



31 January 2013

John Traversy
Secretary General
Canadian Radio-television and
Telecommunications Commission
1 Promenade du Portage
Les Terrasses de la Chaudière
Gatineau, Québec, J8X 4B1

via electronic filing

Dear Mr. Traversy:

Re: Annual diversity report for Shaw Media Inc.

In accordance with Decision CRTC 2001-458, please find attached the annual diversity report for the broadcasting undertakings of Shaw Media Inc. for calendar year 2012.

If the Commission has any questions related to this report, or requires further information or explanation, please do not hesitate to contact me directly.

Sincerely,

A handwritten signature in black ink that reads "Jean Brazeau". The signature is written in a cursive, flowing style.

Jean Brazeau
SVP, Corporate & Regulatory Affairs

Shaw Media is pleased to provide its 2012 Diversity Report which outlines the efforts made to advance diversity in all aspects of the company. As one of Canada's leading broadcasters, we are dedicated to the accurate portrayal and advancement of Canada's diverse communities with specific emphasis on visible minorities, Aboriginal peoples, people with disabilities, and women.

One highly notable initiative for 2012 was our partnership with the Shaw Multicultural Channel in Vancouver and Calgary. In January, Global National Mandarin was launched with a Chinese anchor and reporter, and Global National content translated into Mandarin. Further details are provided in the news section below.

CORPORATE ACCOUNTABILITY

Our current corporate objectives are to increase diversity in our workforce, create relationships with diverse organizations in our communities, and to ensure that our programming reflects the diversity of all of our communities. By incorporating diversity throughout our schedules we ensure that we are reaching the broadest possible audiences, where programming may be of particular interest to some, but accessible to all. Our *Diversity Corporate Plan* details our corporate commitment to ensuring diversity in all areas of Shaw Media, from hiring, to on-screen representation, to community relations.

Shaw Media believes in corporate accountability for its diversity initiatives. For this reason, the Vice President, Human Resources, Shaw Media was appointed the new executive in charge of diversity and of the Shaw Media National Diversity Task Force. He is supported by senior leaders in all areas of the company who are responsible for promoting diversity in their specific areas.

In 2012 Shaw Media revitalized the Shaw Media National Diversity Task Force by inviting new leaders to join. This committee has met twice in recent months and in 2013 intends to update our *Best Practices Diversity Workforce Statement* and our *Diversity Corporate Plan* to align with the diversity mandate of our parent company.

Station managers play a vital role in corporate accountability for diversity within Shaw Media. They have clear goals regarding diversity activities at their stations, and set an example and tone in their various locations. Our conventional stations have set up Station Diversity Committees that are comprised of at least the station manager and the news director. These committees are responsible for holding meet and greets and round table discussions with representatives of under-represented communities, and the implementation of station diversity initiatives. These committees report to the Shaw Media National Diversity Task Force. Each station manager is asked to obtain feedback on existing initiatives and discuss suggestions for future initiatives. For example, Global Toronto's 11-member Diversity Committee met in 2012 to discuss guidelines for the new Editorial Advisory Board; and how to better reflect the diversity of their communities in their news and current affairs programming.

Station managers are also asked to obtain external feedback from diverse groups in their communities through meet and greet or round table discussions. For example, in 2012 Global Winnipeg created a speaker series titled Voices in the Community and invited two groups into the station to discuss mental health issues and immigration. All Global staff in Winnipeg were invited to attend and obtain feedback.

The primary tool for staff assessment of progress is the station tracking report. In December of each year individual stations and specialty services complete a comprehensive diversity questionnaire. These reports are used to monitor progress and activities on a local basis. This “on the ground” feedback helps us to identify and monitor potential areas of concern or weakness – and take corrective action as necessary. Station reports include information on job postings (and positions filled that were not posted); promotions; training; community outreach initiatives/feedback; news programming; news rolodex; non-news local programming; cross-media partnerships; sponsorships/promotions; and diversity advisory committees.

On a national level Shaw Media employees have participated in the CRTC mandated Closed Captioning and Described Video Working Groups, and their various subcommittees e.g Described Video Working Group PSA Subcommittee. We are also very active in the Described Video Best Practices Working Group hosted by Accessible Media Inc.

RECRUITMENT, HIRING, RETENTION, AND TRAINING

Broadly speaking, almost all of our diversity-related initiatives should directly or indirectly impact recruitment and hiring activities through internships and/or scholarships; facilities tours to diverse high school, university, and college students; internal communication of our *Best Practices Diversity Workforce Statement*; widely distributed job postings; station tracking reports for monitoring purposes; the maintenance of an inclusive workplace; and so on.

