

*Filed Electronically via GCKey*

17 January 2023

Claude Doucet  
Secretary General  
Canadian Radio-television and  
Telecommunications Commission  
Ottawa, Ontario K1A 0N2

Dear Mr. Doucet:

**Re: 2022 Diversity Report for ZoomerMedia Limited**

ZoomerMedia Limited is pleased to submit its 2022 Diversity Report for our television services: VisionTV, OneTV, The Beautiful Little Channel (BLC), CHNU-DT (JoyTV) and CIIT-DT (FaithTV).

We appreciate the opportunity to submit this report.

Yours truly,



**Beverley Shenken**  
Chief Content Officer

Encl.



Joytv FAITHTV



**2022 Diversity Report for ZoomerMedia Limited  
VisionTV, OneTV, The Beautiful Little Channel, CHNU-DT JoyTV  
and CIIT-DT FaithTV**

**Corporate Accountability**

ZoomerMedia is devoted to creating content, services and experiences for Canada's most powerful audience, the diverse population of adults over 50. This demographic holds a bounty of rich cultural, social and economic diversity, which ZoomerMedia strive to represent and highlight in all aspects of the company.

One aspect of the company that proudly serves this demographic is our National Advocacy Association, CARP. CARP promotes and protects the interests, rights and quality of life of Canadians as we age. Here, members can educate themselves and help to influence policy decisions that directly affect the lives of the senior population. CARP is also highlighted on our channels, so that we can encourage viewers to become involved, take action and ensure that all the diverse voices of the community is recognized by the government.

ZoomerMedia also intends to lead by example, by seeing that change and diversity is represented in the workplace. Through our practices and policies, ZoomerMedia is committed to creating a diverse and inclusive work culture.

**Policies:**

The following policies demonstrate the company's ongoing dedication to diversity and inclusion initiatives. All ZoomerMedia employees must acknowledge policies on an annual basis. As part of the onboarding process, new employees are required to review these policies as they enter into the organization to understand company expectations.

ZoomerMedia has taken measures to ensure that there is an open and respectful environment where everyone feels welcome and comfortable in expressing themselves and that they are empowered in their teams. The company's objective is to have a corporate culture of belonging and have a diverse representation of employees that reflect the community we serve. We recognize that a diverse employee base will lead to greater creativity, stronger problem solving, better customer service, and ultimately greater productivity.

A. Respect and Dignity in the Workplace

ZoomerMedia is committed to maintaining a harassment free work environment by providing appropriate outlets for making complaints and proper processes with

regards to investigations. Our policy protects employees against discrimination, workplace harassment (including bullying), sexual harassment, and workplace violence.

B. Accessibility

ZoomerMedia respects the dignity and independence of all people with disabilities. We ensure that people with disabilities are given an equal opportunity to obtain, use and benefit from the goods and services provided by the company.

We will continue to assist people with disabilities who wish to pursue employment opportunities with the company, throughout all stages of the recruitment and selection process.

C. Employment Equity

Management measures and initiatives are upheld, to identify and eliminate barriers to the employment of the designated groups, who are traditionally disadvantaged.

It is the company's policy to make decisions on hiring, promotion, job assignment, training, rewards, and other Human Resources Management functions, on the basis of qualifications, knowledge, skills, ability and demonstrated performance.

**Diverse and Inclusive Recruitment Strategy**

A key objective of ZoomerMedia is to attract a diverse candidate pool for vacancies within the company. We post positions across a wide range of platforms and job boards to ensure that we reach a diverse population.

We apply unbiased hiring practices, focusing on the candidate's experience, skills and abilities to identify the candidate who best matches the requirements of the open vacancy.

Our new employees come from a broad range of ethnicities, educational backgrounds, nationalities, languages, cultures and beliefs. This diversity promotes unique perspectives, and high performing teams to address business challenges.

By ensuring the above practices and policies are present in all aspects of our company, ZoomerMedia continues to strengthen our relationship with the viewers of our television services. Emphasis is placed on creating accessible broadcast content, shown through our 1) Diversity in Programming, 2) Diversity in Local News Coverage and Community Outreach, and 3) Adherence to Accessibility Guidelines and Acts.

