

Filed Electronically via GCKey

23 January 2015

Mr. John Traversy
Secretary General
Canadian Radio-television and
Telecommunications Commission
Ottawa, Ontario
K1A 0N2

Dear Mr. Traversy:

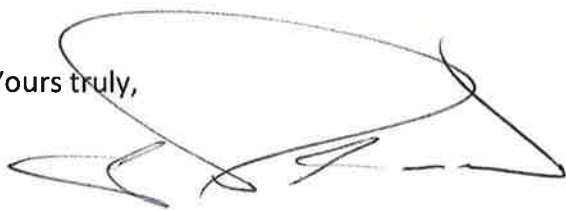
Re: 2014 Diversity Report for ZoomerMedia Limited (ZML)

ZoomerMedia Limited is pleased to submit its 2014 Diversity Report for our television services: VisionTV, ONE: Body Mind Spirit Love Channel (ONE), The Beautiful Little Channel (BLC), CHNU-DT (JoyTV) and CIIT-DT (HopeTV).

ZML's diversity initiatives focused on the areas of Corporate Accountability, Reflection of Diversity in Programming, Employment Equity and Accessibility.

We appreciate the opportunity to submit this report.

Yours truly,



Gord Poland
Executive Vice President and Chief Operating Officer
ZoomerMedia Limited

Encl.



2014 Diversity Report for ZoomerMedia Limited (ZML)
VisionTV, ONE: Body Mind Spirit Love Channel, Beautiful Little Channel,
CHNU-DT JoyTV and CIIT-DT HopeTV
23 January 2015

A. Corporate Accountability

Diversity is a core principle that ZML identifies itself into. It is reflected in what we do and how we do things. We believe that discrimination hinders productivity while inclusion breeds cooperation and success.

Led by Joan Jenkinson, Vice President of Independent Production and Senior Executive In-Charge of Diversity, ZML spearheaded a number of corporate initiatives to promote diversity.

In March, we celebrated St. Patrick's day with an employee get-together highlighted by the screening of a new documentary we commissioned entitled "Patrick, Pagans and Party Animals".

The diversity committee institutionalized a weekly yoga class facilitated by our very own yoga teacher, Swami Saraswati. This proved to be a fruitful venue where employees can relax and connect outside of the work environment. Another member of the diversity committee, Diana Lavadinho, also met with resident monks at the Kadampa Meditation Centre Canada in Burlington, Ontario to discuss providing meditation sessions for ZML staff. When the logistics and schedule of participants are finalized, we are hopeful that this proposal will also be implemented.

There are also certain celebrations and festivities on the departmental-level such as Programming and Business/Regulatory Affairs' potluck lunch during the holiday season. Each team member brings in a dish from his/her background and explains the cultural significance and tradition behind the dish. This is a very well-received social activity that we look forward to every year.

Further, in 2014, the company implemented its Accessibility Policy in accordance with Accessibility for Ontarians with Disabilities Act, 2005 (AODA). ZML is committed to meeting the accessibility needs of people with disabilities by respecting their dignity and independence and ensuring that they are given equal opportunity to obtain, use and benefit from the goods and services that the company provides its stakeholders.

Lastly, ZML remains committed to increasing the representation and contribution of the Aboriginal peoples in the broadcasting industry. As member of the Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR), we support the organization's goal of examining opportunities for Aboriginal participation in areas such as internships, scholarships, employment opportunities, etc.

B. Reflection of Diversity in Programming

We are proud to report that ZML's group of channels reflects Canada's diversity in all aspects - from the on-air personalities, to the people who develop the script and those involved in the production process.

Our in-house production team has a diverse composition of talents and so are the independent production companies that we deal with.

The following are some of our original in-house productions that exemplify diversity:

Healing Yoga

Hosted by certified instructor specializing in restorative yoga, Deborah Devine, this fitness series is designed for people aged 45+ with emphasis on achievable and appropriate yoga poses that help ease the symptoms of many age-related issues. The show provides simple instruction that allows viewers to incorporate yoga into everyday life regardless of age and fitness level.

IdeaCity 2014

Features movers and shakers of our time, IdeaCity is an annual conference that brings great minds into the public arena. Last year, a number of extra-ordinary women of our generation presented their big ideas. Our roster includes: *Karen Cumming*, a former broadcast reporter who made it to the shortlist of possible candidates to Mars One mission aimed at building a permanent community in the Red Planet; *Tanya Jones*, CEO and co-founder of Arigos, a company that develops methodology for the long-term banking of organs and of SENS Research Foundation, a company that develops comprehensive regenerative medicines for aging; *Dr. Elena Polyakova*, CEO at Graphene 3D lab pioneer in harnessing *graphene nanocomposites* and other advanced materials to make 3D-printing available for commercial purposes.

The Concert Series

Features performances by classical musicians and artists such as sought-after violinist *Sarah Chang*, Canada's top jazz singer *Barbra Lica*, renowned soprano *Sandra Radvanovsky* and Canadian songstress *Andria Simone*.

Pure Poetry

Pure Poetry pairs stunning videos from beautiful landscapes from the deserts of Morocco to the shores of New Zealand with world famous poems read by radio and television personality, Marilyn Lightstone.