All of the initiatives considered in the *Diversity Corporate Plan* are ongoing. Our six-point employment program will be revised in 2013, but continued in 2012:

- working towards a representative workforce in on-air talent pool and within our management group;
- posting of job opportunities locally throughout the Shaw Media broadcast system across Canada, and internally on our intranet site;
- working with appropriate community organizations and groups to identify eligible candidates;
- maintaining participation in and continuing support of industry organizations on a local and national level;
- continuing to meet the requirements of the Employment Equity Act; and

- continuing the Global program of awards and scholarships for visible minorities, Aboriginal people and persons with physical disabilities.

Note that several years ago we discontinued the Broadcaster of the Future Awards Program. However, we currently offer an internship program for five+ students with disabilities per year through our Alliance Atlantis social benefits package.

Recruitment

Many of our recruitment initiatives address the six-point employment program noted above. Shaw Media job postings and those of our parent company Shaw Communications all include the following inclusive language: *At Shaw we believe a diverse workforce fosters diversity of thought and perspective, and more diversity means more solutions. We invite all qualified individuals to apply.*

The following initiatives were established in previous years and continued through 2012:

- Our various Human Resource departments distributed external job postings to many ethno-cultural and Aboriginal groups, and organizations associated with persons with disabilities. Moreover, most of our positions were also posted in the job section of the Shaw Media website.
- We maintained our participation in, and continued support for, relevant industry associations including the Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR); Canadian Council for Aboriginal Business (CCAB); Canadian Women in Communications (CWC); Aboriginal Human Resource Council (AHRC); Indspire (formerly National Aboriginal Achievement Foundation (NAAF)); among other groups.
- We are in our fifth year of offering paid internships to broadcast and journalism students with disabilities. It is our hope that when some of these students complete their studies they will apply for full-time positions at Shaw Media.

Hiring

Actual results from these initiatives are more difficult to gauge. We have put initiatives in place, but immediate results across the system are simply not possible. As such, our efforts to date have been to create corporate and local climates promoting inclusion and encouraging diversity on- and off-air. Annual monitoring is also susceptible to one-year swings caused by specific programming initiatives.

Station diversity reports track the number of new posted and un-posted hires from each of the four designated groups. Filled positions are subsequently categorized into broad job functions: management; on-air; administration; technical; programming; and production/news.

New hire highlights in calendar 2012 are listed below. As always, self-reporting may affect actual figures.

- 54.3% of all full-time posted positions were filled by a member of the designated groups;
- 43.9% of all full-time posted positions were filled by women;
- Three Aboriginal people were hired in 2012, one on-air;
- 27 of the 28 un-posted positions were filled by a member of a designated group;
- 69 of the 89 people hired at the main Shaw Media office in Toronto were from the four designated groups. That is 77% of new hires.

Interns are also considered for many entry level positions as they have a good working knowledge of our newsrooms and we have had the opportunity to see their skills. More information about our internship initiatives are outlined in a later section.

Retention

We have a variety of measures in place to retain employees from under-represented groups. Chief among these is the Shaw Media Diversity Mentorship Program. The primary objective of this Mentorship Program is to enhance the work experience of persons from diverse groups. As such, the program itself serves as an effective retention tool. We are now in our tenth year of this program with over 182 pairs having participated so far over the course of the program. Program information is available on our internal website and is sent to all employees each summer.

As noted in previous reports, retention is often tied to the possibility of promotion. Promotions are of course dependent on the creation of new opportunities and/or employment turnover. As such, while we would not consider employment-related promotions an initiative tied to diversity *per se*, it is important to acknowledge the importance employees, from all groups, place on the relationship between promotion and retention.

We continue to ensure that all internal candidates for available opportunities are treated equitably and fairly and we ensure that every internal applicant has an interview or discussion with the hiring manager.

At Shaw Media, we are very responsive to situations that require accommodation to eliminate or minimize barriers for existing employees or for those seeking employment with us. We have created modified work schedules to accommodate individuals with rehabilitation and childcare needs. Managers have worked closely with employees in such cases to facilitate special work arrangements.

Accommodations are made on an individual basis to ensure that all employees are given equal opportunity in the workplace. Facilities and Human Resources staff work with employees to ensure that accommodation needs are met.