## 1) **Diversity in Programming**

Once represented corporately, emphasis is placed on reflecting that diversity in our programming. ZoomerMedia uses several platforms to help create and showcase programming that will educate, enlighten and uplift all members of the community. Programs that best represent this are the Mosaic Programs, In-House Programs, Canadian Independent Productions and Cornerstone Drama Programs.

### **Mosaic Programs:**

As Canada's biggest multi-faith broadcaster, we featured 102 religious groups with our mosaic programming, and broadcasted 20,415 hours of religious programming across our channels in 2022. By providing a platform for such a diverse range of religions, we can continue to uplift and include everyone in our audience.

We continue to work in tandem with our mosaic producers to ensure that a multi-faith representation is present on our channels. Particular focus remains on our South Asian programs, as stable sponsorship opportunities continue to be a struggle. Our mosaic team continues to correspond with these producers to help generate solutions that will allow their faith programming to remain on air. The addition of their diverse faith-based content, and community outreach, is a vital voice that we feel should be shared and appreciated on our channels. Examples of Mosaic Programming in 2022 include:

*Tribal Trails* - Interviews and singing of First Nations people across Canada. First Nations people share the message of God's love and forgiveness through Jesus Christ, in order to be an encouragement to believers.

*Reflections on Islam* - Host Ezz Gad presents this weekly exploration of Islam, with reading from the Qur'an, thoughtful commentary on faith issues, and educational animated segments. In English and Arabic.

*Dil Diyan Gallan* – Hosted by two female hosts, this program features discussions with different faith groups on religious and faith-related topics pertaining to the Canadian South Asian diaspora. The show aims to create more awareness about subjects like gender equality, women's rights and other social issues amongst the community to facilitate positive changes.

*Jewish Voice with Jonathan Bernis* - Host Jonathan Bernis teaches on the Jewish Roots of the Bible.

## **In-House Programs:**

We also continue to produce exciting In-House Programs that speak to our most loyal and active viewers, women over 65. Our channels allow for this underrepresented group to find content that most represent their vibrancy and charisma. We are honoured that these underserved group of women continue to find community and meaningful presence through our programming and broadcasting content. Examples of diversity in our 2022 In-House Programming include:

*CARPe diem* – Hosted by Carmen Ruiz y Laza, this half-hour show discusses topics and issues that connect with all Canadians as we age. Season 4 continues to showcase new perspectives and useful tips on everything from technology to travel, fitness and finance, even love and longevity. All from the best experts in their fields.

*Fraser Focus* – A half-hour program that aims to tell local stories that are often overlooked by mainstream media. Host Dean Atwal engages with the community on relevant topics to provide content fit for a national viewing audience. From cultural festivals to lifestyle news, “Fraser Focus” showcases what people from the Fraser region do, believe and feel.

*METV* – A one-hour news magazine show that will touch on all aspects of Métis culture in BC, as well as discuss issues facing the Métis people today. Topics of discussions include the rights of Indigenous people, reconciliation with the Métis community in BC, preservation of culture, education, health & wellness, and more.

*Your Nation's Table* – A six-part television series that explores the bounty of Canada's oceans. Celebrity chef Robert Clark and media personality Carmen Ruiz y Laza provide fascinating insight into the harvest of wild seafood along the rugged BC coastline, and the colourful characters who are responsible for catching, processing, and preparing it. Each episode features inspiring stories that illustrate how fisheries are playing a vital role in the Canadian food economy by delivering the finest seafood to domestic and global markets.

*theZoomer* – Now in its 10<sup>th</sup> season, “theZoomer” remains VisionTV's flagship current affairs talk show, targeting and discussing topics that matter most to our diverse, 50 plus demographic. Lead by two female hosts, guest panels continue to feature culturally diverse experts discussing diversity-focused topics. 2022 brought insights on anti-Semitism, Canada's health care crisis, elder abuse, and the plight of Ukrainian and Afghan women.

Anjelica's Kettlebell Workout – Champion dancer and fitness expert Anjelica Scannura, guides viewers through multi-leveled kettlebell routines. These rocking workouts are designed to boost core strength, stability, and metabolism, as well as burn fat and build muscle.

