

**Annual Report on the Operation of the
Canadian Multiculturalism Act
April 1, 2013 to March 31, 2014**

ABOUT YOUR INSTITUTION							
Name of federal institution: Canadian Broadcasting Corporation/Société Radio-Canada							
Name of person responsible for approving submission (on behalf of your institution): Patricia Vincent							
Title: Executive Director, Total Rewards, Disability Management and Compliance							
Address: 181 Queen Street, Suite 409 Ottawa, Ontario K1P 1K9							
Telephone number: 613-288-6025	E-mail address: patricia.vincent@cbc.ca						
Contact person (responsible for submission): Jovane Drouin							
Title: Advisor, HR Compliance and Compensation							
Address: 181 Queen Street, Suite 409 Ottawa, Ontario K1P 1K9							
Telephone number: 613-288-6047	E-mail address: jovane.drouin@cbc.ca						
Name of Multiculturalism Champion (if one has been appointed): CBC/Radio-Canada currently does not have a Multiculturalism Champion.							
STATISTICAL INFORMATION							
Total number of employees at your institution (as of March 31, 2014). “Employees” is defined as the total number of indeterminate and term employees (i.e., the number of employees, not an equivalent of full-time employees):	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Permanent employees:</td> <td style="text-align: right; padding: 2px;">7,094</td> </tr> <tr> <td style="padding: 2px;">Temporary employees:</td> <td style="text-align: right; padding: 2px;">343</td> </tr> <tr> <td style="padding: 2px;">Contract employees:</td> <td style="text-align: right; padding: 2px;">881</td> </tr> </table>	Permanent employees:	7,094	Temporary employees:	343	Contract employees:	881
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SECTION 1	REFLECTION OF CANADA'S MULTICULTURAL REALITY IN FEDERAL INSTITUTIONS		
Please refer to the Submission Guide for general information on the purpose of each section.	YES	NO	
Q. 1.1	Does your institution's vision, mission, mandate or priorities statement include a reference to multiculturalism or cultural diversity?		
	<p>If yes, please provide the relevant section. If the reference to multiculturalism was first introduced during the 2013–2014 reporting period, please highlight the change.</p> <ul style="list-style-type: none"> • CBC/Radio-Canada is Canada's national public broadcaster and one of this country's largest cultural institutions. The Corporation is a leader in reaching Canadians on new platforms and delivers a comprehensive range of radio, television, Internet and satellite-based services. It is a source of distinctively Canadian programming that reflects the country's diversity. • CBC/Radio-Canada's Mandate... The Corporation's mandate is set out in the Broadcasting Act. Deeply rooted in the regions, CBC/Radio-Canada is the only Canadian broadcaster to offer diverse perspectives in English, French and eight Aboriginal languages, as well as five languages on the Corporation's international Web-based service, Radio Canada International (RCI). No other Canadian broadcaster, commercial or public, has a mandate to produce content as diverse as that produced by CBC/Radio-Canada. • Mission Statement and Guiding Principles... As announced in the Corporation's five-year strategy 2015: Everyone, Every way, "CBC/Radio-Canada will be the recognized leader in expressing Canadian culture and will enrich the democratic life of all Canadians through original, innovative, quality Canadian content that reflects and draws together Canadians, actively engaging with audiences while being cost-effective and accountable." The guiding principles further make reference to reflecting Canada's multicultural diversity, reflecting the regions to themselves and to the country, and contributing to the diversity of voices and to social cohesion. 		
Q. 1.2	Does your institution have policies related to multiculturalism or cultural diversity?		
	<p>If yes, please provide the details of the relevant policies. If a policy related to multiculturalism was newly created or was revised during the 2013–2014 reporting period, please highlight the section that is new or changed.</p> <ul style="list-style-type: none"> • Program Policy – Multicultural Programming <u>Excerpt:</u> "CBC/Radio-Canada's mandate states that its programming should 'reflect the multicultural and multiracial nature of Canada.' In fact, by the reasons of the ethnic diversity of the audience, the Corporation has long practiced a policy of cultural pluralism in its programming, and intends to continue to reflect the multicultural richness and multiracial characteristics of Canadian society in keeping with the Corporation's obligation to 'contribute to shared national consciousness and identity.'" • Program Policy – Stereotypes in Programming <u>Excerpt:</u> "Stereotypes are generalizations, drawn from perceptions that certain qualities and characteristics are commonly shared by certain groupings in society, reflecting race, language, national, regional or ethnic origin, religion, age, sex, marital status, physical attributes or occupation. The use of stereotypes other than as character or plot elements required for the successful creation of a program or program segment tends to reinforce prejudices and can be perceived as an attack on the dignity of the individual. Those responsible for program content should be alert to the cumulative power of the electronic media to shape tastes and to contribute to the definition of individuals and ideals, and therefore should refrain from indiscriminate portrayal of detrimental 		