Training

Stations are availing themselves of training opportunities as they arise. For example, Global Toronto sent staff to attend a Multi-cultural Marketing Leadership Seminar hosted by the Canadian Marketing Association (CMA). The seminar included CMA research providing insights into new Canadians and how their perception of brands and brand relationships are created. The session provided insight into how to market effectively to different ethnic groups. Global Toronto staff also attended the two-day Innoversity Creative Summit.

In June 2012 over 200 copies of SABAR's *Key Terminology Guidebook for Reporting on Aboriginal Topics* were distributed to newsroom employees across the country. Some of our stations took this opportunity to review with staff our policies regarding reporting of people from under-represented groups.

MENTORSHIPS, INTERNSHIPS, AND SCHOLARSHIPS

Shaw Media Diversity Mentorship Program

This program is specifically designed to provide development opportunities to members of the four designated groups and support retention efforts. In 2011-12, 17 pairs completed the Program, and in 2012-13 there are currently 29 pairs participating in the program.

The Mentorship Program continues to evolve. After each term feedback is gathered and analyzed by the mentorship facilitator and recommendations put into practice for the following term. To date we have had 182 pairings from across the country participate in the program.

This year's Diversity Mentorship Program participants represented a wide range of positions including: media coordinators, producers, reporters and anchors, editors, promo producers and schedulers, web designers, technicians, assistants, etc.

For the past five years we have also provided a mentor for the ImagineNative Film + Media Arts Festival / Shaw Media Mentorship Program. In 2012 our Director, Original Drama Content mentored a young Aboriginal woman who began her media career with an acting role at the age of 15. She now has many credits to her name in writing, directing, editing, and producing.

Internships

Internship Program for Students with Disabilities

As part of the Alliance Atlantis Benefits Package, an internship program for broadcast and journalism students with disabilities was established and has hosted 32 students to date.

These annual internships are awarded to at least five Canadian students with disabilities each year. Recipients in pursuit of a career in broadcasting receive a challenging opportunity to work in private television with paid internships at one of Shaw Media's broadcast properties.

Valued at \$800,000, an advertising campaign involving all Global television stations, Shaw Media specialty channels, and the corporate website took place from January to March 2012 to promote these internships with applications due 19 March 2012. The judging panel, in association with Lights Camera Access! selected seven interns for summer 2012 placements in Vancouver, Toronto, and Calgary.

Our SVP of Research wrote the following after hosting an intern from this program:

The intern performed remarkably well in her time with us. She was reliable, positive and extremely helpful. She was quick to perform her tasks and exhibited sound news judgment for a student who is only at the start of her journalism career. It was a pleasure to have her with us last summer.

United Nations Multimedia and Multiculturalism Program

In the spring of 2011 Shaw Media was approached by the United Nations Multimedia and Multiculturalism Program (UNMM) to place two interns – one in Calgary and one in Halifax – for six weeks.

This is a national program that links ethno-cultural communities with media organizations in Canada. UNMM increases the spectrum of voices, opinions and realities of ethno-cultural youth through a series of regional and national educational activities that promote diversity in mainstream media.

Because of the success of our first year of participation in this program, in 2012 we expanded our involvement and hosted eight interns at our operations across the country (Ottawa news bureau, Montreal, Toronto, Edmonton, Calgary, Vancouver). We are planning to continue our involvement with this program in 2013.

Shaw Media's Senior Director of Online/Current Affairs noted of one of the Toronto interns: *"I think this program was well worth it. I can tell you that the intern we had working with globalnews.ca was an absolute delight. She had strong skills and a marvellous attitude."*

An intern placed at Global Edmonton had the following to say about the program:

As an intern for Global News Edmonton I was given the opportunity to see how television news was assembled and broadcast for the world to see. I was given the chance to take part in helping to pitch, develop and write stories for live broadcasts and online content. Overall my time as an intern for Global was an incredible experience as well as an eye-opening look at the media industry, which wouldn't have been possible without M&M. The M&M program not only gave me the opportunity to work for a media organization like Global, but it also taught me how to think critically about the news, how to be aware of stereotypes that exist in media and how to push for more equality in the news and in daily life.

Global Maritimes hosted an intern for six weeks through the United Nations Multimedia and Multiculturalism Program. Her performance was exceptional and as a result she was hired on to a part-time Technical Coordinator position in the newsroom.

Local Internships

Internships are often offered for school credit and in 2012 many of our local stations opened their doors to a variety of students. The news department and ET Canada in Toronto hosted over 72 students – 56 were from the four designated groups. These interns worked in a variety of areas at the station based on their areas of interest and expertise.

