

**2011 CRTC Cultural Diversity Report**

**ZoomerMedia Limited**

**VisionTV Group of Television Services**

**31 January 2012**

**A. Introduction**

1. ZoomerMedia Limited (ZML) is very pleased to submit to the Canadian Radio-television and Telecommunications Commission (CRTC) its Diversity Report for the calendar year 2011 for the VisionTV Group of Television Services. Our television channels consist of VisionTV, The Brand New ONE Body Mind Spirit Love Channel (ONE), CHNU-TV Fraser Valley (Joytv 10), CIIT-TV Winnipeg (Joytv 11) and The Beautiful Little Channel.
2. We are very proud that our company and our stations continued to lead the way in reflecting Canada's diversity both on television and in the workforce in 2011. In fact, our Television Division went well beyond the minimum threshold of reflecting the four designated groups (women, visible minorities, Aboriginal Peoples and people with disabilities), and provided opportunities to many others including Jews, Muslims, Buddhists, a range of Christians, gays and lesbians, as well as members of Canada's rapidly growing aging population.
3. No other broadcaster in Canada broadcasts the range of content that our stations air – in particular our flagship specialty programming service VisionTV. There are also likely few other Canadian broadcasters that employ as many members of the designated groups at all levels. The following sets out our 2011 Cultural Diversity Report.

**B. ZoomerMedia Limited & our Track Record on Diversity**

4. ZML is a leading independent media company that has cross media interests in a range of regulated and un-regulated undertakings such as radio, magazine publishing, social media sites, the *IdeaCity* annual conference, CARP, and of course television. ZML acquired the Vision TV Group of Television Services in 2010 (please see Broadcasting Decisions CRTC 2010-193 and 2010-193-1), and in 2011 conducted an important restructuring of the Television Division.

5. Moses Znaimer is the President and CEO of ZML, and is the acknowledged pioneer in the creation and development of television that reflects Canada's diversity. In a major departure from North American television practice at the time, and long before it became politically correct, or legally required, Moses established hiring practices that reflected Canada's multicultural, pluralistic society. Moses introduced on-air personalities from a wide range of ethnicities, with an equally wide range of accents.
6. Moses also hired David Onley in 1984 as an on-air personality who was a polio survivor and required a scooter for mobility. In his 22-year career at Citytv, Onley was the first senior newscaster with a visible disability. The Honourable Mr. Onley is now the Lieutenant Governor of Ontario; of his career at Citytv, Onley says that "he showed that ability outshines disability." Moses has also given extensive opportunities to women – from a broad range of backgrounds - both in management and on-air over the years.
7. Moses' commitment to celebrating and reflecting Canada's diverse communities has been celebrated and acknowledged on several occasions over the years. His honours include The Urban Alliance of Race Relations Diversity Award, the Human Rights Centre Gold Medal, the Canadian Council of Christians and Jews Human Relations Award, and the Jane Jacob Lifetime Achievement Award for his "extraordinary contribution to the public realm, over many years and in more than one field, thereby gaining reputation and acclaim for his vision, passion and impact."
8. Moses Znaimer continues to be committed to reflecting the many faces of Canada on TV, and behind the scenes. As discussed in further detail below, with the restructuring of the VisionTV Group of Television Services, many women and visible minorities have been provided employment opportunities, and the opportunity for advancement to the executive level of the company. ZML also employs a number of individuals who are over the age of 65.
9. The restructuring of our Television Division also resulted in important changes to the programming departments of the VisionTV Group of Television Services. In this regard, two women, one of which is a visible minority, have been promoted to V.P. Programming and V.P. Independent Production. With the new owner, and the new senior management in place, there is now a new and fresh approach to selecting content for our channels. We also continue to be deeply committed to serving Canada's many communities across the country, young and old, and to meeting our licensing obligations.

