

*Filed Electronically via GCKey*

12 January 2024

Marc Morin  
Secretary General, Corporate Services and Operations  
Canadian Radio-television and  
Telecommunications Commission  
Ottawa, Ontario K1A 0N2

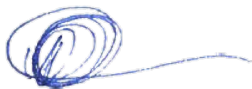
Dear Mr. Morin:

**Re: 2023 Diversity Report for ZoomerMedia Limited**

ZoomerMedia Limited is pleased to submit its 2023 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



**2023 Diversity Report for ZoomerMedia Limited  
VisionTV, OneTV, The Beautiful Little Channel, CHNU-DT JoyTV  
and CIIT-DT FaithTV**

**Corporate Accountability**

The year 2023 saw ZoomerMedia expand and diversify, with the goal to connect with, and reflect as many Canadians as possible. ZoomerMedia remains devoted to creating content, services and experiences for Canada's most powerful audiences, but 2023 saw a dynamic change within these viewers, and ZoomerMedia has been happy to adjust accordingly. ZoomerMedia still serves Baby Boomers and Gen Xers over the age of 45, who are lovingly coined as Zoomers, and represent a bounty of rich cultural, social and economic diversity. ZoomerMedia has also now widened our audience reach, expanding to the Millennials and Gen Zs under 45, who have opened up an honest and revealing dialogue about inclusion and diversity, and who represent the future of Canada. The term Zoomer, like ZoomerMedia itself, now represents the whole family, from old to young, all ethnicities and cultures, all Canadian, all welcome.

ZoomerMedia's Digital Network family also grew in 2023, and the additions have helped us transform into a social media powerhouse. Welcoming blogTO and Daily Hive to our digital network has helped ZoomerMedia connect to a more diverse range of audiences, and appeal to Canadians across a multitude of demographics and generations. These platforms often promote local talent and raise awareness of issues of community importance, especially those surrounding the LGBTQ+ and Indigenous communities.

The ZoomerMedia family strives to represent by example, which can be seen in various aspects of the company. The first among them being our National Advocacy Association, CARP, a non-profit, non-partisan association with more than 300,000 members. CARP promotes and protects the interests, rights and quality of life of Canadians as they age, by advocating for policies like better access to health care, enhanced retirement security and stronger protection against age discrimination. ZoomerMedia and Carp work in tandem, as CARP provides ZoomerMedia a diverse window on the social and political issues as they emerge, and ZoomerMedia allows CARP access to a powerful suite of media channels that no other advocacy group in the country enjoys.

ZoomerMedia also promotes inclusivity in the workplace through our practices and policies. Employees use the following guidelines to help create and maintain a diverse and welcome work culture.

## **Policies:**

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

Employees are aware that these policies ensure that there is an open and respectful environment, which creates a welcoming space for people to express themselves and remain empowered within their teams. ZoomerMedia'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 aims to provide the appropriate outlets for making complaints and adhering to the proper processes with regards to the necessary investigations. Our policies shows our commitment to maintaining a harassment free work environment, that is against discrimination, workplace harassment (including bullying), sexual harassment, and workplace violence.

### B. Accessibility

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

In 2023, ZoomerMedia engaged the Rick Hansen Foundation to complete an in-depth review of the facility to determine its' level of accessibility. The report confirmed that overall the facility met the standard, and opened discussions on areas that could be improved upon. ZoomerMedia will continue to look into these improvements to help with the accessibility of the Zoomerplex.

As part of our commitment to people with disabilities, ZoomerMedia will continue to assist people with special needs who wish to pursue employment opportunities with the company, throughout all stages of the recruitment and selection process. This statement is also included in all of ZoomerMedia's employment postings.

### C. Employment Equity

The company oversees various management, measures and initiatives, to identify and eliminate any barriers preventing the employment of groups designated by legislation, as traditionally being disadvantaged in gaining employment.

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**

ZoomerMedia strives to attract a diverse candidate pool for vacancies within the company. Opening for positions are posted across a wide range of platforms and job boards, ensuring 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.

We are proud to state that 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 best address business challenges.

It is important to know and understand the above values, practices and policies because they all contribute to the ZoomerMedia cooperate family, and they all continue to strengthen our relationship with the viewers of our television services. With ZoomerMedia's television channels, emphasis is placed on creating accessible and diversified 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**

ZoomerMedia's television services ensures that the company's values on diversity and accessibility, is also reflected in our broadcast 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 our Mosaic Programs, In-House Programs, Canadian Independent Productions and Cornerstone Drama Programs.

