

# Annual Report on the Operation of the *Canadian Multiculturalism Act* 2011–2012

## FEDERAL INSTITUTION SUBMISSION TEMPLATE For Large Institutions

In accordance with the reporting requirements of the *Canadian Multiculturalism Act*, please complete the following submission template for large institutions (more than 500 employees) for the reporting period April 1, 2011, to March 31, 2012. To assist your organization in completing the template, a guide is available for your reference. Completed submissions are to be returned by email to Citizenship and Immigration Canada (CIC) at: [Multi-Annual-Report@cic.gc.ca](mailto:Multi-Annual-Report@cic.gc.ca) by **FRIDAY JUNE 29, 2012**.

**Please note that information provided through this process will be considered for inclusion in the Annual Report at CIC's discretion.**

<b>ABOUT YOUR INSTITUTION</b>	
<b>Name of federal institution</b> (please provide in both official languages):	
Canadian Broadcasting Corporation/Société Radio-Canada	
<b>Name of person responsible for approving submission</b> (on behalf of your institution):	
Elizabeth Dalzell	
Title:	
Assistant Vice-President, People & Culture	
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<b>Name of Multiculturalism Champion</b> (if one has been appointed):	
Appointing a champion for both diversity and multiculturalism is currently under consideration. In the meantime, as reported previously, 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			
<b>Total number of employees in your institution</b> (as of March 31, 2012). "Employees" is defined as the total number of indeterminate and term employees:		Permanent Employees: 7,397 Temporary Employees: 484 Contract Employees: 1,054	
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?	√	
If yes, please provide the relevant section. If the reference to multiculturalism was first introduced during the 2011–2012 reporting period, <b>please highlight</b> the change.			
<ul style="list-style-type: none"> <li>• <b>A Year In Review...</b>This past year was one of renewal and celebration, as CBC/Radio-Canada marked its 75<sup>th</sup> anniversary. A pioneer in broadcasting technologies and services, CBC/Radio-Canada offers more than 30 services, enabling audiences to access content anywhere, anytime. CBC/Radio-Canada is no longer a traditional television and radio broadcaster with a presence on the Internet and other new platforms. Rather, it is transforming itself into an integrated content provider, the home of uniquely Canadian programming, reflective of the diversity of Canada.</li> <li>• <b>CBC/Radio-Canada's Mandate...</b>The Corporation's mandate is set out in the 1991 <i>Broadcasting Act</i>. Diverse regional and cultural perspectives are brought into the daily lives of Canadians in English and French and eight Aboriginal languages, and in seven languages on the Corporation's international radio service, RCI, and in eight languages on its Web-based radio service <i>RCI Viva</i>. No other Canadian broadcaster, commercial or public, has a mandate to generate the range, depth and quality of Canadian content through the multitude of services that CBC/Radio-Canada</li> </ul>			

	<p>generates.</p> <ul style="list-style-type: none"> <li> <b>Mission Statement and Guiding Principles...</b>As part of the Corporation's five-year strategic plan, '2015: <i>Everyone, Every Way</i>', the following is an excerpt from the corporate mission statement, "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.         </li> </ul> <p>Creating an inclusive and representative work place environment and one where employees are valued and respected is essential to delivering on the Corporation's mandate. Our People and Culture diversity vision and mission statements illustrate our commitment to diversity and inclusion.</p>
Q. 1.2	<p>Does your institution have <b>policies</b> related to multiculturalism or cultural diversity?</p> <p style="text-align: right;">√</p>
	<p>If yes, please provide the details of the relevant policies. If a policy related to multiculturalism was newly created or revised during the 2011–2012 reporting period, <b>please highlight</b> the section that is new or changed.</p> <ul style="list-style-type: none"> <li> <b>Program Policy on Multicultural Programming</b> <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> </li> <li> <b>Program Policy on Stereotypes in CBC Programming</b> <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> </li> <li> <b>People and Culture Policy on Prevention of Work Place Violence</b> <p>This policy was introduced in 2010-2011.</p> <p><u>Excerpt:</u> CBC/Radio-Canada is committed to:</p> <ol style="list-style-type: none"> <li>1) Provide a safe, healthy and violence-free workplace;</li> <li>2) Dedicate sufficient attention, resources and time to address factors that contribute to WPV as well as to prevent and protect against WPV;</li> <li>3) Communicate to its employees information in its possession about factors contributing to WPV; and</li> </ol> </li> </ul>