### **C. On-Air Reflection of the Designated Groups**

10. ZML is by all accounts an industry leader in reflecting the designated groups on air. For instance, a significant portion of both VisionTV and ONE's audiences are women. Hence, much of the programming aired on these two channels in 2011 was selected to appeal to Canadian women of all ages. Specific titles on VisionTV of particular interest to women that aired last year include: *Recreating Eden*, *Soferet a Special Scribe*, *Joyce Meyer*, *the Waltons*, *Divine Restoration*, *Canada Remembers: Women Who Have Served and Sacrificed* and *The Alma Drawings*.
11. It should also be highlighted that VisionTV broadcast a dramatic series last year that it had commissioned in 2009/2010 entitled *She's The Mayor*. The production and broadcast of that series is noteworthy for a number of reasons, not the least of which is that it has a woman in the lead role playing a character in her sixties (not often seen on TV today). (This series was also produced by the diverse production team of Sudz Sutherland, Jennifer Holness and Min Sook Lee – Hungry Eyes Film and Television Inc.). On ONE programs such as *Everybody Nose*, *Feng Sui Living*, *Medicine Woman*, *Padma Yoga*, *Kabalah Yoga*, *Spirit of Yoga*, *Intimate Yoga*, *Namaste and Shimmy*, *Bollyfit*, *Credo*, *Dharma Rising*, and *Arrange me a Marriage* – to name but a few - are all reflective of women and their interests.
12. The VisionTV Group of Television Services is also a primary provider of multi-faith and multi-ethnic television programming in Canada – thereby reflecting many of Canada's faith and visible minority communities on air. Such programs included: *Lies my Father Told Me*, *Masala*, *God on Trial*, a number of episodes from the *ideaCity* series, *Visions of Punjab*, *Des Pardes*, *Gurbani*, *Reflections of Hinduism*, *Sandli Pairhaan*, *Mehek Punjab Di*, *Reflections of Islam*, *House of David*, *Satt Samundron Paar*, *Great Night of Shiva*, *Call of the Minaret*, *Friday Night Singalong*, *Mardi Gras: Feast Before Famine*, *Church of Elvis*, *The Devil We Know*, *Elder Abuse Special*, *Exporting Democracy*, *First Talk with Tamara*, *Godless*, and *Lost in the Amazon*.
13. In addition, during the past year, the VisionTV Group of Television Services maintained the extensive broadcast offerings of Punjabi and Hindi-language programming for the South Asian Canadian community on VisionTV and the Joytv stations. We were also highly supportive of the South Asian community. This support included extensive sponsorships and participation in various community events, such as the Punjabi Film Premier of "Dharti", Teeyan Da Mela, Me and My Story, mela Punjabna Da, World Kabaddi Cup, Punjabi Virsa Day, and Harbhanjan Mann Show.

14. It should also be noted that more than 60% of the independent productions commissioned by VisionTV in 2011 were by or about people of visible minority backgrounds. And, approximately 90 different faith groups were provided with opportunities to speak to their communities, tell their stories, and discuss their faiths on VisionTV, CHNU and CIIT.
15. Our channels also broadcast content that speaks to Canada's Aboriginal People and persons with disabilities. Aboriginal communities were reflected in such programs as: *5 Seekers, Guides and Gurus, Lost in the Amazon, Path to Shaolin, Tribal Trails, 9B: The Movie, Beachcombers* and *Medicine Woman*. People with disabilities were reflected in: *Benny and Joon, Canada Remembers: Festival of Heroes, Jean Vanier at 80, Jean Vanier in Conversation, Sue Thomas F.B. Eye*, certain episodes of *IdeaCity, Alma Drawings* and *Britain's Missing Top Model*. We refer the Commission to **Appendix 1 and Appendix 2** attached for a summary of the programming on ONE and our over-the-air channels CHNU-TV and CIIT-TV.

