

2008-2009 REPORT ON



DIVERSITY  
IN BROADCASTING

Canadian Association of Broadcasters

January 30, 2009





## TABLE OF CONTENTS

Highlights.....	1
Introduction.....	2
1. Communications Initiatives .....	4
2. Closed Captioning .....	9
3. CAB Equitable Portrayal Code .....	11
4. CAB Gold Ribbon Awards and Convention .....	11
5. Other CAB Diversity Initiatives .....	14
6. Action Plan on Asian-Canadian Representation .....	18
7. Diversity Planning for 2009-10.....	20
8. Conclusion: Impact of CAB 2008 Diversity Initiatives.....	21
Appendices .....	23

## Highlights

Diversity activities and initiatives undertaken by the Canadian Association of Broadcasters (CAB) from May to December 2008 included:

- The development of an Action Plan on Asian-Canadian Representation on Television that includes components of industry partnership, community outreach and market research.
- The inaugural CAB Diversity Webinar, which attracted over 60 participants to a dynamic, interactive presentation on *Strategic Planning for Human Resources: A Diversity Perspective*.
- The planning and launch of two Diversity Seminars entitled *Diversity on the Rise* for the British Columbia Association of Broadcasters and the Western Association of Broadcasters.
- The first-ever research undertaken on *Described Video in Canadian Private Television*, filed with the Commission as part of the CAB's full participation in the CRTC Accessibility Hearing.
- The development and filing of the *Preliminary Report on the English- and French-language Working Group Recommendations on Quality Captioning*.
- As part of the CAB's work with the Working Groups on Closed Captioning, the development and implementation of consumer group validation testing for closed captioning formats, and the filing of a summary report with the Commission.
- A comprehensive communications program designed to provide regular information on diversity to CAB members, decision-makers and other stakeholders through the weekly *CAB Update*.
- The planning and publication of three *CAB Special Diversity Updates*, designed to enhance the CAB communication on diversity issues with its members.
- The continuing circulation of a PSA campaign, *Open Your Mind*, focusing on positive social attitudes and social acceptance of persons with disabilities.
- The on-going circulation of *Recommended Guidelines on Language and Terminology – Persons with Disabilities: A Manual for News Professionals and Glossary* and *Employment Opportunities in the Canadian Broadcasting and Affiliated Production Sector* to members, educators and other interested groups.

- Continuing development of the CAB *Diversity in Broadcasting* website, as an important conduit of information for members and other audiences.
- The active promotion of diversity through the 2008 CAB Gold Ribbon Awards and Convention.
- Continuing support for the *Télédiversité* initiative.

## Introduction

The Canadian Association of Broadcasters (CAB) is the national voice of Canada's private broadcasters, representing the vast majority of Canadian programming services including private television and radio stations, networks and specialty, pay and pay-per view television services. The CAB is pleased to present its 2008 *Report on Diversity in Broadcasting* (the *Report*) to the Canadian Radio-television and Telecommunications Commission (CRTC).

From the outset, it is important to note that the CAB 2008 *Report on Diversity in Broadcasting* provides a summary of CAB diversity initiatives over an eight-month period, from May to December 2008. Although past CAB *Reports on Diversity in Broadcasting* have been filed annually in the month of April, the CRTC requested that this year's *Report* be filed by January 30, 2008.<sup>1</sup>

The CAB strongly believes that the proactive advancement of diversity represents a critical element within the private broadcasting industry. The advancement of diversity is primarily achieved through a mix of initiatives that target the inclusion of ethnocultural groups, Aboriginal peoples and persons with disabilities within various parts of the broadcasting system. At the same time, these initiatives work to fulfill the responsibilities of broadcasters within the context of the *Broadcasting Act*<sup>2</sup> while enabling the fulfillment of business and social objectives.

Canada is a highly diverse country, and its diversity continues to grow. The numbers released by the Government of Canada, drawn from the last national census, are compelling: over 5.1 million Canadians now identify themselves as non-white and 4.5 million Canadians reported some form of disability in the 2006 national census.

Given this, broadcasters have identified a compelling business case for driving the advancement of diversity, since diverse programming and the development of diverse workforces can attract larger viewing and listening audiences, increase the reflection of local communities and create new streams of revenue for broadcasters.

---

<sup>1</sup> Reply from the CRTC to the CAB *Report on Diversity in Broadcasting 2007-08*, June 26, 2008

<sup>2</sup> *Broadcasting Act* 1991, Section 3 (d) (iii)

The CAB continues to play a major role in leading the development and implementation of many diversity initiatives. The initiatives and activities undertaken by the CAB over the past eight months are wide-ranging, and have had a positive influence in the development of diversity in the broadcasting sector as a whole.

In order to fully capture this wide range of activities, the *CAB Diversity Report* is structured as follows.

The **first part** of the *Report* summarizes a number of significant communications activities to promote and advance diversity initiatives in broadcasting undertaken by the CAB with media outlets (including ethnocultural and Aboriginal media), government, our industry partners and stakeholders in the ethnocultural, Aboriginal and disability communities.

The **second part** of the *Report* outlines our progress on issues related to closed captioning.

The **third part** of the *Report* updates activities concerning the *Equitable Portrayal Code*.

The **fourth part** of the *Report* identifies those diversity activities that took place at the most recent CAB convention in November 2008, and further describes the role of the CAB Gold Ribbon Awards in promoting, advancing and celebrating diverse programming within the broadcasting community.