	<p>stereotypes. Common sense, good judgement and good taste should be part of the basic discipline of all production and on-air broadcasters who should not only present persons as individuals, but also challenge stereotypes when these may be introduced uncritically by other participants.”</p> <ul style="list-style-type: none"> • People and Culture Policy – Anti-Discrimination and Harassment <u>Excerpt:</u> “CBC/Radio-Canada’s commitment: <ol style="list-style-type: none"> 1. Provide an inclusive workplace environment free of discrimination and harassment, including sexual harassment; 2. Support the productivity, personal goals, dignity and self respect of all its employees and potential employees, and; 3. Promote sensitivity to individual differences.” • People and Culture Policy – Non-Discrimination and the Duty to Accommodate <u>Excerpt:</u> “CBC/Radio-Canada is committed to providing an inclusive workplace environment free of discrimination. In support of this, the Corporation accepts responsibility for ensuring that its policies, practices, work arrangements and facilities do not have unlawful discriminatory effects on individuals or groups protected under the <i>Human Rights Act</i>, or identified as a designated group under the <i>Employment Equity Act</i> (women, Aboriginal Peoples, persons with disabilities and visible minorities).” • People and Culture Policy – Prevention of Work Place Violence <u>Excerpt:</u> “CBC/Radio-Canada’s commitment: <ol style="list-style-type: none"> 1. Provide a safe, healthy and violence-free work place; 2. Dedicate sufficient attention, resources and time to address factors that contribute to WPV as well as to prevent and protect against WPV; 3. Communicate to its employees information in its possession about factors contributing to WPV; and; 4. Assist employees who have been exposed to WPV.” • People and Culture Policy – Employment Equity <u>Excerpt:</u> “CBC/Radio-Canada is committed to equity in employment and programming, and in providing a workplace environment that treats all employees with respect and dignity. We must reflect the diversity of Canadian society in our workforce and on our airwaves.” <ul style="list-style-type: none"> • A number of corporate policies are available on the following website: http://cbc.radio-canada.ca/en/reporting-to-canadians/acts-and-policies/ 		
Q. 1.3	Does your institution have programs related to multiculturalism or cultural diversity?	√	
	<p>If yes, please provide the details of the relevant programs. If a program was newly created or was revised during the 2013–2014 reporting period to reflect multiculturalism, <u>please highlight</u> the change.</p> <ul style="list-style-type: none"> • The nation’s public broadcaster demonstrated its commitment to inclusion and diversity, reflecting the many faces and voices of Canadians. Here are some of the highlights: <ul style="list-style-type: none"> ○ Inclusion and Diversity Corporate Plan 2012–2015: This plan outlines all actions that the Corporation is willing to take in order to remove employment barriers faced by the four groups designated by the <i>Employment Equity Act</i>: Aboriginal peoples, persons with disabilities, visible minorities and women. The action plan, endorsed by CBC/Radio-Canada senior management, includes an 		

	<p>accessibility plan.</p> <ul style="list-style-type: none"> ○ Every year, we invite managers to apply for the HELP Fund, which allocates money for internships, professional development activities and workplace accommodation for qualified people from the four designated groups, thus helping managers to reach their hiring targets, and to recruit and retain diverse candidates. Among the candidates who have benefited from the Fund since 2007, 59% were still employed at the end of 2013. ○ Workshops on Respect in the Workplace: The workshops were restarted in 2013 and were offered to over 800 additional employees in Halifax, Montreal, Ottawa, Toronto and Vancouver. Jointly led by over 30 unionized employees and managers, the mandatory three-hour workshops aim to help employees work better together, notably with regard to inclusion and diversity.
Q. 1.4	<p>Does your institution have programs related to anti-racism?</p> <p style="text-align: right;">√</p>
	<p>If yes, please provide the details of the relevant programs. If a program was newly created or was revised during the 2013–2014 reporting period to reflect multiculturalism, <u>please highlight</u> this change.</p> <ul style="list-style-type: none"> • See response to Q. 1.2: People and Culture Policy – Anti-Discrimination and Harassment.
Q. 1.5	<p>Does your institution have programs aimed at building intercultural and interfaith understanding?</p> <p style="text-align: right;">√</p>
	<p>If yes, please provide the details of the relevant programs. If a program was newly created or was revised during the 2013–2014 reporting period to reflect multiculturalism, <u>please highlight</u> this change.</p> <ul style="list-style-type: none"> • The “Cultural Census” (self-identification questionnaire) is posted on the Corporation’s internal website. <ul style="list-style-type: none"> ○ Part I of the census covers the areas on which CBC/Radio-Canada is required to report under the <i>Employment Equity Act</i>. ○ Part II of the census deals with matters and groups that are not covered by the <i>Employment Equity Act</i>, but are just as important in fostering an inclusive workplace and eliminating barriers to employment, training and promotion for employees from all backgrounds. Information is compiled on subjects such as ethnocultural background, socio-demographic group (including membership in an official-language minority community), official and non-official languages spoken, sexual orientation, and beliefs and religions. ○ A national joint communication campaign was developed in 2013–2014 to make employees aware of the importance of completing the self-identification questionnaire. By March 31, 2014, we had achieved a national survey response rate of 79 %. ○ The compiled data help us manage our diversity initiatives, notably the implementation of hiring targets.

SECTION 2	PRESERVING AND SHARING CULTURAL DIVERSITY		
Please refer to the Submission Guide for general information on the purpose of each section.		YES	NO
Q. 2.1	Did your institution undertake initiatives during the reporting period to foster a corporate culture that embraces diversity, which may also include celebrating Canada's cultural heritage?	√	
Q. 2.2	Did your institution undertake initiatives during the reporting period to celebrate Canada's cultural heritage with the general public?	√	
Q. 2.3	Did your institution undertake initiatives during the reporting period to promote exchanges and cooperation between diverse communities of Canada?	√	
	<p>If you responded yes to any of the questions above, please list the initiatives taken.</p> <p>Q. 2.1. Initiatives to foster a corporate culture that embraces diversity...</p> <p>At both CBC and Radio-Canada, regular meetings were held between on-air diversity teams and People and Culture teams to discuss and implement diversity-related initiatives. We also have inclusion and diversity committees responsible for setting strategic direction for diversity and executing plans against this strategy.</p> <p>Here are some of CBC/Radio-Canada's diversity initiatives:</p> <ul style="list-style-type: none"> • ECHOS, CBC's self-assessment tool used to gauge visible minority and Aboriginal reflection in television and radio content, both on air and behind the scenes, was used for a third year. It was expanded from 29 programs in two regions, to 76 programs in 12 regions. The tool provides a snapshot that can inform program development, scheduling and content decisions. ECHOS examines five important components of a program, and rates whether each meets a threshold for reflection based on Statistics Canada data on population make-up. The five components are: <ul style="list-style-type: none"> ○ E = Executive Producer/Key Creative: The key decision-makers producing the show; ○ C = Content/Context: The content or storyline; ○ H = Host: The show's main stars/hosts/leads; ○ O = Other On-Air: The show's occasional guests; ○ S = Supporting Roles: The show's regular supporting casts • The Mosaïka database, used by French Services, lists more than 650 names of experts, artists and representatives of cultural communities, originating from 80 countries and working in over a dozen sectors. This tool helps our production teams increase on-air diversity and inspires subjects for feature reports. • Espace.talents is an electronic bulletin board accessible to members of the French Services diversity committee, content managers and network management. It is a directory of journalists, producers, collaborators and columnists from diverse backgrounds that may be consulted by our media colleagues. Professionals listed in the directory write their own descriptions. Clicking on a description provides access to reference documents, such as a resumé and feature reports. • The President's Awards are an excellent way to share our employees' achievements and underscore the exceptional contributions of our staff. Starting in 2013–2014, diversity was included in the questions on the nomination form for the Leadership Award. • The 2013 edition of Challenge Us! was held in Montreal in April 2013. Of the 70 participants, 		