#### ***D. Documentary Programming on VisionTV***

16. In addition to reflecting the four designated groups – and beyond - the VisionTV Group of Television Services is also a leader in commissioning and broadcasting documentaries that reflect Canada's diverse and vibrant communities. This is of particular importance given the move away from documentaries by mainstream broadcasters, and the long tradition of documentary film-making in Canada. Please see **Appendix 3** for a list of original documentaries that were commissioned and broadcast on VisionTV in 2011. As the Commission will note, these documentaries include *Unlikely Obsession: Churchill and the Jews, Great Night of Shiva, The Conspiracy Show, Infidelity, Real Voodoo* and *Sex + Religion*.

#### ***E. Reflection of Designated Groups in the Workplace***

17. ZML is very proud of its track record of reflecting Canada's diversity and the designated groups in the workplace. To that end, in 2011, 50% of new hires at our TV Division were women, and 41% of these new hires were visible minorities. Further, representation from the designated groups among all staff of the Television Division amounted to 52.9% women, 5.7% persons with disabilities and 28.6% visible minorities. Four women, including two visible minorities were also promoted within the ranks of senior management during the past year.
18. Moreover, representation from the designated groups among our senior management continues to be very strong with 87.5% women and 37.5% visible minorities. These continue to be impressive numbers and are likely unmatched by any other broadcaster in Canada.

## ***F. Corporate Accountability – Senior Executive in Charge of Diversity***

19. The Chief Operating Officer (COO) at the VisionTV Group of Television Services, Mr. Mark Prasuhn, continued as the senior executive responsible for implementing our Corporate Plan for Cultural Diversity across our five television services until November. Mr. Prasuhn, however, left the company on 30 November 2011. ZML has appointed Ms. Joan Jenkinson (herself a visible minority), V.P. Independent Production & Mosaic Content and Ms. Monique Lafontaine, Corporate General Counsel and V.P. Regulatory & Business Affairs to take over his responsibilities as Senior Executives in Charge of Diversity.
20. A 20-year veteran in the communications and broadcasting industries, Ms. Jenkinson's role in program development and commissioning has recently expanded at ZML to include Mosaic multi-faith material. Ms. Jenkinson joined VisionTV in May 2011 as Director, Programming Operations after service as executive director of Women in Film and Television – Toronto. In May 2003, Ms. Jenkinson became Director, Independent Production and has since commissioned hundreds of hours of award-winning content for VisionTV and new media. Ms. Jenkinson is a long-time advocate of cultural diversity in broadcasting, and has been actively involved with our Cultural Diversity Advisory Commission for many years.
21. Ms. Lafontaine has worked in the area of broadcast regulation for nearly 14 years. She has been with VisionTV since 2008, and has been actively involved with our Cultural Diversity Advisory Committee since that time. Ms. Lafontaine assists the VisionTV Group of Television Services with compliance with the Broadcast Standards Codes, the VisionTV Code of ethics and our broadcast licence requirements. Ms. Lafontaine also assists with communicating broadcast standards and obligations to our Mosaic Producers.
22. The Director Human Resources, Ms. Sheri Ellis (also a visible minority), assisted the COO through her responsibilities in Human Resources management. Ms. Ellis is also an active member of our internal Cultural Diversity Advisory Committee and represents the VisionTV Group of Television Services in external activities such as with the Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR). Ms. Ellis will continue her work with the Cultural Diversity Advisory Committee in the year ahead.
23. In addition, a number of members of the VisionTV Group of Television Services' senior management team are actively involved in mentoring employees and members of designated groups who aspire to – or who

currently work in – the entertainment industry, including Ms. Beverley Shenken, Mr. Tony Greco, Ms. Jenkinson and Ms. Lafontaine.

