

Annual Report on the Operation of the *Canadian Multiculturalism Act* 2008-2009

FEDERAL INSTITUTION SUBMISSION TEMPLATE

In accordance with the reporting requirements of the *Canadian Multiculturalism Act*, please complete the following submission template for federal institutions for the reporting period April 1, 2008 to March 31, 2009. To assist your organization to complete the template and fulfill its legislated reporting requirement, a Submission Guide is enclosed for your reference.

ABOUT YOUR INSTITUTION	
Name of federal institution (please provide in both official languages):	
CBC/Radio-Canada	
Name of person responsible for approving submission (on behalf of your institution):	
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Address:	
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STATISTICAL INFORMATION	
Total number of employees in your institution (as of March 31, 2009). <i>“Employees” is defined as the total number of indeterminate and term employees:</i>	Permanent: 7424 Term and Contract 499 + 982 Total= 8,905

SECTION 1	REFLECTION OF CANADA'S MULTICULTURAL REALITY IN FEDERAL INSTITUTIONS		
Please refer to the Submissions Guide for general information on the purpose of each section.	YES √	NO √	
Q. 1.1	Does your institution's vision, mission, mandate and/or priorities statement(s) include reference to multiculturalism or cultural diversity?		√
<p>If yes, please provide related section. If the reference to multiculturalism is new during the 2008-2009 reporting period, <u>please highlight</u> the change.</p> <ul style="list-style-type: none"> • <u>Mandate</u> CBC/Radio-Canada has a mandate to reflect Canadian culture and to foster understanding and a shared sense of national identity through programs that reflect Canada's cultural and regional diversity. No other Canadian broadcaster has a mandate to generate the range, depth and quality of Canadian content that CBC/Radio-Canada generates, and to make it available all across the country in both official languages. • <u>Vision/Mission</u> The Corporation's vision and mission speak to diversity where it is stated respectively that the goal is 'connecting Canadians through compelling Canadian content' and producing programs that 'reflect Canadians and Canada's regions...' • <u>Corporate Priorities</u> Included among the Corporation's priorities is the following, 'Recognize the importance of regional reflection and of the changing face of Canada'. • CBC/Radio-Canada delivers a comprehensive range of programs via 29 services. It is the only Canadian broadcaster delivering Radio, Television, Internet, and satellite-based services, in both English and French plus eight Aboriginal languages, to all Canadians. The Corporation's broadcasting reach extends in nine languages on its international Radio service, Radio Canada International, and in eight languages on its Web-based Radio service RCI viva. Pod casts were first introduced in 2005, and downloads now average more than one million per month. CBC/Radio-Canada is available how, where, and whenever Canadians want it. 			
Q. 1.2	Does your institution have policies related to multiculturalism or cultural diversity?		√
<p>If yes, please provide details of related policies. If a policy, or policies related to multiculturalism was newly created, or revised during the 2008-2009 reporting period, <u>please highlight</u> the section that is new or changed.</p> <p>See Corporation website for policy details.</p> <ul style="list-style-type: none"> • Program Policy on Multicultural Programming • Program Policy on Stereotypes in CBC Programming • Program Policy on Sex-Role Portrayal • Human Resources Policy on Non-Discrimination and the Duty to Accommodate • Human Resources Policy on Employment Equity • Human Resources Policy on Staffing • Human Resources Policy on Harassment 			

