CORUS ENTERTAINMENT INC.
ANNUAL REPORT TO CRTC ON CORPORATE CULTURAL DIVERSITY PLAN

Corporate accountability: The Commission has stated in the renewal decisions of various licensees that it considers the elements set out below will help ensure that the corporate culture of each broadcast group supports the reflection of cultural diversity in the programming that it presents. Accordingly, each licensee/corporate group should:

(i) 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?

Corus' Vice President of Human Resources and the General Counsel continue to share accountability for cultural diversity and equity practices, under the leadership of the President & CEO (the "core team").

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

The core team is responsible for the implementation and routine evaluation of corporate practices related to cultural diversity. This includes working with two internal committees to ensure that these initiatives are applied effectively.

(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?

Promoting an inclusive environment at Corus remains one of the core team's primary objectives. Many of our initiatives are ongoing projects that are refined and adjusted from one fiscal year to the next. An example would be the Assistant Program Director Training Program that we launched in the fall of 2003.

To ensure that our Radio division is truly reflective of Canada's diverse population we designed this program to target and develop under-represented individuals, specifically women and visible minorities, for managerial positions in our programming departments. While the training program was open to all Corus employees, we strongly encouraged women and visible minorities to apply when we were recruiting for candidates. Our goal was to make this key position at Corus more accessible to all designated group members.

We received thirteen internal applications for this apprenticeship and work experience program and selected three participants who have the career goal of becoming a Program Director. The participants are representatives of the culturally diverse environment in which

we work. During the course, participants are introduced to and instructed on all the duties and responsibilities of Program Directors, a profession that is typically male-dominated.

Since the launch of the program, one of the three participants has opted to discontinue the course in pursuit of a different career path. The remaining two participants have had positive results and are expected to complete the program by June 2005. They have expressed that technical aspects of the Program Director position are well covered and their feedback has also identified additional modules for possible inclusion in future courses, specifically topics related to the development of management and leadership skills.

Corus promotes the development of internal talent and strives to reduce or eliminate promotional barriers which commonly face women and visible minorities. Corus developed the CWC/Corus New Media Career Accelerator program, an intensive six-day executive training program, funded by Corus and offered in conjunction with the esteemed Banff Centre. This course is designed for women in management positions in the Canadian communications industry who are in need of executive training to help integrate new media issues into their roles. Similarly, The CWC/Corus Broadcast Technology Career Accelerator program is a challenging program designed to advance the careers of women in the communications industry by exploring basic engineering, production and transmission systems and their impact on sales, marketing, business and strategic planning, and regulation issues. A number of female executives at Corus have participated in these intensive training programs and we continue to promote these courses to our high-potential employees.

Corus has also donated funds to Canadian Women's Foundation (CWF) to support projects that help to rebuild the lives of women leaving abusive relationships and helps to build women's economic independence by funding self-employment training in communities across Canada. The projects Corus funds provide training, practical on-the-job experience and skills development for unemployed and underemployed women as they move out of poverty.

Corus remains an active member of the Corporate Equal Opportunity Group (CEOG) and attends its semi-annual meetings. This group provides a forum for senior level Human Resources professionals to discuss strategies for maintaining an equitable and culturally diverse work environment.

In February 2004, Corus was named Employer of the Year for 2003 by Canadian Women in Communications (CWC). The CWC awards this accolade to a communications industry employer that has shown long-term leadership and contribution to the advancement of women. This award is an important recognition of the efforts we have made in developing and supporting a positive work environment for all Corus employees. Corus takes pride in its ability to attract and retain women in Senior Management positions. The significant representation of women on the Board of Directors and at the senior level shows that Corus supports the advancement of women within the organization. In fact, our female representation at the Board of Directors level is almost unparalleled in Canada. Female representation on the Board was 50% during 2003, in contrast with a Canadian average of

11.2% among the Financial Post 500 list (FP500). *Source: 2003 Catalyst Census of Women Board Directors of Canada*

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

In 2003 Corus implemented a Code of Business Conduct ("the Code"). The Code demonstrates our commitment to fair dealing, honesty and integrity in all aspects of our business conduct, and demonstrates to all our stakeholders Corus' commitment to conduct itself ethically. The Code includes specific sections concerning our responsibility to fellow employees and employment practices. Since early 2004 the Code has been posted on our corporate intranet for wide accessibility. New employees are provided with a copy upon hire and the signature line of our offer letters has been revised to include a statement of acceptance of the Code as a condition of employment.

Corus developed a Respect at the Workplace policy that was rolled out to all employees in the organization in 2003. Corus remains committed to providing and maintaining a workplace which ensures that all employees are treated with dignity and respect and are able to work in an environment free from discrimination and harassment. The policy applies to all Corus employees including directors and officers, in all Corus locations both across Canada and abroad. In 2004 new employees, employees who missed the original training and locations that have experienced harassment and discrimination issues received this training. This resulted in upwards of 500 employees receiving the benefit of this training. Due to the success of this program and our employees' positive response to the facilitator, an overview of the Respect at the Workplace training will be included as part of a web-based employee orientation program that is currently under development with an anticipated launch in winter 2005.