Healing Yoga – Hosted by yoga instructor Deborah Devine, this is a restorative yoga program featuring culturally and age diverse, as well as some physically challenged participants with a focus on routines targeting specific physical issues for an aging population.

### **Canadian Independent Productions:**

ZoomerMedia works with independent producers from Canada on a broad range of programming including documentary series and one-offs, lifestyle series and music series and specials. We are committed to cultural diversity and the fair and accurate reflection of people of all faiths, cultures and races. Examples of diversity in our 2022 Canadian Independent Productions include:

Adventures in Retirement – Interracial couple Deb and Ron seek out alternatives to traditional Zoomer-living models in retirement. They explore the innovative, creative, and radical retirement lifestyles shared by new communities of like-minded souls including; LGBTQ seniors, retired postal workers, artists, nudists and Zen Buddhists.

Visionary Gardeners – This cinematic documentary series filmed across Canada visits the mountain ranges of Vancouver Island, the wintry prairies, and the rocky coast of Ontario's Georgian Bay. Along the way we are introduced to the expansive minds of diverse gardeners of all ages and backgrounds, each bringing their personal innovations and visions to gardening.

Tel Aviv 911 –Retired volunteer medics command ambulance teams and find great meaning in helping the sick and wounded. They are a diverse team that not only transcends the national and religious enmity between Arabs and Israelis, but also show how staff and volunteer medics save lives together with innovative technologies unlike anything else in the world.

Bake and Make Up –This documentary series explores how the act of baking together can revive dormant bonds. Each episode reunites a diverse group of bakers, who were once inseparable, but now have allowed their relationship to run stale. This delicious opportunity to blend sweet memories, reveal hidden hurts and heal broken hearts, quickly mix together to form a fresh start.

*Shekinah: The Intimate Life of Hasidic Women* – A look into the rarefied world of young Hasidic women. Although they have rules for almost everything, their lives are filled with passion. With unprecedented access, Shekinah captures the intimate detail of their lives, breaking long-standing stereotypes and revealing secrets of which even Hasidic men are largely unaware.

*The Big Downsize* – De-cluttering queen Jane Veldhoven has helped people downsize their lives for over 15 years. “The Big Downsize” is an exploration of why we love our possessions so much and the emotional baggage and stress that comes crashing down when there is no choice but to let things go. Season 3 features an interracial family and freewheeling artist who need Jane’s help to clear out their piles of clutter and take a next big step in their lives.

*Hack Your Age* – Deedee Moscoe is 55 and starting to feel the effects of time. She’s always been outgoing, and very active, but her aches and pains have begun to slow her down. What’s more, her aging parents are a constant reminder of mortality. Deedee cares for her mother who has dementia and inoperable breast cancer, and her father who is newly deaf and likes to ignore his wife. She embarks on a journey to find out the latest and greatest anti-aging therapies.

*Reaching for Zion* – Three decades after his death, Bob Marley is still a legendary superstar, whose funky roots reggae is embraced not just by baby boomers, but young people everywhere. In *Reaching for Zion*, Marley’s charismatic granddaughter Donisha Prendergast takes us on a quest to understand the roots of her grandfather’s extraordinary legacy and his unlikely connection to Judaism.

*People Who Sing Together* – An entertainment and variety series featuring Canadian choirs leading viewers through popular hymns, gospels and traditional songs from various cultures. Throughout the series, interviews with singers will focus on the importance of the songs to their own self-discovery. Lyrics are also superimposed on screen so that viewers at home may join in and sing along at home.

### **Cornerstone Drama Programs**

Contemporary British dramas, classic British comedy series, and classic American films programming all add to the diversity of our channels. ZoomerMedia continues to acquire informative, impactful and entertaining content that reflects the diversity of our audience with representation from the four designated groups. Examples of diversity in our 2022 Cornerstone Drama Programs include:

*Bramwell* – Jemma Redgrave stars in this lavish period drama as the feisty and compassionate Dr. Eleanor Bramwell who sets her sights on becoming a leading surgeon—an ambition unheard of for women in Victorian England. Determined to take the medical profession out of the dark ages, her strongly held opinions draw her into conflict with the chief surgeon, a man keener on tradition than he is on progress.

