CORUS ENTERTAINMENT INC.
ANNUAL REPORT TO CRTC ON CORPORATE CULTURAL DIVERSITY PLAN
2005 Calendar Year

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 ongoing assessment of corporate practices related to cultural diversity. This includes liaising with two internal committees to determine the feasibility of equity-related initiatives and the subsequent monitoring of adopted practices.

A core element of our plan is the diversity that exists in the board of directors and senior management of Corus.

When one of the women directors retired from the Corus board this year she was replaced by a woman. Corus continues to have a higher proportion of women than most boards of regulated media companies with an equal number to men. Although not part of the CRTC's diversity mandate, our board also represents many regions of the country as our directors reside in four provinces.

(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. As detailed in our last report, 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 was 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 radio programming departments. While the training program was open to all Corus employees, during the recruitment stage we strongly encouraged women and visible minorities to apply. Our goal was to make this key position at radio stations more accessible to all designated group members.

Three candidates were selected to participate from a pool of thirteen applicants. The initial training cycle was completed in mid-2005. Of the three selected, one participant opted to discontinue the course part way through the program in pursuit of a different career path. A second participant completed the training program and was hired into a permanent full time Assistant Program Director position and a third participant also completed the program and was hired into a permanent full time Program Director position. Both participants who completed the program were women.

Overall the first cycle of the program was highly successful and we have made the decision to provide this training to any future employees who are hired into an Assistant Program Director position. As we move forward, we plan to offer this program every two years. The initial participants have provided valuable feedback on how to enhance the training program. One suggestion which we will be implementing is the inclusion of various programming formats (news, talk, etc.) in the training process to provide a more well-rounded education. This will involve having interns circulate among the 51 radio stations owned by Corus, which has the added benefit of introducing participants to more internal contacts and networking opportunities.

Corus continues to fund the Canadian Women in Communications/Corus New Media Career Accelerator program, an intensive six-day executive training program 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 continue to participate in these intensive training programs and we continue to promote these courses to our high-potential employees.

Corus continues to donate 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 also 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.

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

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 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 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. New employees, employees who missed the original training and locations that have experienced harassment and discrimination issues received this training. Over 500 employees received this training in 2005. Due to the success of this program and our employees' positive response to the facilitator, an overview of the Respect at the Workplace training was included as part of a web-based employee orientation program that Corus launched in early 2005. The orientation program 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

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. In 2005 we did not receive any complaints through this service.

In 2005 Corus also introduced a new program called "Women in Leadership", a two-day training program that will be launched in the early part of 2006 for women who wish to accelerate their progress within management, or move into a management position. This program is being put in place under the Corus University ("Corus U") mandate, with topic material suggested by current female senior members of the company's Management Committee. Twenty women have been selected for this program which will include face-to-face time with the President & CEO of Corus.

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.

One of the most comprehensive initiatives undertaken by Corus in the last several years was our Job Evaluation/Equal Pay for Work of Equal Value project for non-unionized employees, and in 2005 the project neared completion. The goal of this project was 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. The program allows for all positions within Corus to be evaluated in an equitable and bias-free manner, utilizing criteria that adhere to pay equity requirements and fair job evaluation practices.

Based on job evaluation questionnaires that were submitted by Corus employees, the Job Evaluation Committee identified benchmark positions which led to the creation of a 12-grade salary structure across the organization. In late 2005, all full time and regular part time employees were given the opportunity to attend an information session that outlined the new compensation structure and described the evaluation process. This was followed up with personalized letters outlining individual grade levels and any related compensation adjustments. As a result of this process, Corus will now be introducing a performance management system in line with the parameters of the recently implemented job evaluation system. This will ensure that performance evaluations are more objective.

In 2005 we further expanded the invitation list for our annual Leadership Conference to include an even broader base of leaders by including supervisory personnel as well as senior and mid-level managers. Approximately 400 managers participated in an intensive two-day workshop focused on Leadership and Knowledge. The conference allows Corus managers the opportunity to network with one another, learn from one another and promotes the use of consistent management practices.

