

Annual Report on the Operation of the *Canadian Multiculturalism Act* 2009–2010

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, 2009, to March 31, 2010. To assist your organization in completing the template and meeting 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):	
Canadian Broadcasting Corporation/Société Radio-Canada	
Name of person responsible for approving submission (on behalf of your institution):	
Katya Laviolette	
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Name of Multiculturalism Champion (if one has been appointed): N/A	
We suggest that Citizenship and Immigration establish terms of reference for this role and communicate this to employers. This will facilitate our selection of a Corporate Multiculturalism Champion.	
Title:	

Address:	
Telephone number:	E-mail address:

STATISTICAL INFORMATION	
Total number of employees in your institution (as of March 31, 2010). "Employees" is defined as the total number of indeterminate and term employees:	Permanent: 7171 Temporary (long term): 414 Contract: 913 Total: 8498

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 2009–2010 reporting period, please highlight the change.</p> <p>CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. As the nation's greatest supplier of Canadian cultural content, the Corporation is the mirror in which all Canadians must see themselves reflected.</p> <p>In 2009, CBC/Radio-Canada achieved unprecedented success with Canadian audiences across all our services. The programming we provide helps to define and understand what it means to be Canadian. It is this aspect that sets us apart from the competition and is the true role of the public broadcaster. For more information, visit cbc.radio-canada.ca and click on <i>Home of Canadian Content</i>; <i>Connecting Canadians to Each Other</i>; <i>Pop Culture or High Arts, It's Your Choice</i>.</p> <p>Summarized below are the public broadcaster's mandate, vision and mission statements which demonstrate the Corporation's commitment to cultural diversity.</p> <ul style="list-style-type: none"> <p><u>Mandate:</u></p> <p>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 to all Canadians, across the country, in both official languages plus eight Aboriginal languages.</p> <p><u>Vision and Mission</u></p> <p>Diversity is at the core of CBC/Radio-Canada's mission and vision which state respectively that the goal is 'connecting Canadians through compelling Canadian content' and producing programs that 'reflect Canadians and Canada's regions...'</p> <p>Our newly created diversity vision and mission statements for CBC/Radio-Canada are below:</p> <ul style="list-style-type: none"> <p><u>Our Commitment</u></p> <p>In its mandate, CBC/Radio-Canada makes diversity one of its priorities, which means reflecting Canada and its regions, as well as the country's multicultural and multiracial nature.</p> <p>Diversity encompasses a wide range of visible and invisible attributes that are integral to the theme of inclusion. Canada's population is made up of a wealth of cultures, linguistic and ethno-cultural</p>
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communities, gender, sexual orientations, ages, religions and people with different abilities. Each of us contributes to the collective success.

CBC/Radio-Canada is committed to reflecting the country's diversity through its programming. It's important that all Canadians be able to recognize themselves on-air and that its programs reflect the changing face of Canada on all platforms. The Corporation is also focused on attracting a diversified talent pool, thus ensuring that diversity is incorporated in the way it recruits and develops its workforce. Through this commitment, the Corporation can leverage our society's similarities and differences as it strives to become an increasingly open, inclusive and progressive organization.

Q. 1.2	Does your institution have policies related to multiculturalism or cultural diversity?	√	
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If yes, please provide the details of the relevant policies. If a policy related to multiculturalism was newly created or revised during the 2009–2010 reporting period, **please highlight** the section that is new or changed.

See below for details:

- **Program Policy on Multicultural Programming**

Excerpt: "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 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 on Stereotypes in CBC Programming**

Excerpt: "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 occupations. 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 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."
- **People and Culture Policy on Non-Discrimination and the Duty to Accommodate**
- **People and Culture Policy on Harassment**

