

2015–2016 Annual Report on the Operation of the  
*Canadian Multiculturalism Act*

## ABOUT YOUR INSTITUTION

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CBC/Radio-Canada

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**Name of Multiculturalism Champion:**

CBC/Radio-Canada currently does not have a Multiculturalism Champion.

<b>SIZE OF YOUR INSTITUTION</b>	
Please indicate whether your institution is large (500 or more employees) or small (499 employees or less).	Large

## SECTION 1 – Equal Opportunity for Employment and Advancement in Federal Institutions

**Canadian  
Multiculturalism Act,  
section 3.2. (a)**

**Ensure that Canadians of all origins have an equal opportunity to obtain employment and advancement in those institutions.**

In 2015–2016, Canada’s national public broadcaster continued its commitments toward inclusion and diversity. Here are just some of the highlights:

- We released our new [2015–2018 Inclusion and Diversity Plan](#), which outlines all activities that the Corporation will implement to remove barriers to employment among the four employment-equity designated groups (Aboriginal peoples, persons with disabilities, visible minorities and women). This three-year plan is endorsed by the CBC/Radio-Canada senior executive team. To create the plan, we struck working committees made up of union and management representatives, and the plan came together during a one-day in-person meeting of the national Joint Employment Equity Committee, convened specially to address this key topic.
- The self-identification questionnaire, our “cultural census,” continues to be available on the Corporation’s internal website and is an integral part of the on-boarding process for new employees. The questionnaire is useful for better understanding our workforce and developing activities to help remove barriers to employment that prevent the Corporation from being fully representative. Our targeted diversity hiring exercises are based on the data collected. The questionnaire is divided into two parts:
  - Part I covers the areas that CBC/Radio-Canada is required to report on under the *Employment Equity Act*.
  - Part II deals with matters and groups that are not covered by the *Employment Equity Act*, but that are just as important in fostering an inclusive workplace. Information is compiled on subjects such as ethno-cultural background; socio-demographic groups; official and non-official languages spoken; sexual orientation; and beliefs and religions.

**SECTION 2 – Enhance Contributions to the Continuing Progress of Canada**

**Canadian  
Multiculturalism Act,  
section 3.2. (b)**

**Promote policies, programs and practices that enhance the ability of individuals and communities of all origins to contribute to the continuing evolution of Canada.**

Several programs were put forward at CBC/Radio-Canada in 2015-2016 with an eye to broadening the array of faces, voices and experiences in the content we produce as well as in our workforce. Here are some highlights:

- The \$175,000 Inclusion and Diversity Fund helps managers reach their hiring targets of recruiting and retaining diverse candidates by allocating funding for internships and development opportunities. Out of the total number of Inclusion and Diversity Fund recipients since 2007, 53% were still employed at the end of 2015, a higher retention rate than our entire workforce for the same period.
- English Services (i.e., CBC) rolled out the ECHOS program for its fourth year. This tool is used to gauge reflection of diversity within radio and television content, capturing visible minorities, Indigenous peoples and, new in 2015-2016, persons with disabilities.
- A similar program, ECO, was used in French Services (i.e., Radio-Canada) to track diversity in TV Entertainment and Drama. For News, Current Affairs and Radio, Radio-Canada has the capacity to do a minute analysis of every program thanks to its comprehensive and efficient archives system. By tracking on-air diversity, we can better understand how we reflect the communities that we serve and can adjust our course, as necessary.
- Please see Section 3 for further examples.

## SECTION 3 – Enhance Cross-Cultural Understanding and Respect for Diversity

**Canadian  
Multiculturalism Act,  
section 3.2. (c)**

**Promote policies, programs and practices that enhance the understanding of and respect for the diversity of the members of Canadian society.**

In 2015–2016, CBC/Radio-Canada continued investing significant efforts to enhance cross-cultural understanding and respect for diversity in Canadian society. Highlights include:

- CBC held the CBC Development Workshop for Diverse Creators in partnership with Manifesto to help cultivate diverse talent through a series of workshops, networking events and unique learning experiences. All five of the participants of last year’s edition pitched to a panel of CBC executives and at the end of March 2016, all of them remained connected with CBC; one of them worked on a documentary for CBC, another spent time on the set of Heartland and has since directed shows. Through meeting CBC executives, the program facilitator was hired as the host of the CBC Arts show Exhibitionists.
- In May 2015, Radio-Canada organized an introductory media workshop following a previous meeting with Indigenous representatives. A three-day training camp was held at the Kiuna Institution College on the Abenaki First Nations reserve of Odanak, Quebec. About a dozen Indigenous persons studying or working in communications learned how to put together a news website including copy and photos, under the guidance of Radio-Canada trainers. On the workshop’s last day, the product of their efforts was presented to an audience of managers at Maison de Radio-Canada in Montreal.
- Please see Section 5 for further examples.