Q. 1.3	Does your institution have programs related to multiculturalism or cultural diversity?	√	
	<p>If yes, please provide details of related programs. If a program has been newly created, or has been revised during the 2008-2009 reporting period to reflect multiculturalism, <u>please highlight</u> the change.</p> <ul style="list-style-type: none"> • CBC/Radio-Canada is constantly renewing programming to respond to audience preferences and to reflect Canada’s increasing diversity and shifting demographics. It ensures diversity and inclusiveness is reflected by transforming newsrooms, program mandates and story selection and presentation to better reflect the cultural and ethnic composition and concerns of communities. Moreover, its success in reflecting the richness of Canada’s diversity is apparent among the many programming examples broadcast on the Corporation’s different platforms. • From a programming perspective, English Television is implementing new communications habits that reflect the needs of new Canadians. Look to ‘Hockey Night in Canada’ which now broadcasts in several different languages including Mandarin, Cantonese, Hindi and Punjabi. Or consider Radio Canada International’s Web service, ‘RCI viva’, targeting both recent and aspiring immigrants to Canada with services broadcast in not only English and French, but also in Arabic, Mandarin, Spanish, Portuguese, Russian and Ukrainian. • CBC English Radio holds its leaders accountable by ensuring diversity objectives which speak to both hiring and programming, are embedded into the priorities of all of our managers and leaders and that "Diversity report card" becomes part of the annual review process, through the office of the Executive Director of CBC Radio, as is the case for Radio-Canada Radio. • <u>Baseline Diversity Measurement Tool</u> A tool has been implemented by English Services for screening regional programs, providing a baseline of on-air talent. The tool allows managers to more accurately gauge which regions are well reflected, and where there is a need to hire to be more representative of diversity as was the case in Vancouver regarding persons with disabilities. French Services recently implemented a pilot project to gauge diversity by assessing the on-air content of its radio shows in Saskatchewan and one nationally televised program. • <u>Community Snapshots</u> English Network Services has developed a tool called the ‘Community Snapshots’ which gathers pertinent information about the makeup of major audience markets. It not only includes a snapshot of who the public is, but what issues are relevant and important to guide programming and hiring decisions. The results have been so positive that it is expected the process will be duplicated across Canada. The ‘Community Snapshots’ have recently been updated using the most recent census data, research and community stakeholder roundtables. They are available on the Corporation’s portal. The tool is being adapted for French Services. 		

SECTION 2		PRESERVING AND SHARING CULTURAL DIVERSITY	
		YES √	NO √
Q. 2.1	Did your institution undertake initiatives during the reporting period to foster a corporate culture that embraces diversity?	√	
Q. 2.2	Did your institution undertake initiatives during the reporting period to celebrate Canada's cultural heritage among employees?	√	
Q. 2.3	Did your institution undertake initiatives during the reporting period to celebrate Canada's cultural heritage with the general public?	√	
Q. 2.4	Did your institution undertake initiatives during the reporting period to promote exchanges and cooperation among diverse communities of Canada?	√	
<p>If you responded yes to any of the questions above, please provide details on the most meaningful initiative(s) your institution undertook.</p> <ul style="list-style-type: none"> • CBC English Radio is constantly working to create a culture which embraces diversity. For example in cities such as- Montreal, Toronto, Winnipeg, Calgary, or St John's, we stage a series of editorial boards throughout the year with key community leaders, to foster good external community relations, but also to raise awareness internally and create a stronger "culture". The community speakers may be from the Indo Canadian community in Toronto, the Chinese or Filipino communities in Calgary, the Aboriginal community in Winnipeg or the disabilities coalition in Newfoundland. A similar model has been put in place for radio on the French side, engaging stakeholders representing diverse groups, like afro Canadians and people from North African origin to reflect together on their point of view on specific themes like "Obamania", the economic crisis and so on. • Members of CBC/Radio-Canada's Diversity team partnered with the Canadian Media Guild (CMG) to hold 'Black History Month' celebrations at CBC Toronto in February 2009. They also worked with the employee portal to feature employee profiles for 'Black History Month' in 2009 and worked with the CBC Library in Toronto to arrange a display of books relevant to Black history and Asian heritage. They are currently working to screen films relevant to Aboriginal issues for National Aboriginal Day in 2009 and for Pride Day events in August 2009 at the Graham Spry Theatre at CBC Toronto. Profiles and pictures of Aboriginal employees continue to be profiled on the cbc.ca/aboriginal website. • CBC/Radio-Canada develops solid relationships with individuals, organizations and companies based on relevance and connection to its audiences and communities. The regional and national partnership teams support the Corporation's programming and initiate or participate in local social and cultural outreach projects, including those with diverse communities. With both CBC Toronto programming and Montreal regional programming, partnerships have facilitated several community dialogues/editorial boards to bring stakeholders together with editorial teams to discuss key issues, events and needs, engaging leaders and stakeholders at roundtables to get these stories on-air. • As well as connecting to audiences through its programming, CBC/Radio-Canada contributes in many other ways to local communities by supporting and covering hundreds of community events, festivals and literary and artistic competitions as well as supporting local fundraising events, providing sponsorship support for events such as 'Black History Month', hosting citizenship ceremonies in various locations, and doing full-day remote broadcasts. Not only has this myriad of activities heightened the Corporation's presence within local communities, it has also served to raise awareness of local issues affecting 			

