

The CBC/Radio-Canada team: As diverse as Canadian society

To ensure its programming is relevant to and reflective of Canadian society, CBC/Radio-Canada strives to ensure its workforce is fully representative of the Canadian population. Our policies, programs and initiatives embrace the notions of teamwork, fairness, balance and equality.

To meet the short and long term objectives of the Corporation, we must attract and retain the best qualified people, reflecting the diversified marketplace in which we operate.

CBC/Radio-Canada Staffing Policy

Employment Equity

Governed by both the Canadian *Broadcasting Act* and the *Employment Equity Act*, CBC/Radio-Canada takes proactive measures to build and maintain a workforce that is representative of women, Aboriginals, visible minorities and persons with disabilities.

Although CBC/Radio-Canada has a good track record in employing Aboriginals, the Corporation continues to actively work with Aboriginal communities to target, recruit and offer on-the-job training, internship and employment opportunities to community members.

While our representation of women is strong, the Corporation is seeking to recruit more women in non-traditional technical positions and is working with unions on outstanding pay equity issues.

Under **New Voices**, CBC Radio has brought over 3,000 new voices to air and sharpened its reflection of Canada's multicultural makeup. Many are members of visible minority communities.

Under the **Help Fund**, the Corporation is seeking to broaden designated group representation by offering internships to new recruits and developmental opportunities for existing employees.

Through various **Internship and Scholarship Programs**, CBC/Radio-Canada offers students exciting opportunities to gain valuable experience. Over the past five years, dozens of designated group members have participated in such programs. Many continue to be employed by the Corporation.

Two years ago, CBC Television in British Columbia launched a **Scholarship Program** that seeks to strengthen local representation by attracting designated group university and college graduates.

Outreach

To support the production of inclusive and unbiased programming, the Corporation undertakes various outreach initiatives.

Our media personnel regularly consult with representatives of ethno-cultural minority communities to gain insight and understanding about what stories are important to those communities.

Last year, CBC/Radio-Canada became a founding sponsor of the *Innoversity Creative Summit*, which gives creators of diverse cultural backgrounds the opportunity to pitch their ideas and skills to media professionals. The Corporation has made a three-year partnership commitment to the Summit.

Continuing improvements

CBC/Radio-Canada is now engaged in developing an **Employment Equity Plan** for the next three-to-five years. In the meantime:

We continue to identify employment practices and policies that are in need of improvement.

The Corporation is seeking to improve its tracking of temporary employment of designated group members, as many jobs with CBC/Radio-Canada are short-term or temporary in nature.

To boost the effectiveness of employment equity activities overall, the Corporation is seeking to improve the coordination of such programs across its many media lines.

In English services, for example, a new Diversity Council will help better involve creators from diverse communities.

To improve employee awareness of the Corporation's employment practices, Human Resources Policies are continuously reviewed, updated and published on the employee Intranet. These include diversity-related recruitment and staffing practices.

These are just a few of the many possible examples of how we at CBC/Radio-Canada are fulfilling our commitment to Canadian multiculturalism and diversity. For more information, visit our websites at www.cbc.ca and www.radio-canada.ca.