Other examples of local stations hosting interns include: Global Regina providing a three-month internship to a young woman enrolled in the Indian Communications Arts Program at the First Nation's University of Canada. Global Edmonton hosted several interns including two visible minority students and nine women.

The local stations also provide job shadowing opportunities. For example, Global Okanagan hosted two students with disabilities in their news department for one day each.

Scholarships

FAAY scholarships

Through our Alliance Atlantis Benefits package we committed to support scholarships for Aboriginal Students through the Canadian Council for Aboriginal Business (CCAB). The CCAB administers the Foundation for the Advancement of Aboriginal Youth (FAAY) through which we provide Aboriginal broadcast and journalism students with nine scholarships each year totaling over \$23,000. In November 2012 recipients were chosen from across the country by merit, grades, and need.

One recipient enrolled in a broadcast program wrote:

This award and your generous support has helped me achieve my educational goals because I was not able to pay my full tuition. It has been my goal to tell our First Nations stories from a

youth perspective. I feel that access to our stories will empower my fellow youth to examine our history, culture, language and spirituality and through that reflection, I hope, find a much needed link to our heritage that will inspire them. I am deeply honoured to receive your kind contribution.

Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR) scholarship

Shaw Media has been a member of SABAR for over eight years. Four years ago the organization created a scholarship program for an Aboriginal student in a broadcast or journalism program. This award is given each summer to a deserving applicant with the option to reapply in the following two years for additional support as long as the student remains enrolled in their program. In 2012 SABAR awarded a \$5,000 scholarship to a journalism student and single mother, and two \$2,500 scholarships to previous scholarship recipients. Recipients are entitled to \$2,500 each year they remain in school for a total award of up to \$10,000.

COMMUNITY RELATIONS

We outlined our framework approach to community involvement in previous reports. For ease of reference, various local approaches to community involvement include:

- on-going dialogue with representatives of the four designated groups via on-site meet and greet sessions, one on one meetings, round-table discussions, and so on;
- production and/or airing of diversity-related PSAs and community calendar notices;
- facilities tours for members of the four designated groups; and
- support for third-party diversity-related initiatives (esp. on-air promotional support; provision of local high-profile hosts/emcees for events, sponsorships).

Local meet and greet sessions with members of diverse organizations

Our stations have generally found that more in-depth discussions with one group at a time provided a more meaningful relationship and solid objectives than a large meeting involving a number of different organizations with differing agendas. Station representatives also visited community groups in their communities to strengthen relationships.

Round-Table Discussions

This diversity initiative creates an enhanced environment for in-depth discussion with a smaller number of groups. Discussions may be general in nature or topic-oriented. For example:

- In May, Global Montreal invited representatives from a variety of women's groups to the station for a discussion. These groups included: Girls Action Foundation, Montreal Council of Women, The Coloured Women's Club, Hellenic Social Services of Quebec, and a Councillor for Ville de Mont-Royal. The group discussed priorities and issues facing our community and how the station could better aid these organizations. After providing a tour of our facilities the group met with reporters and anchors, exchanged business cards, and invited guests to contact us with Community Calendar listings, PSA proposals, and story ideas.
- In the fall of 2012 Global Toronto established an Editorial Advisory Board to provide recommendations on how the station can reinforce its connections with the community. The board includes, but is not limited to representatives from the following groups: March of Dimes Canada, the LGBT community, SABAR, City of Mississauga, and the Rotary Multicultural Ribfest.
- In September, Global Okanagan hosted a round table discussion that included disability groups such as the Kelowna & District Society for Community Living, the Kelowna & District Society for People in Motion, Tetra Society, and the Kelowna branch of Canadian Mental Health. Participants began with a set of questions to discuss such as: "What likes/dislikes do you have with media coverage?" "Are there any ongoing misconceptions by the public about disabilities?" And "what are some of the projects that you need to be supported on?"

One-on-One Meetings

Several stations find it beneficial to focus on one community or group and their issues / concerns / suggestions at a more intimate level. This can enable more in-depth discussions. For example:

- Global Winnipeg created a speaker series titled Voices in the Community where we invite an organization into the station to speak about issues pertaining to that group. All Global staff at the Winnipeg location are invited to attend these events. In October 2012 the Executive Director of the Canadian Mental Health Society discussed how language contributes to the stigma of mental health issues.
- Global Saskatoon had a one-on-one meeting with the Saskatchewan Islamic Society to discuss how to better serve the large number of Muslims moving to Saskatoon.
- Global Lethbridge met with the Coalition of Municipalities Against Racism & Discrimination about promoting Lethbridge as a welcoming and inclusive

community for all people. This resulted in the station's commitment to help with public awareness of the organization in 2013.

