

*Filed Electronically via GCKey*

25 January 2016

**Ms. Danielle May-Cuconato**  
Secretary General  
Canadian Radio-television and  
Telecommunications Commission  
Ottawa, Ontario K1A 0N2

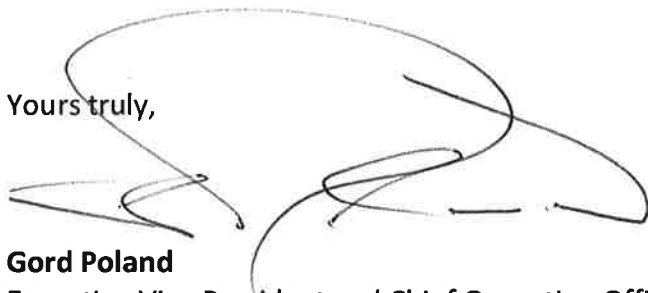
Dear Ms. May-Cuconato:

**Re: 2015 Diversity Report for ZoomerMedia Limited (ZML)**

ZoomerMedia Limited is pleased to submit its 2015 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).

We appreciate the opportunity to submit this report.

Yours truly,



**Gord Poland**  
Executive Vice President and Chief Operating Officer  
ZoomerMedia Limited

Encl.



**2015 Diversity Report for ZoomerMedia Limited (ZML)**  
**VisionTV, ONE: Body Mind Spirit Love Channel, Beautiful Little Channel,**  
**CHNU-DT JoyTV and CIIT-DT HopeTV**  
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**A. Corporate Accountability**

Zoomermedia's unfailing commitment to diversity at the workplace and on-air is a corporate initiative that we take to task.

In 2015 we continued working on our "Accessibility for Ontarians with Disabilities Act" (AODA) requirements by conducting training, updating our job postings, creating individual emergency response documentation and developed a disability accommodation and return to work process. We are continually committed to creating a safe, accessible environment for all of our employees, future employees and guests.

Further, our HR department led training related to managers and communication to all employees regarding creating a safe, respectful and harassment free work environment. Managers were provided with information on how to handle these situations and where to go for additional internal support. This is in line with our newly established policy on Respect and Dignity at the Workplace.

On-air, ZML remains dedicated to reflecting diversity. VisionTV, JoyTV and HopeTV stayed on track with its multi-faith programming content. In 2015, more than eighty faith groups had on-air opportunity on our channels. VisionTV's and JoyTV's weekend daytime and primetime programming was dedicated to faith programs while HopeTV in its entirety is a faith channel.

ZML values the importance of instilling diversity among Canadians by creating content that supports this cause and by spreading the word to its stakeholders. We acknowledge that discoverability requires resources and extensive promotion across all media platforms. In 2015, two significant diversity campaigns were awarded considerable budget allocation and promotional strategies to ensure a wider reach: "Black History Month" and "Human Rights Week".

## **B. Reflection of Diversity in Programming**

As mentioned in the preceding page, we are proud proponents of diversity programming. Our behind-the-scenes staff and on-air personalities are from diverse backgrounds, adding to the uniqueness and variety of our programs.

Our brand speaks of catering to the *Zoomer* (Boomer with Zip) demographic. We offer lifestyle programming on non-traditional and alternative healing and wellness. Our faith channels are home to multi-faith programs from the Hindu, Sikh, Jewish, Muslim, Buddhist, Aboriginal, Christian and Non-denominational faith communities.

The following lists some diverse programming aired on our channels for the 2015 calendar year:

### **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**

Measha performs for the first time an intensely powerful and spiritual collection of 18 "Freedom Songs".

### **Touched by Auschwitz**

A compelling portrait of the problems, challenges and triumphs that six different individuals have experienced since the war as a result of their time in Auschwitz. These interviews attempt to answer one of the most profound questions of the Holocaust - what is the human legacy of the crime?

### **IdeaCity 2015**

Features movers and shakers of our time, IdeaCity is an annual conference that brings great minds into the public arena. Last year's Ideacity featured achievers in diverse fields. The likes of Alex Cuba, born Alexis Puentes, a Grammy/Juno singer-songwriter, Rev. Maggie Helwig, rector of the Anglican parish in Kensington market who strives to foster solidarity among her marginalized congregation and Inna Shevchenko, a feminist/activist who is the leader of the international women's movement FEMEN graced the Ideacity stage.

### **Shalom in the Home**

A one-hour primetime program that helps families overcome their thorniest problems. The program is hosted by Rabbi Shmuley Boteach, an Oxford-trained theologian and philosopher who's written more than a dozen books on relationships and families and has counseled thousands of people through difficulties with marriage, parenting and self-worth.

**Healing Yoga**

Now on its third season, Healing Yoga is designed for people aged 45+ with emphasis on achievable and appropriate restorative yoga techniques. Hosted by certified instructor, Deborah Devine, this program is a result of a life-changing experience that made Deborah turn her life around.