	<p>4) Assist employees who have been exposed to WPV.</p> <ul style="list-style-type: none"> <li> <b>People and Culture Policy on Anti-Discrimination and Harassment</b>            This policy was updated in 2010.  <u>Excerpt:</u> CBC/Radio-Canada is committed to:           <ol style="list-style-type: none"> <li>1) Provide an inclusive workplace environment free of discrimination and harassment, including sexual harassment;</li> <li>2) Support the productivity, personal goals, dignity and self respect of all its employees and potential employees, and</li> <li>3) Promote sensitivity to individual differences.</li> </ol> </li> <li> <b>People and Culture Policy on Non-Discrimination and Duty to Accommodate</b>            This policy was revised in 2010-2011 but has not yet received final approval.         </li> <li>           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.         </li> </ul>		
Q. 1.3	Does your institution have <b>programs</b> 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 2011–2012 reporting period to reflect multiculturalism, <b>please highlight</b> the change.</p> <ul style="list-style-type: none"> <li>           The past year was one of outreach and recognition as the nation's public broadcaster sought to demonstrate its commitment to inclusion and diversity, reflecting the many faces and voices of Canadians. Here are just some of the highlights:           <p><b>More than 30 CBC/Radio-Canada locations hosted successful open house events on Saturday, October 1<sup>st</sup> 2011 as part of Culture Days and CBC's 75<sup>th</sup> anniversary festivities. CBC fans across the country had the opportunity to tour CBC/Radio-Canada facilities, meet their favourite radio and television personalities, try their hand at broadcasting and share their stories and memories of CBC's last 75 years. CBC partnered with Culture Days as the national broadcast partner for its inaugural season in 2010 and again in 2011. Radio-Canada has been a long-time supporter of Journées de la Culture, the Quebec-based public arts celebration that inspired Culture Days.</b></p> <p><b>In 2011, CBC Toronto's morning show 'Metro Morning' won the RTNDA Diversity award for 'Toronto's Mosaic: Regent Park Revitalization' and for a radio town hall called 'Turning Point: Moving Beyond Stereotypes of Family Violence in Toronto's South Asian Communities'. Moreover, a recent editorial in The Globe and Mail called 'Metro Morning' "a model for success." 'Metro Morning' is even used as a documented business case taught annually to management students at the Ivey School of Business on a successful change management process, and business case for diversity. Add to this, CBC Toronto received the Diversity Leadership Award in Toronto at the spring 2012 Innoversity Diversity conference.</b></p> </li> </ul>		
Q. 1.4	Does your institution have programs related to anti-racism?	√	
	If yes, please provide the details of the relevant programs. If a program was newly created or was revised during the 2011–2012 reporting period to reflect multiculturalism, <b>please highlight</b> this change.		

	<ul style="list-style-type: none"> <li>See Question 1.2 People and Culture policy on Anti-Discrimination and Harassment.</li> </ul>		
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 2011–2012 reporting period to reflect multiculturalism, <b>please highlight</b> this change.</p> <ul style="list-style-type: none"> <li>A corporation-wide cultural census of all employees is scheduled for Fall 2012. The intent is to gather information pertaining to culture and ethnicity in order to develop targeted programs including a guide on intercultural interactions.</li> </ul>		

SECTION 2		PRESERVING AND SHARING CULTURAL DIVERSITY	
Please refer to the Submission Guide for general information on the purpose of each section.		YES √	NO √
Q. 2.1	Did your institution undertake initiatives during the reporting period to foster a corporate culture that embraces diversity, which may also include celebrating Canada's cultural heritage?	√	
Q. 2.2	Did your institution undertake initiatives during the reporting period to celebrate Canada's cultural heritage with the general public?	√	
Q. 2.3	Did your institution undertake initiatives during the reporting period to promote exchanges and cooperation between diverse communities of Canada?	√	
<p>If you responded yes to any of the questions above, please provide details on the most meaningful initiatives your institution undertook.</p> <p><b>2.1 Initiatives to foster a corporate culture that embraces diversity...</b></p> <p>Under continued direction from the CBC Inclusion &amp; Diversity Steering Committee – which includes senior representatives from across business lines – strategies and action plans were refined and the work implemented of six Inclusion &amp; Diversity Subcommittees, engaging over 40 employees in diversity initiatives and development opportunities.</p> <p>Radio-Canada developed and updated the database of experts from cultural communities, Mosaïka, which contains over 600 contacts (guests, specialists, collaborators) to help enhance our on-air diversity and inspire our teams in terms of subject matter for reports. A similar database exists for English Services. In addition, a corporate video on diversity was produced in which we dynamically present a number of diversity projects and programming initiatives related to the five-year strategic plan <i>Everyone, Every way</i>.</p> <p>As part of a first-time collaboration between Radio-Canada and 'Vues et Voix', a special program produced by Radio-Canada was aired by Première Chaîne (radio) on December 31, 2011. The special gave voice to people who are changing the world despite their differences.</p> <p>There are two core ways that employee communications integrates stories celebrating diversity into the employee portal:</p> <ol style="list-style-type: none"> <li>1. <b>Programming news</b> presented on the employee portal also at times touches upon topics involving diversity and multiculturalism.</li> <li>2. <b>Employee news</b>, 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.</li> </ol> <p>Here are selected examples for each case:</p> <p><b>Programming News</b></p> <ul style="list-style-type: none"> <li>• April 1 - <b>CBC Hosts The Hip Hop Summit April 1</b></li> <li>• April 27 - <b>"Rendez-Vous": About As Cross-Cultural As You Can Get!</b></li> <li>• June 10 - <b>CBC News Covers Indian Film Festival, June 17-25</b></li> <li>• June 11 - <b>CBC Original Doc Tracks Rise of Hip Hop in Toronto</b></li> <li>• Sept 9 - <b>CBC Celebrates Culture Days 2011</b></li> <li>• Sept 30 - <b>Kirstine Stewart Speaks about CBC Open Houses, Culture Days</b></li> <li>• Jan 12 - <b>Arctic Air Soars to Record Heights in Season Debut</b></li> <li>• Jan 31 - <b>Doc Zone: 8th Fire Concludes Thursday Feb 2 at 9 p.m.</b></li> <li>• Feb 24 - <b>CBC Radio One's Writers &amp; Company Showcases South Asian Writers</b></li> <li>• March 12 - <b>Radio One's Spark Looks at How Technology is Impacting Aboriginal</b></li> </ul>			