75% were participating for the first time. This initiative was created to allow employees across the Corporation to reflect on issues that are key to our future success and to make recommendations. One of the participants' tasks was to consider and propose ideas on how to better reflect diversity in our offerings and workforce. Their conclusions were incorporated into our plan to develop our organizational strategy beyond 2015.

- A mentors' recognition evening was held on October 17 at Maison de Radio-Canada in Montreal, and was attended by hundreds of participants, mentors and mentees, many from diverse backgrounds. The Mentorat Montréal program facilitates the mentoring of new immigrants with professionals in Quebec. The recognition event was a collaboration of Radio-Canada and Conférence régionale des élus de Montréal.

Our organization occasionally publishes articles on its internal website about programs that explore topics related to diversity and multiculturalism. We also publish press releases, including notices about panel discussions, information sessions and other events aimed at increasing employee awareness of multiculturalism and diversity:

- October 22, 2013: "David Suzuki tops list of admired Canadians"
- November 27, 2013: "CBC Toronto continues to lead the way in diversity"
- December 5, 2013: "CBC honours the legacy of Nelson Mandela: 1918–2013"
- December 9, 2013: "CBC Aboriginal site to relaunch"
- January 15, 2014: "Help us promote a diverse workforce" (communication regarding the Cultural Census)
- February 25, 2014: "CBC's Nick Davis wins African Canadian Achievement Award"
- February 28, 2014: "Susan Marjetti to receive national diversity award from Black Business and Professional Association"

2.2 Initiatives to celebrate Canada's cultural heritage...

CBC/Radio-Canada undertook several initiatives to celebrate Canada's cultural heritage with the general public. Here are some selected highlights from across the country:

Black History Month 2014

- On Espace.mu, Radio-Canada's digital music service, several music selections were played in rotation throughout February: the [web radio streams "Afrique du Sud," "Afrobeat," "Afropop," "Antilles," "Dakar à Bamako" and an all-new stream on Haitian music](#) (in French only). Internet users could also check out [Burgundy Jazz](#), an interactive web documentary that recounts Montreal's incredible contribution to the history of jazz. In 2013–2014, this unique project won a Prix Boomerang in the "Art and culture website or application" category.
- On ICI.Radio-Canada.ca, Internet users were invited to read the blogs of five guest celebrities, who shared their reflections and life experiences in relation to their identity: comedian Dorothy Rhau, singer Sylvie Desgroseillers, host Normand Brathwaite, police officer Evens Guercy (founder of the boxing club L'Espoir) and the mayor of Amos, Quebec, Ulrick Chérubin. For more information, a calendar and a full description of activities, visit [ICI.Radio-Canada.ca/moishistoiredesnoirs2014](#) (in French only).
- On the RCI website, Internet users could check out an [in-depth feature, in five languages, devoted to Black History Month](#), including forgotten chapters in the history of Black people in Canada, feature reports and portraits of leading figures in local Black history.
- CBC Calgary sponsored four events emceed by our weekend host, notably the launch of the Western Canada edition of the magazine *Souche*, a bilingual publication devoted to Afro-Canadian women and music festivals.

- CBC Toronto partnered with the “TD Then & Now” event, which celebrates the achievements of Black Canadians and the rich history of African and Caribbean culture.

Radio-Canada programming

- For the year 2013-2014, more than 2,700 Aboriginal programming items were identified, both on the network and in the regions.
- In April 2013: The Gala des Lys de la Diversité was held in Montreal. This event, jointly organized with the MÉDIAMOSAÏQUE press agency, was widely covered on our platforms: ICI RDI, RCI, ICI Radio-Canada Première and online. Four Radio-Canada employees won awards, such as Oussayma Canbarieh, who was awarded the “Lys du web” for the webdoc [Me, The Muslim Next Door](#), a platform for young Muslim Canadians to speak for themselves on different life issues.
- April 21, 2013: The TV magazine program [Second regard](#) (in French only) featured a portrait of young Innu writer, Naomi Fontaine, who has published a first novel on her people. This program explores the search for meaning and expressions of spirituality and religious practice across cultures, as well as their place in contemporary society.
- Summer 2013: The Rimouski station produced and broadcast an interview with Stanley Vollant, Quebec’s first Aboriginal surgeon. Dr. Vollant is a shining example of social commitment. The Innu surgeon, who hails from the community of Pessamit, Quebec, takes part in numerous activities related to Canada’s First Nations.
- September 2, 2013: Television broadcast of *Toi et moi, Laos* (30 min.) which recounts the arrival of Manitoba’s first Laotian refugees in the 1980s. The program especially looks at the work of Manitoban priest Gérard Dionne in Laos and the organization School for Kids in Laos, created and managed by a group of Laotians and Manitobans, which builds schools in impoverished regions in the Asian country.
- November 1, 2013: Live recording of the morning radio program [Point du jour](#) (in French only) in Radio-Canada’s Saskatoon studios. The program focused on French-speaking immigrants, in connection with Journée du nouvel arrivant, held on November 2, as well as the 5th anniversary of the Communauté des Africains francophones de la Saskatchewan.
- January 2014: Start of a weekly feature on the French-language radio afternoon program [Pour faire un monde](#) (in French only) (Saskatchewan) looking at issues faced by First Nations communities in Western and other parts of Canada. The feature was also broadcast on the radio morning program [Le Café show](#) (in French only) in Alberta.
- Youth on Radio-Canada television: In the series [Toc Toc Toc](#) (in French only), the actor who plays the character Alia (Marie Christine Lê Huu) has an Asian background. The puppet series [À la ferme de Zénon](#) (in French only) includes the character Zoumba, a llama from Peru, who speaks with a Peruvian accent. Finally, in the cartoon [Jack](#) (in French only), the supporting character named Yoki has an Asian background.