The **fifth part** of the *Report* describes a number of other diversity initiatives currently underway within the CAB.

The **sixth part** of the *Report* presents the CAB Action Plan on Asian-Canadian representation in private broadcasting.

The **seventh part** of the *Report* summarizes a number of important diversity initiatives that the CAB is planning for 2009-10.

In **conclusion**, the *Diversity Report* presents perspectives on how the CAB initiatives have positively influenced the advancement of diversity in the private broadcasting industry.

Appendices are linked to this *Report*.

We note that the initiatives outlined in the CAB 2008 *Report on Diversity in Broadcasting* are intended to complement the initiatives that are being undertaken at the individual station level, and to build on the significant work undertaken by Canada's private broadcasters as outlined in their individual annual reports to the CRTC.

## 1. Communications Initiatives

The CAB has been extremely active in the area of diversity research over the past several years, as a means of creating a foundation for the development and implementation of a wide range of diversity initiatives.

Among these research initiatives, the CAB:

- Served as both secretariat and project manager for the 2002 – 2004 Task Force for Cultural Diversity on Television and the Task Force Report (*Reflecting Canadians: Best Practices for Cultural Diversity in Private Television*).
- Developed and directed a major, groundbreaking research initiative on *The Presence, Portrayal and Participation of Persons with Disabilities in Canadian Television* in 2005.
- Developed a series of industry Best Practices for private radio as outlined in our submission to the Commission on *Notice of Public Hearing 2006-1, Review of the Commercial Radio Policy*.
- Commissioned the first-ever research undertaken on *Described Video in Canadian Private Television* which was filed with the Commission as part of our submission for *Broadcasting Notice of Public Hearing/Telecom PN CRTC 2008-8: Unresolved issues related to the accessibility of telecommunications and broadcasting services to persons with disabilities*.

These research activities have proven to be of critical importance in developing and implementing a number of communications initiatives undertaken by the CAB in the past year.

A Public Service Announcement campaign entitled *Open Your Mind* – focusing on positive social attitudes and acceptance of persons with disabilities – was once again featured by CAB television and specialty service members throughout 2008.

The CAB also continued to distribute educational materials about persons with disabilities, and about career opportunities in the broadcasting industry, throughout 2008.

*Recommended Guidelines on Language and Terminology – Persons with Disabilities: A Manual for News Professionals and Glossary* was developed in consultation with the Radio and Television News Directors Association of Canada, and continues to be distributed to CAB members and the general public.

In addition, a brochure developed by the CAB on *Employment Opportunities in the Canadian Broadcasting and Affiliated Production Sector* also receives regular distribution to the education

sector, and has proven to be a valuable tool and leave-behind when our members visit with secondary school students to discuss employment opportunities in broadcasting.

For 2008, 1,842 copies of both brochures were sent out to 549 contacts in educational institutions from coast to coast that offer courses related to broadcasting and journalism. In addition, 300 brochures were sent to the Ontario Association of Broadcasters (OAB) for its Career Development Day held March 3, 2008.

### i) Internal Initiatives

Diversity in Broadcasting continues to feature prominently on the agenda of the CAB Board of Directors, as well as for a large number of CAB Committees, including:

- The Joint Societal Issues Committee
- The Public Affairs Committee
- The Awards Committee
- The Membership and Human Resources Advisory Committee
- The Small Market Advisory Council/Independent Radio Caucus

These forums for addressing and discussing diversity work to more fully integrate concerns, issues, activities within the CAB's internal operations, resulting in a greater awareness about diversity among our members. There are a number of other vehicles that the CAB uses in order to move diversity in broadcasting beyond committee meetings and into the hands of our individual members:

### ii) The CAB Update

Initiatives undertaken by the CAB and its members with regard to diversity – including initiatives relating to ethnocultural groups, Aboriginal peoples and persons with disabilities – are regularly reported in the *CAB Update*. The *CAB Update* reaches all CAB members, as well as key decision-makers, stakeholders and representatives from other media.

In 2008, the *CAB Update* once again proved to be a valuable tool in communicating diversity initiatives undertaken by the CAB and its members, providing information on a wide range of topics, initiatives and links under the *Diversity in Broadcasting* banner, including:

- Announcements about Asian Heritage Month, complete with links to information for CAB members concerning a vast array of activities taking place across the country in May 2008.
- Promotion of December 3 as the United Nations International Day for Persons with Disabilities.

- Announcements promoting the presentation of Diversity Seminars at the annual conventions of the British Columbia Association of Broadcasters (BCAB) and the (Western Association of Broadcasters).
- Promotion of the National Screen Institute's (NSI) Storytellers Program, which designed to develop Aboriginal creative talent; in 2008, the NSI Storytellers added six Aboriginal directors to the program.

The *CAB Update* continues to be one of the most important resources at our disposal for the promotion of Diversity in Broadcasting.