(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?

Our goals for General Managers have remained unchanged. 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 use 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?

We conduct Respect at the Workplace training annually for new employees and for those who missed the original training. Our latest training session occurred in Toronto in October 2005.

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 further expanded in 2005 to include supervisory personnel.

Under our Corus U umbrella, we also designed and developed an Administrators Conference to be delivered in 2006. The objective of this conference is to ensure consistency across the organization, to address concerns and train more junior staff in areas such as Employment Equity, Pay Equity, Company practices and policies, and the importance of diversity in the workplace.

We will continue to broaden the reach and impact of Corus U while reinforcing consistent themes regarding leadership and values at Corus. We are planning to offer "webinars" (web seminars) to all levels of staff in the 2006 calendar year. Corus U is a useful vehicle for integrating leadership development, succession planning, and coaching. In 2005 we offered a number of modules including Finance Basics, Finance for Non-Financial Managers I, Leadership for Results II, Powerful Presentation Skills, and Negotiations. 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 strategic planning in December 2005. Approximately 50 employees participated in this initiative and the feedback was also positive.

C) What are the outcomes of those initiatives?

Our ongoing Respect at the Workplace training programs have heightened and maintained 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 we foster respect for diversity throughout the organization. It continues to be a positive marker for Corus on employee surveys that we conduct.

Over the past few years, we have seen a steady 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 (5.3% to 6.32%). This figure rose to 6.9% in 2004 and we expect to see continued growth in this area. There was also some slight growth in our Aboriginal population which increased from 0.6% to 0.7% between 2003 and 2004.

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

A training seminar with modules on Workplace Diversity, Employment Equity, and Recruitment & Selection will be rolled out through Corus U by the end of the 2006 calendar year.

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

N/A

(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 December 31, 2006 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 mid-2007. 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, in 2003 we formed Employment Equity committees in Eastern and Western Canada. These committees continue to review and provide 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 continue to receive employee feedback through the use of 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 2005, our survey participation rate increased from 11.4% to 13.2% and we hope to encourage added

participation by automating the process from a hardcopy questionnaire to a web-based version.

Our Employment Equity committees continue to play an integral role in reviewing and providing input on our Employment Equity and Diversity initiatives. Based on feedback from our Employment Equity Committees, we revised our Respect at the Workplace policy in 2005 to address "psychological harassment" more explicitly. Although this issue has been covered in our definition of "personal harassment" we opted to revise our policy to be more consistent with the associated legislative change in Quebec.

(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 March 2005, and there are upcoming meetings scheduled for February 2006. 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 continue to obtain feedback on company practices and policies through an annual anonymous employee survey that reviews satisfaction, equality and fair treatment. This is followed up with meetings with a focus group at each location, and then management meetings to develop strategies to address the concerns of the focus groups and elicit changes regarding the issues highlighted in the focus group reports.

ii. How many staff participated in this assessment?

Fourteen of the eighteen staff members on the Employment Equity Committees participated in this assessment, six coming from Eastern Canada and eight from Western Canada. In addition, members of the Human Resources department added input on these committees.

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

During the March 2005 meetings, the Employment Equity committees identified a list of potential equity imbalances that included:

- The absence of a centralized budget for leasehold improvements and workplace accommodations
- Bias within recruitment and selection systems related to new hires and internal applications
- Lack of clarity surrounding posting requirements for promotions

(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

(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.

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

We remain committed to developing a more consistent approach across the organization when recruiting and selecting individuals, and have developed a rigorous hiring process. We continue to ensure that job postings are neutral and barrier-free. We have also developed a centrally controlled system of standardized hiring letters that ensures all new hires are treated in the same way. The second phase of this system that is currently under development is the automated link to salary, grade and title as developed under the job evaluation system to ensure that all new hires to the company are treated in a fair and consistent manner.

We have now also made a commitment to work with Career Bridge to develop relationships with and hire qualified immigrants new to Canada through their process of integrating skilled immigrants into the Canadian workplace.