Facilities Tours

In order to build relationships with the communities we represent and cultivate interest in the broadcast sector among youth (especially youth in the four designated groups), Shaw Media proactively invites groups and individuals into our local stations for tours and on-site presentations and discussions. For example:

- In September, Global Toronto conducted a tour with a group from Community Living Toronto, an organization that supports individuals with intellectual disabilities.
- Global Regina hosted a tour for the Saskatchewan Disabilities Council in July that was attended by children with disabilities.
- Through the Saskatoon Rotary Club, Global Saskatoon's News Department hosted a tour of international students who were interested in technology.
- Global Edmonton conducted several station tours in 2012 including for the Capilano Transition Program, Centra-Can Day Program for Adults, McDaniel Youth Program, and the Red Hat Ladies.
- Global BC hosted tours in 2012 for the Canada-Asia Business Network, Youth Leadership Millennium for Aboriginal Youth, and Cougar Crossing Program for special needs students.
- Global Okanagan also provided tours to several groups including: The Okanagan Newcomers Club, McNaughton Support Services, Access Resources, and the Aboriginal Active Measures Program.

Direct Participation in Community Events

In an effort to increase the visibility of certain events and organizations, and participate in the communities we serve, our on-air personalities, station managers, and employees at all levels participated in a number of diversity-related activities in calendar 2012. Support was given to a variety of diversity events across Canada. Here are just a few examples:

- Employees across the country attended events in support of: the Abilities Arts Festival; Canadian Council for Aboriginal Business; Canadian Women in Communications; Women in Film & Television; Inclusion Works; Indspire; and Innoversity.

- Global Maritimes: a Senior Anchor hosted the Black Business Initiative Community Dinner in June 2012 and also conducted an extended interview with one of the key participants.
- In July, Global Montreal's Senior Anchor was the Master of Ceremonies for the Muscular Dystrophy Association's gala fundraiser: Kinsale Muscular Dystrophy Evening of Hope. In September the same Senior Anchor hosted the West Island Muscular Dystrophy Walk.
- Global Toronto was the television sponsor and our Weekend Anchor hosted the March of Dimes Ability and Beyond Gala in support of people with physical disabilities.
- Global Winnipeg's Managing Director was invited to participate in a Truth & Reconciliation Commission (TRC) discussion at Government House in Winnipeg where he was part of a panel that included the President of the University of Manitoba, an Aboriginal elder, an Aboriginal youth leader, and two senior officials with the Manitoba Government. The audience was comprised of approximately 150 people, including: Lieutenant Governor Phillip Lee, Justice Murray Sinclair and another commissioner from the TRC, the Chief of Police, invited guests and academics, Aboriginal leaders and members of the general public. The panelists discussed the following topics: What does reconciliation mean to you? In furthering the goal of reconciliation, what is the most important lesson we can learn from the history and legacy of residential schools? Why is reconciliation between Aboriginal and non-Aboriginal Canadians important? And what concrete actions can ordinary Manitobans take to support reconciliation in the province?
- For all of the work Global Saskatoon does with Indigenous people, the station manager was invited to be an honoured guest and take part in the Grand Entry at the Dakota Dunes Pow Wow.
- Global Regina personalities emceed the Cystic Fibrosis Dream of a Diamond, Dream of Cure Ladies Night and took part in the Cystic Fibrosis Great Strides Walk.
- Global Lethbridge's Weather Anchor hosted YWCA's Walk a Mile in Her Shoes which raised over \$21,000 and awareness for violence against women and families.
- A Global Calgary Anchor/Reporter hosted the Calgary International Reggae Festival that celebrated the sights, sounds, and culture of the Caribbean.
- A Global Edmonton Anchor was emcee for the Dream Speakers Tour – an Aboriginal youth film festival that took place in February 2012.
- Global BC's Global National Mandarin Anchor hosted and participated in the Vancouver Chinatown Festival, the Chinese Cultural Festival, and The Chinatown Dragon Year Parade.

- Global Okanagan’s weatherman served coffee at the Tim Horton’s Kelowna Airport location in support of “Camp Day” for people with disabilities.

Public Service Announcements

Many of our stations donated time and production facilities to create PSAs for local organizations that serve under-represented groups. Nationally, Shaw Media became the media partner for the Truth & Reconciliation Commission creating several PSAs to raise awareness about their work and promote local events where residential school survivors can recount their testimonies.

