

**CBC/RADIO-CANADA 2006
ANNUAL EMPLOYMENT EQUITY REPORT
TO HUMAN RESOURCES SOCIAL DEVELOPMENT CANADA
(LABOUR)
EXECUTIVE SUMMARY**

1. GENERAL OVERVIEW

CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. It was created as a Crown Corporation in 1936 by an Act of Parliament following a Royal Commission that was concerned about the growing American influence in radio. CBC/Radio-Canada has operations in each province, the Northwest Territories/Yukon and Nunavut, with its head office located in Ottawa. It also has three news bureaus in the United States of America and 12 locations abroad. The Corporation is accountable to all Canadians, reporting annually to Parliament through the Minister of Canadian Heritage. It is governed by a Board of Directors which is comprised of 12 members (two vacancies), including both the Chair and the President-CEO. Of the members, six are women, three are visible minorities and one is of Aboriginal origin.

Mandate: CBC/Radio-Canada has a mandate to reflect Canadian culture. 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”. In support of this, 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.

Mission/Vision: The notion of diversity is integral to both the Corporation’s mission and vision which state respectively that CBC must “tell Canadian stories reflecting the reality and diversity of our country” and “reflect the remarkable regional and cultural diversity of our people”.

Corporate Priorities: Included in the key corporate priorities which guide the way CBC/Radio-Canada does business is recognizing the importance of regional reflection and of the changing face of Canada.

Multitude of Platforms: CBC/Radio-Canada reaches Canadians through twenty-eight services offered on Radio, Television, the Internet, satellite radio, digital audio, as well as through its record and music distribution service and wireless WAP and SMS messaging services. Pod casts were first introduced in 2005, and downloads now average more than one million per month. CBC/Radio-Canada is available how, where, and when Canadians want it.

CBC/Radio-Canada continues to enjoy partnerships with other broadcasters including the Aboriginal Peoples Television Network (APTN) and is a partner in the specialty television service ARTV and The Documentary Channel. It also holds a partnership agreement and part-ownership with Sirius Canada, satellite radio.

Through this array of activities, CBC/Radio-Canada brings diverse regional and cultural perspectives into the daily lives of Canadians in English, French and eight Aboriginal languages, in nine languages on its international Radio service, Radio

Canada International, and in eight languages on its Web-based Radio service RCi viva, a service for recent and aspiring immigrants to Canada.

II. QUANTITATIVE INFORMATION

The representation rate for women in permanent positions has increased by 3.4% since 2000. For 2006, women now represent 43.4% of the permanent workforce at CBC/Radio-Canada. There were 102 (1.4%) Aboriginal Peoples; 167 (2.2%) persons with disabilities; and 420 (5.6%) members of visible minorities occupying permanent positions in 2006.

Women experienced hiring (65%) and promotion (45%) rates greater than their representation rates in CBC/Radio-Canada's workforce. The hiring rate for members of visible minorities (8.4%) was above their representation rate. For persons with disabilities and Aboriginal Peoples, their hiring and promotional rates were below their representation rate.

Year to Year Variances: In 2006, a major job evaluation exercise was implemented and resulted in reclassifications of employees' jobs and salaries. This could result in some shifts in occupational group distribution and salary ranges/quartiles.

In the fall of 2006, CBC/Radio-Canada conducted a follow-up survey to all employees who had never submitted an employment equity self-identification questionnaire. The follow-up increased the overall response rate by 5% and would result in some gains in representation rates among designated groups, not accounted for by hires within the year.

There were also the usual year-to-year (workflow) variances resulting from employee movement within occupations, within geographic locations, changes in employment status, and changes in leave of absence status. The following points highlight specific examples of the year-to-year variance for permanent full-time employees:

- Approximately 290 employees who were temporary in 2005 became permanent full-time in 2006 (+290).
- Approximately 180 permanent full-time employees who were on absence without pay in 2005 returned to regular employment in 2006. Approximately 215 permanent full-time employees went on to absence without pay in 2006 (Net -35).
- Approximately 25 permanent part-time employees in 2005 returned to full-time in 2006. Approximately 30 permanent full-time employees in 2005 went to part-time in 2006 (Net -5).
- Approximately 50 permanent full-time employees in 2006 ended employment on December 31, 2006. Approximately 40 permanent full-time employees in 2005 ended employment on December 31, 2005. (Net +10).

III. QUALITATIVE MEASURES

Communications: Employees and the public may access information pertaining to diversity on the Equity/Diversity sites on both the intranet and internet. Information includes initiatives outlined in the CBC annual reports to Human

Resources Social Development Canada and Canadian Heritage on the implementation of the Multiculturalism Act, as well as, workforce demographics and trends, links to governmental and other agencies, as well as, corporate policies. Work is currently underway to refresh this site to include information on tools and programs. This will coincide with the launch of the employee portal, now scheduled for implementation in early fall 2007.