To reach a diverse group of applicants, Corus posts job openings on our website and forwards them 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 late 2006. 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.

In December 2004, Corus hosted an Information Networking session for Persons with Disabilities. Chris Sutarno, National Mentorship and Work Experience Coordinator/ Employer Liaison for the Canadian National Institute for the Blind (CNIB), along with nine CNIB clients, joined W Network for a marketing information session. The session covered the role of marketing at W Network and provided a forum for discussion on Corus culture and the broadcast industry in general. The presentation focused on the process of developing a marketing plan, the execution of the plan and a brief description of the role that other departments play in the overall process. This initiative supported our ongoing objective of reducing access barriers for Persons with Disabilities and helped raise awareness among Corus hiring managers regarding available talent pools. This helps to increase openness when dealing with all designated group members.

(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.

The standardized offer letter process described earlier will be implemented nationally for Corus on March 1, 2006.

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

N/A

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 2005, we continued to accommodate requests of this nature.

Corus continues to conduct an annual employee survey, with a comprehensive review of the results and an action planning process to identify on a location by location basis the key human resource issues.

(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 believes he or she 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 their peers 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. Our latest training session occurred in November 2005.

We continually review all of our Human Resources 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 increasingly being 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 employee retention.

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.

We have implemented action plans that resulted from feedback on the Corus Employee surveys and have resulted in positive changes for the locations. In some instances this includes setting up advisory boards to provide feedback and suggestions to management on an ongoing and timelier basis throughout the year on such issues as fair treatment of staff and reaction to, and interpretation of, guidelines and policies.

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 it as 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?

No new initiatives have been implemented in this year. Corus radio stations continue to 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 who come from culturally diverse backgrounds. 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).

News/talk stations such as CHQR-AM in Calgary solicit viewpoints from people from all walks of life: (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) using "streeters", which are random interviews with people on the street on particular news issues; and (iii) having 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.

(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?

No new initiatives have been implemented. Corus news/talk stations continue 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 example, CHML-AM in Hamilton covers breaking news stores and also reports on a variety of community events in Hamilton's diverse ethnic community. The station also regularly invites guests, such as Javid Mirza of the Muslim Association of Hamilton, for in-studio debates to discuss issues of importance to the community. 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.

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.

A station like news/talk CFMJ-AM in Toronto, reflects the community's diversity through its coverage, and in fact considers this an essential part of its success in the Toronto radio market. The station gets spokespeople on air to comment on the issues of the day, and recognizes this is a part of reflecting diversity on-air. For example, this station conducted a 12 hour live discussion about gun violence in January that attracted members of all sectors of the community, including some of the mothers who had lost their sons to gang violence. The discussion was insightful, lacked "political correctness," and served to greatly illustrate the challenges facing the community.

(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?

No new initiatives have been implemented. When recruiting employees we continue to 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.

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

N/A

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, by areas of experience and expertise or seniority, or according to rotating time shifts.

(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 staffs at these stations gain 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?

No new initiatives have been implemented in this broadcast year.

In 2003 YTV revised its internal programming policy (the policy was included with the 2004 Annual Report on Corporate Cultural Diversity Plan), which is provided to each independent producer. The policy clarifies YTV's expectations regarding the integration of ethnic diversity and 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. Treehouses' co-production guidelines have content criteria that promote diversity in pre-school programming and stipulate that new programs must "offer a sense of greeting and recognition for a variety of cultural groups and appeal to boys and girls and different ages of the preschool audience."

W Network continues to adhere to its Program Core Concept which ensures that the reflection of various ethnic cultures is incorporated in the actual concept of a number of programs that W Network broadcasts. 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.

In relation to Corus conventional television services, both CHEX-TV (Peterborough and Durham) and CKWS-TV are CBC affiliates and as such the majority of the programming is derived from the CBC. In addition, Corus adds culturally specific local programming components on CHEX and CKWS.

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

<u>YTV</u>
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 and youth with programs that feature talent from diverse cultural backgrounds.