From the independent producers' community, various projects commissioned by ZML demonstrate our commitment to support Canada's diverse wealth of filmmakers:

Biblical Conspiracies

This six one-hour long documentary produced by Simcha Jacobovici investigates secret meanings left behind by artists in various archaeological artifacts.

From the Four Corners of the Earth

Gabrielle Zilkha takes us through the journey of discovery of a lost Jewish community in rural West Africa.

Love and Belonging: Jean Vanier at L'Arche

A moving documentary by the late Richard Nielsen that tells the story of L'Arche community from its inception in 1964 to present. It highlights the achievements of Jean Vanier's unique approach and deep devotion to the developmentally challenged members of society.

Songs of Freedom with Measha Brueggergosman

A four-part series and a 90-minute documentary film produced and directed by Barbara Willis Sweete. Measha performs for the first time an intensely powerful and spiritual collection of 18 "Freedom Songs" that emerged from Africa via the slave trade to America, then to Canada via the United Empire Loyalist migration and the Underground Railroad.

The Trouble with Dying

Narrated by Christopher Plummer, this compelling documentary explores the ongoing debate about end-of-life choices. Two women facing terminal illnesses investigate the options for ending one's life in Canada.

Diversity is not only evident in our original Canadian content but also on acquired content, to mention a few:

Bare Beauty

Host Anita Kapoor, a local beauty expert, dishes out natural beauty secrets as she goes on day trips around Singapore. She delights the audience to a sensory experience of discovering traditional beauty secrets from different ethnic culture and heritage with a modern perspective.

Chinese Food in Minutes

Best-selling food-writer and chef Ching-He Huang is on a mission to demystify oriental cuisine. In this program, she takes to the streets her portable kitchen and demonstrates how simple it can be to create delicious authentic meals.

Grow Your Own Drugs

Ethno-botanist, James Wong, presents this series that encourages people to start making their own remedies for minor everyday ailments. He believes that people should start to think differently about plants growing all around us that could make us feel better.

Mexican Food Made Simple

Author, chef and restaurateur Thomasina Miers sets off on a hunt for full-on flavor in local festivals, bustling bars and family celebrations across Mexico.

The diverse programming of our channels offers our audience a unique viewing experience. The ONE channel provides content on holistic but non-traditional or non-Western approach to wellness while VISIONTV, JOYTV and HOPETV make airtime available to over eighty (80) religious communities including Hindu, Sikh, Jewish, Muslim, Buddhist, Aboriginal, Christian and Non-denominational faiths.

Here are a few of the diverse religious programming available on VisionTV, JoyTV and HopeTV:

Spirit Alive

An Aboriginal voice of hope, sharing the spirit of faith through teaching and interviews with host Roma Fisher.

Tribal Trails

First Nations people share the message of God's love and forgiveness to encourage believers through music and commentary exchange.

Gurbani

Gurbani (Guru's Word) presents song messages in the *Guru Granth Sahib* (Sikh Holy Scriptures). It aims to educate Canadian Sikhs, especially the youth, about the Sikh way of life according to the teachings of the ten Sikh Gurus or Divine Masters.

Reflections on Islam

Hosted by Ezz Gad, this program encourages viewers to have a better understanding of the Holy Quran. Verses from the Quran are read in Arabic, translated to English and explained. The Quran's application to contemporary way of life is also discussed in varying viewpoints.

Jeewan Yatra

Jeewan Yatra (The Journey through Life) traces the spiritual path when a person goes through life. The program discusses the mysteries of life, death, karma, compassion and love. It also explores how the Holy Scriptures offer life lessons and assist us in coping with our daily lives whilst we remain strong in our faith.

C. Employment Equity

ZML adheres to providing equal opportunity for all regardless of gender, religious belief, race, cultural background and/or physical disability. We give consideration to employees that require accommodation due to religious observance or physical disability. Policies are in place to protect employee's rights and to provide venue for them to air any grievances.

More than half (56%) of ZML's employees are from the four designated groups. Five out of six junior management and two of three senior management positions belong to the designated groups. At ZML, employment and career advancement is determined by one's qualifications, achievements and exemplary performance.

D. Accessibility

As mentioned in the preceding chapter of this report, ZML is committed to fulfill the needs of people with disabilities especially the viewers that we serve.

To enhance the viewing experience of our hearing and visually impaired audience, ZML is happy to report our accomplishments in this regard. In 2014, we have achieved 100% closed captioning of our English-language programs across all channels.

Despite challenges in coordinating the logistics and timing of closed captioning our Mosaic paid programs, we have successfully managed with some work flow adjustments and hardware upgrades. To ensure quality and accuracy, our closed captioning is done in-house and we limit third-party involvement only to live captioning of any last minute work orders.

Video description is another endeavor that we strive to improve year after year. As a result, we have increased Described Video programming on our channels - 950 hours on VisionTV, 1015 hours on ONE, 907 hours on JOYTV and 462 hours on HOPETV for 2014 calendar year. Our described video programs come from both fiction and factual content.

To conclude, diversity is a key ingredient to ZML's success. A culture of tolerance and inclusion is what defines Canada and as a company who serves the Canadian public, we couldn't agree more.