

CBC/Radio-Canada: Reflecting Canadian Cultural Diversity

Reflecting and supporting Canadian cultural diversity is a central feature of CBC/Radio-Canada. Our mandate and Corporate priorities specifically articulate our unwavering commitment to multiculturalism. Our programming is a rich tapestry as dynamic, diverse and exciting as Canada.

Myriad platforms and languages

In English and French, on Radio, Television, the Internet, satellite radio, and digital audio, CBC/Radio-Canada reaches out to Canadians across the country and around the world. Broadcasting in eight Aboriginal languages, CBC North serves and reflects those who live in Canada's territories and in Northern Québec and Labrador. Radio Canada International (RCI) offers programs in English and French, Spanish, Arabic, Mandarin, Cantonese, Russian, Ukrainian, and Portuguese that share Canadian experiences and values with the world. In addition, its Web-based Radio service, RCI viva, creates content in eight languages for recent and aspiring immigrants to Canada.

News and Current Affairs

CBC/Radio-Canada offers a wide range of perspectives and ideas that fuel discussion, debate and learning about the issues that matter. Its programs provide a window on the lives and experiences of Canadians of all racial, religious, linguistic, and cultural backgrounds. CBC Radio's **New Voices** initiative has brought more than 3,000 new voices to air and sharpened its reflection of Canada's multicultural make-up. CBC Television has launched a similar **New Faces** program.

In 2005, Télévision de Radio-Canada held a **Cultural Diversity Summit**, designed to identify the best ways to recruit new candidates from diverse cultural communities to work at Radio-Canada. In addition, the News and Information departments now hold regular meetings with representatives from a variety of communities. Out of these meetings a new focus has emerged – one of seeking out new,

non-traditional News sources and putting the spotlight on more issues of interest to new Canadians and Aboriginal communities.

Arts and Entertainment

Through story selection, writing and casting of characters from our nation's many cultural communities and visible minority groups, CBC/Radio-Canada delivers Arts and Entertainment that is as richly varied as Canadian society itself. CBC Radio 2 and Espace Musique put a tremendous focus on new and emerging musical artists, brought to Canadians through live concerts, recordings and interviews. On the Internet, *bandeapart.fm*, the commercial-free French-language network, showcases new music and Francophone artists, while *radio3.cbc.ca* treats English-language listeners to the best in innovative Canadian music.

The CBC/Radio-Canada team

CBC/Radio-Canada's diversity initiatives are designed to ensure broad representation – behind the scenes and on-air – from visible minority groups and persons with disabilities. As an indicator of our success, *The Canadian Immigrant Magazine* named CBC/Radio-Canada one of five Top Employers for Workplace Diversity in 2006.

Governed by both the *Canadian Broadcasting Act* (1991) and the *Employment Equity Act*, CBC/Radio-Canada takes proactive measures to build and maintain a workforce that is fully representative of the Canadian population. Strategic hiring, programming, community outreach, and promotions embrace the notions of teamwork, fairness, balance, and equality. Some of our best-known Radio and Television on-air

hosts, DJs and journalists are drawn from Canada's diverse multicultural communities, but we are always striving to do more.

Through various **Internship and Scholarship Programs**, CBC/Radio-Canada offers students exciting opportunities to gain valuable experience. More than 95 students have participated in such programs and many continue to be employed by the Corporation. The highly successful *Diversity Scholarship* is intended for youth graduating from high school who intend to enter broadcasting or journalism. Four \$500 awards are presented to visible minority or Aboriginal youth.

Outreach

Our media personnel regularly consult with representatives of ethno-cultural minority communities to gain insight and understanding about what stories are important to them. In 2003, CBC became a founding sponsor of the **Innoversity Creative Summit**, which gives creators of diverse cultural backgrounds the opportunity to pitch their ideas and skills to media professionals. In 2006, CBC offered 10 delegate scholarships to attend the summit in Toronto. In addition, a DVD has been created for use at colleges, universities and job fairs to attract and inspire a broad spectrum of Canadians to work at CBC/Radio-Canada.

Community Partnerships

CBC/Radio-Canada is committed to partnering with cultural organizations. One of CBC Radio and Television's major partnerships is Asian Heritage Month. All across the country during the month of May, local stations celebrate the rich history of Asian Canadians with online features, interviews and in-depth looks at the people and events that make up pan-Asian culture in Canada. In 2007, CBC celebrates 60 years of Canadian citizenship with profiles of new Canadians on a specially designed Web site. Canada's First Peoples are also profiled online with stories and programming on Aboriginal life, issues and artistic expression that have been produced by, or in association with CBC Television and CBC Radio.

Radio-Canada stations also partner with a variety of multicultural festivals and events. Radio-Canada in Montréal is involved with Vues d'Afrique, an African film festival, and le Festival du monde arabe. In Toronto, Radio-Canada partners with Bana y Afrique, an African music festival, and the Gala PRIMACO, an awards night for members of the Black community. In Ottawa, Radio-Canada partners with Diverciné, a film festival on the diversity of the francophone world, jointly organized by the French Embassy and the Department of Canadian Heritage. In Manitoba, Radio-Canada supports le Centre d'accueil des nouveaux arrivants du Manitoba, a newcomers welcome centre. This list does not even begin to scratch the surface of the ongoing programming initiatives on CBC/Radio-Canada (specials and series, concert presentations and interviews) that serve to highlight Canada's diversity.