	<ul style="list-style-type: none"> A calendar has been created for the review of all People and Culture policies over the next several years. A review of the Harassment Policy was recently completed and is underway for the Accommodation Policy. 		
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 2009–2010 reporting period to reflect multiculturalism, please highlight the change.</p> <ul style="list-style-type: none"> The Corporation’s broadcasting reach extends across Canada and around the world in nine languages on its international radio service, Radio Canada International, and in eight languages on its Web-based radio service <i>RCI VIVA</i>, offering such things as information and resources to help immigrants discover their new home, along with tools and tips to enable and simplify integration. CBC/Radio-Canada is the only Canadian broadcaster with an Aboriginal news site. Located at cbc.ca/aboriginal, the website showcases CBC’s coverage of Aboriginal issues on television, Newsworld, radio and CBCNews.ca. The website also features employee profiles which give a greater sense of recognition and act as a focal point for maintaining a sense of community among Aboriginal staff. CBC’s philosophy for Aboriginal representation is one of integration and embedded reporting and coverage, as opposed to a more segregated approach. With this in mind, all network programs and all regional centres with substantial Aboriginal populations are expected to reflect the contemporary reality of Aboriginal communities, both urban and rural. For many years, events like Black History Month and Asian Heritage Month have been an important part of both external audience outreach and internal diversity awareness building, complementing a strong programming component right across the country. CBC continued its tradition as the media sponsor of many Asian Heritage Month events (May 2009) across the country. CBC special programming and sponsored events were also featured on CBC’s national Asian Heritage website: cbc.ca/asianheritage. Other commemorative screenings included National Aboriginal Day (June 2009). CBC/Radio-Canada is the only Canadian broadcaster with a local Chinese news site – cbc.ca/bc/chinesenews. Using data from the 2006 Census, an updated version of the Community Snapshots was completed and released to CBC programmers and hiring managers. This tool provides critical information on national and regional demographic trends in the areas of population makeup including ethno-cultural background, immigration trends, family education, and consumption of radio and television. It also includes “community input” data which is based on public opinion surveys and community roundtables undertaken by the CBC 			

	<p>Regional Partnerships Managers. The community input sections highlight key issues in each of our major cities, and provide specific feedback regarding CBC's portrayal of diverse communities. Community Snapshots are available on the Corporation's portal. A French version of the tool will be created.</p>		
Q. 1.4	Does your institution have programs related to antiracism?		√
	<p>If yes, please provide the details of the relevant programs. If a program was newly created or was revised during the 2009–2010 reporting period to reflect multiculturalism, please highlight this change.</p> <ul style="list-style-type: none"> • 		
Q. 1.5	Does your institution have programs aimed at building intercultural and interfaith understanding?		√
	<p>If yes, please provide the details of the relevant programs. If a program was newly created or was revised during the 2009–2010 reporting period to reflect multiculturalism, please highlight this change.</p> <ul style="list-style-type: none"> • We plan to conduct a cultural census of our workforce in the coming year, beginning with new hires. The intent will be to develop targeted programs and strategies to further employment, training and advancement opportunities, for employees of different ethno-cultural backgrounds. 		

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 between diverse communities of Canada?	√	

If you responded yes to any of the questions above, please provide details on the most meaningful initiatives your institution undertook.

2.1 At the corporate level, we saw the creation of a new 'Talent Acquisition & Diversity' Team under the 'People & Culture' function to ensure that the Corporation is focused on attracting, recruiting and developing a diversified workforce. This team has been actively engaged in fostering a corporate culture that embraces diversity through the following activities :

- Creation of a three year Corporate Diversity and Equity plan (2009 – 2012);
- Implementation of a new diversity governance model by creating senior management, national, and local diversity committees;
- Revision of HR Policies to reflect a corporate culture that embraces diversity;
- Revision of the CBC/Radio-Canada jobsite to reflect the voices of our diverse employees;
- Deepening focus and expansion of CBC Inclusion & Diversity Steering Committee – including senior representatives from across business lines.

The Executive Vice-President of French Services created the position of Director, On-Air Diversity. French Services also has a strategic committee on diversity, and contributes to the work of national committees on equity and diversity. Diversity is now part of strategic planning exercises. We have identified three main focus areas: the workforce, on-air representation, and branding. Our goal is to be recognized as an open and inclusive employer and public broadcaster, reflecting the population we serve. Over the past year, we have held several diversity panels to find out how people from French-speaking cultural communities across the country perceive social issues, to understand their realities, and to find out their expectations vis-à-vis the public broadcaster.