different ethnic groups needing media coverage. Remote broadcasts have proved especially beneficial in developing trust with local communities resulting in story coverage not before accessed.

The following is by no means a complete list of activities and initiatives. It is meant to offer some of the highlights of an extraordinary year for diversity at CBC/Radio-Canada:

- Public screenings including guest lectures of Asian Heritage-themed films for May's Asian Heritage Month were held at CBC Vancouver and Toronto in 2008.
- This year, CBC Winnipeg created a 360-degree advisory group of all Aboriginal staff providing feedback/direction on everything from the language employed during the Truth and Reconciliation process, to story generation, to developing a stakeholder/outreach strategy to moderating audience news blogs. CBC also sponsored and arranged an art exhibit and reception around photos related to Truth and Reconciliation for National Aboriginal Day in June 2008.
- We share our learning internally, with one another and across the organization. In fact, CBC English Radio provided the blueprint to English Television which informed its diversity strategy of today.
- CBC Montreal has been invited by Radio-Canada to advise the French service on making stronger connections with diverse communities. In the meantime, under the guidance of the Conseil des Relations Interculturelles, Radio-Canada is partnered with Publicis, CTV and Media Mosaïque to work on a better representation of minorities in the media and advertising.
- Meantime-CBC Radio 99.1 Toronto designed a training program to help editorial leaders and programmers ensure diversity and reflection is embedded daily into their story and program choices. From January to May of this year, training rolled out in cities such as Vancouver, Ottawa and Halifax. One participant said "I think for the first time, I truly understand why reflecting the community on our airwaves...is so important".
- CBC English Radio in Newfoundland is organizing a 3-day forum, with local schools, where International students display their traditions and cultures for later this Fall.
- CBC English Radio partners with the community in all of our Regional and Network centers.
- CBC Ottawa and Edmonton hosted Citizenship ceremonies this past year.
- The CBC's network Current Affairs program, "Outfront" sent two producers last summer to Namgis First Nation in Alert Bay BC to do a one week radio workshop with young people there.
- CBC Saskatchewan "donated" instructors to the Indian Communication Arts Program at the First Nations University of Canada.
- CBC in Toronto handed out its first Business award as part of the TRIEC foundation annual immigrant awards gala. CBC Calgary is involved in its own immigrant awards there.
- CBC Toronto participated in Diverse-city, and offered training sessions with the Maytree Foundation to assist immigrant groups in their efforts to forge new relations with the media.
- As well CBC Toronto locally, participated in four panel discussions on diversity

at Innoversity: the diversity summit including a special workshop for managers and leaders.

