

Annual Report on the Operation of the *Canadian Multiculturalism Act* 2010–2011

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, 2010, to March 31, 2011. 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):	
Monique Marcotte	
Title:	
Senior Director, Corporate Human Resources	
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Compliance Specialist	
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181 Queen St. Ottawa ON K1P 1K9	
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613-831-2418	Patricia.antonucci@cbc.ca
Name of Multiculturalism Champion (if one has been appointed):	
CBC/Radio-Canada has not appointed a Multiculturalism Champion, however, now that Citizenship and Immigration has established terms of reference for the role, CBC/Radio-Canada will give consideration to appointing someone to assume this responsibility within our organization.	
In September 2010, CBC appointed an individual with extensive experience in the Canadian advertising sector to the newly created position, Director, CBC/Radio-Canada Multiculturalism Business Development to help move our business strategy forward.	

Title: N/A	
Address: N/A	
Telephone number: N/A	E-mail address: N/A

STATISTICAL INFORMATION

Total number of employees in your institution (as of March 31, 2011). "Employees" is defined as the total number of indeterminate and term employees:	Permanent Employees: 7,378 Temporary Employees: 475 Contractual Employees: 1,026
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SECTION 1	REFLECTION OF CANADA'S MULTICULTURAL REALITY IN FEDERAL INSTITUTIONS
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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 2010–2011 reporting period, please highlight the change.</p> <ul style="list-style-type: none"> ▪ A Year in Review...CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. As the nation's greatest supplier of Canadian content, CBC/Radio-Canada's media services continued to attract strong and loyal audiences in 2010. The programming we provide helps to define and understand what it means to be Canadian. It is this aspect which sets us apart from the competition and it is the true role of the public broadcaster. Despite an ever-wider range of media choices, more and more Canadians are choosing CBC/Radio-Canada. ▪ CBC/Radio-Canada's Mandate...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, commercial or public, 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. ▪ Five-Year Strategic Plan...On February 1, 2011 CBC/Radio-Canada launched its five-year strategic plan '2015: <i>Everyone, Every Way</i>' redefining the way the Corporation will engage with Canadians as members of their communities and as individual citizens. While CBC/Radio-Canada's mandate from Parliament remains the same, the way in which we deliver our services to Canadians has been changing. With our new five-year strategic plan, our function will no longer be limited to broadcasting what we make to viewers and listeners, though our focus will still remain on providing great Canadian content, we aspire to interact and engage with Canadians in new ways and to provide a publicly owned, publicly minded space where Canadians can meet and exchange with 	
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	<p>each other and with the country.</p> <ul style="list-style-type: none"> ▪ New Mission Statement and Guiding Principles...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 in part 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. ▪ Creating an inclusive and representative workplace environment and one where employees are valued and respected is essential to delivering on the Corporation’s mandate. Our diversity vision and mission statements illustrate our commitment to diversity and inclusion (see below). <p><i>Our Commitment...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...The Corporation 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.</i></p>			
Q. 1.2	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Does your institution have policies related to multiculturalism or cultural diversity?</td> <td style="width: 10%; text-align: center;">√</td> <td style="width: 10%;"></td> </tr> </table>	Does your institution have policies related to multiculturalism or cultural diversity?	√	
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 revised during the 2010–2011 reporting period, please highlight the section that is new or changed.</p> <ul style="list-style-type: none"> ▪ Program Policy on Multicultural Programming <p><u>Excerpt:</u> “CBC/Radio-Canada’s mandate states that its programming should ‘reflect the multicultural and multiracial nature of Canada’. In fact, by reason 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.”</p> ▪ Program Policy on Stereotypes in CBC Programming <p><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 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.</p> <p>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.”</p> 			