### **Mosaic Programs:**

As Canada's biggest multi-faith broadcaster, we featured 92 religious groups with our mosaic programming, and broadcasted 20,530 hours of religious programming across our channels in 2023. This platform allows for a diverse range of religions to be showcased and introduced to our viewers. With this abundance of faith values and teachings, we can continue to uplift and inspire everyone in our audience.

Special attention is given to our mosaic producers to ensure that a multi-faith representation is present on our channels. Producers of our South Asian mosaics, in particular, face the continuous challenge of maintaining sponsorship to aid in the production of their programming. Our mosaic development team has worked closely with these producers, and found a creative solution to this challenge, in the Dekho Canada App. The Dekho Canada App allows viewers to stream free episodes of multicultural and multi-faith shows that are broadcasted on our channels. New shows are available every week in English, Punjabi, Urdu and Hindi. The Dekho Canada App is an extension of ZoomerMedia's cultural connectivity. It allows viewers, and sponsors, to realize that our channels may be used as a gathering place for Canadians across the cultural mosaic to access the programs that reflect their identity and beliefs. Examples of Mosaic Programming in 2023 include:

*Spirit Alive* – From the Traditional Lands of the Ojibways, Pastor Roma Fisher shares the Spirit of Faith through messages of truth, hope and healing. Viewers are encouraged to build their faith with practical teachings from God's word and inspired to grow spiritually.

*Exploring Islam Series* – A series of documentaries exploring the Islamic faith and its traditions, teachings and world contributions.

*Journey of Healing* – Hosted by female host, Nirmala Raniga, this program showcases spiritual facets of meditation, yoga and a variety of therapeutic healing methods. With each guest's inspirational story of hope and healing, viewers can learn how to stay close to their beliefs, have faith in the path they're walking, and to adopt a positive outlook in all situations.

*House of David* - This religious program seeks to reach the Jewish people with the Good News of the Messiah Yeshua, Jesus and all those who are seeking God.

## **In-House Programs:**

Our In-House Programs continue to be the cornerstone of our content that speaks to our most loyal and active viewers, women 65 and over. Through our channels these women can connect with exciting programming that represent their vibrancy and charisma. ZoomerMedia will always be looking to create fresh productions that will allow our viewers to find community and a representing voice. Examples of diversity in our 2023 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. Topics covered in 2023 include the importance of community and longevity, reinventing yourself as you age, a look into mental health, Zoomer health and dating for seniors.

*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.

*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 11<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. 2023 brought insights on Anti-Semitism, the Loneliness Crisis, Israel at War and Elder Athletics.

*Pilates Pupil* – Follow along as host Anjelica Scannura learns from top certified Pilates instructors. This series focuses on recovery by targeting different areas of the body for each episode. As the series progresses along, viewers will find their bodies transformed, and find great improvement with their flexibility, strength, balance and muscle tone.

*Bollyfit* – Host Reshmi Chetram combines her love of Bollywood with her fitness expertise, guiding viewers through a vigorous workout to the tunes and actions of the Bollywood style.

*Shaolin Tai Chi* – Join 35<sup>th</sup> generation Shaolin Disciple Master Dào for daily Tai Chi and experience the benefits of this gentle form of exercise for people of all ages and fitness levels.

## **Canadian Independent Productions:**

ZoomerMedia continues to work with independent Canadian producers on a broad range of programming including documentary series and one-offs, lifestyle series and specials. We encourage the creation and broadcast of factual content that celebrates and informs Canada's aging population including, lifestyle, hobbies, fitness, health, wellness and longevity. 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 2023 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.

*Ageless Gardens* – Returning for its 4<sup>th</sup> season, this documentary series explores the practical, aesthetic, contemplative, health and psychological aspects of gardening from a Zoomer perspective. It is a visual celebration of gardens – and gardeners – with a special emphasis on the role gardens can play in healthy aging.

*Healing Gardens* – This documentary series explores the transformative capabilities and restorative powers of gardens, gardening and green spaces – which provide a variety of mental health benefits to a diverse population with different needs.

*Creature Comfort* – Through the stories of five humans and their animal companions, this documentary series pays homage to the outsized impact of pets on our lives, including the many ways they can improve our mental health and help us to age well. This series examines how the power of friendship sustains us at every stage of our lives – no matter the species.

*Songs of Freedom* – Renowned soprano Measha Brueggergosman performs a unique program of Freedom Songs that have emerged from Africa via the slave trade to America, then to Canada via the United Empire Loyalist migration and the Underground Railroad. Measha leads us on the journey of her ancestors from Cameroon, Africa to freedom in Maritime Canada. This journey through time and space is both musical and sociological, personal and historical, intimate and epic – as Measha explores the role of music through the turbulent chapters in North American history.

