

**CBC/RADIO-CANADA 2007
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. The Corporation 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 15 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, including both the Chair and the President-CEO, who are appointed by the Government. Of the members, six are women, three are visible minorities and one is of Aboriginal origin.

Mandate: CBC/Radio-Canada has the mandate to reflect Canadian culture. As the nation's public broadcaster, CBC/Radio-Canada creates and broadcasts high quality programming reflecting the country's different regions, its increasing diversity and evolving culture. 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. The Corporation's strategic priorities support this emphasis wherein key is recognizing the importance of regional reflection and the changing face of Canada.

Mission/Vision: The notion of diversity is integral to both the Corporation's mission and vision which state respectively that CBC/Radio-Canada programming must "reflect Canadians and Canada's regions" and "connect Canadians through compelling Canadian content".

Multitude of Platforms: CBC/Radio-Canada is the only Canadian broadcaster to deliver a comprehensive range of news, information, entertainment and sports programs to Canadians through 28 different services. These are offered on Radio, Television, the Internet, and satellite-based services, in both English and French plus 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. 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.

Partnerships: 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.

II. QUANTITATIVE INFORMATION

The representation rate for women in permanent positions has increased by almost 5% since 2000 (almost 600 women). For 2007, women now represent 44.2% of the permanent workforce at CBC/Radio-Canada. There were 109 (1.5%) Aboriginal Peoples; 154 (2.1%) persons with disabilities; and 433 (5.9%) members of visible minorities occupying permanent positions in 2007.

The growth for women is reflected in 2007 hiring (52%) and promotion (48%) rates that continue to be greater to their representation rate in CBC/Radio-Canada's workforce. The hiring rate for members of visible minorities (10.8%) was above their representation rate. For persons with disabilities and aboriginal peoples, their hiring rate and promotional rate were below their representation rate.

Year-to-Year Variances

Throughout the year, jobs are created which are assigned National Occupational Classifications (NOCs) and existing jobs are reviewed to ensure they still reflect the NOCs assigned to them. As a result there are always shifts in the occupational group distribution from one year to the next that aren't accounted for by workflow alone (hires, promotions and terminations).

In addition, CBC/Radio-Canada employees are offered a web-based self-identification facility. This allows new hires an opportunity to self-identify and existing employees the opportunity to alter or update their response. In addition, the Corporation conducts mini follow-up surveys to ever improve the response rate.

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 270 employees who were temporary in 2006 became permanent full-time in 2007. There were approximately 50 permanent employees in 2006 who were temporary in 2007. (Net of +220).
- Approximately 205 permanent full-time employees who were on absence without pay in 2006 returned to regular employment in 2007; Approximately 155 permanent full-time employees went on to absence without pay in 2007. (Net +50).
- Approximately 40 permanent full-time employees in 2007 ended employment on December 31, 2007. Approximately 50 permanent full-time employees in 2006 ended employment on December 31, 2006. (Net -10).

III. QUALITATIVE MEASURES

Communications: Employees and the public may access information pertaining to diversity on the Equity/Diversity sites on the Corporation's website and the recently launched employee and manager's portals. Information includes initiatives outlined in the Corporation's 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, and corporate policies.

From a programming perspective, English Television is implementing new communications habits that reflect the needs of new Canadians. Consider *'Test the Nation'* and *'Dragon's Den'* where press releases were translated to Chinese and Punjabi and distributed to third-language media. Or Radio Canada International's Web service, 'RCI viva', targeting both recent and aspiring immigrants to Canada with services broadcast in not only English and French, but also in Arabic, Mandarin, Spanish, Portuguese, Russian and Ukrainian.

Equity Environment: Recognizing the value of a healthy workplace, CBC/Radio-Canada employees enjoy flex-time and flex-place practices where operational requirements permit, may apply for tuition subsidies for courses at outside institutions, and have access to child and elder care services in at least one location.

Employee Assistance Program (EAP)...employees are further supported by the Corporation's Employee Assistance Program, a confidential counselling service which is provided to all employees, retirees and their families. The services are available in both official languages and in Inuktitut in the North. As diversity is a core value of this program, service providers must reflect the makeup of the communities served. Usage rates confirm this program provides essential support to employees. Last fall, many local EAP committees throughout the country promoted "Mental Illness Awareness Week". Employees were also directed to the library website for available readings on the subject.

Respect in the workplace...about 65 percent of all employees have taken the "Respect in the Workplace" workshops since they started in March 2007. A joint union-management initiative, the workshop was developed in response to a key finding of the CBC/Radio-Canada Wellness survey in 2005 that indicated a lack of respect and civility in the workplace as a key risk factor. From the feedback received so far, nine participants out of 10 feel that they can carry out the respectful behaviours discussed in the sessions.

Employment Systems: All new policies and current policy revisions are vetted by both the Human Resources Senior Management Team and the Corporate Policy Committee before they are submitted to the Executive Management Team and Board of Directors for final approval. In 2007, changes were implemented to the Occupational Health & Safety, Crisis Management, and Annual Leave policies.