CBC programming

- [Arctic Air](#): This one-hour TV adventure series takes place in the rapidly expanding Arctic. It tells the story of an unconventional airline company and the equally unusual family that operates it. Many of the actors in both leading and supporting roles have diverse backgrounds. Some of the plots are tied to the local community and Aboriginal issues.
- [cbc.ca/kids](#): We continued our commitment to Canadian children and their families by offering a variety of content reflecting our country’s rich cultural diversity on several platforms. CBC KIDS is co-hosted by Sid Bobb, of the Stó:lō First Nation in British Columbia.

Other activities in which CBC has taken part

- April 25 to May 4, 2013: CBC Ottawa sponsored the Northern Scene festival, a celebration of

the arts, culture and music of Northern Canada at the National Arts Centre. During the two-week festival, local CBC programs covered a number of guest artists in a variety of shows on all platforms, including a live television broadcast of the Welcome Ceremony.

- In May 2013: CBC Match-up was held at the Toronto Broadcast Centre. The goal of the networking event was to connect diverse independent producers, writers and directors to our creative decision makers and key partners in production. Over 70 participants and industry leaders took part in the event, which included a panel discussion, professional speed-connecting and a networking lounge. It generated strong positive feedback from both participants and contributors, who said it provided a chance to build relationships, make connections, to learn, share and gain opportunities for work, both at CBC and beyond.
- June 22 and 23, 2013: CBC Kitchener-Waterloo was proud to sponsor the Kitchener-Waterloo Multicultural Festival. For the past 40 years, this community festival has highlighted the marvels of ethnic diversity, celebrating cuisine, dance, music and crafts from across the globe. Craig Norris, our local radio host, was on the main stage for part of the day, emceeding this celebration of local diversity.
- June 30, 2013: CBC Ottawa was a media partner for the Community Cup, a small soccer tournament for new immigrants, organized by the Catholic Immigration Centre of Ottawa. The Cup was created in 2005 to connect newcomers to non-newcomers, create friendships and celebrate Ottawa's welcoming community. We supported the event through a combination of radio promotion, contesting, social media and host outreach, and a CBC team was on site to participate in the tournament.

August 16 to 21, 2013: CBC Manitoba sponsored Manitoba Music – Aboriginal Music Week. This event included eight days of concerts, workshops and films presenting Aboriginal artists from across North America. CBC's sponsorship included on-site activities, such as a community barbecue and a concert featuring three CBC ambassadors.

- September 2013: CBC Saskatchewan hosted [The Boom Box](#), in partnership with W. Brett Wilson and PotashCorp. This competition invited all Aboriginal residents of Saskatchewan to send their great business ideas; seven finalists presented their ideas to a panel of judges, and the top three won monetary prizes.
- Fall 2013: CBC Thunder Bay rolled out [Embedded](#) – The purpose of this initiative was to reach out to Aboriginal and Non-Aboriginal members of the community, help them break out of their cultural comfort zone, leap the racial divide and become 'embedded' in a cross-cultural experience. Community members made a pitch to participate in the cross-cultural experience that would best test their limits, and those selected had the opportunity to share their experience on-air.
- March 2014: CBC Calgary sponsored and participated in the Immigrants of Distinction awards ceremony. This annual event brings together ethnic communities to honour immigrants who have distinguished themselves in the community, and who are a source of inspiration for newcomers and Canadians from all backgrounds.
- March 13 to 21, 2014: CBC Manitoba sponsored the 27th Annual Aboriginal Minor Hockey Tournament held by the Manitoba Indigenous Cultural Education Centre. This three-day provincial event was attended by over 1,000 players, family members and friends. CBC Manitoba sponsored the opening ceremony and organized activities such as the distribution of CBC promotional items. The CBC Radio One program [Up to Speed](#), and *CBC News Winnipeg* were broadcast live from the event.

2.3 Initiatives to promote exchanges and cooperation between diverse communities...

Programming, communication and partnerships allow CBC and Radio-Canada to reach Canadian communities through national initiatives and activities implemented by various local stations. Here are some examples:

- Throughout 2013–2014: CBC and Radio-Canada Manitoba provided sponsorships to promote exchanges and cooperation among various communities. Sponsorship agreements were

concluded with the following organizations: Vision Quest Conference, Asian Heritage Society of Manitoba, Central Park Neighbourhood Cooperative (for Canada Day celebrations), Manito Ahbee Festival, Canadian Centre for Refugee Employment (for the Gratitude Gala), Manitoba Chinese Cultural Centre (for Chinese New Year celebrations), MICEC Aboriginal Minor Hockey Tournament and the Winnipeg Aboriginal Film Festival.

- Also throughout 2013-2014: a number of CBC employees have participated in or been involved in various sponsorships, partnerships, and panels involving a variety of organizations such as SABAR (September 2013), Aboriginal Human Resource Council (Kochita fundraiser for Aboriginal youth in October 2013), imagineNative Film & Media Arts Festival (Oct 2013) and Reelworld Film Festival (February 2014).
- April 2013: In partnership with the City of Calgary, CBC Calgary hosted a forum on cultural diversity that allowed members of various ethnic groups to share their experiences regarding diversity and the media.
- June 2014: During the massive flooding that occurred in southern Alberta, CBC/Radio-Canada was the first media outlet to show how the disaster had affected the Siksika First Nation. Almost the entire reserve was destroyed by the floods. Our report led many Calgarians to help the community by sending in food and emergency shelters, and raising funds. CBC/Radio-Canada followed this story, during which a thousand band members were evacuated from their homes.
- February 7 to 9, 2014: CBC Toronto partnered with the Harbourfront Centre's Kuumba festival, a cultural showcase of African and Caribbean heritage reflected in art, film, music and much more. The three-day event celebrates the milestones and contributions of Black Canadians through exhibitions, panel discussions and exciting performances by Canadian and international artists.
- March 23, 2014: Portia Clark, co-host of *CBC News Edmonton*, delivered a keynote address at an event commemorating the International Day for the Elimination of Racial Discrimination, attended by 280 participants interested in debating the role of the media with regard to multiculturalism.