2.2 There are three core ways that CBC/Radio-Canada employee communications integrates stories celebrating diversity into the employee portal:

- Employee profiles featured on the employee iO! portal featuring employees from different cultural groups, or who worked in areas involving the coverage of topics from different cultural areas. (FYI: a new profile scheduled for June 21 will tie in with the fact that it is National Aboriginal Day);
- Programming news presented on the employee portal also at times touches upon topics involving diversity and multiculturalism;
- Employee news, including notices about panel discussions and information sessions for employees, also at times highlights messages or events geared at generating further awareness regarding multiculturalism and diversity.

Here are some examples for each case:

PROGRAMMING NEWS

Monday: CBC News investigates Canada's multicultural makeup

March 12, 2010 - One in three Canadians will belong to a visible minority by 2031, according to the latest Statistics Canada report. But, an exclusive CBC News/Environics poll reveals that we have mixed feelings about this new reality. In its ongoing series Who Do We Think We Are? CBC News investigates Canada's multicultural makeup beginning Monday, March 15 – and what we're getting right and wrong.

EMPLOYEE NEWS

Community Snapshots key to producing relevant Canadian content

A message from the Executive Vice-President, English Network Television to CBC staff
August 27, 2009 - There is no doubt that diversity is at the heart of Canada and public broadcasting. Diversity is now a business imperative as the country's changing demographics and sensibilities have implications for the relevance of our content to Canadians.

Black History Month panel discussion now available to watch

February 11, 2010 - In celebration of Black History Month, the CBC and the Canadian Media Guild presented a panel discussion, Thursday, Feb. 4, in CBC Toronto's Glenn Gould Studio. This was an opportunity to present a panel of CBC employees from across the organization, discussing how black history and heritage have influenced their careers in the broadcast industry. The panel included: a senior producer, Metro Morning; a host, Canada Live; a host, Radio 2 Morning; a reporter, The National; and a broadcast technician, CBC Television. In addition to the live presentation, a video of the session was posted on the employee portal for viewing after the event.

Toronto lunch-and-learns: Beyond the Mosaic (Jan. 25) and How to Do Television (Jan. 26)

January 21, 2010 – Two upcoming lunch-and-learns promise controversy and lively discussion for Toronto employees. On Monday, Jan. 25, Beyond the Mosaic will be presented, an essential update for understanding cultural diversity in Canada's Multiculturalism 2.0, in the Screening Theatre, 8J122, near the plum elevators.

2009-2012 Corporate Diversity and Equity Plan

December 18, 2009 - CBC/Radio-Canada has released its 2009-2012 Corporate Diversity and Equity Plan, committing us to reflecting the country's diversity through our programming and ensuring that diversity is also incorporated into the way we recruit and develop our workforce.

Images in celebration of Asian Heritage Month

May 6, 2009 - In celebration of Asian Heritage Month, which acknowledges the long and rich history of Asian Canadians and their contributions to Canada, the CBC Image Research Library assembled a number of images and resources from the B.C. Archives, the University of British Columbia, Library and Archives Canada and several other noteworthy organizations. CBC employees were invited to access the images through a link and they were also advised that royalty-free stock photo collections featuring individuals and images from various Asian cultures were also available by contacting the Image Research Gallery. The library also took this opportunity to promote a list of inspirational books that chronicle the Asian experience in Canada and highlight the food, art, history and culture of countries like India, Tibet, China, Korea and several more.

2.3 Radio-Canada has established various types of partnerships with cultural community organizations, for instance with the Vues d'Afrique festival, the City of Montreal, the Conférence régionale des élus de Montréal, the Maison de l'Afrique and African Cabaret. Our on-air personalities from cultural communities are also involved in major cultural events. As both a broadcaster and producer of content, we have created programs and reports to promote events that celebrate our Canadian heritage.

As mentioned previously, CBC and the Canadian Media Guild partnered to have a panel discussion with CBC personalities to celebrate Black History Month on February 4, 2010 in CBC Toronto's Glenn Gould

Studio. There was also a panel of talented CBC employees, discussing how black history and heritage have influenced their careers in the broadcast industry.

Many local centers host Citizenship ceremonies each year – often around periods of celebration in Canada – Canada Day, Citizenship Week.

