

**CBC ANNUAL REPORT TO HRDC
EMPLOYMENT EQUITY**

EXECUTIVE SUMMARY

1. GENERAL OVERVIEW

The CBC operates six networks which broadcast in English and French, Television and Radio on the am and fm bands. The network operations are located in Toronto and Montreal with regional offices located in each province and the North West Territories/Yukon/Nunavut. The CBC's shortwave service which broadcasts in seven different languages around the world, is headquartered in Montreal.

The 1991 Broadcasting Act states that the programming provided by the CBC should among others "be predominantly and distinctly Canadian and should reflect the multicultural and multiracial nature of Canada". Examples of programming initiatives follow later in the report.

The Corporation's stated core values include public service, journalistic excellence, leadership and teamwork in which many people with diverse talents and perspectives work together to accomplish goals.

In the fall of 1999, the Re-engineering Task Force was established to re-evaluate and recommend improvements in four key areas of CBC's business operations – the redesign of English Television, property management, transmission and distribution and sports. The Task Force is chaired by the Chief Operations Officer and reports to the President and CEO of the CBC.

In 1999, the Employment Equity module for legislated reporting requirements was implemented. The module formed part of a much larger systems implementation including the integration of CBC's personnel and payroll systems.

Further, the commitment to implement a tool for internal reporting purposes is close to realization. It will incorporate 1996 census data and will also provide availability and representation data on qualified designated group members within broad occupational categories by geographical location and CBC component i.e. English Television and Radio, French Television and Radio, Human Resources, Finance etc. The tool will be used to guide managers in setting short and long term hiring/promotion goals for designated group members in occupations where they are underrepresented.

II. QUANTITATIVE INFORMATION

The representation rate for women in permanent positions in 1999 continued its steady growth, reaching 39.4% compared with 38.4% in 1997. There were 99 (1.4%) Aboriginal people; 179 (2.6%) persons with disabilities; and 332 (4.8%) members of visible minorities occupying permanent positions in 1999. These representation rates marked similar levels to 1998.

Women, Aboriginal people and members of visible minorities enjoyed hiring and promotion rates similar to or greater than their representation rates in CBC's workforce. The hiring rate for persons with disabilities was below their representation rate in CBC's workforce.

There were approximately 250 temporary employees who became permanent in 1999 causing an unusual variance in this year's report. In addition, the following workforce changes, typical to CBC, caused minor year to year variances: employees began/returned from unpaid leave of absence; employees went from part-time to full-time employment and vice versa; employees

moved from one occupation group to another; employees moved from one CMA/province to another.

III. QUALITATIVE MEASURES

COMMUNICATIONS

The CBC's Equity Newsletter was published three times in 1999. The Newsletter typically features a theme and includes articles on programming which focus on diversity at home and abroad as well as noteworthy staff changes. The Newsletter enjoys a wide and positive readership as evidenced by the feedback from within and outside the Corporation.

The Corporate Employment Equity Office has a web page on the internet where employees and the public may access information about equity initiatives in the CBC, statistics and other relevant information. The web page is updated as new information emerges. This information is also made available on the CBC's intranet.

Information on the progress of the CBC's Re-engineering Task Force, mentioned earlier, is offered on an intranet site dedicated to the Task Force. Employees may also use this site to ask questions about developments.

EQUITY ENVIRONMENT

Over the past decade the CBC has undergone severe budget cuts and workforce reductions. Throughout this period, executive, line and support managers have demonstrated their commitment to employment equity in a number of significant ways.

The HELP Fund

For example, the HELP (Help Energize Local Projects) Fund was retained and has proven to be an invaluable tool which for 10 years has supported internships for designated group members to enable them to gain the knowledge and skills necessary to successfully compete for CBC job vacancies. The internships are typically in on-air and production related roles such as producers/journalists/reporters/editors as well as women in technical jobs. Managers have stated that were it not for the HELP Fund, the gap could not have been bridged between the knowledge and skills sets of graduating students and CBC job requirements.

