

July 18, 2011

M. Robert Morin
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 M. Morin:

Re: Annual diversity report for Channel Zero Inc. (“Channel Zero”)

Please find attached the annual diversity report for the broadcasting undertakings of Channel Zero for the calendar year 2010.

By the end of calendar 2010, Channel Zero owned and operated two (2) conventional television stations in Canada, CHCH-TV in Hamilton, Ontario and Metro 14 (formerly known as CJNT-TV) in Montreal, Quebec and two (2) digital specialty services, Movieola: The Short Film Channel (“Movieola”) and Silver Screen Classics.

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,

Naomi Zener
Director, Business & Legal Affairs
Channel Zero Inc.
Ph: (416) 479-0845
Email: Naomi.Zener@tvchannelzero.com

Emphasis of diversity efforts in calendar 2010

As the Commission will note, on both a local and corporate level, Channel Zero supported dozens of diversity-related initiatives, both internal and external, throughout 2010. In this reporting year we focused heavily on building relationships with our stations local communities, supporting film festivals of designated groups, hosted news programs on issues of race and culture and hired employees from a wide swath of diverse designated groups including visible minorities, people living with disabilities and women. Initiatives included but are not limited to a summary of the following events (described in greater detail in the report):

- Soupfest VIII (Living Rock Ministries)
- Hamilton Health Sciences/Mac Kids Hospital Miracle Weekend Celebration
- Producing PSAs for War Amps and Play it Safe
- Supporting via sponsorships and bursaries the Toronto Jewish Film Festival, ReelAsian Film Festival and the ReelWorld Film Festival
- Providing news coverage on stories including:
 - City of Hamilton and Home Depot team up to make the Chedoke Twin Pad Arena more accessible to sledge hockey players.
 - Profile of Dakota Brant of Six Nations, who was crowned “Miss Indian World 2010”.
 - A three-part series on new immigrants to Canada - the dangers they escaped, and the challenges they face in their new homeland.
 - Young Canadian Muslim women discuss the difficulty of balancing their religious beliefs with western culture.
 - Live interview with the organizer of National Aboriginal Day celebrations in Hamilton
- Financially supporting community calendar events at our stations including:
 - Montreal Human Rights Film Festival (Metro 14)
 - Jewish Public Library (Metro 14)
 - Festival du Cinéma Latino Américain de Montréal (Metro 14)
 - Hamilton Literacy (CHCH-TV)
 - Hard of Hearing (CHCH-TV)
 - Juvenile Diabetes (JDRF) (CHCH-TV)
- Broadcasting non-news programming from diverse cultures all over the world on our stations.

The following information provides in more detail, the specific diversity initiatives and outcomes in our Hiring Initiatives, Community Outreach and On-air Programming.

A. Hiring Initiatives

These charts will indicate turnover within Channel Zero generally and at each station, and the number of positions that were filled by each designated group.

Channel Zero Human Resources Generally (covers CHCH; Metro 14; Movieola & Silver Screen Classics)

TABLE A
Total Jobs Filled
2010 only

Mgmt.	On-air	Admin.	Tech.	Prog.	Prod./News	TOTAL
6	3	8	5	3	20	45

TABLE B
Total Job Filled by a Member of a Designated Group
2010 only

	Mgmt.	On-air	Admin.	Tech.	Prog.	Prod./News
Visible Minority	2		1	1	2	2.5
Aboriginal						
Woman	4		5		3	13.5
Person with Disability						
TOTAL	6		6	1	5	16

TABLE C
Promotions by a Member of a Designated Group
2010 only

Previous Title	New Title	Job Category	Is this a mgmt. position?	Designated Group(s)
Intern	Programming Coordinator	Programming	NO	Woman
Intern	Programming Coordinator	Programming	NO	Woman and Visible Minority
Intern	Traffic Coordinator	Programming	NO	Woman and Visible Minority
General Television Operator	Videographer / Audio Operater	Production / News	NO	Women

News Reporter	News Producer	On-Air	No	Visible Minority
Switchboard / Reception	Sales Secretary	Admin	No	Women

B. Diversity Training

Diversity initiative discussions during management and departmental meetings.