In April 2004, Corus introduced AlertLine®, a third party monitoring service that is equipped to handle confidential and anonymous reports about improper behaviour within the company. Employees are able to contact the service through a 24 hour-a-day, seven day-a-week toll free telephone number and the Internet. Rather than restricting calls to financial matters, Corus has broadened its approach to include all workplace issues including human resources matters. This initiative, in conjunction with a number of internal policies such as Respect at the Workplace and our Code of Business Conduct, ensure that Corus is governed by values, principles, and appropriate regulatory controls.

As a federally regulated company with more than 100 employees, Corus also complies with the requirements of the Employment Equity Act, and has developed an Employment Equity Plan to reduce employment barriers and promote inclusive behaviour.

Corus is also well underway in its Job Evaluation/Equal Pay for work of Equal Value project. The goal of this project is twofold. First, to ensure there are no pay differences between male and female employees who are performing work of equal value, and second, to ensure that we have an objective and competitive compensation plan for Corus. In early 2004 the Executive and Corporate Job Evaluation Committee received training on

the application and implementation of the job evaluation process. Throughout 2004, three phases of employees completed comprehensive web-based job evaluation questionnaires that were approved by their managers and forwarded to the Human Resources department. The Job Evaluation Committee will be responsible for identifying benchmark positions and evaluating each position and will continue to meet bi-weekly for the duration of this project. We also continue to be in contact with the Canadian Human Rights Commission regarding the initiatives being undertaken, including the timelines for completion.

Corus' commitment to the career progression of women of all cultures and backgrounds is exemplified in its continued support of the Corus Entertainment Chair in Women in Management at the Richard Ivey School of Business at the University of Western Ontario. The Chair was established to develop innovative research, teaching materials, and outreach programs on Women in Management and to broaden the impact of the school's unique teaching and research programs. This research explores many culturally related themes such as the impact of race on perceptions of fairness in promotions and methods for evaluating the effectiveness of organizational diversity issues. This donation was a reflection of Corus' commitment to the career progression of women of all cultures and backgrounds.

Corus also initiated an educational development program with CWC to advance the interests of women of all cultures and backgrounds in the communications industry to reach the next step in the advancement of their careers. The programs will target young women and assist them in getting additional skills training to advance their careers in a variety of areas. Corus has pledged $500,000 to CWC over the course of the next few years to create a program with a particular emphasis on technology training in such areas as on-air programming techniques, journalism, news writing techniques, and new production techniques.

In 2004 we expanded the invitation list for our annual Leadership Conference to include a broader base of senior and mid-level managers. This effectively doubled participation and provided approximately 400 managers with an intensive two-day workshop focused on Leadership and Accountability. The conference afforded Corus managers the opportunity to network with one another and will promote the use of consistent management practices going forward.

Corus has also been a sponsor for two years of the Innoversity Creative Summit, Canada's premier event on cultural diversity and innovation in media. The Innoversity Creative Summit works to increase the level of cultural diversity in Canadian media by showcasing and developing the talent of emerging and established cultural entrepreneurs and by building bridges between the media and the creative and cultural communities. It is a constructive forum where programmers, media professionals, government, community associations, international delegates and the private sector from diverse backgrounds come together to showcase their talents to media executives. At the most recent summit Corus introduced a Radio Pitch Contest where two recipients were awarded the opportunity to produce a segment on CFNY-FM and CFMJ-AM. Each of these stations provided coaching, advice and the use of production facilities.

(ii) 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 (general) managers have been identified in the corporate plan?

General Managers are required to apply the initiatives set out in both our Cultural Diversity Corporate Plan and our Employment Equity Plan. They are also responsible for ensuring that their staff undergoes prescribed training programs relating to Respect at the Workplace, Workplace Diversity, Employment Equity, and Recruitment & Selection. General managers, in conjunction with our Human Resources department, have a duty to ensure that fair hiring practices are in place at their respective locations and that their hiring managers utilize outreach organizations to attract a diverse pool of candidates for job openings at Corus.

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

As mentioned previously, Respect at the Workplace retraining occurred in 2004 for new employees, those who missed the original training, and for areas experiencing harassment & discrimination issues. This training was provided in Western Canada and in Ontario.

Corus University ("Corus U"), a multi-modular training program designed to enhance the skills and knowledge of our leadership management team was initially targeted to some 300 senior management personnel. In 2004 we expanded the target audience to both middle and senior managers and we plan to make certain courses available for all staff in the future.

We will continue to broaden the reach and impact of Corus U while reinforcing consistent themes regarding leadership and values at Corus. Corus U is a useful vehicle for integrating leadership development, succession planning, and coaching. In 2004 we offered the modules Leadership for Results and Finance Basics. These programs were met with a great deal of enthusiasm and we have received positive feedback on their impact. To further expand the reach of Corus U we held a virtual seminar on a topic related to leadership in November 2004. Approximately 125 employees participated in this initiative and the feedback was also positive.

C) What are the outcomes of those initiatives?

Our Respect at the Workplace training program has heightened the awareness of staff and management regarding issues of harassment and discrimination. Non-compliance with the policy has led to some specific cases of involuntary termination, which demonstrates to our

employees that we take this issue seriously and will not tolerate discriminatory behaviour at Corus. Overall we have seen more tolerance as respect for diversity is fostered throughout the organization.