## Culture and Identity.

### Employee News

- June 27 - **What's Being Done To Reflect Our Country's Mosaic?**
- Sept 1 - ***Metro Morning's Diversity Wins Listeners and Awards***
- Jan 30 - **Spry Picks - Episode One of Arctic Air Jan 30 to Feb 3**
- Feb 27 - **Spry Picks - Part One of 8th Fire Feb 27 to March 2**
- March 6 - **Black History Month 2012: In Review**

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

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

#### Citizenship Ceremonies

Many local CBC centers host Citizenship Ceremonies each year. These are either in partnership with CIC or ICC. Here are examples:

- **CBC Toronto Citizenship Ceremony, October 18, 2011**  
CBC Toronto was a proud media partner of the Parkdale Citizenship Ceremony organized by Citizenship and Immigration Canada, the Institute for Canadian Citizenship and the Parkdale Citizenship Committee. Canadians are encouraged to reflect on the value, rights, responsibilities and meaning of citizenship.
- **CBC Calgary Citizenship Ceremony, October 19, 2011**  
A televised event in Calgary for the Citizenship Ceremony during Citizenship Week.
- **CBC Edmonton Citizenship Ceremony, October 21, 2011**  
Citizenship Ceremony at CBC Centre Stage where 45 people became citizens at CBC Edmonton.

**Other Initiatives** to celebrate Canada's cultural heritage with the general public included:

CBC Ottawa sponsored the Asian Heritage Month Society program, covering many of the local events and promoting the contribution of Asians to Canadian culture. Sponsorship included online and social media sharing of Asian Heritage Month content.

On March 21, 2012, CBC Ottawa produced and recorded a free concert celebrating Ottawa's burgeoning Aboriginal music scene. The concert featured four acts covering a range of music styles and traditions and was available on 'Canada Live' and 'CBC Music' after the event. The event was supported through program coverage leading up to the event, social media, online and radio promotion as well as host outreach.

CBC Ottawa also hosted outreach events such as: *Somali Youth Fundraiser* (June 3), *Lesotho Dance* (June 10), the *Aga Khan Walk* (June 12), *Bayshore Multicultural Fair* (Sept. 17) and the *Global Community Alliance Gala Night & Award Ceremony* in celebration of Black History Month (Feb. 25).

For Black History Month, Radio-Canada Montreal distributed a cultural events calendar tied into BHM celebrations to content managers for all our platforms.

For Radio-Canada's 75<sup>th</sup> anniversary celebrations, visitors were received for a musical celebration under the Diversity Tent, featuring musicians from cultural communities, as part of open house activities on October 1 and 2, 2011. Radio Canada was also title sponsor for the 13<sup>th</sup> edition of the Festival du Monde Arabe.

On February 10, 2012 in Toronto, CBC hosted the 9<sup>th</sup> annual Internationally Educated Professionals (IEP) Conference to help connect newcomers with employment and job experience in Canada, attended by 1200 new Canadians. Sponsored by Citizenship and Immigration Canada and

organized by Progress Career Planning Institute.

**Access Asie:** From May 6 to 29, 2011, in Montreal, this was the longest-running Asian Heritage Festival in Canada. Radio-Canada was the official media sponsor.

**Chinese New Year:** On January 14, 2012: Confucius Institute in Quebec, along with the Phoenix (Huayun) Art Troupe of Montreal, presented a New Years Gala at Place des Arts. A CBC News Montreal co-host was master of ceremony for both events to celebrate Asian history, culture and New Year in Montreal.

**First People's Festival:** From June 25 to July 3, 2011, Radio-Canada was the media sponsor for Montréal's First Peoples Festival which highlights American Aboriginal art, history and traditions and includes three major concerts.

**Nuits d'Afrique:** From July 12 to 24, 2011, Radio-Canada was the media sponsor for the 13 - day World Music Festival in Montreal. In its 25th year, the Festival features artists from Timbuktu to Montreal.

**Festival Vues d'Afrique:** Radio-Canada was title sponsor for the Festival's 27<sup>th</sup> edition. The venue included free screening of the documentary *Les Etats-Unis d'Afrique* – Radio-Canada is a partner in this Périphéria Productions/National Film Board co-production, which won the critics' award and the Cinémathèque québécoise award at the 2011 Rencontres internationales du documentaire.

**Muslim Youth Forum:** A forum in November 2011 of 20 young Muslims on the challenges they face in making a life in Winnipeg. Excerpts from the forum which took place in a CBC Winnipeg studio were broadcast on CBC Radio Manitoba.

**East Africa Relief Day:** In Fall 2011, a one day fund-raising event for famine relief organized by CBC Radio. Two Radio hosts worked with a number of local African communities to produce the event.

**Trail Breakers:** Fall/Winter 2011/12. Part of CBC's 8th Fire project. This is a radio series telling stories about Aboriginal Peoples who are breaking new ground in their communities. Collaboration of producers from CBC Vancouver, CBC North and CBC Manitoba, some of whom are Aboriginal.