	<ul style="list-style-type: none"> ▪ People and Culture Policy on Prevention of Work Place Violence This policy was introduced in 2010-2011. <u>Excerpt:</u> CBC/Radio-Canada is committed to: <ol style="list-style-type: none"> 1) Provide a safe, healthy and violence-free workplace; 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 on Anti-Discrimination and Harassment This policy was updated in 2010. <u>Excerpt:</u> CBC/Radio-Canada is committed to: <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 on Non-Discrimination and Duty to Accommodate This policy was revised in 2010-2011 but has not yet received final approval. ▪ The Corporation’s People and Culture policies are reviewed and revised to adjust to new business practices and changing market conditions. In this context, a calendar has been created for the review of all People and Culture policies over the next several years.
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Q. 1.3	Does your institution have programs related to multiculturalism or cultural diversity?	√	
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	<p>If yes, please provide the details of the relevant programs. If a program was newly created or was revised during the 2010–2011 reporting period to reflect multiculturalism, please highlight the change.</p> <ul style="list-style-type: none"> ▪ Consistent with the Corporation’s mandate to bring diverse regional and cultural perspectives into the daily lives of Canadians, CBC/Radio-Canada is the only Canadian broadcaster with a local Chinese news site – cbc.ca/bc/chinesenews and 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. Both websites have enhanced CBC’s connection to Aboriginal and Chinese communities. ▪ On May 12, 2010, a day of awareness of the First Nations realities took place at Radio-Canada in Montreal. The day was jointly organized with the CEPN (Conseil en education des Premieres Nations). Among others, journalists, anchors, managers of different sectors (i.e. television, radio, news, public affairs) participated in this event. Subjects that were discussed included the historical, cultural, educational and financial challenges experienced by members of the First Nations. ▪ Over the past year, Radio-Canada has held several diversity panels to find out how people from French-speaking communities across the country perceive social issues, to understand their realities, and to find out their expectations for the public broadcaster.
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	<ul style="list-style-type: none"> The <i>Community Snapshots</i> tool provides CBC programmers and hiring managers critical information on national and regional demographic trends in the areas of population makeup, immigration trends, family education, jobs and housing, and consumption of radio and television (as per the 2006 census information). It also includes “community input” data highlighting key issues in each of our major cities and providing feedback on CBC’s portrayal of diverse communities based on public opinion surveys and community roundtables undertaken by the CBC Regional Partnerships Managers. Community Snapshots are available on the Corporation’s portal. 		
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 2010–2011 reporting period to reflect multiculturalism, <u>please highlight</u> this change.</p> <ul style="list-style-type: none"> See section 1.2 People and Culture Policy on Anti-Discrimination and Harassment. 		
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, <u>please highlight</u> this change.</p> <ul style="list-style-type: none"> Over the past year, considerable effort went into the preparation of a new cultural census form including questions pertaining to culture and ethnicity in addition to designated group status. It will be tested with new hires before it is used in a corporation-wide census. Once implemented, the intent is to gather this information to develop targeted programs and strategies to ensure an even more inclusive workplace. 		

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?	√	
<p>If you responded yes to any of the questions above, please provide details on the most meaningful initiatives your institution undertook.</p> <p>Q. 2.1 Did your institution undertake initiatives during the reporting period to foster a corporate culture that embraces diversity?</p> <ul style="list-style-type: none"> On the English side, there was a deepening focus and expansion of the English Network's CBC Inclusion and Diversity Steering Committee including senior representatives from across business lines. Six Inclusion and Diversity Subcommittees were created, engaging 40+ employees in diversity initiatives and development opportunities. Meanwhile, in the French Networks, an action plan was developed to foster diversity in French Services media lines, a micro-site on diversity was developed which is accessible via the employee intranet, and a study on cultural diversity was done among French speaking Canadians. In 2010, an employee survey was conducted across the Corporation to measure employee engagement levels across CBC/Radio-Canada. Consisting of 55 questions, the survey covered a number of areas related to engagement, and among these was the idea of diversity, inclusion and current perceptions among staff regarding these topics. Sixty-seven percent (67%) of all CBC/Radio-Canada employees answered the 'Dialogue: Engagement Survey', conducted from September 15 to October 22, 2010. Of the respondents, seventy-four percent (74%) agreed or tended to agree with the statement "CBC/Radio-Canada supports diversity in the workplace, recognizing and respecting the value of human differences". Other findings indicated that overall, engagement levels among staff are high with a strong belief in CBC/Radio-Canada's mission. Since the survey, efforts are being made to sustain the 'dialogue' theme established by the survey itself. This is being achieved through ongoing staff updates and cross-functional work teams and focus groups, where all staff, regardless of their level, status or background are encouraged to get involved and help develop and implement solutions to make CBC/Radio-Canada an even better place to work. <p>Q.2.2. Did your institution undertake initiatives during the reporting period to celebrate Canada's cultural heritage among employees?</p> <ul style="list-style-type: none"> CBC/Radio-Canada employee communications integrates stories celebrating diversity into the employee portal through 1) programming news presented on the employee portal at times touching upon topics involving diversity, and 2) through employee news including notices about panel discussions and information sessions for employees, also at times highlighting messages or events geared to generating further awareness regarding diversity including Black History Month, National Asian Heritage Month, Aboriginal Awareness Week, and Canadian Multiculturalism Day, to name a few. Several examples of both follow. 			