**SECTION 4 – Collect Statistical Data and Conduct Research**

**Canadian  
Multiculturalism Act,  
section 3.2. (d)**

**Collect statistical data in order to enable the development of policies, programs and practices that are sensitive and responsive to the multicultural reality of Canada.**

Following are some examples of data-collection and research activities conducted by CBC/Radio-Canada in 2015–2016 that consider the Corporation’s multicultural nature:

- CBC/Radio-Canada conducts its Media Technology Monitor (MTM) semi-annual survey, which is based on interviews with 12,000 Canadians, to track technology adoption and use across media platforms. 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 MTM public portal. A Visible Minority report is provided to look at how Visible Minorities are adopting and using media and technology. This information is available to all CBC/Radio-Canada employees and external clients (several who publish publically).
- The CBC FIATS 2015/16 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" and "CBC’s The National reflects the cultural diversity of Canada".

**SECTION 5 – Leverage Language Skills and Cultural Understanding**

**Canadian  
Multiculturalism Act,  
section 3.2. (e)**

**Make use, as appropriate, of the language skills and cultural understanding of individuals of all origins.**

CBC/Radio-Canada is an industry leader in reflecting the diversity of Canadian society: we are the only national broadcaster offering diverse regional and cultural perspectives in English, French, eight Aboriginal languages, as well as in five languages (Arab, Mandarin, Spanish, English and French) via Radio Canada International (RCI), the Corporation’s international Web-based service. Following are two examples of initiatives produced by RCI in all five languages:

- In May 2015, as part of [Asian Heritage Month](#), a talk was held at Maison de Radio-Canada in Montreal, where two employees of Vietnamese background celebrated the 40th anniversary of the arrival of the “Boat People” refugees to Canada. A special page was also created on the RCI website with original TV, radio and digital content.
- In February 2016, as part of Black History Month, CBC/Radio-Canada invited employees to participate in the multiple celebrations the Corporation was taking part in through all its services. Please click the link to view the [section of the RCI website](#) dedicated to the 2016 celebrations.

## SECTION 6 – Multicultural Sensitive and Responsive Activities

**Canadian  
Multiculturalism Act,  
section 3.2. (f)**

**Generally, carry on their activities in a manner that is sensitive and responsive to the multicultural reality of Canada.**

As amply illustrated in the preceding sections of this report, CBC/Radio-Canada aims to ensure that inclusion and diversity are integral to the way we conduct our operations. Here are some additional examples reinforcing that vision:

- In April 2015, CBC hosted a Professional Development and Networking session for CBC employees and external partners involved in The Mentorship Partnership (TMP). This was following the launch of TMP the month before with the Toronto Region Immigrant Employment Council (TRIEC). We had 29 mentors enrol who fulfilled 33 mentoring relationships with new immigrants to Canada. At least one of the mentees obtained a job with CBC.
- In June 2015, Radio-Canada informed employees of the various efforts underway to increase diversity in drama series. At the initiative of its Diversity team, French Services formed the Working Group on Drama Diversity, with a wide membership that includes representatives from the producers' and casting directors' associations, Diversité Artistique Montréal, the National Theatre School of Canada, TVA, UDA and SARTEC. Created in September 2014, the Working Group aims to get its members to make a "diversity shift" that would see them produce drama series with more diverse stories and characters.
- Please see sections 2 and 3 for additional examples.

## SECTION 7 – Challenges and Areas of Cooperation

As the nation's public broadcaster, CBC/Radio-Canada is continuously evolving to reflect the changing faces and voices of our country, and to meet the needs of a diverse audience. In 2016–2017, we will continue implementation of [\*A Space for Us All\*](#), the corporate strategy that will modernize the public broadcaster as we move towards 2020:

- As part of that corporate strategy, the launch and implementation of our *2015–2018 Inclusion and Diversity Plan* will be instrumental for the Corporation to remove employment barriers for the four designated groups and focus its efforts to become even more representative of the diverse Canadian population and more relevant for the communities that we serve.
- CBC/Radio-Canada will remain involved in a number of partnership initiatives promoting inclusion and diversity. These include our ongoing active-participant role in the Federally Regulated Employers – Transportation and Communications (FETCO) subcommittee on employment equity. This subcommittee works cooperatively with a number of federal institutions and shares issues and best practices with other employers subject to federal legislation.