**Revision Quest:** A network program conceived and produced by a CBC Manitoba producer. Now in its fourth year, it challenges the common assumptions and misconceptions people have about Aboriginal Peoples.

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

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

**TRIEC Immigrant Success Awards:** October to November 2011, Toronto. For four years CBC Toronto has been a partner for TRIEC (Toronto Region Immigrant Employment Council) Success Awards. TRIEC presents the IS Awards to recognize leadership and innovation in recruiting and retaining skilled immigrants in the Toronto Region. 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:** Sept 30 to Oct 3, 2011 – National Partnership. Culture Days is a collaborative pan-Canadian volunteer movement to raise the awareness, accessibility, participation and engagement of all Canadians in the arts and cultural life of their communities. 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.

**Community Cup:** CBC Ottawa is an official media partner. The Community Cup event started in Ottawa in 2004 as a small soccer tournament for new immigrants, organized by the Catholic Immigration Centre. The objective was to connect newcomers to non-newcomers, create friendships, and to celebrate Ottawa's welcoming community. We support the event through a combination of radio promotion, contesting, social media and host outreach.

**Human Library:** CBC Ottawa in partnership with the Ottawa Public Library and the Canadian War Museum undertook a one day event intended to help dispel the myths and stereotypes by creating an opportunity for one-on-one conversations between individuals who might otherwise never meet. The event was supported through on-air coverage across all media, radio, online and social media promotion. The event was a great success and is being looked at for national roll-out in 2013.

**Sharing Our Cultures:** St. John's, March 18 to 20, 2011. Every year we are media sponsor of an event which is a three day fair/festival for children in grades 4-6 who get together and interact with cultures from around the world. There are themes such as play, musical instruments, crafts, dress and traditional costumes etc. It's an event that breaks down barriers between kids who can interact through music, play and cultural displays despite language and ethnic differences. This event consists of three days of outreach through school field trips and one day open to the public. We have produced a short video for them, radio promotions driving to the event and have CBC signage at the site.

**Small World Music Festival:** Toronto, Sept 22 to Oct 2, 2011. CBC was a media sponsor. Small World is a celebration of cultural diversity expressed by one of the most potent tools available - music. It is based on a vision of sharing cultural experience and ultimately, building bridges between cultures through this experience.

**Annual Diversity Award:** Honours a promising group of musicians, thus increasing its exposure within the artist community and public at large. This prize was established by the Counsel and its partners (CBC Montreal, Place des Arts and Vision Diversité) to showcase World Music and World Crossover and foster the professional careers of Montreal's culturally diverse musicians. Over the course of one year, the winner will receive support and coaching to create, to produce, to present and to tour. This award includes professional services, creative residences and concerts presented with Vision Diversité, Place des Arts and CBC Montreal, as well as a tour of various Montreal neighbourhoods.

**Servus Heritage Festival 2011:** July 30 to August 1, 2011. CBC Edmonton was a media sponsor of this event which included outreach to introduce the ESL program launch on February 14, 2011. The site uses CBC Edmonton radio news and feature stories as tools for Albertans learning English in a classroom setting or on their own. Each news story and feature story has a companion lesson. Not only are these virtual lessons a great way for new Canadians to learn about our city, community and workplace, they also act as a guide to give new arrivals a sense of the province's culture to help settle into their new home.

**Immigrants of Distinction Awards:** March 16, 2012 – CBC Calgary was a media sponsor and hosted this annual event to acknowledge the contribution of immigrants in Calgary.

**CBC Manitoba Partnerships and Sponsorships:** Included Vision Quest Conference, Asian Heritage Month, Culture Days, WSO Indigenous Festival, Aboriginal Music Week, Manito Aabee, Winnipeg Aboriginal Film Festival, Assembly of Manitoba Chiefs - All Nations Against Poverty Breakfast, Manitoba Great Wall Performing Arts - Chinese New Year, Assembly of Manitoba Chiefs Youth Secretariat 8th Fire conference, Manitoba Music - Aboriginal Music Showcase.

**Radio-Canada Partnership:** In partnership with Média Mosaïque, Radio-Canada hosted these major gatherings where panelists discussed diversity in the media, Montreal, and cultural community media all at once.