SECTION 3	POLICIES, PROGRAM DELIVERY AND PRACTICES			
Please refer to the Submission Guide for general information on the purpose of each section.			YES	NO
Q. 3.1	Did your institution take multiculturalism and diversity into consideration when developing new or amending existing policies ?	√		
Q. 3.2	Did your institution take multiculturalism and diversity into consideration when developing new or amending existing programs or services ?	√		
Q. 3.3	Is senior management in your institution responsible for implementing multiculturalism in your institution?			
	<p>If you responded yes to any of the questions above, please provide details.</p> <p>3.1 Multiculturalism and diversity taken into consideration in policies...</p> <p>See response to Q. 1.2.</p> <p>3.2 Multiculturalism and diversity taken into consideration in programs or services...</p> <p>See responses to Q. 2.2 and Q. 2.3.</p> <p>3.3 Senior management responsible for implementing multiculturalism...</p> <p>See response to Q. 1.3.</p>			
Q. 3.4	Did your institution deliver training to employees to increase awareness and knowledge of multiculturalism and diversity issues?	√		
	<p>If yes, what sort of training was provided?</p> <ul style="list-style-type: none"> ○ Diversity/Cross-Cultural Understanding <p>CBC Toronto and CBC Winnipeg have held editorial boards, providing the opportunity for newsroom journalists and producers to learn, hear and engage in conversation with Aboriginal community and thought leaders; boards were held in June 2013, October 2013, February 2014 and in March 2014.</p> <ul style="list-style-type: none"> ○ Communicating in a Multicultural Workplace ○ Anti-racism/Discrimination ○ Policy Development and Multiculturalism ○ Program Development, Delivery and Diversity <p>The CBC Program Development office (radio) conducts program reviews, program development sessions and provides holiday programming. The goal is to help local programs look and sound like the communities they serve. Diversity is included in all of the program reviews and criteria that the programs are reviewed against. Questions asked of the programs are :</p> <ul style="list-style-type: none"> • Is the program meeting radio's diversity objectives? • Does it sound like its listening area? • Does it cover the range of topics that would appeal to the diversity of the listening area? • Does it reach out to a diverse audience representing multiple viewpoints and a diversity of voices (reflecting the local community for a regional show or more broadly for a national program)? <p>During program development sessions, research is used to demonstrate the need for programs to sound, look and feel like the communities they serve. The discussions around program development always include diversity and how the programs plan to address diversity in their action plans.</p>	√		

	<p>When holiday programming is developed, the Program Development office often uses these opportunities to help develop diverse staff by providing opportunities for employees to grow as journalists and also improve their skill set to help them grow in the corporation. Diverse candidates are sought out to host, produce and provide technical support for holiday programs.</p> <p>The program development office also seeks and identifies diverse talent and makes their talents and abilities known to other should any employment opportunities arise.</p>		
	<p>o Other (please specify)</p> <p>A number of meetings were held with the Corporation's various departments to discuss their hiring targets with regard to diversity. These meetings helped to raise awareness among managers and, in certain cases, to start an ongoing dialogue on hiring strategies and advancement opportunities to attract and retain a diverse workforce.</p>	√	
Q. 3.5	<p>What percentage of your workforce has participated in multiculturalism or diversity training activities during the reporting period?</p> <ul style="list-style-type: none"> • See responses to Q. 1.3 and Q. 3.4. 		

SECTION 4		EMPLOYMENT OPPORTUNITIES IN FEDERAL INSTITUTIONS	
Please refer to the Submission Guide for general information on the purpose of each section.		YES	NO
Q. 4.1	Throughout your institution, does your workforce represent Canada's diversity as regards race, national or ethnic origin, colour and religion?	√	
	<p>Please estimate the percentage of your workforce that represents diversity in the workplace.</p> <ul style="list-style-type: none"> As at March 31, 2014, based on self-identification data, Aboriginal peoples represented 1.5% of CBC/Radio-Canada's workforce (permanent, temporary and contract employees) and visible minorities represented 8.2 %. <p>As noted in the response to Q. 1.5, we have developed a joint communication strategy to encourage employees to complete the self-identification questionnaire or to let the Corporation know they are not comfortable self-identifying. The objective will be to develop targeted programs and strategies to increase employment, training and advancement opportunities for employees from the four employment equity designated groups, including those from different ethnocultural backgrounds.</p>		
Q. 4.2	Does your institution have goals and/or initiatives for any specific groups as regards race, national or ethnic origin, colour and religion for: <ul style="list-style-type: none"> a) employment; b) advancement; and c) retention? 	√	
Q. 4.3	Did your institution undertake any other initiatives in the reporting period to better support employees from ethnocultural backgrounds? An ethnocultural group defines itself by at least one of the following: language or culture, religious affiliation, race, ethnic identity, ethnic origin, or country or geographic region of origin.	√	
	<p>If you responded yes to Q. 4.2 or Q. 4.3, please list the initiatives.</p> <p>As part of the <i>Inclusion and Diversity Corporate Plan 2012–2015</i>, hiring and promotion objectives were set across the Corporation for members of visible minorities and Aboriginal peoples in those occupations where they are under-represented.</p> <p>Employment</p> <p>In 2013–2014, the Corporation continued to invest significant efforts in restructuring its employment activities. CBC/Radio-Canada remained focused on attracting top candidates when staffing opportunities arose. Here is a summary of our recruitment activities:</p> <ul style="list-style-type: none"> A national recruitment team was launched. To create the team, consultations were held with several stakeholders from across the Corporation and a thorough review was conducted, focused on how to do things better. Hiring managers now have access to experts specialized in sourcing diverse candidates and who share best practices for recruiting people from designated groups. Our recruitment team participated in a number of external initiatives aimed at expanding our pool of diverse candidates, such as a partnership with the Board of Trade of Metropolitan Montreal and its Interconnection program targeting newcomers. This partnership resulted in the hiring of a new immigrant in 2012, who was still employed by the end of 2013. The People and Culture team in charge of diversity within the Corporation provided managers and HR with personnel reports and key metrics. This allowed them to closely monitor representation rates for designated employment equity groups in order to measure the effectiveness of recruitment strategies. Among the tools supporting CBC/Radio-Canada's recruitment efforts is the job site http://cbc.radio-canada.ca/jobs/, which showcases dynamic employee profiles from the four designated groups. Applicants are invited to submit their resumé in response to specific job postings or to add their resumé to the candidate database for future consideration. 		