### iii) CAB Diversity Updates

In 2008, the CAB published three issues of *Diversity Update*, targeting CAB members, decision-makers, stakeholders and other media with more in-depth information about diversity initiatives in the private broadcasting industry, including diversity activities planned and implemented by the CAB:

- Summaries of Diversity Presentation for the Western Association of Broadcasters (WAB) and British Columbia Association of Broadcasters (BCAB) Regional Conventions (detailed later in our *Report*).
- Links to diversity toolkits available online from other jurisdictions, including the U.K., the U.S. and Australia.
- Promotion of The Academy of Canadian Cinema & Television/L'Académie canadienne du cinéma et de la télévision annually presentation of the Canada Award/Prix du Multiculturalisme honouring excellence in television programming that reflects the racial and cultural diversity of Canada.
- Promotion of the 4<sup>th</sup> Annual *Télédiversité* event.
- Information about *Broadcasting Notice of Public Hearing CRTC 2008-8 and Telecom Public Notice CRTC 2008-8, Unresolved issues relating to the accessibility of telecommunications and broadcasting services to persons with disabilities*, including the scope of the proceeding and related links.
- Updates on progress made by the CAB Closed Captioning Working Groups and closed captioning validations sessions held in December 2008.
- A summary of the inaugural – and very successful – CAB Diversity Webinar held in November 2008 (described later in our *Report*).



- A special thanks to CAB Hall of Fame member Harvey Glatt for his efforts in making the National Arts Centre a more accessible entertainment venue.
- Updated information and useful links concerning workplace accommodation for persons with disabilities.

The *CAB Diversity Updates* are available on the CAB Diversity in Broadcasting website; they have proven to be a very effective vehicle for communicating diversity activities to our members and other audiences. As a result, the CAB will explore the feasibility of publishing three more issues of the *CAB Diversity Update* in 2009-10.

#### iv) The CAB Diversity in Broadcasting Website

The CAB Diversity in Broadcasting website continues serve as an important resource for CAB members, industry stakeholders, and the ethnocultural, Aboriginal and disability communities. The site continues to register more than 10,000 individual pageviews per month, and has had close to 320,671 pageviews since April of 2006.

Originally launched in May of 2005, the Diversity in Broadcasting website ([www.cab-acr.ca/diversityinbroadcasting](http://www.cab-acr.ca/diversityinbroadcasting)) was reorganized in 2006 to enable easier access to information on diversity activities and programs initiated by individual broadcasters, and continues to evolve as a central conduit for broadcasters, stakeholders and the public to access information on the industry's diversity measures, initiatives and activities.

The website includes a vast array of information, including research reports, news releases, speeches, articles, specific initiatives (e.g. scholarships/training programs) and notification of diversity events.

The website is designed and organized with accessibility in mind, and provides the following information:

- *Diversity in Broadcasting/Home and What's New* provides an introduction to the website and links to the latest industry initiatives, launches, partnership announcements, speeches and other diversity activities to ensure that users have the most current and up to date information. Materials from the inaugural CAB Diversity Webinar (described later in the *Report*) are also available for download within this section of the website.
- *Annual Reports on Diversity in Broadcasting*, submitted by the CAB to the CRTC, outline the progress achieved in the implementation of industry diversity initiatives, and features the Commission's responses to the previous CAB *Reports*.
- *Task Force for Cultural Diversity in Broadcasting* includes the *Report* of the Task Force, Members of the Task Force, Terms of Reference, Background and Media Releases, providing a complete end-to-end description of this groundbreaking project.

- *Industry Initiatives, Best Practices and Guidelines* includes a breakdown of industry and CAB initiatives recommended by the Task Force for Cultural Diversity and Industry Best Practices developed by the Task Force that were unanimously endorsed by the CAB Television and Specialty & Pay Boards in May 2005. More recently, Best Practices for Radio and the Small Market Reporting Templates have also been added for the use of members.
- *Awards* provides a summary of four high profile Gold Ribbon Award categories celebrating Aboriginal Programming and Diversity in News and Information Programming, including the achievements of winning broadcasters.
- *Persons with Disabilities* includes information on the initiatives undertaken by the CAB and its members in the area of improving the presence and portrayal of persons with disabilities in broadcasting. Of particular note, this section provides access to the three aforementioned initiatives launched in November of 2006, including booklets on *Recommended Guidelines on Language and Terminology* and *Employment Opportunities in the Canadian Broadcasting and Affiliated Production Sector*, as well as the *Open Your Mind* Public Service Announcement campaign. The booklets are available in English and French to any member of the public as a free download; English and French versions of the PSA are posted for easy viewing.
- *What the Industry is Doing* presents current and recent initiatives and activities by broadcasters and our industry partners in the area of diversity, with links to additional information on specific industry activities. Broadcasters and industry stakeholders include:
  - Aboriginal Peoples Television Network
  - Astral Media
  - Canadian Association of Broadcasters (CAB)
  - Canadian Television Fund (CTF)
  - Canadian Film and Television Production Association (CFTPA)
  - Canwest
  - Citytv
  - CTVglobemedia
  - National Campus and Community Radio Association (NCRA)
  - OMNI TV
  - Radio-Television News Directors Association (RTNDA)
  - ReelWorld
  - Télédiversité
  - Telefilm Canada
  - VisionTV / S-VOX
  - Vista Radio
  - Women in Film Television - Toronto (WIFT-T)

- *Media Centre* provides current and archived press releases, published articles/columns, speeches, diversity backgrounders and other related information posted over the past year.
- *Events* provides links to upcoming events and summaries of recent events of interest to broadcasters, ethnocultural, Aboriginal and disability communities and the public.
- *Additional Resources* provides a series of links to Industry Reports, Research and Publications, including access to *Annual Reports* filed by television and specialty & pay licensees. This part of the website also provides substantial information on industry training initiatives, scholarships, and links to information resources available from organizations such as Innoversity.