*Unsyncable* – Six senior artistic swimmers (aged 63-82) push physical, emotional and societal boundaries as they prepare for the U.S. Masters Artistic Swimming Championships. One is going for gold, another knows she'll come last, and others are going for the love of their team. Collectively, they have lost partners, suffered injuries and contended with ageist assumptions about what they can do. But through it all, they keep swimming with a smile.

*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* – 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**

ZoomerMedia’s television services are proud to be Canada’s home to the most British comedy and drama series programming, broadcasting everything from timeless gems to brand new award-winning favourites. Classic American films are also featured on our channels, adding to the diversity and multiculturalism of our content. ZoomerMedia continues to acquire programs to educate, inspire, entertain and express a multitude of perspectives. Examples of diversity in our 2023 Cornerstone Drama Programs include:

*Sanditon* – Jane Austen’s unfinished novel is vividly brought to life in this beautiful series. Sanditon is a once sleepy fishing village that is transforming into a fashionable spa resort. Changing alongside it is the impulsive and unconventional Charlotte Heywood, who swaps her quiet rural home for the intrigues and dalliances of a seaside town on the make. Hidden agendas of the town’s characters are exposed, as their fortunes depend on Sanditon’s commercial success, such as mixed-race heiress Miss Lambe and various others, who all help Charlotte on her own journey to self-discovery.

*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 – Returning for its 2<sup>nd</sup> season, 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.

Gilmore Girls – Follow headstrong 32-year-old Lorelai Gilmore, as she carves out a comfortable, warm, caffeine-filled life for herself and her equally willful teenage daughter, Rory, in charming Stars Hollow. Emotions arise when Rory's attention turns from dreams of private school and Harvard to thoughts of boys and adolescent self-reliance, leaving single mom Lorelai to notice more of her own rebellious youth in her daughter.

Karen Pirie – DS Karen Pirie is a young and fearless Scottish investigator with a quick mouth and tenacious desire for the truth. Viewers follow Karen as she is tasked with reopening an historic murder investigation that has been the subject of a provocative true crime podcast.

Silent Witness – This thought-provoking crime drama follows a team of female forensic pathologists, as they use their expertise in anatomy, pathology and forensic science to piece together clues that will help solve complex crimes. Although containing dark subject matter, this show is known for its compelling storytelling and sensitive handling of difficult issues such as domestic abuse and mental illness.

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

ZoomerMedia's local news coverage provides an accessible platform for our audience's unique voice. By hosting and attending community events, we are able to engage directly with our viewers, listen to their concerns and interests, and then use this knowledge to better produce programming that will speak to the risen 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", and "JoytvNews" highlight local news and events for our West Coast viewers. Examples of diversity in 2023 JoyTV Program Segments include:

Fraser Focus: "New Canadians Hit the Slopes" – BC's local mountains are reaching out to multicultural communities in efforts to share the great outdoors.

Fraser Focus: "Pedaling For A Purpose" – Since 2006, the charitable organization Guru Nanak's Free Kitchen has been feeding thousands in need, within Vancouver's most vulnerable neighbourhoods. They recently hosted a Bike-a-Thon to help raise awareness to this needy cause.

CARPe diem: "Foodie Tour of Surrey" – Culture and Cuisine from all corners of the globe brings host Carmen Ruiz y Laza on a foodie tour of Surrey, British Columbia. Join along as she visits Afghan Kitchen, where the Sarwari family bring their refugee success story and unique spices to the neighbourhood. We also stop by Spent Grounds Coffee, where LGBTQ+ female entrepreneur Karen Lopez, speaks about success and challenges as a LGBTQ+ person business owner.

CARPe diem: "Spice Trail in Surrey" – From Indian spices to Mexican peppers, Surrey is a melting pot of cuisines and cultures. Host Carmen Ruiz y Laza meets four entrepreneurs who are bringing their culture to Surrey, including Magic Malts business owner Vivek Taneja, who shows us how his brewery focuses on the art of pairing beer with South Asian cuisines.

CARPe diem: "Full House" – The end of empty-nest syndrome. The Real Estate market is through the roof, and more Canadians are co-owning property with their parents or grandparents. How are Zoomers adapting to this new normal? CARP BC Advocacy and Communications Officer, Ramona Kaptyn, helps us take a closer look at this question.