As we continue to implement new diversity strategies, we expect to see an increase in visible minority representation within Corus. Between 2002 and 2003 there was a one percent increase in the number of self-identified members of a visible minority, and we anticipate a more significant increase between 2003 and 2004.

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

Training on Workplace Diversity, Employment Equity, and Recruitment & Selection is currently under development and will be rolled out through Corus U by August 31, 2005.

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

We have also developed a web-based Orientation Program that includes:

- Video messages from our President & CEO and the various Division Leaders
- Frequently asked questions by new employees
- Policies and guidelines of the organization
- Training in selected areas on internal policies such as Respect at the Workplace and the Code of Business Conduct
- Contact lists and maps of our various locations

This program has a scheduled launch date of January 2005.

(iii) Diversity training for management

"Ensure that all managers receive appropriate training."

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

We recognize that managers need to receive training in Workplace Diversity and Employment Equity to develop a more comprehensive understanding of the statutory requirements for accommodating members of the Designated Groups. The training will focus on the business advantages of hiring a more diverse workforce.

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

These training initiatives are currently under development and have not been implemented to date.

(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).

i. What kind of training has been received?
ii. Please indicate which levels of management have participated in this training, and what proportion of management that this represents.
iii. What have been the benefits of this training?

N/A

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

We have targeted August 31, 2005 to develop and deliver training that explains the guiding principles of Employment Equity. We will deliver this training through Corus U, and our goal is to ensure that all participants will have gone through this module by this time. The training will address:

- The importance of workplace diversity and the creation of an inclusive working environment that attracts and retains individuals from a variety of backgrounds;
- The company's responsibility to make reasonable physical accommodations for persons with disabilities; and
- The elimination or reduction of attitudinal biases towards members of the Designated Groups.

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

N/A

(iv) Staff involvement in plan's progress

"Ensure that regular opportunities are provided for staff assessment of progress made toward the reflection of diversity, as well as for identification of future challenges."

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

Promoting an equitable work environment continues to be a priority for Corus. As part of our commitment to this goal, we formed Employment Equity committees in Eastern and Western Canada last year. These committees continue to serve a dual role by reviewing and providing input to the Senior Management team on both the Employment Equity Plan and the Cultural Diversity Corporate Plan. We have made a concerted effort to ensure that regular opportunities are provided for staff assessment of the progress made toward the reflection of diversity. While we value the input of external consultants, we have found the comments and suggestions of our employees to be invaluable in shaping our diversity and equity plans.

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

We recognize that it is not always easy for employees to provide candid feedback about sensitive topics. To promote two-way communication and elicit honest comments we implemented an online President's Message Board which enables employees to provide their comments or ask questions in an anonymous format. We have received questions specifically related to cultural diversity within Corus. In one case, the individual identified himself and was interested in learning more about the cultural demographic breakdown at Corus. As a member of a visible minority he was able to offer some insight into potential or perceived employment barriers.

We have also elicited employee feedback through a departure questionnaire that is given to all staff upon resignation or termination. Participants are asked if they feel that there are any barriers limiting the career progression of women, members of visible minorities, persons with disabilities, and/or Aboriginal peoples within Corus. They are also asked if they observed or experienced any examples of employment inequity while working at Corus. The responses to these questions have alerted us to both real and perceived equity issues and have enabled us to take appropriate action.

In addition, our Employment Equity committees continue to play an integral role in reviewing and providing input on our Employment Equity and Diversity initiatives.

(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. In this reporting year, describe the opportunities provided for staff assessment of progress in the area of cultural diversity.

Our two Employment Equity committees held separate all-day meetings in July 2004, and there are upcoming meetings scheduled for early 2005. One committee is based in Calgary and includes participants from British Columbia, Alberta, and Manitoba while the second committee is based in Toronto and includes participants from Ontario and Quebec. We remain committed to having these groups continue to meet on a semi-annual basis.

ii. How many staff participated in this assessment?

Fourteen of the seventeen staff members on the committee participated in this assessment, half coming from Eastern Canada and half from Western Canada. In addition, there was input on the committee from members of the Human Resources department.

iii. Through these opportunities for staff assessment, have future challenges been identified?

The Employment Equity committees identified a number of employment system barriers that need to be addressed in order to create a fully inclusive environment at Corus. Their ongoing feedback has helped us to refine our Employment Equity Plan, which addresses issues surrounding cultural diversity and associated timelines.

(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.

Based on our 2004 Employment Equity Committee meetings, we will be revising our Respect at the Workplace policy to address "psychological harassment" more explicitly. Although this issue has been covered in our definition of "personal harassment" we have opted to revise our policy to be more consistent with the associated legislative change in Quebec.

(v) 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: This requirement contains two sets of objectives – hiring and retention/training:

Hiring

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

Our corporate plan identified that we must establish relationships with community centres, schools and associations for designated groups in order to post job openings with these organizations.

We remain committed to developing a more consistent approach across the organization when recruiting and selecting individuals, and have a rigorous hiring process. We continue to ensure that job postings are neutral and barrier-free.