In the past year, the CAB Diversity in Broadcasting Website proved to be the ideal vehicle for providing information about the CRTC Accessibility Proceeding, including the primary CAB submission, reply comments, oral remarks at the Public Hearing and supporting research.

The CAB plans to continue with the development of the *Diversity in Broadcasting* website throughout 2009-10, ensuring that the information remains timely and relevant to all those who are seeking to advance diversity in the private broadcasting industry.

## 2. Closed Captioning

In Broadcasting Public Notice CRTC 2007-54, *A new policy with respect to closed captioning* (May 17, 2007), the Commission stated that all English- and French-language broadcasters would be required to caption 100 percent of their programs over the broadcast day, with the exception of advertising and promos. Broadcasters have been asked to report on progress made in moving toward the 100 percent captioning target prior to licence renewals scheduled for 2008-09.

On December 7, 2007, the CAB filed an *Action Plan* with the Commission to respond to the challenges associated with closed captioning. At the core of the Action Plan is the establishment of English- and French-language Working Groups, comprised of representatives from the broadcasting industry and the Deaf and hard of hearing communities. Both Working Groups endeavoured throughout 2008 to develop a plan for improving the quantity and quality of closed captioning.

The English-language Working Group first met in February 2008 to discuss methods of improving the quantity and quality of closed captioning, and received a presentation on voice recognition technology from CRIM (an IT applied research centre). Voice-recognition technology for closed captioning is now widely used by French-language broadcasters in Canada.

The French-language Working Group also met for the first time in February 2008, holding a wide-ranging discussion regarding the key areas to be addressed with respect to improving the quantity and quality of closed captioning by French-language broadcasters and captioning providers.

On February 28, 2008 the Commission indicated in a letter to the CAB that the CAB *Action Plan on Closed Captioning* had been approved.

Throughout the course of 2008, each CAB Working Group focused on solutions to a number of closed captioning issues, including accuracy, comprehension, synchronization and consistency. The *Preliminary Report on the English- and French-language Working Group Recommendations on Quality Captioning: CRTC PN 2007-54 – A New Policy with Respect to Closed Captioning* was filed with the Commission along with a new draft manual for captioning standards and protocols on December 2, 2008.

Subsequent to the filing of the *Preliminary Report* of the working groups, the CAB held two closed captioning ‘validation sessions’, one in French and one in English.

The objective of the sessions was to identify and document the reaction of Deaf and hard of hearing consumers to two styles of closed captioning: roll up (or scrolling) captioning and pop-on (or block) captioning. In order to measure consumer reactions to these two different styles of captioning, participants in the English-language validation session were shown a DVD comprised of programming segments that alternated between captioning styles.

Participants in the French-language validation session were shown programming segments captioned in accordance with the proposed standards for closed captioning in French developed by the French-language Working Group on closed captioning.

Following the programming segments, participants were asked to complete a questionnaire in order to assess their reaction; all participants (24 in the French-language session and 23 in the English-language session) completed the questionnaire.

The questionnaire results were then tabulated and analyzed for specific reactions and perspectives on different closed captioning formats. *CRTC PN 2007-54 – A New Policy with Respect to Closed Captioning – Report: Closed Captioning Validation Sessions: Findings and Analysis* was filed with the Commission on December 15, 2008. It should be noted that the consumers attending these sessions found them to be very useful, and were highly complimentary of the CAB for organizing and staging the testing.

We note that the Final Report of the Closed Captioning Working Groups will be filed with the Commission in February 2009.

### 3. CAB Equitable Portrayal Code

In replacing a number of previous industry codes, the CAB *Equitable Portrayal Code* expands the *Code's* provisions to include all Canadians, well beyond ethnocultural, Aboriginal and disability communities. To this end, the new *Code* is intended to assist in “overcoming unduly negative portrayal in broadcast programming based on matters of race, national or ethnic origin, colour, religion, age, gender, sex, sexual orientation, marital status or physical or mental disability”.<sup>3</sup>

The new *Code* also includes provisions not found in any other code known to the CAB, establishing firmly the principle that negative portrayal may take the form of stereotyping, stigmatization and victimization, derision of myths, traditions and practices, degrading commentary, and exploitation. Each of these is prohibited by the new *Code*.

Following a series of revisions, the Commission approved the *Equitable Portrayal Code* in Broadcasting Public Notice 2008-23, March 17, 2008. In its decision, the Commission noted that the ‘(Equitable Portrayal) Code accurately reflects the key elements of the Sex-Role Portrayal Code pertaining to portrayal matters, which the Code intends to replace.’

The new *Code* became effective and applicable to all programming as of March 17, 2008. The Canadian Broadcast Standards Council (CBSC), which administers the *Equitable Portrayal Code*, continues to work on the translation of the *Code* into all 42 languages with which it deals. The *Code* is also being translated into Braille and alternative formats, in English and in French. The translation work is expected to be completed in the early part of 2009, at which time the *Code* will receive an official launch with members and the media.

The CBSC is also preparing a broad-scale release and introduction of the *Code* to communities across Canada, once the translations are complete. The CAB will provide additional information on the launch of the *Code* and related initiatives in the 2009-10 *Diversity Report*.

### 4. CAB Gold Ribbon Awards and Convention

The CAB Gold Ribbon Awards and Convention continue to serve as an excellent vehicle for the promotion of diversity with our members, partners, decision-makers, stakeholders and other media. We note that, at every turn during the considerable planning efforts that go into staging the CAB Gold Ribbon Awards and Convention, the subject of diversity is always on the table whether the subject at hand is speakers, panels, presenters, music talent or other element.