2.4 Radio-Canada's coverage of the catastrophe in Haiti allowed us to promote dialogue and cooperation among groups in Canada. We covered the event on TV, radio, and the Web across the country. We also created the "Le cri de l'espoir" microsite in tandem with Média Mosaïque and the Conseil des relations interculturelles du Québec. The site allowed people in Canada to search for missing persons after the earthquake. We aired open-line programs at night for several weeks to accompany, comfort and listen to Canadians originally from Haiti. We teamed up with CEPAM radio to simulcast these programs in Montreal and Haiti. We also aired a major benefit telethon for Haiti, to which thousands of listeners generously responded. Our regional stations from coast to coast followed suit. In Quebec City, for example, the morning show team took part in an activity to raise funds for Haiti. In Sherbrooke, our local personalities served breakfast at a restaurant. In Ottawa/Gatineau, we participated in a fundraising gala for Haiti at the Maison du Citoyen in Gatineau. In Edmonton, we organized a Haiti Day as part of a joint CBC/Radio-Canada initiative, recorded before a live audience with guest artists, and aired on radio and television. In Ontario, a Toronto reporter and videojournalist from Ottawa took part in a humanitarian flight to Haiti. Aboard the return flight were the first adopted children to leave the country since the earthquake to join their new families in Canada. The images were broadcast across the country.

There are several ways that CBC at a national and regional perspective engages to promote cultural exchange and cooperation. Here are some highlights:

Cultural event sponsorships... CBC across all regions participates in sponsorships with cultural events. These sponsorships often include things such as:

- On-air promotion;
- Programming;
- Talent participation;
- Community engagement/CBC presence.

Examples of these sponsorships include:

Toronto: Summer Festivals in 2009 – Masala Mehndi Masti, Afrofest, Salsa on St Clair;

Vancouver: Chinatown Parade;

Calgary: Asian Heritage Month;

Saskatchewan: World Cup Players Cup.

Partnerships... there are also examples of partnerships that involve deeper CBC engagement in these sort of exchanges. Here are two examples:

WCP Cup

CBC Saskatchewan has a long-standing partnership with one of the most vibrant and diverse soccer communities in the province - the organizers of the World Class Players' (WCP) Cup - who would be key in helping to stage a 5 on 5 tournament.

Held in Regina every year, this tournament is modeled after the FIFA World Cup. Two-thirds of the players on any country's team must have blood ties to their country of origin.

Since the event was launched five years ago, it has grown from a handful of men's teams playing soccer over a weekend to a two week-long tournament that draws players from across

Saskatchewan, as well as neighbouring provinces and states.

Last year, more than 1100 athletes, coaches and officials participated on the pitch. Opening ceremonies and final games attract a capacity crowd of 3,000 fans. Throughout the tournament, fans come out to cheer on their team, wearing authentic clothing, singing national anthems, waving flags and generally being frenzied soccer fans.

CBC Saskatchewan began a partnership with the tournament organizers in the first year; we are the exclusive on-site broadcaster with the exception of the local cable channel, which carries four to five games a day. The cup has been renamed, and teams are now playing for the CBC WCP Cup. Our involvement has strengthened ties with the multicultural community in Saskatchewan, which has been identified as a target demographic for growth.

TRIEC Immigrant Success Awards

For two years CBC Toronto has been a partner for TRIEC (Toronto Region Immigrant Employment Council) Success Awards. This partnership involves:

- 1) Programming – programmers tell and celebrate the stories of immigrant success and the challenges of integration of immigrants into the workforce;
- 2) Hosting – CBC Radio 99.1 host of Metro Morning was MC of the event this year;
- 3) Promotion – CBC Toronto – online, radio and TV mentions to promote;
- 4) CBC Toronto has an award as a part of the program – CBC Toronto Vision Award for Immigrant Inclusion.
- 5) CBC partners in production of the videos of award winners that are played at the event and hosted on other partners' websites.

