YTV'S PROGRAMMING & CULTURAL DIVERSITY POLICY

YTV is committed to representing cultural diversity in our programming. At YTV we are very aware of our custodial responsibility in designing our broadcast environment and presenting our programs to Canadian children. We strive to stimulate and delight our audience with a nourishing blend of entertainment and content-rich programs.

We have established these policies that guide and inform our work:

- Programs on YTV are acquired and created with an awareness of the specific cognitive and social development levels of each target audience. Age appropriate program blocks are clearly identified so that parents and caregivers can make informed decisions regarding the appropriate programs for their children.

- YTV encourages producers and writers to provide programs with strong female role models.

- YTV encourages producers and writers to provide programs with ethnic diversity and strong visible minority role models.

- YTV encourages producers to integrate visible minorities by their choice of casting for various roles in live action, and within the designs for characters in animated series. This may involve principal characters, single episode guest characters, or even background action characters.

- YTV seeks out programs to commission, which will be reflective of the Canadian cultural landscape.

- YTV will avoid programs with racial and gender stereotypes

- YTV will not broadcast gratuitous representations of violent acts and will observe a "watershed hour" confining programs with a higher degree of excitation to after 9:00 p.m.

YTV established the Internal Review Committee, a cross section of YTV employees, who regularly review our programming to ensure compliance with our policies. YTV adheres to the Action Group on Violence on Television requirements for program classification.

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