PROGRAMMING NEWS

CBCSports.ca offers comprehensive coverage of Caribbean T20 Cricket – December 31, 2010 - Programming notice about how Canadian cricket fans were able to follow every match and every minute of Caribbean T20 Cricket presented by the Apollo Convention Centre tournament from January 10 to January 23, 2011, both live and on-demand.

CBC's Hockey Night in Canada in Punjabi returns – December 3, 2010. Article detailing CBC's Hockey Night in Canada announcement that Punjabi-language broadcasts set to return on Saturday, December 4, with coverage of the Boston Bruins taking on the Toronto Maple Leafs followed by St. Louis in Edmonton to take on the Oilers.

EMPLOYEE NEWS

Black History Month – Since diversity is at the heart of CBC/Radio-Canada's organizational culture, celebrating the Black community was a top priority throughout the month of February...

Asian Heritage Month – Employee Profile - A journalist for Le telejournal and RDI working in Ottawa, fully accepts his dual Quebec-Chinese identity. In recognition of Asian Heritage Month, here is the portrait of a young journalist who celebrates his difference and takes his rightful place.

- Radio-Canada organized '*Tables de la diversité*,' which are get-togethers designed to establish direct contacts between personnel from Radio-Canada programs and representatives of cultural communities to discuss particular challenges with an eye to opening up the potential range of topics to be explored on air. To date, two tables have been held, focusing on the ethnocultural media and on young people.

Black History Month was marked by inviting employees to attend a screening of the film '*Black Hands: Trial of the Arsonist Slave*' as part of the *Midis de la maison* noon-hour series. Information about various activities and programs related to the event were published on our diversity site.

Q. 2.3 Did your institution undertake initiatives during the reporting period to celebrate Canada's cultural heritage with the general public?

There are several initiatives that CBC undertook to celebrate Canada's cultural heritage with the general public. Here are some highlights:

- **Citizenship Ceremonies**

Many local CBC centers including those from coast to coast host citizenship ceremonies each year – often around periods of celebration in Canada (i.e. Canada Day and Citizenship Week). These are either in partnership with Citizenship and Immigration Canada (CIC) or ICC. Here are two examples:

CBC Ottawa – February 9, 2011

Our CBC News Ottawa co-anchor was a keynote speaker at a citizenship ceremony hosted by Citizenship and Immigration Canada, in partnership with CBC Ottawa. Fifty-one people from 29 different countries were granted Canadian citizenship at Ridgemont High School in Ottawa. Much like the mandate of the CBC, these ceremonies are a reminder to everyone of the rich diversity of culture, ethnicity and languages that define Canada.

CBC Regina – Monday, October 18

In collaboration with CIC in Regina, CBC/Radio-Canada Saskatchewan hosted its fourth citizenship ceremony on Monday, October 18, 2010. In addition to the 75 new Canadians at the ceremony, our speaking agenda included special guests such as an Elder to provide a blessing from the local First Nations community as well as words from the head of the 'Open Door Society', an organization devoted to settlement of refugees and immigrants

while our local morning show hosts served as emcees. As a backdrop to this event, we cross-promoted our recent multi-cultural project “Snapshots of a New Canadian” by screening it on a loop throughout the galleria space before and after the ceremony. Radio and TV obtained stories and stations IDs from the participants and our network reporter filed a story for Newsnet during the day.

- **Hip Hop Summit – Toronto (March 2011)**

This was a month-long celebration of Canadian hip hop. Canada’s pre-eminent artists, community groups and advocates joined forces with CBC to showcase Canadian hip hop with special programming, interviews, artist spotlights, performances and much more. Programming highlights included content on CBC Radio-Canada, CBC Radio 2, CBC Radio 3, cbc.ca, CBC Television and CBC News Network.

Radio-Canada was awarded the Prix Nelson-Mandela by the Association des communautés culturelles et des artistes (ACCA) in recognition of its contribution to diversity and inclusion.

Q. 2.4 Did your institution undertake initiatives during the reporting period to promote exchanges and cooperation between diverse communities of Canada?

Radio-Canada has established various types of partnerships with cultural community organizations. These include the major partnership with the Vues d’Afrique film festival, the Festival du monde arabe as well as collaborations on various projects with organizations such as Vision Diversité, Diversité Artistique Montréal, MédiaMosaïque. Moreover, Radio-Canada has produced and posted for online viewing several features and Web reportages, including features on land claims by Canada’s First Nations and on the niqab in Québec.

