

**CBC/RADIO-CANADA 2005
ANNUAL EMPLOYMENT EQUITY REPORT
TO HUMAN RESOURCES SKILLS DEVELOPMENT CANADA**

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 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 (currently one vacancy), including both the Chair and the President-CEO. Of the members, five 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 eight national radio and television networks, its full-service websites, local/regional stations and affiliates, the digital television channel *Country Canada*, the continuous music network *Galaxie*, and the CBC Records/Les disques SRC label. In addition, CBC/Radio-Canada has forged 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*. 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. Moreover, CBC/Radio-Canada’s programming is now available by satellite across North America through its partnership with SIRIUS.

The past year presented a significant labour challenge to the Corporation. After 15 months of bargaining with the Canadian Media Guild without reaching a contract

agreement, the Corporation locked out 5,500 CMG employees on August 15, 2005. The eight-week lock-out ended when an agreement was signed and later ratified by the union membership (members voted 88.4% in favour of accepting the agreement). Employees returned to work on October 11, 2005. The contract will expire on March 31, 2009.

II. QUANTITATIVE INFORMATION

The representation rate for women in permanent positions in 2005 continued its steady growth, reaching 42.5% compared with 40.0% in 2000. This represents an increase of over 500 women over that time period. There were 97 (1.3%) Aboriginal Peoples; 173 (2.3%) persons with disabilities; and 393 (5.3%) members of visible minorities occupying permanent positions in 2005.

Women, experienced hiring (60.5%) and promotion (48.6%) rates greater than their representation rate in CBC/Radio-Canada's permanent workforce. There were modest improvements for Members of visible minorities. Both the hiring (8.5%) and promotion (5.5%) rates were greater than their representation rate in CBC/Radio-Canada. For Aboriginal Peoples, the hiring was below their representation rate while the promotion rate was above. For persons with disabilities, both the hiring and promotion rates lagged behind their representation rate in 2005.

Year-to-Year Variances

There were the typical 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 200 employees who were temporary in 2004 became permanent full-time in 2005 (+200).
- Approximately 160 permanent full-time employees who were on absence without pay in 2004 returned to regular employment in 2005; Approximately 170 permanent full-time employees went on to absence without pay in 2005 (Net -10).
- Approximately 25 permanent part-time employees in 2004 returned to full-time in 2005; Approximately 25 permanent full-time employees in 2004 went to part-time in 2005 (Net 0).

III. QUALITATIVE MEASURES

Communications

Information on Diversity is currently communicated monthly through different venues including *The Grapevine*, *Diversity Scan* and *Connections*. The Corporate Equity/Diversity Office has a web page on both the internet and intranet where employees and the public may access information about diversity initiatives outlined in the CBC annual reports to Human Resources Skills Development and Canadian Heritage on the implementation of the Multiculturalism Act. There are also statistics, links to governmental and other agencies as well as CBC policies. The web page is updated as new information emerges.

Equity Environment

Top Employers for Workplace Diversity Award

CBC/Radio-Canada was named one of the winners of the 'Top Employers for Workplace Diversity' awards by the Canadian Immigrant Magazine. Winners were selected by an independent panel of judges involved in the business and human resources sectors.

Employee Assistance Program

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. Counselling services cover family, legal, financial and work-related issues. Employee trust and the guarantee of confidentiality are vital to the success of this program. Usage rates confirm this program provides essential support to the Corporation's employees.

Wellness Survey

With the rising cost of health care combined with the increase in mental health problems among employees in virtually all work environments, CBC/Radio-Canada and its unions mandated an external expert in workplace health and safety management to conduct a survey to determine the psychological well-being of the Corporation's employees. The response rate to the survey was 51%. An action plan and implementation schedule for 2006 and beyond has been created to address the principal findings of the survey.

Employment Systems

New Policies

As new policies and systems are introduced, they are to be 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. Revised staffing and accommodation policies which strengthen and support diversity principles will be submitted for approval in the coming year.

Employment Equity Plan

On completion of the employment systems review, an employment equity plan was developed taking into account the recommendations contained in the employment systems review. The three-year plan consists of 48 actions to address potential barriers, both systemic and attitudinal within the Corporation's employment systems, policies and practices. It was submitted to the Canadian Human Rights Commission in June 2005. To date, many of the actions in the plan have been addressed with varying degrees of progress.

Diversity Initiatives

Recruitment Tools/Criteria

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 new hires are required to complete the online equity/diversity questionnaire at the induction stage through HR@my fingertips. Follow-up reminders are sent to those new hires who haven't self-identified within thirty days of hire.