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

To reach a diverse group of applicants, Corus job postings are posted on our website and forwarded to a number of outreach organizations including CareerEdge, the Canadian National Institute for the Blind (CNIB), and Canadian Women in Communications (CWC). Where appropriate we also forward our job postings to the following agencies: Completing the Circle, Human Resource Skills Development Canada, The Aboriginal Human Resource Development Council of Canada, Aboriginal Multi-Media Society, and Aboriginal Youth Network.

We have also identified the need to outreach to locally based organizations in order to better and more consistently reach qualified candidates in the designated groups, and are in the process of compiling this information for Corus hiring managers across our locations in Canada.

We are currently developing a Recruitment & Selection training program that will be offered through Corus U in fiscal 2005. This will include:

- A module on diversity in the workplace;
- Standardized questions for interviews;
- Guidelines on rating and evaluating the responses fairly;
- Guidelines on evaluating potential candidates for 'fit' within the team in a non-biased manner;
- Outreach contact information to ensure that members of the Designated Groups are targeted;
- Information on standardized testing for applicable positions to create bias-free evaluations;
- Guidelines on types of accommodation available to potential employees within the Designated Groups; and
- Guidelines on developing bias-free questions and conducting and evaluating reference checks.

(C) For those initiatives that have been implemented, please describe what has been accomplished.

N/A

For those initiatives that have yet to be implemented, please proceed to question (D).

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

Within the next three months, we will be analyzing our current recruiting methods to ensure that we are sending a consistent message that we are open for business and are accessible and willing to accommodate. This includes the development and delivery of recruitment and selection standards, and posting and advertising requirements reflective of Employment Equity principles and best practices.

In addition, we will be providing Corus hiring managers with a comprehensive list of outreach organizations specific to their geographic locations.

Our Television division is partnering with the CNIB to provide a Corus information session for visually impaired job seekers. This is scheduled to take place in early 2005.

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

Please see (D) above.

Retention/training

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

At Corus we understand that employees, regardless of gender or culture, increasingly face the challenges of balancing the demands of their jobs with their personal responsibilities. We recognize that initiatives that address work/life issues benefit all parties and in the long run create a more positive, loyal, and productive workplace. Our employees have communicated a desire for balance between home and work and they are able to achieve this through our Work/Life Balance policy. In 2004, we continued to accommodate requests of this nature.

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

As part of our ongoing commitment to respect in the workplace and in an effort to retain valuable employees, we continue to maintain a team of in-house advisors across the company. Each advisor has been trained by an external consultant on informal conflict resolution, and is ready to help if an employee is being harassed or discriminated against in his or her workplace. All matters are kept strictly confidential. This initiative gives employees the opportunity to help other employees while promoting a workplace free from discrimination and harassment in which each employee is treated with dignity and respect. Harassment advisors meet with each other on a regular basis and receive additional training every six months to continually upgrade their skills and to ensure that they have a forum to discuss current issues and resolution strategies.

We continually review all of our HR policies and procedures and update the employee handbook on our corporate intranet as needed. The handbook provides employees with useful information and, at the same time, provides a set of clear and consistent guidelines for managers to apply to their staff. This reduces the likelihood of arbitrary decision-making or exclusionary behaviour.

C) For those initiatives that have been implemented, please describe what has been accomplished.

As a result of the Advisor program, issues are being increasingly resolved at the employee level without escalating to management. Employees are learning how to resolve conflicts and, in the process, are developing a keener understanding and appreciation for what behaviour is acceptable and desirable in the workplace. Employees are becoming more comfortable with the notion of raising concerns and recognize that it is their right to work in a respectful environment free from any type of harassment or discrimination. We believe that this type of open environment promotes the retention of staff.

We also have a more formal complaint process for employee issues that are unlikely to be resolved through Advisors and an informal complaint. Employees have access to a formal

complaint process, whereby the Vice President, Human Resources will undertake action to investigate a complaint and report back to the employee in a defined period of time. In the event that a complaint is made against the Vice President, Human Resources the complaint is then placed directly with the President & CEO, or with General Counsel for Corus. Employees are also made aware that complaints may be made directly to the Canadian Human Rights Commission.

For those initiatives that have yet to be implemented, please proceed to question (D).

(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.

See (B) above.

Reflection of diversity in programming: The Commission has also stated in the renewal decisions of various licensees that corporate plans should address the presence of people from diverse backgrounds, both in programming that licensees produce and in programming that licensees acquire. As well, plans should address the way that cultural minority groups including Aboriginal peoples are portrayed in programming.

News: More specifically, with respect to **news programming**, licensees should identify *mechanisms to assess progress* in the following areas:

(i) 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?

The corporate plan extends to our pay, specialty and conventional television undertakings. However, Corus is committed to implementing itas widely as possible within the company. As Corus pay and specialty television services do not provide news programming, Corus has, to the extent practicable, endeavoured to extend the application of the corporate plan to its news/talk radio stations in relation to news programming as well as to news programming originated by our conventional television stations.

