

2014–2015 Annual Report on the Operation of the  
*Canadian Multiculturalism Act*

## ABOUT YOUR INSTITUTION

**Name of federal institution:**

CBC/Radio-Canada

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**Name of Multiculturalism Champion:**

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

## SIZE OF YOUR INSTITUTION

Please indicate whether your institution is large (500 or more employees) or small (499 employees or less).

Large:

\_\_\_\_\_X\_\_\_\_\_

Small:

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## 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 2014–2015, Canada’s national public broadcaster continued its commitments toward inclusion and diversity. Here are just some of the highlights:

- We continued implementing the [Inclusion and Diversity Corporate Plan 2012–2015](#), which outlines all activities that the Corporation is prepared to implement to remove barriers to employment among the four employment-equity designated groups (Aboriginal peoples, persons with disabilities, visible minorities, women). This three-year plan is endorsed by the CBC/Radio-Canada senior executive team. During 2014–2015, we also began mapping out our employment-equity plan for the period 2015 to 2018, which will have a greater focus on leadership and training.
- The self-identification questionnaire, our “cultural census,” continued to be available on the Corporation’s internal website and was 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 2014–2015 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 HELP Fund supports managers in reaching their hiring targets and retaining diversity candidates in their positions, by allocating funding for internships and development activities. Out of the total number of HELP Fund recipients since 2007, 52% were still employed at the end of 2014, a higher retention rate than our entire workforce for the same period.
- English Services (i.e., CBC) uses ECHOS, a tool providing on-air diversity representation metrics for radio and TV programming. This tool is mostly used to track representation of visible minorities and Aboriginal peoples. It enables self-assessment, which in turn informs programming development decisions.
- French Services (i.e., Radio-Canada) uses ECO, a similar tool, for tracking diversity representation in its TV entertainment and drama programming. For news and information, public affairs and radio, Radio-Canada is able to analyze individual programs in a timely manner via its comprehensive, 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 2014–2015, CBC/Radio-Canada continued investing significant efforts to enhance cross-cultural understanding and respect for diversity in Canadian society. Highlights include:

- In November 2014, the CBC Aboriginal Digital Unit won the “Community Handshake” President’s Award. The unit turned the [cbc.ca/aboriginal](http://cbc.ca/aboriginal) website into a dynamic hub that connects and brings together members of the Aboriginal community and also shares stories, information and resources with all interested Canadians.
- In 2014–2015, Radio-Canada increased the outreach of Mosaïka, a diversity database used by content managers to increase the on-air representation of collaborators from different cultural backgrounds. A specific group of 100 subject matter experts was identified and that group is now part of the principal sources database used by news researchers.
- 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 2014–2015 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 new MTM portal. In January 2015, a report on visible minorities was published, examining adoption and usage of media and technology among these groups.
- The Corporation also conducts a semi-annual survey of 4,800 Canadians to measure performance in implementing its strategic plan. The survey measures visible minority status, as well as 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 [their] cultural background.” The results are reported in the Corporation’s semi-annual Report Card, which is presented to CBC/Radio-Canada’s Board of Directors and is available to the public in the Corporation’s Annual Report and Corporate Plan.

## 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 in all five languages:

- In May 2014, Radio-Canada supported the Gala des lys de la diversité, an annual event where awards are given to media productions that stand out for their diversity content. RCI won a Lys Award for its production [Aboriginal Peoples, the Other Story](#).
- In February 2015, as part of Black History Month, 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 2015 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 November 2014, CBC held its second annual CBC Match-Up networking event, where writers, producers and directors who are members of visible minorities or Aboriginal peoples were invited to CBC to network with our creative decision makers and our key partners in production. With almost 100 participants and contributors in attendance, it was a great success, and led to six formal programming pitches to CBC creative heads.
- Once again in 2014–2015, CBC/Radio-Canada was actively engaged in mentoring initiatives directed towards new Canadians. At CBC, we continued our mentoring program launched in British Columbia in 2013 in partnership with Immigrant Services Society. In December 2014, CBC Toronto employees were invited to attend the 10th anniversary celebration of The Mentoring Partnership, a program of the Toronto Region Immigrant Employment Council, where they confirmed the benefits of engaging with new immigrant professionals.
- 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 2015–2016, we will continue implementation of [A Space for Us All](#), the corporate strategy that charts the way ahead for CBC/Radio-Canada between 2015 and 2020:

- As part of that corporate strategy, the launch of the CBC/Radio-Canada *2015-2018 Inclusion and Diversity Corporate Plan* will help eliminate barriers to employment and allow us to focus our efforts to become even more representative of Canadian society and more relevant to the communities we serve. Multiple budget pressure may slow progress in achieving a fully diverse and representative workforce.
- 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.