Our popular daily programming block, *The Zone,* which airs every afternoon from 4 p.m. to 6 p.m., features a co-host who is a visible minority. The program *15/Love* features an African-Canadian and Middle-Eastern Canadian female as lead characters, as well as another secondary character who is African-Canadian. The host of *Mystery Hunters* is African-Canadian. The lead character of *Zixx Level Two* is of African-Canadian descent and the cast of *Monster Warriors* is multi-cultural, including an Asian female and Latino male character. The lead character of *Yvon of the Yukon* is an Inuit boy.

YTV is also committed to including representation of persons with disabilities in its programming. The commissioned program *My Brand New Life* was a 13-part series where children switched places to experience different cultures and experiences. One episode featured a physically challenged teen who switched places with an able-bodied teen. During this process these teens had the opportunity to experience each other's daily life and subsequently developed an appreciation for the efforts the other goes through. The program depicted a positive, active lifestyle for physically challenged people, and as a result of the experience the two teens in the program developed a friendship.

YTV has also included persons with disabilities in various hosted segments on the channel. Blind author Jean Little was an in-studio guest on *The Zone* and was accompanied by three sight-challenged children. Little talked about the CNIB's Braille library and how important it is that these children have the opportunity to read. As part of Try Something New, a call-to-action campaign by YTV and Kraft Canada aimed at getting young people to try new activities and nutritious snacks, the hosts learned how to play wheelchair basketball with wheelchair athletes. This segment aired on *The Zone* and continues to play through the schedule.

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*.

Treehouse TV

Numerous programs on Treehouse TV offer representations of cultural diversity. The second season of *Tipi Tales* was new to the schedule this year. *Tipi Tales*, a co-production with the Aboriginal People's Television Network (APTN), is an original, Aboriginal-driven series. The great grandparents in the series are distinctively Ojibwa, and the series takes place in Manitoba. Also on the schedule was *This is Daniel Cook* which features a young boy who explores the real world around him. Daniel tries Greek food and culture in 'The Taste of the Danforth', he shops in a fruit market that features fruits of the world and learns about Egyptian history and culture on a visit to the Royal Ontario Museum. Mr Cook achieved some prominence as a commentator on the recent federal election.

The Backyardigans features five friends (Tyrone the moose, Unique she's very unique, Pablo the penguin, Austin the kangaroo and Tasha the hippo) who have great adventures in their backyard and along the way explore various types of world music. The five distinctively different friends who play together are a preschool analogy for the acceptance of diverse cultural groups.

Many other returning favourites on Treehouse feature and portray culturally diverse characters and stories. *Corduroy* is an animated program that features a bear and his best friend, Lisa, a young African-American girl. Together Corduroy and Lisa navigate their young audience through a bustling, vibrant city landscape full of diverse people and cultures. *Four Square* is an interactive show that allows preschoolers to explore 4 separate art forms: song, rhythm, poetry and dance. The program features children and performers of diverse Canadian backgrounds.

Timothy Goes to School, is a program about the trials and tribulations of being in kindergarten. Timothy and his best friend Yoko, a Japanese kitten, learn about cultural differences from each other and their classmates.

In some cases, like in *The Backyardigans*, characterizations act as analogies to real issues and circumstances of cultural diversity. In *Franklin*, Franklin the turtle is learning how he fits in the world and how the world fits him. He explores the world with a variety of different forest friends. In the episode 'Franklin Migrates', Franklin is nervous to be the only turtle at an all goose celebration. Franklin's relationship with his animal friends, Bear, Rabbit, Beaver, Goose and Snail, is a preschool analogy for acceptance of diverse cultural groups.

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.

Grandma, Look What I Found is a three minute interstitial produced by Treehouse featuring a grandmother of Jamaican origin telling stories about things that her grandson finds in the world around him.

