



April 30, 2008

*Via Epass*

**Canadian  
Association of  
Broadcasters**

**L'Association  
canadienne des  
radiodiffuseurs**

Mr. Robert A. Morin  
Secretary General  
Canadian Radio-television and  
Telecommunications Commissions  
Ottawa, Ontario  
K1A 0N2

Dear Mr. Morin:

The Canadian Association of Broadcasters (CAB) – the national voice of Canada’s private broadcasters, representing the vast majority of Canadian programming services, including private radio and television stations, networks and specialty, pay and pay-per-view televisions services – is pleased to provide its *2007-08 Report on Diversity in Broadcasting*.

Yours truly,

Glenn O'Farrell  
President and CEO

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2007-2008 REPORT ON



# DIVERSITY

IN BROADCASTING

Canadian Association of Broadcasters

April 30, 2008



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## Highlights

Diversity activities and initiatives undertaken by the Canadian Association of Broadcasters (CAB) in 2007-08 included:

- # A comprehensive communications program designed to provide regular information on diversity to CAB members, decision-makers and other stakeholders through the weekly *CAB Update*.
- # The development of CAB Diversity ‘Webinars’ and Diversity Seminars to Regional Conventions, designed to bring the latest information and thinking on diversity initiatives to CAB members across Canada.
- # The continuing circulation of a PSA campaign, *Open Your Mind*, focusing on positive social attitudes and social acceptance of persons with disabilities.
- # The on-going circulation of *Recommended Guidelines on Language and Terminology – Persons with Disabilities: A Manual for News Professionals and Glossary and Employment Opportunities in the Canadian Broadcasting and Affiliated Production Sector* to members, educators and other interested groups.
- # Continuing development of the *CAB Diversity in Broadcasting* website, as a conduit of information for members and other audiences.
- # On-going discussion about the best ways to promote diversity through a number of CAB Member Committees and the CAB Boards of Directors.
- # The final revision of the CAB’s pioneering Radio Best Practices – approved by the CRTC – designed to advance the reflection and promotion of diverse talent in music and spoken-word programming.
- # The completion of the *CAB Equitable Portrayal Code* designed to ensure fair, accurate and non-stereotypical portrayal of all persons in television and radio programming.
- # The development and filing of the *CAB Action Plan on Closed Captioning*, and the creation of English- and French-language working groups to examine closed captioning issues.
- # The active promotion of diversity through the 2007 CAB Gold Ribbon Awards and Convention.
- # Continuing support for the *Télédiversité* initiative.
- # On-going planning for a series of *CAB Special Updates on Diversity* to bring fresh information on diversity forward to our members in support of their own diversity initiatives.

### Introduction

The Canadian Association of Broadcasters (CAB) is the national voice of Canada's private broadcasters, representing the vast majority of Canadian programming services including private television and radio stations, networks and specialty, pay and pay-per view television services. The CAB is pleased to present its 2007-08 *Report on Diversity in Broadcasting* (the *Report*) to the Canadian Radio-television and Telecommunications Commission (CRTC).

Advancing diversity involves the broad-based inclusion of ethnocultural groups, Aboriginal peoples, persons with disabilities and other under-represented groups within the broadcasting industry. This inclusion – achieved through a mix of initiatives that promotes diversity in a variety of different ways – is fundamentally important to the strengthening of Canada's unique broadcasting system.

The advancement of diversity also works to fulfill the responsibilities of broadcasters within the context of the *Broadcasting Act* to '...serve the needs and interests and reflect the circumstances and aspirations...the linguistic duality and multicultural and multiracial nature of Canadian society and the special place of aboriginal peoples within that society.'<sup>1</sup>

The diversity found within the Canadian social fabric has never been more evident. The numbers released by the Government of Canada, drawn from the last national census, are compelling: over *five million* Canadians now identify themselves as non-white, representing over 16 percent of our population (an increase of 25 percent over the previous census).

At the same time, over *four million* Canadians reported some form of disability in the last national census. With our aging population – some 43 percent of those over the age of 65 reports having a disability – the number of Canadians with disabilities is a rapidly expanding part of the Canadian populace.

Broadcasters have identified a compelling business rationale that drives the advancement of diversity within our industry, since the creation of more dynamic, diverse programming and the development of diverse workforces (such as on-air talent from ethnocultural groups) can attract larger viewing and listening audiences, enhance relationships with local communities and create new streams of revenue for broadcasters.

In addition, greater diversity in private broadcasting means greater reflection of Canada's highly diverse population, enabling audiences to see and hear themselves through programming, corporate practices and community-based initiatives.

The CAB continues to play a major role in leading the development and implementation of many diversity initiatives. The initiatives and activities undertaken by the CAB over the past year are wide-ranging, and have had a positive influence in the development of diversity in the broadcasting sector as a whole.

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<sup>1</sup> *Broadcasting Act* 1991, Section 3 (d) (iii)

In order to fully capture this wide range of activities, the *CAB Diversity Report* is structured as follows.

The **first part** of the *Report* summarizes a number of significant communications activities to promote and advance diversity initiatives in broadcasting undertaken by the CAB with media outlets (including ethnocultural and Aboriginal media), government, our industry partners and stakeholders in the ethnocultural, Aboriginal and disability communities.

We note the important role played by the weekly *CAB Update* publication in communicating diversity activities, take note of those diversity-related activities that have taken place within the CAB's own internal operations, and identify the continuing importance of the CAB's Diversity in Broadcasting website.

The **second part** of the *Report* describes our advancements in the area of diversity in radio, including the revision of the *CAB Diversity Best Practices for Private Radio* and the Commission's assessment of these proposals.

The **third part** of the *Report* describes the recent review of the *CAB Equitable Portrayal Code* as well as the outcome of this review.

The **fourth part** of the *Report* outlines our current work on closed captioning with our members and the Canadian disability community.

The **fifth part** of the *Report* identifies those diversity-focused activities that took place at the most recent CAB convention in November 2007, and further describes the role of the CAB Gold Ribbon Awards in promoting, advancing and celebrating diverse programming within the broadcasting community.

The **sixth part** of the *Report* describes a number of other diversity initiatives currently underway within the CAB.

The **seventh part** of the *Report* summarizes a number of exciting diversity initiatives that are planned for 2008-09.

In **conclusion**, the *Diversity Report* presents perspectives on how the CAB initiatives have positively influenced the advancement of diversity in the private broadcasting industry.

Appendices are attached at the end of the *Report*.

We note that the initiatives outlined in the *CAB 2007-08 Report on Diversity in Broadcasting* are intended to complement the initiatives that are being undertaken at the individual station level, and to build on the significant work undertaken by Canada's private broadcasters as outlined in their individual annual reports to the CRTC.

## 1. Communications Initiatives

The CAB has been extremely active in the area of diversity research over the past several years, as a means of creating a foundation for the development and implementation of a wide range of diversity initiatives.

Among these research initiatives, the CAB:

- # Served as both secretariat and project manager for the 2002 – 2004 Task Force for Cultural Diversity on Television and the Task Force *Report (Reflecting Canadians: Best Practices for Cultural Diversity in Private Television)*.
- # Developed and directed a major, groundbreaking research initiative on *The Presence, Portrayal and Participation of Persons with Disabilities in Canadian Television* in 2005.
- # Developed a series of industry Best Practices for private radio as outlined in our submission to the Commission on *Notice of Public Hearing 2006-1, Review of the Commercial Radio Policy*.

These research activities have proven to be of critical importance in developing and implementing a number of communications initiatives undertaken by the CAB in the past year.

A Public Service Announcement campaign entitled *Open Your Mind* – focusing on positive social attitudes and acceptance of persons with disabilities – was featured prominently by CAB television and specialty service members throughout 2007.

Produced by CHUM Limited and released with traffic instructions in December 2006, the PSA was scheduled for its heaviest rotation in January and July of 2007. But the spot proved so compelling in its messaging, and in its positive portrayal of four individuals with disabilities and the careers they are pursuing, that CAB members actually ran the PSA year-round. This provided both important and consistent messaging in raising awareness among CAB members, partners and the public about persons with disabilities in Canadian society.

The CAB also continued to distribute educational materials about persons with disabilities, and about career opportunities in the broadcasting industry, throughout 2007.

*Recommended Guidelines on Language and Terminology – Persons with Disabilities: A Manual for News Professionals and Glossary* was developed in consultation with the Radio and Television News Directors Association of Canada, and continues to be distributed to CAB members and the general public.

In addition, a brochure developed by the CAB on *Employment Opportunities in the Canadian Broadcasting and Affiliated Production Sector* also receives regular distribution to the education

sector, and has proven to be a valuable tool and leave-behind when our members visit with secondary school students to discuss employment opportunities in broadcasting.

Both brochures were circulated at the June 2007 *People in Motion* information fair and conference held in Toronto, and the *Open Your Mind* PSA was also displayed for delegates. We note that the PSA and both brochures continue to be received very positively within the disability community, by our industry partners and by government as valuable contributions to the promotion of diversity in the workplace.

In addition, 100 copies of the *Employment Opportunities* brochure were sent to the Ontario Association of Broadcasters for its Career Development Day held in Toronto on March 3. The brochure has also been circulated to over 600 educational institutions, at the same time as the circulation of scholarship application forms for the 2008 round of scholarships.

### Internal Initiatives

The CAB understands the value of hiring talent from underrepresented groups, and has recently recruited two new staff members from ethnocultural minorities.

Diversity in Broadcasting continues to feature prominently on the agenda of the CAB Sector Councils and the Board of Directors, as well as for a large number of CAB Committees, including:

- # The Joint Societal Issues Committee
- # The Public Affairs Committee
- # The Awards Committee
- # The Labour and Employment Issues Advisory Committee
- # The Membership and Human Resources Advisory Committee
- # The Small Market Advisory Council/Independent Radio Caucus

From our perspective, this broad range of diversity discussion means that concerns, issues, activities and initiatives are becoming more and more integrated with the CAB's internal operations with each passing year. This type of leadership results in a greater awareness of diversity among our members, while at the same time providing a forum for exchanging ideas and developing new approaches to diversity in broadcasting.

There are several ways that the CAB moves diversity in broadcasting beyond committee meetings and into the hands of our individual members:

#### i) The CAB Update

Initiatives undertaken by the CAB and its members with regard to diversity – including initiatives relating to ethnocultural groups, Aboriginal peoples and persons with disabilities – are regularly reported in the *CAB Update* throughout the year. The *CAB Update* reaches all CAB members, as well as key decision-makers, stakeholders and representatives from other media.

In 2007, the *CAB Update* once again proved to be a valuable tool in communicating diversity initiatives undertaken by the CAB and its members. For example, the *CAB Update* noted the very positive impact of the CAB's decision to make available to delegates attending the *People in Motion* information fair in June 2007 copies of our brochures on *Recommended Guidelines on Language and Terminology – Persons with Disabilities: A Manual for News Professionals and Glossary* and *Employment Opportunities in the Canadian Broadcasting and Affiliated Production Sector* as well as a display of the *Open Your Mind* PSA.