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

Corus radio stations, especially our News/Talk radio stations regularly acquire news stories from various sources to better diversify its sources. In this regard, our stations actively seek input on various issues in the community from persons that happen to come from

culturally diverse backgrounds. For example, two regular contributors to our talk program on CFPL-AM in London are members of London City Council, Ab Chabar and Harold Usher who come from culturally diverse backgrounds. In addition, a political science professor at the University of Western Ontario and a Liberal MPP for a London-area riding, both from the Muslim faith appear as regular guests on and sources for news on provincial and political matters. Similarly, CJOB-AM in Winnipeg routinely uses people from culturally diverse backgrounds as sources, including Adrienne Batra (Canadian Tax Federation), Tammy Jacoby (Political Science Faculty, University of Manitoba), and Dr. Sohrab Abizadeh (Economist).

As another example, CHQR-AM in Calgary makes every effort to solicit viewpoints from people from all walks of life, racial and ethnic backgrounds by: (i) encouraging listeners to call in with news tips or opinions to their news line and actively promote these news tip lines on-air, (ii) implementing "streeters" whereby they randomly ask people on the street their opinion on particular issues in the news, and (iii) have ample opportunity for feedback and opinions from the public through open-line/call-in shows, both in the morning, on the Dave Rutherford Show, in the afternoon, on CHQR Afternoons, and in the evening, on The World Tonight - all locally-produced shows.

As well, when reporting on controversial matters such as terrorism or any social or cultural issues, the stations actively solicit calls from listeners or invite in-studio guests to share their perspective on these issues. Likewise, even though CJUL-AM in Cornwall does not have a call-in talk show on the air, in the past year CJUL-AM created a new weekly on-air program featuring emails from various listeners that they post on-line and then proceed to use these diverse viewpoints to direct issues of discussion. On this front, emails from various ethnic groups have touched on sensitive issues such as racism, especially after a charge was leveled at some local councillors.

(C) For those initiatives that have been implemented, please describe how each initiative has contributed to diversifying news sources?

The active solicitation of view points from viewers and listeners, in studio guests or experts has enabled these stations to provide a much more varied perspective on topical and often controversial issues.

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

(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

(ii) 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?

When reporting news stories, Corus News/Talk Radio stations do not place race or culture at issue unless it is an integral part of the story. These stations report newsworthy stories, regardless of the background of the people that are involved.

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

In reporting news stories, Corus news/talk stations have implemented a number of initiatives to ensure that stories about ethnic communities do not appear solely within the context of coverage of cultural celebrations or reporting of negative stories. For instance, when CHML-AM in Hamilton covers a news event or breaks a big story, it tries to present every possible angle to the listener. Often, the news story involves people of visible minority groups, such as the retirement of Winston Tinglin, the CEO of the United Way of Burlington-Greater Hamilton or the appointment of Chris Spence to Director of Education at the Hamilton-Wentworth Public School Board. CHML-AM has used both these people as news sources, as well as Javid Mirza of the Muslim Association of Hamilton, Mohamed Elmasry of the Canadian Islamic Congress, Joe Montford of the Hamilton Tiger-Cats and countless others. The talk shows on CHML-AM actively solicit opinions from listeners of all races and genders, to ensure that our news stories about ethnic communities do not stereotype the negative stories. Likewise, CHAY-FM in Barrie conducts interviews with native Canadians on issues that affect their reserve.

Our conventional television station in Kingston and our radio stations CFFX-AM and CFMK-FM regularly engage the expertise of the two Universities and three college campuses in Kingston, whose students and staff come from all over the world and often bring international and culturally diverse perspectives to various issues.

CFPL-AM in London often uses the expertise of a city-hall based organization known as The Race Relations Advisory Committee, which generates news stories about promoting ethnic and cultural diversity.

Our stations judge news stories (including coverage of cultural celebrations) by topicality, breaking news effect, factual accuracy and mass appeal. These guiding factors set the tone for stories told, irrespective of the ethnic cultural connection in the story.

As a further example, CHML-AM in Hamilton broke the story of Djamshid Popal, a 9-year old boy from Afghanistan who needed life-saving heart surgery, and came to Canada to have the procedure. CHML-AM also played a part in helping raise $10,000 to bring the boy overseas by raising awareness of his situation. That station has also helped raise awareness about "SISO", Settlement and Integration Services Organization, a local group that helps employ and empower people from local minorities groups.

Our stations also play a key role in trying to eliminate racism. As one example, CHQR-AM in Calgary presented a story on a study of the prevalence of racism in Calgary's Chinese community, and activities at the University of Calgary on the International Day for the Elimination of Racism. In addition, several talk shows have been focused on minority issues. One full hour on CHQR-AM Afternoons in September was dedicated to discussions of this survey. The study's author was a guest on that show (Professor Daniel Lai of the University of Calgary). Thereafter, in October, CHQR Afternoons set aside one full hour to discuss racism and bias in Calgary, specifically focusing on Jewish Calgarians. David Prasso, the chairman of the Community Relations Committee of the Calgary Jewish Council, and Andrea Williams, Communication and Cultures professor at the University of Calgary were guests. More than a dozen listeners from a variety of religious and cultural backgrounds phoned in during that show to discuss whether they see anti-semitism as a problem in Calgary, and in society as a whole.