SECTION 3		POLICIES, PROGRAM DELIVERY AND PRACTICES	
Please refer to the Submission Guide for general information on the purpose of each section.		YES √	NO √
Q. 3.1	Did your institution take multiculturalism and diversity into consideration when developing new or amending existing <b>policies</b> ?	√	
Q. 3.2	Did your institution take multiculturalism and diversity into consideration when developing new or amending existing <b>programs</b> or <b>services</b> ?	√	
Q. 3.3	Is senior management in your institution responsible for implementing multiculturalism in your institution?		
	<p>If you responded yes to any of the questions above, please provide details.</p> <p><b>3.1 Multiculturalism and diversity taken into consideration re policies...</b></p> <p>See information provided in response to Question 1.2.</p> <p><b>3.2 Multiculturalism and diversity into consideration re programs or services...</b></p> <p>See information provided in response to Questions 2.2, 2.3 and 2.4.</p> <p><b>3.3 Senior management responsible for implementing multiculturalism...</b></p> <p>As mentioned earlier in our submission, 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.</p> <p>Diversity considerations are 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 continues to be recognized as an open and inclusive employer and public broadcaster.</p> <p>Management accountability for the achievement of diversity goals and objectives is a key criterion in the new Corporate Inclusion and Diversity Plan 2012-2015.</p>		
Q. 3.4	Did your institution deliver training to employees to increase awareness and knowledge of multiculturalism and diversity issues?		
	<p>If yes, what sort of training was provided?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Diversity/Cross-Cultural Understanding</li> <li><input type="radio"/> Communicating in a Multicultural Workplace</li> <li><input type="radio"/> Anti-racism/Discrimination</li> <li><input type="radio"/> Policy Development and Multiculturalism</li> <li><input type="radio"/> Program Development, Delivery and Diversity</li> <li><input type="radio"/> Other (please specify)</li> </ul>		
	<p>Modules on diversity and equity in the work place are offered in the training courses covering fundamentals of effective leadership and management. These courses are offered on an ongoing basis with anywhere from 12 to 16 groups of 16 managers and supervisors taking this program in a year. The 'Ready to Lead' diversity module has been presented to the entire Human Resources team at English services (35 persons) with upcoming sessions planned for French Services and Corporate Groups in 2012.</p>		
Q. 3.5	<p>What percentage of your work force has participated in multiculturalism or diversity training activities during the reporting period?</p> <ul style="list-style-type: none"> <li>• See response to Question 3.4 above.</li> </ul>		

SECTION 4	EMPLOYMENT OPPORTUNITIES IN FEDERAL INSTITUTIONS		
Please refer to the Submission Guide for general information on the purpose of each section.		YES √	NO √
Q. 4.1	Throughout your institution, does your work force represent Canada's diversity as regards race, national or ethnic origin, colour and religion?	√	
	<p>If yes, please briefly describe the diversity of your work force.</p> <ul style="list-style-type: none"> <li>Aboriginal Peoples represented 1.4% of CBC/radio-Canada's permanent full-time workforce as at March 31, 2012. Visible Minorities represented 6.9% of CBC/Radio-Canada's permanent full-time workforce as at March 31, 2012.</li> <li>As stated in our response to Question 1.5, we plan to conduct a cultural census of our entire workforce in 2012. The intent will be to develop targeted programs and strategies to further employment, training and advancement opportunities of employees of different ethno-cultural backgrounds.</li> </ul>		
Q. 4.2	Does your institution have <b>goals</b> and/or <b>initiatives</b> for any specific groups as regards race, national or ethnic origin, colour and religion for: <ul style="list-style-type: none"> <li>a) employment;</li> <li>b) advancement; and</li> <li>c) retention?</li> </ul>	√	
Q. 4.3	Did your institution undertake any <b>other</b> initiatives in the reporting period to better support employees from ethnocultural backgrounds? An ethnocultural group defines itself by at least one of the following: language or culture, religious affiliation, race, ethnic identity, ethnic origin, or country or geographic region of origin.	√	
	<p>If you responded yes to Questions 4.2 or 4.3, please provide details on the most meaningful initiatives your institution undertook.</p> <ul style="list-style-type: none"> <li><b>4.2</b> Hiring/promotion goals will be set corporate-wide for members of visible minorities and Aboriginal Peoples in those occupations where they are under-represented.</li> </ul> <p>With resources from the Inclusion and Diversity Committee, English Services partnered with Career Bridge to bring in a Diversity Intern focused on building diversity recruitment initiatives. This six-month internship is set to end in June 2012. The Intern's key objectives regarding recruitment are among others to build relationships with new non-profit agencies in various cities and consolidate the information on existing HR practices to facilitate recruitment activities; create an internal database of casuals and temporary diverse workers to ensure we continue developing talent and retain existing resources and work on developing a model regarding a diversity recruitment fair.</p> <p>English Services participates in the nationally-sponsored Recruitment Working Group. As part of this working group, English, French and Corporate Services are sharing practices around diversity.</p> <p>In Manitoba, local Human Resources attended an annual Aboriginal-focused career fair. It is a targeted event for grade 11 or 12, or students attending post-secondary institutions. Participants come from reserves and small towns. It is hosted in the Center for Aboriginal Human Resources Development building and by two CBC reporters. Our goal has been to try to recruit individuals with an Aboriginal background without a job posting in mind; they may be trained as journalists or technicians. To date, though we have not had any resulting hires, there has been some increased visibility.</p>		

We also have visible growth in our social media reach. Outreach/job posting have been conducted through participation in LinkedIn Groups on diversity, LinkedIn group posting, personal emails and status updates and Twitter. Additionally, two individuals from People and Culture participated in a social media recruitment conference where there were discussions and networking with individuals on this issue.

Weekly tweets on diversity are being sent from all CBC accounts, as prepared by the Diversity Intern.

- **4.3** In 2011-2012, the HELP (Help Energize Local Projects) Fund provided financial assistance to managers in the Corporate, English and French Services to support twenty-two internships/developmental opportunities in a variety of on-air, production and corporate roles for diverse candidates. Since 2006, the HELP Fund boasts a fifty-one percent (51%) retention rate with more than two thirds of the candidates in a full-time position.