The *CAB Update* also provided information on a wide range of diversity topics and initiatives throughout 2007-08, including:

- #The major success of the Third Annual *Télédiversité* conference.
- #The CRTC's Call for Comments on CAB's *Equitable Portrayal Code* in July 2007 and the CAB's November 2007 reply to comments received.
- #The Commission's approval of the *CAB Action Plan on Closed Captioning*.
- #The announcement of the formation of CAB-led, French- and English-language working groups (and first meetings held in February 2008) developed to identify standards and timelines addressing captioning concerns.
- #Encouragement for CAB Television members to consider seeking a Canada Award nomination for English-language programs reflecting the racial and cultural diversity of Canada. The Canada Award is given out during the annual Gemini Awards by the Academy of Canadian Cinema and Television.
- #Promotion of March 21 as the International Day for the Elimination of Racism, with an invitation to members to inform the CAB of their efforts to underscore the importance of this day. Input will be referenced in the Diversity in Broadcasting Website and reported in future issues of the *Update*.
- #Encouragement for TV members to consider seeking a Prix du Multiculturalisme for French-language programs reflecting the racial and cultural diversity of Canada. The Prix du Multiculturalisme is given out annually as part of Les Prix Gémeaux.
- #Announcements about Asian Heritage Month, complete with links to information for CAB members concerning a vast array of activities taking place across the country in May 2008.
- #A series of links to *Diversity Toolkits* that have been developed in other jurisdictions, such as the U.S., the U.K. and Australia.

The *CAB Update* continues to be one of the most important resources at our disposal for the promotion of Diversity in Broadcasting.

ii) The CAB Diversity in Broadcasting Website

The CAB Diversity in Broadcasting website continues to evolve as a key resource for CAB members, industry stakeholders, and the ethnocultural, Aboriginal and disability communities. The site continues to register more than 10,000 individual pageviews per month, and has had close to 180,000 pageviews since April of 2006.

As noted in our previous *Reports on Diversity in Broadcasting*, the CAB has adapted the principles of website accessibility developed by the World Wide Web Consortium (W3C) and found in the *Web Content Accessibility Guidelines 2.0 (WCAG 2.0)*. Adapted to both HTML and PDF versions of documents, these guidelines include a range of accessibility features:

- # For non-text content used to convey information, text alternatives convey the same information, unless the non-text content is multimedia, live audio-only or live video-only (Guideline 1.1.1)
- # Text or diagrams, and their background have a luminosity ratio of at least 5:1 (Guideline 1.4.1)
- # All functionality of the content is operable in a non time-dependent manner through a keyboard interface (Guideline 2.1.2)
- # Alternate ways of locating content (Guideline 2.4.2)
- # Titles, headings and labels are descriptive (Guideline 2.4.6)

The CAB is continuing to implement WCAG 2.0 Guidelines for the website, in order to ensure it is as broadly inclusive as possible.

Originally launched in May of 2005, the Diversity in Broadcasting website ([www.cab-acr.ca/diversityinbroadcasting](http://www.cab-acr.ca/diversityinbroadcasting)) was reorganized in 2006 to enable easier access to information on diversity activities and programs initiated by individual broadcasters, and continues to evolve as a central conduit for broadcasters, stakeholders and the public to access information on the industry's diversity measures, initiatives and activities.

The website includes a vast array of information, including research reports, news releases, speeches, articles, specific initiatives (e.g. scholarships/training programs) and notification of diversity events.

The website is designed and organized in the following way.

- # *Diversity in Broadcasting/ Home and What's New* provides an introduction to the website and links to the latest industry initiatives, launches, partnership announcements, speeches and other diversity activities to ensure that users have the most current and up to date information.
- # *Annual Reports on Diversity in Broadcasting*, submitted by the CAB to the CRTC, outline the progress achieved in the implementation of industry diversity initiatives, and features the Commission's responses to the previous CAB *Reports*.

- # *Task Force for Cultural Diversity in Broadcasting* includes the Report of the Task Force, Members of the Task Force, Terms of Reference, Background and Media Releases, providing a complete end-to-end description of this groundbreaking project.
- # *Industry Initiatives, Best Practices and Guidelines* includes a breakdown of industry and CAB initiatives recommended by the Task Force for Cultural Diversity and Industry Best Practices developed by the Task Force that were unanimously endorsed by the CAB Television and Specialty & Pay Boards in May 2005.
- # *Persons with Disabilities* includes information on the initiatives undertaken by the CAB and its members in the area of improving the presence and portrayal of persons with disabilities in broadcasting. Of particular note, this section provides access to the three aforementioned initiatives launched in November of 2006, including booklets on *Recommended Guidelines on Language and Terminology* and *Employment Opportunities in the Canadian Broadcasting and Affiliated Production Sector*, as well as the *Open Your Mind* Public Service Announcement campaign.

The booklets are available in English and French to any member of the public as a free download; English and French versions of the PSA are posted for easy viewing.

- # *What the Industry is Doing* presents current and recent initiatives and activities by broadcasters and our industry partners in the area of diversity, with links to additional information on specific industry activities. Broadcasters and industry stakeholders include:
  - # Aboriginal Peoples Television Network
  - # Astral Media
  - # Canadian Association of Broadcasters (CAB)
  - # Canadian Television Fund (CTF)
  - # Canadian Film and Television Production Association (CFTPA)
  - # Canwest Media Inc.
  - # CTV
  - # National Campus and Community Radio Association (NCRA)
  - # Quebecor Inc.
  - # Radio-Television News Directors Association (RTNDA)
  - # ReelWorld
  - # Télédiversité
  - # Telefilm Canada
  - # TQS
  - # TVA (RP)
  - # VisionTV / S-VOX
  - # Women in Film and Television - Toronto (WIFT-T)
- # *Media Centre* provides current and archived press releases, published articles/columns, speeches, diversity backgrounders and other related information posted over the past year.

- # *Events* provides links to upcoming events and summaries of recent events of interest to broadcasters, ethnocultural, Aboriginal and disability communities and the public. For example, a link was created for *Unlocking Aboriginal Potential in the Workforce*, the National Aboriginal Recruitment, Retention & Advancement Conference in April 2007. Links have also been created for the second and third annual *Télédiversité* event.
- # *Additional Resources* provides a series of links to Industry Reports, Research and Publications, including access to *Annual Reports* filed by television and specialty & pay licensees. This part of the website also provides substantial information on industry training initiatives, scholarships, and links to information resources available from organizations such as Innoversity.

In the past year, the CAB Diversity in Broadcasting website proved to be the ideal vehicle for chronicling the development of the CAB Diversity Best Practices for Radio, described in the next section of our Report. All proposals for Diversity Best Practices for Radio and responses for the Commission were posted to the website, to keep our members, partners and stakeholders apprised of current information.

The CAB plans to continue with the development of the Diversity in Broadcasting website throughout 2008-09, ensuring that the information remains timely and relevant to all those who are seeking to advance diversity in the private broadcasting industry.

## 2. Diversity Best Practices for Private Radio

In 2007, the CAB continued to expand its commitment to Diversity in Broadcasting, through a number of initiatives focused on the continuing development and implementation of Diversity Best Practices for Radio.

As the CAB notes under the website heading, ‘The Business Case for Diversity in Radio’,

...the private radio industry is very much aware of the opportunity and success that harnessing diversity can represent. There is a very strong business rationale that underlies the case for diversity in private radio - the creation of more dynamic diverse programming and the development of diverse workforces can attract larger listening audiences, enhance already strong relationships in local communities and generate additional or new advertising revenue.

In *CAB 2006-07 Report on Diversity in Broadcasting*, we included as an attachment our proposal to revise the Diversity Best Practices for Radio that had been developed through our work for the Commission’s 2006 *Review of the Commercial Radio Policy*. This proposal to revise our original Diversity Best Practices for Radio was followed in July 2007 with a submission to the Commission on proposed diversity reporting requirements for commercial radio stations operating in small markets.

In November of 2007, our proposals for revising the Diversity Best Practices for Radio and our proposals for reporting requirements were adopted by the Commission as set out in Broadcasting Public Notice CRTC 2007-122, *Canadian Association of Broadcasters' Best Practices for Diversity in Private Radio; Reporting requirements on cultural diversity for commercial radio operators*.

With respect to the development of proposed reporting requirements for commercial radio operators, the CRTC had previously determined that the reporting template for licensees filed as part of the CAB submission to the 2006 *Review of Commercial Radio Policy* was best suited to the larger radio groups.

Through subsequent discussions with the CAB in 2007, the Commission acknowledged that radio operators in smaller markets have more limited ability to report on human resources – and suggested that the CAB develop an approach to diversity specifically tailored to smaller market stations.

The CAB consulted the Diversity in Radio Working Group, the Small Market Advisory Council and the Independent Radio Caucus on a variety of issues related to both the revision of the original Best Practices and a new reporting template for smaller market operators. Following extensive input, the CAB adjusted its Best Practices and Reporting Mechanism for Small Commercial Radio stations, and filed its proposals with the Commission in July 2007.

The CRTC adopted *Best Practices for Diversity in Private Radio*, on November 2, 2007. The newly revised Best Practices are attached to our Report as Appendix A.

### **3. Review of the CAB *Equitable Portrayal Code***

In Broadcasting Public Notice 2005-24 – *Commission's Response to the Report of the Task Force for Cultural Diversity on Television* the Commission noted that the CAB had endorsed the recommendation of the Task Force to review its industry codes for the purpose of determining whether the codes address concerns identified in the Task Force research findings regarding the reflection and portrayal of ethnocultural and Aboriginal groups.

Subsequent to the filing of the CAB research study on *The Presence, Portrayal and Participation of Persons with Disabilities in Television Programming*, the CAB completed a full review of its four principal broadcast standard codes for the industry: *The CAB Code Regarding Violence in Television Programming*; *The CAB Sex-Role Portrayal Code for Radio and Television Programming*; *The CAB Code of Ethics*; and *The CAB Broadcast Code for Advertising to Children*.

The Canadian Broadcast Standards Council (CBSC), an independent non-governmental organization created by CAB, administers all of the CAB's Industry Codes with the exception of the CAB Broadcast Code for Advertising to Children. This code is administered by Advertising Standards Canada.

The CAB's review of its Industry Codes – filed with the Commission in December 2005 – indicated that the most comprehensive way to address the research findings on the reflection

and portrayal of ethnocultural groups, Aboriginal peoples, and persons with disabilities would be to develop a new Industry Code to replace the *CAB Sex-Role Portrayal Code*. To this end, and at its own initiative, the CAB developed a new *Equitable Portrayal Code* to ensure fair, accurate and non-stereotypical portrayal of all persons in television and radio programming.

In developing the new *Equitable Portrayal Code*, and in accordance with Public Notice CRTC 1988-13 *Guidelines for Developing Industry-Administered Standards*, the CAB consulted 36 organizations and received specific comments from seven organizations. A detailed description of stakeholder feedback and the CAB response were provided with the filing of new draft *Code* to the Commission in July 2006.

As noted in our 2005-06 *Report on Diversity in Broadcasting*, the new *Equitable Portrayal Code* goes well beyond the ethnocultural, Aboriginal and disability communities that were the focus of the above-noted research studies, by expanding the *Code's* provisions to include *all* Canadians. The new *Code* is intended to assist in overcoming negative portrayal in broadcast programming based on matters of race, national or ethnic origin, colour, religion, age, gender, sex, sexual orientation, marital status or physical or mental disability.

The new *Code* is original in world terms. It includes provisions that are not to be found in any other code known to the CAB. It acknowledges that negative portrayal may take the form of stereotyping, stigmatization and victimization, derision of myths, traditions and practices, degrading commentary, and exploitation, each of which are prohibited by the new *Code*.