Similarly, our stations in Kingston (CFMK-FM and CFFX-AM) have done news stories on open houses at Kingston's Islamic Community Centre, profiling the city's Islamic Community and have spoken with members of a delegation from China, who were in Kingston on a business improvement visit. They also cover stories happening on the Tyendinaga Reserve including an exchange program involving Mohawk students and a recent mock United Nations Summit at Quinte Mohawk School.

CFMJ-AM in Toronto, in keeping with its moniker “Your News. Your Views. Your City.” often features in studio guests from various ethnic communities in an effort to get local opinion heard on air. These guests are often invited as experts in their professional fields whether it is literature, the law, politics or any other discipline.

(C) For those initiatives that have been implemented, please describe how each has contributed to diversifying news stories.

All the initiatives noted above have helped to diversify the type of news stories that are presented on Corus’ conventional television and news/talk radio stations and have increased the public’s awareness of some of the issues affecting various communities.

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

(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

(iii) 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?

Station managers have a duty to ensure that fair hiring practices are in place at their respective locations and that their hiring managers utilize local outreach organizations to attract a diverse pool of candidates for job openings at Corus.

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

All recruitment efforts for the radio stations promote Corus as an equal opportunity employer and receive substantial coverage in industry related publications. While trying to ensure that on-air personalities reflect the diversity of the communities the stations serve, Corus hires the person best qualified for the given job. For example, the news departments at CFMJ-AM in Toronto and our conventional TV stations CHEX have a greater percentage of women than men. At CKNW-AM in Vancouver, 45% of the news reporting staff is comprised of women, and for the first time, a woman hosts the noon to 3:00 p.m. afternoon talk show on CKNW-AM. CHED-AM in Edmonton has a total of six women working as news reporters and talk show hosts. CHML-AM in Hamilton has an on-air personality that is a visible minority and four women employed in their newsroom. In addition, CHML-AM actively provides internship opportunities to students from various colleges.

CHQR-AM in Calgary has three women news broadcasters and 40% of the full-time news staff are women. CINW-AM in Montreal has several anchors and reporters who are members of various cultural communities.

(C) For those initiatives that have been implemented, please describe how each has contributed to diversifying news stories.

Having a greater number of women and ethnically diverse news reporters and talk show hosts on these stations has enriched the variety of viewpoints and news ideas that these stations generate.

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

(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

(iv) 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?

News beats at the News/Talk radio stations at Corus are distributed either geographically (as in the case of CKNW-AM in Vancouver), by areas of experience and expertise or seniority (as in CJOB-AM in Winnipeg, CHED-AM in Edmonton, CHML-AM in Hamilton, CFPL-AM in London, CHQR-AM in Calgary) or according to rotating time shifts (as in CHQR-AM in Edmonton).

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

On-going practice of distribution of news beats as noted in (A) above.

(C) For those initiatives that have been implemented, please describe how each has contributed to diversifying news stories.

This initiative ensures that the news staff at these stations gains general news coverage experience.

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

(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

Non-news: The plan should also address how the portrayal and presence of cultural minorities will be incorporated into all stages of the production and acquisition of **non-news programming**, including decisions about which programs will be broadcast. For instance, the plan should address how the licensee will ensure that:

(i) Diversifying casts

"Those responsible for casting make a concerted effort to hire visible minority actors in leading and recurring roles."

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

Corus managers have a duty to ensure that fair hiring practices are in place to make certain than on-air talent on our television stations is reflective of the communities they serve. Our hiring managers make an on-going effort to look for and bring to the forefront culturally diverse on-air program hosts and casts.

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

<u>YTV and Treehouse TV</u>
In 2003 YTV revised its internal programming policy (attached), which is provided to each independent producer. The policy clarifies YTV's expectations regarding the integration of ethnic diversity and strong visible minority characters into its programs. The policy did not change in this reporting year and continues to be implemented. YTV's Original Productions department continues to be involved in the development and production process, ensuring adherence to the policy.

<u>W Network</u>
W Network's Program Core Concept ("Concept") ensures that the reflection of various ethnic cultures is incorporated in the actual concept of a number of programs that W Network broadcasts.

When casting guests and real people in its shows, much effort is made to reflect the cultural landscape of Canada. All productions commissioned, co-produced or produced in-house by W Network require network approval for all lead and secondary roles, whether they are hosts, leading actors, supporting actors, cameo roles or guests.

CMT
CMT continues to showcase programs with culturally diverse artists.

Digital Networks
The programming on each of these services is market and genre specific. Notwithstanding this, each of the digital networks makes a conscious effort to ensure that its programming features culturally diverse casts, to the extent appropriate to each of the services' specific market, demographic and programming genre.

Movie Central
Movie Central acquires all suitable Canadian movies and makes every attempt to showcase culturally diverse movies (featuring culturally diverse casts) that have been filmed all over the world. In addition, Movie Central's weekly half hour series that is used to promote the service features two ethnically diverse hosts. This half hour series runs weekly on all the services (approximately 65-75 times a week).

Conventional Television
In relation to Corus conventional television services, both CHEX and CKWS are CBC affiliates and as such the majority of its culturally diverse programming is derived from the CBC. In addition, Corus adds culturally specific programming components on CHEX and CKWS.