	<ul style="list-style-type: none">Information on employment equity, including the Corporation's annual reports on employment equity and multiculturalism, as well as workforce demographics and trends, can be accessed on the Corporation's website. <p>Advancement</p> <ul style="list-style-type: none">While the Corporation has no formal promotion policy, supervisors and managers are required to establish training and development objectives. This helps to increase the number of qualified, eligible candidates for promotion and transfer opportunities. All teams are made aware of identified gaps for the four designated groups, and consider them as part of regular workforce planning. <p>Retention</p> <ul style="list-style-type: none">CBC/Radio-Canada implemented a number of initiatives to encourage employee retention, which also had an impact on employees from ethnocultural communities. The Corporation offers its employees work-life balance options such as compressed workday schedules, special leave, job rotations and more. Sections of some collective agreements contain provisions related to flexible work arrangements.CBC/Radio-Canada continued providing an Employee Assistance Program available in 25 languages to all staff members, retirees, long-term contract employees and their resident families. The last voluntary survey in 2012 indicated a 93% satisfaction rate with the program.
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SECTION 5	LANGUAGE AND CULTURAL UNDERSTANDING IN FEDERAL INSTITUTIONS		
	Please refer to the Submission Guide for general information on the purpose of each section.	YES	NO
Q. 5.1	Has your institution undertaken initiatives related to the use of the diverse language skills of employees?	√	
Q. 5.2	Has your institution undertaken initiatives to incorporate the cultural insights of employees, for example, to improve policy-making functions or enhance service delivery?	√	
	<p>If you responded yes to either one of the questions above, please list the initiatives.</p> <p>5.1 Use of diverse language skills of employees...</p> <ul style="list-style-type: none"> • Whenever a production calls for diverse language skills (e.g., translation, writing, dubbing, subtitling), the RCI team provides assistance to other Radio-Canada employees. Examples include: <ul style="list-style-type: none"> • Adaptation in five languages of the in-depth feature Stephen Harper's Canada; • Collaboration on the production of multilingual segments for the Sochi Olympics; • The in-depth feature Aboriginal Peoples: The Other Story in five languages, featured on the RCI and CBC sites; • Hockey Night in Canada (HNIC): For another season, this sports programming was again presented in Punjabi on Saturdays by an experienced team. Between HNIC matches, fans could follow Punjabi webcasts featuring the analyses and opinions of our commentators on hockey news, with a focus on Canadian teams in the NHL. By bringing hockey to Canadian audiences in Punjabi on a variety of platforms, CBC/Radio-Canada is able to reach and serve a broader, more diverse Canadian audience in a way that is compelling and meaningful to them. • CBC Employees with language skills are regularly matched to foreign and domestic assignments. For example, a producer fluent in Spanish was deployed to Mexico for stories on drug cartels and violence. Another example is a video journalist fluent in Portuguese that was chosen to go to Rio to cover the FIFA World Cup. <p>5.2 Initiatives to incorporate the cultural insights of employees...</p> <ul style="list-style-type: none"> • RCI created a list of employees' language skills and specific expertise with regard to cultural communities and their countries of origin. This list was shared with other areas. As a result, some of these employees were involved in the production of features for non-RCI programs or assisted their colleagues in other programming departments. For example, in March 2014, an employee in the Latino section fully participated in a television investigative story, travelling to Colombia to join our correspondent in Latin America. 		