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

1) 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: Masala Mehndi Mastil, Afrofest, Small World Music Festival, Kuumba, an all-ages festival celebrating Black History Month at Harbourfront Centre..

Vancouver: Indian Summer Festival, Latin American Film Festival, the Lunar New Year Festival Parade.

Calgary: Indiafest.

Saskatchewan: World Cup Players Cup.

National (in Toronto): Reel World Film Festival.

2) PARTNERSHIPS: There are also examples of partnerships that involve deeper CBC engagement in these sorts of exchanges. Three examples include:

TRIEC Immigrant Success Awards – Toronto

For three years CBC Toronto has been a partner for TRIEC (Toronto Region Immigrant Employment Council) Success Awards. CBC Toronto is committed to sharing and telling stories that are important and relevant to Toronto and GTA communities. Being a part of the Immigrant

Success Awards exemplifies that commitment.

Cultural Days – September 24 – 26, 2010 – National

Culture Days is a free, interactive celebration of arts and culture from coast to coast to coast. As Canada's leading and largest cultural organization, CBC took a leading role as a participant and broadcast partner of Culture Days. This role is a natural for CBC given its status as Canada's national broadcaster, able to reach into communities in every corner of the country. Throughout Culture Days, the regular CBC network and local programs on all platforms presented special "Culture Days" editions of their shows and profile events around the country.

3) PROGRAMMING: Many of our programming initiatives through all platforms – whether radio current affairs programs, such as "The Current" and "Sunday Edition" to our innovative documentary programming and daily news – engage people in different levels of understanding, discussion and potential exchange around Canada's cultural heritage and diversity. Here are some examples:

The National:

Over the past year, "The National" has shown how the economic slowdown has been disproportionately hard on immigrants. In October 2010, "The National" reported on the disparity between job opportunities for university graduates born in Canada and those born abroad. In other feature reports, the program has exposed how fraudulent marriages of convenience in the Punjabi community have left unsuspecting spouses and taxpayers to pay a heavy price. "The National" has extensively covered the Truth and Reconciliation process over the past few years including an award-winning report in June 2010 that presented the raw and painful story of one man's experience in residential school.

CBC's Hockey Night in Canada in Punjabi:

CBC's Hockey Night in Canada in Punjabi continues its third season of broadcasts. New this year, our Punjabi Hockey commentator will also blog about the game in Punjabi.

CBC Town Halls

March 22, 2011 – Town Hall: Tahrir in Toronto

In an attempt to understand the revolutions in the Middle East and northern Africa and what they mean for Toronto, there was a live town hall hosted by CBC's Metro Morning host about the changes sweeping the Middle East and northern Africa.

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"> <p>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. This past year saw the introduction of a new policy on Prevention of Work Place Violence and the updating of the policy on Anti-Discrimination and Harassment to further reinforce the principle of an inclusive, respectful, discrimination and harassment-free workplace that promotes sensitivity to individual differences.</p> <p>3.2 One of the identified priorities of the People and Culture function is to implement 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.</p> <p>Diversity considerations are also incorporated in both the English and French Networks' strategic plans. 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.</p> <p>Over the past year, we have held several diversity panels to find out how people from the minority communities across the country perceive social issues, to understand their realities, and to find out their expectations vis à vis the public broadcaster.</p> <p>3.3 Implementation of some of the key actions identified in the three-year Corporate Diversity and Equity Plan (2009-2012) include the introduction of on-boarding guides as part of the hiring process, exit interviews including a diversity component, revamping of the CBC/Radio-Canada jobs site to enhance the focus on diversity, inclusion of modules on diversity in training courses covering fundamentals of effective leadership and management, and the development of a cultural census which is planned to take place in 2011-2012.</p> <p>Other national programs aimed to promote the importance of diversity include: an environment of inclusiveness through employee communications, database of languages spoken by employees available to all staff called "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 and management 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?		√
	If yes, what sort of training was provided?		
	○ Diversity/Cross-Cultural Understanding		
	○ Communicating in a Multicultural Workplace		
	○ Antiracism/Discrimination		
	○ Policy Development and Multiculturalism		
	○ Program Development, Delivery and Diversity		
	○ Other (please specify)		√
	CBC/Radio-Canada includes modules on diversity in the workplace in its training courses covering fundamentals of effective leadership and management. For example, the three-hour inclusion and diversity module in the training program 'Ready to Lead for Managers' is designed to encourage and engage group reflection on the concepts of inclusion and diversity in the workplace and to generate managers' understanding of their roles and responsibilities in the development of a harmonious and inclusive culture as well as how their personal values and behaviours may affect the organization's ability to achieve its business objectives. Anywhere from 12 to 16 groups of 16 managers and supervisors take this program in a year.		
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. •		
Q. 3.8	Is senior management in your institution responsible for implementing multiculturalism in your institution?		√
	If yes, please provide details. • See Sections 2.1 and 3.2 for details. • 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 workforce and programming diversity has become a larger part of the diversity file.		