- CBC Toronto spoke to students at Western University: Ivey School of Business. That's where CBC Toronto's morning show-METRO MORNING is a case study-taught annually to MBA and management students at Ivey, as both a successful change management project and a strong business case for diversity.
- Meantime CBC Montreal partnered with events such as the Black theatre workshop or Montreal's annual Asian Heritage festival.
- CBC Manitoba had a successful sponsorship with the Winnipeg Aboriginal Film Festival. It also partnered with local Aboriginal media - like Urban First Nations, Voice and Say Magazine - to have CBC Aboriginal staff write columns.
- In Vancouver-CBC Radio-co-presented the annual multiculturalism lecture with Ideas, at UBC and the Laurier Institute to a sold out audience.
- CBC staff in B.C. participated in the Chinatown and Vasisakhi parades and the - Enter in the Dragon Boat- Festival.
- CBC Vancouver sponsors the Dragon Boat festival in addition to a number of other events in the community such as -SUCCESS: Walk with the Dragon, The Taiwanese Festival, The Shanghai World Expo Kick off concert, and the World Partnership Walk to name a few.
- This year, CBC Saskatchewan produced the -Truth and Reconciliation "Town hall" (A station wide Radio and TV initiative). It was standing room only and done in partnership with a number of community groups.
- CBC Halifax continues to forge relationships with the Black communities in its area. Halifax is home to the largest and oldest indigenous Black communities in Canada.

SECTION 3		POLICIES, PROGRAM DELIVERY, AND PRACTICES	
		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	Did your institution encourage employees to integrate diversity and multiculturalism into regular activities?	√	
<p>If you responded yes to any of the questions above, please provide details on the most meaningful policies, programs or activities your organization developed.</p> <ul style="list-style-type: none"> • See sections 1.3 and 2 for details. • Diversity considerations were taken into account when the Staffing Policy was revised. • In the English Network, all diversity initiatives and related activity must coincide with strategic objectives overall. Diversity has been added to the performance management process and the measurement of hiring and programming diversity has become a larger part of the diversity file. Diversity considerations are also incorporated in the French Service's strategic plans. • In the coming year, hiring goals will be linked to an overall recruitment strategy as part of a corporate-wide workforce planning exercise. Efforts will be deployed to further support managers in sourcing qualified candidates from diverse candidate pools. 			
Q. 3.4	Has your institution faced particular challenges in the reporting year with respect to integrating diversity and multiculturalism considerations into policies, programs and practices?		√
Q. 3.5	Did your institution deliver training to employees to increase awareness and knowledge of multiculturalism and diversity issues?	√	
If yes, what sort of training was provided?			
o Diversity/Cross-Cultural Understanding			
o Communicating in a Multicultural Workplace			
o Anti-Racism/Discrimination			
o Policy Development and Multiculturalism			
o Program Development, Delivery and Diversity			
o Other (please specify):		√	

	<p>'Recruiting & Managing a Diverse Workforce'...a total of 171 hiring managers from across the English Network participated in a one-day training workshop on recruiting, hiring and retaining diverse talent. Participants spent the full day engaged in group discussions, exchange of ideas, role-playing exercises, and problem solving. At the end of the session, participants were asked to incorporate the lessons learned into individual action plans to help them work towards their own diversity goals and objectives.</p> <p>Respect In The Workplace...creating a healthier workplace has been a priority for the Corporation for several years. In response to the findings from employee surveys conducted in 2001 and 2004, and in order to enhance the work climate for all teams and to promote a healthy workplace, the Corporation's senior management and the unions of CBC/Radio-Canada produced mandatory, interactive 'Respect in the Workplace' workshops which were facilitated by a manager and a unionized employee. To date, about 95 per cent of employees have attended the workshops. From the feedback received so far, nine participants out of 10 feel that they can carry out the respectful behaviours discussed in the sessions.</p> <p>Management Training...a national management training program incorporating diversity principles is currently in development. Pilot sessions will be implemented in the French services in the coming year.</p> <p>Cultural Sensitivity...a cultural sensitivity program aimed at executive management will be implemented in 2009-2010.</p>		
Q. 3.6	What percentage of your workforce has participated in multiculturalism/diversity training activities during the reporting period?	See above	for details.
Q. 3.7	Were multiculturalism and/or diversity elements further incorporated into other training courses and learning events during the reporting period?		√
	<p>If yes, please provide details.</p> <ul style="list-style-type: none"> • 		
Q. 3.8	Is senior management in your institution responsible for implementing multiculturalism in your institution?	√	
	<p>If yes, please provide details. Reference Sections 1.3 and 3.3 above.</p> <ul style="list-style-type: none"> • CBC English Radio holds its leaders accountable by ensuring diversity objectives which speak to both hiring and programming, are embedded into the priorities of all of our managers and leaders and that "Diversity report card" becomes part of the annual review process, through the office of the Executive Director of CBC Radio, as is the case for Radio-Canada Radio. • In the English Network, all diversity initiatives and related activity must coincide with strategic objectives overall. Diversity has been added to the performance management process and the measurement of hiring and programming diversity has become a larger part of the diversity file. Diversity considerations are also incorporated in the French Service's strategic plans. 		