SECTION 5	LANGUAGE AND CULTURAL UNDERSTANDING IN FEDERAL INSTITUTIONS		
Please refer to the Submission Guide for general information on the purpose of each section.		YES √	NO √
Q. 5.1	Has your institution undertaken initiatives related to the use of the diverse language skills of employees?	√	
Q. 5.2	Has your institution undertaken initiatives to incorporate the cultural insights of employees, for example, to improve policy-making functions or enhance service delivery?	√	
<p>If you responded yes to either one of the questions above, please provide details on the most meaningful initiatives your institution undertook.</p> <p><b>5.1 Use of diverse language skills of employees...</b></p> <p>There are many examples from our newsrooms across the country. These include:</p> <p>In Ottawa, we have two reporters in our newsroom who speak Spanish fluently. We call on them as needed for translation and for digging. This past year we benefited from their skills when a local museum had a version of the “pod” in which the trapped Chilean miners were transported to the surface. Since our reporters could speak Spanish we enriched that coverage with real stories from miners.</p> <p>In the Nova Scotia newsroom, we used an employee’s Spanish skills to chase information on a Halifax-born woman beaten in Mexico.</p> <p>An associate producer in the Toronto newsroom who speaks both Hindi and Punjabi was dispatched with a reporter to a murder in Brampton, Ontario. The victim was Punjabi as were most of her neighbours. As the associate producer could speak both languages, the story would not been told without her. As well, a reporter of Peruvian background and language skills helped tremendously when we were doing the story on the migrant workers being killed in the traffic accident near Stratford, Ontario. In fact, it was our reporter who landed the exclusive interview with the survivor.</p> <p>At CBC Winnipeg, we used a Spanish reporter to cover a story about the arrest of a Winnipeg father who abducted his children and fled to Mexico. And, one of our CBC reporters used Cree to talk to residential school survivors during the Truth and Reconciliation process last Spring.</p> <p>In addition to the examples cited above, employees continue to access tools such as ‘Languages We Speak’, a database of languages spoken by our employees, which is used a resource when there is a need for interpreters or contacts within specific linguistic communities.</p> <p><b>5.2 Initiatives to incorporate the cultural insights of employees...</b></p> <p>There are many examples from across the country. These include:</p> <p>In CBC Ottawa we tap into the local Aboriginal community through one our our reporters, a video journalist in our newsroom. He brings us many story suggestions that connect us with First Nations people in the capital. It was through this reporter and his community contacts that CBC first heard about the crisis in Attawapiskat. He broke this national story on our local newscast. At CBC Ottawa, we take advantage of the cultural knowledge of some of the casual employees who work with us regularly. One woman who is a Muslim from Egypt has provided us with insight as controversies emerge in the Muslim community. She also helps to connect us with people who can speak on issues that aren't necessarily specific to Islam.</p> <p>In Thunder Bay, our morning show producer comes from Pic River First Nation, a fact that clearly helps shape story selection on our flagship show, a subtle but significant influence. In addition, the</p>			

station's administrative assistant lives on Fort William First Nation, adjacent to Thunder Bay, and the morning show technician comes from a First Nation in Manitoulin. Both often bring story ideas to reporters or are used as resources. The technician, who is Aboriginal, is also an artist and he prepared a first-person documentary on stereotypes around native art as part of the 8th Fire series.

CBC Halifax drew upon the experience of one of their reporters as an Aboriginal Canadian to shape our coverage of the Truth and Reconciliation Commission in Nova Scotia.

At CBC Winnipeg, Aboriginal staff members provided insight and advice throughout our coverage of the Truth and Reconciliation process in spring 2011. In addition, a Muslim woman working as a producer in Winnipeg significantly deepened our understanding of a variety of issues in her community. This resulted in a number of stories on the community including the Muslim Youth Forum, produced by CBC Manitoba in Fall 2011.

SECTION 6	DATA COLLECTION AND RESEARCH FOR POLICY AND PROGRAM DEVELOPMENT		
Please refer to the Submission Guide for general information on the purpose of each section.	YES √	NO √	
Q. 6.1	Did your institution conduct research with multicultural components?		√
	<p>If yes, please provide examples of research activities and, if possible, how the research results were used.</p> <ul style="list-style-type: none"> <li>• In Fall 2011 and Spring 2012, <b>CBC/Radio-Canada Research &amp; Strategic Analysis in Ottawa</b> 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 (<a href="http://www.mtm-otm.ca">www.mtm-otm.ca</a>), available to all CBC/Radio-Canada employees and external clients, such as the CRTC, Quebec Government, Ontario Government and the Television Bureau of Canada. Several external organizations publish MTM data, making it available to the public.</li> <li>• On an annual basis, CBC Research and Strategic Analysis conducts two Mission Metrics surveys to measure the Corporation's performance in implementing its new 5-year strategic plan "Towards 2015: CBC/Radio-Canada's Long Term Strategic Plan" among a total sample of 4,800 Canadians. Two audience perception metrics regarding diversity, the degree to which each CBC/Radio-Canada service used by the respondent "reflects the multicultural diversity of Canada" and "reflects my cultural background", as well as visible minority status are measured. The results are reported in the Corporation's bi-annual Report Card, which is presented to CBC/Radio-Canada's Board of Directors and are available to the public in the Corporation's Annual Report, Corporate Plan and Quarterly Financial Reports and on our Corporate Website. Mission Metrics surveys were conducted in November 2011 and March 2012, each among a sample of 2,400 Canadians.</li> <li>• The <b>CBC Research Department in Toronto</b> conducts an annual FIATS survey which 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".</li> <li>• This year, the Toronto Research Department commissioned diversity research for the several sub-committees of the Corporation's Inclusion and Diversity Committee: <ol style="list-style-type: none"> <li>1. Leadership Sub-Committee: Internal focus groups with diverse &amp; non-diverse to better understand what barriers may exist for employees to move into management, and what if any role diversity might play.</li> <li>2. Independent Production Sub-Committee: Mini-groups were facilitated with: <ul style="list-style-type: none"> <li>– Internal Stakeholders (decision makers/influencers on development with Independent production). To understand the current status of diversity in their jobs, barriers they experience when prioritizing diversity, relationships they have with diverse independent production companies, barriers they have engaging diverse independent production companies and what resources or supports they require in order to better prioritize diversity, more specifically engaging with diverse independent production companies.</li> <li>– External stakeholders – Diverse producers/creators. To understand the perceived opportunities and challenges producing diverse content/being a diverse</li> </ul> </li> </ol> </li> </ul>		