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"> Aboriginal Peoples represented 1.5% of CBC/Radio-Canada's permanent full-time workforce as at March 31, 2011. Visible Minorities represented 6.6% of CBC/Radio-Canada's permanent full-time workforce as at March 31, 2011. As stated in Section 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> <ul style="list-style-type: none"> 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. As part of an overall workforce planning exercise, Finance managers in the French Network participated in a pilot using a recently developed tool for setting hiring goals. We're planning a full launch using this tool for French Services and Corporate Groups in 2011. 4.3 From coast to coast, CBC/Radio-Canada managers worked hard to attract the best and brightest people with a focus on diversity. Recruitment practices were varied and numerous including sending vacant job postings to diverse organizations and post-secondary institutions; posting job vacancies in special media and/or linking to specialized websites; using social media, Twitter, Facebook and LinkedIn to help promote our opportunities; working with outreach organizations specializing in placing candidates from specific target populations; attending career fairs targeted at Aboriginal Peoples including VISIONQUEST; and building strong relations with local immigrant organizations including Immigrant Services Society, to name a few. A diversity dashboard was created this year to monitor the progression of diversity attractions, hiring, retention, promotion and departure. <p>In 2010-2011, the HELP (Help Energize Local Projects) Fund provided financial assistance to managers in the English and French Networks to support twenty-three (23) internships in a variety of on-air and production roles for candidates most of whom</p>		

are members of visible minorities or are Aboriginal Peoples. Internships include workplace assignments with an identified mentor, coaching and on the job training. Since 2005, the HELP Fund boasts a fifty-five percent (55%) retention rate with one in three persons in a full-time position.

- **4.4 Employee Assistance Program (EAP)**...is a confidential counseling services 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. To ensure the program continues to meet the needs of all employees, there are continued efforts 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 to ensure they are represented on local committees.

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"> • 5.1 Employees have access to tools such as <i>'Languages We Speak'</i>, a database of languages spoken by our employees which is used as a resource when there is a need for interpreters or contacts within specific linguistic communities as well as the <i>'New Faces/New Voices Rolodex'</i>, CBC's most diverse contacts database available primarily to journalists, producers and researchers throughout the organization intended to provide an up-to-date resource of experts and analysts on a broad range of topics. • 5.2 See Sections 1.3 and 7.4 for details. 			

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 2010 and Winter 2011, CBC/Radio-Canada Research & Strategic Analysis in Ottawa conducted its bi-annual Media Technology Monitor (MTM) based on interviews with 12,000 Canadians. 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 break reported in all of our reports, trending and demographic tables and data files available on the new MTM portal (www.mtm-otm.ca), available to all CBC/Radio-Canada employees and external clients, such as the CRTC, Quebec Government, and the Television Bureau of Canada. Several external organizations publish MTM data, making it available to the public. • In 2010-2011, CBC Research and Strategic Analysis embarked upon a comprehensive research project to develop metrics to measure the Corporation's performance in implementing its new 5-year strategic plan "Towards 2015: CBC/Radio-Canada's Long Term Strategic Plan". Two audience perception metrics regarding diversity, the degree to which each CBC/Radio-Canada services used by the respondent "reflects the multicultural diversity of Canada" and "reflects my cultural background", and visible minority status will be measured bi-annually over the next 5 years. The results will be reported in the Corporation's bi-annual Report Card, which is presented to CBC/Radio-Canada's Board of Directors. The Benchmark Mission Metrics surveys were conducted in October 2010 and March 2011, each among a sample of 2,400 Canadians. • In the CBC Research Department in Toronto, the 2011 Aboriginal Audience Survey was conducted in an effort to determine media usage and current programming needs, and 			