SECTION 4		EMPLOYMENT OPPORTUNITIES IN FEDERAL INSTITUTIONS	
		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?	√	
	If yes, please provide details on the diversity of your workforce. <ul style="list-style-type: none"> The representation rate for women in CBC/Radio-Canada's permanent workforce is 44.5%. Aboriginal Peoples account for 1.5%, and members of visible minorities 6.1%. Persons with disabilities occupy 1.9% of the permanent positions. 		
Q. 4.2	Does your institution have goals for any specific groups as regards race, national or ethnic origin, colour and religion for: <ol style="list-style-type: none"> employment, advancement, and retention? 	√	
Q. 4.3	Did your institution undertake initiatives in the reporting period for any specific groups as regards race, national or ethnic origin, colour and religion for: <ol style="list-style-type: none"> employment, advancement, and retention? 	√	
Q. 4.4	Did your institution undertake any other initiatives in the reporting period to better support employees from ethno-cultural backgrounds?	√	

	<ul style="list-style-type: none"> If you responded yes to Questions 4.3 or 4.4, please provide details on the most meaningful initiative(s) your institution undertook. In 2008, the Corporation's Talent Acquisition and Diversity team was formed where three members are dedicated full-time to the promotion of diversity. Employment systems are being reviewed with recruitment, staffing and retention strategies implemented to ensure the Corporation's workforce becomes increasingly diverse. The team's efforts are further supported by two diversity specialists whose roles are to work with managers in the English and French Networks to ensure diversity is implemented in terms of hiring and the content that is broadcast on all platforms. From a practical standpoint, Radio-Canada undertook an analysis to see if there were systemic barriers imbedded within the staffing process particularly with regard to candidates from aboriginal and multicultural communities. The analysis resulted in the revision of certain tests to remove identified barriers. The Corporation's Employee Assistance Program is a confidential counseling service available to all employees, retirees and their families. The service is available in both official languages plus 25 other languages, including American Sign Language. As diversity is a core value of this program, the service provider must reflect the makeup of the communities served. Promotional and marketing efforts are made to reach out to all members of the Corporation's workforce. Usage rates confirm this program provides essential support to employees.
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- Mentoring and training takes place around internships, with students teamed up to leaders in the field who can help them learn as much as possible. It also takes place in situations where employees have excellent potential but might not yet have all the necessary skills. A good example is that of the North where most CBC employees do not have formal journalism training. They have been trained and continue to be mentored one-on-one by professional trainers. Or, in Montreal, where in partnership with Montreal's Chamber of Commerce through a program called "Cap sur le Monde", Radio-Canada employees mentor recent new immigrants for two days to give them a feel for the job market in Canada. Since January 2009, at least four such candidates have been mentored.
- CBC also ensures diversity is reflected by training and mentoring emerging writers of diverse backgrounds. On a case-by-case basis, CBC co-funds Writing Room internships, which allow an emerging writer to work within a current program that is in production. CBC also facilitates the one-on-one mentorship of an emerging writer with a seasoned TV writer as part of the development of a CBC program.
- A new training program for foreign-trained journalists is in development. Currently in pilot phase, CBC Television is looking at ways to support the hiring and retention of journalists who received their training overseas. This requires a deeper understanding of the obstacles faced by foreign-trained journalists as they attempt to be integrated into CBC's work culture.
- Each year a variety of internships and scholarships are offered including the Peter Gzowski Internship, the Joan Donaldson Scholarship Program, and the HELP Fund. While diversity is a key criterion for the selection of candidates, the HELP Fund is the only program among these which is focused solely on the four designated groups. In 2008, 33 internships were supported by the HELP (Help Energize Local Projects) Fund. Internships are also always funded by the sector where the intern will work. This year, one third of these were jointly funded by English Television. Projects included internships in on-air, technical and support roles in both English and French Television and Radio departments. Radio-Canada accounted for 12 internships including visible minorities in journalistic and production roles and women in technical occupations. Since 1999, more than 50% of the interns have been retained in continuing roles.
- The intellectual disability work placement is a 6-week paid internship program that was successfully piloted in Vancouver. The candidate continues to be employed part-time in the region.
- One of the best illustrations of the promotion of diverse candidates is CBC Toronto Radio. Not only is CBC radio in Toronto leading all of the regions in terms of building a diverse staff, but four of their five on air hosts are themselves diverse, and half of their editorial leaders are themselves diverse. The CBC Radio Toronto model is indeed an example of succession planning at work. Several of their leaders are on a track for future management opportunities.
- The HELP Fund and other internship programs in existence at CBC/Radio-Canada serve to strengthen diversity candidates' skills and competencies base to enable them to compete successfully for job opportunities or to bridge employment until vacancies arise.