---

<sup>3</sup> *Canadian Association of Broadcasters' Equitable Portrayal Code*, Section III.

We further note that the Gold Ribbon Awards themselves are held in considerable esteem by the private broadcasting community. To be nominated is extremely important; to bring an award back from the CAB Convention is the highest recognition of the talent and commitment that drives our industry. This makes the integration of the CAB Gold Ribbon Awards and Convention and the industry's commitment to diversity all the more important.

i) Gold Ribbon Awards

In recent years, the CAB has created four high profile Gold Ribbon Award categories celebrating Aboriginal Programming and Diversity in News and Information Programming.

In 2005, the CAB created the Gold Ribbon Award for Excellence in Aboriginal Programming for Television and Specialty and Pay members, which was launched at its Convention in Winnipeg. Gold Ribbon Awards in this category have been presented since

then, with the 2008 Gold Ribbon awarded to CHBC-TV, Canwest, Kelowna, British Columbia for its entry, *Magic on the Water*.

The Gold Ribbon Award for Aboriginal Programming in Radio honours the station that has made the greatest contribution to the development, creation, and broadcast of an outstanding Canadian program or series dealing with an Aboriginal theme or tackling an Aboriginal issue and designed to develop awareness in the station's community. The 2008 winning entry, *Cree Ways – Living with Diabetes*, was submitted by CJNB/CJNS, Northwestern Radio Partnership, North Battleford, Saskatchewan.

Two Gold Ribbon Awards were created to celebrate Diversity in News and Information Programming in 2006.

For Television and Specialty and Pay members, the award 'honours the station or service that has broadcast an outstanding report or story dealing particularly effectively and accurately with issues relating to social diversity, including race, ethnicity and persons with disabilities. This includes a single in-depth report or series of reports or a documentary designed to develop awareness and reflect the community'. CFMT-TV, Rogers Broadcasting Limited, Toronto (*The M Word - Canada's Multiculturalism: a Work In Progress*) was the recipient of the 2008 Gold Ribbon Award in this category.

For Radio members the award 'honours the station that has broadcast an outstanding report or story dealing particularly effectively and accurately with issues relating to social diversity, including race, ethnicity and persons with disabilities. This includes news reports, documentaries, public affairs and continuing series designed develop awareness and reflect the community.' The winning entry in this category was also *Cree Ways - Living With Diabetes* was submitted by CJNB/CJNS, Northwestern Radio Partnership/Rawlco Radio, North Battleford, Saskatchewan.

Audio and video clips of all Gold Ribbon Award winning entries in these categories are available for download on the CAB's Diversity in Broadcasting website.

### ii) CAB Convention

Recognizing that the CAB Convention continues to be an ideal vehicle to deliver information on the industry's most important issues, diversity was once again fully integrated into the CAB's 2008 Convention held in Ottawa November 2-4.

- Canada's diversity was consistently represented throughout the Convention, from the Masters of Ceremonies to keynote speakers to the Canadian music showcased.
- In preparing for the 2008 CAB Convention, particular attention was paid to ensuring broad representation when issuing invitations to panelists, and in developing sessions with moderators to ensure issues relating to diversity were included as subject matter addressed throughout the 20+ information sessions.
- A panel on diversity entitled *Changing Demographics: New Opportunities* was held on November 3. The panel brought together a number of dynamic speakers, including broadcasters, researchers and analysts to reflect and debate on the impact of Canada's growing diversity on the Canadian broadcasting system:
  - Madeline Ziniak, OMNI TV, National, Vice President (Panel Chair)
  - Shan Chandrasekar, President and CEO of Asian Television Network
  - Deepta Rayner, Research Solutions Inc. ethnic marketing expert
  - Dr. Minelle Mahtani, Professor, University of Toronto
  - Brenda Nadjiwan, Chair of the Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR)
  - Georgina Blanas, The Accessible Channel
  - Margot Micallef, President and CEO of VISTA Broadcast Group
  - Richard Cavanagh, CONNECTUS Consulting Inc., diversity consultant
- The inaugural CAB Diversity Webinar was promoted with an insert in all Conventional delegate kits.
- The Accessible Channel (TAC) played a special role at the 2008 CAB Convention. Along with promotional material provided for Convention delegate kits, a TAC representative was invited to participate in the above noted *Changing Demographics: New Opportunities* concurrent session. The CAB provided TAC with additional profile as the sole presenting sponsor of the Convention's Opening Keynote Address. Representatives from TAC's Board were given the opportunity to address delegates at both the open and close of the keynote segment.

iii) Scholarships

A number of CAB members sponsor post-secondary scholarships, and several are targeted to support students from diverse backgrounds, including those with a disability. The CAB Convention provides a forum for celebrating the achievements of these future leaders.

During the Community Service Awards breakfast on November 4, the Astral Media Scholarship – awarded to a Francophone student who is a member of a visible minority group or who is Aboriginal – was presented.

In addition, three Canwest Media Scholarships and Awards were also presented: the Aboriginal Peoples' Internship Award; the Scholarship-Internship Award for a Canadian with a Disability; and the Scholarship Award for a Canadian Visible Minority Student.