Below are some examples of local PSA support in 2012:

- Global Maritimes again partnered with the Black Business Initiative to profile Black owned businesses and entrepreneurs across Nova Scotia. They also partnered with Easter Seals to produce local PSAs.
- For the March of Dimes Ability and Beyond Gala, Global Toronto created, produced, and aired a PSA about the organization and event. March of Dimes supports programs and services for children and adults with disabilities.
- Global Edmonton produced and aired a PSA for the Alberta Council of Women’s Shelters.
- Global BC produced and aired 14 PSAs for Variety: A Children’s Charity – an organization that builds better futures for children with disabilities.

In 2012 Shaw Media produced local PSAs for diversity groups and events (valued at over \$200,000). We also aired over \$9.6 million worth of diversity PSAs across our broadcast properties. Here are just a few organizations and events that received air time:

- Down Syndrome Awareness
- Alliance for Equality of Blind Canadians
- SABAR National Aboriginal Day
- Canadian Women’s Foundation
- Vancouver Arthritis Walk 2012
- CIC Asian Heritage Month
- Courage to Come Back Awards
- Cure Foundation
- Movember
- MS Society of Canada
- Truth and Reconciliation Commission
- Timmy’s Telethon

As mentioned earlier, on-air community calendars raised awareness for many diversity organizations and events in 2012. The dollar value of these was over \$1.5 million of air time.

Sponsorships

There are many diversity organizations across the country that we support through financial donations, in-kind, and benefits sponsorships. For ease of reference we have repeated below information related to the organizations we continued to support in 2012.

National Sponsorships

SABAR - Our participation in this sector initiative, which includes members from various broadcasting companies, Aboriginal Affairs and Northern Development Canada, and Aboriginal training institutes, continued in 2012. This committee has worked together to create a scholarship program for Aboriginal students in broadcast or journalism programs. In the coming year we plan to implement an internship program as well.

Canadian Council for Aboriginal Business (CCAB) - The mission of the CCAB is “to broker business relationships between the corporate sector and the Aboriginal community... by providing the private sector with the resources it needs to engage Aboriginal people, businesses and communities.” In 2012, we retained our membership in CCAB and continued our representation on the Board of the organization. We continue to be the only broadcast member of this organization.

Via the Alliance Atlantis benefits package we augmented our relationship with CCAB in 2008 by creating the Canwest (now Shaw Media) Broadcast Scholarship for Aboriginal Students. For the past five years we have provided eight scholarships and one bursary per year through this program to Aboriginal students in broadcast or journalism programs at a total of \$23,000 per year.

Canadian Women in Communications - Canadian Women in Communications (CWC) is an organization dedicated to raising the profile of women working in the communications industry in Canada through a number of benefits and services. Shaw Media contributes benefits money to the CWC to develop and run the national *Shaw Media Mentorship Program*, whose primary objective is to grow the pool of women who are equipped to advance to senior leadership roles within the core sectors of the communications industries in Canada.

Women in Film & Television -WIFT-T is a not-for-profit professional organization that supports women in screen-based media (film, television and digital media) to build, advance, and sustain their careers nationally and internationally through hands-on high quality programming, mentoring, networking and industry events that recognize their talents and potential.

Shaw Media supports four WIFT-T programs: *WIFT-T DigiScape*, the *WIFT-T Diversity Initiative*, the *WIFT-T Executive Management Program* and the *WIFT-T Career Transition Series*.

Innoversity - Since 2001, Innoversity has played a role in opening doors of media organizations to the stories and talents of minority communities. Working closely with Shaw

Media and other media partners, Innoversity has awarded prizes, scholarships, bursaries, internships and development contracts to talented individuals from minority communities and under-represented groups. It has also educated hundreds of managers and staff from Canada's media organizations.

Shaw Media supports the Innoversity Creative Summit, which works closely with Canadian broadcasters to help many people from under-represented groups find work in Canada. In addition, the Summit educates hundreds of students and young professionals from diverse backgrounds and provides a bridge between the "insiders" and "outsiders" of Canada's media industries. The summit, held in May 2012 included participation from Shaw Media with delegates, panel members, pitch judges, and a Shaw Media Angel Award recipient.

Indspire is a registered charity devoted to encouraging and empowering Aboriginal young people by providing important career planning information, by connecting youth with industry, and by providing financial support for post-secondary studies in all disciplines.

Taking Pulse, part of Indspire's *Industry in the Classroom* series, presents career options in specific sectors, through a series of short films and supporting curriculum materials, with the aim of recruiting Aboriginal youth and assisting them to obtain rewarding and productive careers through education.