C. Community Outreach

i. CHCH-News

At CHCH, the following community outreach initiatives took place in 2010:

I. NEWS:

1. Senior Anchor and a cameraman spent two weeks reporting from Haiti following the devastating magnitude seven earthquake that virtually destroyed life in that country.
2. Senior Anchor hosted “A Haiti Happening”, the event was held to raise money for the Albert Schweitzer Hospital in Haiti.

II. SALES & MARKETING

1. **February 2010 – Soupfest VIII (Living Rock Ministries):** Live news coverage, CHCH personalities participated by serving soup at the fundraiser. Produced and aired a PSA at no charge.
2. **June 2010 – Hamilton Health Sciences/Mac Kids Hospital Miracle Weekend Celebration:** CHCH provided on-location live broadcast coverage, production and airtime for documentary and corporate tributes, in an effort to encourage the community to make financial donations.
3. **Pro Bono:** The following is a list of pro bono work produced by the CHCH Sales & Marketing department in 2010:

**Cultural Diversity Tracking Report –
CHCH-TV Produced**

	Charity/Community Organization	Month	City of Charity	# of Airs	Production Value	Production Charge	Airtime value (\$)
1	Hamilton Black History Committee JOHN C. HOLLAND AWARDS	Jan-Feb	Hamilton	15	\$2000	Gratis	\$4,500
2	Mad 4 Maddie	May	Hamilton	24	\$2000	Gratis	\$7,200

3	Community Testimonial	Oct-Dec	Hamilton	78	\$2000	Gratis	\$23,400
4	United Way Hamilton/ Burlington	Sept-Oct	Hamilton/ Burlington	52	\$2000	Gratis	\$15,600
5	SoupFest	Jan-Feb	Hamilton	38	\$2000	Gratis	\$11,400
6	McMaster Children's Hospital	May-June	Hamilton	26	\$6000	Gratis	\$7,800

4. **PSAs:** The following is a list of PSAs produced by the CHCH Sales & Marketing department in 2010:

	Cultural Diversity Tracking Report – Aired			Airtime
	Charity/Community Organization	Month	# of Airs	value (\$)
1	NAAMB – Aboriginal Employment Services	Sept	49	\$14,700
2	Gord Pauls Ironman	May-Aug	7	\$2,100
3	WarAmps	May – Aug	53	\$15,900
4	Play It Safe	June-Aug	10	\$3,000

5. Community Calendar

From January-December 2010, CHCH spent approximately \$70,560 in on-air value for the Community Calendar as outlined below

January 2010

- NO EVENTS

February 2010

- Hamilton Black History Committee: BLACK HISTORY MONTH (2 occ/wk x 4 wks = \$2880)

- Griffin House National Historic Site hosts many events to celebrate black history month. The story of Harriet Tubman, guided hike to learn history, and book signings.

March 2010

- NO EVENTS

April 2010

- Toronto Jewish Film Festival (2 occ/wk x 2 wks = \$1440)
 - 17th year of film festival, featuring movies, documentaries and more.
- MS Walk (2 occ/wk x 4 wks = \$2880)
 - Walk raising funds for the MS Society of Canada

May 2010

- Hamilton Literacy (2 occ/wk x 2 wks = \$1440)
 - NO INFO AVAILABLE
- Hard of Hearing (2 occ/wk x 2 wks = \$1440)
 - Panel discussion with experts. Invites viewers to ask questions or concerns regarding hearing loss.
- 3 on 3 Big Brothers (2 occ/wk x 2 wks = \$1440)
 - Charity Basketball Tournament
- Juvenile Diabetes (JDRF) (2 occ/wk x 2 wks = \$1440)
 - NO INFORMATION AVAILBLE
- South Asian Heritage (2 occ/wk x 1 wk = \$720)
 - “Festivals of South Asia” Tribute to Bollywood, singing, dancing, poetry, and more.
- Filipino Fiesta (2 occ/wk x 1 wk = \$720)
 - Cultural presentation of dance. Music, singing, parade, native fashion.

