

27 January 2006

Ms. Diane Rhéaume
Secretary General
Canadian Radio-television and
Telecommunications Commission
1 Promenade du Portage
Les Terrasses de la Chaudière
Gatineau, Québec, J8X 4B1

via electronic filing

Dear Ms. Rhéaume:

Re: Annual diversity report for CanWest MediaWorks Inc. (CanWest)

Please find attached the annual diversity report for the broadcasting undertakings of CanWest for calendar year 2005.

CanWest currently owns and operates fifteen (15) conventional television stations across Canada in small, medium, and large markets, and eight (8) analogue and digital specialty services. This report also includes discussion of some initiatives undertaken by our commercial radio stations operating in Winnipeg and Kitchener-Waterloo.

Previously, we have filed these reports as Global Television Network Inc. However, as a result of a corporate reorganization, Global Television Network Inc. and Global Communications Inc. filed an application with the Commission for approval of a change in effective control to CanWest (Application No. 2005-1044-7). The Commission approved this application on 27 October 2005.

As always, if the Commission has any questions related to this report, or requires further information or explanation, please do not hesitate to contact me directly.

Sincerely,



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Introduction

Positive feedback from Commission staff regarding CanWest's previous report

On 11 July 2005, we received formal feedback from Commission staff regarding our diversity report for 2004. The feedback was positive, specifically highlighting our diversity activities related to training, mentorship, internal communications, and expansion of news contacts. For example, Commission staff wrote:

We note that Global has implemented various valuable initiatives in the area of corporate accountability, including the nation-wide 'Managing Diversity' training program and the mentorship program. The local recognition Global has received for its diversity efforts is also notable. . . . These commitments should serve to demonstrate Global's continuing commitment, both internally, and externally, to a more inclusive corporate culture. . . . Your annual report for 2004 included several programming initiatives with respect to persons with disabilities. We commend Global for its commitment in this regard.

The letter also highlighted areas of particular interest to the Commission going-forward (e.g., further information regarding the reflection of cultural diversity in English-language news and drama programming; and representation of Aboriginal peoples and Asian Canadians in programming).

As we have noted on other occasions, this feedback is extremely helpful to CanWest as we communicate with our stations across the country. It has helped to validate some of our local and corporate initiatives and better understand specific areas of industry concern to Commission staff. The feedback also helps us refine our station report templates which feed into the annual report delivered to the Commission. As such, we urge Commission staff to provide such feedback on a regular basis – at minimum once every two (2) years.

Emphasis of diversity efforts in 2005

As the Commission will note, on both a local and corporate level, CanWest supported dozens of diversity-related initiatives throughout 2005. Initiatives included:

- local community outreach events (e.g., meet-and-greet sessions; one-on-one sessions; facilities tours; local advisory councils/committees);
- a mentorship program;
- involvement and membership in organizations like CCAB/PAR, SABAR, and CWC;
- financial and promotional support for third-party events and activities (e.g., Innoversity Creative Summit; Eyes on India film series; the ReelWorld Film Festival; career fairs aimed at the designated groups);
- the production and broadcast of diversity-related public service announcements (PSAs) and on-screen community calendars;
- review of our program licensing agreements and subsequent amendments;
- diversity and inclusion training;
- active participation in CAB/JSIC initiatives related to the presence, portrayal, and participation of persons with disabilities;

- scholarships and/or internships for members of the designated groups;
- the expansion and fortification of our rainbow news rolodexes;
- individual station diversity tracking;
- a level of closed captioning well in excess of our regulatory requirements (100%);
- internal communication of diversity efforts . . . and so on.

However, it is also true that each year brings its own special diversity emphasis/emphases.

For example, in 2004, our primary emphasis was on diversity training. In that regard, we undertook a comprehensive cross-country training program focused on diversity, inclusion, and communication of our Best Practices Diversity Workforce Statement. This program involved management from all functions at every CanWest station and (we hope) set a baseline for diversity-related initiatives going-forward.

In 2005, we focused our efforts on two (2) particular groups: Aboriginal communities (an extension of early efforts begun in 2004); and persons with disabilities. As this report illustrates, we participated in a number of activities related to these specific groups; and while we still have a ways to go, we are generally pleased with the level of activities. Indeed, we believe that our efforts in 2005 closely align with the Commission's own stated objectives and address some of the gaps identified in the CAB's two (2) research reports.

Streamlining the Report

Commission staff has indicated a willingness to streamline annual diversity reports. As expressed in Marc O'Sullivan's letter to CanWest on 11 July 2005:

In order to ensure that annual reporting is as seamless and as efficient as possible, the Commission will work with the industry, through the CAB, to streamline reporting requirements, as needed. This work will commence in the near future.

On 22 August 2005, representatives from the Canadian Association of Broadcasters (CAB: Susan Wheeler) and the CAB's Joint Societal Issues Committee (JSIC: Jon Medline) met with Commission staff to discuss potential ways to streamline annual diversity reports.

One of the concerns addressed in that meeting was the sheer length of reports. While Commission staff did not recommend a prescribed page limit for the report, staff did express most interest in new initiatives. During the meeting, broadcasters expressed concern that if ongoing diversity initiatives were not repeated or re-printed in our reports, it might erroneously suggest that we had curtailed those efforts. In order to address these concerns, Commission staff suggested that we simply list the initiatives that carried over from 2004 to 2005 (see below) and focus the text on new initiatives. In this report, we have attempted to do just that. However, there are instances where new activities were implemented within "old" initiatives – so we have noted those, too.

We have also refrained from repeating excerpts from our corporate plan for cultural diversity and Best Practices Diversity Workforce Statement. Our corporate plan for diversity is filed with the Commission; and our Best Practices Diversity Workforce Statement was attached to our 2003 cultural diversity report. These documents did not change in 2005. As such, excerpts from the 2004 report are equally applicable to this year's report. However, for ease of reference, we have indicated source coordinates.

We also expressed some confusion as to whether diversity reports should reflect the “fiscal/regulatory” year or the “calendar” year. Commission staff noted that either was acceptable and simply requested that the report identify which year was used to generate the report. For ease of internal communication, we have chosen to use calendar year 2005 – although there are a handful of places where we have included Q4 2004 initiatives that were not included in last year’s report as a result of the transition to calendar year.

On-going initiatives

As noted above, in the interest of streamlining this report, we are listing recurring diversity initiatives in the Introduction to communicate to the Commission that these efforts continued from one year to the next. For further information on these initiatives, please refer to the relevant section of our 2004 diversity report.

Mentorship Program

This program is specifically designed to provide development opportunities to members of the four (4) designated groups -- and support retention efforts. In 2003, we launched the Global Mentorship Pilot Program at three (3) Global/CH stations for women, visible minorities, Aboriginal persons, and persons with disabilities. In 2004, we achieved full roll-out of the Mentorship Program at all of our television properties across the country (i.e., the program was available for all internal applicants). In 2005, the Mentorship Program was again available throughout our broadcasting properties – and we have now included our commercial radio properties in the mix. Participation in the program has increased by 23% year-over-year.

Scholarships and/or internships for members of the designated groups

We have continued our scholarship-internship programs specifically targeting members of the designated groups:

Scholarship Award for a Canadian Visible Minority Student: This annual scholarship award is offered to a Canadian student from a self-identified visible minority, and provides educational assistance towards the pursuit of a career in broadcasting. The award, valued at about \$5,000, covers all tuition fees and textbooks for one full scholastic year of a radio and television arts program or journalism program at a recognized Canadian university or college. In addition, the award covers transportation, and hotel and attendance expenses at the CAB’s annual convention where the award is presented.

Aboriginal Peoples’ Internship Award: This annual internship award offers an Aboriginal Canadian a challenging opportunity to work in private television in pursuit of a career in broadcasting. The award, valued at about \$10,000, places the award recipient in a 4-month internship program at any one of our television stations where the award recipient will be paid on a salary basis. In addition, the award covers transportation, hotel and attendance expenses at the CAB’s annual convention where the award is presented.

Scholarship-Internship Award for a Canadian with a Physical Disability: This annual scholarship-internship award is offered to a Canadian student with a mobility impairment, and provides educational assistance as well as a challenging opportunity to work in private television in pursuit of a career in broadcasting. The award, valued at about \$15,000, covers all tuition fees and textbooks for one full scholastic year of a radio and television arts program or journalism program at a recognized Canadian university or college. The award also includes a three or four month internship at any one of our television stations and moving expenses associated with the internship. In addition, the award covers

transportation, and hotel and attendance expenses at the CAB's annual convention where the award is typically presented (although the most recent award winner received her prize at Global Ontario).

In 2006, the composition of these awards is scheduled for review.

Wide distribution of job postings to diverse organizations

In order to reach potential hires from the designated groups, we typically disseminate information about our employment opportunities to a number of organizations/individuals. For example, Global Ontario currently sends job posting information to thirty-two (32) such organizations/individuals, including: the Canadian Centre on Minority Affairs; the Association of Women of India and Canada; the Federation of Korean Canadian Associations; the National Council of Barbadian Associations in Canada; the Aboriginal Employment Centre; the Arab Community Centre of Toronto; the Filipino Centre of Toronto; the Native Canadian Centre of Toronto; the Indo-Canada Chamber of Commerce; the Chinese Canadian National Council; the Oshawa Métis Council; the Yee Hong Community Foundation; Canadian Race Relations; the National Aboriginal Achievement Foundation; and so on.

Diversity-related public service announcements (PSAs)

On Global Ontario alone, the airtime supporting our cultural diversity promotion of "the basic need for peace, understanding, and respect," the Canadian Race Relations PSA, and our Diversity Community Billboards, was valued at almost \$1 million.

Our four (4) over-the-air television stations in Alberta continued to participate in the "Help Make a Difference" campaign – specifically designed by the Alberta Community Development and Alberta Human Rights Commission to promote diversity and champion human rights in that province. In 2005, those stations produced and aired five (5) new "Phase II" PSAs featuring persons with disabilities, women, Aboriginals, and other Albertans who face discrimination.

Further, CanWest's Promotions Department in Toronto worked with SABAR to help develop potential PSAs for that organization.

Community outreach initiatives

Local community outreach initiatives continued at the station level – with progress monitored via individual station reports. Various efforts included: meet-and-greet sessions (with an emphasis on increasing community contacts); one-on-one meetings with members of the four (4) designated groups; round-table discussions/fora; diversity advisory committees; and convergence projects leveraging and combining our resources in broadcast and/or print and/or interactive media.

Expansion of "rainbow" news rolodex

This ongoing initiative aims to expand and fortify the list of contacts from various backgrounds as subject matter experts in news programming. In last year's report, we noted that station news rolodexes included approximately 500 contacts from visible minorities and Aboriginal communities (combined).¹ Individual station reports indicate significant rolodex increases – to the 750-880 range. This is an important achievement because it reflects the associated importance of our community outreach mechanisms that are partly designed to establish these types of relationships.

¹ This year, we have also asked stations to report news rolodex information related to persons with disabilities.

Policy of 100% closed captioning

On 15 November 2004, we announced our new policy to increase closed captioning levels for the deaf, deafened, and hard-of-hearing communities to all of our programming, 24-hours-a-day, 7-days-a-week (excepting advertisements and promotional elements). The policy applies to our television stations and exceeds the captioning levels required by the Commission. It is the result of collaborative efforts between CanWest, Mr. Henry Vlug (a lawyer and advocate) and the Canadian Human Rights Commission (CHRC).

Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR)

Our participation in this sector initiative – which includes members from various broadcasting companies, the CRTC, and Industry and Northern Affairs -- continued and intensified. In 2004, we helped establish and organize the Alliance and prepared an Aboriginal database that was shared with all participating broadcasters. In 2005, we began to implement other action items. For example, in November 2005, CanWest helped man a SABAR-branded booth at the Canadian National Aboriginal Festival held at the Rogers Centre in Toronto – an initiative designed to promote all aspects of the broadcasting sector to Aboriginal attendees.

Further, with the aid and support of certain SABAR participants, CanWest hosted a number of facilities tours at its broadcast, print, and interactive operations -- e.g., a tour of the *Ottawa Citizen* for journalism students attending the First Nations Technical Institute; a station tour of Global Ontario for six (6) computer students attending the Toronto Council Fire Native Cultural Centre; a hosted tour of the *National Post* and Global Ontario for seven (7) students and one teacher from Moose Factory, Ontario.

Finally, in September 2005, CanWest's SABAR representative participated in a 2-day SABAR meeting in Edmonton hosted by the Aboriginal Multi-Media Society (AMMSA). In an effort to learn more about SABAR and become more involved in Aboriginal relations, we also sent two (2) of our Alberta-based employees to this meeting/event: Fraser Hiltz, Director of Administration and Human Resources for our Alberta television stations; and Eve Henderson, Communication Coordinator for Global Edmonton.

Canadian Council for Aboriginal Business (CCAB)/Progressive Aboriginal Relations (PAR)

In 2004, we applied for and were granted membership in the CCAB. The mission of the CCAB is "to broker business relationships between the corporate sector and the Aboriginal community . . . by providing the private sector with the resources it needs to engage Aboriginal people, businesses and communities." Concurrently, as a member of the CCAB, we committed to the PAR program. As described in PAR literature:

The PAR self-assessments provide businesses with a unique guide with which to address internal management policies and procedures. Their aim is to enhance an organization's ability to increase Aboriginal participation in their operations and develop a solid business relationship with people of Aboriginal heritage. The PAR program provides an opportunity for qualifying organizations to use a hallmark that will tell people at a glance that they are committed to an organizational development path toward securing full participation of Aboriginal people in the Canadian economy

In 2005, we retained our membership in CCAB -- and are currently the only broadcast member. Moreover, our work in the PAR program – a self-imposed examination and benchmarking of our current Aboriginal status and subsequent development of Aboriginal strategies complete with third-party monitoring – has begun. Five (5) internal assessors (including one Métis assessor for our radio properties) were selected to conduct the PAR assessment in the areas of employment, business

development, individual capacity development, and community relations; and those initial reports were completed in January 2006. Next steps in 2006 include: the verification of our internal PAR reports by an external assessor; and subsequent development of new initiatives to improve relations with, and employment opportunities for, Aboriginal peoples.