*EastEnders* – Bust-ups and bankruptcy, marriages and murder – EastEnders is Britain's favourite soap, with storylines that consistently draw in audiences and guarantee water cooler discussions the following day. Set in the close knit, multi-racial community of London's Albert Square, human interest stories intertwining relationships, social issues, triumphs and tragedies, loves and losses keep fans glued to the screen.

*Emmerdale* – Murder, affairs, deceit, laughter and tears, there's never a dull moment in Emmerdale, one of the world's best-loved long-running dramas. From sex scandals and murder plots to mental health, racism, sexual assault and LGBTQ+ issues, Emmerdale has never shied away from tackling serious subject matters while delivering highly entertaining episodes week after week.

*Sister Boniface Mysteries* – This light-hearted British series follows the crime investigations of the Vespa driving, wine making, catholic nun known as Sister Boniface. Set in the 1960's, Sister Boniface does not allow the relatively rudimentary technology of the time to impede her investigations. Using her impressive knowledge of forensics and sharp mind for solving mysteries, residents of Great Slaughter can rest at ease when Sister Boniface is on the case.

*Scott & Bailey* – This BAFTA-nominated series follows two female detectives. One is motherly, and the other is emotionally immature. This causes them to have varying levels of success applying their eccentric outlooks on life to their police cases and private lives. Starring BAFTA- nominated actresses Leslie Sharp and Suranne Jones.

*Monk* – After the tragic murder of his wife, Monk develops an obsessive compulsive disability, which causes him to have an abnormal fear of virtually everything: germs, heights, and crowds...even milk. Working as a private consultant to his former department, Monk uses his legendary and unconventional skills to investigate cases which the police cannot solve, all while dealing with the unique challenges his disability poses to his daily life.

## **2) Diversity in Local News Coverage and Community Outreach**

ZoomerMedia strives to provide a platform for our audience's unique voices through our community media coverage. The opportunity to host and attend community events, and be involved in local media coverage, gives us a broader landscape to showcase their values and beliefs. We also take this opportunity to listen to their concerns and interests, and use this knowledge to better produce programming that will speak to these issues. This can best be displayed by our JoyTV Program Segments and ZNews Program Segments.



## **JoyTV Program Segments:**

Our channels feature local news segments that promote our community presence across Canada. In Fraser Valley, B.C., JoyTV's "Fraser Focus", "CARPe diem", "JoytvNews", "METV" and "Your Nation's Table" highlight local news and events for our West Coast viewers. Examples of diversity in 2022 JoyTV Program Segments include:

Fraser Focus: "Mechanics Making a Difference" - A group of Sikh mechanics are volunteering their time every weekend, to help BC farmers recover machinery impacted by the BC floods.

Fraser Focus: "Florian's Knights" - Highlighting a group of local retired firefighters, who were recently featured in a movie that brings awareness to post-traumatic stress disorders.

CARPe diem: "Embrace Your Age" - Beauty is not just for the young. Exploring how we can accept, embrace and appreciate your bodies as we age.

CARPe diem: "Dating for Keeps" - Discussing what comes after the "Grey Divorce". Learning how to compromise and navigate through the challenges of dating at an older age.

CARPe diem: "Reinventing Death" - Leaders of the female owned and run death care practice "Koru", educate us on how to plan for and redefine death.

CARPe diem: "Zoomer Reinvention" - A look at how Zoomers are reinventing their lives and careers in their golden years.

METV: "Indigenous Canadian Military" - Steve Morrison, a private officer with the Canadian Navy, speaks about his experiences as a Metis with the Canadian Armed Forces

METV: "Terry Fox Metis Heritage" - Darrell Fox, brother of Terry Fox, talks about his Grandmother Marion Gladue and her struggle as a Metis. Highlighting the Terry Fox Foundation Marathon of Hope.

Your Nation's Table: "Wild BC Salmon" - Tom Tatoosh, a First Nation commercial fisherman, speaks to hosts Carmen Ruiz y Laza and Chef Robert Clark about Wild BC Salmon.