Employment Equity Plan: Based principally on the findings of the employment systems review in 2004, implementation of the Corporation's corporate employment equity plan has been ongoing since late 2005. During the past year, areas of activity focused on the implementation of a national recruitment strategy, delivery of training sessions on "Respect in the Workplace" and development work on a training module, "Inclusive Recruitment and Retention" to be rolled-out in 2008 as well as a diversity toolkit for managers.

CBC's Joint Diversity Action Plan - The Diversity Advantage: In March 2007, CBC's first joint diversity action plan was completed. The plan, called *'The Diversity Advantage: CBC's Commitment to Reflecting Today's Canada'* brings together the diversity plans and initiatives of CBC Radio, Television and Human

Resources for 2007/08 including programming, recruitment, training and development, and outreach. This plan is the first step to aligning the efforts among all media lines and departments to ensure CBC reflects Canada's changing diversity in its programming and staffing initiatives.

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. Currently, 81.5% of all employees have completed and submitted a self-identification questionnaire. This percentage rises to 95.5% of all new hires in 2007.

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. In 2007, human resource practitioners from coast to coast attended training workshops on the new national recruitment process.

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.

Diversity Hiring Goals: Hiring goals were set this past year by the English and French Network's key TV and Radio managers to improve the overall representation of diversity groups in the Corporation's workforce. New goals will be set in 2008 based on an assessment of the results achieved for 2007.

Baseline Diversity Measurement: In 2007, a tool was implemented for screening regional programs, providing a baseline of on-air talent. The tool allows managers to more accurately gauge which regions are well reflected, and where there is a need to hire to be more representative of diversity.

Recruitment Results

There are countless examples throughout the Corporation where targeted recruitment resulted in hiring diverse candidates in production related roles as videographers, editors, on-air presenters, hosts, writers, announcer-producers and women in technical occupations.

The English Television Diversity Initiatives Team hired diverse individuals to work on the diversity file. The diversity event specialist, working out of the Toronto office, is a South Asian woman, the graphic designer working out of the Vancouver office is an East Asian woman, and the Vancouver office assistant is a South Asian woman.

CBC Montreal announced some new additions to the '*CBC News at Six*' team, Montreal's fastest-growing English language television supper-hour news program.

Among the new additions is a visible minority female who took on a new role as environmental columnist.

In Ottawa, the standard has been raised at hiring boards so that they must include at least two qualified diverse candidates. There, a recently hired host and senior producer are from diverse backgrounds.

Meanwhile, in support of continuing recruitment initiatives, a training workshop aimed at hiring managers, on recruiting and managing diverse candidates, has been developed by the English Network and will be rolled out in February 2008.

Outreach – Community Involvement/Partnerships/Sponsorships

Diversity efforts were further demonstrated through countless outreach initiatives throughout the country including participation at career fairs targeted at diverse candidates, speaking to special needs students about writing stories for print, participation on program advisory committees of college/university broadcast programs, breakfast club meetings with local community members, celebration of days and events targeting the various designated groups including National Aboriginal Day and Lunar New Year celebrations, sponsorship of festivals honoring different ethnic and cultural groups, partnerships with educational institutions to deliver English language lessons to new immigrants, town halls on major cities' cultural mosaics, literacy events and live remote broadcasts from diverse communities throughout Canada.

Not only has this myriad of activities heightened the Corporation's presence within local communities, it has also served to raise awareness of local issues affecting different ethnic groups needing media coverage. Remote broadcasts have proved especially beneficial in developing trust with local communities resulting in story coverage not before accessed.

In 2007, CBC's inaugural national Asian Heritage Month website, CBC.ca/asianheritage, showed a daily archival web blog by a CBC media archivist, featuring content from CBC's radio and television archives. The daily posts often tied into events taking place in major centres. The national website was also connected to the local Asian Heritage Month websites in Calgary, Montreal, Ottawa, Toronto, Vancouver and Winnipeg.

Last year, Radio-Canada Television strengthened its reflection of Canada's diverse regional perspectives in its News and Information service. *'Espace Musique'* gave audiences an even more musically diverse environment through partnerships with cultural communities for events like Le festival du monde arabe and Nuits d'Afrique, and through support for homegrown talent via programs like *'Sacre talent!'*.

For the first time, Radio-Canada Information Services established formal contact with Montreal's Concordia University where cultural diversity is rich.

Continuing its long-standing tradition of celebrating Canadian culture, some CBC locations including Toronto and Edmonton hosted citizenship ceremonies on-site during Citizenship Week, where close to 350 new Canadians from all corners of the world, were sworn in as citizens. A Toronto Regional Immigrant Employment Council exhibit was also held in the atrium of the Toronto Broadcasting Centre for the duration of Citizenship Week. RCI Digital Diversity, a competition of short films

and pod casts about immigration, which attracted a record number of entries, played in the Atrium during the day.