**Namaste**

Namaste Yoga brings viewers a premium at-home yoga experience with an emphasis on core alignment and balance. Viewers will also enjoy an innovative teaching format enhanced by stunning visuals, soothing music, and authentic yoga sequences that will calm the mind, strengthen the body, and inspire the soul.

**The Diet that Time Forgot**

This unique TV documentary sees four convenience food addicts swap diets with an ancient tribe whose eating rituals date back thousands of years.

**The Other Side**

This series follows a team of paranormal investigators who, with the guidance of an Aboriginal Elder, seek the truth behind Canada's real life hauntings.

**Artist and the Shaman**

The true story of a vision quest by an artist in Sedona, Arizona. After the death of his father, the artist seeks guidance from a Native American shaman to restore his spirit, vision and artistic productivity.

**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 Hinduism**

Hosted by Swami Bhajanananda, an ordained Hindu priest, Reflections on Hinduism presents religious discourses and discusses their meanings from the Hindu faith. It also features interpretations of the Hindu Holy scriptures (*Bhagwad Gita*) and other religious texts.

### **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.

### **Let the Quran Speak**

Founded in 2001, Let the Quran speak is a weekly program that promotes understanding and appreciation of Islam and Muslims in Canada. It addresses a wide range of topics helping viewers to better understand their fellow Muslims and appreciate Islam as one of our world's major religious traditions, through hosts Aisha Khaja and Dr. Shabir Ally.

## **C. Community Outreach and Campaign**

As stated earlier in this report, two significant campaigns received tremendous support and response last 2015.

"Black History Month" was celebrated foremost by the television premier of the original documentary "Songs of Freedom". It features renowned soprano, Measha Brueggergosman and her compelling rendition of *Freedom Songs* that have emerged from Africa via the slave trade to America, then to Canada via the United Empire Loyalist migration and the Underground Railroad.

ZML launched a major internal and external campaign across all media platforms – print, TV, radio, digital – to mark this event. The artist herself granted interviews to different media outfits to talk about the program and to relay her family's journey from Cameroon, Africa to freedom in Maritime Canada, where she lives today. This event garnered editorial coverage from various media companies such the CBC Radio and TV, The Globe and Mail, National Post, SiriusXM Radio, etc.

In addition, to reach out to the black community in our vicinity, ZML sponsored ten students of low-income families to attend the "Black History Month" kick-off brunch in Toronto. This was a well-received and much appreciated event ZML is truly proud of.

Upholding religious freedom is another cause that ZML is passionate about. Canada is home to many religious practices and traditions. We utilize television as an effective

medium to reach out to viewers who might be experiencing persecution in their community because of their faith. For some, making them aware of the indifference and atrocities raises awareness and drives them to action to address the issue.

In support of the above, last September 2015 ZML commemorated “Human Rights Week” by featuring documentaries from the unique perspective and/or experience of Canadian content creators. “Facing Extremism”, “Freedom Fighter: The Story of Rev. Majed El Shafie”, “Jew Bashing: The New Anti-Semitism”, “Persecuted Christians” and “The New Holocaust: ISIS Persecution of the Yazidi People” are some of the original programming featured during this occasion.

News articles at The Globe and Mail, National Post and the Toronto Star covered this special presentation. E-flyers and flyers were distributed to churches and human rights organizations across the country. Internally, ZML allotted promo spots over the radio and on our television properties prior to the event. An online microsite was created to extend the viewer experience online and to make content available for those who prefer to watch it from their tablets and mobile devices.

#### **D. Employment Equity**

ZML provides equal opportunity to all regardless of gender, religious belief, race, cultural background and/or physical disability. In 2015, 82% of ZML’s employees are from the four designated groups. Two of three senior management positions and 78% managerial/supervisory positions belong to the four designated groups.

ZML management also ensures that employees have access to resources that inform them of their rights and responsibilities. Last year, an online bulletin board for the staff was established to make reference documents such as the Employment Standard Act, 2000 (ESA), IT Policy, Accessibility for Ontarians with Disabilities (AODA) Policy, Whistleblower Policy and Respect and Dignity at the Workplace Policy available online.

#### **E. Accessibility**

We strive to increase the number of closed caption and described video programs yearly.

In 2015, **100%** of our *daytime* programming was closed captioned across all channels. During the *24-hour* period, with the exception of the ONE channel who achieved 92%, all our channels also attained **100%** closed captioning.

Pertaining to described video (DV), we continue to offer hundreds and thousands of hours of DV programming on our channels: **864** hours on VisionTV, **1620** hours on ONE, **920** hours on JOYTV and **601** hours on HOPETV. Our DV line-ups are from a variety of genres – drama, panel discussion, documentary, lifestyle, etc. Popular Canadian series such as DOC, Heartland and Republic Doyle are available on DV as well as first-run original Canadian programs such as Healing Yoga, Organic Panic and Messages from Spirit with Colette Baron-Reid.

To summarize, diversity is in ZML's inherent nature. This is what defines us and what sets us apart. As the saying goes, "The more variety, the better society".