One of the criteria for HELP Fund assistance is that a mentor must be identified as part of the development plan which must also include milestones and feedback to the intern. About 26 projects per year receive HELP Fund monies.

Mentoring

A high school co-op student joined CBC Radio in St. John's as part of her internship program. A music producer acted as her mentor.

The CBC's Corporate Finance Department makes a concerted effort to recruit CMA and CGA students who have passed their final exams and who are required to complete two years of practical experience in all aspects of the accounting field. This requires certified CMAs and CGAs on staff to sponsor these students and play the role of mentor during this two years. On average, they usually have five sponsor/mentors a year. The students often come from the designated groups.

In CBC North, ongoing mentoring was provided to an Aboriginal woman who develops freelance contributions and to another who develops an outdoors column. Also, in CBC North, a producer

position is funded for the sole purpose that the incumbent spend time one-on-one with new hires to ensure a smooth entry and integration in the workforce.

Select students from the British Columbia Institute of Technology (BCIT) Mentorship Program had the opportunity to spend time with CBC Managers or technical experts in the field of their choosing. Included were two members of visible minorities and two women.

Diversity Awareness

Radio-Canada has undertaken the development of cultural diversity awareness workshops which will be directed to Human Resource professionals, senior management and all managers involved in hiring, promoting and developing staff. The plan is for the modules to be tailored to each of these groups.

Many CBC managers are already sensitive to cultural diversity through the programs they conceive or new ideas they seek especially in the current affairs and news areas. For example, in Vancouver the newsroom staff includes members of the Asian community who constantly help other staff members in their awareness of cultural and diversity issues.

Examples of programming initiatives which served to heighten awareness of diverse cultures and lifestyles are summarized in the following:

- ❑ **CBC Radio** in Saskatchewan continued to have a strong interest in issues affecting urban Aboriginal People. Their news and current affairs staff generated a range of stories relating to the Indian and Métis population in the province. They included reports on health, education, social and cultural issues involving Aboriginal People who live in urban as well as rural areas. During November 1999, the *Morning Show* ran a three-week series on Aboriginal youth.
- ❑ **National Aboriginal Achievement Awards (sixth annual awards show)** – was hosted by actor/dancer Michael Greyeyes and actress Jennifer Podemski. The awards honoured 14 outstanding Aboriginal people of First Nations, Métis and Inuit ancestry.
- ❑ **Aux Beaux Dimanches – Solstice Rouge – Voix de femmes** – featured singers who illustrate the cultural expression of the Aboriginal People in Canada.
- ❑ **Culture Choc** – in which Michelle Smith visited the Aboriginal communities of James Bay where the young children attempt to relearn the traditional ways of life.
- ❑ **The National News Special – Japan in Transition** – presented a series of reports carried on the major newscasts covering Japan's economic difficulties of the past few years, the current recovery and future prospects.
- ❑ **Witness – Thai Girls** – the international export of Asian sex slaves to Canada as told through the experiences of two young Toronto prostitutes and their families back in Thailand.
- ❑ **Montréal Ce Soir – Quartier chinois de Montréal** - featured Montreal's Chinese quarter and how it has developed and transformed over the generations into a bustling centre of commerce.
- ❑ **Moving On** – a program featuring persons with disabilities and their stores did co – productions with *The National Magazine*, *Venture* and the Vancouver, Calgary and Toronto supperhour shows. This was great exposure for the *Moving On* team and the issues of persons with disabilities.

- ❑ ***On The Road Again*** – showed Wayne Rostad's encounter with a top-notch javelin thrower in Quebec who happens to be blind.
- ❑ ***Life and Times*** – took an exclusive look at the private person behind Louise Arbour and her drive for justice.

EMPLOYMENT SYSTEMS

All Human Resources policies were submitted to CBC's Board of Directors for approval. The policies reflect the conditions stipulated in applicable federal legislation. In the early 1990's, a fundamental review of CBC's HR policies was undertaken and discussed with the CHRC to ensure compliance with legislated requirements. The present review was meant to streamline the statements of principles, standardize format and simplify processes for inclusion on the intranet.