Meanwhile, English Television's highly successful program, 'Little Mosque on the Prairie' was named the recipient of a prestigious humanitarian award previously won by Nobel peace laureate Desmond Tutu and former U.S. President Jimmy Carter.

Consistent with the Corporation's mandate to bring diverse regional and cultural perspectives into the daily lives of Canadians, CBC launched a comprehensive website called CBC Aboriginal coinciding with 'National Aboriginal Day' on June 21st, 2007. Located at www.cbc.ca/aboriginal, the website showcases CBC's coverage of aboriginal issues on Television, Newsworld, Radio and CBCNews.ca. It is hoped the information accessed on this website will enhance the connection with aboriginal communities in Canada and serve as a resource tool for communities, schools, businesses and industry.

Turning to the North, a multi-talented host and correspondent with CBC Yellowknife speaks to students and young people of the Dene nation regularly about current events in the world around them and what these events mean for them. He recently won the prestigious 2008 National Aboriginal Award in Media and Communications in recognition of his role in keeping the Dene language alive.

Since 2001, Radio-Canada Atlantique has devoted one late November each year to a live Radiothon to raise money for the Tree of Hope campaign. The campaign supports treatment and services for New Brunswick patients at the Dr. Leon Richard Oncology Centre, as well as research at the Atlantic Cancer Research Institute, both based in Moncton.

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 2007, 24 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.

Radio-Canada Internships: Several Radio-Canada locations including Montreal, Ottawa and Moncton offered seven internships to visible minorities in technical and journalistic roles as well as an internship to a female in a technical role. While no candidate has yet to be hired in an ongoing basis, most show promise to become competitive with more experience.

CBC News Scholarships: 12-week scholarships were completed in Montreal, Winnipeg and Vancouver for diverse journalists, researchers and editorial assistants in their final year of an accredited Radio and TV Arts institution. Sometimes, exceptional interns are hired on a short-term basis leading to continuing employment.

Peter Gzowski Radio Internships: English Radio continued the Gzowski internship program in 2007. 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 2007, one candidate came from a diverse background. Of the nine or so interns still working for CBC either as freelance, contract or in a regular position, four are visible minorities.

Joan Donaldson Scholarship: The Joan Donaldson Scholarship Program 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 2007, of the seven candidates, three were men and four were women. Of these, two were from diverse backgrounds.

Training and Development

Recently hired diverse candidates at Radio-Canada receive on-the-job coaching and training whether it be to improve on-air voice and technical skills to maintenance and production training.

Some more examples of training included candidates of diverse backgrounds participating in writing and production internships in Vancouver, Regina and Toronto, created for the mini-series *'Dragon Boys II'*, *'Little Mosque On The Prairie'* (season 2) and the documentary, *'Tailor Made'*.

An 8-week regional talent development program was offered to diverse researchers and associate producers leading to a new hire in one instance and continuing employment for others. Diverse candidates from Vancouver, Toronto, Windsor, Fredericton and St. John's Nfld. participated.

Meanwhile, a 6-week intellectual disability work placement in Vancouver was successfully piloted and resulted in part-time employment at the Vancouver plant for the individual.

CBC News editorial boards, designed for senior program leaders in radio/TV/online news, feature high profile speakers who reflect the diversity of voices, opinion, politics and ideas in Canada with special attention (but not exclusive attention) paid to Aboriginal and disabilities issues/content. Considerable progress has been made in creating a greater awareness of what is important to these targeted groups, people and their communities. In addition, diversity training designed to help programmers and journalists make editorial choices aimed at improved reflection of their community was given in five major cities this past year.

Last June, CBC held a one-day conference in Regina for 40 English Television journalists/managers/ programmers, called "Aboriginal Matters". The event heightened awareness among participants that aboriginal news is part of CBC's pursuit of broadcaster excellence, provided a key networking opportunity for aboriginal employees, and recognized aboriginal employees as valued and integral to newsrooms across Canada.

In February 2007, CBC's senior management team including regional directors was given a presentation by Milton Coleman, Deputy Managing Editor of the 'Washington Post' on how they transformed their editorial to more authentically represent the diversity of the Washington community.

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 2007 showed that the promotion rate for women was greater than their representation rate.

Retention and Termination

The HELP Fund and other internship programs in existence at CBC/Radio-Canada 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

Accommodations ranged from special computer equipment for employees with visual impairments, adaptations for repetitive strain injuries, voice recognition software for visual impairments to ensuring wheelchair accessibility to offices and studios as renovations occur, ergonomic assessments, adjustments to workstations and to job functions for those individuals returning to work from disability leave, compressed work weeks and flexible schedules to allow for child and elder care, and countless more examples.

IV. CONSTRAINTS

Self-identification still presents a barrier to accurate reporting on the workforce representation of diverse 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 Joint English/French Employment Equity/Diversity Committee including management and unionized representatives met in April 2007. Updates were provided on equity matters including the implementation of the Employment Equity Plan, with discussion focused on accommodation and accessibility matters.

VI. FUTURE STRATEGIES

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