

## Call Letter Questions for the 2004-05 Annual Report on the Operation of the *Canadian Multiculturalism Act*

*Nota bene:*

*Canadian multiculturalism is both a fundamental belief and a set of policy tools embodied in the Canadian Multiculturalism Act. As a fundamental principle, multiculturalism embraces two sets of ideas. First, multiculturalism is the belief that all citizens are equal, and have the freedom to preserve, enhance and share their cultural heritage. Second, multiculturalism promotes the full and equitable participation of individuals and communities of all origins in all aspects of Canadian society.*

*Drawing upon the principles of the Canadian Multiculturalism Act, the Multiculturalism Program at the Department of Canadian Heritage develops policies, programs and services aimed at facilitating the understanding of cultural differences, stopping racial discrimination, promoting a sense of belonging for all Canadians, and ensuring that government institutions are accessible and responsive to the needs of a multicultural population.*

**Instruction: Please provide responses to Questions 1-7 in the allotted space, or 170 words per response, and submit the approved input to [Keri.George@pch.gc.ca](mailto:Keri.George@pch.gc.ca), at the Multiculturalism Program, Department of Canadian Heritage by September 30<sup>th</sup>, 2005.**

**1. In the fiscal year 2004-2005, how did your organization help ethno-cultural groups and organizations to enhance their contribution to Canadian society? (Reference: the *Canadian Multiculturalism Act* 3(2)(b)).**

The notion of diversity is integral to both the Corporation's mandate, mission and vision as described in the following:

### Mandate

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 mandate, 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

CBC/Radio-Canada :

- Tells Canadian stories reflecting the reality and the diversity of our country;
- Informs Canadians about news and issues of relevance and interest;
- Supports Canadian arts and culture;
- Builds bridges among Canadians, between regions and the two linguistic communities of Canada.

### Vision

CBC/Radio-Canada will reflect the strength of our country's past, the promise of our future, and the remarkable regional and cultural diversity of our people.

### Corporate Priorities

Included in the eight 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.

### *Consultations with ethno-cultural groups*

### Best Practices

When the annual report on multiculturalism was tabled in Parliament, CBC was included as a best practice for its comprehensive integrated programs of activities undertaken to promote multiculturalism.

### Diversity Showcased

CBC Windsor celebrated the diversity of the local community in a weeklong series called *Changing Faces*. A special reception was held to kick off the series that aired the week of March 7, 2005 on Windsor's locally produced radio and television programs. Reporters invited everyone who appeared in their stories – about 50 guests from a variety of cultures came to the reception and had a chance to tour the radio and television studios, watch programs go live to air, preview some of the stories in the series and meet on-air staff.

### *The establishment of services and / or programs which target visible minorities and new Canadians:*

### Multitude of Platforms

CBC/Radio-Canada reaches Canadians through eight national radio and television networks, its full-service Web sites, local/regional stations and affiliates, the digital television channel *Country Canada*, and the continuous music network Galaxie. 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.

### The HELP Fund

In 2004, 24 projects were supported by the HELP (Help Energize Local Projects) Fund. The purpose of the HELP Fund is to provide financial assistance for internships, on-the-job developmental opportunities and workplace accommodation for designated group members. Projects include internships in on-air, technical and support roles. There are presently 39% of HELP Fund interns from 1996 who enjoy continuing employment at the Corporation and 64% of those from 2001 are still with CBC/Radio-Canada.

### New Voices

English Radio's 'New Voices' initiative was created to develop awareness, programming and staffing opportunities in all of the regional and network departments. The result of this has been the development of some award-winning programs and the employment of designated group members in on-air and supporting roles.

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 2004/05

English Television launched an initiative to enhance its program management ranks with greater diversity. The initiative is called 'Program Exec in Residence'. The selected individual must have substantial programming experience with an intimate knowledge and understanding of Canada's diversity. Their duties must be integrated into the overall programming and production stream of the selected department, rather than being structured as a separate diversity portfolio.

### B.C. Scholarship Program

'Canada Now' recently included the Capilano College Aboriginal Film and Television Program in its list of programs eligible for the 'Canada Now' internships. They are working with the program director to identify Aboriginal students who are interested in a journalism career.