Equity Environment: CBC/Radio-Canada's Employee Assistance Program is a confidential counselling service, provided to all employees, retirees and their families. The services are available in both official languages and in Inuktitut in the North. Counseling services cover family, legal, financial and work-related issues. Usage rates confirm this program provides essential support to the Corporation's employees. A new provision of this program is an insistence that service providers reflect the makeup of the communities served.

Employment Systems: As new policies and systems are introduced, they are reviewed by the Equity/Diversity Office together with its Human Resources business consulting partners prior to approval. All new policies are vetted by the Corporate Policy Committee before they are submitted to the Senior Management Committee and Board of Directors for final approval. A new policy on 'Non-Discrimination and the Duty to Accommodate' was approved by the Board of Directors last November. Approval of the policy was broadly communicated to all employees.

Employment Equity Plan: The Employment Equity Plan, based principally on the findings of the employment systems review, consists of 48 actions to address potential barriers, both systemic and attitudinal within the Corporation's employment systems, policies and practices. Areas of significant progress focused on recruitment including the development of a national recruitment strategy, creation of a database of talent from diverse backgrounds as well as a directory of sites where jobs can be posted and which are targeted at diverse candidates. The approval of the new policy on accommodation was another significant achievement.

Employment Equity Self-Identification Survey: Last fall, a follow-up was done with all employees who had never completed and submitted an employment equity self-identification questionnaire. This follow-up reflected an increase in the overall response rate from 78% to 83%.

Diversity Initiatives

Recruitment Tools

National Recruitment Strategy: A national recruitment strategy was developed and approved. It is designed to ensure consistency and transparency in the recruitment process across the Corporation. In the new process, it is a national requirement that a diversity report is run for the candidate list for each posted position.

Jobs@CBC/Radio-Canada: The corporate-wide, online job board allows all applicants to self-identify. This is a valuable tool that assists hiring managers to shortlist candidates who are qualified and who belong to a diversity group.

Further, an extensive diversity candidate resource list has been created for use in all job postings. All visitors to the *CBC/Radio-Canada Jobs Page* are invited to create their own profile, including skills and experience, for submission to the database.

CBC Recruitment DVD/ Video: Following on the lead of the English Services, Radio-Canada produced a recruitment video/DVD that is an essential tool used to attract diverse candidates to work at the Corporation. It will be shown at conferences, career fairs, in schools and universities visited by Radio-Canada staff as well as on www.CBC.ca/jobs.

Diversity Hiring Goals: Hiring goals were set this past year by the English Network's key TV and Radio managers to improve the overall representation of diversity groups. Building on the modest improvement achieved, managers will set new goals for 2007-2008. Similarly, managers at Radio-Canada will set hiring goals this year for the first time, for those occupational categories where under-representation exists within the French Network services.

Recruitment Results

CBC Vancouver continued its outreach to the BC Institute of Technology and Capilano College, resulting in several internships and temporary positions for students: four of them were Aboriginal and five were visible minorities. They also focused on women in technology by offering technical internship/ mentoring opportunities to two young women (one of whom was also a member of a visible minority). Thirteen diverse employees were hired in 2006. Three visible minority candidates were trained and hired in temporary positions as host, Radio and TV reporters for Radio-Canada Vancouver.

Calgary was successful in hiring four diverse candidates, all of whom are women and include two visible minorities and one Aboriginal person.

CBC North hired a woman as camera-person, evening the ratio of men and women (50%) in this traditionally male occupation. They also hired a visible minority candidate in Finance. Overall, as a region, 63% of employees are diverse.

In Windsor, a female, visible minority candidate, who was originally hired through the HELP fund, was hired as a temporary employee and reported for both Radio and Television. Two other visible minorities were hired, one as a maternity leave replacement and the other for the supper hour program. In the Ontario Region, French Services, four visible minority candidates were hired.

CBC English Network Radio in Toronto hired or promoted 15 diversity candidates, seven of them into permanent positions. These positions cover a wide range of areas: on-air/production including hosts and producers, support and technical.

All of Radio-Canada Ottawa's hiring boards include at least one qualified diversity candidate. They recently hired a woman as Site Director. Women have also been hired as temporary employees at ingest and at the resource desk and a Visible minority was hired for technical maintenance.

Radio-Canada Montreal hired eighteen visible minority candidates and one person with a disability.