## **5. Other CAB Diversity Initiatives**

The CAB continues to consult with its members on diversity initiatives that would deliver the most value to their operations.

The consensus from our members is that the CAB performs a very important role in the delivery of diversity information that is timely, useful and adaptable to their needs. As a result of this desire expressed by our members, the CAB has focused in 2008 on 'pushing out' information to our members, while at the same time building on those diversity initiatives that have proven highly valuable to our members in the past.

i) CAB Diversity Webinar

In 2006, the CAB retained the services of Ottawa-based Graybridge Malkam, a leading provider of intercultural effectiveness training and consulting services, to determine what form(s) of professional development support may be required by CAB member companies to best help them develop corporate strategies and implement best practices in the areas of cultural diversity and persons with disabilities.

CAB member companies from all sectors were interviewed by Graybridge Malkam, taking into consideration differences in market demographics, market size and relative presence of diversity in the various regions.

While findings of the needs assessment revealed that the requirements of CAB members vary widely – e.g., some are further ahead than others in establishing and implementing corporate diversity strategies – the CAB Joint Societal Issues Committee explored a number of initiatives throughout 2008 to determine the most effective ways of addressing the needs identified and the issues raised in the course of the assessment.



As a result of these deliberations, substantive planning was initiated for the first CAB Diversity Webinar.

The English-language webinar – an interactive online seminar developed for and delivered to CAB members – was developed throughout the course of September and October, and presented to over 60 CAB member and associate members on November 27, 2008. Entitled *Strategic Planning for Human Resources: A Diversity Perspective*, the one-hour session presented a statistical overview of Canada’s growing diversity, and a focus on key issues in diversity planning for human resources, including recruiting challenges, how to engage management, organizational commitment and accommodation for persons with disabilities.

In each case, practical and cost-effective approaches to the issues were identified and detailed. The webinar format – a web-based PowerPoint presentation with an audio voiceover – enabled an interactive Q & A session, and accompanying information provided a series of links to a range of valuable resources, from government, media and organizations specializing in diversity planning.

Based on the enthusiastic feedback from participants, the webinar was a great success, and is an excellent vehicle for conveying the latest information on diversity in Canada. To ensure the availability of webinar materials to other interested members, CAB has made the webinar available through the Diversity in Broadcasting website. Plans to hold a second diversity webinar are under consideration; discussions with CAB French-language members on potential webinar content are also taking place.

### ii) CAB Diversity Seminars – Regional Associations

The above-noted review of diversity training needs among CAB members revealed another potentially valuable initiative: the development and delivery of Diversity Seminars at the annual conferences of Regional Associations.

With planning and development in March and April, the CAB delivered the first Diversity Seminar at the British Columbia Broadcasters Association (BCAB) Conference in May 2008. The second Diversity Seminar was presented at the Western Association of Broadcaster (WAB) Conference in June 2008.

The CAB recognizes that the Diversity Seminars provide an opportunity to deliver up to date information to a broader audience in attendance at both conferences, since delegates include broadcasters, partners from the production community, policy makers and other stakeholders and industry professionals.

At the same time, the Regional Association Conferences are heavily attended by CAB Radio members – many of whom are operating in smaller markets.

Given this, the Diversity Seminars presented at the Regional Association Conferences were entitled *Diversity on the Rise* and focused on Canada’s growing diversity, the goals of the

CRTC, and diversity best practices and practical starting points for Radio. Past and current diversity activities undertaken by the CAB were outlined, and a number of very good resources for diversity information were identified for our members.

The BCAB and WAB *Diversity on the Rise* sessions presented the chance to encourage Radio members to begin developing their inventories of diversity activities and discuss a number of strategic ideas, including:

- Diversity comes in many forms in individual markets, so help the CRTC to understand this
- Position your on-going initiatives
- Track your activities and start an inventory of your work in diversity
- Put existing information about diversity tools to good use
- Leverage your knowledge of local communities.
- Make use of the Small Market Reporting Template

The Diversity Seminars were extremely well received by the Regional Associations, and discussions are underway with BCAB and WAB to develop and deliver new seminars at the 2009 Regional Conventions.

### iii) CRTC Accessibility Hearing

The CAB was a full participant in the CRTC's 2008-09 Accessibility Hearing (*Broadcasting Notice of Public Hearing/ Telecom PN CRTC 2008-8: Unresolved issues related to the accessibility of telecommunications and broadcasting services to persons with disabilities*). The CAB commissioned a comprehensive study on *Described Video in Canadian Private Television*; filed the study together with an extensive submission with the Commission; filed reply comments; appeared with a number of members at the public hearing; and filed a final set of comments in January and February 2009.

The CAB welcomed the opportunity to provide our perspectives on the accessibility of broadcasting services to persons with disabilities.

### iv) Research on Described Video

As noted above, in the context of the CRTC Accessibility Hearing, the CAB commissioned a comprehensive study on *Described Video in Canadian Private Television*. The study is the first of its kind – in Canada and internationally – and provided a wealth of information about Described Video (DV) in Canadian private broadcasting, including the amount of DV programming available from English- and French-language private broadcasters, and the considerable challenges faced by broadcasters in producing DV content.

vi) The Accessible Channel

While The Accessible Channel (TAC) is not a CAB diversity initiative *per se*, we note that this service will have a profound impact on the amount of Described Video programming available to blind and vision impaired Canadians. It is important to recognize that TAC is a ‘first of its kind’ in the world – there is simply no other service in any other jurisdiction that provides the type of top shelf Described Video programming, some 168 hours per week, that is available through this service.