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, 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 *Heartbearts* feature real people, including those from visible minority communities and different cultures. In addition, W Network encourages its producers to cast culturally diverse guests in all the projects commissioned. Many of W Network's lifestyle and home shows such as *Ghostly Encounters, Style VIP, Divine Design, Me My House & I,* and *Completely Hammered* feature hosts and regulars from diverse backgrounds. Examples include, respectively: Trevor Blackman, Traci Melchor, Chico Garcia, Anthony Sayers and Anthony Lashley. As well, W Network's lifestyle shows and documentary series such as Style *by Jury, Heartbeats, Take This House and Sell It,* and *Gardening Gamble* feature guests and participants from diverse backgrounds.

Discovery Kids

Discovery Kids offers children of all ages a fun, entertaining way to satisfy their natural curiosity with stimulating, imaginative programming. The programming involves topics from all over the world including various animals, cultures and natural phenomena.

New to Discovery Kids last year was *Flag Stories*, a series of short segments that tell children about flags from around the world and gives information on the flags' countries

Continuing programs include *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. Episodes have included the following switches: Moscow/New York City, Catholic/Jew, Asian/Latin, and Muslim/Protestant. 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: *Suzuki's Nature Quest*, and *Mystery Hunters* which investigates strange phenomenon and cultural beliefs in locations such as Peru, Scotland, Mexico, Bermuda and more.

Discovery Kids also broadcasts the program *My Brand New Life,* which is described above.

Movie Central

Movie Central's original drama series have featured culturally diverse casts. The series *G-Spot* features an African-American lead character, while the series *Regenesis* has a lead character who is Asian and another lead character who is from Central America.

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 Durham 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, Music Flava, Prana Gaya and Caribbean Circuit TV. CHEX Peterbrough, CHEX Durham and

CKWS Kingston also carry the program Spirit Alive, an Aboriginal faith-based program produced by the Tyendinaga First Nation's people of Deseronto, Ontario.

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 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 showcases culturally diverse movies that have been filmed all over the world. Movie Central financed and broadcast films such as Terminal City, a highly-acclaimed mini-series about a woman's battle with cancer. Genie Award-winning The Snow Walker depicts the trials and the relationship of a white pilot and an Inuit woman who crash in the Arctic. He must rely on her understanding of the land to help them both survive.

(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' services 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, particularly when it comes to children's programming. 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. 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 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 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.

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. For example several of W Network's acquired movies have include visible minority cast members. Examples include: *Boys on the Side* with Whoopi Goldberg, *Waiting to Exhale* with Angela Bassett and Whitney Houston, *A Diva's Christmas Carol* with Vanessa Williams, Losing Isaiah with Halle Berry, and *The Alibi* with Rae Dawn Chong.

In the last year CMT has acquired work from the following culturally diverse artists: Shane Yellowbird, Susan Agulkark, Tom Jackson, The Duhks and Tracey James. CMT also participated in financing works from these artists.

The Documentary Channel continues to broadcast numerous films that feature people and themes that are culturally diverse, including. Some examples include: *Cowboy De Lamor, Touch the Sound*, *Standing in the Shadows of Motown, Hoover Street Revivial, Unforgivable Blackness, Saltmen of Tibet* and *No More Tears, Sister*.

Scream's genre specific service consists of horror and thriller series. Acquisitions include titles from around the world including *Daughter of Darkness* (Belgium/Italy/France), *The Stendhal Syndrome* (Italy), *The Night I Will Enter Your Corpse* (Brazil), *The Chekist* (Russia), *Innocents from Hell* (Mexico).

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. Some of the more recent films acquired and showcased on Movie Central include the Spanish films *Bad Education* and *The Sea Inside* which is the real life story of Spaniard Ramon Sampedro who was a paralyzed for nearly 30 years and fought for the

right to have an assisted suicide. Other films include the *Japanese* films Zatoichi: The Blind Swordsman and *Ju On, Hotel Rwanda* the acclaimed movie about the Rwandan genocide, *The Motorcycle Diaries* the story of the early years of political activist Ché Guevera and *Maria Full of Grace*, the story of a young woman from Colombia. This is just a short list of international titles on Movie Central that feature diverse casts.

(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