	<p>writer/producer, perceived opportunities and challenges working with the CBC, relationships they currently have with the CBC, how the CBC can better engage with them and what resources or supports the CBC can provide that would help them.</p> <p>3. Aboriginal Sub-Committee: Mini-groups were facilitated with internal stakeholders regarding the Aboriginal Programming Strategy. To understand where the CBC currently is with Aboriginal content and programming, what are its key assets, the current challenges that are most often encountered when it comes to Aboriginal programming and content at the CBC, the best practices that should always be adhered to with Aboriginal content and programming, the values that should permeate all Aboriginal content and programming at the CBC and the role that digital should play in the strategy.</p> <ul style="list-style-type: none"> <li>• <b>Radio-Canada's Research Department in Montreal</b> conducted several online media studies via their Web Panel that included questions to identify New Canadians among francophone respondents and their use of Radio-Canada services.</li> </ul>
Q. 6.2	<p>Did your institution undertake other initiatives related to collecting statistical data with multicultural components?</p> <p style="text-align: right;">√</p>
	<p>If yes, please provide examples.</p> <ul style="list-style-type: none"> <li>• See 6.1 above for details.</li> </ul>

SECTION 7	CONSULTATION AND COLLABORATION WITH COMMUNITIES		
Please refer to the Submission Guide for general information on the purpose of each section.		YES √	NO √
Q. 7.1	Did your institution undertake initiatives to improve federal services for ethnocultural groups? An ethnocultural group defines itself by at least one of the following: language or culture, religious affiliation, race, ethnic identity, ethnic origin, or country or geographic region of origin.	√	
Q. 7.2	Did your institution collaborate or partner with ethnocultural community organizations to help promote or to help deliver federal programs or services?	√	
Q. 7.3	Did your institution consult ethnocultural communities?	√	
Q. 7.4	Did your institution undertake initiatives that promote policies, programs and practices to enhance contributions from diverse communities?	√	
	<p>If you responded yes to one of the questions above, please provide details on the most meaningful initiatives your institution undertook.</p> <p><b>7.1 Initiatives to improve federal services for ethnocultural groups...</b></p> <p>See question 2.2 for information on Citizenship Ceremonies.</p> <p>Radio-Canada served up a range of projects, programs and series across its platforms that directly address the interests and realities of the various ethnocultural groups. Here are a few examples:</p> <ul style="list-style-type: none"> <li>- 8<sup>e</sup> feu, a major multiplatform documentary series on Canada's Aboriginals, which found expression on radio and television;</li> <li>- RCI web documentary projects: <i>Mopaya, Moi le musulman d'à côté</i>.</li> </ul>		

## **7.2 Collaboration and partnership with ethnocultural community organizations...**

Radio-Canada held an activity to attract and recruit young interns from cultural communities to work at the CIBL radio station. The goal was to increase the presence of immigrants and cultural minorities in Quebec media by providing training and hands-on work experience.

## **7.3 Consultation with ethnocultural communities...**

In many ways and across many of our program areas, we consult various communities that make up our audience and that make up our programming. The approach we take for our CBC Town Halls is an excellent example of this:

Step 1: Reach out and identify key stakeholders in a community.

Step 2: Hold a round table discussion to inform and shape the programming and build relationships and bridges in the community.

Step 3: Develop deeper individual conversations, interviews and story ideas for our programmes.

Step 4: Maintain relationships.

An example of a Town Hall can be seen from the CBC Ottawa experience with the Muslim community. We spent a long time cultivating contacts for that project and it paid off. We had a hall packed with people from the community to talk about the big issues the city faces as our citizens adapt to the changing population here.

Aside from Town Halls, other examples include:

Thunder Bay consulted with the Chair of Lakehead University's Aboriginal Education department before launching a week-long series in May on First Nations education.

At CBC Winnipeg, two hosts worked with local African communities to produce the East Africa Relief Day on CBC radio. And another host attended a one-day Syrian fund-raising event as a guest which resulted in four part series.

CBC Calgary talked to the Muslim Social Development Initiative about stories that reflect mental health issues. They also talked to a group that helps professionals who are immigrants find mentors about what it's like to try to break into the Calgary work world. Calgary also held an editorial board in advance of our big "Blueprint Alberta" series with representatives of the Muslim community to hear their views of a changing Alberta.