While these activities are underway, we have already implemented a number of initiatives related to Aboriginal relations, including, but not limited to:

- an internship for an Aboriginal student;
- facilities tours of our broadcast, print, and interactive properties;
- inclusion of Aboriginal leaders in our station meet-and-greet sessions, one-on-one meetings, and fora/workshops;
- active involvement in CCAB fundraising events and SABAR;
- participation in Aboriginal career fairs (e.g., the Native Canadian Centre of Toronto);
- the extensive promotion and broadcast of the National Aboriginal Achievement Awards on Global Television (scheduled for 28 January 2006) . . . and so on.

Innoversity Creative Summit

Although CanWest has participated in past Innoversity Creative Summits, we certainly increased our support for this initiative in 2005. For example, CanWest's broadcast, print, and interactive properties sponsored the 1st Innoversity Career Fair in Toronto, manned a branded booth at the career fair, and distributed information about various careers in the broadcast sector (i.e., the information was sector-specific, not company specific). As described on the Innoversity website:

Innoversity's newest feature gave emerging talent and professionals alike a chance to develop their career plans, establish contacts and increase their knowledge in a variety of fields.

Further, CanWest and the *National Post* each provided \$20,000 value in free promotional support to the Innoversity Creative Summit, and also provided \$5,000 to help persons with disabilities attend the event and to provide for the necessary interpreters/attendants. Three (3) CanWest executives participated on discussion panels, while two (2) CanWest executives served as judges in the Open Door Pitch Competition which "provided finalists with a rare coaching opportunity from broadcasting executives, and five producers won the chance to develop show concepts." It is also noteworthy that CanWest provided ten (10) attendance tickets for its employees – mostly dedicated to interested newsroom employees.

Canadian Women in Communications (CWC)

CWC is a national, bilingual organization "dedicated to the advancement of women in the communications sector through strategic networking, targeted professional development and meaningful recognition." CanWest vastly expanded its membership participation in 2005. Originally, we planned to award five (5) free memberships in this organization via a random draw process. However, due to overwhelming internal demand, our President of Television & Radio decided to award memberships to any person who requested participation in the lottery (60). It is also noteworthy that Barbara Williams, Senior Vice-President of Programming and Production, serves as Chair of CWC's Executive Committee.

JSIC

CanWest has participated on the CAB's JSIC Committee for a number of years. In 2005, that involvement included chairing the 20-person committee. This is noteworthy because JSIC is responsible for overseeing many of the diversity-related activities at the CAB – including issues related to closed captioning and the Diversity Task Force (e.g., diversity research; amendments to industry codes).

Corporate Accountability

1. **Senior executive in charge of diversity: “Identify a senior executive who will be accountable for diversity practices and ensuring that management becomes more reflective of Canada’s multicultural reality.”**

(a) Has a senior executive been identified in the corporate plan?

Corporate Plan Checklist Item:

“Appointment of a senior executive responsible”

Yes. The senior executive in charge of diversity is the Vice-President, Regulatory Affairs, Television and Radio, CanWest MediaWorks (Charlotte Bell), with the assistance of the National Director, Human Resources (David McCauley).

(b) What specific responsibilities have been identified in the corporate plan?

Corporate Plan Checklist Item:

“Appointment of a senior executive responsible”

(c) What has the senior executive responsible for diversity accomplished in this reporting year, particularly with respect to ensuring that management becomes more reflective of Canada’s multicultural reality?

A wide range of initiatives was implemented and/or continued in calendar 2005 under the supervision of designated senior executive. Further details may be found throughout this report, but highlights of activities included:

- The continuation and/or enhancement of recurring diversity efforts: These items are explained more fully in the Introduction of this report. For ease of reference, we re-list them here:
 - The national Mentorship Program;
 - scholarships and/or internships for members of the designated groups;
 - wide distribution of job postings to diverse organizations;
 - diversity-related public service announcements (PSAs);
 - community outreach initiatives -- various station efforts included: meet-and-greet sessions (with an emphasis on increasing community contacts); one-on-one meetings with members of the four (4) designated groups; round-table discussions/fora; diversity advisory committees; and convergence projects

leveraging and combining our resources in broadcast and/or print and/or interactive media;

- expansion and fortification of “rainbow” news rolodex;
 - policy of 100% closed captioning; and
 - active participation in: SABAR, CCAB/PAR, Innoversity Creative Summit, CWC; and CAB/JSIC.
- Completion of our comprehensive Managing Diversity training program – described more fully in last year’s report: In calendar 2005, Ms. Sharlene Kanhai, now Director of Learning & Development for CanWest and a member of our Diversity Task Force, rolled-out her comprehensive diversity training module to our broadcast newsrooms in Vancouver and Toronto. Moreover, in August 2005, our designated senior executive sponsored five (5) Global Ontario news editorial assistants to attend the 5-day National Association of Black Journalists Conference in Atlanta, Georgia.
 - Support for third-party diversity initiatives: On a regular basis, CanWest is asked to support diversity initiatives operated by third-party organizations or individuals. Although we cannot support each of these activities, we were able to provide assistance to a number of these groups/individuals, including the Eyes on India film series, the ReelWorld Film Festival, and CCAB fundraising events.
 - Internal diversity communications: In 2004, the primary mechanism we used to communicate our diversity initiatives was the distribution of our Best Practices Diversity Workforce Statement to management in the aforementioned Managing Diversity training sessions. In 2005, we furthered internal communications with the help of our new Director of Corporate Communications, Dervla Kelly. For example, in October 2005, an overview of the Diversity Task Force and its objectives appeared in “CanWest Connections” – an internal newspaper distributed throughout our organization. Moreover, in order to assure widespread communication and get cooperative buy-in, we communicated the role of the PAR assessors to all broadcast employees via e-mail in August 2005. We also announced the availability of CWC memberships in a similar manner (see Introduction).
 - Although the composition of the senior executive team at CanWest is not a responsibility of the senior executive responsible for diversity, we note that our executive ranks reflect a corporate environment accepting of diverse leadership. For example, in calendar 2005:
 - The eleven (11) member broadcast leadership team at CanWest included five (5) women: the President of Television and Radio; the Vice-President of Finance; the Vice-President of Regulatory Affairs; the Senior Vice-President of Programming and Production; and the Vice-President of Western Stations; and
 - The nine (9) member Executive Management Team (broadcast, print, and interactive) included five (5) persons from designated groups, including three (3) women and two (2) visible minorities.

(d) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.

New diversity initiatives developed and/or implemented in calendar 2005 are described in some detail throughout this report. As such, our response below is focused on future short-term activities.

Diversity initiatives are constantly evolving and building upon previous efforts. With this in mind, in the upcoming year (calendar 2006), the designated senior executive has proposed the following diversity initiatives.

- Review of the Corporate Diversity Corporate Plan: It has been a number of years since the Corporate Plan was first filed with the Commission – and it has now undergone multiple iterations at the station level. We believe it is time to re-visit the Corporate Plan at the Diversity Task Force level (with feedback from the local stations) and revise accordingly. If there are any changes made to the Corporate Plan, we will file the revisions with the Commission.
- Review the Best Practices Diversity Workforce Statement: This is a newer document, but should be reviewed concurrently with the Corporate Plan to ensure continued alignment.
- Review the composition of the Diversity Task Force: Given organizational changes within CanWest, and the potential involvement of other non-broadcasting assets in the CanWest family of companies, it is advisable to review the composition of the Diversity Task Force on a regular basis.
- Revise the station tracking report template to permit a greater opportunity for local stations to suggest changes and/or make recommendations. (These reports feed into the annual diversity report provided to the Commission.) At the present time, these reports are designed as a one-way communication tool.
- Extend the diversity training to CanWest Media Sales (CMS).
- Increase the frequency of internal diversity-related communications. We note that absent any direction from the Diversity Task Force, the most recent issue of “CanWest Communications” includes an extensive interview with the Editor of SHOUT Magazine – a publication written for Aboriginal youth, for Aboriginal youth.
- Continue our diversity-related discussions with our print and interactive businesses – and increase the participation of these businesses in our Diversity Task Force discussions.

Note: These proposed initiatives are incremental to the recurring activities highlighted in the Introduction.

2. Clear goals for station managers: “Set clear goals for station managers so that their stations reflect the diversity that exists in their communities.”

(a) What goals for station managers have been identified in the corporate plan?

Corporate Plan Checklist Item:

“Clear goals for station/specialty service managers”

Sections E and F of our Best Practices Diversity Workforce Statement (“Community Outreach” and “Cross-Media Cooperation”)

(b) In this reporting year, which initiatives to meet those goals have been implemented?

Diversity emphases at the local level are primarily related to local news and community outreach. As such, examples of local diversity initiatives are found throughout this report – and especially in the sections entitled “News” and “Community Involvement.” In this section, we have highlighted some exemplar activities under Station General Manager leadership.

While the Commission is primarily interested in new diversity initiatives, we specifically highlight the following two (2) recurring initiatives at the local level:

- 1. Establish Mentorship Program for persons in the four (4) designated groups:** Station General Managers are accountable for the implementation of the Mentorship Program at their respective stations. As noted in the Introduction, the objective of the Mentorship Program is to assist persons in the four (4) designated groups to develop tools to enhance and advance their careers. We consider this program to be a key retention tool.
- 2. Provide Internal Feedback on Cultural Diversity Initiatives:** Each year, Station General Managers complete and provide local diversity tracking reports to the senior executive in charge of the Diversity Task Force (Charlotte Bell). This “on the ground” feedback helps us to identify and monitor potential areas of concern or weakness -- and take corrective action as necessary.

Some outstanding examples of local leadership under the purview of local Station General Managers are included below. Other examples of local initiatives are provided throughout this report.

- The Station General Manager for Global Maritimes joined the Board of Directors of the Abilities Foundation of Nova Scotia which “enables Nova Scotians with physical disabilities to enhance their quality of life by realizing their individual potential.” Also, Global Maritimes invited Candy Palmater, a Diversity Management Advisor, to attend the station’s news staff meeting in May 2005. Ms. Palmater is the first Mi’kmaq valedictorian of a law school in Canada. She spoke about the importance of diversity generally and the need for a better understanding of Aboriginals in a broadcasting and journalism context.
- In collaboration with the Quebec Soccer Federation, CJNT-TV Montréal helped design and implement a local youth soccer event in Montreal: “The [promotional] campaign

targeted 5 of the largest [ethnic] groups, Italian, Haitian, Portuguese, Latino and Greek. The campaign ended with a plaque presented to the ‘CH Cultural Diversity Rising Star Player’ in November.”

- In addition to involvement in several health-related activities (e.g., Breast Cancer Run; Mother Daughter Leukemia Run), Global Quebec promoted a number of other diverse events (e.g., Nuits D’Afrique, Black Theatre Workshop, and Montreal’s Dragon Boat Race).
- Global Ontario rolled-out an innovative and well-received news initiative that took viewers into the heart of Toronto’s ethnic communities. This initiative is described in some detail in the section of the report entitled “Diversifying News Stories.”
- The General Manager for CH Hamilton met one-on-one with community leaders to: “review CH’s existing accomplishments and progress in representing their community during 2005 . . . [and] discuss future initiatives CH can participate in to support their community in the upcoming year.” Fifteen (15) such meetings were scheduled between October 2005 and January 2006, involving representatives from groups like the Afro-Canadian Caribbean Association & District, Six Nations Council, Canadian Métis Council, the Hamilton Filipino Community Centre, the India Canada Society of Hamilton and Region & Hindu Spiritual Society, the Canadian Japanese Cultural Centre, and the Korean Business Association. The station’s Advisory Board commended such efforts when it released its annual report:

The personal ‘meet and greets’ have as its objective an evaluation of progress the station has made over the past three years and measures to be implemented to ensure positive momentum and increased visibility on air. . . . Over the years since the cultural diversity initiatives were launched, the board recognizes the sustained commitment the station and its managers have demonstrated. Station management sincerely values, understands and relates to the uniqueness of our communities.

- Global Winnipeg continued its job shadowing initiative for inner-city elementary students. This year, all of the participating students were members of a designated group (Visible Minority; Aboriginal).
- Global Regina partnered with the *Regina Leader-Post* on three (3) cross-media projects of direct interest to the local Aboriginal population: diabetes; fetal alcohol spectrum disorder; and The Chosen Ones.
- Global Saskatoon produced the daily vignette series “Short Cuts” – this initiative provided opportunities for the Saskatoon Intercultural Association to promote events like FolkFest (e.g., several cultural pavilions were featured on Short Cuts in early August) leading up to the Festival. Also, given the lasting effects of training initiatives, it is perhaps worth recalling a station initiative that took place in 2004. In that year, a number of Global Saskatoon employees (in various functions) participated in a 6-week Aboriginal Cultural Awareness Program led by Elmer Eashappie. Session topics included: First Nations protocol; First Nations politics; Treaties; and the impact of the Indian Summer/Winter games on native youth.
- Global Calgary produced and aired five (5) new “Phase II” PSAs featuring persons with disabilities, Aboriginals, women, and other Albertans who face discrimination.

- Global Edmonton sent its Director of Human Resources and Communications Coordinator to the 2-day SABAR event/meeting in September to better understand the activities of that Alliance and various issues related to Aboriginal traditions and cultural awareness (for more information on SABAR, please refer to the Introduction).
- CH Central Alberta continued its work on the Central Alberta Racial Diversity Project to promote racial diversity. Station involvement included the production and airing of a PSA (after a viewer contest), distributing the PSA to other Alberta stations, and promoting this project within news programming.
- Global Lethbridge featured a number of news stories related to the surrounding Aboriginal communities, including a story on the Aboriginal Apprenticeship Program in Lethbridge – a program specifically designed to address a skilled labour shortage in the area.
- CHBC Okanagan Valley sent its Aboriginal reporters to the Aboriginal Spotlight Career Fair sponsored by the Aboriginal Education Program of the North Okanagan-Shuswap School District. The purpose of the career fair was to provide an interactive setting for students to meet with numerous Aboriginal organizations, educational institutions, and potential employers. Also, at the request of the station’s Aboriginal correspondents, CHBC Okanagan Valley arranged for Duncan McCue, an award-winning native producer working for CBC Vancouver, to fly into Kelowna to help our correspondents enhance their writing and producing skills.
- Global Vancouver organized and executed an on-air diversity forum -- called “Changing Faces” -- with a panel that included members of the Muslim, Indo-Canadian, Black, and Chinese-Canadian communities to discuss station portrayals in news and non-news programming, and the reflection of the surrounding communities. The station’s diversity committee has scheduled a meeting in February 2006 to review comments/suggestions made at the forum and determine next steps.
- CH Vancouver Island offered the Ida Clarkson Broadcast Scholarship to a student enrolled in the Applied Communication Program at Camosun College. This scholarship-internship is . . .

intended to encourage entrance into a career in broadcasting to members of groups who are currently under-represented in the broadcast industry. These groups are First Nations peoples, persons with disabilities, visible minorities, and women.

