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04 January 2022

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

Dear Mr. Doucet:

Re: 2021 Diversity Report for ZoomerMedia Limited

ZoomerMedia Limited is pleased to submit its 2021 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

SVP Programming & Content / General Manager, TV Division

Encl.



Joytv

FAITHTV



**2021 Diversity Report for ZoomerMedia Limited
VisionTV, OneTV, The Beautiful Little Channel,
CHNU-DT JoyTV and CIIT-DT FaithTV**

1) Corporate Accountability

In 2021, ZoomerMedia continued to serve a wide and diverse target demographic of adults over 50. As Canada's broadcaster for our aging population, ZoomerMedia curates and develops programming that entertains, informs and reflects our viewership. Since this audience consists of rich cultural, social and economic diversities, our programming always aims to uphold and strengthen this diversity.

We remain Canada's biggest multi-faith broadcaster, representing over 100 religious groups through our mosaic programming. Our responsibility to provide a platform for a wide range of religious groups remains a top priority, and we continue to work closely with our mosaic producers to sustain and bolster our multi-faith presence on our channels.

ZoomerMedia recognizes the importance of our role in the Canadian media landscape. From community events and local media coverage to our documentary and drama programming, our audience members find deep value in the representation of their concerns and interests found through our channels.

We continue our mission to encourage viewers to shift from at-home viewing to real involvement in our community through our National Advocacy Association CARP. Our various media platforms aim to provide the knowledge and tools needed by our audience community to take meaningful action on policy decisions that affect the lives of our senior population.

We will continue to keep our share of diverse staff members from the four designated groups – women, Aboriginal Peoples, members of visible minorities, and persons with disabilities. In addition to corporate diversity, both our independent productions and our cornerstone drama programming continues to represent diverse voices through behind-the-scenes creatives and on-screen talent. Having representation from the four designated groups in all aspects of our company only serves to strengthen our programming and the relationship we have with our viewership.

2) Diversity in Programming

In 2021, our mosaic development team maintained close relationship with our religious content producers. The last 2 years brought significant challenges with COVID-19 restrictions, many of our producers suffered financially. We continue to prioritize working closely with our mosaic partners and assisting in any possible way to keep these programs on the air. In particular, our South Asian programs remain a priority for development and marketing opportunities in order to support the diversity of our faith-based content. Working closely with our contacts at these programs on sponsorship opportunities, quality content development and community outreach is paramount to maintaining a strong South Asian presence on our channels that best serves our audience.

In 2021, we continued to provide quality cornerstone programming, including contemporary British drama and classic British comedy series, classic American films and newly produced Canadian documentary programming. Our most loyal and active viewership remains women over 65, and the stories that we feature in all our content is directly representative of the interests of this community. By also centering the stories of older women in our content, this vibrant group of viewers finds deep connection, representation and a sense of community in our programming. This often underserved and underrepresented group of older women has found a home on our channels, and we continue to celebrate and uplift this audience in every aspect of our programming.

Examples of diversity in our **In-House programming** include:

CARPe diem – A half-hour show with weekly discussions on topics and issues that connect with all Canadians as we age, hosted by Carmen Ruiz y Laza. New perspectives and useful tips on everything from technology to travel, fitness and finance, love and longevity, featuring 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. Hosts Dean Atwal and Leah Bolton engage with their communities 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.

JoytvNews – A weekly 90 second to 2-minute news features reflecting on local arts, lifestyle, community & multi-cultural stories. Hosts/Producers Dean Atwal and Leah Bolton are the ambassadors of JoyTV within the Lower Mainland of British Columbia.

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.

theZoomer – VisionTV's flagship current affairs talk show targeting and discussing topics that matter most to our diverse, 50 plus demographic. theZoomer's guest panels feature culturally diverse experts and diversity-focused topics covered in 2021 include avoiding frailty, blasphemy and censorship, hearing loss, seniors mental health, women in business, cancer diagnosis and treatment during COVID, aging in place and home care for seniors and a focus on Indigenous veterans in theZoomer's Remembrance Day special.

Anjelica's 22 Minute Workout – This workout series is hosted by dancer Anjelica Scannura and features culturally diverse, age diverse and physically challenged participants in exercise routines geared towards all ages and abilities.

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.

Examples of diversity in our **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 started by baby boomers just like them.

Ageless Gardens – Ageless Gardens explores the practical, aesthetic, contemplative, health, and psychological aspects of gardening from a Zoomer perspective. In Season 3, diverse gardeners of all ages and backgrounds connect their activism to others through their grown food, learn how use gardens to maintain emotional balance, and connect to each other through collective effort and encouragement.

The Good Nazi –By tracking scientists and Holocaust survivors in Lithuania, "The Good Nazi" tells the story of a Schindler-type Nazi officer who turned his back on his dark ideology and risked his life to save hundreds of Jews.

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.

Dust n’ Bones – Dust n’ Bones brings to light the legal, political, historical and spiritual challenges faced by First Nations leaders and archaeologists as they fight to give disinterred ancestors their proper reverence. Framed around the pending transfer from the Royal BC Museum back to their indigenous community, Dust n’ Bones takes us through the discovery, preservation and rededication of human remains and artifacts, and with them, a reclamation of First Nations culture and history.

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.

Examples of diversity in our **Cornerstone British and Canadian 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 matter while delivering highly entertaining episodes week after week.

The Trouble with Maggie Cole – Set in a picturesque fishing village, Dawn French stars as Maggie Cole, the self-appointed oracle of this close-knit community. She certainly doesn't pay attention to the cautionary adage that 'those in glass houses shouldn't throw stones'.