It is also important to note that, as explained in the CAB study on *Described Video in Canadian Private Television*, TAC will also play an extremely important role in promoting the availability of DV across the broadcasting system.

vii) Télédiversité

For the past four years, the CAB has supported *Télédiversité*, which attracts a number of Québec-based ethnocultural and Aboriginal communities for discussions on cultural diversity in Québec French-language private television.

*Télédiversité 2008* was organized by l’Association québécoise des télédiffuseurs et radiodiffuseurs (AQTR). For the 2008 edition of *Télédiversité*, a number of sponsors joined the founding partners (Astral Media, TVA and TQS), including CTVglobemedia, APTN, RDS, Global Quebec, MétéoMédia, Vox, CJNT Montréal, Zone3 and Canal Évasion. *Télédiversité 2008* was coordinated by Honorine Youmbissi, an experienced journalist and member of Montreal's African-Canadian community. In addition to planning and organizational responsibilities, Ms. Youmbissi is also the event spokesperson. *Télédiversité 2008* was held June 5 and 6, 2008 in Montréal.

vii) Discussions with RTNDA and BEAC

Given the important role of the Radio and Television News Directors Association – Canada (RTNDA) in diversity promotion and planning, including the development and circulation of an excellent diversity toolkit, the CAB has initiated discussions with RTNDA to identify potential synergies and/or shared initiatives. Discussions will be continuing into 2009, and any progress will be outlined in our 2009-10 *Report*.

In addition, the CAB will be contacting the Broadcast Educators Association of Canada (BEAC), to identify any BEAC diversity initiatives and determine any potential synergies going forward. The CAB will outline any progress in our 2009-10 *Report*.

## 6. Action Plan on Asian-Canadian Representation

In its response to the *CAB Report on Diversity in Broadcasting 2007-08* (June 26, 2008), the Commission stated,

It remains unclear from (the CAB 2007-08 *Diversity Report*) whether the CAB intends to take steps to address the participation of Asian-Canadians in television programming. Accordingly, staff requests that the CAB clearly address its plans in this area in its next annual diversity report.

The CAB is pleased to present the Commission with its Action Plan on Asian-Canadian Representation. It is important to identify the context for this plan at the outset.

First, our plan centers on ways in which the private broadcasting industry can advance the representation of Asian-Canadians in news, information and local programming – i.e. that programming content controlled by our members.

Second, our plan focuses on the potential need to develop a pool of talent from the Asian-Canadian community, from which broadcasters can draw for on-air and off-camera skills.

Third, the CAB notes that our plan is guided by the realities of demographics and the realities of the marketplace, in terms of advancing the reflection of local communities in local programming.

Lead by the CAB and members of the CAB Joint Societal Issues Committee, and based on the practical realities noted above, our plan will be carried out in 2009-10. It has five core components.

### a. Joint Initiatives with RTNDA

As noted earlier in our *Report*, the CAB has recently initiated discussions with RTNDA on the potential for developing joint diversity initiatives. We believe it will be worthwhile to explore any steps currently being taken, or in the planning stages, concerning the participation of Asian-Canadians in news programming. The CAB further believes it will be important to enlist the support of RTNDA for CAB initiatives going forward.

The CAB has already held one conference call with RTNDA and has put the subject of Asian-Canadian presence in news programming on the table for subsequent discussions to take place early in 2009.

### b. Community Outreach to Asian-Canadian Organizations

The CAB – potentially in collaboration with RTNDA – intends to schedule a series of meetings in 2009 with leading Asian-Canadian organizations, such as community

associations. The CAB will rely on its member base, e.g. our ethnic broadcaster members, to identify key Asian-Canadian groups and potentially facilitate/attend these meetings as well. By utilizing the expertise and knowledge of our member base, we will ensure that the appropriate individuals and/or organizations are identified from the Asian-Canadian community.

It is important to be clear about our objectives in this type of community outreach. As noted above, a core rationale for our plan involves the development of a pool of talent from the Asian-Canadian community. The CAB believes that the Asian-Canadian community itself is an excellent resource for advice on (i) the best ways to develop this pool of talent and (ii) the most effective methods for reaching out to their community, through education, community focus or other approaches.

### c. Member Outreach

As noted in the next section of our *Report* on 2009-10 diversity planning, the CAB will continue to focus on providing information and tools that our members find valuable in their own diversity initiatives. Through such vehicles as the CAB Board of Directors, *CAB Update* and *Diversity Update*, CAB Webinars, the CAB Convention and other opportunities, the CAB will work to build awareness with our members about Asian-Canadians, and continue the process of sensitizing our members to the issue. For example, CAB publications such as *Diversity Update* may be used to convey useful information about any discussions that take place with Asian-Canadian organizations.

### d. Market Research

As noted above, it is fundamentally important to adhere to practical reality in implementing our action plan on Asian-Canadian representation. In this sense, the focus of our plan is to advance the representation of Asian-Canadians in those areas of programming controlled by our members, i.e. news and local programming.

We therefore plan to study those markets with significant Asian-Canadian populations, and identify the reflection of these communities in on-air news programming. This is a basic task that will inform the CAB about those markets where representation may be advanced, and allow a more targeted and practical approach to the issue.

### e. Reporting to the CRTC

In implementing this action plan, the CAB commits to reporting on its implementation, progress and outcomes with the filing of its 2009-10 *Diversity Report* with the Commission.