June 2010

- Stewart Memorial Church Walkathon (2 occ/wk x 4 wks = \$2880)
 - Celebrating 175th Anniversary of the Church and its roots in Hamilton
- Hamilton Pride (2 occ/wk x 1 wk = \$720)
 - Pride Week in Hamilton
- Vital Africa (2 occ/wk x 1 wk = \$720)
 - Art Gallery of Hamilton. Children’s arts, crafts, traditional beading, drumming. Celebrating African culture.
- Hindu Religious Event (2 occ/wk x 1 wk = \$720)
 - Event promoting world peace and harmony
- Carousel, NTNS Multicultural (2 occ/wk x 1 wk = \$720)

- Festival featuring live music, authentic eats and cultures from over 30 countries.
- Iroquois Canoe Club (2 occ/wk x 1 wk = \$720)
 - Annual Paddle and BBQ Event

July 2010

- YWCA Recruits Women (2 occ/wk x 2 wks = \$1440)
 - YMCA recruiting women interested in developing academic and employment skills for the construction trade.
- Friend's Vision – African Night (2 occ/wk x 1 wk = \$720)
 - Friend's Vision Orphanage in Kenya. Dancing Music and African drums.
- Gosposoul Music Experience (2 occ/wk x 2 wks = \$1440)
 - Features American gospel singers.
- Stewart Memorial Church Homecoming (2 occ/wk x 2 wks = \$1440)
 - 175th Anniversary. Festivals featuring cultural marketplace, family activities and live performances.

August 2010

- Stewart Memorial Church Homecoming (2 occ/wk x 2 wks = \$1440)
 - 175th Anniversary. Festivals featuring cultural marketplace, family activities and live performances.
- Villa Italia (2 occ/wk x 2 wks = \$1440)
 - 9th Annual Under the Stars. Live entertainment, food, wine and beer.

September 2010

- Brantford Global Peace Festival (2 occ/wk x 2 wks = \$1440)
 - Festival aimed to educate, inspire and unify public on diversity. Music, works of artisans.

October 2010

- Afro Canadian Caribbean Night (2 occ/wk x 1 wk = \$720)
 - “A Taste of the Caribbean” Food, entertainment and fun.
- All the Tea in China (2 occ/wk x 2 wks = \$1440)
 - Teach the art of preparing perfect cup, etiquette and history.

November 2010

- Hannukah Hustle (2 occ/wk x 1 wk = \$720)
 - Runners and Walkers raising funds for Club Fitness Centre in Shalom Village.
- Scottish Rite (2 occ/wk x 1 wk = \$720)

- A Christmas Carol

December 2010

- B’Nai Brith (2 occ/wk x 2 wks = \$1440)
 - Sports Celebrity Dinner

ii. Metro 14

At Metro 14, the following community outreach initiatives took place in 2010:

- 1. PSAs:** The following is a list of PSAs produced by the CHCH Sales & Marketing department in 2010:

	Cultural Diversity Tracking Report – Aired			Airtime
	Charity/Community Organization	Month	# of Airs	value (\$)
1	Shield of Athena (Art Auction)	October- November	225	\$3,375
2	Shield of Athena (Sexual Assault):	February- December	465	\$12,830
3	CCA-Concerned Children's Advertisers	January- December	1450	\$23,625
4	CUSO-VSO	January- December	323	\$2,850
5	World Food Programme	January- December	484	\$6,715
6	Haiti Disaster Relief	January- February	1063	\$12,200
	TOTAL		4010	\$61,595

Metro 14 produced the following diversity PSAs in-house:

Haiti Disaster Relief (Red Cross, The Humanitarian Coalition, CECI & UNICEF)	\$750
Shield of Athena Art Auction	\$750

Total production

\$1,500

2. Community Calendar

From January-December 2010, Metro 14 spent approximately \$297,920 in on-air value for the Community Calendar as outlined below:

January 2010

- Israel Film Festival (until January 23): Film festival presenting movies produced in Israel broadcast 6 x day x 2 weeks

February 2010

- Young, Gifted and Black (February 6): An annual event showcasing the talent of the Black community youth broadcast 6 times per day for a 2 week period.
- Black History Month (until February 28): Month-long event of theatre, conferences, various cultural activities broadcast 6 times per day for a 4 week period.

March 2010

- Montreal Human Rights Film Festival (March 11-21): Film festival showing short films, documentary and feature films on and about human rights in the world broadcast 6 times per day for a 2 week period.
- Festival du Cinéma Latino Américain de Montréal (April 2-15): Film festival showcasing award-winning movies from Latin-America broadcast 6 times per day for a 2 week period.