CH Vancouver Island’s Advisory Board addressed the status cultural diversity initiatives in its annual report:

The Board commends the station’s commitment to cultural diversity and has come to respect the leadership role station management has taken in addressing its Action Plan. The advisory board itself has a strong cultural representation. . . . The Board is confident that station management sincerely values, understands and relates to the uniqueness of our communities, particularly up island.

(c) What are the outcomes of those initiatives?

We discuss station-level outcomes in other sections of this report -- especially the section entitled “Community Involvement.” Some highlights include:

- Station news rolodexes currently include about 750-880 contacts from visible minorities, Aboriginal communities, and persons with disabilities – a sizable increase from last year’s estimation of 500 contacts (a total that did not include persons with disabilities).
- Local on-air community calendars highlight community events at many of our stations/services.
- The Mentorship Program is available at all of our broadcast stations (see Introduction).
- Stations supported diversity-related organizations and activities via the production and airing of PSAs, on-air promotion of third-party activities, and the attendance of on-air personalities at numerous community events. For example, in 2005:
 - Global Maritimes produced and aired five (5) mini-documentary vignettes that featured: First Nations elders; the Black Cultural Centre; the Muslim Ramadan; a Cambodian refugee; and a historian in the Chinese community. Further, the station produced and broadcast a series of programming bumpers promoting Mi’kmaq History Month with an on-air value of \$20,000.
 - Global Quebec produced a vignette saluting Black History Month.
 - Global Ontario sent anchor Peter Kent and reporter Terese Sears to the Innoiversity Creative Summit. Each sat on a panel focused on newsroom diversity. (Mr. Kent and Ms. Sears were also members of our Diversity Task Force in 2005.)
 - CH Hamilton continued its work with the community coalition, “Strengthening Hamilton” – a body created after 11 September 2001 with a primary goal to “build a vibrant and harmonious community that values our racial, religious and cultural diversity.” In 2005, the on-air value of the 15-second PSAs related to this initiative was approximately \$400,000.
 - Global Winnipeg employees sat on the committee for Wheels in Motion – and the station is a sponsor of that initiative. In addition to covering the initiative on the news, and airing an associated PSA, one of our anchors emceed the fundraising evening.
 - Global Regina produced a daily vignette program called “Around Town” that provided opportunities for the Regina Intercultural Association to promote noteworthy events. On-air support was provided to the National Ukrainian Centennial Celebration, the Rainbow Youth Centre Comedy Festival, Rick Hansen “Man in Motion,” Sask Abilities Council 24 Hour Relay, Mosaic 2005 (a major multi-cultural festival in Regina), First Nation Saskatchewan Summer Games, and the Canadian Paraplegic Championships.
 - In partnership with the Saskatoon Intercultural Association, Global Saskatoon committed over \$12,000 in air-time to promote FolkFest – and has committed to a major sponsorship of the Saskatoon Native Theatre Company, which, when finalized, will provide over \$50,000 in exposure, promotion, and trade to that organization.
 - In addition to the aforementioned Phase II of the “Help Make a Difference” PSA campaign, Global Edmonton also provided a sponsorship campaign for “Bowl for Special Olympics.” This initiative was hosted by a station personality (Mike Sobel,

Weatherperson, Morning News) and included the production of a promotional message and free airtime. The station also provided on-air support for Chrysalis (an Alberta Society for Citizens with Disabilities) and that organization's Western Mardi Gras event.

- CH Central Alberta promoted major fundraisers for the Central Alberta Women's Emergency Shelter – and provided emcees and news coverage of the dinner.
 - CHBC Okanagan Valley expanded its Community Service Announcement (CSA) initiative – a mechanism to promote local community events. In 2005, 61 organizations representing at least one of the designated groups participated in this initiative (14% of all CSAs).
 - Global Vancouver estimates that the airtime value of promotional activities on behalf of designated groups and/or life-threatening illnesses in 2005 exceeded \$1.4 million. Promoted activities/events included: Vancouver Adaptive Sports; Women of Distinction; the Talking Stick (Aboriginal) Festival; Peak Awards Dinner (for women in finance); YWCA Real Story Competition (school children writing stories about women who inspire them); and the Art of making WHOOPEA (fundraiser for the BC Paraplegic Society).
 - CH Vancouver Island aired 60-second vignettes featuring the history, traditions, business accomplishments, and innovations-in-the-arts associated with diverse cultural groups.
- Certain stations have initiated local scholarship/bursary initiatives. For example (and this is consistent with last year's report), CJNT-TV Montréal contributed to a Canadian Italian Business and Professional Association (CIPBA) bursary with Corriere Italiano.
 - Several of our broadcasting properties participated in cross-media initiatives – these typically offer cross-promotional opportunities and in-depth analysis of issues. Elsewhere in this report, we briefly discuss the cross-media initiatives between Global Regina and the *Regina Leader-Post*. It is also worth noting that Global Calgary and Global Edmonton respectively partnered with *Calgary Herald* and *Edmonton Journal* to present the "Woman of Vision" program – an initiative that "annually celebrates and pays tribute to twelve (12) local women whose talents, achievements, and initiative have enriched the community."

(d) Please identify the timelines for those initiatives that have not yet been implemented.

Each of our initiatives is currently underway. However, as re-stated from last year's report, we expect that Station General Managers will identify new ways of meeting stated goals, resulting in a natural evolution in how initiatives take shape in each local market.

(e) If applicable, please describe any new initiatives, including those that might have resulted in work in this area.

N/A on a system-wide basis.

However, it is worth noting that local initiatives are constantly borne from our contacts with various groups via community outreach mechanisms. A number of the activities described in this report resulted from community discussions, meetings, and feedback at the station level -- e.g., Global

Ontario's decision to take the news into local communities – and we expect those initiatives to continue at the station level.

3. diversity training for management: “Ensure that all Managers receive appropriate training.”

(a) What specific training initiatives have been identified in the corporate plan?

Corporate Plan Checklist Item:
“Training”

(b) In this reporting year, which initiatives have been implemented?

In 2004, we emphasized diversity training. In addition to some local training initiatives (e.g., the 6-week Aboriginal Culture Awareness Program undertaken by several employees at Global Saskatoon), we undertook a comprehensive cross-country training program focused on diversity, inclusion, and our Best Practices Diversity Workforce Statement. This program involved management from many functional areas at every CanWest television station – in addition to management from our specialty services and radio stations -- and (hopefully) set a baseline for diversity-related initiatives going-forward. Naturally, as we go forward, further sessions will be required to maintain the lessons and address new staff.

As communicated in last year’s report, the stated objectives of the Managing Diversity training sessions were:

1. to define diversity and its value to CanWest;
2. to assess (and challenge) personal assumptions, attitudes, and values;
3. to examine how individual values create diversity – and ultimately how this dynamic can lead to conflict;
4. to explore skills and behaviours to manage conflict and turn diversity into a competitive advantage; and
5. to communicate our cultural diversity Best Practices Diversity Workforce Statement.

For more detailed information on this comprehensive training initiative please refer to last year’s report.²

In 2005, Ms. Kanhai, now Director of Learning & Development for CanWest and a member of the Diversity Task Force, rolled-out the Managing Diversity training to our broadcast newsrooms in Vancouver and Toronto.

Some other new initiatives were implemented at the local level. For example:

- In August 2005, Global Ontario sponsored five (5) news editorial assistants to attend the 5-day National Association of Black Journalists Conference in Atlanta, Georgia.

² The Managing Diversity training initiative in 2004 followed special diversity training for members of the Diversity Task Force in October 2003.

- CHBC Okanagan Valley arranged for Duncan McCue, an award-winning native producer working for CBC Vancouver, to fly into Kelowna to help our Aboriginal correspondents enhance their writing and producing skills.
- Global Maritimes invited Candy Palmater, a Diversity Management Advisor, to attend the station's news staff meeting in May 2005. Ms. Palmater is the first Mi'kmaq valedictorian of a law school in Canada. She spoke about the importance of diversity generally and the need for a better understanding of Aboriginals in a broadcasting and journalism context.
- Two (2) Global Edmonton employees attended the 2-day SABAR meeting in Edmonton hosted by AMMSA.

Finally, the corporate training focus in 2005 was the comprehensive Leadership Forum in October. This initiative involved well over 100 senior executives at CanWest and even included representation for our international operations. In addition to the obvious relationship between leadership and inclusion, the forum presented an opportunity for CanWest leaders to share success stories.

One of the success stories shared at the Leadership Forum was the creation of SHOUT Magazine – a Saskatchewan-based publication with significant CanWest involvement. Although this initiative is not a broadcast project *per se*, it does illustrate corporate direction. In partnership with First Nations University of Canada (based in Regina) and MGM Communications (a full-service advertising agency majority-owned by the Battlefords Tribal Council), CanWest's *Leader-Post* newspaper in Regina and *StarPhoenix* newspaper in Saskatoon published Canada's first youth-oriented Aboriginal magazine. As described by editor Michelle Hügli in the first issue of SHOUT Magazine:

I've enjoyed reading most of these [mainstream] magazines, but there was always one problem. As an Aboriginal person, I never felt like I was included. The articles didn't talk about the issues I had to deal with growing up. There were lots of things on my mind that I couldn't find in these magazines, like my identity, growing up in the city instead of where my mom grew up, on the Yellow Quill reserve, and why our communities seem to face so many challenges. And when Aboriginal issues were written about, it was always from another perspective, for a non-Aboriginal audience. The stories always said 'they, them, Aboriginal people.' The writers and people they quoted weren't Elders or people who saw things from an Aboriginal perspective.

But Shout is different. This is our magazine and it's going to feel like it, look like it and sound like it. You'll read stories about other young Aboriginal people doing amazing and fun things. This magazine will give you ideas about fashion, relationships, sports, education and careers. There's also entertainment and fun stuff like horoscopes, jokes and embarrassing moments! Shout is a place for you to talk to other young people – to express yourself and share your experiences. You'll learn from other people's stories and they will learn from yours. . . .

This is our magazine. The voice of Aboriginal youth in Canada. We come from a long history of storytelling. Let's honour that tradition and start telling our own stories again. It's empowering . . .

(c) For those training initiatives that have been implemented, please answer the following questions. For those initiatives that have yet to be implemented, please proceed to question (D).

▪ **What kind of training has been received?**

The Managing Diversity training program introduced our broadcast newsrooms in Vancouver and Toronto included the following discussion topics (explained in more detail in last year's report):

- the meaning of diversity;
- why diversity is important – and CanWest's commitment to ensuring a diverse workplace;
- a competency framework on how to manage in a diverse environment – we explored self-awareness, cross-cultural understanding, cross-cultural communication, facilitation, and flexibility;
- how workplace diversity has evolved from employment equity;
- cycles of prejudice; and
- a review of our Best Practices Diversity Workforce Statement.

Individual station training initiatives are briefly described above.

▪ **Please indicate which levels of management have participated in this training, and what proportion of management that this represents.**

As discussed in last year's report, all Station General Managers and their direct reports were included in the Managing Diversity training program. In support functions, the training program was focused on "people" managers (i.e., managers with hiring powers). Greater than 80% of the target group attended the training program in 2004, including 100% of the Station General Managers.

In 2005, this approach was extended to people managers in our newsrooms in Vancouver and Toronto.

Station specific training initiatives targeted various levels of management: editorial assistants; coordinators; directors; reporters; and other news staff.

▪ **What have been the benefits of this training?**

As reported in last year's report, in order to gauge the direct benefits of the Managing Diversity training program, Ms. Kanhai instituted a quantitative feedback mechanism at each location and produced a quantitative feedback report (appended to last year's report). The feedback was overwhelmingly positive.

Due to the comprehensive nature of the program, we expect the benefits of that initiative to continue well into the future. Our objective, of course, is to instil in employees the Best Practices Diversity Workforce Statement prepared by the Diversity Task Force – and align our workforce with the corporate mission statement contained therein:

[CanWest] is dedicated to reflecting the diversity of the communities we serve and represent. Through our multimedia properties and commitment to employment equity in the workplace, we build bridges with the viewers, readers, and employees who comprise our unique Canadian identity. We value inclusiveness.

Naturally, local training initiatives address more specific issues (e.g., editorial assistant attendance at the 5-day National Association of Black Journalists Conference in Atlanta, Georgia; the Aboriginal reporter initiative described above at CHBC Okanagan Valley).

(d) Please identify the timelines for those training initiatives that have not yet been implemented.

In 2006, the Managing Diversity training program will be rolled-out to CanWest Media Sales.

In 2005, we anticipated the roll-out of the Managing Diversity training program to our print and interactive businesses. That initiative did not take place -- although the Leadership Forum was certainly high-level training venue. At this writing, we do not have a schedule in place to extend the training to our non-broadcast properties.

(e) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.

New initiatives are described above.

Station specific training initiatives – e.g., station employee participation at future SABAR and CCAB events/activities; localized training at the behest of local employees – will also be reported in next year's report.

It is perhaps worth noting that Ms. Kanhai requested and received employee feedback regarding our Best Practices Diversity Workforce Statement during her cross-country Managing Diversity training initiative. We will consider this feedback in the planned review of our Corporate Plan and Best Practices Diversity Workforce Statement.

4. staff involvement in plan's progress

(a) What specific initiatives have been identified in the corporate plan?

Corporate Plan Checklist Item:

“Staff assessment of progress and future challenges”

(b) In this reporting year, which initiatives have been implemented?

Members of the Diversity Task Force have a wide range of functions within the organization -- with representation from small and large markets, visible minorities, management, staff, Promotions, News, Human Resources and Corporate Affairs.

In 2005, we made some changes to the composition of the Diversity Task Force to reflect changes in the organization. Christine Amendola and Don Gaudet are no longer employed by CanWest, while Peter Kent is currently on a leave of absence due to his direct involvement in the federal election. Patrick O'Hara has been added to the Task Force. Mr. O'Hara has been a driving force behind CH Hamilton's extensive diversity efforts.