INITIATIVES FOR DESIGNATED GROUPS

a) Recruitment/Outreach

Recruitment

CBC English Radio's *New Voices* initiative attracted many new voices and close to 200 freelancers over the past 18 months or so. This initiative is designed to bring in voices not regularly heard on CBC's English Radio Network including minorities and people of different ideological backgrounds. In 1999, the HELP Fund partnered with New Voices to further the development of new Aboriginal, visible minority and disabled interns.

Internship opportunities whether stand-alone or through the HELP Fund and New Voices initiatives were targeted at qualified designated group candidates so they could gain the experience necessary to compete successfully for job vacancies. Some internships resulted in individuals securing ongoing employment with the CBC while others did not.

In Vancouver, for example, several Aboriginal men are regularly sought to work on special assignments in the staging and lighting areas. And an Aboriginal woman is hired regularly as a television assistant there. Another Aboriginal woman from Manitoba spent three months in the CBC's Broadcast One Newsroom in Vancouver. And in CBC Thunder Bay, an Aboriginal announcer/operator was hired after an exhaustive search.

A woman received training as a VTR operator, a technical position, and is the only female in that CBC Vancouver department. As well, two visible minority candidates were selected for summer relief and month-long internships in Radio and Television. And two Chinese Canadian women were hired for the programming initiatives *Lotus Land* celebrating the fusion of Asian and Caucasian cultures in Vancouver. *In The Company of Women* was another programming initiative for, by and about women; a Chinese-Canadian was hired as a staff member and on-camera columnist.

In Sydney, a young Mic Mac woman was recruited to intern as a journalist for *Information Morning*. She eventually decided not to pursue a career in journalism and is now serving with the Unimaki Police Force. In Charlottetown, an Aboriginal woman was hired as a radio reporter on a casual basis. They would have continued to use her but she secured full time employment elsewhere.

In Regina, a Métis woman was employed at CBC through a journalism internship arrangement with the University of Regina. The three-month internship was very successful and this newly graduated journalist worked for CBC as a casual during the summer.

CBC Sports in Toronto recruited an individual who uses a wheelchair to work on Olympic research and to produce documentaries and commentaries on current sports issues. Individuals with disabilities have also been recruited to work on a casual/temporary basis in support components.

Four of the engineering/technical summer students recruited by the Corporate Engineering Department to answer queries and make home visits as part of the conversion from AM to FM in southern Ontario were from visible minority groups.

In Vancouver, a visible minority candidate was recruited to backfill an employee who was seconded to another department. The individual worked out so well that he will be considered for future employment opportunities.

Newsworld recruited a visible minority woman as an associate producer and subsequently hired her into a regular job performing that role.

A female graduate of Algonquin College was recruited to work in Charlottetown's TV technical department. They would have kept her on however she relocated to another city.

In Ottawa, a total of seven women were recruited to work in technical and production functions typically occupied by men. One is working on a permanent basis and the others are called upon to work on a casual basis. And in the province of Quebec, three women were selected to intern in technical roles as well.

Outreach

CBC played a prominent role at the National Aboriginal Career Symposium held in Ottawa at the Congress Centre at the end of October 1999. The symposium was attended by approximately 1,000 students and mentors from Aboriginal schools and communities across Canada. Two women, a CBC Newsworld anchor who is Aboriginal and a female Aboriginal producer working in Quebec for Radio-Canada both presented workshops on their career paths. In fact, one workshop was taped by Newsworld for broadcast later. The students were both fascinated and inspired by these successful women's stories and advice.

The Joan Donaldson Newsworld Scholarships were launched in 1999 and will be awarded yearly to eight students, one each from journalism schools that include the Saskatchewan Indian Federated College, associated with the University of Regina. The scholarships include a \$2,000 cash award and a four-month paid summer job at one of CBC Newsworld's main production centres.

Schools represented a large amount of the tour activity at CBC's Toronto Broadcasting Centre and Radio-Canada's La Maison in Montreal. While most requests came from schools within Ontario and Quebec, they received requests from students visiting from other provinces too. The hundreds of students who visit each year are representative of their communities. Tours of the Broadcasting Centre and La Maison were also given to broadcasters and tour groups from almost every country in the world. A special tour request was received in Toronto for an arts and media field trip for Aboriginal students.