SECTION 5		LANGUAGE AND CULTURAL UNDERSTANDING IN FEDERAL INSTITUTIONS	
		YES √	NO √
Q. 5.1	Has your institution undertaken initiatives to incorporate the language skills of employees from various backgrounds?	√	
Q. 5.2	Has your institution undertaken initiatives to incorporate the cultural insights of employees to improve policy-making functions and/or enhance service delivery?	√	
Q. 5.3	Did your institution undertake other initiatives related to use of language skills and cultural understandings?	√	
<p>If you responded yes to one of the questions above, please provide details on the most meaningful initiative(s) your institution undertook.</p> <ul style="list-style-type: none"> • <u>Languages We Speak:</u> This is a database of languages spoken by employees. This is used as a resource when there is a need for interpreters or contacts within specific linguistic communities. Employees can add or update the languages they speak in the database whenever they wish. • <u>New Faces/New Voices:</u> Is currently the CBC's most diverse contacts database. It lists specialists in a variety of fields that reflect Canada's cultural and ethnic makeup, some of whom have never been on CBC programs. It also includes people with disabilities often not seen or heard in mainstream media. It is a journalistic tool intended for CBC researchers, producers and reporters. As a database it is constantly evolving. More contacts are added as stories develop. • <u>Diverse Regional and Cultural Perspectives:</u> Consistent with the Corporation's mandate to bring diverse regional and cultural perspectives into the daily lives of Canadians, CBC is the only Canadian broadcaster with a local Chinese news site and the only broadcaster with an aboriginal news site. Located at www.cbc.ca/aboriginal, the website showcases CBC's coverage of aboriginal issues on Television, Newsworld, Radio and CBCNews.ca. This has enhanced CBC's connection to aboriginal communities and is now an invaluable resource demonstrating to the public how important aboriginal news is to CBC. The website also features employee profiles which have given a greater sense of recognition and been a focal point for maintaining a sense of community amongst aboriginal staff. • <u>Partnerships/Editorial Boards:</u> As mentioned in 2.4, the Corporation's regional and national partnership teams support the Corporation's programming and initiate or participate in local social and cultural outreach projects, including those with diverse communities. With both CBC Toronto programming and Montreal regional programming, partnerships have facilitated several community dialogues/editorial boards to bring stakeholders together with editorial teams to discuss key issues, events and needs, engaging leaders and stakeholders at roundtables to get these stories on air. 			