The full complement of Task Force members is listed below. Note the inclusion of Kirk Lapointe from the print side of our business. It is our hope that Mr. Lapointe will continue to share his experiences from this side of the business.

- Dalbir Bains, Vice-President, Strategic Planning, CanWest MediaWorks
- Charlotte Bell, Vice-President, Regulatory Affairs, CanWest MediaWorks
- Linda Fraraccio, former Station General Manager, CJNT-TV Montréal and current Interim Promotions Manager, Global Quebec.
- Patricia Gallagher, Marketing and Promotions Manager, Global Maritimes
- Sue Galloway, Business Manager, CH Hamilton
- Sharlene Kanhai, Director, Learning & Development, CanWest MediaWorks
- Bruce Leslie, Vice-President, Community & Public Relations, Corporate Office
- David McCauley, National Director, Human Resources, CanWest MediaWorks
- Patrick O'Hara, Vice-President, Eastern Stations
- David Rathan, Research Manager (Television), CanWest Media Sales
- Terese Sears, Reporter, Global Ontario
- Steve Wyatt, Editor in Chief, CanWest MediaWorks
- Kirk Lapointe, Managing Editor, Pacific Newspaper Group

For purpose of illustration, the most recent meeting of the Diversity Task Force included the following agenda items:

- Commission feedback on our 2004 report;
- training initiatives (and the need for further training in specific areas);
- expansion of rainbow news rolodexes in broadcast and print;
- internal diversity communications (and the role of new Director of Corporate Communications, Dervla Kelly);
- distribution of the Best Practices Diversity Workforce Statement and planned review in 2006;
- station tracking reports; and
- specific activities/accomplishments in 2005, especially involvement in the CAB's efforts regarding the presence, portrayal, and participation of persons with disabilities; potential modification of the Broadcast Codes to accommodate gaps identified in the research related to ethno-cultural groups, Aboriginals, and persons with disabilities; changes to our program licensing agreements to accommodate persons with disabilities; and joint efforts of the CAB and RTNDA on language guidelines.

(c) For those initiatives that have been implemented, please answer the following questions. *For those initiatives that have yet to be implemented, please proceed to question (D).*

- **In this reporting year, describe the opportunities provided for staff assessment of progress in the area of cultural diversity?**

The primary tool for staff assessment of progress is the station tracking report. In December of each year, individual stations complete a comprehensive diversity questionnaire.³ The Chair of the Diversity Task Force uses these reports to monitor progress and activities on a local basis. Station reports include information on job postings (and positions filled that were not posted); promotions; training; community outreach initiatives/feedback; news; news rolodex; non-news local programming; cross-media partnerships; sponsorships/promotions; and cultural diversity advisory committees.

Via the CCAB's PAR Program (see Introduction), we now have more granular assessments of Aboriginal progress within CanWest's broadcast operations.

Certain stations have Advisory Boards and/or Cultural Diversity Advisory Committees that provide diversity-related feedback directly to the station, and, subsequently, to other areas of the business. Advisory Board reports for CH Hamilton and CH Vancouver Island are also provided to the Commission in our annual reports.

Moreover, as reported last year, each Diversity Task Force meeting is an appropriate venue for progress assessment.

³ For greater clarity, Specialty reports as a group.

There are also informal feedback mechanisms. Our widely-distributed Best Practices Diversity Workforce Statement encourages diversity-related questions/concerns to be directed to the Vice-President, Regulatory Affairs and/or the Vice-President, Human Resources. The Managing Diversity training initiative was essentially another feedback opportunity.

▪ **How many staff participated in this assessment?**

The following staff participated in the assessment:

- The Diversity Task Force currently includes thirteen (13) CanWest employees at various levels within the organization, from all regions, representing a good cross-section of company departments.
- Completion of station tracking reports in calendar 2005 directly involved at least 64 individuals – including each station’s General Manager and News Director.
- The PAR assessments were conducted by five (5) designated individuals with regional representation.
- The Cultural Diversity Advisory Committees at Global Edmonton, Global Calgary, Global Central Alberta, and Global Vancouver involved 23 individuals (including anchors Deb Hope and Kevin Newman).
- Mentorship participants – both mentorees and mentors – are encouraged to provide feedback to the Coordinator, Regulatory Affairs. As noted in the Introduction, participation in the Mentorship Program increased by 23% in 2005.

▪ **Through these opportunities for staff assessment, have future challenges been identified?**

Future challenges have been identified in past reports – and these challenges persist:

- Opportunities to diversify the workplace will always be a challenge given low levels of staff and management turnover;
- Many diversity initiatives are labour intensive and require significant time and resources (e.g., cross-country training initiatives to address new hires; promoted employees; unavailable employees; new broadcasting properties; and so on);
- Reporters are sometimes unwilling to share their resource contacts;
- Community outreach initiatives – especially meet-and-greet sessions -- are met with varying levels of participation in different markets despite continued efforts to encourage wide-ranging participation; and
- Aboriginal concerns have been separately identified and require extensive relationship-building. The CCAB/PAR/SABAR initiatives are specifically designed to address this particular community.

(d) Please identify the timelines for those initiatives that have not yet been implemented.

Every initiative is currently underway.

(e) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.

Aspects of the self-imposed Aboriginal PAR assessment -- described elsewhere in the report -- will take place in 2006 (e.g., third-party audit).

As outlined in section 1(d) of this report, we also intend to review our Corporate Plan and Best Practices Diversity Workforce Statement based on current behaviour and feedback provided by staff.

5. improving employment practices re: visible minorities: “Set out the licensee’s plans for hiring and retention of visible minorities, as well as training in this area that it will provide to staff.”

Note: We have expanded our answer to this question to include members of the designated groups.

HIRING

(a) What specific hiring initiatives have been identified in the corporate plan?

Corporate Plan Checklist Item:

“Hiring and retention of visible minorities (including training on how to hire and retain)”

Section A of our Best Practices Diversity Workforce Statement (“Hiring”)

Subsection C4 of our Best Practices Diversity Workforce Statement (“News”)

(b) In this reporting year, which hiring initiatives have been implemented?

Many of our hiring initiatives address the 6-point employment program included in the Corporate Plan. These initiatives were established in previous years and continued through 2005 -- as such, more details may be found in the Introduction. For example:

- Our various Human Resource departments distributed external job postings to dozens of ethno-cultural and Aboriginal groups, and organizations associated with persons with disabilities. Moreover, most of our positions were also posted on our job/career advice website working.com (formerly CareerClick).
- We maintained our participation in, and continued support for, relevant industry associations (e.g., SABAR; CCAB/PAR; CWC; CAB – including current Chair of JSIC)
- We continued our historic scholarship and/or internship programs for visible minorities, Aboriginals, and persons with disabilities. Award winners were introduced to CanWest employees and other broadcast officials at the CAB Convention in Winnipeg, or, in one case, at Global Ontario.
- We sponsored and participated in the first annual career fair at the Innoversity Creative Summit; and we actively participated in a career fair at the Native Canadian Centre of Toronto.
- The cross-country Managing Diversity training efforts in 2004 and 2005 emphasized CanWest’s commitment to a diverse workplace (including hiring practices) and communicated our Best Practices Diversity Workforce Statement.

(c) For those initiatives that have been implemented, please describe what has been accomplished. *For those initiatives that have yet to be implemented, please proceed to question (D)*

All of the hiring initiatives listed above have been implemented -- that in and of itself is a significant accomplishment considering the scope and breadth of activities. The effort to improve hiring from the four (4) designated groups is certainly there.

Actual results from these initiatives is more difficult to gauge. As described in some detail in the two (2) relevant CAB studies, diversity in hires is long-standing problem in the broadcast sector – especially for visible minorities, Aboriginals, and persons with disabilities. We have put initiatives in place, but immediate results across the system (especially considering low employee turnover) are simply not possible. As such, our efforts to date have been to create corporate and local climates accepting of inclusion and encouraging diversity on- and off-air. Annual monitoring is also susceptible to one-year swings caused by specific programming initiatives. For example, a morning news initiative at Global Ontario a couple years ago positively impacted that station’s diversity hires. Our launch of ET Canada in Fall 2005 involved a number of new internal hires – but many of the positions attached to that initiative are part-time and are accounted for separately.

Station diversity reports track the number of new posted and un-posted hires from each of the four (4) designated groups. Filled positions are subsequently categorized into broad job functions: management; on-air; administration; technical; programming; and production/news.⁴

Positive new hire results (non-promotion) in calendar 2005 are highlighted below. Please note: It is possible for a hire to be captured in more than one category (i.e. woman/visible minority) so the numbers may be over-stated due to double-counting – but they are nevertheless illustrative of 2005 results. As always, self-reporting may affect actual figures.

- 56% of all full-time posted positions were filled by a member of the designated groups.
- 49% of all full-time posted positions were filled by women.
- We saw a statistical increase in the number of Aboriginal hires – but the base number is too small to account for any trend in this area.
- Two (2) of the most powerful programming positions at CanWest – and by extension the Canadian broadcast sector – were filled by women (Senior Vice-President of Programming & Production; and Vice-President of Original Programming). Both of these executives report to the President of Television & Radio who is also a woman.
- Nineteen (19) of the full-time un-posted positions were filled by a member of a designated group, including three (3) visible minorities at CH Hamilton alone.
- Global Ontario posted a number of part-time positions in 2005 – and a number of these positions these were filled by members of a designated group, including one person with a disability and two (2) visible minorities.

In past reports, we listed the relevant groups receiving our job postings in individual markets. For sake of streamlining, we have not provided that list again here – but it is extensive and growing. We note that organizations associated with persons with disabilities also receive these postings.

⁴ Although most jobs are posted throughout the CanWest system, part-time positions, executive hires, and certain on-air positions may not be posted.

We also intend to join the Equitek Diversity Outreach Network in 2006. This would ensure that all CanWest jobs posted to working.com are also automatically distributed to the more than 250 organizations within the Equitek network – a network that includes visible minorities, women’s organizations, Aboriginal groups, persons with disabilities, and groups for foreign-trained professionals.

(d) Please identify the timelines for those initiatives that have not yet been implemented.

All of the initiatives considered in the Corporate Plan have been fulfilled – although we note that one part of the “employment program” is ongoing by definition: “working toward a representative workforce in on-air talent pool and within our management group.” While we have made significant strides “working toward” this objective, we recognize that there is a long road ahead of us to achieve a perfectly representative workforce.

(e) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.

Broadly speaking, almost all of our diversity-related initiatives should directly or indirectly impact hiring activities -- i.e., through internships and/or scholarships; facilities tours to diverse high school and university/college students; internal communication of our Best Practices Diversity Workforce Statement; career fairs; widely distributed job postings; station tracking reports for monitoring purposes; the maintenance of an inclusive workplace; and so on. However, would like to highlight two (2) specific initiatives related to the Aboriginal community:

(1) The next step in the CCAB’s PAR Program – external audit of our internal reports regarding Aboriginal participation – should set the stage for development of more focused strategies to better address Aboriginal communities. As noted in last year’s report, it is our hope that involvement in this program will help us to develop (a) closer ties to these communities, and (b) internal strategies to address shortcomings in this area.

(2) Our ongoing involvement in SABAR has brought us closer to a number of Aboriginal communities. In order to address systemic issues and get Aboriginal students interested in media, we plan to expose even more members of the Aboriginal communities to our facilities, and the broadcasting environment in general.

RETENTION/TRAINING

(a) What specific initiatives, including training, have been set out to address retention of culturally diverse employees in the corporate plan?

Please Note: We have incorporated discussion of our extensive cultural diversity training initiatives into another section of this report. Please refer to “Diversity Training for Management” for more detailed information.

Corporate Plan Checklist Items:

“Hiring and retention of visible minorities (including training on how to hire and retain)”

“Training”

Section B of our Best Practices Diversity Workforce Statement (“Retention”)

(b) In this reporting year, which initiatives have been implemented?

The following initiatives were implemented:

- Mentorship Program: In 2005, the Mentorship Program was again available throughout our broadcast properties – and we have now included our commercial radio properties in the mix. The primary objective of the Mentorship Program is to enhance the work experience of persons from under-represented groups. As such, the program itself serves as an effective retention tool. Participation in the program has increased by 23% year-over-year.
- The cross-country Managing Diversity training program communicated our Best Practices Diversity Workforce Statement (including Section B) to management levels throughout our Canadian broadcast operations – and in 2005 this initiative was extended to our broadcast newsrooms in Vancouver and Toronto.
- As noted in last year's report, retention is often tied to the possibility of promotion. Promotions, of course, are dependent on the creation of new opportunities and/or employment turnover. As such, while we would not consider employment-related promotions an initiative tied to cultural diversity *per se*, it would be foolhardy to ignore the importance employees -- from all groups -- place on the relationship between promotion and retention. In 2005, we tracked station-specific promotional activity (results provided below).

(c) For those initiatives that have been implemented, please describe what has been accomplished. For those initiatives that have yet to be implemented, please proceed to question (D).

As noted throughout this report, mentorship and training initiatives are now rolled-out throughout CanWest's broadcast operations. Each is discussed in more details in other sections of this report.

In terms of promotion activities, station reports indicate that eighteen (18) promotions involved a member of a designated group at the station level. Seven (7) stations reported such promotions – ranging from the small markets of Global Lethbridge and CHBC Okanagan Valley to the larger markets of Global Ontario and Global Quebec. Women dominated these promotions, but it is perhaps noteworthy that two (2) promotions (one full-time; 1 part-time) involved a member from the Aboriginal community.

As we stated in previous reports, internal promotion is facilitated by the Career Opportunity Notification Circular⁵ -- a great benefit to employees who begin their careers in smaller markets and eventually move on to larger ones. We note, however, that smaller markets still find it difficult to retain qualified staff who wish to broaden their horizons in larger markets. In this regard, our proactive approach to recruitment is critical in those smaller markets where the pool of qualified candidates tends to be smaller.

⁵ In order to ensure that station employees are made aware of career opportunities at other CanWest stations, we have continued our policy of circulating and posting all full-time station job openings throughout the system. This policy was first communicated in 1995 and appeared in a Career Opportunity Notification Circular. The stated purpose of this now long-standing initiative is to ensure, to the extent reasonably possible, that we retain qualified personnel and provide advancement opportunities to employees in the organization.

