*** - Follow the experienced veterinarian as she sees clients and makes house calls across thousands of square miles in the Yukon, helping animals large and small, wild and domestic, including an angry musk-ox, a caribou with a tumor, a defensive mama lynx, and a great grey owl with an amputated wing. Accompanied by her teenage daughters, Dr. Oakley deftly juggles being a full-time vet, wife, and mother, while taking us across some of the most rugged and remote landscapes in the world.

- ***The Big Picture with Kal Penn*** - Host and producer Kal Penn takes viewers on a journey to understand how things like money, sex, food, sports, and crime influence our daily lives. Exploring and generating infographics from information banks and data analyses, we investigate different themes through the mapping of new data, the creative visualization of information, and in-depth personal stories with fascinating characters.
- ***Shining a Light: A Concert for Progress on Race in America*** - Recorded at The Shrine Auditorium in Los Angeles, CA on Wednesday, November 18, 2015, this two-hour special event kicked-off A&E Network's campaign to confront issues of race, and promote unity and progress on racial equity. Inspired by the response of the Mother Emanuel family members in Charleston and others working for reconciliation and change around the country. The biggest names in music, including Zac Brown Band, Eric Church, Jamie Foxx, Rhiannon Giddens, Tori Kelly, John Legend, Miguel, Pink, Jill Scott, Ed Sheeran, Sia, Bruce Springsteen, Sting and Pharrell Williams, joined together to perform, including a once-in-a-lifetime series of duets, focused on creating reconciliation and positive change in local communities.

## **Conclusion**

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 2016.