At the Broadcasting Centre, many visitors use wheelchairs and their tour line indicates that the building is wheelchair accessible.

CBC Research in Toronto looked into ways to increase CBC Radio's listening among ethnic/visible minority groups. This has included gathering statistics on ethnic minorities in both Toronto and Vancouver, as well as providing a summary report on research previously conducted regarding ethnic minorities and their awareness and use of CBC radio services.

CBC Toronto gave a substantial reduction in rental fees to The Learning Disabilities Association to hold their book sale in the Atrium of the Broadcasting Centre. Money raised from this event helps support people with literacy disabilities.

CBC Vancouver sponsored the Aboriginal Media Arts Symposium. It's an annual workshop designed to be a helpful tool for Aboriginal People in the media industry. CBC contributes several thousand dollars annually plus promotional support.

A CBC reporter in Vancouver is on the board of New Westminster's Indo-Canadian Cultural Organization. And CBC Vancouver has an ongoing relationship with the Sing Tao School of Journalism at UBC; the last intern was an Asian woman. They also sponsored the 1999 Chinese New Year Festival, the Chan Centre Spring Concert Series and Asian Heritage Week.

CBC Alberta played a leading role as a broadcaster in partnership with AMPIA, the National Screen Institute and other cultural and government organizations to create a multi-year training and development program for Alberta independent film makers, including Aboriginal film makers, with a focus on business and creative, long and short term mentorships.

CBC Television's regional directors of the western provinces began discussions with the National Film Board (Edmonton) to showcase innovative and historical film productions that reflect the history of the West with a particular emphasis on Aboriginal stories and productions.

CBC Winnipeg continued its partnership with the University of Winnipeg, the Red River Community College and the Aboriginal Business Council to provide two students with employment internships while they are enrolled in four-year academic programs. Partnerships of this kind have been ongoing for five years or more.

CBC Ottawa worked very closely with the faculty of the University of Ottawa's communications program and the Television group at Cité Collegiale to offer production internships to the students there. They also collaborated with a Tunisian producer on a project entitled *Cap sur le Nord*, during the course of which African women produced documentaries on social issues.

Radio-Canada's *La Première Chaîne* broadcasts once a week a calendar of socio-cultural events pertaining to the ethnic communities in the greater Montreal area.

"Diversité Culturelle" is Radio-Canada's newly published directory of resource persons containing information on each of close to 200 persons of varied cultural backgrounds and expertise who can comment on-air on a wide range of topics.

CBC's English-language television network is developing its own directory of resource persons on-line and available to all within the CBC. Discussions have been held between the two services to cooperate and exchange information.

In Halifax, job vacancy postings are sent to the Native Employment and Training Centre (Indian Brook First Nation), Mic Mac Learning Centre, Employment Coordinator (Mic Mac Confederacy), Department of Indian and Inuit Affairs, Millbrook First Nation (Truro) and the Employment Equity Coordinator (Public Service Commission), to name a few. CBC Halifax's Post Production Department worked with the Nova Scotia Community College in the selection of equipment for an editing program they hosted for the Mic Mac.

Sydney's *Morning Show* host visits residents of the L'Arche Community on an ongoing basis. L'Arche is an international organization which provides an integrated community setting for people with mental impairments. CBC broadcasts a full edition special on this community in a regional broadcast of *Information Morning*.

CBC Charlottetown, in cooperation with the Confederation Centre and local Rotary, produced the annual Easter Seals Telethon to raise funds for children with disabilities on Prince Edward Island. CBC staff volunteered their time in pre-production/rehearsals.

b) Training and Development

Training is an integral component of CBC internships. For example, in Vancouver, two visible minority females were trained as chyron operators and are now employed by the CBC on a casual basis. As part of the Kwantlen College work experience program, a female Indo-Canadian worked in Vancouver's TV maintenance area for a two-week period.