Your Nation's Table: "BC Dungeness Crab" - Vietnamese-Canadian crab fisherman Luong Cao and his family educate viewers on BC Dungeness crab.

JoytvNews: "Zoomer Yoga" - Videographer Dean Atwal hits the mats and tries to keep up with flexible Zoomers.

JoytvNews: "Swimming Saved My Life" - After being diagnosed with a serious health condition, Zoomer Cindy Yoshida took up synchronized swimming to help heal her body, mind and soul.

## **ZNews Program Segments:**

Local community presence and diversity is also represented in Southern Ontario, as host and videographer Darrin Maharaj brings daily lifestyle coverage surrounding health, finance and entertainment in our "ZNews" segments. Examples of diversity in 2022 of ZNews Program Segments include:

"AGT's Roberta Battaglia Celebrates her Debut Single 'Truce' " - Toronto's own Roberta Battaglia went on to audition for America's Got Talent and placed 4<sup>th</sup> in the competition. Two years later, she's ready to start her solo career. ZNews was there for the launch of her debut single.

"Libby Znaimer honoured at Princess Margaret Cancer Foundation One Life Gala" - The Princess Margaret Cancer Centre hosted the first ever "One Life Gala" at the Four Seasons in Downtown Toronto, where they honoured ZoomerMedia's very own, Libby Znaimer.

"Documentary '752 Is Not A Number' Examines Ukrainian Airline Flight Tragedy" - The documentary "752 Is Not A Number" chronicles Canadian dentist Hamed Esmaeillion's quest for justice in the aftermath of Ukraine International Airlines Flight 752, shot down in 2020 by the Iranian military. ZNews Videographer Darrin Maharaj spoke with Iranian- Canadian film director Babak Payami.

"Resettled Ukrainian Girl Gifted Piano to Continue Musical Studies in Canada" - ZNews Videographer Darrin Maharaj talks to the people involved in helping to donate a piano to a young, talented Ukrainian girl who just moved to Canada.

"VisionTV Viewer wins 'Year of the Garden' Grand Prize" - ZNews travels to Belleville to meet the lucky winner of the VisionTV "Healing Gardens" Year of the Garden grand prize winner.

"Toronto Jewish Film Festival Honours Marilyn Lightstone" - The Toronto Jewish Film Festival wrapped up their 2022 season with a tribute to ZoomerMedia's very own Marilyn Lightstone.

"98-Year-Old Mother Reunites with Daughter Finally After 80 Years" - Scarborough resident Greda Cole is celebrating her 98<sup>th</sup> birthday with the best gift she could have imagined. She is reuniting with her daughter after 80 years apart.

"Toronto Mom Writes a Children's Book for Her Daughter With Cancer" - Sarah Bankuti writes a children's book for her daughter with cancer, bringing her a story and character she can relate to as she fights the disease.

"Stop Food Waste! Toronto Organization Will Pick Your Fruit and Share It" - Urban Fruit trees in the city of Toronto produce over 1.5 million pounds of produce each year. Unfortunately, a large amount isn't harvested and goes to waste. ZNews Videographer Darrin Maharaj shares how one organization in the GTA is working hard to change that.

### **3) Adherence to Accessibility Guidelines and Acts**

In 2022, programs with Described Video continued to increase, with our channels broadcasting 7,891 hours of DV'd programming. We will continue to produce our own Described Video content, as it is important to us that we have the highest quality to best serve our visually impaired viewers.

We also continue to act in correspondence with the CRTC Accessibility of telecommunications and broadcasting services policy, ensuring that 100% of our English-language programming is closed captioned. This allows our hearing impaired viewers to enjoy the various programs we exhibit across our channels.

As our channels continue to expand and evolve, so does our online presence. Every measure is taken with our web content to ensure that the Web Content Accessibility Guidelines is adhered to, making our diverse programming accessible to viewers with disabilities.

Lastly, as a company, ZoomerMedia remains dedicated to create a safe, accessible environment for all employees and guests. The next step for us is to integrate and further improve our current efforts on accessibility to continue to follow the requirements implemented by the Accessible Canada Act.