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 their 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"> • 3.1 As stated in 1.2, a calendar has been created for the review of all People and Culture policies over the next several years. A review of the Harassment Policy was recently completed and is underway for the Accommodation Policy to further reinforce the principal of an inclusive and supportive work environment. • 3.2 One of the five identified priorities of the People and Culture function is to develop a sustainable long-term diversity strategy. In support of this, the Corporation's Talent Acquisition and Diversity team is in place to oversee significant steps taken towards hiring, recruiting, retaining, and developing candidates from diverse backgrounds. Apart from this core team, there are two diversity specialists who work for the English and French Networks respectively, and whose focus is on ensuring there is diversity in program content broadcast on all platforms. Diversity considerations are also incorporated in both the English and French Networks' strategic plans. • 3.3 Led by the Talent Acquisition and Diversity team, a new three-year Corporate Diversity and Equity Plan was developed in 2009. The implementation of the actions in this plan will further the strategy to embed diversity principles in programming, human resources and management practices. Already, we've seen the establishment of a governance model as one of the key actions identified in the plan. <p>In June 2009, the English Services Diversity Committee was reconstituted and expanded to include more senior management and greater representation from all the areas of CBC's operation, and to ensure all CBC English Services departments are engaged and working in alignment. The mandate of this committee is to strategically direct all of CBC's diversity activity towards "being more relevant to more Canadians" and ensuring that diversity permeates all aspects of our business. In December 2009, a French Services Diversity Committee was established with much the same mandate as on the English side. It is anticipated that both committees will share information on successful strategies for implementing diversity.</p> <p>From coast to coast, CBC/Radio-Canada implemented national</p>			

	<p>programs aimed to promote the importance of diversity and foster inclusiveness. A summary of these programs includes: an environment of inclusiveness through employee communications, database of languages spoken by employees available to all staff named "Languages We Speak", mentoring and training around internships for students or specific skills for high-potential employees, the Employee Assistance Program (EAP) that offers support in 25 languages and, consultation with union representatives on diversity through a joint committee.</p>		
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?	√	
	<p>If yes, what sort of training was provided?</p> <ul style="list-style-type: none"> ○ Diversity/Cross-Cultural Understanding ○ Communicating in a Multicultural Workplace ○ Antiracism/Discrimination ○ Policy Development and Multiculturalism ○ Program Development, Delivery and Diversity ○ Other (please specify) 		√
	<p>Several training programs pertaining to diversity and themes of inclusion are currently in development for managers and employees. The programs are summarized below:</p> <ul style="list-style-type: none"> • Ready to Lead for Managers... is an eight day training program conducted in a traditional classroom setting, targeted at first-line managers. An abbreviated one day session for managers within the People and Culture function was also offered on several occasions. The concept of intergenerational management will be incorporated into this new diversity module thereby reinforcing a flexible management model irrespective of age, gender, nationality, religion and so on. <p>Here's a quote from one of the participants who participated in the pilot:</p> <p><i>"The experience was phenomenal. The topics chosen for each module were very useful and timely. I hope that others going through the program enjoy a similar positive experience that was enjoyed by our group."</i></p> <ul style="list-style-type: none"> • CBC/Radio-Canada Management Essentials...targeted at new managers, this program is conducted in Webinar format, spread over multiple sessions. This course aims to provide managers with all the information they need to effectively supervise employees from diverse backgrounds. The session will be a sort of "how-to" guide, covering such topics as: <p><i>What diversity means for CBC/Radio-Canada;</i></p>		

	<p><i>My roles and responsibilities toward diversity as a manager;</i></p> <p><i>Equity/diversity obligations (hiring goals, self-identification, diversity policy, etc.);</i></p> <p><i>CBC/Radio-Canada's existing processes for recruiting, interviewing and selecting candidates in a spirit of inclusion;</i></p> <p><i>CBC/Radio-Canada's diversity best practices and available resources.</i></p> <ul style="list-style-type: none"> • Initiation to Diversity...this half-day course will be a sort of "Diversity 101" conducted in a traditional classroom setting and following an interactive format, including role plays to generate discussion among participants. The course aims to: <p><i>Raise participants awareness of the importance of diversity in making CBC/Radio-Canada an inclusive and ever more creative organization;</i></p> <p><i>Explain CBC/Radio-Canada's definition of diversity;</i></p> <p><i>Address unconscious misconceptions;</i></p> <p><i>Seek participants' commitment to achieving at least one objective.</i></p> 		
Q. 3.6	What percentage of your work force has participated in multiculturalism or diversity training activities during the reporting period?	See above for details.	
Q. 3.7	Were multiculturalism or diversity elements further incorporated into other training courses and learning events during the reporting period?		√
	If yes, please provide details. <ul style="list-style-type: none"> • 		
Q. 3.8	Is senior management in your institution responsible for implementing multiculturalism in your institution?	√	
	If yes, please provide details. <ul style="list-style-type: none"> • See section 3.3 re governance model as this pertains to diversity. • 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 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 		