- (d) Please identify the timelines for those initiatives that have not yet been implemented.**

Mentorship and training initiatives are already implemented throughout our broadcast operations. Naturally, promotions activity is site- and person-specific and is not a pre-programmed activity.

- (e) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.**

N/A

REFLECTION OF DIVERSITY IN NEWS PROGRAMMING

Please note: We do not have a news-focused specialty service; and ethnic station CJNT-TV Montréal does not have a news department. As such, this section of the report is only relevant to our non-ethnic conventional stations.

Diversifying news sources: “The use of people from minority groups as sources regardless of whether the issue being discussed is particularly related to a minority community.”

(a) What specific initiatives have been identified in the corporate plan?

Corporate Plan Checklist Item:
“News”

Sub-sections C1, C2, C5, and C6 of our Best Practices Diversity Workforce Statement (“News Programming”)

Sub-sections E(1)(i)(c) and E(1)(i)(d) of our Best Practices Diversity Workforce Statement (“Community Outreach”)

(b) In this reporting year, which initiatives have been implemented?

Excepting the completion of the Managing Diversity training program in our Vancouver and Toronto broadcast newsrooms, we did not implement any new initiatives. Rather, our work in this area was a continuation of previous efforts. For example:

- Our annual station diversity reports indicate that we have increased and fortified our news contacts in the ethno-cultural, Aboriginal, and persons with disabilities communities to the 750-880 range. This represents a 50% to 76% increase over 2004 estimates (which did not include tracking of persons with disabilities).
- CanWest stations continued to emphasize the importance of representing cultural diversity within each station’s market, while at the same time adhering to the Code of Ethics sponsored by the RTNDA and the CAB’s Code of Ethics. As in past years (and excepting cross-country Managing Diversity training), CanWest has not mandated a specific communication mechanism at the station level. Rather, each station is responsible for its own internal communication practices (e.g., general staff meetings; department-specific meetings/communications; one-on-one meetings; or a combination of these and other communication vehicles).
- Stations also used community outreach mechanisms – described elsewhere in this report – to solicit additional contacts from community representatives.

(c) For those initiatives that have been implemented, please describe how each initiative has contributed to diversifying news sources. *For those initiatives that have yet to be implemented, please proceed to question (D).*

(i) If diversification has not improved in this area, have barriers been identified?

We believe that diversification has improved in news programming. However, the Commission must also recognize that providing the best and most accurate news coverage requires finding experts who (a) are available when we need them, and (b) are considered experts with the utmost credibility in their field. Therefore, it is not always possible to locate specific individuals in a timely manner as issues arise.

(ii) If barriers have been identified, are any new initiatives being planned to address those barriers?

Our community outreach initiatives -- as described throughout this report and specific to each station -- are specifically designed to address news-related barriers -- especially the location of appropriate subject-matter experts within the various ethno-cultural, Aboriginal, and persons with disabilities communities. These efforts will continue.

(d) Please identify the timelines for those initiatives that have not yet been implemented.

No new initiatives are scheduled for 2006.

However, in 2005, increasing diversity in news was identified as a critical initiative by RTNDA.⁶ This association has already unveiled a public service campaign to promote cultural diversity in news media, and is providing diversity-related educational sessions at its professional development seminars and national conferences. We expect further activities by RTNDA in 2006.

Of course, community outreach initiatives at the station level, involvement in diversity-related organizations (e.g., CCAB; SABAR), and the associated expansion of our rainbow news rolodex, will continue throughout 2006.

(e) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.

N/A

⁶ RTNDA is the voice of electronic journalists and news managers in Canada.

Diversifying news stories: “Ensuring that stories about ethnic communities do not appear solely within the context of coverage of cultural celebrations or reporting of negative stories.”

(a) What specific initiatives have been identified in the corporate plan?

Corporate Plan Checklist Item:
“News”

Subsection C3 of our Best Practices Diversity Workforce Statement (“News”)

(b) In this reporting year, which initiatives have been implemented?

- (i) For those initiatives that have been implemented, please describe how each initiative has contributed to diversifying news stories. For those initiatives that have yet to be implemented, please proceed to question (D).**

In calendar 2005, CanWest completed a formal agreement with the National Broadcast Reading Corporation Inc. (NBRS) and VoicePrint to allow representatives from those organizations to continue to read CanWest print articles to their listeners at no charge.

Diversity in news is re-emphasized and discussed regularly at assignment meetings. Station reports reveal that there is no single system initiative, but rather hundreds of mini-initiatives undertaken by dozens of station reporters.

As such, similar to last year’s exercise, we asked our Station General Managers and News Directors to communicate some of their outstanding diversity-related news reporting in calendar 2005 – with particular attention paid to Aboriginal and Asian stories as per the Commission’s 11 July 2005 letter.

The examples below provide just a snapshot of initiatives undertaken by our stations – and really do not do justice to the number and quality of diversity-related news stories we broadcast in 2005. In some cases, we have excerpted sections of the actual tracking reports to provide a flavour of local activities.

- In January, Global Maritimes highlighted a news item related to mobility – and expanded it to focus on the ability of an individual, not the disability. As reported by Michael Fulmes, News Director:

At the beginning of the year, Atlantic Canada was reeling from the effects of four winter storms. Municipalities could not keep up with street clearing, let alone unclogging all the sidewalks. For the disabled, getting around was not just difficult – for some it was impossible. Reporter Scott Gluck took to the streets to show just how difficult it was for people with disabilities. While checking out one area of Moncton, he was introduced to a man who had both legs amputated. Yet, in his wheelchair, armed with a shovel, he took the time to clear the sidewalk in his immediate neighbourhood so no one would be in harm’s way.

In April, the station reported on an inspirational youth who persevered despite paralysis to become an exceptional soccer player; and the following month assessed a policy issue related

to family benefits and parent schooling -- an issue raised by a single mother trying to attain a university degree while caring for her disabled child.

- In March, Global Quebec reported on the financial difficulties facing organizations that provide services to persons with disabilities. One story involved Dana Lipchenko, who has severe physical and mental handicaps -- her family sought improved social services in the face of increasing costs and delays.
- In June and October, Global Ontario implemented “News from the Neighbourhood”: two (2) week-long series of live newscasts from Toronto’s diverse neighbourhoods. At the November 23-24 meet-and-greet sessions in Toronto, Ron Waksman, News Director, spoke to an assembled crowd about this critical new initiative:

When I spoke to this group last year, I was some three weeks into the job of News Director and full of conviction that Global News would take the issue of promoting diversity in our newscasts more seriously and not just talk the talk or pay lip service to the issues. This evening I can report to this group that we have delivered in better representing our province’s diverse ethno-cultural communities . . . in fact I believe we will soon reach the point where diversity in voices, faces and opinion will become second nature in the Global Ontario newsroom.

Greater diversity and better representation on the small screen was a mission eagerly accepted by the entire Global News staff. In the weeks after we last met a directive was issued to reporters, field producers and cameramen to make sure the voices they interview better represent Toronto’s diverse ethno-cultural make-up. They were told no more interviews with 30 to 50-year old white males in blue suits at the corner of Yonge and Eglinton. It took several months of post-mortems and follow-up e-mails, but I am proud to say the real people in our stories are becoming just that, real people, culturally diverse experts, professionals and men and women on the street.

The conventional wisdom in most newsrooms used to be that efforts at diversity didn’t pay-off in viewers and ratings. That’s just not true. During the Spring and Fall we took our main news programs out of the studio and into some of Toronto’s most fascinating and ethnically diverse neighbourhoods including Chinatown, Greektown, Corso Italia, little Jamaica, Little India, Cabbagetown, Little Portugal, Roncesvalles, and Regent Park. This week long series of newscasts in the Spring and Fall were anchored by Leslie Roberts and included the entire Global News team who did the broadcast entirely on location. We coordinated this effort with Toronto radio station CFRB. We did stories about neighbourhood issues from zoning disputes to policing. We featured stories about local theatre, food and culture. Viewers rewarded us with huge ratings spikes. At Global News we don’t just do promos about our connection to these communities, we actually get out there and report from them. The News from the Neighbourhood series proved so popular we have expanded the franchise into a . . . feature segment.

We are all too familiar with the number of shootings that have occurred in this city since last summer. While other newsrooms chose to focus exclusively on the violence we chose to look at the issues that are behind it, social as well as justice. We made a concerted effort on the whole and in almost every newscast to balance our coverage with stories of success, tolerance and positive community spirit aimed at defeating violence. We also did the important job of holding our politicians responsible for helping to find solutions. Our editorial policy extends to advocating for our viewers on issues of importance.

Some of you asked me last year why we didn't do stories about major religious and ethno-cultural festivals in this city. Here again conventional wisdom used to dictate that there was no interest in such stories. We believe there is . . . and we now do stories about how various cultures celebrate holidays in this province, most recently we did a terrific visual story about Diwali . . . and there's one coming up on Hannukah in a few weeks time. A feature story is being prepared as we speak about the issue of arranged marriages in the GTA. Another is being worked up about what it's like to be a young person and wear your religion in public in a secular city.

There are many more examples of how we've changed . . . and we can still do better when it comes to furthering diversity. As many of my reporters will attest to in our newsroom we are not afraid of openly challenging each other about our coverage, about bias or racially sensitive issues. That's why your presence here tonight is so valuable . . . to challenge us to better represent the people who watch us on a daily basis.

- In September, four (4) years after an act of racism resulted in arson at Hamilton's Hindu Samaj temple, CH Hamilton reported *in situ* on the re-opening of that important local place of worship. In November, the station covered the opening of a coffee shop operated by two (2) persons with developmental disabilities. Other news segments examined the quality of drinking water and housing at nearby Six Nations of the Grand River.
- In October, Global Winnipeg played an integral role in correcting the language associated with the accidental killing of a passer-by. According to Al Bleichert, local News Director, police originally attributed the crime to an "African" gang. The station showed that the gang members involved were not African – and we documented efforts of the local African community to correct and improve the situation.
- In January, Global Regina reported on the tsunami-relief efforts of local South-east Asian and Asian communities. Other noteworthy activities included: coverage of "Celebrating Special Kids" – a centennial project by a Balgonie school that created a sports day for 200 children and young adults with various disabilities; the impact of the local Paratransit Strike on persons with disabilities; and features of particular relevance to the local Aboriginal communities (e.g., flu epidemic warning from the Assembly of First Nations of Saskatchewan; abductions of two Aboriginal women and the subsequent creation of a provincial Missing Persons Task Force due to community pressure).
- Throughout 2005, Global Saskatoon reported on a number of local Aboriginal activities, including (but not limited to): efforts by police to recruit more First Nation and Métis officers; a partnership to create more jobs in the Catholic School Division for First Nation and Métis persons; multicultural awards presented to the Saskatoon police chief and the Aboriginal liaison officer as a result of efforts to heal wounds and build bridges between the police and First Nation and Métis communities; direct participation in the University of Saskatchewan Aboriginal Students Centre pow-wow to welcome new students of Aboriginal heritage to the university; and coverage of the Wanuskewin Remembrance Day ceremonies to honour Aboriginal war veterans.
- Global Calgary reported on a number of diverse activities. Here is sample text taken directly from that station's tracking report:

Two examples reflect the 'hard news' approach undertaken by the Global Calgary Newsroom.

For more than two weeks in the latter part of November of 2005 our editorial focus was on the plight and challenges faced by those with mental illnesses. The issue is highly

stigmatized and one that few want to talk about. Our stories introduced the viewer to both adults and teens struggling under the weight of the disability of mental illness. We delivered information on what the every day issues are, what resources for treatment are available and if government is providing the needed support to help the many who are affected.

A series of stories starting back in March of 2005 focused on the fight for medical treatment of an Aboriginal boy. His battle exasperated because different levels of government fought over who should pay for his treatment because he is Aboriginal. . . .

What better testament then the words directly from the Calgary Immigrant Women's Association? Following our coverage of their art show this month this [is] what the event organizer had to say, "Great coverage on CIWA artists on the Global Morning Show . . . we had one person wanting to purchase a painting; one wanting to make a donation and one wanting to donate business clothes for our employment program" (Edna Sutherland CIWA).

It's called "Pebbles In the Sand" and in July of this year we showed Calgary views the unbelievable task this group has taken on to acclimatize immigrant women and refugees to Canada and Calgary. This program showed the resources that are available. We told the story of the challenges -- everything from learning a new language to the alternatives new Canadians can go to for help.

- During 2005, Global Edmonton featured a number of Aboriginal guests on its Morning News Edition: the Bent Arrow Traditional Healing Society; representatives from the play "The Rez Sisters" which has an entirely Aboriginal cast and crew; and representatives from the Aboriginal Education Showcase.
- CH Central Alberta tackled a very sensitive and important issue related to the local Aboriginal community. As described by Pete Gingras, News Director, in that station's tracking report:

"The Beat of a Different Drum" – Two Part Feature on November 9th and 10th in the 5:30PM and 11:00PM CH News Programs

Background: In the past five years on the Hobbema Reserve reports of assaults have doubled and drug cases have more than tripled. . . . So what is the problem . . . why are so many of the youth turning to drugs and alcohol? In this two part feature we asked the community's future generations this question. They answered the question by talking about the changes they were making . . . the programs they were focusing on and the ways they could secure a safe and vibrant future for their community.

CH Reporter, Christine Ouellet and Videographer Scott Malo attended a cadet corps training session for individuals looking to introduce the program to the youth in the Hobbema Community. During the three day training session we interviewed the founder of the program who has witnessed its success in Saskatchewan and Manitoba. We also interviewed a school resource officer who will be handling its early development in Hobbema. The interesting aspect of this training is that it will be eventually run by the youth cadets and monitored by residents in the Community who have volunteered their time. Over 15 members of the reserve's three bands volunteered their time and commitment to the success of this program. When we asked them why they wanted to get involved . . . it was simple . . . they were taking ownership of the problem and were determined to make a difference.