### **G. Internal Checks and Balances**

24. Cultural diversity is a core value of the VisionTV Group of Television Services, and is reflected in all aspects of our day-to-day operations. It is very much our goal to ensure people of all backgrounds feel welcome at our organization. We strive to achieve that objective, and believe we are highly successful in this regard. By any reasonable comparison, the VisionTV Group of Television Services shines in this area. We refer to our diverse workforce and culture as an important aspect of our recruitment process and describe it to candidates as one of the best reasons to join VisionTV. ZML supports diversity because we fundamentally believe in it.
25. To achieve this, we have strong HR policies and procedures in place, including those that speak to the issues of diversity, employment equity and anti-harassment. These policies also include flexibility for our staff to honour faith obligations. Our Cultural Diversity Advisory Committee which includes senior management, middle management and staff, serves as an advisory body to help our organization lead the way in providing opportunities on-air and in the work place for Canada's diverse population. Under the new leadership of Ms. Lafontaine and Ms. Jenkinson, it is our objective to increase the activities of the Cultural Diversity Advisory Committee in 2012.

### **H. Community Involvement**

26. The VisionTV Group of Television Services maintains its strong involvement in the community at many levels. Our website solicits feedback from viewers on all aspects of our programming. We also have an active and growing following on Facebook and Twitter. This allows us to engage with our audience directly. We also publish a monthly digital newsletter, *The Visionary*, which provides highlights of our programs and the goings on at the VisionTV Group of Television Services. All of these on-line promotional efforts contain rich digital media content with an eye toward cultural diversity.
27. Further, satellite promotional websites were created in 2011 for our independently produced series *The Science of Sin*, *Sex Scandals in Religion*, *Infidelity* and *She's The Mayor*, which all contain culturally diverse subject matter and characters.
28. VisionTV also continues to have a Mosaic Program Management Group (MPMG) to advise on programming and faith matters. And during 2011, a number of meetings were held with the MPMG and Mosaic producers in

Toronto and the Greater Vancouver area to discuss programming strategies, the new direction of the organization, CRTC requirements and to obtain general feedback from the community.

29. Further, as was the case for many industry stakeholders, members of the MPMG and Mosaic community were very concerned about the CRTC's Vertical Integration Hearing last spring. Several members of that community were, therefore, pleased to attend the CRTC hearing in Ottawa. This allowed them to hear first hand the issues at stake, and to show their support for VisionTV from the community.

#### ***I. Closed Captioning and Described Video***

30. We are highly committed to serving the hearing and visually impaired – many of whom are part of Canada's aging population. We monitor our programming closely, and consistently seek out ways to improve our service. In addition, Ms. Lafontaine continued to be an active member of the CRTC's Described Video Working Group over the past year. The mandate of that working group is to improve the quality and access to described video programming within the Canadian broadcasting system.

#### ***J. Conclusion***

31. We are very proud of the VisionTV Group of Television Services' exemplary track record in the area of supporting and reflecting the many faces of Canada on television and in the workplace – including Canada's aging population. New opportunities to showcase Canada's rich culture on-air will most certainly continue to be explored by Moses Znaimer and his team of executives and staff in the coming year. We will also continue to strive to employ the best among Canada's many diverse communities.

We appreciate the opportunity to file this report.

All of which is respectfully submitted.



Monique Lafontaine  
Corporate General Counsel,  
V.P. Regulatory & Business Affairs  
ZoomerMedia Limited – Television Division

## **Appendix 1**

### **Program Highlights**

#### ***The Brand New ONE Body Mind Spirit Love Channel (“ONE”)***

- ONE was rebranded last year as The Brand New ONE Body Mind Spirit Love Channel. The schedule was refreshed with the acquisition of hundreds of hours of smart, fresh shows on yoga and meditation, weight loss and fitness, sex and relationships, natural health and nutrition and alternative medicine. The programming inspires a diverse viewership – skewed towards women - with practical ways to achieve their maximum potential and happiness.
- During the past year, ONE reflected members of the four designated groups in many of its programs, namely in such programs as: *Arrange Me a Marriage, Bollyfit, Chasing the Yum, Chinese Kungfu, Dharma Rising, IdeaCity, Credo, Guides and Gurus, Modern Meditations* and *Spirit of Yoga*.
- ONE’s audience is in large part women. Much of the programs on the service reflect the interests of Canadian women such as *Everybody Nose, Feng Sui Living, Medicine Woman, Padma Yoga, Kabalah Yoga, Spirit of Yoga, Intimate Yoga, Namaste and Shimmy*. ONE was also pleased to broadcast the British series *Britain’s Missing Top Model* which follows eight young women with disabilities who competed in a series of challenges and photo shoots for a modeling contract.
- This specialty service continued to broadcast a series of 24 interstitials *The Spirit of South Asia*, which focus on the South Asian experience in Canada. These interstitials discuss the cultural and religious aspects of Islam, Hinduism, Sikhism, Buddhism, Christianity and Jainism. They also include discussions with noteworthy South Asian Canadians.