	<p>larger part of the diversity file. Diversity considerations are also incorporated in the French Services' strategic plans.</p>
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SECTION 4		EMPLOYMENT OPPORTUNITIES IN FEDERAL INSTITUTIONS	
		YES √	NO √
Q. 4.1	Throughout your institution, does your work force represent Canada's diversity as regards race, national or ethnic origin, colour and religion?	√	
	<p>If yes, please provide details on the diversity of your work force.</p> <ul style="list-style-type: none"> The representation rate for women in CBC/Radio-Canada's permanent workforce is 45%. Aboriginal Peoples account for 1.5%, and members of visible minorities 6.5%. As stated in 1.5, we plan to conduct a cultural census of our workforce in the coming year, beginning with new hires. The intent will be to develop targeted programs and strategies to further employment, training and advancement opportunities, for employees of different ethno-cultural backgrounds. 		
Q. 4.2	Does your institution have goals 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 initiatives in the reporting period 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. 4.4	Did your institution undertake any other initiatives in the reporting period to better support employees from ethnocultural backgrounds?	√	
<p>If you responded yes to Questions 4.3 or 4.4, please provide details on the most meaningful initiatives your institution undertook.</p> <p>4.2 Hiring goals were set this past year by the English Network's key television and radio managers to improve the representation of diverse employees in the Corporation's workforce. A similar tool is currently being developed for use by the French Network hiring managers. In the coming years, hiring goals will be linked to an overall recruitment strategy as part of a corporate-wide workforce planning exercise.</p> <p>4.3 With the change in Canada's demographics, CBC Research found that more Canadians are looking for different content and different stories with coverage that is more personally relevant. In 2009, CBC responded with a significant undertaking to renew and integrate CBC News across all platforms (radio, television, online). This has resulted in a 'new and improved' CBC News that will keep Canadians engaged and well-informed with timely accessible information. We've also seen new and diverse faces as a result of this initiative from Breaking News Reporters to Hosts on CBC's News Network.</p>			

4.4 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. The service provider must also reflect the makeup of the communities served. CBC/Radio-Canada's EAP has a remarkable volunteer base: nearly 200 of our staff members put their time and creativity into running and promoting the EAP and its services. Each year, they organize about 100 promotional and prevention activities across the country. To ensure the program continues to meet the needs of all employees, there will be efforts to:

continue to make the EAP services more culturally sensitive to the needs of visible minorities, persons with disabilities and Aboriginal peoples;

expand the languages in which psychological counseling is available in order to increase culturally sensitive psychological services;

explore ways of providing more culturally sensitive and relevant EAP information and promotion to all EAP volunteer committees and employees;

continue to recruit Aboriginal and visible minority employees as well as employees with disabilities to ensure they are represented on local committees.

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. For example, in the North, most CBC employees do not have formal journalism training. They have been trained and continue to be mentored one-on-one by professional journalists.

CBC ensures diversity is reflected by training and mentoring emerging writers of diverse backgrounds. For example, CBC Television, in partnership with West Wind Pictures, supported a writing room internship for an emerging female Muslim television writer, who worked on season three of the television series, *Little Mosque on the Prairie*. Through the internship her writing was developed under close mentorship. This opportunity has also established key relationships, greatly improving the potential for her future success as a television writer.

In Montreal, in partnership with The Writers Guild of Canada and the Mel Hoppenheim School of Cinema (Concordia University), CBC co-presented a two-part pilot initiative called "In The Writer's Room", which included a three-hour drama clinic and an exclusive drama writing master class. This one-day intensive workshop helped selected participants develop their skills in drama series analysis through in-depth critiquing of their projects. Special effort was made to ensure participants were members of diverse communities.