JoytvNews: "All Inclusive Modeling" - A teen model from Whiterock is proving that beauty comes in all shapes and sizes. Diagnosed with Down Syndrome, Annika Van Vliet is storming the runway, advocating for inclusiveness and diversity.

JoytvNews: "Surrey Vaisakhi Parade 2023" - After a 3 year hiatus, the Surrey Khalsa Day Parade returned with an estimated 500, 000 attendees celebrating the Sikh festival of Vaisakhi.

## **ZNews Program Segments:**

The presence and diversity of the local community in Southern Ontario is also represented in our "ZNews" Program Segments. Here host Darrin Maharaj brings daily lifestyle coverage surrounding health, finance and entertainment from the surrounding area. Examples of diversity in ZNews Program Segments during 2023 include:

"Remembering 'Hurricane' Hazel McCallion" – Hundreds made their way to Mississauga City Hall to pay their respects to the former mayor, "Hurricane" Hazel McCallion. Darrin Maharaj tells us more about her accomplishments during her 36-year political career, and residents from diverse backgrounds and cultures share how she impacted their lives.

"REJUV' Classes Allow You to Dance and Heal Through Movement" - Darrin Maharaj meets with award-winning dancer, producer and host of Bollyfit, Reshmi Chetram. She explains the benefits of her new restorative experience called "Rejuv", which is inspired by South Asian practices.

"The Latest in AI Tech at the 2023 NAB Show in Las Vegas" - Darrin Maharaj takes you to the 100<sup>th</sup> annual National Association of Broadcasters Show, featuring new technologies that allow a user to choose avatars from diverse ethnicities, languages and accents for media productions.

"Behind the Scenes Look at the Zoomer Beauty Photo-shoot" – Go behind the scenes of the photo-shoot at the Zoomerplex, featuring women from ZoomerMedia and the exclusive line of beauty products available at ZoomerStore.com. Darrin Maharaj meets with Natasha Raey who explains how the ZoomerStore supports the Zoomer lifestyle with things like beauty products and adaptive clothing.

"Economic Club of Canada's Panel on Innovating Cancer Treatment" - Industry experts meet at the Economic Club of Canada to discuss innovating cancer treatment. Moderated by female host, ZoomerMedia's own Libby Znaimer, the panelists address the need for improved healthcare accessibility.

"Zoomer Magazine Cover Shoot with Paul Sun-Hyung Lee" – ZNews takes you behind the scenes of the latest Zoomer Magazine photo-shoot featuring one of the stars of The Mandalorian and of Kim's Convenience, Canadian actor Paul Sun-Hyung Lee. He explains how his role on Kim's Convenience opened doors worldwide for the BIPOC community, and more particularly, the Canadian Korean community.

"Canada's Infamous Race Riot – The Night at Christie Pits" – ZNews highlights the legacy of unity against hate and racism as Toronto commemorates the 90<sup>th</sup> anniversary of a historic riot at a 1933 Jewish baseball game.

"Grandparents Day – A Day to Give Back" – Discover the enduring legacy of Grandparent's Day, a celebration of the timeless wisdom and lifelong contributions of grandparents, reminding us of the profound influence they have on generations to come.

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

In 2023, programs with Described Video continued to increase, with our channels broadcasting 9,092 hours of DV'd programming. For the first time, this DV'd content also extended to our programming contest promotions. Our channels often run watch and win contests, where we encourage viewers to watch our channels during a certain timeslot, and look out for a series of icons that would appear on screen for the chance to win a grand prize. Previously the icons would appear on air as ten second lower third visual supers, which did not have the capability to have audio accompaniment. To make this promotion more accessible to those with vision impairment, we ran a contest that featured contest icons as ten second promos to run in appropriate commercial breaks to both visually and aurally announce the appearing icon. This method will continue going forward for future watch and win contests. Described Video content will also continue to be produced in house to accompany our broadcast programming, ensuring that the highest quality is always available 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 various programs that are broadcasted across our channels to be easily accessible to our hearing impaired viewers.

With the ever changing and expansion of our channels' digital presence, it is important to ZoomerMedia that every measure is taken with our web content to ensure that the Web Content Accessibility Guidelines is adhered to, making our diverse digital media accessible to viewers with disabilities.

To conclude, ZoomerMedia remains dedicated to creating a safe, accessible environment for all. Starting with our employees and guests in our own facilities, to our viewer's and neighbours from around our community. In the future, ZoomerMedia is looking to integrate and further improve our current efforts on accessibility, so that we may continue to follow the requirements implemented by the Accessible Canada Act. We share the CRTC's goal to make our channels and company barrier free, encouraging equality and accessibility for all.