For the first time ever, Radio-Canada hosted this prestigious event, 'Les Rencontres de la Diversité' organized in tandem with Vision Diversité and attended by around one hundred guests from the media, arts, education, research, economic development and news industries.

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

**Vital Toronto:** June 22, 2011. The Toronto Community Foundation (TCF) holds their annual Vital Toronto event at CBC Glenn Gould Studio. This is to recognize the achievements of a remarkable group of people and organizations who are working to make Toronto an even better city.

**Second Conference: Impact of Family Violence Conference: A South Asian Perspective** May 2 to 3, 2012 . **NOTE:** Consultation and 1<sup>st</sup> conference started in 2011 at Queen's park. The sponsorship opportunity did not materialize until May this year.

This conference will take recommendations from the first conference held at Queen's Park last year and work on solutions dealing with family violence in South Asian communities. There is a need to break the cycle of violence against South Asian and all women in the Greater Toronto Area by bringing about multi-level change – within individuals, the community and the institutional system. CBC Toronto is a proud media sponsor of the second "Impact of Family Violence Conference: A South Asian Perspective," presented by Social Services Network.

**Literacy Meeting Group:** In Edmonton, we started a regular literacy meeting group, and we

include organizations who work with people from a diverse background. The approach was to unite the literacy community via common topics with participations from people from all walks of life, and give them a platform to broadcast their message in a cohesive manner. This included 'Financial Literacy', 'Food Literacy' and 'Workplace Literacy'.

**Auditions de la diversité:** Radio-Canada partnership in development with a Montreal theatre to recruit French-speaking actors from cultural communities.

**Mosaïka:** See our response to Question.2.1.

SECTION 8		SUCCESSSES AND CHALLENGES	
Please refer to the Submission Guide for general information on the purpose of each section.		YES √	NO √
Q. 8.1	<p>Considering your responses to the preceding questions, please highlight one or two initiatives that you would like to <b>showcase</b> 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 and include how Canadians are better served as a result of this initiative or activity (maximum 100 words).</p> <p>CBC/Radio-Canada is the recognized leader in expressing Canadian culture through the vast array of programming offerings, reflective of the country's multicultural diversity. As Canada's largest cultural institution, the Corporation took a leading role as a participant and broadcast partner of Culture Days. This role is a natural for CBC/Radio-Canada given its status as Canada's national public broadcaster, able to reach into communities in every corner of the country. Moreover, the principles of the <i>Canadian Multiculturalism Act</i> are furthered on a daily basis through our editorial treatment and portrayal of issues important to Canadians including those from multicultural communities, the consultative initiatives and partnerships we engage with our local multicultural communities, and our proactive measures already underway to ensure we are an increasingly diverse and inclusive employer.</p>		
Q. 8.2	<p>Last year, in your submission to the 2010–2011 Annual Report, you were asked the following: "What steps will your organization take to advance the <i>Canadian Multiculturalism Act</i> in fiscal year 2011–2012?"</p> <p>Did your institution implement the planned initiatives?</p>	√	
	<p>Please provide details.</p> <ul style="list-style-type: none"> <li>At the corporate level, the Talent Management and Diversity team reporting to the Assistant Vice-President, People and Culture, ensures that the Corporation is focused on attracting, recruiting, and developing a diversified workforce. The team has been actively engaged in fostering a corporate culture that embraces diversity through the implementation of the Corporate Diversity and Equity Plan. A summary of some of the major accomplishments include a) implementation of a governance model to make sure diversity remains a priority b) creation of various recruitment tools to assist with sourcing diverse candidates and c) development and delivery of training modules on diversity.</li> </ul> <p>Over the past year, we updated our employment systems review, the results of which formed the basis of objectives and activities in the Corporation's new three-year Inclusion and Diversity Plan (2012-2015).</p>		
Q. 8.3	Does your institution face barriers or challenges with respect to the implementation of the <i>Canadian Multiculturalism Act</i> ?	√	
	<p>If yes, please provide details.</p> <ul style="list-style-type: none"> <li>Self-identification response rates still present a barrier to accurate reporting on the diversity of the Corporation's workforce. However, the implementation of the 2012 cultural census including a comprehensive communication and follow-up strategy should improve the current response rate. Budget pressures along with the 2012 workforce reduction exercise may impede progress in achieving a fully diverse workforce.</li> </ul>		
Q. 8.4	Are there activities your institution would like to carry out but that it has been unable to undertake?		√

	<p>If yes, please describe activities and include what has prevented your organization from carrying out these activities</p> <ul style="list-style-type: none"> <li>•</li> </ul>
Q. 8.5	<p>In fiscal year 2012–2013, what initiatives does your institution plan to undertake to further implement the <i>Canadian Multiculturalism Act</i>?</p> <ul style="list-style-type: none"> <li>• We will continue to implement strategies that enable us to recruit and develop a diverse and skilled workforce from entry-level to the most senior positions in the Corporation. We will regularly review our employment systems and practices including our policies with a focus on ensuring a supportive and inclusive work place.</li> </ul>

SECTION 9	COMMENTS / SUGGESTIONS		
Please refer to the Submission Guide for general information on the purpose of each section.		YES √	NO √
Q. 9.1	Do you have comments or suggestions to improve the process of submitting input on the operation of the <i>Canadian Multiculturalism Act</i> or on the Annual Report itself (content, structure, length, etc.)?		√
	If yes, please provide. •		