April 2010

- PanAfrica International (April 15-25): International movie festival featuring short films and features from Africa and Haiti broadcast 6 times per day for a 2 week period.
- Black Theatre Workshop's Spring Fling Fundraiser (April 24): Theatre play fundraiser for the Black Theatre Workshop, broadcast 6 times per day for a 2 week period.

May 2010

- Israel Film Festival (until May 3): Film festival presenting movies produced in Israel broadcast 6 times per day for a 2 week period.
- Festival Accès Asie (May 6-22): An annual series of concerts, theatre, art exhibit about the Asian cultures broadcast 6 times per day for a 2 week period.
- A Taste of the Caribbean (May 30): A day-full of events, food tasting, music, conferences about the Caribbean culture broadcast 6 times per day for a 2 week period.

June 2010

- Festivalissimo (May 28-June 13): Music and film festival from Latin-America and South America broadcast 6 times per day for a 2 week period.

July 2010

- Jamaica Day (July 10): A day-full of events around Jamaican culture broadcast 6 times per day for a 2 week period.
- Haïti en folie (July 21-25): Annual film and music festival with Haitian artists broadcast 6 times per day for a 2 week period.
- Festival International Nuits d’Afrique (July 13-25): Annual music festival, featuring artists, musicians from Africa and other countries broadcast 6 times per day for a 2 week period.

August 2010

- Montreal International Reggae Festival (August 6-8): Music festival about reggae music and culture from Montreal and abroad broadcast 6 times per day for a 2 week period.
- Montreal’s Italian Week (August 6-15): Annual event featuring all that is Italian, music, art, theatre, food. Street festivals and concerts broadcast 6 times per day for a 2 week period.

October 2010

- Montreal Greek Film Festival (October 29 - November 4): Film festival showcasing movies from Greece broadcast 6 times per day for a 2 week period.
- Festival du Monde Arabe (until November 14): Annual cultural event showcasing the best musicians and artists from the Arabic and Northern Africa countries broadcast 6 times per day for a 2 week period.

November 2010

- Festival du Monde Arabe (until November 14): Annual cultural event showcasing the best musicians and artists from the Arabic and Northern Africa countries broadcast 6 times per day for a 2 week period.
- Montreal Greek Film Festival (October 29 - November 4): Film festival showcasing movies from Greece broadcast 6 times per day for a 2 week period.
- Mexican Film Week (November 18-25): Film festival showcasing movies from Mexico broadcast 6 times per day for a 2 week period.
- Brazilian Film Festival (November 26-December 2): Film festival showcasing movies from Brazil broadcast 6 times per day for a 2 week period.

December 2010

- Comedy: Kosher Jokes for the Halaldays! (December 23): Comedy show about the Jewish community and the Holidays broadcast 6 times per day for a 2 week period.

D. News

This section is applicable to CHCH-News only for which the contact person is Deborah Walker, Managing Producer.

The following is a list of 16 outstanding examples of the station's news coverage regarding one or more of the four (4) designated groups during calendar year 2010:

- January 5th - New Hamilton Police recruits reflect a more diverse police service.
- January 25th – The federal government and Mississaugas of the New Credit band council announce the largest single land claim settlement in Canadian history.
- February 9th – The city of Hamilton and Home Depot team up to make the Chedoke Twin Pad Arena more accessible to sledge hockey players.
- February 16th – With the Winter Olympics under way in Vancouver, we profiled a Hamilton athlete who was the first black Canadian to win an Olympic medal.
- April 30th – Profile of Dakota Brant of Six Nations, who was crowned “Miss Indian World 2010”.
- May 6th – Public outrage, after a Myanmar refugee was beaten and wrongfully arrested by police in a botched drug raid.
- May 24th - First of a three-part series on new immigrants to Canada - the dangers they escaped, and the challenges they face in their new homeland.
- June 16th – Young Canadian Muslim women discuss the difficulty of balancing their religious beliefs with western culture.
- June 17th - Live interview with the organizer of National Aboriginal Day celebrations in Hamilton
- June 19th – Participants in the annual Hamilton Pride Parade discuss a new report that says hate crimes are on the rise in Canada, especially those targeting sexual orientation.
- August 17th – A program called “Diversity Works” matches newcomers who want to start a new business with mentors from the Hamilton business community.
- September 7th – “Back to School” holds special meaning for students at Milton’s E.C. Drury School for the Deaf, who often spend the summer isolated from the people who share their language and culture.
- September 10th – Thousands of Muslims gather at the Hamilton Convention Centre to celebrate Eid – the end of the month-long Ramadan fast.
- October 18th – Concerns about the lack of diversity in candidates running in Hamilton’s municipal elections.
- November 26th – Hamilton hosts the 12th Annual Aboriginal Music Awards.