### Peter Gzowski Radio Internships

English Radio continued the Gzowski internship program in 2004. This program looks for candidates who are curious, creative and engaged with their community. Of the 2004 interns, 50% are visible minorities. One of the 2003 interns, also a visible minority, has remained with CBC and is pursuing a career in journalism.

*The creation of partnerships with ethno-cultural community organizations:*

### Part of the Community

CBC Radio Vancouver launched a cookbook contest in 2004. The idea was to gather recipes reflecting the 'Flavours of Vancouver' from listeners and partners. Partners included Vancouver Community College (the largest provider of ESL courses in British Columbia), the Canadian Immigrant magazine and various organizations that work with new Canadians.

Ottawa was key sponsor of Asian Heritage Month and supported the event with programming on all its daily programs. They also partnered with a theatre group made up of new Canadians to sponsor a literary contest; winners were showcased on the Ottawa morning show. It was so successful that it will be run again in 2005.

The "Prix des lecteurs", launched in 2000, on Sudbury French Radio, has been extended to become a province-wide celebration. Ten readers serve as jurors for the contest, presenting readings from Ontario's Francophone authors and selecting the Readers' award. Each week the authors are interviewed, and readers/jurors offer comment on the work read. In 2004, three of the ten selected authors are of African origin who live in Ontario.

New Faces/New Voices Rolodex is an intranet database that is available to journalists and researchers system-wide. More than 400 new listings of expert sources from a variety of backgrounds have been developed to diversify not only the appearance of a 'panel of experts', but also the sources turned to for informed comment and analysis on-air.

**2a. In the fiscal year 2004-2005, what research and statistical data did your organization collect on Canadian diversity (race, national or ethnic origin, and religion)? (Reference: the *Canadian Multiculturalism Act* 3(2)(d)).**

*Research:*

In Fall 2004, CBC conducted the Quality Rating Survey (QRS), its' most comprehensive research survey of TV, Radio and Internet use among 8,000 Canadians. The survey includes a question on ethnic origin which provides basic information on Canadian cultural diversity and allows CBC to assess media usage within multicultural groups.

*Statistical Data:*

On release of the 2001 Statistics Canada census data in July 2004, a new workforce analysis was completed to determine the make-up of the Corporation's workforce in each of the four under-represented groups by occupational categories. As a result of this snapshot, workforce hiring goals were set to track and improve CBC's workforce representation.

Women experienced hiring and promotion rates greater or equal to their representation rates in CBC/Radio-Canada's workforce. The hiring rates for Aboriginal Peoples and members of visible minorities were above their representation rate.

**2b. Describe how this research and data supports the development of policies, programs and services in a sensitive and responsive manner to Canadians of diverse backgrounds (race, national and ethnic origin, and religion).**

Results from the QRS are used to assess public reaction to our Television, Radio and New Media services among Canada's two official language groups and multicultural groups. QRS data can also be used to assess overall media usage and media equipment ownership among these groups. This data is distributed throughout the Corporation and is available to CBC employees involved in the development of policies, programs and services. Statistics Canada data is used to provide demographic data to clients who produce Television, Radio and New Media content.

"Snapshots" have been created across the country using demographic information, audience research data and input from the community. A national snapshot was produced as well as regional snapshots. Each "snapshot" provides TV/Radio programmers with an accurate picture of who makes up the community they broadcast to. The helps them to understand the nature of Canadian diversity regionally and nationally in order to better reflect audiences in programming.

Each English Radio program creates ways to measure diversity on-air. There is an ongoing feedback and review process to ensure that progress is happening.

**3. In the fiscal year 2004-2005, how did your organization enhance the understanding of and respect for Canadian diversity (race, national or ethnic origin, and religion)?**  
(Reference: *Canadian Multiculturalism Act 3(2)(c)*).