SECTION 6	DATA COLLECTION AND RESEARCH FOR POLICY AND PROGRAM DEVELOPMENT		
	YES √	NO √	
Q. 6.1	Did your institution conduct research with multicultural components? √		
	<p>If yes, please provide examples of research activities and, if possible, how research results were used.</p> <ul style="list-style-type: none"> • Radio-Canada French Services conducted their annual surveys <i>Baromètre de la Télévision française</i>, <i>Baromètre Internet</i> and <i>Les francophones et la radio</i> among Canadian francophones, as well as specialized surveys on our specialty channels such as RDI and radio stations, Première Chaîne and Espace Musique. These surveys included questions to identify New Canadians, and assess their interest for various types of content as well as their usage of TV/Radio and Internet services. These surveys also included questions on perceptions vis-à-vis Radio-Canada television and radio services: reflecting ethnic diversity, helping understand other cultures, information on what is happening. • The CBC Research Toronto FIATS study tracks a series of questions regarding cultural diversity and how the network is performing in that regard. The specific statements include: “has programs that reflect the cultural diversity of Canada”, “has entertainment programming that reflects the cultural and ethnic diversity of Canada”, “has news programming that portrays all people fairly, regardless of their ethnic/cultural background”, “has anchors and reporters that reflect the multiculturalism of Canada”, “CBC Radio One does a good job of reflecting the ethnic and cultural diversity of Canada”. Ongoing custom research conducted by CBC Research Toronto included questions to assess whether CBC TV and CBC Radio programming reflects the cultural diversity of Canada. Questions also address whether CBC TV news programming portrays people fairly regardless of their ethnic or cultural background. Toronto research also conducted custom research projects, that capture and analyze their data against the standard Stats Canada ethnicity question. In addition, a basic “visible minority” question was included. • CBC/Radio-Canada Research & Strategic Analysis asked about ethnic background and whether participants considered themselves to be a visible minority as part of its annual QRS survey. This information can be cross-referenced against various media usage and Performance Indicator questions. Based on the QRS data, CBC/Radio-Canada publishes Media Technology Monitoring Reports (MTM™) that provide visible minority status as a standard demographic break in all reports. • Corporate Communications conducted an employee survey called “Challenge Us” which assessed employee perceptions regarding the importance and performance of CBC/Radio-Canada reflecting the multicultural and multiracial nature of Canada. • CBC also purchases the syndicated study “Diversity Monitor” from SRG (Solutions Research Group) annually. 		

Q. 6.2	Did your institution undertake other initiatives related to collecting statistical data with multicultural components?	√	
	<p>If yes, please provide examples.</p> <ul style="list-style-type: none"> • See reference to 'Community Snapshots' in Section 1.3. 		

SECTION 7		CONSULTATION AND COLLABORATION WITH COMMUNITIES	
		YES √	NO √
Q. 7.1	Did your institution undertake initiatives to improve federal services for ethno-cultural groups?	√	
Q. 7.2	Did your institution collaborate or partner with ethno-cultural community organizations to help promote federal programs or services?	√	
Q. 7.3	Did your institution collaborate or partner with ethno-cultural community organizations to help deliver federal programs or services?	√	
Q. 7.4	Did your institution consult ethno-cultural communities?	√	
Q. 7.5	Did your institution undertake other 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 provide details on the most meaningful initiative(s) your institution undertook.</p> <ul style="list-style-type: none"> • CBC and Manitoba Labour and Immigration created a site, English as an Additional Language (EAL) called “Learning English with the CBC”. This site has teaching and learning tools to teach English as an additional language and uses radio stories from the weekly CBC Radio One podcasts. The site has been well received by newcomers as well as EAL teachers. The site enjoys numerous visitors every month including teachers and learners. There is a link on this site to another site, CBC ESL (English as a Second Language), developed by CBC Ottawa and CBC Archives with the Applied Linguistics Department at Carleton University. It is intended that the lessons, and video and audio clips found here will challenge, entertain and educate visitors to this site. • Consultation with ethnocultural communities takes place through editorial boards, diversity round tables, town hall meetings and caller-feedback on programs accessed on various platforms (i.e. on-air, online etc). In addition, CBC/Radio-Canada sponsors, promotes or hosts a myriad of community and cultural events throughout the year resulting in heightened awareness of and connection with the multicultural community. • English Radio’s Rolodex is an intranet database of expert sources from a variety of backgrounds that is continually updated and made available to journalists and researchers, resulting in a larger representation of people, stories and perspectives being represented on-air. 			