Outreach – Community Involvement/Partnerships/Sponsorships

Diversity efforts were further demonstrated through outreach initiatives including participation at career fairs targeted at diverse candidates, sponsorship of festivals celebrating different ethnic and cultural groups, partnerships with educational institutions to deliver English language lessons to new immigrants, and live remote broadcasts from diverse communities throughout Canada. As part of Asian Heritage Month, several CBC/Radio-Canada locations participated in events in the community. More specific details on outreach and programming initiatives follow.

For example, CBC North funded a trainee position that brought five different Inuit prospects into the workplace since April 2006. They also provided funding for two intern positions (North-Quebec Cree Radio Intern Program) for an 8 week program. This has attracted two individuals from the remote Cree Communities in Quebec, to train on Radio Skills in CBC Montreal. Moreover, CBC North Television continues to be involved with *Skills Canada*. This participation not only supports the Skills Canada organization but promotes careers in television broadcasting and production at the local level, specifically to Aboriginal youth.

CBC Vancouver offered a series called '*BC's RED EDGE*' in January 2006. This radio and television initiative highlighted young First Nations people making a difference in British Columbia. In addition, last October, CBC produced a special series to highlight diversity in Vancouver, '*Think Vancouver: Living Together*'. This series presented stories and events ranging from marriage and dating, to work, school and home, to food, music and art... Vancouver's true colours revealed!

The Calgary plant hosted a meeting with representatives from a school that how these students might connect to these careers. Further, diverse cultures are focuses on students with special needs to discuss careers in broadcasting and invited to attend all events sponsored by the Communications department including 'Learn at Lunch', 'Combo to Go' and 'Stampead Breakfast', to name a few.

CBC Saskatchewan celebrated Canada's Citizenship Week in October by focusing their Television and Radio programming on citizenship and immigration, and '*Canada Now*' highlighted the experiences and perspectives of today's new Canadians. Many regions have either hosted Citizenship ceremonies at CBC buildings or co-hosted them with their partners at other locations.

In June, CBC Winnipeg personalities hosted *Multiculturalism Day* Events. The event included a diversity film festival and opportunity to report from a "Spiritual Bus Tour" of Winnipeg, which included trips to an Aboriginal drumming ceremony, an Islamic mosque, a Hindu temple, a Jewish synagogue and a Kikh Gurdwara.

In March, 2006, three employees from CBC Thunder Bay (two of which are Aboriginal) attended a Career Fair Day at Dennis Franklin Cromarty High School – an all-Aboriginal high school. They demonstrated hands-on radio activities and did a question and answer presentations in classrooms. Two students from this high school also participated in the "Take Your Kids to Work Day" where they learned

how to write scripts on the weather, arts, and public service announcements.

CBC Windsor participated in a 'Canada Reads' event that included members of the Deaf, Mennonite and Native Canadian communities. They spoke about how three of the 'Canada Reads' recommendations reflected their realities as children growing up.

CBC Sudbury also launched a regular ethnic 'Food Column' focusing specifically on ethnic-based restaurants in northeastern Ontario. The stories went beyond food to talk about the personal stories of the people who run these restaurants and what brought them to Canada and northeastern Ontario.

English Network Radio's 'As it Happens' is participating in a cross-cultural project focusing on Muslim women. The associate producer, a visible minority, has received training and mentoring and will travel internationally to cover stories showing the true breadth of Muslim women around the world.

CBC News Editorial Boards across the country continue to invite guests who can shed light on and offer deeper understanding of issues such as mental health, Aboriginal treaty rights and responsibilities, disability/ability in public office, etc.

English Network Radio's 'The Current' included diverse guests as Friday guest hosts, one of them was a noted paraplegic athlete. And, 'Outfront' continued to air stories on Network Radio, told by Canadians about the Canadian experience, including disabilities as well as religious and ethnic diversity.

English Network Radio Music programming initiatives included national broadcasts of concerts of Canadians of diverse cultural backgrounds.

English Radio Ottawa enjoys a good relationship with Carleton University through an internship program that focuses on diverse candidates. They also partner with the community through their editorial boards. These improve programmers' awareness of the different communities in Ottawa.

Two reporters from CBC Radio and Radio de Radio-Canada (Québec) presented a series called 'Invisible Minorities' in which Immigrants in Quebec City could tell their stories. And, CBC Montreal presented in-depth stories and online interactive guides regarding religious diversity.

CBC played an important role in the opening of "Canada's Immigration Museum" and continues to partner on specific projects with this National Historic Site in Halifax. 'Voices of Unama'ki', a seven hour radio series, was a joint effort involving elders, poets, teachers, musicians, scholars and Mi'kmaq people from all over Nova Scotia.

Many of CBC's initiatives are produced as CDs and are requested by schools and community groups for educational purposes.