	<p>interest in Aboriginal language programming among Aboriginal audiences across Canada. This study also looked at Aboriginal people's perceptions of the CBC in general and the current CBC Aboriginal language programming where it exists, as well as an understanding of how Aboriginal audiences see themselves reflected in mainstream programming and how <i>they would like</i> to see themselves reflected. Telephone surveys were conducted between February 8 and March 9, 2011 with a representative sample of 1,227 Aboriginal peoples - representative by province/territory, community type (urban, rural and reserve) and Aboriginal identity (First Nations, Métis and Inuit). Qualitative focus groups were initially carried out to inform questionnaire development. Results are currently being shared with a number of committees and a full rollout plan is in development.</p> <ul style="list-style-type: none"> • 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 diversity of Canada", "CBC Radio One does a good job of reflecting the cultural diversity of Canada" and "CBC's The National reflects the cultural diversity of Canada". • Radio-Canada French Services conducted their annual surveys <i>Baromètre de la Télévision française</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. • This year Radio-Canada French Services performed a special analysis based on Statistics Canada 2006 Census data on visible minorities and immigrants of first and second generation among Canadian francophones, an analysis partially replying to "Community Snapshots - Understanding Canada's diversity 2008" made by the CBC Diversity Community lead by English Services. 		
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"> • 		

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> <ul style="list-style-type: none"> • 7.1 Radio-Canada added a diversity clause to television co-production contracts. In collaboration with industry partners, we are working to implement auditions for diversity talent. See Sections 1.3 and 6.1 for further information. • 7.2 At the most recent convention of the Quebec federation of professional journalists, Radio-Canada facilitated a workshop on Quebec's ethnocultural media. • 7.3 Radio-Canada developed projects and worked jointly with several ethnocultural communities and government organizations dedicated to diversity issues. <p>CBC/Radio-Canada enjoys partnerships with other broadcasters including the Aboriginal Peoples Television Network (APTN). Our on-air personalities from cultural communities are also involved in major events celebrating diversity. 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 Toronto has been a partner for TRIEC Success Awards involving programming, hosting and promotion initiatives.</p> <ul style="list-style-type: none"> • 7.4 Radio-Canada is currently working to develop a directory of Canadian experts with First Nations and ethnocultural community backgrounds to serve as a tool to help executives in charge of media content increase on-air representation of those communities. <p>In many ways and across many of our program areas CBC consults various communities that make up our audience and that make up our programming. The approach we take for our CBC Town Halls (reference Section 2.4) is an excellent example of this:</p> <p>Step 1: Reach out and identify key stakeholders in a community.</p> <p>Step 2: Hold a round table discussion to inform and shape the programming and build relationships and bridges in the community.</p> <p>Step 3: This may lead to deeper individual conversations, interviews and story ideas for our programs.</p> <p>Step 4: These relationships are maintained.</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> <ul style="list-style-type: none"> 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 is more diverse and reflective of all Canadians. 		
Q. 8.2	<p>Last year, in your submission to the 2009–2010 Annual Report, you were asked the following: “What steps will your organization take to advance the <i>Canadian Multiculturalism Act</i> in fiscal year 2010–2011?”</p> <p>Did your institution implement the planned initiatives?</p>	√	
	<p>If yes, please provide details.</p> <ul style="list-style-type: none"> Over the past year, we saw significant progress in the implementation of some of the key actions identified in our three-year Corporate Diversity and Equity Plan (2009-2012). This includes the introduction of on-boarding guides as part of the hiring process, exit interviews including a diversity component, revamping of the CBC/Radio-Canada jobs site to enhance the focus on diversity, inclusion of modules on diversity in training courses covering fundamentals of effective leadership and management, and the development of a cultural census which is planned to take place in 2011-2012. 		
	<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 relate to sourcing qualified candidates, assessing the qualifications of foreign trained individuals as well as determining language competency. Employees choosing not to self-identify offers an additional challenge to reporting an accurate picture of our workforce representation. 		
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 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"> •
Q. 8.5	<p>In fiscal year 2011–2012, what initiatives does your institution plan to undertake to further advance 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 implement our recently developed cultural census so that we can better target programs to overcome potential barriers to a fully inclusive workplace and we will continuously review our employment systems and practices including our policies to ensure there are no systemic barriers to employment and advancement within our organization.

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.		
	•		
Q. 9.2	Can the Annual Report be improved (content, structure, length, etc.)?		√
	If yes, please describe.		
	•		
Q. 9.3	Do you have additional comments or suggestions?		√
	If yes, please provide.		
	•		