Seven Donaldson scholarships (established to commemorate the creator of Newsworld) were awarded to journalism students in 2009. Five were awarded to women; two to men. Three members of visible minorities groups were included. Of the recipients, three are still with the Corporation full-time while another is currently working on a casual basis.

CBC/Radio-Canada continues to enjoy partnerships with other broadcasters including the Aboriginal Peoples Television Network (APTN). Under the guidance of the Conseil des Relations Interculturelles, Radio-Canada is partnered with Publicis, CTV and Media Mosaique to work on a better representation of minorities in the media and advertising.

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 or enhance service delivery?	√	
Q. 5.3	Did your institution undertake other initiatives related to the use of language skills and cultural understanding?	√	
<p>If you responded yes to one of the questions above, please provide details on the most meaningful initiatives your institution undertook.</p> <ul style="list-style-type: none"> • Languages We Speak...is a database of languages spoken by our employees. This is used as a resource tool 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. Since its launch, the <i>Languages We Speak</i> tool has become an invaluable resource for CBC journalists who can call upon other staff members with diverse language skills to provide quick, internal translation assistance. There are currently more than 495 language skills represented in the easy-to-access database. • Diverse Regional and Cultural Perspectives...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. Both sites have enhanced CBC’s connection to Aboriginal and Chinese communities. • New Faces/New Voices Rolodex...is the CBC’s most diverse contacts database available primarily to journalists, producers and researchers throughout the organization. It is intended to provide an up-to-date resource of experts and analysts on a broad range of topics. More than 400 new listings of expert sources from a variety of backgrounds have been developed so far to diversify not only the appearance of a “panel of experts” but also the sources we turn to for informed comment, point of view and analysis. 			

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 the research results were used.</p> <ul style="list-style-type: none"> In fall 2009, CBC/Radio-Canada Research & Strategic Analysis in Ottawa conducted its annual Media Technology Monitor (MTM) based on interviews with 12,000 Canadians. Ethnic background and visible minority status are measured in this tracking survey and cross-referenced against various media usage and performance Indicator questions. CBC/Radio-Canada publishes MTM™ reports that provide visible minority status as a standard demographic break in all reports. These reports are released to senior management, available to all staff on our portal and marketed externally to outside organizations such as the CRTC. In winter 2010, CBC Research and Strategic Analysis embarked upon a comprehensive research project involving focus groups and three public opinion surveys to identify public support of CBC/Radio-Canada's new strategic direction. The research assessed public perception regarding the importance and performance of CBC/Radio-Canada in "reflecting the multicultural nature and diversity of Canada". The results will be segmented according to the respondents' background as a second generation Canadian and/or member of a visible minority group. The results will be used extensively in the Corporation. In winter 2010, Corporate Communications conducted employee and stakeholder surveys that assessed perceptions regarding the importance and performance of CBC/Radio-Canada reflecting the multicultural and multiracial nature of Canada. The results will be used internally to track our stakeholders' views in this regard. The CBC Diversity Mediatrac 2009 is a large-scale study that seeks to understand media usage and consumption across all media platforms (TV, radio, and Internet) among ethnic and new Canadians. The study examines the attitudes and behaviours of new and second generation Canadians belonging to visible minority backgrounds. The study was conducted online among 1303 respondents including Chinese, South Asian, Hispanic, West Asian/Arab and Black Canadians. Respondents of Chinese and South Asian background were given the opportunity to complete the survey in their language of preference (Hindi, Punjabi, Simplified and Traditional Chinese). The CBC Diversity Mediatrac 2009 was in field from Sept 21 – October 13, 2009 and results are currently shared with all CBC English Services areas. 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 			

	<p>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".</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. In addition, this year Radio-Canada French Services performed a special analysis based on Statistics Canada 2006 Census data on the origin and other demographic characteristics of New Canadians. 			
Q. 6.2	<table border="1"> <tr> <td data-bbox="289 840 1146 934">Did your institution undertake other initiatives related to collecting statistical data with multicultural components?</td> <td data-bbox="1146 840 1243 934"></td> <td data-bbox="1243 840 1341 934">√</td> </tr> </table>	Did your institution undertake other initiatives related to collecting statistical data with multicultural components?		√
Did your institution undertake other initiatives related to collecting statistical data with multicultural components?		√		
	If yes, please provide examples.			