The CAB trusts that our Action Plan on Asian-Canadian Representation will meet with the Commission's approval, and looks forward to implementing the plan as we move through the next year.

## 7. Diversity Planning for 2009-10

Given the success of the Diversity Seminars at the Regional Association Conferences and the inaugural Diversity Webinar, the CAB is now considering the development and delivery of new versions of both initiatives in 2009-10.

With respect to the Diversity Seminars, the CAB is in discussions with the British Columbia Association of Broadcasters and the Western Association of Broadcasters to deliver fresh Diversity Seminars at their Regional Conferences later in 2009. Should the seminars take place, the subject matter will be based on consultations with the BCAB and WAB membership, and on feedback received from the 2008 seminars.

Similarly, the CAB is exploring the feasibility of delivering a second English-language Diversity Webinar later in 2009. Should it take place, the webinar focus will be on consultations with members and feedback received from the first webinar.

The CAB is currently in discussions with French-language members to determine the most effective vehicle for delivering diversity information and materials. Options include the development and delivery of a French-language webinar, a more prominent CAB role at *Télédiversité 2009* or other effective approach.

The CAB also is examining the possible publication of additional *Diversity Updates* throughout 2009-10; should this initiative go forward, the CAB would likely publish three more issues, with timing coincident with such events as the Regional Convention Seminars,

the next Diversity Webinar and the CAB Gold Ribbon Awards and Convention. The *Diversity Updates* have proven to be a very effective method of conveying current information about diversity to our members that effectively supports their own diversity planning processes.

Our weekly *CAB Update* will also continue to provide diversity-related information to our members, partners, decision-makers, stakeholders and other audiences.

With the implementation of our Action Plan on Asian-Canadian Representation, the CAB will be in regular dialogue with its membership to build awareness and brainstorm on methods of advancing the reflection of this diverse segment of our population.

Over the course of the next year, the CAB will continue to implement the recommendations from its research on persons with disabilities in television programming, through the PSA campaign and the distribution of educational materials on appropriate language and employment opportunities.

The CAB will continue to promote its Gold Ribbon Awards for Excellence in Aboriginal Programming (Television and Specialty and Pay, and Radio) and for Diversity in News and Information Programming (Television and Specialty and Pay, and Radio); once again, the

CAB Convention will serve as an important conduit for discussion and debate on diversity issues.

Throughout 2009-10, the CAB will continue to develop its *Diversity in Broadcasting* website, and assist our members with the on-going implementation of *Diversity Best Practices for Radio*.

## 8. Conclusion: Impact of CAB 2008 Diversity Initiatives

Given the reality of Canada's growing diversity, the CAB continues to exercise leadership in the broadcasting industry by consulting with our members and initiating a significant information campaign centered on the development and delivery of content that not only focuses on diversity, but strives to equip our members with the tools they need to understand diversity and implement their own planning.

At the present time, the CAB Diversity Webinars and Regional Diversity Seminars represent the core elements of this approach, and as noted above, we will continue to build on these initiatives going forward. It is important to note that both of these initiatives – new to the CAB in 2008 – were extremely well received by our members; it is, in fact, the expectation of our membership that the CAB will present new versions of these important initiatives in 2009-10.

Overall, our focus on the development and creative distribution of diversity information is working to facilitate awareness and build a deeper understanding about diversity, and diversity-related issues, among our members. To this end, there is a much better understanding that a more diverse workforce encourages more dynamic programming, attracts audiences and strengthens relationships with local communities.

Through our extensive participation in the Commission's Accessibility Hearing, our groundbreaking research on Described Video, our extensive work in the area of closed captioning, and the continuation of our PSA campaign and distribution of information booklets, we are providing a much needed focus on persons with disabilities.

Through these initiatives, we are also building awareness about the barriers confronted by persons with disabilities *and* identifying the tools that can break these barriers down.

As noted throughout our webinar, diversity is all about the celebration of difference. Through our Convention and Gold Ribbon Awards, we continue to celebrate the promise and achievements of diversity, while highlighting the role of our Radio and Television members in their continuing efforts to produce excellent programming while demonstrating a solid commitment to diversity.

In 2008, our expanded communication activities continued to move diversity forward within the industry, raising awareness with our members, partners and stakeholders about the inherent business and social value realized through diversity measures.

The CAB Diversity in Broadcasting Website continues to grow as a key resource that serves as a point of collection and dissemination for a very wide range of diversity-related information, studies, reports and links. It continues to be utilized as a point of entry for a public that has a growing appetite for information about diversity in Canada.

Reflecting on the sum total of the CAB's diversity initiatives, we are having a significant influence in raising the profile and importance of diversity with our members. The initiatives outlined in the CAB 2008 *Report on Diversity in Broadcasting* are intended to complement the initiatives that are being undertaken at the individual station level, and to build on the significant work undertaken by Canada's private broadcasters as outlined in their individual annual reporting to the CRTC.

The CAB thanks the Commission for the opportunity to present its latest *Diversity Report*, and looks forward to reporting on its diversity measures, activities and initiatives again in 2010.



## Appendices

[Appendix A - CAB Diversity Updates 2 and 3](#)

[Appendix B - Copy of webinar PowerPoint](#)

[Appendix C - Copy of Regional Convention PowerPoint](#)

[Appendix D - Described Video Study](#)