SECTION 8		SUCCESSSES AND CHALLENGES	
		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 provide a description of the initiatives/activities (maximum 100 words) and explain how Canadians are better served as a result of this initiative/activity (maximum 100 words).</p> <p>CBC/Radio-Canada has a mandate to reflect Canadian culture and the changing face of Canada. As Canadian culture evolves and becomes more diverse, the Corporation strives to reflect these changes through:</p> <ul style="list-style-type: none"> - the vast range of relevant and diverse programming offerings on the Corporation's different platforms; - its editorial treatment and portrayal of issues important to Canadians including those from multicultural communities; - the consultative initiatives and collaborative partnerships it undertakes with local multicultural communities; and - the efforts the Corporation continues to make to ensure its workforce both on-air and behind the scenes is more diverse and reflective of the Canadian population. 		
Q. 8.2	<p>Last year, in your submission to the 2007-2008 Annual Report, you were asked the following: "What steps will your organization take to advance the <i>Canadian Multiculturalism Act</i> in fiscal year 2008-2009?"</p> <p>Did your institution implement the planned initiatives?</p>	√	
	<p>If yes, please provide details.</p> <p>While hiring/promotion goals were set by managers in the English Network over the past year, as stated previously, in the coming year hiring goals will be linked to an overall recruitment strategy as part of a corporate-wide workforce planning exercise. Efforts will be deployed to further support managers in sourcing qualified candidates from diverse candidate pools.</p> <ul style="list-style-type: none"> • 		
	<p>If no, please provide details.</p> <ul style="list-style-type: none"> • 		
Q. 8.3	<p>Does your institution face barriers or challenges with respect to implementing the <i>Canadian Multiculturalism Act</i>?</p>	√	
	<p>If yes, please provide details.</p> <ul style="list-style-type: none"> • It can be challenging to find appropriately skilled diverse candidates with proficiency in one or both official languages, as required. Persuading new hires to self-identify at the point of hire can also be problematic. Efforts are being focused on overcoming these issues. 		
Q. 8.4	<p>Are there activities your institution would like to carry out but has been unable to undertake?</p>		√
	<p>If yes, please describe activities.</p> <ul style="list-style-type: none"> • 		
	<p>If yes, what has prevented your organization from carrying out these activities?</p>		

	<ul style="list-style-type: none"> •
<p>Q. 8.5</p>	<p>In fiscal year 2009-2010, what initiatives does your institution plan to undertake to further advance the <i>Canadian Multiculturalism Act</i>?</p> <ul style="list-style-type: none"> • In fiscal year 2009-2010, we need to implement strategies that enable us to recruit, train and develop a diverse and skilled workforce from entry-level to the most senior positions within the Corporation. We must also look to retaining our valued talent by fostering a supportive and inclusive workplace that applies to not only workplace policies and practices, but to physically accessible spaces too. • Moreover, in this rapidly changing broadcast environment, the Corporation is positioning itself as an employer of choice for all segments of the Canadian labour market in order to compete for the best talent available so we can deliver the most relevant program content to Canadians. Our new Diversity and Equity Plan (“the Plan”) will help us to deliver on this mandate by forming the basis of an overall corporate strategy to align workforce diversity and diversity in programming in order to reach the goals we have set for ourselves.

SECTION 9	COMMENTS/SUGGESTIONS		
	YES √	NO √	
Q. 9.1	Can the process for submissions to the Annual Report be improved?		√
	If yes, please provide suggestions for improving the process. <ul style="list-style-type: none"> • 		
Q. 9.2	Can the Annual Report be improved (content, structure, length, etc.)?		√
	If yes, please describe. <ul style="list-style-type: none"> • 		
Q. 9.3	Do you have additional comments or suggestions?		√
	If yes, please provide. <ul style="list-style-type: none"> • 		