CBC Recruitment DVD/ Video

CBC English Services produced a recruitment video/DVD that is an essential tool used to attract diverse candidates to work at the CBC. It is shown at conferences, career fairs, in schools and universities visited by CBC staff as well as on www.CBC.ca/jobs. The DVD is intended to show that the CBC values and encourages a diversity of perspectives, offers an opportunity to do meaningful and highly creative work and provides an incredible range of opportunity and career mobility. A similar video will be produced by the French Network in the coming year.

Diversity Brochure

A brochure (internal and external versions) was created outlining CBC's diversity strategy in CBC Radio/TV and in Human Resources. The brochure is made available to participants at career fairs and in schools visited by CBC staff.

Diversity Hiring Criteria

To achieve a workforce that reflects the makeup of Canadian society, hiring goals were set by CBC's key TV and Radio managers to improve the overall representation of diversity groups. The goals were supported by diversity strategies, intended to result in significant changes to CBC's on-air presence as well as in the development of diverse staff.

Recruitment Results

A senior recruiter working for CBC English Network Services has as one of her mandates, to identify and attract talent from a diversity of backgrounds to the Corporation. Her participation at career fairs and targeted recruitment efforts has resulted in the hire of Aboriginal and visible minority candidates to perform producing, on-air reporting and journalistic roles. Through her monthly newsletter *Connections*, she shares information with hiring managers and the Human Resources community about top candidates some of whom come from diverse backgrounds.

CBC North adopted innovative recruitment strategies by advertising vacancies in Aboriginal languages, sending them by fax to smaller communities, using APTN as television ad space and using Aboriginal magazines/papers. This past year, CBC North discovered an on-air personality prospect when CBC made its first appearance ever at the Canadian Aboriginal Festival. In the months that followed, they managed to convince the prospect to intern with Cree Radio, securing HELP Fund support to provide him with more training. He has since become an excellent on-air personality for the Cree communities.

CBC's western locations were successful in attracting diverse candidates for work opportunities. For example, British Columbia's targeted recruitment efforts resulted in diversity hires in production related roles as regular employees, casuals, freelancers, and on contract as backfill. The Calgary and Edmonton Plants were successful in recruiting individuals from all the diversity groups to work in the Radio, Television, Communications and Sales departments. To date, CBC Manitoba has recruited and trained nine visible minority people as freelancer and casual staff for backfill positions in Radio to build future talent resources. They also hired two Aboriginal candidates to work in Television and Communications.

Focusing on women in technical roles, the supervising technician from CBC's News/Current Affairs/Newsworld (NCAN) department attended career fairs at colleges and trade schools to recruit potential editors. NCAN has enjoyed success in attracting many of its current female editors through these job fairs and familiarization programs.

English Network Radio recruited visible minority women for both associate and producer roles for Toronto's local morning show as well as for some of its well known current affairs programs and for Radio Music. Toronto Radio operations hired two women as network control centre technicians. *Radio 3* focused its recruitment efforts on diverse candidates for the launch of Sirius, the new satellite radio station. This resulted in a full-time diversity hire who is on-air to North America for 35 hours a week, a Toronto-based hip hop artist as the voice of the station for *Radio 3* promotions, and semi-regular hosting shifts for a diverse host.

CBC Ottawa recruited eight people from diversity backgrounds on short-term contracts. All their hiring boards include at least one strong diversity candidate. Five diversity candidates were hired by Radio-Canada International on a contractual basis as researchers and hosts.

The Maritime locations are diverse through their on-air presentation, hiring visible minorities for regular and casual roles. In addition, two women were recruited for technical internships and have since become casual employees.

Outreach – Community Involvement/Partnerships/Sponsorships

CBC participates regularly in charitable and cultural events in the North. Two Aboriginal news anchors from CBC North visit schools and participate in other events to talk to youth about suicide prevention, literacy and staying in school. Each year, CBC North produces a concert in a different northern community to provide national exposure to northern artists on Radio and Television broadcasts.

In the West, CBC used various means to connect with diverse communities. For example, CBC Vancouver partnered with the Asian community to lead the Asian Canadian writer's workshop, celebrated Asian Heritage Month, and promoted *Flavours of Vancouver* (ESL schools). French Radio gave studio time to 18 singers from diversity backgrounds to record demos for a province-wide singing competition. Because this number exceeded the usual six or seven diverse competitors in past years, this was considered a successful outreach initiative.

In May 2005, CBC Communications set up a meeting entitled "CBC and You" with CBC producers and leaders in Calgary's key diversity groups. The objective was to establish

relationships with a variety of communities and to examine issues that connect people. As a result, CBC has developed expert community contacts.