The Commission responded to the draft *Equitable Portrayal Code* in a September 29, 2006 letter from CRTC staff to the CAB that suggested certain revisions and clarifications to the draft *Code* submitted in July 2006. Subsequent to further discussions with CRTC staff and extensive discussions among members of the CAB Joint Societal Issues Committee, the CAB made a number of changes to the draft *Code* that were approved by the CAB Board of Directors on February 28, 2007.

The revisions comprised the following:

- # A reference to other relevant CAB codes and provisions, particularly dealing with news and information programming, under the 'General Principles' section. This reference was included given concerns relating to news and information programming identified in the Task Force for Cultural Diversity on Television Report and the CAB's Presence, Portrayal and Participation of Persons with Disabilities Report. It was also clarified that the proposed *Equitable Portrayal Code* applies to both fictional *and* non-fictional programming.
- # The creation of an appendix to the proposed *Equitable Portrayal Code* that references industry research and related tools dealing with diversity. This section was included for readers seeking additional guidance and reference material on issues relating to fair and accurate portrayal and reflection.

- # Similar to the provision already included in the CAB's current *Sex-Role Portrayal Code*, a reference under the 'General Principles' section that broadcasters shall strive to present all identifiable groups in a variety of different roles.
- # A provision in Article 8 ('Exploitation') that broadcasters shall refrain from the sexualization of children. This provision is included in the CAB's current *Sex-Role Portrayal Code* and was unintentionally omitted from the original proposed *Equitable Portrayal Code*.
- # Clarification in the 'Statement of Intent' that the proposed code applies to all radio and television programming *including* commercial messages.

The revised *Equitable Portrayal Code* was filed with the Commission on March 12, 2007 for review and approval.

Following Broadcasting Public Notice CRTC 2007-89, *Call for Comments on the Canadian Association of Broadcasters' Proposed Equitable Portrayal Code* (July 27, 2007), the Commission subsequently approved the revised *Equitable Portrayal Code* in Broadcasting Public Notice 2008-23, March 17, 2008. In its decision, the Commission noted that the '(Equitable Portrayal) Code accurately reflects the key elements of the Sex-Role Portrayal Code pertaining to portrayal matters, which the Code intends to replace.'

The new *Code* became effective and applicable to all programming as of March 17, 2008. The CAB is aware of the fact that the CBSC is currently working on the translation of the new *Code* into all 42 languages with which it deals, as well as Braille and alternative formats (French and English). The CBSC will also be preparing a broad-scale release and introduction of the Code to communities across Canada.

An article published in April 2008 in *Abilities Magazine* – a publication for and about persons with disabilities – focuses on the development and approval of the *Equitable Portrayal Code*, noting it is a 'major step' in dealing with portrayal issues. The article is based in part on an interview with a member of the CAB Joint Societal Issues Committee: Sarah Crawford, Vice President, Public Affairs, CTVglobemedia, can be found at Appendix C of this report.

#### 4. Closed Captioning

In Broadcasting Public Notice CRTC 2007-54, *A new policy with respect to closed captioning* (May 17, 2007), the Commission stated that all English- and French-language broadcasters would be required to caption 100 percent of their programs over the broadcast day, with the exception of advertising and promos. Broadcasters have been asked to report on progress made in moving toward the 100 percent captioning target prior to licence renewals scheduled for 2008-09.

Of particular concern are issues of quality with respect to captioning, and the reality that standards have not been developed in terms of synchronization of captions and other elements of closed captioning.

On December 7, 2007, the CAB filed an *Action Plan* with the Commission to respond to the challenges associated with closed captioning. At the core of the Action Plan is the establishment of English- and French-language Working Groups that are now at work developing a plan and timeline for improving the quantity and quality of closed captioning.

On February 13, 2008, a meeting of the English-language working group took place at the CTV offices in Scarborough; the Working Group discussed key areas to be addressed with respect to improving the quantity and quality of closed captioning, and received a presentation on voice recognition technology from CRIM (an IT applied research centre). Voice-recognition technology for closed captioning is now widely used by French-language broadcasters in Canada.

On February 25, 2008, a meeting of the French-language working group took place at the Astral offices in Montreal; the group held a wide-ranging discussion regarding the key areas to be addressed with respect to improving the quantity and quality of closed captioning by French-language broadcasters and captioning providers.

On February 28, 2008 the Commission indicated in a letter to the CAB that the CAB *Action Plan on Closed Captioning* has been approved.

Throughout the course of the next several months, the CAB Working Groups will continue to develop proposed solutions for a number of closed captioning issues, including accuracy, comprehension, synchronization and consistency, and agree upon proposed solutions and/or standards.

Following subsequent meetings of the Working Groups scheduled for May and/or June 2008, the CAB will draft a report detailing their recommendations and where viable, timeframes for implementation. The final report will be submitted to the Commission by November 2008.

## **5. CAB Gold Ribbon Awards and Convention**

### **i) Gold Ribbon Awards**

In recent years, the CAB has created four high profile Gold Ribbon award categories celebrating Aboriginal Programming and Diversity in News and Information Programming.

In 2005, the CAB created the Gold Ribbon Award for Excellence in Aboriginal Programming for Television and Specialty and Pay members, which was launched at its Convention in Winnipeg. Gold Ribbon Awards in this category have been presented since then, with the 2007 Gold Ribbon awarded to the Aboriginal Peoples Television Network (APTN) for its entry, *Wapos Bay*.

The Gold Ribbon Award for Aboriginal Programming in Radio honours the station that has made the greatest contribution to the development, creation, and broadcast of an

outstanding Canadian program or series dealing with an Aboriginal theme or tackling an Aboriginal issue and designed to develop awareness in the station's community. The winning entry, *Cree Ways*, was submitted by CJNB/CJNS, Northwestern Radio Partnership, North Battleford, Saskatchewan.

Two Gold Ribbon Awards were created to celebrate Diversity in News and Information Programming in 2006.

For Television and Specialty and Pay members, the award 'honours the station or service that has broadcast an outstanding report or story dealing particularly effectively and accurately with issues relating to social diversity, including race, ethnicity and persons with disabilities. This includes a single in-depth report or series of reports or a documentary designed to develop awareness and reflect the community'. CKCK-TV Regina's *Calling Home*, (CTVglobemedia Inc.) was the recipient of the 2007 Gold Ribbon Award in this category.

For Radio members the award 'honours the station that has broadcast an outstanding report or story dealing particularly effectively and accurately with issues relating to social diversity, including race, ethnicity and persons with disabilities. This includes news reports, documentaries, public affairs and continuing series designed develop awareness and reflect the community.' The winning entry, *Seeds of Success*, was submitted by CKOM, Rawlco Radio, Saskatoon.

Audio and video clips of all Gold Ribbon Award winning entries in these categories are available for viewing on the CAB's Diversity in Broadcasting website or by clicking [here](#).

### ii) CAB Convention

Recognizing that the CAB Convention continues to be an ideal vehicle to deliver information on the industry's most important issues, diversity was once again fully integrated into the CAB's 2007 Convention held in Ottawa November 4-6.

Canada's diversity was consistently represented throughout the Convention, from the Masters of Ceremonies to keynote speakers to the Canadian music showcased.

In preparing for the 2007 CAB Convention, particular attention was paid to ensuring broad representation when issuing invitations to panelists, and in developing sessions with moderators to ensure issues relating to diversity were included as subject matter addressed throughout the 20+ information sessions.

Ontario's Lieutenant-Governor David Onley – a former Citytv broadcaster and prominent advocate for persons with disabilities– sent along a video commending Canada's private broadcasters for their work in the area of diversity. Mr. Onley's remarks are available for viewing on the CAB's Diversity in Broadcasting website or by clicking [here](#).

iii) Scholarships

A number of CAB members sponsor post-secondary scholarships, and a number of these are targeted to support students from diverse backgrounds, including those with a disability. The CAB Convention provides a forum for celebrating these students' achievements.

During the Gold Ribbon Awards breakfast on Tuesday, November 6, 2007 the Astral Media Scholarship – awarded to a Francophone student who is a member of a visible minority group or who is Aboriginal – was presented.

In addition, three CanWest MediaWorks Scholarships and Awards were also presented: the Aboriginal Peoples' Internship Award; the Scholarship-Internship Award for a Canadian with a Physical Disability; and the Scholarship Award for a Canadian Visible Minority Student.

## **6. Other CAB Diversity Initiatives**

Building on the Graybridge Malkam review of our members' needs with respect to diversity training, the CAB has continued to consult with its members on diversity initiatives that would deliver the most value to their operations.

Much like the above-noted CAB Special Updates on Diversity, the consensus from our members is that the delivery of more information that is timely, useful and adaptable to their needs is highly desirable.

To this end, our focus in 2008-09 will consist largely of an information 'push' to our members, together with a continuing build on those diversity initiatives that have proven highly valuable to our members, partners and stakeholders in the past.

i) CAB Diversity 'Webinars'

As outlined in last year's CAB Diversity Report, in 2006 the CAB retained the services of Ottawa-based Graybridge Malkam, a leading provider of intercultural effectiveness training and consulting services, to determine what form(s) of professional development support may be required by CAB member companies to best help them develop corporate strategies and implement best practices in the areas of cultural diversity and persons with disabilities.

In the fall of 2006, CAB member companies from all sectors were interviewed by Graybridge Malkam, taking into consideration differences in market demographics, market size and relative presence of diversity in the various regions.

While findings of the needs assessment revealed that the requirements of CAB members vary widely – e.g., some are further ahead than others in establishing and implementing corporate diversity strategies – the CAB Joint Societal Issues Committee explored a number

of initiatives throughout 2007-08 to determine the most effective ways of addressing the needs identified and the issues raised in the course of the assessment.

As a result of these deliberations, substantive planning was initiated for two CAB Diversity Webinars.

The webinars – interactive online seminars developed for and delivered to CAB members – include a range of useful information about diversity, geared to assisting our members with their own diversity planning and strategies. Designed as an interactive platform for the delivery of information and discussion with human resource professionals within CAB member companies, Webinar content includes:

- # Updated information on the growth of diversity in Canadian society
- # Perspectives ‘from within’: what ethnocultural groups, Aboriginal peoples and persons with disabilities are suggesting for effective diversity planning
- # Perspectives ‘from outside’: diversity initiatives and strategies that have proven successful in other jurisdictions.
- # Strategies for diversity planning in smaller markets.

The first webinar designed for English-language television services is scheduled to be delivered in the June-July 2008 timeframe.

The second webinar designed for French-language broadcasting services is scheduled for later in 2008.

### ii) CAB Diversity Seminars – Regional Associations

The above-noted review of diversity training needs among CAB members revealed another potential initiative: the development and delivery of Diversity Seminars at the annual conferences of Regional Associations.

The CAB will deliver the first Diversity Seminar at the British Columbia Association of Broadcasters (BCAB) Conference to be held in early May 2008. The second Diversity Seminar will be held at the Western Association of Broadcasters (WAB) Conference to be held in early June 2008.

The CAB recognizes that the Diversity Seminars provide an opportunity to deliver up to date information to a broader audience in attendance at both conferences, since delegates include broadcasters, partners from the production community, policy makers and other stakeholders and industry professionals.