But the success of the program wouldn't be defined by just the leaders and instructors . . . they needed the support of the youth. Almost 60% of the population of Hobbema is under the age of 18 . . . and many agree the problem lies within a lack of things to do. So, with a new program would those between the ages of 12 and 18 be interested? After long conversations and separate meetings with both the area's Education Director and the Samson High School's Principal, we were allowed into the school. There we were kept under a watchful eye and questions had to be approved before we could continue. The students were split . . . many couldn't see themselves in the drill line, while others were eager to find out more. By November 23rd, just under 300 youth had registered for the training . . . a huge turnout and a surprise to the organizers who also say that number will drop.

Throughout the time we were working on this story, we were warned about "burning bridges" and "last chances" but two days after our story aired, we received an exclusive invitation to a drug and alcohol seminar in Nordegg (another Aboriginal Community). Here we were given a closer look at the real story . . . a trend in the youth to turning away from a lifestyle of drugs and alcohol. We talked with a number of students about the issue.

Over the past two months our relationship with the Aboriginal community and specifically Hobbema has grown. The residents, leaders and officials of the community have put their trust in us and we look forward to working with them on both the positives and negatives that face them in the future.

We plan a follow up to this story in the Spring of 2006 that will update our viewers on the progress this program has made.

- In June, Global Lethbridge broadcast a news item on local activities on Aboriginal Day and discussed ways to battle any negative perceptions in the community. In September, the station reported on a new Aboriginal apprenticeship program launched in Lethbridge to address the shortage of skilled labour in Alberta – and profiled a success story within the local community.
- CHBC Okanagan Valley provided a number of illustrative examples of diverse stories in its news programming. Here are some illustrative examples from that station's tracking report:

Racism Workshop

February 3 - 22, 2005

We produced News stories about a series of workshops held in Vernon to teach community leaders that racism still exists in the 21st century. The stories explained how even the subtlest forms of racism can be recognized and dealt with appropriately.

Religious Meeting

February 8, 2005

CHBC Anchor/Producer Mike Roberts moderated a community gathering in which the leaders from different faiths (Buddhist, Christian, Native, Islamic) gathered to discuss "Reconciling the existence of God, in light of world suffering." The event was planned and promoted prior to the Boxing Day Tsunami, but with that world disaster so prominent in everyone's memory, it became the focus of the discussions. CHBC News promoted the event as an upcoming event, and scheduled an extra camera crew for the evening, which provided the opportunity to broadcast a more in-depth report than just covering it with a camera, which is the normal operating procedure in the evenings.

Disabled Puppets

April 11, 2005

No matter how different a person may be, everyone deserves to be treated equally. That was the message Okanagan students were being taught April 11 by a special group of performers, who produce a puppet show involving characters with a variety of disabilities. CHBC News showed excerpts from the performance, interviewed the organizers and elementary school students for insight into what they learned about treating people with disabilities.

Aboriginal Hockey

May 2, 2005

There are not very many Aboriginals playing hockey in the NHL. But that may change in a few years, after a special effort by Vancouver Canucks coach Marc Crawford to hold a special hockey camp for Aboriginal youth in Kelowna. CHBC Sports Director Pat Kennedy produced a feature about the camp, and why Crawford is encouraging more Aboriginal youth to get involved in Canada's favourite sport.

Kelowna Centennial

May 2005

The city of Kelowna celebrated its centennial in May 2005. A significant fact overlooked by city officials was the contributions the Indo-Canadian community made to the city during the first 100 years. CHBC reporter Mohini Singh volunteered her time to help produce a short documentary showing the many things accomplished by these people during the city's first century. The documentary was aired in its entirety on CHBC News at Noon. Airing a feature of that length was unprecedented, but important enough for us to break with the normal format. The story was promoted in the days leading up to its actual broadcast.

Racism Seminar

May 26, 2005

Symposium speakers included Holocaust survivor Rob Waisman, and CHBC reporter Mohini Singh. CHBC news coverage of the symposium helped distribute their message that if not closely monitored, racism could easily re-gain ground in the Okanagan. It's important to note Mohini Singh's involvement was featured prominently in coverage by other Okanagan media. CHBC also donated raw video of the symposium to the organizers, enabling them to spread the message further.

- In November, Global Vancouver took its Morning News out to various communities on the Lower Mainland, broadcasting live from a new location each day for three (3) hour durations. This key initiative involved the Chinese community, the Iranian community, the Indo-Canadian community, the Italian community, and the Aboriginal community.
- Throughout 2005, CH Vancouver Island produced news items that focused on the local Aboriginal community. Here is an excerpt from that station's tracking report:

One award winning story this past year explored native oral history of a massive earthquake and tsunami that devastated coastal villages more than 300 years ago.

CH News interviewed Chief Robert Dennis of the Huu-ay-aht first nation and others in a story that was a large component of the news special "Magnitude 9.0." The special aired January 26 – one month after last year's South Asian tsunami.

CH crews also visited the Tsa-o-qui-aht First Nation in Clayoquot Sound for a historic reconciliation ceremony. In 1792, the crew of an American fur trading ship burned the

Opitsit village to the ground. This summer a replica tall ship visited the same village. On board were descendants of the captain from two centuries ago. The descendants came to apologize. The story aired July 18.

CH News reported on the devastation caused by forced attendance of native residential schools in a story on November 25th. And on May 3rd, CH was there to document the final leg of a 16 hundred-kilometre journey that began in Northern B.C. to promote spiritual healing for survivors of residential schools.

- (c) For those initiatives that have been implemented, please describe how each initiative has contributed to diversifying news stories. For those initiatives that have yet to be implemented, please proceed to question (D).**

See response immediately above – and note how many of the stories were positive or uplifting and/or directly addressed stereotypes.

- i. If diversification has not improved in this area, have barriers been identified?**

N/A

- ii. If barriers have been identified, are any new initiatives being planned to address those barriers?**

As reported last year . . . It is not always possible to cover as many stories as we would hope to -- or to respond to every request for airtime. In times of crisis -- September 11 terrorist attacks; mad cow; the war in Iraq; SARS; floods; BC forest fires; tsunami; and so on -- or during election periods or other important events, Canadians expect their news services to provide in-depth up-to-the-minute coverage of issues of public concern. Our newsrooms are staffed appropriately but efficiently to make best use of resources. During times of crisis, or when events of national or local importance occur, our resources are first and foremost focused on getting those stories out to our viewers. While these realities sometimes pre-empt other important stories, we have maintained our commitment to increase our coverage of stories that reflect the diversity of our audiences.

- (d) Please identify the timelines for those initiatives that have not yet been implemented.**

N/A

- (e) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.**

N/A

Diversifying on-air personalities: “Ensuring that on-air-personalities reflect the diversity of the community that the station serves.”

(a) What specific initiatives have been identified in the corporate plan?

Corporate Plan Checklist Item:

“Hiring and retention of visible minorities (including training on how to hire and retain)”

“News”

Sections A and B, and subsection C4 of our Best Practices Diversity Workforce Statement (“Hiring,” “Retention,” and “News”)

(b) In this reporting year, which initiatives have been implemented?

We rolled-out the Managing Diversity training to our broadcast newsrooms in Vancouver and Toronto. As noted elsewhere in this report, this training communicated our Best Practices Diversity Workforce Statement to people managers. The Corporate Mission Statement, Preface, Introduction to Diversity Best Practices, Section A (“Hiring”), Section B (“Retention”), and Subsection C4 of that document are particularly relevant.

Last year, we provided a comprehensive review our diverse news personalities. In this report, we provide illustrative highlights:

- Global Ontario is currently directing junior or starting positions to visible minorities. These are principally part-time positions, and provide valuable work experience and on-the-job training. The positions reflect a wide range of news functions: editorial assistants; writer; and reporter.
- In September, Rena Beer, a well-known member of the Indo-Canadian community joined Global Vancouver’s morning show as traffic reporter.
- In September, Global Ontario named Anne Marie Mediwake as co-anchor of “Global News Morning.” Ms. Mediwake was born in Sri Lanka. The station’s news personalities already include a number of individuals from the designated groups. For example, of the twenty-one (21) news anchors and reporters highlighted on the station’s website, eleven (52%) are women. Moreover, in addition to Ms. Mediwake, a number of the news personalities are Asian Canadians (e.g., Neha Bhupal; Gus Kim; Pooja Handa; Minna Rhee).
- Four (4) of the nine (9) news anchors and reporters highlighted on Global Calgary’s website are women (44%) – including Nirmala Naidoo and Cara Fullerton.
- The News Team at CHBC Okanagan Valley includes Native Correspondents Tracey Jack, Duane Marchand, and Deanna Leon-Cook – in addition to Mohini Singh and four (4) other women anchors, producers, and reporters.
- Reporter Vanessa Lee moved from smaller stations in Saskatoon and Lloydminster to Global Quebec – Ms. Lee speaks both official languages, in addition to Mandarin and Cantonese.

- The following positions are filled by women on “Global National with Kevin Newman”: Tara Nelson (Weekend Anchor), Hannah Boudreau (Ottawa Correspondent), and Lauren McNabb (Toronto Correspondent).
- Five (5) of the six (6) news and sports anchors at Global Winnipeg are women (83%): Adrienne Pan; Nelly Gonzalez; Kate Stutsman; Eva Kovacs; and Stephanie Armstrong.

(c) For those initiatives that have been implemented, please describe how each initiative has contributed to diversifying on-air personalities. For those initiatives that have yet to be implemented, please proceed to question (D).

i. If diversification has not improved in this area, have barriers been identified?

We believe that diversification of news personalities has improved over the years.

In February 2004, Steve Wyatt, Editor-in-Chief, CanWest spoke to an assemblage of Commissioners and specifically addressed this issue. His entire presentation was included in last year’s report – and we have excerpted a portion of it below. The barriers remain unchanged:

But barriers do exist, and some of them are beyond our control. For instance, as we’ve mentioned earlier and throughout our report, low staff and especially, low management turnover frustrate efforts to increase the representation of minorities within our workforce. Having said this, we are making every effort to identify qualified candidates from the designated groups for each job opening across the country.

To a large extent, hiring initiatives come as a result of expansion and development. In this regard, we’ve been extremely proactive in taking full advantage of such opportunities. For example, the launch of our Toronto weekday morning newscast [in 2003] allowed us to significantly increase the presence of diverse on-air personalities in that market in a short period of time. Beyond this, it is important to note that our newscasts across the country garner significant audiences – in fact, our newscasts in every market across Canada boast the number 1 or number 2 positions in terms of ratings – providing extensive exposure for our on-air personalities, including those from the designated groups.

At the same time, this means that our on-air staff must have sufficient experience and/or training to meet our audience’s expectations of a first-rate newscast. In practical terms, this requires overcoming the challenges that come with taking chances on inexperienced candidates through a variety of means, including expending significant resources to “train-up” those who show promise but lack experience. In some cases, we’ve taken chances and had to make difficult decisions to remove people from those positions.

ii. If barriers have been identified, are any new initiatives being planned to address those barriers?

We have noted one specific new initiative elsewhere in this report:

At the request of the station's Aboriginal correspondents, CHBC Okanagan Valley arranged for Duncan McCue, an award-winning native producer working for CBC Vancouver, to fly into Kelowna to help our correspondents enhance their writing and producing skills.

Other initiatives are ongoing. Last year we wrote:

Recognizing that broadcasting education and experience are formidable barriers to members of the designated groups, we believe that our awards and internship programs can help individuals gain experience in broadcast news operations.

This year, the recipient of the Scholarship Award for a Canadian Visible Minority Student worked on ET Canada – one of the premier news-entertainment shows in Canada. Moreover, the winner of the scholarship for persons with disabilities is also awarded an internship, while the Aboriginal award is itself an internship.

The following comments were included in last year's report and are still relevant:

Retention efforts on an individual-level . . . can be enhanced by promotions and/or increased compensation. Such activities should not be construed as a corporate "initiative" per se, but rather as an on-going concerted effort to keep outstanding and experienced on-air talent that is in short-supply.

Expansion of news activities also creates new opportunities for diverse on-air hiring. Indeed, the creation and implementation of in-depth morning news programming at CIII-TV Ontario accomplished this very thing in 2003. Such expansion, however, is a forward-looking business decision not driven by cultural diversity objectives.

Congruent with last year's report, we certainly have not planned any initiatives to increase employee turnover. Indeed, low turnover is typically seen as a corporate strength. Nonetheless, as above, ongoing proactive recruitment efforts combined with internship programs will continue to increase the diversification of our on-air staff, albeit more slowly in certain markets.

(d) Please identify the timelines for those initiatives that have not yet been implemented.

Our recruitment and retention initiatives, and awards programs -- all outlined elsewhere in this report -- will continue in 2006. Station-specific retention efforts will continue on an as-needed basis, and on a market-based timeline.

(e) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.

N/A

Equitable distribution of news beats: “Ensuring that reporters and journalists from minority communities are not assigned exclusively to covering stories of principal concern to cultural groups.”

(a) What specific initiatives have been identified in the corporate plan?

Corporate Plan Checklist Item:
“News”

Subsections C4 and C5 of our Best Practices Diversity Workforce Statement

(b) In this reporting year, which initiatives have been implemented?

Our response below mirrors previous responses – with the addition of persons with disabilities.

As explained in the Corporate Plan, it has never been our practice to assign reporters and journalists from ethnic or cultural communities, or persons with disabilities, exclusively to stories of principal concern to those groups. In essence, then, the initiative implemented during the reporting year, was the continuance of practices already ensconced in the corporate culture, although it is a topic that is routinely discussed and revisited during regular assignment and editorial meetings in our newsrooms.

It should be noted, however, that there are instances when reporters from ethno-cultural or Aboriginal communities, or persons with disabilities, cover issues of relevance to those groups due to (a) the interest expressed by the reporters themselves in covering those stories, and/or (b) language or cultural barriers challenge our ability to access those communities to cover the story.

(c) For those initiatives that have been implemented, please describe how each initiative has contributed to diversifying news beats. *For those initiatives that have yet to be implemented, please proceed to question (D).*

Global has never promulgated a policy of news assignment ghettoization. As such, we did not see a need to institute any specific new initiatives in this area, beyond discussions at regular assignment meetings.

i. If diversification has not improved in this area, have barriers been identified?

N/A

ii. If barriers have been identified, are any new initiatives being planned to address those barriers?

N/A

(d) Please identify the timelines for those initiatives that have not yet been implemented.

We have not planned any new initiatives and, therefore, have no timelines as such.

(e) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.