(C) For those initiatives that have been implemented, please describe how each initiative has contributed to diversifying casts.

YTV and Treehouse TV
YTV's internal programming policy, as well as YTV's Original Productions department's continued involvement in the development and production process has enabled it to present children with programs featuring talent from diverse cultural backgrounds.
As was demonstrated in the industry report *Reflecting Canadians – A Report by the Task Force for Cultural Diversity in Television*, children's programming has been an encouraging story in terms of the presence and portrayal of cultural diversity. YTV and Treehouse are leaders in the field.

Our popular daily program The Zone features a co-host who is a visible minority. The program 15/Love features a main character of African Canadian descent and a new character will be introduced in January, 2005 who is also African Canadian. The host of Mystery Hunters is African Canadian, and Girlz TV features an Asian Canadian host. The lead character of Yvon of the Yukon is an Inuit boy. Numerous other programs on YTV feature culturally diverse primary and/or secondary characters, including: Teen Titans, Danny Phantom, Justice League Unlimited, Jackie Chan Adventures, Xiaolin Showdown, All Grown Up and Rugrats. YTV also airs several Japanese Anime programs that feature Asian influences such as Yu Gi Oh, Beyblade, Inu Yasha and Dragonball.

Numerous programs on Treehouse TV offer representations of cultural diversity. They include: Four Square a live action series that features children and performers of diverse Canadian backgrounds, Tipi Tales a co-production with Aboriginal People's Television

Network (APTN). Corduroy is an animated program that features a bear and his best friend, a young African-American girl. Many other programs on Treehouse TV, such as Bob the Builder and Dora the Explorer feature culturally diverse primary and/or secondary characters. Treehouse also airs short segments called Treetown Shorts I & II that feature our two Treetown characters Roseabelle & Tansy who sing, dance, use language & play games from different cultures in Canada, and also explore holidays such as Christmas, Hannukah and Kwaanza.

W Network

W Network's initiatives have ensured incorporation of cultural diversity in its casting in a number of ways. Input is provided where necessary to encourage diversity in the casting process. This is closely supervised by a production executive and approved by the Director of Original Productions.

When casting guests and real people in its shows, much effort is made to reflect the cultural landscape of Canada. All productions commissioned, co-produced or produced in-house by W Network require network approval for all lead and secondary roles, whether they are hosts, leading actors, supporting actors, cameo roles or guests.

W Network commissions programs reflecting Canada's cultural diversity. In this regard, reality documentary series such as E-Love feature people/subjects from numerous visible minority communities and different cultures. For example, the series Tell It Like It Is, featured women of different ethnic backgrounds discussing relevant topics of the day. In addition, W Network also encourages its drama producers to cast culturally diverse guests in all the projects commissioned. Many of W Network's lifestyle and home shows such as Completely Hammered and Divine Design feature guests and participants from diverse backgrounds.

Discovery Kids

New to Discovery Kids last year was the program Timeblazers whose protagonist is an African Canadian girl. The program "A Walk in Your Shoes" takes two real people from completely different backgrounds and asks them to switch lives – physically transporting them to each other's environments. The two people share a first hand look at how people from different cultures see the world. Also on the schedule is Road Scholars a Canadian co-production where producers track teenagers on amazing summer adventures that explore the world. Other programs featuring culturally diverse casts and themes are: Next Wave, Suzuki's Nature Quest, Sail Away and The Adventures of Animal Rescue Kids.

Movie Central

Movie Central continues to acquire all suitable Canadian movies and makes every attempt to showcase culturally diverse movies (featuring culturally diverse casts) that have been filmed all over the world.

Telelatino

As a third language programming service, Telelatino has numerous of on-air personalities and hosts that reflect the Italian and Spanish-language communities that it serves.

Conventional Television

In addition to culturally diverse programming derived from the CBC, Corus has added culture specific programming components including a number of programs focusing on the Caribbean and South Asian communities. On Saturday mornings CHEX TV carries a three hour block of English-language ethnic programming targeted towards the Caribbean and East Indian communities. The programs are called: Masala TV, Geetangali, Dil Bahar, Masala Special, Caribbean Kilennium, and Music Flava.

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

(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

(ii) Diversifying scripts

"Those persons responsible for script development ensure that minorities are not portrayed in a stereotypical manner."

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

Children's television

As services that provide children's programming, YTV, Treehouse and Discovery Kids adhere to the following principles:

•Avoid programs with racial stereotypes and encourage producers and writers to provide programs with ethnic diversity and strong visible minority role models;
•Avoid programs with gender stereotypes and encourage producers and writers to provide programs with strong female role models;
•Actively seek out programs that will be reflective of the Canadian cultural landscape;
•Programs 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; and
•Not broadcast gratuitous representations of violent acts and observe a "watershed hour" confining programs with a higher degree of excitation to after 9:00 p.m.;

•YTV and Treehouse have also established an Internal Review Committee, comprised of a cross section of employees, who regularly review our programming to ensure compliance with the foregoing policies and applicable broadcast regulations.