## Appendix 2

### Program Highlights

#### CHNU-TV (Joytv 10) and CIIT-TV (Joytv 11)

- JoyTV 10 and JoyTV 11 aired a broad range of Canadian and non-Canadian faith programming that reflected Canada's designated groups. This programs included: *Long Life, Happiness and Prosperity, The Visitor, Medicine Woman, Soul, The Unit, Secret Circle, Canada Remembers: Women Who Served & Sacrificed, She's the Mayor, Unscripted, Of Fatwas and Beauty Queens.*
- Our Joytv channels also aired original programs reflective of the multicultural realities of their respective communities. In 2011, these stations aired original programs featuring a diverse range of guests and subjects. These programs included *People, Places, Perspectives (P3), Journey Into Buddhism, Journey into Hinduism, Journey Into Islam, the Standard, Foundations, Diya, Islam 101, the Search with Rafe Mair, and Sikh Virsa.*
- Moreover, in 2011, 21% of the programming broadcast on JoyTV 10 was in Punjabi and Hindi and reflective of the strong South Asian communities in British Columbia. New weekly programs such as *Ik Onkar, Jeewan Kee Raah, Mahek Vatan Di* and *Zara Socho* were added to the schedule. The daily program *The Harpreet Singh Show* was also added to JoyTV 10's schedule in 2011.

### **Appendix 3**

#### **Documentaries Broadcast on VisionTV 2011**

- *Unlikely Obsession: Churchill and the Jews*, this feature length documentary shows how Churchill grew beyond friendship with individual British Jews to an unlikely obsession in becoming a supporter of Jewish causes, raising serious alarm bells about the holocaust and a strong advocate for the Jewish National home in Palestine.
- *Real Voodoo*, this documentary explores the practice of Voodoo in Haiti. Nearly all inbound flights to Haiti carries missionaries hoping to convince at least one Haitian that Voodoo is evil, and that Jesus is the only path to salvation. This documentary questions whether these missionaries are right, whether Voodoo is evil and whether it is hurting the people of Haiti.
- *Corpus*, one woman's journey across North America as she decides what she is going to do with her body after she dies.
- *Great Night of Shiva*, a kaleidoscope of images, music, dance and mystery, the film follows devotees at a Vancouver Temple engaged in a much-anticipated night-long reverence of the Hindu deity, Shiva the Destroyer.
- *Mardi Gras: Feast Before Famine*, this documentary is about the colourful history and diverse practices of Shrove Tuesday, also known as Mardi Gras, a raucous celebration of excess before the solemn period of Lent.
- *Infidelity*, this series profiles people having affairs and discovers that infidelities are complex issues with complex reasons.
- *Sex + Religion*, hosted by Canadian broadcast journalist and writer Laurie Brown, this series asks rabbis, priests, philosophers and polygamists, to shed light onto what role, if any, sex plays in the pursuit of spiritual enlightenment.
- *The Life and Times of Nelson Mandela*, this documentary reveals a story unknown to the world beyond Mandela's inner circle. He talks of his love of children, how apartheid affected him, facing the death sentence, how he survived prison, won over his enemies, and overcame prejudice. He also speaks about his marriage to Winnie Madikizela-Mandela, with whom he had two daughters.