SECTION 7		CONSULTATION AND COLLABORATION WITH COMMUNITIES	
		YES √	NO √
Q. 7.1	Did your institution undertake initiatives to improve federal services for ethnocultural groups?	√	
Q. 7.2	Did your institution collaborate or partner with ethnocultural community organizations to help promote federal programs or services?	√	
Q. 7.3	Did your institution collaborate or partner with ethnocultural community organizations to help deliver federal programs or services?	√	
Q. 7.4	Did your institution consult ethnocultural 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 initiatives your institution undertook.</p> <p>Consultation with ethno-cultural 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 through the year resulting in heightened awareness of and a connection with the multicultural community.</p> <p>CBC Editorial Boards and Community Advisory Groups are regularly organized with cultural communities (Asian, Black, Muslim, etc) and CBC priority-related organizations in various locations to build mutual understanding and ongoing relationships between the community and CBC. We consult with a range of organizations (health, education, amateur sports, children, fine arts, etc.), documenting the conversations, and recommending a board composition based on the consultations, as well as arranging and following up on the meetings themselves.</p> <p>Preparations balance age, gender, background, cultural origins, and activities in a sensitive manner to maximize participation and involve different individuals and divergent points of view. About a dozen guests have a 90-minute conversation with about the same number of CBC journalists, producers and leaders. There are no microphones and no cameras in the room in order to establish a safe and informal atmosphere. At least a dozen stories and interviews emerge from each meeting that are later developed by our employees. These meetings are the first step in involving the guests in CBC's outreach network and in establishing ongoing, reciprocal relationships in the community.</p> <p>As mentioned earlier, English Radio's Rolodex is a 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 in program content.</p>			

SECTION 8		SUCSESSES 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 or activities (maximum 100 words) and explain how Canadians are better served as a result of this initiative or activity (maximum 100 words).</p> <p>CBC/Radio-Canada has a mandate to reflect Canadian culture and the changing face of Canada. Multiculturalism is embedded into everything we do at CBC/Radio-Canada, whether through our communications, human resources policies and practices or programming content.</p> <p>The Corporation furthers the principles of the <i>Canadian Multiculturalism Act</i> through the vast range of relevant and diverse programming offerings on our different platforms; our editorial treatment and portrayal of issues important to Canadians including those from multicultural communities; the consultative initiatives and collaborative partnerships we engage in with local multicultural communities, and the efforts we make to ensure the makeup of our workforce both on-air and behind the scenes is more diverse and reflective of all Canadians.</p>		
Q. 8.2	<p>Last year, in your submission to the 2008–2009 Annual Report, you were asked the following: “What steps will your organization take to advance the <i>Canadian Multiculturalism Act</i> in fiscal year 2009–2010?”</p> <p>Did your institution implement the planned initiatives?</p>	√	
	<p>If yes, please provide details.</p> <p>In December 2009, a new three-year Corporate Diversity and Equity Plan was finalized. Using the results of the workforce analysis, the plan identifies those areas where effort will be focused over the next three years. The implementation of the actions in the plan will further the strategy to embed diversity principles in programming, human resources and management practices.</p>		
	<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 the implementation of the <i>Canadian Multiculturalism Act</i>?</p>	√	
	<p>If yes, please provide details.</p> <ul style="list-style-type: none"> • Challenges affecting employment and promotion relate to the difficulty or sorting through the qualifications of foreign trained employees as well as language competency. Employees choosing not to self-identify offers an additional challenge to reporting an accurate picture of the workforce. 		
Q. 8.4	<p>Are there activities your institution would like to carry out but that it has</p>		

	been unable to undertake?		√
	If yes, please describe activities.		
	<ul style="list-style-type: none"> • 		
	If yes, what has prevented your organization from carrying out these activities?		
	<ul style="list-style-type: none"> • 		
Q. 8.5	<p>In fiscal year 2010–2011, what initiatives does your institution plan to undertake to further advance the <i>Canadian Multiculturalism Act</i>?</p> <ul style="list-style-type: none"> • See sections 1.5 and 4.1 for information regarding the cultural census. 		

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"> • 		