N/A

Reflection of Diversity in Non-news Programming

As in previous reports, we have combined these sections:

Diversifying casts: “Those responsible for casting make a concerted effort to hire visible minority actors in leading and recurring roles.”

Diversifying scripts: “Those persons responsible for script development ensure that minorities are not portrayed in a stereotypical manner.”

Diversifying acquisitions: “Programming from independent producers reflects the presence and accurate portrayal of visible minorities.”

(a) What specific initiatives have been identified in the corporate plan?

Corporate Plan Checklist Item:
“Programming: Other Produced; and Acquired”

Section D of our Best Practices Diversity Workforce Statement (“Non-News Programming”)

(b) In this reporting year, which initiatives have been implemented?

The research undertaken by the CAB regarding the presence, portrayal, and participation of persons from ethno-cultural and Aboriginal groups, and persons with disabilities, in the broadcast sector was a massive initiative designed to set a baseline for all Canadian broadcasters and recommend Best Practices. CanWest participated in these efforts, and is currently participating in the review of Broadcast Codes to ensure appropriate language related to inclusion and stereotyping.

In addition to the numerous initiatives outlined elsewhere in this report (e.g., diversity training; hiring/retention; and so on), in 2005 we also reviewed relevant contractual language.

Our Corporate Plan contains the following language:

In fact, each of our programming contracts with producers clearly states our policy of avoiding discrimination based on age, race, sex, creed, colour or national origin, and [this] clause is included in all of our commissioned programs. . . . As part of our on-going commitment to accurately reflect Canada’s diversity in our programming, this section of our contracts will be reviewed to ensure that it reflects clearly our commitment to responsible reflection of individuals and communities within our prime-time priority programs.

During the reporting period, we maintained cultural diversity protections in the standard terms and conditions of our licence agreements -- particularly Article 10 (Licensee Policy; Adherence to Standards Codes; Breach of Licensee Policy or CAB Code) and Article 11 (Creative Approval) – but in July we reviewed and amended the language to also include persons with disabilities. As such subsections 10.1(1) and 10.1(2) of our standard licence agreements now read as follows (emphasis added):

It is the policy of the Licensee to avoid, discourage and not in any way be a party to:

- (1) discrimination in employment practices based on age, race, sex, creed, colour, disability or national origin;*
- (2) sex-role stereotyping or discrimination based on age, race, sex, creed, colour, disability or national origin in casting for and production of program content.*

This contractual amendment is accretive to the changes to subsection 10.1(2) we made in January 2004 as outlined in previous reports.

Other casting-, scripting-, acquisition-related protections in place during the reporting period included:

- CanWest's Canadian programming executives were involved in host selection and casting for all commissioned programming to ensure diversity of characters and on-camera hosts.
- Potential acquisitions were screened for negative stereotyping of minority groups as well as for diverse casts and storylines.
- Output deals with major American studios permitted CanWest to refuse programming that might be considered offensive to Canadian audiences due to cultural stereotyping.

(c) For those initiatives that have been implemented, please describe how each initiative has contributed to diversifying casts, scripts, and acquisitions. For those initiatives that have yet to be implemented, please proceed to question (D).

In keeping with past reports, we believe the best way to answer this question is to provide illustrative examples of diverse non-news programming.

First, it is worth noting that our local ethnic station in Montréal, CJNT-TV, programs to (at minimum) fifteen (15) distinct linguistic groups and eighteen (18) distinct ethnic groups on a monthly basis.⁷ This station is one of only four (4) over-the-air ethnic services operating in Canada.

We also note that our radio stations in Winnipeg (jazz-based Cool FM) and Kitchener-Waterloo (CKBT The Beat) have musical formats that naturally lend themselves to diverse musical programming – as do some of our specialty services (e.g., COOL TV; Fox Sports World Canada).

In 2005, diversity-related programming highlights included:

⁷ In last year's report, we noted CJNT-TV's annual linguistic and ethnic requirements. While those requirements were in place for most of calendar 2005, the Commission eliminated annual requirements in Broadcasting Decision CRTC 2005-530 dated 26 October 2005. As noted in paragraph 25 of that decision, the monthly requirements remain unchanged.

- CHBC Okanagan Valley was a finalist for the 1st annual CAB “Aboriginal Programming” Gold Ribbon Award for the program “Honouring Our Visions.” As described in the entry form:

The significance of role models cannot be overstated. It is important for Aboriginal youth to see that there are successful and inspirational native people. "Honouring Our Visions" introduces three native leaders who are dedicated to the education, health and prosperity of their people.

The values instilled in someone from a native background can be quite different from the ideals of corporate, business or government environment. The documentary explores how it is possible to overcome poverty and discrimination and rise to the top of your chosen profession. It highlights the leadership potential of First Nations people.

"Honouring Our Visions" was conceived, written, produced and narrated by three Aboriginal journalists. Tracey Jack, Deanna Cook and Judy Wilson have an insider's understanding of the Okanagan/Shuswap native communities. They are disturbed by the sense of hopelessness that affects many young Natives. The unemployment and death rates on reserves are much higher than the Canadian average. Alcoholism and drug abuse are rampant. However, not all is bleak. There are Aboriginal success stories. It is important for Canadians of all races to see these Native role models.

Some of the people featured in the documentary witnessed cultural fragmentation, great despair, the effects of residential schooling, and racism. They explain how they managed to avoid the pitfalls of substance abuse and broke the cycle of poverty and racism. Their accomplishments have profound implications to the welfare of the poor and underprivileged in the Native community. With great success comes great responsibility. All of the people profiled in 'Visions of Distinction' are leaving a legacy for others to emulate. They have become true role models.

CHBC TV is committed to helping the Okanagan's native community tell its story. We provided the technical support necessary to turn 'Visions of Distinction' into a reality. CHBC camera people, editors, producers and others contributed to the project.

- Global Quebec was a finalist for the CAB “News: Special Series” Gold Ribbon Award for its “Discrimination” series.
- In December, we announced that CanWest would broadcast the National Aboriginal Achievement Awards. As described in the press release below:

NAAF ANNOUNCES GLOBAL TELEVISION AS NEW NETWORK PARTNER FOR 2006 NATIONAL ABORIGINAL ACHIEVEMENT AWARDS

(TORONTO - Dec 8, 2005) The National Aboriginal Achievement Foundation (NAAF) announced today that Global Television has become the new network partner for the 2006 National Aboriginal Achievement Awards which will be televised jointly with existing network partner Aboriginal Peoples Television Network (APTN) on January 28th, 2006 at 8 p.m. EST.

“We are delighted to welcome Global Television as our new broadcast partner for this year’s Achievement Awards. Together with APTN, Global will offer many more

Canadians a rare opportunity to celebrate the achievement of Aboriginal People in Canada,” stated Roberta Jamieson, CEO, NAAF.

The Executive Producer for the 2006 National Aboriginal Achievement Awards show is Roman Bittman. The live event will take place on January 27th at the Queen Elizabeth Theatre in Vancouver.

Roberta Jamieson, CEO of NAAF, said, “The Foundation is honoured to recognize the 2006 recipients as individuals who have converted their potential into achievement. They are a symbol of hope and encouragement to the tens of thousands of First Nation, Métis and Inuit youth who have so much to offer their communities and Canada as a whole. We are privileged to support Aboriginal Peoples to realize their dreams in the performing arts that will be showcased during the awards event and in all walks of life.”

“We are very excited to become a part of this outstanding national ceremony, and to partner with NAAF and APTN in honouring achievement and excellence in our aboriginal communities” said Barbara Williams, Global Television Senior VP of Programming & Production.

“APTN is proud to support this initiative once again. We are confident that this new partnership will allow a new audience to view what has become the showcase event of the year for First Nations, Inuit and Métis Peoples. The timeliness of the broadcast will also allow our viewers to participate in the celebration of our role models soon after the event,” stated APTN CEO Jean LaRose.

Private Sector Sponsors include CIBC, Global Television, Aboriginal Peoples Television Network, Air Canada, BP Canada Energy Company, Casino Rama, Diavik Diamond Mines Inc., Donna Cona Inc., Duke Energy Gas Transmission, Encana Corporation, First Air, Nexen Inc., Shell Canada, Suncor Energy Foundation, Syncrude Canada Limited and TransCanada Pipelines.

Public Sector Sponsors include Canada Mortgage and Housing Corporation, Canadian Forces, Canadian Heritage, Canadian Museum of Civilization, Elections Canada, Health Canada, Human Resources and Skills Development Canada, Indian and Northern Affairs Canada, Industry Canada, Justice Canada, Natural Sciences and Engineering Research Council of Canada, Privy Council Office, Public Safety and Emergency Preparedness Canada, Western Economic Diversification Canada, Province of British Columbia, Government of Nunavut, Government of the Northwest Territories, Government of Yukon.

The National Aboriginal Achievement Awards were created in 1994 to celebrate and promote positive role models to Aboriginal youth. The awards are part of the work of the National Aboriginal Achievement Foundation, a non-profit organization that encourages and empowers young Aboriginal people in order to advance their educational and career opportunities. Since 1988, the Foundation has provided more than \$18 million to deserving Aboriginal students across the country, with scholarship disbursements reaching more than \$2 million each year.

- We are collaborating with APTN on the program RenegadePress.com – a youth drama starring an Aboriginal teenager who operates an Internet-based newspaper. Our involvement includes the acquisition of the first two (2) seasons and a shared second window for Season 3. We are the first non-educational conventional broadcaster to participate in this series.
- Other programming highlights included:
 - The diverse on-air composition of our new Canadian shows – especially in-house entertainment show Entertainment Tonight (ET) Canada, and independently

produced Falcon Beach. With special regard to the former, our Programming Department made the following comments:

“[Our] new daily entertainment program . . . promotes Canada’s world of entertainment, its artists and musicians from all four corners of the country, as well as those from around the world, both with its presence of on-air reporters and the talent featured, ET Canada is a leader in showcasing diversified talent.

A small sampling of episodes bears this out. In addition to reporter/host of Rosey Edeh, ET Canada featured a number of guests from the designated groups, including (but not limited to): Keisha Chante; Beyonce Knowles; Kanye West; Kristin Kreuk; Stevie Wonder; and Usher.

- Specialty programming included a wide range of diverse programming. For illustrative purposes: COOL TV aired concerts such as “Spanish Harlem,” “Afro-Cuban All-Stars,” “Ladies Sing the Blues,” and “Montreal Jazz Festivals (assorted years)” and other shows featuring Rosemary Clooney and Nat King Cole. Prime TV aired “Tai Chi with Grand Master Liang” and “Inside Entertainment with Sue Lin Goh.” Fox Sports World Canada aired Japanese J-League Football Highlights and the program “Direct Kicks for Chicks.”
- As noted by the Programming Department:

Among the rich body of programs broadcast on Global and CH in 2005, both Canadian and foreign, excellent examples that deliver either with main or regular recurring characters and storylines with specific themed episodes that reflect the diverse communities we live in are: ‘Malcolm in the Middle,’ ‘Las Vegas,’ ‘24,’ ‘The Shield,’ ‘Blue Murder,’ ‘Train 48,’ ‘Doc,’ and ‘Regenesis.’

- Although it is no longer airing, Stephen Bochco’s “Blind Justice” was one the highest-profile shows in 2005 to feature a lead character with a physical disability. A review in the *Vancouver Province* (8 March 2005) noted that “it’s refreshing to see a disabled character receive a positive portrayal . . .”
- Other noteworthy programming examples included:
 - ❖ “They Call Me Chief”: A documentary that examined the history and issues regarding Aboriginal people in Canadian hockey;
 - ❖ “Spirit of the Game”: A documentary focused on the struggles and personal journey of Aboriginal athletes from British Columbia who travelled to compete in the Indigenous Games in Manitoba in 2002;
 - ❖ “Sri Lanka: A Journey Home”: A documentary hosted by our Anne Marie Mediwake on the tsunami disaster. It is also worth noting that Ms. Mediwake – who was born in Sri Lanka -- was named co-anchor of Global Ontario’s “News Morning.”
 - ❖ “Past Lives and Summit of Life”: Four (4) episodes from this series were aired in honour of Black History Month;

- ❖ “Road to Bollywood”: A documentary that examined Indo-Canadian efforts to make a splash in India’s film industry;
 - ❖ “Chow Dong Hoy: Portraits from the Frontier”: A documentary featuring the life and work of Chinese portrait photographer Chow Dong Hoy in British Columbia in the early 20th century; and
 - ❖ “Body & Health”: 50 of the 65 episodes of this series involved topics about and/or specifically relevant to members of the designated groups – sample episodes include “Making the Cut,” “Hospital Coping” and “Skidegate Dental Clinic Special.”
- CanWest also commissioned the following two (2) one-hour documentaries: “Somba K’e: Dangerous Rock” examines the Dene people of the Northwest Territories and that community’s involvement in uranium mining, while “Our Children’s Keepers” looks into abuse problems within residential school systems.

i. If diversification has not improved in this area, have barriers been identified?

We are pleased with the level of diversification in our non-news programming.

ii. If barriers have been identified, are any new initiatives being planned to address those barriers?

As re-stated from last year’s report, while we have not identified any new barriers in this area, we recognize the need to emphasize diversity objectives to independent producers who approach us with programming ideas/concepts. This is an ongoing effort – and we are investigating additional ways to ensure increased diversification efforts in our commissioned programming. As expressed by the Programming Department: “CanWest is working on strategies to engage our independent producers in the process of ensuring that diversity hiring is happening in front and behind the camera with both crews and key creative roles. We believe these strategies, once developed, will continue to increase the level of hiring and training on CanWest productions, demonstrating that every sector has a role to play towards achieving diversity in our industry.”

(d) Please identify the timelines for those initiatives that have not yet been implemented.

N/A

(e) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.

N/A

Community Involvement

Community input and feedback: “The plan should set out mechanisms that the licensee will put in place to ensure that it receives effective input and feedback from its community with respect to the reflection of cultural diversity, including Aboriginal cultures, in its programming.”

(a) What specific initiatives have been identified in the corporate plan?

Corporate Plan Checklist Item:
“Community Involvement: Feedback; Other”

Section E of our Best Practices Diversity Workforce Statement (“Community Outreach”)

(b) In this reporting year, which initiatives have been implemented?