Thirteen members of visible minority groups benefited from internships at Radio-Canada in Montreal in journalistic, research and support roles in the Legal and Communications Departments.

The Corporate Finance Department makes a concerted effort to provide any required specialized training as well as developmental assignments within the department or to other network and regional Finance offices to gain additional experience. Their progress is closely followed by the management team.

In CBC North, Aboriginal staff enjoyed many developmental opportunities throughout the year. These activities ranged from attendance at conferences, to on the job training and special assignments. For example, an Aboriginal clerk was given training in project management skills and technical systems which led to an assignment to oversee the updating of the music library. This has resulted in the reclassification of her position.

An Aboriginal producer who works in the Aboriginal Languages Programming Unit in the Western North West Territories area is receiving ongoing leadership skills development. And an Aboriginal female radio reporter from the Yukon participated in the "Visiting Producer Program" in Toronto. She will also work on documentaries in CBC North's TV Unit to expand and develop new skills. In addition, a reporter in Nunavut is receiving ongoing mentoring and grooming as lead political and legislative reporter.

A departmental assistant in the Corporate Engineering Department who is an Aboriginal woman underwent nine weeks of training in information technology. This will enable her to apply for future positions in IT to advance her career aspirations.

c) Promotion

In the succession planning process which was advanced in the Corporation in 1998, senior managers were reminded to include qualified members of designated groups in their succession plans.

d) Retention and Termination

The separation rates of designated group members is monitored annually to ensure their numbers are not disproportionate to their representation in the workforce. The HELP Fund, mentioned earlier, was used in some instances as a means of maintaining designated group members in jobs which might have otherwise disappeared during the budget cuts.

e) Reasonable Accommodation

The CBC's Accommodation Policy formalizes the practice of accommodating employees in ways which meet their needs and ensures operational requirements are met. Flexible schedules are commonplace in CBC locations for child and elder care. There is a recognition and practice in the Corporate Finance and Administration Office to be flexible about accommodating employees

for such lifestyle requirements. This has resulted in good working relationships and high morale among the staff.

Extra time off may be granted to travel in personal emergency and bereavement situations. This is especially true in the North where travel between northern communities is dependent on air travel schedules that often do not offer daily flights. And it has been necessary to remain flexible with leave requirements around peak hunting and fishing seasons as the ability to harvest “country” foods is part of life’s reality in the North.

Part-time employment and job sharing have been offered as alternatives to full-time employment. For example, in CBC North, schedule changes were made to create a part-time position that allowed them to hire an Aboriginal woman as a technician without disrupting her childcare responsibilities.

One of the criteria in the Corporation-wide Job Evaluation Project is that employees do a self-assessment of the physical skills required to perform their jobs including manual dexterity, agility, hand/eye and hand/foot coordination.

Two employees who work in the Corporate Engineering Department are visually impaired and one is colour blind too. Special software including IBM text reading and voice recognition, CCTV and a special screen were purchased to assist the individuals with their reading. And a small refrigerator was purchased for the Sudbury maintenance base to store food for a casual employee who is diabetic.

In Moncton, construction has been completed on an elevator for people who use wheelchairs.

In Ottawa, the Radio media librarian uses a wheelchair. Because of his disability, he was unable to work full-time and so arrangements were made for him to work half days.

In Vancouver, a graphic designer was provided with some specialized computer tools to assist her with her work; she has a physical disability.

IV. CONSTRAINTS

The main constraints to implementing employment equity goals have been continuing budget cuts, reorganization/restructuring activities and constant change. In spite of all this, managers have continued to outreach to designated group members in the community.

V. CONSULTATIONS WITH EMPLOYEE REPRESENTATIVES

Consultation on employment equity matters has occurred mostly informally in the context of Help Fund internships. Line managers must have discussed their project proposals before submitting them for approval to the Corporate Employment Equity Office.

VI. FUTURE STRATEGIES

The future will see managers setting internal hiring/promotion goals for designated group members in occupations where they are underrepresented and continued efforts to attract and retain underrepresented groups within the CBC’s workforce.