*Diversity training that responds to the needs of ethno-cultural and ethno-racial communities:*

A series of diversity/cultural awareness training sessions geared to senior managers started rolling out in February 2005. The purpose of these workshops is to provide managers with the knowledge, skills and tools to lead and communicate comfortably and effectively with staff about diversity. The workshops provide managers with practical strategies to help them address some of the diversity challenges and opportunities they are currently facing.

A harassment and discrimination awareness course was delivered to all Toronto English Radio Management staff. A pilot harassment and discrimination awareness course was also delivered to 40 other key employees, with an expectation that the training will be rolled out to other employee groups later in 2005.

An English Services mentoring pilot project is underway. The purpose of this project is to create an affective on-line mentoring toolkit to help CBC employees set up mentoring relationships throughout CBC. Diversity is a key consideration but the pilot is not restricted to diverse candidates only.

Training is an integral component of all CBC funded internships as are identified milestones and feedback for improvement. These criteria must be identified in any proposal for funding from the Corporate Employment Equity Office. All interns under the Corporation's HELP Fund receive on-the-job training and coaching.

*Corporate culture that respects and supports diversity:*

Corporate Social Responsibility

The Globe and Mail's *Report on Business* magazine published its second annual ranking on Corporate Social Responsibility. CBC/Radio-Canada was the top-ranked media company, capturing top spot in a number of key areas such as diversity, health and safety management, and the environment.

Workplace Accommodation

Accommodation initiatives covered a wide spectrum of measures including individual ergonomic assessments and recommendations for employees within individual departments, granting flexible hours for religious observance or part-time employment for employees with child care responsibilities.

*Communications that showcase Canadian diversity:*

Communications

The CBC's Equity Newsletter published a winter/spring issue in 2004. Newsletter articles covered topics pertaining to all designated groups and included subjects as *CBC Prairies*

*Focuses on Aboriginal Content, English Television Initiates Diversity Strategies, Ontario French Radio Salutes Diversity, News on Employment Equity Program, and noteworthy staff changes, to name a few. The Corporate Employment Equity Office has a web page on both the internet and intranet where employees and the public may access information about equity initiatives in the CBC, the newsletters described above, statistics and other relevant information. The web page is updated as new information emerges.*

**4a. In the fiscal year 2004-2005, how did your organization recruit, retain, and promote Canadians of diverse ethno-cultural groups (race, national or ethnic origin, and religion)? (Reference: the *Canadian Multiculturalism Act 3(2)(a)*).**

*Recruitment:*

Diversity Hiring Criteria

Hiring criteria approved by English Radio management stipulate diversity as an essential criterion in the selection of new employees.

Diversity Plans

A Diversity Project Manager (belonging to two designated groups) was hired to implement diversity plans within the English Radio and Television Networks. There is also a Diversity Council made up of representatives from English TV and Radio, supported by Human Resources, which works in tandem with the Diversity Project Manager to ensure diversity strategies are implemented across both media. The diversity strategies must result in significant changes in the way CBC sounds on-air as well as significant changes in the development of diverse staff.

Senior Recruiters

CBC English Network Services working with CBC TV and Radio News has created two new senior recruiter positions with, as one of the mandates, to identify and attract talent from a diversity of backgrounds to the Corporation. Their participation at career fairs has resulted in the hire of visible minority candidates as reporters.

A recruitment CD has been created to attract and inspire people to work at CBC, some of whom normally wouldn't identify with CBC. The goals of the CD are to show people:

- ❑ That the CBC is the People's broadcaster and is truly "*for the people*";
- ❑ That CBC values and encourages *a diversity of perspectives*;
- ❑ That the CBC offers an incredible range of *opportunity and career mobility*.

A fully automated staffing system that easily enables candidates to self-identify was introduced over the past year. This system provides a wealth of information to the Corporation and ensures that we are connecting with qualified diverse candidates from across the country.

Recruitment Results

CBC continues to be involved in many career fairs across the country. A primary consideration into the selection of the career fairs that are attended is ensuring that there will be a wide variety of diverse candidates.

In an effort to better represent the multi-cultural make-up of Canadian society, English Radio recruited Hosts from diverse backgrounds in 2004. Examples of such recruitment include the hiring of visible minority, Aboriginal and female candidates as hosts of prominent network and regional shows.