Scott & Bailey – This BAFTA-nominated series follows two female detectives, one motherly, the other emotionally immature, 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

Parenthood – From executive producer Ron Howard, Parenthood is the critically acclaimed one-hour drama inspired by the box office hit of the same name. This series follows the multigenerational Braverman family, who lives in California, struggle with the challenges of marriage, raising their children and supporting each other through tough times.

Hetty Wainthropp Investigates – Dame Patricia Routledge stars as Hetty Wainthropp, a retired working-class woman from Darwen in North West England, who has a knack for jumping to conclusions and solving crimes of varying bafflement which often are too minor to concern the police.

Rosemary & Thyme – Set amongst the stunning gardens of Europe, Rosemary Boxer and Laura Thyme, two professional gardeners, find themselves drawn into solving mysterious crimes. Rosemary and Thyme are two women who share a passion for horticulture and a talent for investigation.

3) Diversity in Local News Coverage and Community Outreach

In addition to our Mosaic and Cornerstone programming, 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" and "METV" highlight local news and events for our West Coast viewers.

Examples of diversity in 2021 JoyTV program segments include:

CARPe diem: "Forest Bathing"

- A Japanese dancer turns to the ancient practice of shinrin-yoku to heal after a battle with breast cancer.

CARPe diem: "BJ McHugh"

- An octogenarian in North Vancouver runs marathons and holds world-records.

CARPe diem: "Mental Health with Dr. Bal"

- Dr. Bal Pawa details the upcoming mental health crisis.

CARPe diem: "Zoomer Travel"

- Zoomer Magazine editor Vivian Vassos shares her tips for travel in the post-covid world.

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. Terry Fox Foundation Marathon of Hope.

JoytvNews: "Canada's Favourite crossing guard"

- A recent immigrant, Terrence Pitts shares his journey to become Canada's favourite crossing guard.

In addition to our local presence in B.C., "ZNews" host and videographer Darrin Maharaj brings daily lifestyle coverage surrounding health, finance and entertainment in Southern Ontario.

Examples of diversity in 2021 Znews stories include:

"New Documentary Shows the True Impact Julia Child Had As the Original Celebrity Chef"

- ZNews videographer Darrin Maharaj chats with the co-directors of the new documentary "Julia", which explores how Julia Child became America's first celebrity chef and paved the way for women to enter the male-dominated world of cooking.

"Zoomer Magazine BTS Cover Shoot Featuring Molly Johnson"

- ZNews videographer Darrin Maharaj takes you behind-the-scenes of the latest Zoomer Magazine photo-shoot featuring award-winning Canadian jazz vocalist Molly Johnson, styled by Suzanne Boyd.

"The Many Benefits of Puzzles for the Aging Mind"

- Marilyn Lightstone explains the health benefits of puzzles to keep aging brains engaged and active.

"Oscar Peterson: Black & White"

- TIFF has returned for its 46th Year and with it comes a number of digital screenings, including the premier of Oscar Peterson: Black & White, a documentary that celebrates the life and times of a Canadian Jazz Legend.

"Canadian Organization Plans to Rescue Afghans from Taliban Takeover"

- ZNews videographer Darrin Maharaj speaks with the Rev. Majed El Shafie about the new danger the people of Afghanistan face and how he plans to help in the struggle to get those at risk out of the country now that the Taliban have taken over.

"Hit Parade Season 4 Sneak Peak!"

- ZNews Videographer Darrin Maharaj brings you backstage as the filming of "Your All Time Classic Hit Parade" Season 4 has officially started, featuring a diverse cast of talented singers.

"Exclusive Look at OneTV's New KettleBell Workout Show"

- ZNews videographer Darrin Maharaj takes you for a behind-the-scenes look at a new fitness show starring Anjelica Scannura.

"Veggie Gardening with Zoomer Radio's Charlie Dobbin"

- As a record number of people around the world are gardening and growing their own vegetables, due in large part to the pandemic, Charlie Dobbin gives us a tour of her home garden.

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"Sharing Dance with Canada's National Ballet School"

- It's never too late to start enjoying the health benefits of dancing. In fact, Canada's National Ballet School recently created a program designed specifically to make dance more accessible to seniors at home.

"Living in Place "

- After the nightmare that took place in Canadian long-term care homes following the COVID-19 pandemic, many Zoomers and their families are trying to avoid similar situations, saying NO to LTC's by modifying their homes to support them as they age. Susan Brown invites us in her house, designed for her to age gracefully in her own home.

"Stop the 413 Super Highway"

- Ontario's Greenbelt might soon be disrupted with asphalt and concrete if the Ford government gets the go-ahead to start construction on a massive 400 series super highway. ZNews videographer Darrin Maharaj interviews environmental defense representative Sarah Buchanan and residents from communities that would be affected by the project.

"Thrive for Good with Natural Calm Magnesium"

- For the extreme poor around the world including countries within Africa, the COVID-19 crisis has made already brutal situations even worse, but a Canadian couple are using their business success to help make a difference donating 100% of their profits to a charity they've created called Thrive for Good.

4) Accessibility

In 2021, our channels have increased our share of Described Video programming from 5300 hours to over 7000 hours of programming with DV. We continue to produce our own Described Video content to ensure quality and better-serve our visually-impaired viewers.

100% of our English-language programming is closed captioned. Our in-house captioning team verifies that captions are accurate and of the highest possible quality for our viewers.

On the corporate side, ZoomerMedia continues to improve our AODA compliance 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 meet the requirements implemented by the Accessible Canada Act.