At the same time, the Regional Association Conferences are well attended by CAB Radio members – many of whom are operating in smaller markets.

Given this, the Diversity Seminars presented at the Regional Association Conferences will focus on:

- # Updated information and data on the growth of diversity in Canadian society
- # A focus on strategies for Diversity Best Practices for Radio, drawn from diversity research, other jurisdictions and other sources
- # Approaching diversity initiatives in smaller markets with less diverse populations

### iii) Télédiversité

For the past two years, the CAB has supported *Télédiversité*, which attracts a number of Québec-based ethnocultural and Aboriginal communities for discussions on cultural diversity in Québec French-language private television. At the 2006 event, Astral Media, TQS and TVA made an important announcement regarding the future of *Télédiversité*, committing to a joint investment of \$135,000 over the next three years.

*Télédiversité 2007* was organized by l'Association québécoise des télédiffuseurs et radiodiffuseurs (AQTR). For the 2007 edition of *Télédiversité*, several new sponsors joined the founding partners (Astral Media, TVA and TQS), including Corus Entertainment, APTN, RDS, Global Quebec, CH Montréal, CHUM Limited, La Presse Télé, Sphère Média Plus, Zone3 and Canal Évasion. *Télédiversité 2007* was coordinated by Shanmugasunder Chetty, an experienced journalist and television host, and member of Montreal's Indian community. In addition to his planning and organizational responsibilities, he is also the event spokesperson. *Télédiversité 2007* was held June 5 and 6, 2007 in Montréal.

In 2007, and once again for *Télédiversité 2008*, the CAB remains actively involved in this event, providing advice and guidance to the coordinators. Planning for the 2008 edition scheduled for June 5 and 6 is well underway.

## 7. Diversity Planning for 2008-09

In 2008-09, the CAB will continue to implement a number of diversity initiatives that are now underway, to ensure they are fully implemented and potentially leveraged going forward.

Should the Diversity Webinars prove to be successful (i.e. well attended, and well received), the CAB plans to initiate two additional webinars for 2008-09. While the subject matter is yet to be determined – it will be influenced by ideas from the CAB membership and the learning acquired from the first webinar series – we anticipate that at least one webinar will focus on radio.

In addition, the CAB will bring a new series of Diversity Seminars to the Regional Association Conferences in 2008-09. Again, while the content of the seminars will be determined over the course of the year, we expect that they will build on the materials and suggestions presented at this year's meetings.

The CAB also intends to issue a series of *Special Updates on Diversity* over the course of the next year, providing fresh information about diversity that is relevant and useful for our members as they continue to build on their own diversity initiatives. The first *Special Update on Diversity* was circulated on April 10, 2008 and is available on the CAB's Diversity in Broadcasting website or by clicking [here](#). It is also attached as Appendix D to this report.

Over the course of the next year, the CAB will continue to implement the recommendations from its research on persons with disabilities in television programming, through the PSA campaign and the wide distribution of educational materials on appropriate language and employment opportunities.

The CAB will continue to promote its new Gold Ribbon Awards for Excellence in Aboriginal Programming (Television and Specialty and Pay, and Radio) and for Diversity in News and Information Programming (Television and Specialty and Pay, and Radio).

The CAB will also continue with the development of its *Diversity in Broadcasting* website in 2008-09, continuing to adapt the principles of website accessibility developed by the World Wide Web Consortium (W3C) and found in the *Web Content Accessibility Guidelines 2.0 (WCAG 2.0)*.

### **8. Conclusion: Impact of CAB 2007-08 Diversity Initiatives**

Clearly, Canada's diversity continues to grow in dramatic fashion. Recently released data from Statistics Canada's Census 2006 provides ample evidence that Canada is the most diverse country among the G8, and strongly indicates that international immigration will continue to drive our population growth over the next two decades.

At the same time, as baby boomers grow older, the rate of disability within the Canadian population is also expected to increase.

Our population of Aboriginal peoples also continues to grow at a rate that is faster than the remainder of the population.

Simply put, Canada continues to grow in its diversity.

Given this reality, the CAB has continued to exercise leadership in the broadcasting industry by consulting with our members and initiating a significant information campaign centered on the development and delivery of fresh diversity materials. Our Diversity Webinars and Regional Diversity Seminars presently lead this approach. These are initiatives that we believe we can build on in the next year and beyond.

We believe that this information campaign will facilitate both awareness and action on the part of our members, while shining a light on the considerable importance that diversity carries for our whole society.

At the same time, our *Diversity Best Practices for Private Radio* show considerable effort in harnessing the opportunity that diversity presents to the business of our members. A more

diverse workforce encourages more dynamic programming, which in turn attracts larger listening audiences and strengthens relationships in local communities.

Through our PSA campaign and information materials, we continue to provide a much needed focus on persons with disabilities, one of the most underrepresented groups in Canadian society, while increasing awareness of the barriers confronted by persons with disabilities and identifying the tools that can break these barriers down.

Through our Convention and Gold Ribbon Awards, we continue to celebrate the promise and achievements of diversity, while highlighting the role of our Radio and Television members in their continuing efforts to produce excellent programming.

The CAB Diversity in Broadcasting Website continues to grow as a key resource that serves as a point of collection and dissemination for a very wide range of diversity-related information, studies, reports and links. It continues to be utilized as a point of entry for a public that has a growing appetite for information about diversity in Canada.

In 2007-08, our communication activities continued to move diversity forward within the industry, raising awareness with our stakeholders, our partners in the production community and others about the inherent business and social value realized through diversity measures.

We continue to raise the profile and relevance of diversity with our members. The initiatives outlined in the CAB 2007-08 *Report on Diversity in Broadcasting* are intended to complement the initiatives that are being undertaken at the individual station level, and to build on the significant work undertaken by Canada's private broadcasters as outlined in their individual annual reporting to the CRTC.

The CAB thanks the Commission for the opportunity to present its third *Diversity Report*, and looks forward to reporting on its diversity measures, activities and initiatives again in 2009.

## Appendices

*Appendix A – Diversity Best Practices for Private Radio*

*Appendix B – Broadcasting Public Notice CRTC 2007-122, Canadian Association of Broadcasters’ Best Practices for Diversity in Private Radio; Reporting requirements on cultural diversity for commercial radio operators.*

*Appendix C – ‘Changing Channels: Improving Media Portrayals of Disability’  
Abilities Magazine, Spring 2008*

*Appendix D – CAB Special Update on Diversity #1 – April 10, 2008*

# Appendix A

## Appendix A

### Best Practices for Diversity in Private Radio

Private radio's strategy to advance the reflection and promotion of talent from diverse backgrounds including ethnocultural groups, Aboriginal peoples and persons with disabilities is based on the development and implementation of a wide range of best practices with an emphasis on music and spoken-word programming, human resource initiatives, community outreach, and accountability and measurement.

Private radio broadcasters are committed to achieving high standards for their broadcasts and were among the founding members of the Canadian Broadcast Standards Council (CBSC). As members of the CBSC, radio broadcasters adhere to a number of industry content codes relating to programming and advertising material including the *CAB Code of Ethics*, *RTNDA (Journalistic) Code of Ethics* and the *CAB Equitable Portrayal Code*<sup>1</sup> and regularly review these codes to ensure they meet evolving community standards and expectations for programming, including the fair and accurate portrayal of ethnocultural minorities, Aboriginal peoples and persons with disabilities.

In addition, the music content provided by a majority of private radio broadcasters is very racially and culturally diverse with most radio stations providing a rich menu of racially and culturally diverse music programming in a multitude of formats.

Notwithstanding, private radio broadcasters recognize that the continued selection and promotion of music and spoken-word talent/programming from ethnocultural minorities, Aboriginal peoples and persons with disabilities contributes to the better reflection of diversity in commercial radio. Private radio broadcasters also recognize that Canadian Content Development contributions can have a positive impact on the advancement of diversity in private radio. For these reasons, the private radio broadcasters also encourage other industry stakeholders including regional and national music associations, guilds, unions and music funding agencies to develop strategies for talent development in ethnocultural, Aboriginal, and disability communities.

In order to situate private radio's best practices within the operational and market realities of the sector they are organized in the following nine areas:

- 1) Industry Commitment
- 2) Application and Implementation
- 3) Corporate Accountability
- 4) Recruitment, Hiring, Retention
- 5) Internship, Mentoring and Scholarships
- 6) Programming

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<sup>1</sup> The CAB's proposed Equitable Portrayal Code is still under consideration by the CRTC.

- 7) News and Information Programming
- 8) Community and Industry Outreach
- 9) Internal Communications

## **1) Industry Commitment**

### **Best Practices**

- 1.1 Canada's private radio broadcasters recognize the importance of the provision of programming at the local and network level that responds to listeners' needs and interests and includes the reflection of Canada's diversity on air.
- 1.2 Canada's private radio broadcasters are committed to achieving diversity both on-air and within the industry's workforce by:
  - (a) creating best practices and practical initiatives to improve the representation and ensure the fair, accurate and non-stereotypical portrayal and reflection of Canada's diversity on radio;
  - (b) ensuring an accepting, respectful and inclusive work environment, a representative workforce and a workplace where all employees experience fair treatment and equal opportunity for career advancement;
  - (c) identifying and removing barriers to access and employment within the broadcasting system; and
  - (d) by identifying the business opportunities associated with fostering an inclusive and diverse workforce and airing programming that attracts diverse audiences.

## **2) Application and Measurement**

Given the diversity of the private radio broadcasting industry itself, it is incumbent upon individual radio broadcasters to develop the tools that will be most relevant for them, and to determine the most appropriate and effective ways to use these tools.

### **Best Practices**

- 2.1 Private radio broadcasters will measure progress in achieving their diversity objectives.

## **3) Corporate Accountability**

In order to ensure corporate commitment to diversity, this commitment must become an integrated part of corporate governance that is clearly evident to all employees.

### **Best Practices**

- 3.1 A private radio broadcaster will formally articulate and demonstrate a corporate commitment to developing and maintaining an inclusive corporate culture that fosters and promotes diversity both on air and within the broader workforce.
- 3.2 A private radio broadcaster will develop and implement internal communication practices to ensure that all diversity policies and plans are communicated to management and staff.
- 3.3 A private radio broadcaster will ensure that all employees, both management and staff, agree to adhere to diversity policies and practices.
- 3.4 A private radio broadcaster will appoint or designate a senior executive to be responsible for the development, implementation and evaluation of diversity practices and initiatives for stations and/or services within their corporate group.
- 3.5 A private radio broadcaster will, where possible, incorporate diversity objectives within its business plans, at the departmental, divisional and/or corporate level.
- 3.6 A private radio broadcaster will, where possible, make accessible information on the implementation of diversity practices by posting on its website the company's corporate diversity plan.

### **4) Recruitment, Hiring and Retention**

In matters relating to Human Resources, including policies/programs relating to recruitment, hiring and retention, it is imperative that HR staff be trained and educated on techniques that address cultural diversity.

### **Best Practices**

- 4.1 A private radio broadcaster will ensure that all human resource policies clearly articulate its commitment to diversity.
- 4.2 A private radio broadcaster will review and eliminate on an ongoing basis all human resource policies and practices relating to recruitment, hiring and retention that act as systemic barriers.
- 4.3 A private radio broadcaster will develop and implement mechanisms that foster an inclusive and accepting work environment aimed at increasing workforce retention.
- 4.4 A private radio broadcaster will develop tactics and implement mechanisms aimed at attracting and recruiting a diverse employee base.