Adult television

Corus' adult pay and specialty services make every effort, to the extent practicable to produce, commission and acquire programming that is reflective of the cultural diversity of their audience in the shows that are aired. W Network's programming content reflects, where possible, the unique perspective that the ethno-cultural background of the on-air talent and/or producer brings. CMT strives to showcase programs with culturally diverse components and Movie Central makes every attempt to showcase culturally diverse movies that have been filmed all over the world.

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

On-going compliance with existing initiatives.

(C) For those initiatives that have been implemented, please describe how each initiative has contributed to diversifying scripts.

The initiatives described above have contributed to ensuring that programming aired on Corus' children's and adult's specialty television accurately portrays the cultures it reflects. Given the cultural landscape of Canada, often times a gentle, rather than overpowering integration of different cultures enriches a show and increases the authenticity for the audience. For example, including a character in the traditional dress of their heritage, or a traditional meal being served at the dinner table has contributed to diversifying scripts beyond the mere inclusion of lead or supporting culturally diverse roles. For example, we strive to ensure the accurate portrayal of Aboriginal people in our programming. The Treehouse program Tipi Tales explores the seven sacred laws of Aboriginal cultural and spiritual beliefs and solicited guidance from Aboriginal Elders and a spiritual advisor during production; and Wumpa's World, a puppetry show, features Wumpa the Walrus who is Native Canadian and is performed by a Native Canadian performer. In addition, in programs featuring animation and puppets, YTV and Treehouse encourage the artists to design characters that represent different cultural heritages.

W Network's Program Core Concept ("Concept") ensures that the reflection of various ethnic cultures is incorporated in the actual concept of a number of programs that W Network broadcasts. CMT continues to extensively promote its Video Advantage Program (a video grant program to assist new artists from all cultural groups to produce music videos in the country music genre) on numerous Aboriginal websites and associations and encourages visible minority artists to take advantage of this grant program.

Movie Central has presented films from countries such as China, India, Spain and Italy and movies depicting a mosaic of cultures.

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

(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

(iii) 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?

When acquiring programming our specialty services adhere to the internal programming policy in determining which shows are suitable for its networks. Corus specialty services reject any programming that it feels negatively portrays any racial, ethnic or social group.

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

Our specialty services continue to adhere to existing initiatives to acquire diverse programming. Some examples of newer programming include Four Square on Treehouse TV and on W Network – Journey to Little Rock: The Untold Story of Minnijean Brown Trickey. This documentary tells the story of Minnijean Brown, one of the "Little Rock Nine" who defied racial discrimination in US schools in the 1950s.

The Documentary Channel has featured numerous films that feature people and themes that are culturally diverse, including: Bollywood Bound, Checkpoint, Nurses of Gulu, Is the Crown at War With Us, Broken Promises, Spirit of Annie Mae, Senorita Extraviata and Balseros. Scream acquires numerous feature films from a variety of countries such as Spain, Argentin, Mexico, Russia, Italy, Hong Kong and France.

Our pay television services acquire and often pre-license all suitable Canadian movies and make every attempt to showcase culturally diverse movies that have been filmed all over the world. For example, Movie Central has exhibited films from a variety of countries, including the United Kingdom, India, Mexico, Germany/Africa, Denmark and New Zealand. Some of the more recent films acquired and showcased on Movie Central include, The Snow Walker, On the Corner, Unnatural and Accidents which all portray Aboriginal culture,

while films such as Partitian and Guru Hop showcase the East Indian culture. Films such as Eve and the Firehouse showcase Chinese heritage and Coldwater puts the spotlight on the Muslim world. In addition, Movie Central also aims to provide programming which demonstrates the adversity that many cultures experience. Examples of this are Ararat which is a story that deals with the Armenian holocaust at the hands of the Turkish government. The foregoing are just some examples of the many films that Movie Central acquires to ensure that cultural and ethnic diversity form part of its screening mandate.

(C) For those initiatives that have been implemented, please describe how each initiative has contributed to diversifying acquisitions.

As noted at (B) above, these initiatives have resulted in acquisitions that accurately reflect the culturally diverse make-up of the audience that our networks serve.

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

(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

(i) Community input <u>and</u> 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?

Corus' commitment to the community is reflected in a number of programs that we participate in on an ongoing basis. The various programs, listed below, are targeted at different sectors of the multicultural community.

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

Continuation of existing initiatives.

(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?

i. Our Viewer Relations Department continues to solicit feedback and comments from the viewers of all our networks;
ii. Members of the public are able to share their comments and feedback and concerns with Corus via all of the Corus websites; and
iii. Corus Human Resources Department has also been holding informal discussions with individuals from various community groups and outreach agencies to measure and monitor Corus' progress on its recruitment initiatives within some outreach agencies.

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

We receive viewer feedback on a wide variety of topics, including comments on representations of cultural diversity in our programming. Members of the public are able to share their comments and feedback and concerns with Corus via all of the Corus websites.

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

Senior management, including the President of Corus Television reviews the input and feedback that we receive from Corus Children's Television Advisory Council. The Viewer Relations department receives feedback obtained from our viewers and members of the public. The feedback, in turn, is reported to the Youth Television Management Committee which meets regularly and discusses this feedback as part of their meetings.

iv. How is the input and feedback being used?

Where appropriate, the input and feedback is used to implement improvement and changes to our programming and initiatives.

(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