SECTION 6	DATA COLLECTION AND RESEARCH FOR POLICY AND PROGRAM DEVELOPMENT		
Please refer to the Submission Guide for general information on the purpose of each section.		YES	NO
Q. 6.1	Did your institution conduct research with multicultural components?	√	
	<p>If yes, please list the research conducted and results.</p> <p>CBC/Radio-Canada’s Research and Analysis group</p> <ul style="list-style-type: none"> In fall 2013, CBC/Radio-Canada’s Research and Analysis group in Ottawa released its biannual Media Technology Monitor (MTM) report, based on interviews with 12,000 Canadians (6,000 Francophones and 6,000 Anglophones). Visible minority status is measured in this tracking survey and cross-referenced against media technology adoption and usage. Visible minority status is a standard demographic criterion in all of our reports, trending and demographic tables and data files available on the MTM portal. Also in fall 2013, a report was published on how Canadian visible minorities are adopting and using media and technology. This information is available to all CBC/Radio-Canada employees and external stakeholders, such as the CRTC, Heritage Canada, Statistics Canada, the Quebec government and the Television Bureau of Canada. Every year, CBC/Radio-Canada’s Research and Analysis group in Ottawa conducts two mission metrics surveys to measure the Corporation’s performance in implementing its five-year strategic plan, <i>2015: Everyone, Every Way</i>, among a total sample of 4,800 Canadians (2,400 Anglophones and 2,400 Francophones). The survey measures visible minority status as well as two audience perception metrics regarding diversity: the degree to which each CBC/Radio-Canada service used by the respondent “reflects the multicultural diversity of Canada” and “reflects my cultural background.” The results are included in the Corporation’s biannual Report Card, which is presented to the Board of Directors and is available to the public in the Corporation’s Annual Reports, Corporate Plans, Quarterly Financial Reports, and on the corporate website. CBC/Radio-Canada’s Corporate Communications Department conducted two surveys – an employee survey and an opinion leader survey – to gather employees’ and opinion leaders’ views of the Corporation in key areas, and to track changes over time. For the first time in 2013–2014, both surveys included a question about visible minority status. <p>Radio-Canada’s Research Department</p> <ul style="list-style-type: none"> The department conducted several online media studies via their web panel that included questions to identify new Canadians among Francophone respondents and their use of ICI Radio-Canada services. Surveys also tracked panelists’ country of birth, and that of their parents, in order to be able to isolate Neo-Canadians. Three phone surveys were conducted among radio listeners, in which respondents’ country of birth and that of their parents was indicated. Two of these surveys were conducted in the Montreal area; the first on ICI Radio-Canada Première programs and the other on Espace Musique. The third survey was conducted among all French-speaking Canadians to compare their interest in talk versus music radio. <p>CBC Research Department</p> <ul style="list-style-type: none"> The FIATS 2013–2014 study includes a series of questions on perceptions of cultural diversity and how the network is performing in this regard. Respondents were asked to assess various typical statements aimed at measuring whether, in their view, CBC programs in general and its entertainment programming and <i>The National</i> in particular, reflect the cultural diversity of Canada. The Media and New Canadians survey was administered in June 2013 to Canadian residents born outside Canada who have been living in the country for 20 years or less. Respondents were asked about the sport and network that they most identify as being Canadian, as well as their attitudes and opinions regarding hockey and soccer, and more specifically, the NHL and 		

	FIFA.		
Q. 6.2	Did your institution undertake other initiatives related to collecting statistical data with multicultural components?	√	
	<p>If yes, please list the initiatives.</p> <ul style="list-style-type: none"> • Data from the Statistics Canada 2011 Census on immigrant status, year of immigration, country of birth, visible minorities and Aboriginal status were purchased in order to provide French Services with up-to-date information on these important indicators. • See response to Q. 6.1 for more details. 		

SECTION 7	CONSULTATION AND COLLABORATION WITH COMMUNITIES		
Please refer to the Submission Guide for general information on the purpose of each section.		YES	NO
Q. 7.1	Did your institution undertake initiatives to improve federal services for ethnocultural groups? An ethnocultural group defines itself by at least one of the following: language or culture, religious affiliation, race, ethnic identity, ethnic origin, or country or geographic region of origin.	√	
Q. 7.2	Did your institution collaborate or partner with ethnocultural community organizations to help promote or to help deliver federal programs or services?	√	
Q. 7.3	Did your institution consult ethnocultural communities?	√	
Q. 7.4	Did your institution undertake initiatives that promote policies, programs and practices to enhance contributions from diverse communities?	√	
<p>If you responded yes to one of the questions above, please list the initiatives your institution undertook.</p> <p>7.1 Initiatives to improve federal services for ethnocultural groups...</p> <ul style="list-style-type: none"> Aboriginal Content Strategy: CBC/Radio-Canada developed a five-year plan in order to create a more strategic and aligned approach regarding content related to Aboriginal Communities and issues. The plan allows for appropriate reflection and increased cultural awareness/knowledge in our approach and storytelling. Part of this strategy included plans for a revitalized www.cbc.ca/aboriginal website to serve as a venue to share and engage more broadly with audiences and stakeholders. The website is a central destination that provides a revitalized online presence including a social media component, access to pertinent blog posts, photos and rich media content for greater audience engagement and interactivity. <p>Radio-Canada</p> <p>Radio-Canada delivered a range of projects, programs and series across its platforms that directly address the interests and realities of the various ethnocultural groups. Here are some examples:</p> <ul style="list-style-type: none"> On November 19, 2013, at Maison de Radio-Canada in Montreal, a lunch held by the News department provided an opportunity for Latin American and North African businesspeople to talk to Radio-Canada artisans, and for each to discover the realities and viewpoints of the other. On January 13, 2014, the conference "Le monde en 2014", with international analyst Jean-François Lépine, was presented at Maison de Radio-Canada in Montreal. The conference focused on the growing importance of Asia and Africa in international relations. Twenty foreign guests, from Montreal's Asian and African communities, attended the event. Every month, in collaboration with the <i>Métro</i> newspaper and the Conférence régionale des élus de Montréal, RCI invites the public to meet an immigrant who has integrated well in the workplace. We also highlight, in five languages, interesting initiatives undertaken by various organizations working with ethnocultural groups. <p>CBC</p> <ul style="list-style-type: none"> Many local CBC centres hold citizenship ceremonies, usually in October of each year. Here are some examples for 2013–14: <ul style="list-style-type: none"> CBC Calgary welcomed 50 new Canadians at a special citizenship ceremony, hosted by Angela Knight, co-host of <i>The Eyeopener</i>, and Managing Director, Al Thorgeirson. Some of the new Canadians were interviewed and featured in all of our radio news programs. CBC Winnipeg, in collaboration with Citizenship and Immigration Canada, held a citizenship ceremony at our Winnipeg office. Approximately 45 people took the oath to become Canadian citizens. Staff were encouraged to follow live coverage of the event 			

on CBC Radio One and *CBC News Winnipeg*.

- As part of the CBC Calgary [Learning English with CBC: Working with Partners](#) initiative, we prepare a weekly audio newscast that is posted on a CBC microsite. English as an Additional Language (EAL) teachers in Calgary and southern Alberta can access the audio content and associated lesson plan prepared by an EAL expert, to use in their classrooms. On average, 500 people use these newscasts each week, read by evening news anchor Rosa Marchitelli. There is a similar initiative at [CBC Edmonton](#), in partnership with the Alberta government, and another at [CBC Manitoba](#).