Last April, CBC's Prairie Aboriginal Content Unit (PACU) was re-launched with the goal to cover more Aboriginal stories on-air. To meet this goal, PACU participated in a two-day seminar in Saskatoon, led by a First Nations journalist and consultant in order to better understand the unique cultural perspective and issues faced by First Nations people. Also worth noting are the three 'Diversity Roundtables' that CBC held with Winnipeg's communities to ensure CBC programming "sounds like their Winnipeg, their community and their neighbourhood".

CBC Windsor aired a series on the 'Changing Face of Windsor', combined with a reception for those involved. As a result of their efforts, they received an Award of Excellence from the New Canadian Centre for Excellence.

CBC is a foundation sponsor of the Innoversity Creative Summit, including a substantial cash contribution. As part of the sponsorship agreement, CBC provides funding for internships, development awards and Summit scholarships for talented and diverse Canadians working in the media industry. CBC delegates who attend the Summit find it a good opportunity to 'mentor' or guide people looking to work for the CBC. At least one individual was successful in getting a job at CBC News because of the CBC mentor who guided her. Since the Summit began, CBC has funded at least 12 internships for diverse candidates, six of whom remain working in varying capacities or on internship at CBC.

CBC Ottawa Radio has a number of sponsorships with organizations including the Ottawa Centre for Immigrant Services. As well, Ottawa has been the instigator of an ESL website, using CBC archived material. This project is now being expanded and another site for FSL is being created.

Radio-Canada hosted a diversity summit in 2005. Approximately 60 representatives from educational institutions, minority Chambers of Commerce, community groups and associations, employment organizations and other media were invited to participate. The objective of the summit was to identify actions to improve the representation of cultural minorities in Radio-Canada's workforce. Implementation of the resulting action plan will begin in 2006. During the federal election campaign, Radio-Canada organized a citizen's forum which included representatives of Canada's multi-cultural groups.

Halifax's Regional Reflections Committee is a voluntary group of managers and staff which promotes diversity objectives internally and externally through education and awareness raising, and using best practices that are diversifying programming. Members regularly participate in multicultural events in the community. In 2005, the University of King's College, CBC, and the Tourism Industry Association of Nova Scotia partnered to celebrate diversity in their community.

CBC Communications forged strategic partnerships with local ethnic communities and organizations across the country. This has resulted in the development of expert contacts and connections with those communities. It has also provided promotional support to local CBC diversity initiatives and has sought sponsorships of diverse community events.

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 2005, 28 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. This past year, the HELP Fund and 'New Voices' initiatives partnered again to provide eight internships to members of diverse groups.

Program Exec in Residence

English Television launched an initiative called 'Program Exec in Residence' to enhance its program management ranks with greater diversity. The selected individual must have substantial programming experience with an intimate knowledge and understanding of Canada's diversity. In 2005, the selected individual was an award-winning documentary film-maker of Korean descent. She continues to work in the Independent Documentary unit in Toronto and has been able to successfully connect with a number of diverse communities.

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 2005. 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. Since the inception of this program in 2003, five visible minority women continue to work at CBC in varying capacities.

Training and Development

Twenty-two 'Leading Diversity' workshops were delivered to more than 300 CBC managers and leaders throughout the Corporation. The workshops were designed to provide participants with the necessary knowledge, skills, tools and strategies to lead and communicate effectively with staff about diversity and to address challenges they are currently experiencing. Plans are underway to deliver a similar program in 2006/07 to Radio-Canada leaders and managers.

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.

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 2005 showed that promotion rates for three of the diversity groups including women, Aboriginal People and visible minorities were 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.

Workplace Accommodation

Accommodation initiatives covered a wide spectrum of measures including individual ergonomic assessments and recommendations for employees, in some cases to accommodate a return to work, to alleviate pain and discomfort from improper work posture as well as preventive modification; granting flexible hours, compressed work week, self assigned schedule, part-time employment or job sharing for employees with child and elder care responsibilities, or those returning to work from an illness or injury or who required flexibility to attend to medical needs. Accommodations for employees with disabilities included automated door openers, audio announcements in elevators, and modified workstations including panel reconfiguration.

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

In 2005, employee representatives were invited to provide their views on what they thought should be included in the Equity/Diversity Plan. Bargaining agents received a copy of the plan that was submitted to the Canadian Human Rights Commission in June 2005.

VI. FUTURE STRATEGIES

These will include focusing on recruitment and hiring practices including enlarging the diversity candidate pool of recruits, continuing internship programs to build future talent and delivering training programs on leading and managing for diversity.