- 4.5 A private radio broadcaster will, where possible, place advertisements for employment opportunities beyond mainstream media by placing advertisements in media targeted to diverse communities.
- 4.6 A private radio broadcaster will ensure that employees responsible for hiring and managing staff are provided with training on systemic barriers.
- 4.7 A private radio broadcaster will monitor progress and assess the effectiveness of policies and initiatives in furthering diversity objectives.

## **5) Internship, Mentoring and Scholarships**

Educational programs can be both local and national in scope, as a means of attracting maximum participation from the broadest range of Canada's diversity.

### **Best Practices**

- 5.1 A private radio broadcaster will incorporate diversity plans into its internship programs where available.
- 5.2 A private radio broadcaster will clearly articulate its diversity practices and policies to educational institutions with which it has existing relationships.
- 5.3 A private radio broadcaster will examine internship, mentorship and other recruitment programs both for systemic barriers and effectiveness. Specifically, broadcasters will review selection criteria, outreach initiatives and communication tools for accessibility.
- 5.4 A private radio broadcaster will, where possible, work with industry associations and agencies to identify programs for training and recruitment to meet diversity objectives.

## **6) Programming**

Private radio broadcasters recognize that the selection and promotion of music and spoken-word talent/programming from ethnocultural minorities, Aboriginal peoples and persons with disabilities can contribute to the better reflection of diversity in commercial radio.

### **Best Practices**

- 6.1 A private radio broadcaster will endeavour to fairly and accurately reflect the diversity of the audience and/or communities it serves in the programming offered within its format.
- 6.2 In the commissioning, acquisition and/or development of programming, a private radio broadcaster will ensure where possible that programs reflect the diversity of the audiences the programming is directed to.

- 6.3 A private radio broadcaster will, where possible, reflect the unique perspective and cultural background that on-air talent/producers bring.
- 6.4 A private radio broadcaster will support music and spoken-word talent from diverse backgrounds using regulated financial contributions to Canadian Content Development initiatives and music funding agencies such as FACTOR, MusicAction, Radio Starmaker Fund and Fonds Radiostar.

## **7) News and Information Programming**

In bringing the realities of community, country and the world to Canadians, news and information programming presents potentially the most sensitive of all Best Practices initiatives focusing on diversity in private radio.

It is pivotal that all newsroom professionals not only commit to diversity in the workplace, but also develop means for ensuring accurate reflection and portrayal of diverse groups. This means that newsroom culture must become well-versed in cultural diversity, in understanding vocabulary, culturally unique behaviours and other methods of communication.

### **Best Practices**

- 7.1 A private radio broadcaster will commit to fair and accurate reflection and portrayal on-air by reviewing, developing and maintaining an editorial perspective and/or policy that advances its diversity objectives.
- 7.2 A private radio broadcaster will diversify its use of experts on air to include individuals from a broad range of diverse backgrounds.
- 7.3 A private radio broadcaster will ensure that experts and other on-air guests from diverse backgrounds are interviewed on-air with respect to a wide-range of public issues.
- 7.4 A private radio broadcaster will ensure that on-air news and information programming staff from diverse communities are assigned to a wide range of public issues.
- 7.5 A private radio broadcaster will develop and implement outreach initiatives to foster a better understanding among news and information programming staff about diverse communities.
- 7.6 A private radio broadcaster will ensure that news and information programming staff participate in the outreach initiatives of diverse communities.
- 7.7 A private radio broadcaster will consult with community leaders and issues experts, where appropriate, on issues such as ethnic or racial conflict and other diversity-sensitive issues.

## **8) Community and Industry Outreach**

Connecting with a community is an extremely important measure in advancing diversity on private radio.

### **Best Practices**

- 8.1 A private radio broadcaster will review, develop and implement community outreach and consultation practices as applicable (local, regional) to inform and be informed regarding issues concerning the representation, reflection and portrayal of diverse communities.
- 8.2 A private radio broadcaster will review its communications with its audiences with a view to eliminating systemic barriers.

## **9) Internal Communications**

### **Best Practices**

9.1 A private radio broadcaster will inform and communicate, on an ongoing basis, to management and staff, all diversity policies and practices adopted by its station(s).

# Appendix B

Canadian Radio-television and  
Telecommunications CommissionConseil de la radiodiffusion et  
des télécommunications canadiennes

## Broadcasting Public Notice CRTC 2007-122

Ottawa, 2 November 2007

### **Canadian Association of Broadcasters' Best Practices for Diversity in Private Radio; Reporting requirements on cultural diversity for commercial radio operators**

*In this public notice, the Commission adopts a revised version of the Canadian Association of Broadcasters' (CAB's) Best Practices for Diversity in Private Radio.*

*The Commission also adopts a modified version of the CAB's approach to diversity for small commercial radio operators as it pertains to reporting requirements. Specifically, large commercial radio operators – with revenues above \$50 million – will be required to report annually on diversity; medium-sized commercial radio operators – with revenues of more than \$20 million and up to \$50 million – will be required to report on diversity every five years; and small commercial radio operators – with revenues of up to \$20 million – will be exempted from reporting requirements.*

*In regard to a proposal by the CAB to exempt small commercial radio operators from the Commission's new Canadian content development policy, as set out in its Commercial Radio Policy 2006, the Commission considers that sufficient time should be given for the new policy to be implemented and for the parties involved to assess its results before considering whether certain commercial radio operators should be granted exceptions to that policy.*

### **Introduction**

1. In the context of the Commission's review of its 1998 Commercial Radio Policy<sup>1</sup> (the Commercial Radio Policy 1998), the Canadian Association of Broadcasters (CAB) recommended that the Commission's approach to cultural diversity in television be extended to radio. The Commission's approach for diversity in television has been two-fold: (a) it requires all broadcast groups to file corporate plans at the time of their licence renewals, as well as annual progress reports, and (b) it directed the creation of an industry / community Task Force for Cultural Diversity on Television (the Task Force) to undertake research and develop best practices and industry initiatives. The results of the Task Force's research, along with the Commission's response, are set out in Broadcasting Public Notice [2005-24](#).
2. As part of the public review of the Commercial Radio Policy 1998, the CAB filed two documents with respect to cultural diversity:
  - a set of Best Practices for Diversity in Private Radio (Best Practices), which is discussed below; and
  - a general reporting template to be used by radio licensees to implement the Best Practices and to report on their activities that foster cultural diversity in their radio operations.
3. In Broadcasting Public Notice [2006-158](#) (the Commercial Radio Policy 2006), the Commission requested that the CAB file a revised version of its Best Practices so as to include the role of emerging artists and persons with disabilities. This revised version was filed on 15 March 2007.
4. Also in the Commercial Radio Policy 2006, the Commission stated that, for radio licensees, the CAB's best practices on cultural diversity and the general template for reporting annually to the Commission represent effective tools for improving diversity in commercial radio. However, given concerns that the CAB's reporting approach would be too onerous for all radio licensees – in particular, small commercial radio operators with their specific circumstances and challenges related to limited human and financial resources –, the

Commission directed the CAB to develop a specific approach for small commercial radio operators, to be filed with the Commission no later than six months from the publication of the Commercial Radio Policy 2006. The CAB filed its proposal for an approach for small commercial radio operators on 6 July 2007.

### **The CAB's Best Practices**

5. The CAB's Best Practices are composed of principles – accompanied by examples of exemplary actions / initiatives – that can guide broadcasters in developing and implementing their individual approach to diversity. The Best Practices are designed to assist radio broadcasters in building on innovative and successful measures already put forward by other broadcasters in the field of cultural diversity, so as to improve their own efforts to more accurately reflect diversity in their programming. The Commission notes that the CAB has included, in its set of Best Practices, a specific reference to the use of Canadian content development (CCD) contributions towards advancing diversity within the radio sector, which satisfies the Commission's expectation that the CAB make specific reference to the role of emerging artists. The Commission also notes that the CAB's definition of diversity, as used in its Best Practices, includes a reference to ethnocultural minorities, Aboriginal peoples and persons with disabilities. In order to situate private radio's best practices within the operational and market realities of the sector, the CAB organized the Best Practices within nine distinct areas. This set of Best Practices, in its revised version, is set out in the appendix to this public notice. In regard to references in the Best Practices relating to funding for music and spoken-word talent from diverse backgrounds (Best Practice 6.4), the Commission notes that the Radio Starmaker Fund and Fonds Radiostar are only eligible to receive CCD contributions in the context of ownership transactions.

### **Filing requirements for private radio broadcasters**

#### **Categories of private radio broadcasters**

6. The CAB did not specify in its submission the criteria it used to distinguish between large commercial radio operators and small commercial radio operators. However, in its proposed approach, the CAB noted that small commercial radio operators would include all commercial radio operators with the exception of those owned by Astral Media (Astral), CTVglobemedia (CTVgm), Corus Entertainment (Corus), Rogers Communications (Rogers) and Standard Radio (Standard)<sup>2</sup>, which would represent over half of the approximately 600 radio programming undertakings in Canada.
7. The Commission notes that the CAB's approach would represent considerable administrative and cost burdens for both the industry and the Commission, due to the large number of radio corporate groups that would be required to report on diversity. In the Commission's view, commercial radio operators' annual revenues would provide an equitable means of determining those that should be required to report on their implementation of the Best Practices. After assessing the breakdown of radio revenues per company, the Commission considers it appropriate to establish, based on revenues, three categories of commercial radio operator – large, medium-sized and small –, with reporting requirements commensurate with their size.
8. The Commission defines "large commercial radio operators" as those with annual revenues above \$50 million. The Commission notes, however, that the CAB's proposed definition of small commercial radio operators would include two large corporate groups: Newfoundland Capital Corporation Limited (Newcap) and Jim Pattison Broadcast Group (Pattison). In 2006, Newcap's revenue was \$80.4 million and Pattison's revenue was \$51.4 million.<sup>3</sup> As such, both Newcap and Pattison should be considered large commercial radio operators.
9. The Commission defines "medium-sized commercial radio operators" as those with annual revenues above \$20 million, but no more than \$50 million. As of the date of this public notice, this category consists of the following commercial radio operators: Cogeco, Elmer Hildebrand, Maritime Broadcasting (Maritime) and Rawlco Radio (Rawlco).
10. Finally, the Commission defines "small commercial radio operators" as those with annual revenues below \$20 million. This category includes all commercial radio operators not

mentioned above.