7.2 Collaboration and partnership with ethnocultural community organizations...

- How to talk about Aboriginal peoples in the media? This was one of the questions raised at the Table Autochtone, held in October 2013 at Maison de Radio-Canada in Montreal. At the meeting, a dozen people working in programming at Radio-Canada heard from and spoke to about the same number of people from different Aboriginal communities. The event enabled us to forge closer ties with the communities and better understand the main challenges they face today.
- In 2013, we renewed our agreement to broadcast ICI Radio-Canada Première's national and international newscasts on the Société de communication Atikamekw-Montagnais (SOCAM) network, which includes 14 Aboriginal community radio stations.

Also see responses to Q. 2.2 and Q. 2.3.

7.3 Consultation with ethnocultural communities...

- October 21, 2013: To mark Canada's Citizenship Week, CBC Toronto created the "Culture Café" project. In collaboration with the Institute for Canadian Citizenship and our network of partners in the community, we invited over 60 new Canadians or landed immigrants to the Canadian Broadcasting Centre in Toronto, along with community stakeholders, for an evening of round table discussions on the topic of citizenship.
- Early March 2014: CBC Toronto was the media partner of the Black Experience Project, a new long-term research project conducted by the Environics Institute, the United Way of Greater Toronto and Ryerson's Diversity Institute on what it means to be Black in Toronto. On March 18, community stakeholders were invited to take part in a round table discussion with senior programmers from CBC Toronto. Their perspectives on the public broadcaster, the way they perceive themselves in programming, and ideas for features were among the topics discussed.

7.4 Initiatives that promote policies, programs and practices...

- Five to six times a year: A representative of CBC Calgary acts as a member of the executive board of the Calgary Local Immigration Partnership (CLIP), which gathers influential partners around the table to positively change settlement and integration outcomes for newcomers to Canada.
- May 1 and 2, 2013: CBC Toronto was the media partner of the second "Impact of Family Violence Conference: A South Asian Perspective." This conference is focused on finding solutions to the problem of domestic violence in South Asian communities.
- September 27 and 28, 2013: CBC Thunder Bay was the broadcast partner of the Biindigaate Indigenous Film Festival, which featured a number of documentaries and activities over a four-day period.

Also see responses to Q. 2.1 and Q. 2.2.

SECTION 8		SUCCESSSES AND CHALLENGES	
Please refer to the Submission Guide for general information on the purpose of each section.		YES	NO
Q. 8.1	<p>Considering your responses to the preceding questions, please highlight one or two initiatives that you would like to showcase as an example of how your institution furthered the principles of the <i>Canadian Multiculturalism Act</i>.</p> <p>Please list the initiatives and their results (maximum 100 words).</p> <p>CBC/Radio-Canada is the recognized leader in expressing Canadian culture through its vast array of programming offerings, reflective of the country's multicultural diversity. This role is a natural fit for CBC/Radio-Canada given its status as Canada's national public broadcaster, able to reach communities across the country. Moreover, the principles of the <i>Canadian Multiculturalism Act</i> are furthered on a daily basis through our editorial treatment and portrayal of issues important to Canadians, including those from multicultural communities; through our consultations and partnerships with local multicultural communities; and through our proactive measures to ensure we are an increasingly inclusive employer that promotes diversity.</p>		
Q. 8.2	<p>Last year, in your submission to the 2012–2013 Annual Report, you were asked the following: "What steps will your organization take to advance the <i>Canadian Multiculturalism Act</i> in fiscal year 2013–2014?"</p> <p>Did your institution implement the planned initiatives?</p>	√	
	<p>Here is what we said in our report last year: "We will continue to implement strategies that enable us to recruit and develop a diverse and skilled workforce from entry-level to the most senior positions in the Corporation. We will regularly review our employment systems and practices, including our policies, with a focus on ensuring a supportive and inclusive workplace." We continued implementing our <i>Inclusion and Diversity Corporate Plan 2012–2015</i>, which identifies areas where efforts are required to ensure that our workforce is fully representative of the Canadian availability in the industry. In the introduction to the plan, CBC/Radio-Canada's President and CEO underlines the importance of equity and diversity for the organization. The plan provides snapshots showing the evolution of our workforce since 2009 and describes activities to create a more fully representative workforce over the next three years in the following areas: leadership; monitoring and accountability; recruitment and selection; training and development; talent management; communications; branding and outreach.</p>		
Q. 8.3	<p>Does your institution face barriers or challenges with respect to the implementation of the <i>Canadian Multiculturalism Act</i>?</p> <p>If yes, please list the barriers and challenges.</p> <ul style="list-style-type: none"> • Self-identification response rates are still a barrier to accurate reporting on the diversity of the Corporation's workforce. However, the implementation of the joint management-unions communication strategy aimed at improving the survey response rate has already yielded positive results. • Multiple budget pressures have reduced staffing opportunities and may impede progress in achieving a fully diverse and representative workforce. 	√	
Q. 8.4	<p>Are there activities your institution would like to carry out but that it has been unable to undertake?</p> <p>If yes, please list the activities.</p> <ul style="list-style-type: none"> • Not applicable 		√
Q. 8.5	<p>In fiscal year 2014–2015, what initiatives does your institution plan to undertake to further implement the <i>Canadian Multiculturalism Act</i>?</p> <ul style="list-style-type: none"> • We will continue to implement strategies that enable us to recruit and develop a diverse and skilled workforce from entry-level to the most senior positions in the Corporation. We will also continue to regularly review our employment systems and practices, including our policies, in order to ensure a supportive and inclusive workplace. 		

SECTION 9	OBSERVATIONS/SUGGESTIONS		
	Please refer to the Submission Guide for general information on the purpose of each section.	YES	NO
Q. 9.1	Do you have comments or suggestions to improve the process of submitting input on the operation of the <i>Canadian Multiculturalism Act</i> or on the Annual Report itself (content, structure, length, etc)?		√
	If yes, please provide. <ul style="list-style-type: none"> • Not applicable 		