We outlined our framework approach to community involvement in previous reports. For ease of reference, various local approaches to community involvement include:

- on-going dialogue with representatives of the four (4) designated groups via on-site meet-and-greet sessions, one-on-one meetings, round-table discussions/workshops, diversity for a, and so on.
- diversity advisory committees;
- production and/or airing of diversity-related PSAs;
- facilities tours to members of the four (4) designated groups (esp. Aboriginal community);
- support for third-party diversity-related initiatives (esp. on-air promotional support; provision of local high-profile hosts/emcees for events); and
- on-air community calendars.

In line with last year’s approach, we will not attempt to list each and every local initiative across the country. Rather, we will provide illustrative examples of specific activities.

Local meet-and-greet sessions with members of diverse organizations

This initiative is specifically described in subsections E(1)(i)(a) to E(1)(i)(f) of our Best Practices Diversity Workforce Statement.

At the core, meet-and-greet sessions:

- provide an opportunity for senior station employees to outline diversity-related objectives to members of the communities most affected by our activities;

- make us more aware of relevant news issues and community events;
- provide an on-site, in-person venue for community feedback and exchange; and
- help us develop resource contacts from the four (4) designated groups in all subject areas.

The meet-and-greet sessions at Global Ontario in November 2005 provide an illustrative example of this type of activity. Those sessions were attended by representatives of the following organizations:

- Afghan Association of Ontario
- African Community Services of Peel
- Albanian Canadian Association Kosova
- Arab Community Centre of Toronto
- Barbados Nurses Association
- Black Business and Professional Association
- Brazil-Angola Community Information Center
- Canadian Cambodian Association of Ontario
- Canadian Centre on Minority Affairs
- Canadian Council of Muslim Women, Peel Halton Chapter
- Canadian Kurdish Federation
- Canadian Tamil Congress
- Centre Francophone de Toronto
- COSTI Immigrant Services
- Ethiopian Association in Toronto
- Federation of Turkish Canadian Associations
- Filipino Centre of Toronto
- Islamic Community of Afghans in Canada
- Korean Canadian Women's Association
- National Association of Japanese Canadians
- National Council of Barbadian Association in Canada
- Noor Cultural Centre
- North American Association of Asian Professionals
- North American Muslim Foundation
- Ontario Multicultural Association
- Portugese Interagency Network
- REH'MA Foundation
- Seneca College of Applied Arts and Technology, Re-Employment Centre for International Professionals
- Urban Alliance on Race Relations
- Vietnamese Association of Toronto
- Yee Hong Community Wellness Foundation
- YMCA

The following senior representatives from Global Ontario made presentations:

- Ron Waksman, New Director – the transcript of his speech at these sessions is included in the section of this report entitled “Diversifying News Stories”;
- Peter Kent, Deputy Editor, TV News and Anchor
- Christine Shipton, Vice-President, Original Programming;

- David McCauley, National Director, Human Resources (Canadian Operations); and
- Jon Medline, Director, Regulatory Affairs;

Following the presentations, guests were invited to address comments/feedback to the whole group and/or speak with CanWest representatives one-on-one. Global Ontario had representatives on-site from a number of departments, including: News; Regulatory Affairs; Programming; Marketing/Promotions; and Human Resources. This initiative allowed for significant sharing of information and relationship-building – and concurrently provided an opportunity for the diverse groups to meet and discuss their own issues.

In another illustrative example, CHBC Okanagan Valley celebrated the diversity of the Kelowna region with a Cultural Appreciation Evening where guests represented twenty (20) different nationalities. The guest list was largely generated from contacts made during the production of “Cultural Cuisine” – a local series of twenty-six (26) 4-minute vignettes highlighting ethnic cuisine throughout the Okanagan Valley. Some of the feedback CHBC Okanagan Valley received from this initiative was positively glowing.

Diversity Fora

This diversity initiative explores diversity in a more formal manner.

For example, in September, Global Vancouver hosted a diversity forum entitled “Changing Faces” at the Museum of Anthropology. The forum focused on the following issues:

- Is Global Vancouver's news coverage of the community fair and accurate?
- Does Global Vancouver's on-air talent reflect the community it serves?
- Does Global Vancouver's other programming (e.g., sitcoms; entertainment shows; primetime dramas; and advertising) reflect the community?

The audience was comprised of representatives from a cross-section of Vancouver’s communities – drawn from a contact list generated from the station’s 30-member Cultural Diversity Committee. Key station executives sat on the forum panel (e.g., Station General Manager; News Director; Assignment Editor); and a monitoring panel was established and staffed by representatives from the Muslim, Indo-Canadian, Black, and Chinese-Canadian communities.

A one-hour broadcast of “Changing Faces” was subsequently broadcast on Global Vancouver.

Round-table discussions/workshops

This diversity initiative creates an enhanced environment for in-depth discussion with a smaller number of groups. Discussion may be general in nature or topic-oriented.

For example, in December, Global Calgary held a topic-specific workshop with representatives from Calgary’s Ethnic and Racial Diversity organization and the Centre for Faith and the Media to discuss Calgary’s cultural community growth and future trends. Specific discussion topics included:

- The growth of cultural and religious communities in Calgary;
- demographic breakdowns and other statistics;
- cultural stereotypes;

- story ideas;
- identifying resources; and
- the introduction of a diversity map of Calgary.

Global attendees included reporters, anchors, producers, editors, and community relations personnel. Interestingly, this initiative was spurred by coverage reported in last year's report (discrimination in Calgary nightclubs). The objective of this workshop was to help the editorial staff "explore the growth of Calgary's cultural community -- how to source stories, and how to best present those stories."

As detailed in section 2(b) of this report ("Clear Goals for Station Managers"), CH Hamilton initiated a series of round-table discussions. Between October 2005 and January 2006, fifteen (15) of these round-table meetings were held and/or planned for representatives of the following organizations:

- Youth Anti-Racism Network
- African Caribbean Cultural Potpourri Inc. (ACCPI)
- Afro-Canadian Caribbean Association of Hamilton & District
- Barbados Canadian and Friends Association
- Six Nations Council
- Native Women's Centre
- Canadian Métis Council
- Congress of Black Women
- Canadian Chinese Cultural Association
- Hamilton Filipino Community Centre
- Arab Cultural and Heritage Centre
- Muslim Association of Hamilton
- Canadian Japanese Cultural Centre
- India Canada Society of Hamilton and Region & Hindu Spiritual Society
- Korean Business Association

Some of our stations found it more effective to reach directly into the community. For example, in April, Global Edmonton sent representatives to the Arts & Cultural Management Program at Grant MacEwan College. Discussion included: how to obtain sponsorships from CanWest for arts and/or cultural events; the elements of a successful campaign; and the reasons CanWest works with certain organizations.

Diversity Advisory Committees

This is a formal mechanism at some stations to ensure ongoing communication with representatives of local communities. In some cases, committees are comprised of station executives and other employees, and representatives from diverse communities (e.g., the aforementioned Cultural Diversity Committee at Global Vancouver).

Facilities Tours:

In order to build relationships with the communities we represent and cultivate interest in the broadcast sector among youth (especially youth in the four designated groups), CanWest proactively invites groups and individuals into our local stations (and other assets) for tours and on-site presentations and discussions. Exposure of youth to media opportunities was identified in the CAB's research as a critical diversity initiative.

One such tour was arranged for students attending a media studies course in remote Moose Factory, Ontario:

- These students started their tour at CanWest's print operations. The Executive Editor of the *National Post* and several reporters and staff joined the students to discuss their respective roles at the newspaper and answer any questions they might have.
- The students subsequently visited CanWest Interactive. During this part of the tour, the Editor in Chief of our popular website Canada.com demonstrated how the newspaper looks online and explained the process of uploading the paper to the Internet.
- Finally, the group toured Global Ontario. This part of the tour involved the following broadcast executives: the Senior Vice-President of Programming & Production; the Vice-President of Marketing; the News Director; the Deputy Editor of News; and a Manager, Human Resources.

Job Shadowing

Certain stations have implemented a job shadowing initiative to provide more youth exposure to the broadcast sector. For example, as noted in section 2(b) of this report ("Clear Goals for Station Managers"), Global Winnipeg continued its job shadowing initiative for inner-city elementary students in 2005. This year, all of the participating students were members of a designated group (Visible Minority; Aboriginal).

Direct Participation in Community Events

In an effort to increase visibility of certain events/causes and tangibly get closer to the communities we serve, our on-air personalities and employees at all levels participated in a number of diversity-related activities in calendar 2005. Support ranged from participation in Innoversity Creative Summit panels and the 1st annual Innoversity Career Fair (described elsewhere in this report), to executive attendance at CCAB galas in Vancouver, Winnipeg, and Toronto/Hamilton, to hosting and attending a fundraising event for the Bent Arrow Traditional Healing Society in Edmonton. This report contains other such examples.

Other Community Involvement Initiatives

This section of the report is difficult to complete because we are involved in so many varied activities at the local level. In addition to the initiatives described above, we should also mention the following (some of which are described more fully in other sections of this report and/or in the Introduction):

- production and/or airing of PSAs and community service announcements;
- on-air community calendars;
- local scholarships/bursaries; and
- cross-media coverage of local diversity-related events/issues.

(c) For those initiatives that have been implemented, please answer the following questions. For those initiatives that have yet to be implemented, please proceed to question (D).

i. What kind of input and feedback has been solicited?

As reported last year, many of our community outreach activities are partially designed as feedback mechanisms: meet-and-greet sessions; one-on-one meetings with representatives of diversity organizations; diversity advisory committees; and so on.

As noted elsewhere in this report, the Advisory Boards at CH Hamilton and CH Vancouver Island are often instrumental in providing diversity-related feedback. For purpose of illustration, the mandated objectives of the Community Advisory Board at CH Vancouver Island are as follows:

- provide feedback on station-produced programming;
- provide advice on community relations including the selection of special programming and/or community-sponsored projects;
- provide feedback on special local programming;
- provide feedback and advice on local community endeavours; and
- act as the representatives of CH Television in the many communities of Vancouver Island.

Each station's diversity tracking report is a formal feedback mechanism allowing for centralization of information related to local community outreach efforts.

Of course, some feedback is not received through formal channels, but rather via e-mails, phone calls, faxes, and so on from viewers and/or interested parties. This feedback is not solicited *per se*, but it is encouraged.

ii. Please indicate the communities and/or groups from whom input and feedback has been received.

As noted immediately above and in other parts of this report, input and feedback has been solicited from a great number of diverse individuals and organizations in different capacities across the country. We have not listed all of these communities/groups -- but we have provided illustrative examples.

For example, CH Central Alberta hosted what might be regarded as a typical meet-and-greet session for a station serving a small-to medium-size market. Representation included:

- Red Deer Native Friendship Society
- Métis Association of Alberta (Local 84)
- Central Alberta Immigrant Women's Association
- French Canadian Association
- Red Deer & District Chinese Community Society
- Philippine Canadian Association of Red Deer
- Normandeau Cultural & Natural History Society
- Red Deer & District Ukrainian Canadian Club

In other sections of the report, we listed some diverse groups that participated in our community outreach initiatives (e.g., CH Hamilton’s extensive one-on-one sessions; Global Ontario’s November meet-and-greet sessions; Global Vancouver’s “Changing Faces” diversity forum).

At some of our smaller stations – especially out West – the focus of diversity efforts was on the surrounding Aboriginal community/ies. For example, in October 2005, a station representative at Global Lethbridge met with the Director of the Aboriginal Council of Lethbridge. According to Peter Deys, Station General Manager and News Director, the discussion centred on the station’s “desire to work closely with Native community to ensure we are presenting issues and stories in an equitable manner [and] indicated Global is open to suggestions on how to present positive stories involving the Native community.” In 2006, the station hopes to host an “open house” event for members of the Council.

Of course, annually, we receive community requests/feedback from hundreds of groups regarding our activities related to PSAs, community calendar announcements, event sponsorship and/or coverage and/or promotion, and so on.

Our News departments across the country receive continuous feedback – both positive and negative – regarding coverage (or non-coverage) of certain community events, activities, the portrayal of certain groups or communities, and so on. This feedback can be a valuable tool to help us better reflect the communities we serve. Indeed, Mr. Waksman’s speech at the Global Ontario meet-and-greet sessions in November 2005 – re-printed in the “Diversifying News Stories” section of this report – speaks directly to the value of community feedback and its impact on our operations.

iii. Who in the organization reviews this input and feedback?

There are several touch-points within the organization that review community input and feedback:

- Station management and staffers attending and/or making presentations at local outreach events – especially at meet-and-greet sessions, one-on-one meetings with diverse representatives, diversity-related workshops/fora, facilities tours, diversity committee meetings, SABAR/CWC/Innoversity events, Mentorship Program, CAB/JSIC meetings with specific groups (e.g., the meeting in Winnipeg between the CAD, CAB, and CRTC), and so on: In these instances, feedback is received directly and immediately from participants.
- CanWest’s Cultural Diversity Task Force: Composition of the Diversity Task Force and the role it plays in overseeing diversity-related initiatives at the corporate and local levels is described more fully in the section entitled “Staff Involvement in Plan’s Progress.”
- CanWest’s Regulatory Affairs Department: Members of the Regulatory Affairs Department monitor cultural diversity activities during the year and compile the annual Diversity Report for the Commission. In turn, this effort relies on feedback provided in individual station tracking reports.
- Cultural Diversity Advisory Committees: Some stations have developed internal committees to develop, implement, and monitor local cultural diversity initiatives: Global Edmonton, Global Calgary, Global Central Alberta, and Global Vancouver. Also, CH Hamilton, Global Vancouver Island, and ethnic station CJNT-TV Montréal have Advisory Boards that provide input and report on diversity initiatives.
- Five (5) internal assessors (including one Métis assessor for our radio properties) were selected to conduct the PAR assessment in the areas of employment, business development,

individual capacity development, and community relations. The PAR program is a self-imposed examination and benchmarking of our current Aboriginal status and subsequent development of Aboriginal strategies complete with third-party monitoring.

iv. How is the input and feedback being used?

This has been discussed in numerous sections of this report, and, therefore, is not reprinted here.

(d) Please identify the timelines for those initiatives that have not yet been implemented.

The community outreach framework is already in place. As seen above, stations get closer to their respective communities by using a combination of formal and informal community outreach mechanisms. Within this framework, Station General Managers will continue to employ community outreach initiatives appropriate to their respective markets.

(e) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.

N/A