### **Reporting requirements for different categories of commercial radio operators**

11. The Commission expects large commercial radio operators to file their first annual diversity reports no later than 31 January 2009. As the Commission currently requires television licensees to file their annual diversity reports on 31 January each year, this deadline for large commercial radio operators would harmonize the timing of filing of annual reports for the private broadcasting industry as a whole, especially given that several licensees to which this deadline would apply hold both television and radio licences.
12. The Commission considers that medium-sized commercial radio operators, like large commercial radio operators, have the capacity (both in terms of financial and human resources) to develop corporate strategies to advance diversity. However, the Commission is also aware of the considerable gap between medium-sized commercial radio operators and large commercial radio operators in terms of revenues, number of radio programming undertakings and number of employees. In its proposed approach for small commercial radio operators (which would include what the Commission has defined as medium-sized commercial radio operators), the CAB proposed a five- to seven-year reporting period, depending on the number of undertakings owned and the size of staff employed by the operator, a strategy that the Commission agrees with in principle. In recognition of the differences between large and medium-sized commercial radio operators, the Commission considers that medium-sized commercial radio operators should be required to report every five years. Accordingly, to ensure that progress is being made by medium-sized commercial radio operators in terms of their implementation of the CAB's Best Practices, the Commission requires that these commercial radio operators submit their first reports on diversity for the broadcasting years 2008 to 2012 on 2 November 2012.
13. In recognition of their limited resources, small commercial radio broadcasters, as defined by the Commission, will be exempted from the requirement to file reports on diversity. Nevertheless, the CAB should ensure that small commercial radio operators, as well as large and medium-sized commercial radio operators, be aware of their diversity responsibilities and follow the Best Practices, as required by the Commission in the Commercial Radio Policy 2006. In addition, small commercial radio operators should be prepared at licence renewal to describe their efforts to implement the Best Practices.
14. The Commission expects large and medium-sized commercial radio operators to apply the Best Practices in a way that is relevant and suitable to their business operations, in order to develop diversity-related initiatives appropriate to their services, and to provide explanations in their reports to the Commission as to why any particular Best Practices have not been pursued. The Commission also expects large and medium-sized commercial radio operators to use the CAB's reporting template as a tool to report to the Commission on their progress in improving diversity.
15. In its proposal, the CAB also submitted that small commercial radio operators, as defined by the CAB, be required to submit a plan setting out how each corporate group would implement the Best Practices. This implementation plan would consist of a general commitment to adhere to Best Practices 1 and 2; the identification of three other Best Practices that would be implemented during the first reporting term, as well as an explanation as to how they would be implemented; and a commitment to eventually implement all of the Best Practices, to be set out in the implementation plan filed for the second reporting term.
16. The Commission recognizes that this proposal constitutes an attempt by the CAB to ensure a minimum level of commitment to diversity, commercial radio all the while limiting the potential administrative and cost burdens for smaller operators, both in terms of implementing and reporting on their initiatives. However, the Commission considers that this proposal would create differing expectations in terms of commitments or responsibility for improving the reflection of diversity in radio, and is concerned that picking and choosing from among the Best Practices could risk leaving out important elements. The principles of diversity enshrined in the Best Practices are necessary in their entirety; therefore, all licensees will be expected to adhere to each principle in a manner best suited to their operations.

17. With respect to the CAB's proposal that small commercial radio operators, as defined by the CAB, file an implementation plan on cultural diversity with the Commission, the Commission is of the view that the use of the CAB's Best Practices would suffice for the purpose of broadcasters planning their initiatives. Moreover, the Commission considers that it is important to harmonize, to the extent possible, the filing requirements for the radio industry. Consequently, the Commission is of the view that no radio operator should be required to file an implementation plan.

### **Canadian content development policy**

18. As part of its submission of 15 March 2007, the CAB proposed that, in order to better direct CCD contributions to local diversity-related music and spoken-word initiatives, small commercial radio operators should be exempted, upon application, from the Commission's new Canadian content development policy (the CCD policy), set out in the Commercial Radio Policy 2006. According to the new CCD policy, to ensure continuity of assured funding, radio licensees are required to allocate no less than 60% of their basic annual CCD contributions to FACTOR or MUSICACTION, with the remaining amount to be directed to any eligible CCD initiative, at the discretion of the licensee. Under previous policies, it was not compulsory for commercial radio operators to fund these national organizations.
19. The Commission notes that a major objective of the new CCD policy is to stabilize funding for FACTOR and MUSICACTION, which are mandated to fund emerging artists nation-wide, including talent from a variety of backgrounds. The Commission also notes that the policy already allows commercial radio operators to spend up to 40% of their contributions in a discretionary fashion for parties or initiatives eligible for CCD funding, including initiatives for the production and promotion of local music and local musical artists.
20. While the Commission has the ability to grant exceptions to individual licensees, it grants these only upon application and on an exceptional basis. The Commission considers that the CAB's justification for redirecting funding from FACTOR/MUSICACTION to diversity-related initiatives is not exceptionally persuasive. Furthermore, the Commission is of the view that sufficient time should be given for the new CCD policy to be implemented and for the parties involved to assess its results before considering broad exceptions based on the size of the broadcaster.

### **Conclusions**

21. The Commission adopts the CAB's revised Best Practices for Diversity in Private Radio, as set out in the appendix to this public notice, and expects all radio licensees to adopt these Best Practices, as required by the Commission in the Commercial Radio Policy 2006.
22. In regard to the CAB's proposed approach to diversity for small commercial radio operators, submitted 6 July 2007, as it pertains to reporting requirements, the Commission adopts a modified version, according to which:
  - large commercial radio operators, with annual revenues above \$50 million (Astral, Corus, CTVgm, Newcap, Pattison and Rogers), shall adhere to the CAB's Best Practices and use the CAB's general reporting template to report annually on their diversity initiatives, with the first report due no later than 31 January 2009;
  - medium-sized commercial radio operators, with annual revenues above \$20 million and no more than \$50 million (Cogeco, Elmer Hildebrand, Maritime and Rawlco), shall adhere to the CAB's Best Practices and use the CAB's general reporting template to report on their diversity initiatives every five years, with the first report due 2 November 2012; and
  - small commercial radio operators, with annual revenues of \$20 million or less, shall adhere to the CAB's Best Practices, but be exempted from reporting on their diversity initiatives to the Commission.
23. The Commission notes that should any commercial radio operator enter into a different reporting category due to a change in its annual revenues, it is the responsibility of that

commercial radio operator to comply with the corresponding obligations set out above by the time of filing its next annual return. Further, that commercial radio operator shall file its report on diversity initiatives in the next reporting year as determined by the commercial radio operator's new reporting category. Accordingly, should a small or medium-sized commercial radio operator become a large commercial radio operator, it must begin filing annual diversity reports by the second 31 January following the change in reporting category, as indicated by its annual returns. Should a large or small commercial radio operator become a medium-sized commercial radio operator, it must begin filing reports by the fifth 2 November from the date it becomes a medium-sized commercial radio operator, as indicated by its annual returns.

24. Finally, in regard to the CAB's proposal that small commercial radio operators be exempted, upon application, from the Commission's new CCD policy, although the Commission can grant exceptions to individual licensees in exceptional circumstances, it is not prepared to do so in this instance.

Secretary General

#### **Related documents**

- *Acquisition of assets*, Broadcasting Decision CRTC [2007-359](#), 28 September 2007
- *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC [2006-158](#), 15 December 2006
- *CKKQ-FM Victoria, CKKQ-FM-1 Sooke and CKKR-DR-1 Victoria; CJZN-FM Victoria, CKXM-FM-1 Sooke and CJZN-DR-1 Victoria – Acquisition of assets*, Broadcasting Decision CRTC [2006-639](#), 24 November 2006
- *Commission's response to the report of the Task Force for Cultural Diversity on Television*, Broadcasting Public Notice CRTC [2005-24](#), 21 March 2005
- *Commercial Radio Policy 1998*, Public Notice CRTC [1998-41](#), 30 April 1998

*This document is available in alternative format upon request, and may also be examined in [PDF format](#) or in HTML at the following Internet site: <http://www.crtc.gc.ca>*

### **Appendix to Broadcasting Public Notice CRTC 2007-122 (Provided by the Canadian Association of Broadcasters)**

#### **Diversity in Private Radio**

Private radio broadcasters are committed to advancing diversity, including diversity related to ethnocultural groups, Aboriginal peoples and persons with disabilities, within the sector. Many private radio operators, at both the station and corporate levels, have already brought forward innovative approaches to engaging diversity in the workplace and on-air.

#### **The Business Case for Diversity in Radio**

Private radio respects its obligations to reflect the diversity of Canada in its programming and operations and recognizes that changes to the demographics of Canada's population also represent a very strong business case for diversity in radio.

In a major change from its demographics a generation ago, Canada's diversity has grown dramatically. Many businesses within the Canadian economy – from financial institutions to high-tech companies to private broadcasters – are keenly aware of these demographic realities, and recognize that major transformations in the population inevitably drive change in the economy as a whole. Consumer patterns of behaviour change, workforce compositions are altered and the base of human capital, driving a knowledge-based economy, broadens.

The business community is also aware that a more diverse customer base means they must change, adapt and create in order to remain competitive in the products and services they offer. In other words, within many of Canada's economic sectors there is a broad recognition

that diversity can mean strong business opportunity and business success. Companies that do not recognize the relationship between growing diversity and business success run the risk of losing out on potentially lucrative markets.

The private radio industry is very much aware of the opportunity and success that harnessing diversity can represent. There is a very strong business rationale that underlies the case for diversity in private radio: the creation of more dynamic diverse programming and the development of diverse workforces can attract larger listening audiences, enhance already strong relationships in local communities and generate additional or new advertising revenue.

For individual radio stations, building and pursuing a business case for diversity will be largely dependent on and driven by the level of diversity present within their local markets. With a wide variation across markets throughout Canada, individual radio companies and/or stations will need to determine those strategies that will best suit both business and community relevance.

### **Best Practices for Diversity in Private Radio**

Private radio's strategy to advance the reflection and promotion of talent from diverse backgrounds including ethnocultural groups, Aboriginal peoples and persons with disabilities is based on the development and implementation of a wide range of best practices with an emphasis on music and spoken-word programming, human resource initiatives, community outreach, and accountability and measurement.

Private radio broadcasters are committed to achieving high standards for their broadcasts and were among the founding members of the Canadian Broadcast Standards Council (CBSC). As members of the CBSC, radio broadcasters adhere to a number of industry content codes relating to programming and advertising material including the *CAB Code of Ethics*, the *RTNDA (Journalistic) Code of Ethics* and the *CAB Equitable Portrayal Code*<sup>4</sup>, and regularly review these codes to ensure they meet evolving community standards and expectations for programming, including the fair and accurate portrayal of ethnocultural minorities, Aboriginal peoples and persons with disabilities.

In addition, the music content provided by a majority of private radio broadcasters is very racially and culturally diverse, with most radio stations providing a rich menu of racially and culturally diverse music programming in a multitude of formats.

Notwithstanding, private radio broadcasters recognize that the continued selection and promotion of music and spoken-word talent/programming from ethnocultural minorities, Aboriginal peoples and persons with disabilities contribute to the better reflection of diversity in commercial radio. Private radio broadcasters also recognize that Canadian content development contributions can have a positive impact on the advancement of diversity in private radio. For these reasons, the private radio broadcasters also encourage other industry stakeholders including regional and national music associations, guilds, unions and music funding agencies to develop strategies for talent development in ethnocultural, Aboriginal, and disability communities.

In order to situate private radio's best practices within the operational and market realities of the sector they are organized in the following nine areas:

1. Industry Commitment
2. Application and Implementation
3. Corporate Accountability
4. Recruitment, Hiring, Retention
5. Internship, Mentoring and Scholarships
6. Programming
7. News and Information Programming
8. Community and Industry Outreach
9. Internal Communications

#### **1. Industry Commitment**

### **Best Practices**

1.1 Canada's private radio broadcasters recognize the importance of the provision of programming at the local and network level that responds to listeners' needs and interests and includes the reflection of Canada's diversity on-air.