Smaller stations such as Moncton and St. John's also continue their outreach efforts through career fairs, targeted outreach to the Inuit association, employment agencies that provide job placement assistance to persons with disabilities and by including some of the contacts made in their editorial boards.

CBC Partnerships worked to promote the premiere of *Little Mosque on the Prairie*, a new comedy series, which first appeared on CBC Television on January 9, 2007. The Montreal and Winnipeg partnership managers reached out to the Muslim community prior to the show airing to receive their reviews and comments.

Internships/Scholarships

HELP Fund: The purpose of the HELP Fund is to provide financial assistance for internships and on-the-job developmental opportunities for diverse candidates. In 2006, 23 internships were supported by the HELP (Help Energize Local Projects) Fund. Projects included internships in on-air, technical and support roles in both English/French Television and Radio departments. Since 1999, almost 50% of the interns have been retained in continuing roles.

New Voices: English Radio's 'New Voices' initiative has resulted in bringing different voices to air, presenting people and stories who sound different and who bring a different perspective on matters. This has served to enrich English Radio's programming and sharpened its reflection of the country and also resulted in broad outreach and recruitment for occasional, casual or freelance workers.

The Diversity Rolodex: *New Faces – Fresh Voices* continues to be enriched with the inclusion of new names in the areas of environment and Canadian politics.

B.C. Scholarship Program: The *Canada Now* three-month internship program is designed to provide work experience to British Columbia journalism students or recent graduates. Every year, two internships are offered. Over the last five years, 60% of the interns from diverse backgrounds have retained employment at CBC.

Peter Gzowski Radio Internships: English Radio continued the Gzowski internship program in 2006. This program looks for candidates who are curious, creative and engaged with their community. Each year, four graduating students are selected for internships at CBC. In 2006, one candidate came from a diverse background.

Joan Donaldson Scholarship: The Joan Donaldson offers an opportunity for up to eight successful candidates to receive a cash award of \$2,000.00, training and an intensive four-month paid internship at one or more locations within CBC Newsworld. Many of the past recipients have earned permanent jobs as CBC Journalists – on camera and behind-the-scenes. In 2006, three of the candidates were diverse.

Training and Development

Training is an integral component of all CBC/Radio-Canada funded internships as are identified milestones and feedback for improvement. All interns under the Corporation's HELP Fund receive on-the-job training and coaching.

As a joint initiative, management and the unions developed and delivered a trial workshop on "Respect in the Workplace". This workshop was developed in response to a key finding of the CBC/Radio-Canada Wellness survey. The workshops will be rolled-out to managers in 2007- 2008. On completion, 600

managers will have participated in these training sessions.

Promotion

As part of the performance management and development process, a succession planning exercise has been in place at CBC/Radio-Canada for senior management for a number of years now. In some areas, succession planning has been extended to other levels of management. The Corporation's workforce data for 2006 showed that promotion rate for women was greater than their representation rate.

Retention and Termination

The HELP Fund and other internship programs in existence at the CBC serve to strengthen diversity candidates' skills and competencies base to enable them to compete successfully for job opportunities or to bridge employment until vacancies arise.

Reasonable Accommodation

A corporate ergonomist was hired to evaluate and improve workstations as required for proper accommodation of various employee needs. At CBC Vancouver, the schedule of an employee returning from medical leave was tailored to her requirements and her home workspace was adapted to permit her to work more easily from home. Another employee's hours were also adapted to meet her needs. Radio-Canada Montreal has implemented flexible schedules and reduced workweek for employees who required that accommodation. Fifteen 'quiet rooms' are now available across the Corporation to allow privacy to employees for purposes of meditation, reflection, and prayer.

IV. CONSTRAINTS

Self-identification still presents a barrier to accurate reporting on the workforce representation of diversity employees. To address this, an automated follow-up process at the employee induction phase has been implemented to ensure all new hires are reminded to complete and submit the self-identification questionnaire. Redeployment and/or reassignment of laid-off employees may impede progress in increasing the diversity representation in the Corporation's workforce.

V. CONSULTATIONS WITH EMPLOYEE REPRESENTATIVES

The 'first-ever' Joint English/French Employment Equity Committee, including management and unionized representatives, met in October 2006. The purpose of the meeting was three-fold: to establish terms of reference for working together, to update members on equity matters including the implementation of the Employment Equity Plan and to seek members' views on those areas where management and unions could collaborate.

VI. FUTURE STRATEGIES

These will include continuing internship programs to build future talent, facilitating the diversity hiring goals process, delivering training programs on leading and managing diversity; and communicating information to employees in a meaningful way on equity/diversity matters`.