- December 8th – Members of an Islamic Centre in Niagara Falls ask for police protection after they were targeted in a hate crime.

E. News Rolodex

This section is applicable to CHCH-News only for which the contact person is John McKenna, Executive Producer. There are easily more 200 members of visible minorities, Aboriginal, and persons with disability in our News “Rolodex.”

F. Non-News Local Programming

i. CHCH – News

The following is a list of outstanding examples of the station’s non-news local programming regarding one or more of the four (4) designated groups during calendar year 2010:

Square Off is a half-hour television debate program broadcast on CHCH Television weekdays 5:30 to 6:00 p.m. Guest(s) are provided the opportunity to debate on important socio-political issues dominating the local, national and international landscape. Culturally Diverse topics covered in include the following;

- 1) Is Black History Month Outdated? February 2nd, 2010
 - The guests joining the debate were Toronto Sun columnist Innocent Madawo and Lloyd Turner of the Hamilton’s Afro-Canadian Association.
- 2) Should the Sikh Kirpan Be Banned From City Councils? April 8th, 2010
 - The guests joining the debate were Justin Trottier from “Equalism Activism” and Palbinder Shergill of the World Sikh Organization.
- 3) Should Wearing a Niqab/Burka Be Banned When Testifying Court? July 20th, 2010
 - The guest joining the debate was David Butt, a lawyer representing the woman at the centre of the case.

ii. Metro 14

The following is a list of outstanding examples of the station’s non-news local programming regarding one or more of the four (4) designated groups during calendar year 2010:

- 1) Focco Latino (Tuesday at 8:00pm, Wednesday at 6:00am, Sunday at 7:00am): a show for the Latin community which focusses on Latin-specific programs.
- 2) From Egypt to Montreal (Friday at 6:00am, 10:00am): a show for the Egyptian community.
- 3) Amet – TV (Saturday at 7:00pm, Sunday at 2:00pm): an all-African music program which highlights the best contemporary and classic African music videos from around the world.
- 4) Soul Call (Sunday at 6:00am): a show dedicated to Caribbean culture.
- 5) Noir de Monde (Friday at 7:00am): a show for the Haitian community.

- 6) Paysage Afromone (Tuesday at 6:30am, Saturday at 6:30pm): a show dedicated to the French-African community.
- 7) Caravane du Maghreb (Tuesday at 6:00am): a show for the North African community.

iii. Movieola

The following is a list of outstanding examples of the station's non-news local programming regarding one or more of the four (4) designated groups during calendar year 2010:

In 2010, Movieola has aired a large percentage of Aboriginal, Latin-American, Asian and African short films from around the world. Furthermore, Movieola has broadcast 5 films from the Canadian ReelAsian Film Festival, and 10 films from the Canadian ReelWorld Film Festival have during 2010. These include films from such countries as:

HISPANIC/SOUTH AMERICA

- Brazil (48)
- Chile (1)
- Costa Rica (1)
- Cuba (2)
- Guatemala (2)
- Mexico (67)
- Peru (1)
- Spain (130)

ASIA

- Cambodia (1)
- China (2)
- Hong Kong (4)
- Indonesia (1)
- Japan (24)
- Philippines (2)
- Singapore (18)
- South Korea (20)
- Taiwan (2)
- Thailand (3)
- India (7)

- Aboriginal (20)

G. Other Programming Initiatives

i. CHCH-News

The following is a list of other diversity-related programming initiatives undertaken by our station:

- CHCH Television in partnership with a group of Hamilton community leaders, organized a telethon to support Haitian earthquake relief raising 565 thousand dollars in 16 hours. CHCH Television provided follow-up coverage behind the scenes at University Hospital in Port Au Prince showing how and where the donation money was spent.
- CHCH Television produced and broadcast a special series entitled “The New Immigrant” focusing on new immigrants to Canada, particularly from Africa, from the reasons why people leave their homeland for Canada and their experiences and challenges upon arriving.
- CHCH Television’s Senior Anchor, produced and hosted a two-part series “Hope For Haiti” expanding on his 2 week-visit to the shattered country after the earthquake hit in 2010.
- Diverse Community Remotes/On-Air Interviews: Diverse communities are invited to participate in segments of regular programming on CHCH News whether a live remote during Morning Live or an interview during News Now AM/PM or Square Off.

ii. Movieola & Silver Screen Classics

The following is a list of other diversity-related programming initiatives undertaken by our station:

- ReelAsian Film Festival: Channel Zero Movieola programmer sat on the film jury. ReelAsian Film Festival is a unique showcase of contemporary Asian cinema and work from the Asian diaspora. Works include films and videos by East and Southeast Asian artist in Canada, the U.S., Asia and all over the world.
- ReelWorld Film Festival: Channel Zero Movieola programmer sat on the film jury.
- ImagineNATIVE Film Festival: Channel Zero employees hosted micro meetings and participated in the buyers pannel for this festival, the largest and most respected Indigenous media art festival in the world. In 2010, the imagineNATIVE festival programmed 104 works, including 80 films and videos (over 90 hours of programming) which included documentary and feature films, a youth program, and an installation, performance art, and music program.

H. Cross-Media Partnerships

CHCH–News partnered with the following local/regional/national media to expand on issues related to diversity:

HMAC

- The Hamilton Media Advisory Council (HMAC) is an advisory committee to the local media on issues of race and diversity. It is comprised of 18 members dedicated to making

a difference (6 representing Hamilton Media, 12 representing Hamilton's diverse communities). It represents a broad spectrum of community leaders and advocates and shares the long-term goal of a more inclusive community and is committed to using an Anti-Racism perspective in all processes.

Story Meeting

- The "Story Meeting" is an event held on a night in mid-April which provides the opportunity for diverse members of the local community "pitch" their story to the mainstream media and should relate to media coverage of under-represented communities, as well as race and immigration related coverage. Each presenter has 5 minutes to present their idea and prepare a one-page take-away or hand-out to leave with media members (include contact names, numbers and credentials). After their presentation, media members may ask questions.

I. Sponsorships & Promotions

i. CHCH

At CHCH-TV, we spent money/contra/time on the following diversity events in our region during the 2010 calendar year for a total of \$9000:

- \$4,500 (contra) Hamilton Black History Committee - JOHN C. HOLLAND AWARDS, production and airtime contribution in exchange for brand exposure within marketing materials; and
- \$4,500 (contra) Hamilton Black History Committee - BLACK HISTORY MONTH, production and airtime contribution in exchange for brand exposure within marketing materials.

ii. Metro 14

At Metro 14, we spent money/contra/time on the following diversity events in our region during the 2010 calendar year for a total of \$21, 900:

- Young, Gifted & Black: \$3,500 (contra) - partial production and broadcast of on-air promotion.
- Pan-Africa International: \$3,500 (contra) - partial production and broadcast of on-air promotion.
- Festival Accès Asie: \$2,500 (contra) – broadcast of on-air promotion.
- Taste of the Caribbean: \$5,000 (contra) - partial production and broadcast of on-air promotion.
- Italian Week: \$5,000 (contra) - broadcast of on-air promotion.
- World Film Festival: \$2,400 (contra) - broadcast of on-air promotion.\

iii. Movieola & Silver Screen Classics

At Movieola, we spent money/contr/time on the following diversity events in our region during the 2010 calendar year for a total of \$4800:

- ReelAsian Film Festival: \$4300– Movieola Donation (\$300 of which was donated as a prize for the “Movieola Best Short Film” award. - In 2010, The Movieola Best Short Award was given to director Sol Friedman for **JUNKO’S SHAMISEN**.
- ImagineNATIVE Film & Media Arts Festival: \$500 - Movieola participated as a media sponsor for the ImagineNATIVE film festival.