1.2 Canada's private radio broadcasters are committed to achieving diversity both on-air and within the industry's workforce by:

(a) creating best practices and practical initiatives to improve the representation and ensure the fair, accurate and non-stereotypical portrayal and reflection of Canada's diversity on radio;

(b) ensuring an accepting, respectful and inclusive work environment, a representative workforce and a workplace where all employees experience fair treatment and equal opportunity for career advancement;

(c) identifying and removing barriers to access and employment within the broadcasting system; and

(d) identifying the business opportunities associated with fostering an inclusive and diverse workforce and airing programming that attracts diverse audiences.

## **2. Application and Measurement**

Given the diversity of the private radio broadcasting industry itself, it is incumbent upon individual radio broadcasters to develop the tools that will be most relevant for them, and to determine the most appropriate and effective ways to use these tools.

### **Best Practices**

2.1 Private radio broadcasters will measure progress in achieving their diversity objectives.

## **3. Corporate Accountability**

In order to ensure corporate commitment to diversity, this commitment must become an integrated part of corporate governance that is clearly evident to all employees.

### **Best Practices**

3.1 A private radio broadcaster will formally articulate and demonstrate a corporate commitment to developing and maintaining an inclusive corporate culture that fosters and promotes diversity both on-air and within the broader workforce.

3.2 A private radio broadcaster will develop and implement internal communication practices to ensure that all diversity policies and plans are communicated to management and staff.

3.3 A private radio broadcaster will ensure that all employees, both management and staff, agree to adhere to diversity policies and practices.

3.4 A private radio broadcaster will appoint or designate a senior executive to be responsible for the development, implementation and evaluation of diversity practices and initiatives for stations and/or services within their corporate group.

3.5 A private radio broadcaster will, where possible, incorporate diversity objectives within its business plans, at the departmental, divisional and/or corporate level.

3.6 A private radio broadcaster will, where possible, make accessible information on the implementation of diversity practices by posting on its Web site the company's

corporate diversity plan.

#### **4. Recruitment, Hiring and Retention**

In matters relating to human resources, including policies/programs relating to recruitment, hiring and retention, it is imperative that human resource staff be trained and educated on techniques that address cultural diversity.

##### **Best Practices**

4.1 A private radio broadcaster will ensure that all human resource policies clearly articulate its commitment to diversity.

4.2 A private radio broadcaster will review and eliminate on an ongoing basis all human resource policies and practices relating to recruitment, hiring and retention that act as systemic barriers.

4.3 A private radio broadcaster will develop and implement mechanisms that foster an inclusive and accepting work environment aimed at increasing workforce retention.

4.4 A private radio broadcaster will develop tactics and implement mechanisms aimed at attracting and recruiting a diverse employee base.

4.5 A private radio broadcaster will, where possible, place advertisements for employment opportunities beyond mainstream media by placing advertisements in media targeted to diverse communities.

4.6 A private radio broadcaster will ensure that employees responsible for hiring and managing staff are provided with training on systemic barriers.

4.7 A private radio broadcaster will monitor progress and assess the effectiveness of policies and initiatives in furthering diversity objectives.

#### **5. Internship, Mentoring and Scholarships**

Educational programs can be both local and national in scope, as a means of attracting maximum participation from the broadest range of Canada's diversity.

##### **Best Practices**

5.1 A private radio broadcaster will incorporate diversity plans into its internship programs where available.

5.2 A private radio broadcaster will clearly articulate its diversity practices and policies to educational institutions with which it has existing relationships.

5.3 A private radio broadcaster will examine internship, mentorship and other recruitment programs both for systemic barriers and effectiveness. Specifically, broadcasters will review selection criteria, outreach initiatives and communication tools for accessibility.

5.4 A private radio broadcaster will, where possible, work with industry associations and agencies to identify programs for training and recruitment to meet diversity objectives.

#### **6. Programming**

Private radio broadcasters recognize that the selection and promotion of music and spoken-word talent/programming from ethnocultural minorities, Aboriginal peoples and persons with disabilities can contribute to the better reflection of diversity in commercial radio.

##### **Best Practices**

6.1 A private radio broadcaster will endeavour to fairly and accurately reflect the diversity of the audience and/or communities it serves in the programming offered within its format.

6.2 In the commissioning, acquisition and/or development of programming, a private radio broadcaster will ensure, where possible, that programs reflect the diversity of the audiences to which the programming is directed.

6.3 A private radio broadcaster will, where possible, reflect the unique perspective and cultural background that on-air talent/producers bring.

6.4 A private radio broadcaster will support music and spoken-word talent from diverse backgrounds using regulated financial contributions to Canadian content development initiatives and music funding agencies such as FACTOR, MUSICACTION, Radio Starmaker Fund and Fonds Radiostar.

## **7. News and Information Programming**

In bringing the realities of community, country and the world to Canadians, news and information programming presents potentially the most sensitive of all Best Practices initiatives focusing on diversity in private radio.

It is pivotal that all newsroom professionals not only commit to diversity in the workplace, but also develop means for ensuring accurate reflection and portrayal of diverse groups. This means that newsroom culture must become well-versed in cultural diversity, and in understanding vocabulary, culturally unique behaviours and other methods of communication.

### **Best Practices**

7.1 A private radio broadcaster will commit to fair and accurate reflection and portrayal on-air by reviewing, developing and maintaining an editorial perspective and/or policy that advances its diversity objectives.

7.2 A private radio broadcaster will diversify its use of experts on-air to include individuals from a broad range of diverse backgrounds.

7.3 A private radio broadcaster will ensure that experts and other on-air guests from diverse backgrounds are interviewed on-air with respect to a wide-range of public issues.

7.4 A private radio broadcaster will ensure that on-air news and information programming staff from diverse communities are assigned to a wide range of public issues.

7.5 A private radio broadcaster will develop and implement outreach initiatives to foster a better understanding among news and information programming staff about diverse communities.

7.6 A private radio broadcaster will ensure that news and information programming staff participate in the outreach initiatives of diverse communities.

7.7 A private radio broadcaster will consult with community leaders and issues experts, where appropriate, on issues such as ethnic or racial conflict and other diversity-sensitive issues.

## **8. Community and Industry Outreach**

Connecting with a community is an extremely important measure in advancing diversity on private radio.

### **Best Practices**

8.1 A private radio broadcaster will review, develop and implement community outreach and consultation practices as applicable (local, regional) to inform and be informed regarding issues concerning the representation, reflection and portrayal of diverse communities.

8.2 A private radio broadcaster will review its communications with its audiences with a view to eliminating systemic barriers.

## 9. Internal Communications

### Best Practices

9.1 A private radio broadcaster will inform and communicate, on an ongoing basis, to management and staff, all diversity policies and practices adopted by its station(s).

#### **Footnotes:**

<sup>1</sup>Public Notice [1998--41](#)

<sup>2</sup>In Broadcasting Decision [2007--359](#), the Commission approved the acquisition of the radio and television undertakings owned by Standard by Astral Media Radio (Toronto) Inc. and 4382072 Canada Inc., partners in a general partnership, carrying on business as Astral Media Radio G.P.

<sup>3</sup>The revenue figure for Pattison includes the 2006 revenue for radio stations that it acquired from O.K. Radio Group Ltd. (see Broadcasting Decision [2006--639](#)).

<sup>4</sup>The CAB's proposed Equitable Portrayal Code is still under consideration by the Commission.

Date modified : 2007-11-02

# Appendix C

# CHANGING CHANNELS

*Improving Media Portrayals of Disability*

**A**CTING IS A TOUGH line of work to get into, but for actors with disabilities, breaking into the business is fraught with even more challenges. Although 4.4 million Canadians – one in seven people – has a disability, we're conspicuously absent from popular media. When we do appear, it's often in roles that are stereotypical or degrading.

Little attention has been paid to rectifying the situation, but change *is* on the horizon. The Canadian Radio-television and Telecommunications Commission (CRTC), the independent public organization vested with the authority to regulate and supervise all aspects of Canadian broadcasting, recently approved the Equitable Portrayal Code – guidelines that will provide broadcasters with clearer advice about how to improve their portrayal of identifiable groups, including people with disabilities. The Code came into effect on March 17th, 2008.

"For the first time, the CRTC has started asking questions around [the portrayal of disability]," says Don Peuramaki, a filmmaker and former producer for *D-Net* (later called *Moving On*), a 1990s television news show about disability.

Peuramaki was a catalyst in the creation of the Code. A few years ago, he dug up a 1988 report by the Standing Parliamentary Committee on the Status of Disabled Persons, "No News is Bad News." It listed 27 recommendations to improve the representation of people with disabilities in the media. "They did quite a lot of extensive research and they came out with quite a few solid recommendations," says Peuramaki. "I was just going through that report...and it's amazing how little has changed in 20 years. I mean, you could almost issue that report today."

In 2003, Peuramaki filed an intervention with the CRTC to call attention to broadcasters' unfulfilled promises. At that time, a cultural diversity task force created by the Canadian Association of Broadcasters (CAB), which represents private broadcasters, was examining the portrayal of Aboriginal people and visible minori-



Leesa Levinson is the founder of Lights, Camera, Access!

ties, research called for by the CRTC. In 2004, in response to the intervention, the CRTC directed the CAB to review how people with disabilities were portrayed.

The CAB created subcommittees that included people with disabilities with connections to the media, such as Peuramaki, to provide input. Its consultants also interviewed stakeholders and researched best practices from Canada, the United States and the United Kingdom. In 2005, the CAB presented its findings to the CRTC in the report "The Presence, Participation and Portrayal of Persons with Disabilities in Television Programming."

The findings were not a surprise. Among the many concerns were the "overall lack of coverage of disability issues by television news outlets" and the "stigmatization and stereotyping of persons with disabilities, where individuals are viewed as the objects of pity and depicted as having the same attributes and characteristics no matter what the disability may be..."

Over the next two years, the CAB drafted guidelines for portrayal that would eventually be extended to all identifiable

groups and become the Equitable Portrayal Code.

While the Code's effects will take time to appear, it has the potential to change the face of Canadian television. Theoretically, broadcasters who repeatedly fail to improve their practices could lose their licence.

"The principles of protection for all Canadians who are members of identifiable groups has been there," says Ron Cohen, national chair of the Canadian Broadcast Standards Council (CBSC), the independent organization created by the CAB to administer standards established by its members, including the Code. "This new Code provides a more specific recognition and advice to broadcasters, more specific advice about what is expected of them. It's absolutely enforceable. There's nothing voluntary about it whatsoever, as the CRTC said it's a condition of licence for all broadcasters in Canada."

The CBSC has received a funding commitment from CTVglobemedia that will enable it to publicize the Code, translate it into dozens of languages and provide it in audio formats. "It's timely, it's needed, it's important, and I believe it's the most advanced code of its type that I have seen in any of the regulatory environments in the world," says Cohen.

Changing attitudes will be the greatest challenge. A few years ago, Joanne Smith, who hosted CBC's *Moving On* from 1997 to 2007, did a story about the portrayal and participation of people with disabilities in the media. "I was actually shocked when I spoke to some casting agents and some executive producers specifically about hiring people with disabilities, whether it be for broadcasting or for acting, and I had some people point-blank tell me they didn't want to hire people with disabilities," says Smith.