A total of nine diversity hires were confirmed for Calgary and Edmonton in the past year including visible minority and Aboriginal candidates.

English Network Television's Documentary Production Unit hired several visible minorities as producer, host and advocate for a special project *The Greatest Canadian*.

Fifty percent of B.C.'s Communications Department are members of visible minorities. Many of their casual employees are also visible minorities.

*Retention:*

The HELP Fund and other internship programs in existence at the CBC serve to strengthen designated group members' skills and competencies base to enable them to compete successfully for job opportunities. The mentoring initiatives described earlier also help to ensure the career success of designated group candidates.

*Promotion:*

As part of the performance management and development process approved by the Senior Management Committee, 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.

**4b. How has your organization benefited from having a diverse workforce?**

A more diverse workforce has enabled the Corporation to more effectively create program content that better reflects audiences. It also helps to promote the CBC as an employer of choice and one that is inclusive.

**5. In the fiscal year 2004-2005, how did your organization benefit from the language skills and cultural understanding of Canadians of diverse backgrounds (race, national or ethnic origin, and religion) within your organization? (Reference: *Canadian Multiculturalism Act 3(2)(e)*).**

The New Faces/New Voices Rolodex is an intranet database that is available to journalists and researchers system-wide. More than 400 new listings of expert sources from a variety of backgrounds have been developed to diversify not only the appearance of a 'panel of experts', but also the sources turned to for informed comment and analysis.

*Incorporate the cultural insights of staff from ethno-cultural and ethno-racial communities to improve policy-making functions / enhance service delivery / expand business opportunities.*

For well over a decade, the HELP Fund has provided financial assistance to CBC location management to hire designated group members from the communities they serve. This has allowed the CBC to reach out and tell stories that were previously not heard.

*Incorporate the language skills of staff from ethno-cultural and ethno-racial communities to improve policy-making functions / enhance service delivery / expand business opportunities.*

Since 1997, English Radio has seen diversity as a key priority. Many successful programming initiatives, including 'Outfront' and 'Global Village' were launched and thousands of new voices have been heard on the airwaves as freelancers, guests, columnists and regular contributors.

For example, this past year saw the launch of a new regional performance show in Toronto called 'Big City Small World'. This show is designed for and about the diverse cultures in Toronto through the lens of music and performance.

**6. Considering your responses to the preceding questions, in 2004-2005, what is the most important achievement to highlight in the Annual Report on the Operation of the *Canadian Multiculturalism Act*?**

CBC has a mandate to reflect Canadian culture- in all its incarnations. As the face of Canada is changing, so is CBC. In an age when diversity is celebrated as a unique aspect of national identity, CBC has renewed and strengthened its commitment to ensure that it reflects today's Canada back to the viewers. That means working strategically to remain relevant and connected to a contemporary Canadian audience.

**7. What steps will your organization take to advance the *Canadian Multiculturalism Act* in fiscal year 2005-2006 (such as enhancing the understanding and respect for diversity, promoting equal opportunity in federal institutions, capacity building, and conducting research on relevant policies, programs and practices)?**

Policy

The CBC will continue to promote diversity initiatives through its workplace policies and practices, recruiting diverse candidates and providing sensitization training to managers to better integrate and optimize the contributions of employees from diverse backgrounds and interests.

The Corporation's policy on Employment Equity states as follows:

*"The CBC is committed to equity in employment and programming and in providing a workplace environment that treats all employees with respect and dignity. We must reflect the diversity of Canadian society in our workforce and on our airwaves and proactively manage special measures outlined in the Employment Equity Act.."*



*When opportunities for employment or promotion occur the Corporation will give preference to qualified internal candidates. Where under-representation exists, preference will be given to equally qualified candidates who are members of the groups designated by the Employment Equity Act: women, Aboriginal Peoples, persons with disabilities and members of visible minority groups.*

*When external candidates are being considered and where under-representation exists, qualified members of the designated groups will be given preference.”*

A revised policy on Workplace Accommodation will be submitted to the Board of Directors for approval in the fall of 2005.