Their "reasons" ranged from "no talent" to "too much politics involved with employment." A few months ago, Smith spoke to an executive producer who believes that disability is a hard sell and isn't sexy, and that people wouldn't want

PHOTO COURTESY OF LEESA LEVINSON

to see it on television, with the exception of the Bionic Man. (Despite having a loyal following, the last episode of *Moving On* aired in August of 2007. The CBC offered no explanation for its cancellation.)

One initiative that may change perceptions is Lights, Camera, Access! Toronto-based actor Leesa Levinson, who has lived with multiple sclerosis for two decades, is the founder and executive director of this resource centre for people with disabilities in the industry and those who want to be. It is under development, and funding will come from CTVglobemedia, as well as Heritage Canada in partnership with the University of Toronto.

Lights, Camera, Access! will offer a casting service, a referral system, workshops and services such as script consultation. Levinson, who served on the diversity committee of the Alliance of Canadian Cinema, Television and Radio Artists (ACTRA) for members with disabilities, also wants to create a database of people who want to get into the industry.

Karl Pruner, president of ACTRA Toronto ([www.actratontoronto.com](http://www.actratontoronto.com)), believes there is a role for Levinson's organization. "Unless we get performers with disabilities to get work, then other people [with disabilities] with talent may not self-identify

as performers, they may not seek out the training. If they don't seek the training, it won't be available or it won't be accessible," says Pruner.

ACTRA promotes inclusiveness by using appropriate language in contracts, encouraging the use of accessible audition spaces, and offering training for people with disabilities on auditioning and other topics. It also has a DVD for casting directors that features actors with disabilities.

ACTRA's diversity committee is also pushing for more work for members with disabilities. Pruner says that there are characters on TV who do jobs that, in reality, people with disabilities could do, and producers are asked to audition people with disabilities for those roles.

Peuramaki believes that if equitable portrayal existed, every seventh person who acts, directs, writes or produces would have a disability. The Code is a major step toward fulfilling that vision, but we're in for a long journey, and it's critical that people in the disability community – including *Abilities* readers – report any incidents of inappropriate portrayal to the CBSC so that the Code can be tested.

"We have to be careful, in terms of watching out for tokenism. Portrayal is not adequate – it has to be equitable por-

## LEARN MORE

**"The Presence, Portrayal and Participation of Persons with Disabilities on Television Programming," Canadian Association of Broadcasters**

[www.cab-acr.ca/english/research/05/sub\\_sep1605\\_research.htm](http://www.cab-acr.ca/english/research/05/sub_sep1605_research.htm)

**"Broadcasting Public Notice CRTC 2008-23," Canadian Radio-television and Telecommunications Commission**

[www.crtc.gc.ca/archive/ENG/Notices/2008/pb2008-23.htm](http://www.crtc.gc.ca/archive/ENG/Notices/2008/pb2008-23.htm)

**Canadian Broadcast Standards Council**

[www.cbcs.ca](http://www.cbcs.ca)

**Lights, Camera, Access!**

[www.lightscameraaccess.ca](http://www.lightscameraaccess.ca)

trayal," says Peuramaki. "We need to be vigilant. Since we're barely on the radar screen, it's easy to fall off again."

Scott Bremner ([bremner.scott@yahoo.ca](mailto:bremner.scott@yahoo.ca)) is a freelance reporter in Oshawa, Ontario.

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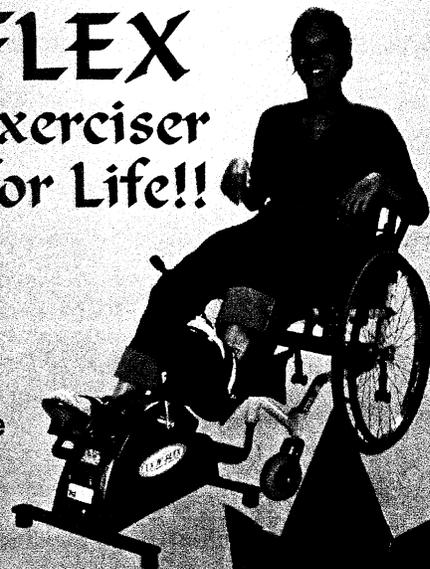
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# Appendix D

## CAB Special Update on Diversity #1 - April 10, 2008

These Diversity Updates have been designed as a tool to provide key information and links on the issues relating to diversity in broadcasting to assist private broadcasters and other industry stakeholders in their efforts to ensure that our airwaves reflect all Canadians.

### Practical Help: Links to Diversity Toolkits

Many CAB members have created their own, individualized diversity toolkits to support the creation of diversity initiatives in their companies both on-air and behind the scenes.

The CAB has identified a number of diversity toolkits from other jurisdictions that members may find useful in their planning and operations.

The European Union has released a number of publications, including:

- The highly regarded [U.K. Film Council Diversity Toolkit](#) is regularly updated and has sections dedicated to strategies for finding and casting diverse talent and working with persons with disabilities.
- [A Diversity Toolkit for Factual Programmes in Public Television](#) provides an array of materials and tips for broadcasters seeking to expand their diverse presence on- and off-air.
- [Online – More Colour in the Media](#) is a broad network of European NGOs, broadcasters and training institutes with a strong list of publications and best practices .
- [The Skill Set Sector Council for Audio Visual and Publishing Industries](#) in the U.K. provides a wide range of diversity information that is particularly applicable to broadcasters.
- A [Diversity Toolkit](#) for Television Journalists is published by the European Union.

In addition to these excellent links, a number of U.S. training institutes have developed diversity resources. Here is one such resource:

- Cook Ross [Diversity Toolkit](#) offers a comprehensive outline of strategies and initiatives.

Other jurisdictions such as Australia have also developed and published diversity toolkits, including the University of Melbourne's [Centre for International Business](#) which provide unique content on business models, business cases and diversity management strategies.

The CAB is constantly on the lookout for leading edge information on diversity around the world, so please contact us if you have found any other useful resources and we will share them with CAB members in our next Diversity Update currently scheduled for release in Summer 2008.

It is also worth noting that the CAB has developed a series of tools for use by members and industry stakeholders, including:

- The development of Diversity Best Practices for [Television](#)
- The development of Diversity Best Practices for [Radio](#)
- Original research on [The Presence, Portrayal and Participation of Persons with Disabilities in Television Programming](#)
- The creation and distribution of two educational brochures: [Employment Opportunities in the Canadian Broadcasting and Affiliated Production Sector](#) and [Recommended Guidelines on Language and Terminology – Person with Disabilities](#)
- A website specifically dedicated to [Diversity in Broadcasting](#), built to international standards of accessibility

We look forward to building on this growing tradition of diversity leadership within our organization and our industry.

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## Upcoming Events

### *The CAB at Regional Conventions*

The CAB will be delivering the latest information on diversity to two regional conventions in May and June 2008.

- The presentation for the [British Columbia Association of Broadcasters](#) (BCAB) Convention on May 9th is entitled, 'Diversity on the Rise'.
- The CAB will deliver 'Diversity: Unlocking Cool' at the [Western Association of Broadcasters](#) (WAB) Convention on June 8th.

### *Télédiversité*

Scheduled for June 5th and 6th, planning for the 2008 edition of this Montreal-based event is well underway. Founded by Astral Media, TVA and TQS, this annual event covers issues relating to the presence and portrayal of cultural diversity on television by private broadcasters in Quebec. Participants include key decision makers, broadcasters, and representatives from multicultural and aboriginal communities. Visit the [Télédiversité](#) website for more information.

The Regional Conventions and industry events such as Télédiversité present a great opportunity to bring the latest diversity strategies out to our members. We look forward to seeing you there!

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## May is Asian Heritage Month in Canada

Asian Heritage Month is a special celebration of Canada's diversity, held from May 1st to 31st each year.

While festivities have taken place in a number of Canadian cities since 1993, a motion to formally recognize the month of May as Asian Heritage Month was moved by Senator Vivienne Poy and adopted by the Government of Canada in 2002.

As Senator Poy's motion read in part, [Asian Heritage Month recognizes] 'the important contributions of Asian Canadians to the settlement, growth and development of Canada, the diversity of the Asian Community, and its present significance to this country.'

And the diversity of the Asian community is truly broad and inclusive, applying to people from (or whose ancestry are from):

- East Asia - China, Hong Kong S.A.R., Japan, Mongolia, North Korea, South Korea, Taiwan.
- South Asia - Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka.
- Central Asia - Afghanistan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan.
- Southeast Asia - Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam.

Throughout the month of May, a number of special events are slated to take place across Canada, including celebrations of music, dance, art and other expressions of Asian culture. The organizers of Asian Heritage Month invite all Canadians to participate in these special activities.

For more information, visit the [Asian Heritage Month website](#). The website contains an abundance of information about Asian culture, as well as an impressive selection of video and audio archives.

If you have any plans to join in the celebrations, let us know!

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## CAB Gold Ribbon Awards – Diversity Categories

In recent years, the CAB has created four Gold Ribbon award categories celebrating Aboriginal Programming and Diversity in News and Information Programming.

The **Gold Ribbon Award for Excellence in Aboriginal Programming** for Television and Specialty and Pay members and the **Gold Ribbon Award for Aboriginal Programming** in Radio honour the greatest contributions to the development, creation, and broadcast of an outstanding Canadian program or series dealing with an Aboriginal theme, or tackling an Aboriginal issue, and designed to develop awareness in the station's community.

And two Gold Ribbon Awards have been created to celebrate **Diversity in News and Information Programming**, for both Television and Specialty and Pay members, and for Radio.

In each case, the award honours the station or service that has broadcast an outstanding report or story dealing particularly effectively and accurately with issues relating to social diversity, including race, ethnicity and persons with disabilities.

Audio and video clips of the 2007 Gold Ribbon Award winning entries in these categories (are) will be available soon for viewing on the CAB's Diversity in Broadcasting website.

The 2008 Gold Ribbon Competition booklet will be available on the CAB's website in May – be sure to start planning your entries now – the entry deadline is July 4th!

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## **The Canada Award**

The Academy of Canadian Cinema & Television/L'Académie canadienne du cinéma et de la télévision annually presents the Canada Award/Prix du Multiculturalism honouring excellence in television programming that reflects the racial and cultural diversity of Canada.

Sponsored by the Multiculturalism Program of the Department of Canadian Heritage, the Canada Award/Prix du Multiculturalisme aims to promote greater opportunities for ethnic and visible minority professionals within the broadcasting industry on both sides of the camera.

For more information on the Canada Award/Prix du Multiculturalisme, visit the Academy's website at <http://www.geminiawards.ca/canadaaward/canadaaward.cfm> or at <http://www.academy.ca/awards/gemeaux.cfm>.

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***For more information, please contact:***

**[Marye Ménard-Bos](#)**

Executive Director, Events and Member Services  
Directrice exécutive, Événements et Relations avec les membres  
Canadian Association of Broadcasters/  
L'Association canadienne des radiodiffuseurs  
Tel/Tél : (613) 233-4035 ext./poste 311  
Fax/Télec. : (613) 233-6961

**[Pierre Pontbriand](#)**

Vice President, Communications/Vice-président, Communications  
Canadian Association of Broadcasters/  
L' Association canadienne des radiodiffuseurs  
Phone/téléphone : 613-233-4035, ext/poste 351  
Fax/télécopieur : 613-233-6961