To create awareness of career opportunities in television among First Nations, Inuit and Métis youth, Shaw Media partnered with NAAF to create, deliver and monitor the progress of an *Industry in the Classroom* module titled "Television in the Classroom."

Last year the "Television in the Classroom" module – complete with curriculum manual, resource materials, and video – was delivered to nine provincial and First Nations schools in British Columbia, Nova Scotia, and Ontario; two large-forum Soaring: Indigenous Youth Career Conferences in Halifax and Yellowknife; and one Indigenous Youth Education Day in Vancouver.

Global's Regional Director News BC & Saskatchewan participated in the live event by presenting an award and speaking with Aboriginal leaders about potential news stories, guests on future shows, and overall feedback regarding Global's news coverage.

Also with Indspire, we provided extensive promotion and broadcast of the Indspire Awards in primetime on Global Television and simulcast with APTN, for the eighth year in a row. Shaw Media also contributed \$100,000 for production of the live event and the creation of vignettes about award recipients that were shared with other broadcasters at no cost.

Reel World Film Festival - Shaw Media supports The Reel World Film Festival through financial support, benefits, participation, and on-air promotion. The Festival showcases independent Canadian filmmakers of colour and diversity on the big screen. The Festival provides stimulating interaction for industry professionals via networking, seminars, workshops and gala screenings.

Dreamspeakers Festival Society - The Dreamspeakers Festival Society hosts the only Aboriginal film and television festival in Edmonton, Alberta, and its mandate is to promote an appreciation for Aboriginal art, film, and culture. Dreamspeakers focuses on showcasing Aboriginal filmmakers and increasing awareness of Aboriginal productions. It has developed an excellent reputation within the arts community in Edmonton and continues to garner interest because of its innovative approaches to promoting the film industry in Alberta.

ImagineNative Film + Media Arts Festival - The four-day ImagineNATIVE Film + Media Arts Festival and its annual tour (which takes selected programming to remote Indigenous communities) fill a void in the artistic and cultural landscapes of Toronto, in which Indigenous filmmakers and media artists are often under-represented or misrepresented. Each fall, the Festival presents a selection of the most compelling and distinctive Indigenous works from around the globe. The Festival's screenings, panel discussions, and cultural events attract and connect filmmakers, media artists, programmers, buyers, and industry professionals. The works accepted reflect the diversity of the world's Indigenous nations and illustrate the vitality and excellence of indigenous art and culture in contemporary media. Shaw Media supports the Festival through benefits payments, on-air promotion, and financial contributions.

Abilities Arts Festival - The Abilities Arts Festival showcases artistic excellence by artists and filmmakers with disabilities, using art as a vehicle for transforming public perceptions about people with disabilities.

This organization produces multidisciplinary arts festivals that focus on film as well as provide insights into the disability arts community through art exhibitions, the performing arts, workshops, panels and networking opportunities, as well as programming designed primarily for children with disabilities.

A portion of Shaw Media's financial support also funds the Festival's accessibility requirements, ensuring an open and accessible Festival environment that promotes attendance and participation in Festival activities and the arts.

Reel Asian International Film Festival - The Reel Asian International Film Festival is an annual public film and video festival that educates and advances the public's understanding and appreciation of the historical, social, and cultural contributions of people of Asian heritage. Shaw Media supports this Festival through financial contributions, benefits money, and on-air promotion.

Montreal and Toronto International Black Film Festivals - these Film Festivals support the development of the independent film industry, and encourage and promote films showcasing Black people from around the world.

Shaw Media/Global Montreal, and for the first time in 2012 Global Toronto, supported the Festivals through benefits contributions enabling the Festivals to better promote such underexposed films to Canadians.

Local Sponsorships

Local stations supported diversity-related organizations and activities via the production and airing of PSAs, on-air promotion of third-party activities, (some of which are highlighted above) and the attendance of on-air personalities at numerous community events. A few 2012 highlights include:

- Global Montreal produced and aired eight PSAs, with a value of \$130,000, including the Montreal Black Film Festival that is also supported through benefits funding.
- Global Toronto created, produced and aired a PSA for the Festival of India, and mentioned the event in the on-air Community Guide and during the News and in billboards. The event was also promoted on the Global Toronto website. The station's meteorologist hosted the kick-off event and the Festival organizer was interviewed on the Global Toronto Morning Show.
- Global Winnipeg provided approximately \$70,000 worth of airtime for the Society of Manitobans with Disabilities for their awareness campaign and to promote events. Global personalities also participated in several of the organization's events.
- Global Saskatoon partnered with Shaw TV Saskatoon to sponsor and promote the Women of Distinction Gala.
- Global Regina supported National Aboriginal Fashion Week celebrating First Nation's fashions, music, and culture.
- For the third year Global Lethbridge was a corporate sponsor for the Lethbridge Immigrant Awards by providing promotional opportunities, participating in the award recipient selection, and sponsoring the Arts & Culture award.
- Global Calgary sponsored the Calgary International Reggae Festival with two weeks of on-air promotion, a live interview on the Morning News, editorial coverage on the Morning News, and featured the event on Global Calgary's local event webpage.
- In its 8th year of support for Give Me Shelter, Global Edmonton partnered with Shaw TV Edmonton to produce and air a PSA to raise awareness for Alberta women's shelters and ask viewers to donate clothing, toys, and toiletries. Global Edmonton was a drop-off location for these donations. The campaign included on air promotion with a PSA featuring news personalities from both Global Edmonton and Shaw TV Edmonton, bumpers on newscasts, and an interview with a shelter representative on the Morning News. Off air promotion included Global website mentions, Twitter and Facebook mentions, and a media release. Shaw Cable trucks were used to pick up donations from various locations
- Global BC supported Unique Lives & Experiences - Women's Speaker Series with an on-air promotional campaign and by having Global BC personalities moderate each session.

- Global Okanagan produced and aired a PSA for the Canadian Cancer Society's Butterfly Ball.

NEWS

Shaw Media local stations continued to emphasize the importance of representing diversity within each station's market in 2012, while at the same time adhering to the RTDNA's Code of Ethics and the CAB's Code of Ethics. Diversity and inclusion are regularly discussed in morning news meetings, and all of our stations endeavour to represent the communities they serve and report on issues pertaining to under-represented communities.

In June 2012 SABAR created the *Key Terminology Guidebook for Reporting on Aboriginal Topics* which was launched at the annual RTDNA conference – held on 21 June 2012 – on National Aboriginal Day. Global requested 200 copies and distributed these to all of our newsrooms across the country.

Our community outreach initiatives, as described throughout this report and specific to each station, are purposely designed to address news-related barriers, especially the location of appropriate subject-matter experts within the various ethno-cultural, Aboriginal, and persons with disabilities communities. These efforts will continue in 2013.

Our local stations are committed to being part of and reflecting our local communities. Stations participate in a variety of mechanisms including meet and greet and round table discussions, to reach out to local communities in order to build relationships with subject matter experts from under-represented groups and to find story ideas from these communities. Stations invite local community organizations into their facilities and their staff travel to community events to discuss relevant issues.

Rolodexes

Stations are continually asked to increase their Rolodex contacts from Aboriginal, persons with disabilities, and visible minority communities. In 2012, over 950 contacts from these groups were identified by our newsrooms across the country. Global National has thousands of contacts world-wide and estimates their contacts from the designated groups (not including women) to be approximately 1,700.

Global National News

It is not always possible to cover as many stories as we would like, or to respond to every request for airtime. However, in the past year we have increased our news presence by launching several 2-3 hour long morning shows; extended news coverage from half an hour to a full hour in Saskatoon; and added a 10pm newscast in Regina. Our newsrooms are staffed

appropriately but efficiently to make best use of resources. During times of crisis, or when events of national or local importance occur, our resources are first and foremost focused on getting those stories out to our viewers. While these realities sometimes pre-empt other important stories, we have maintained our commitment to increase our coverage of stories that reflect the diversity of our audiences. All News Directors are aware of the importance of airing positive stories that reflect the diverse communities in the regions they serve.

One 2012 highlight for Global National was the launch of Global National Mandarin on Chinese New Year, 23 January 2012. Global was the first network in Canada to take our national newscast and make it available and accessible to a segment of the population we have never before served. Anchor Carol Wang and reporter Frank Qi not only report on the national stories of the day, but also include interviews conducted in Mandarin and stories that are of particular interest to our Mandarin-speaking audience. Global National Mandarin is broadcast entirely in Mandarin, with the subtitling of English-speaking clips. The show runs a half hour and is broadcast on the Shaw Multicultural Channel in Greater Vancouver and in Calgary.

Our Global National News stories bring issues to the surface for the entire country. In reporting the news we have had to find balance between highlighting issues of national importance and good news stories about diverse communities. Listed below are a few of the stories Global National aired pertaining to under-represented groups in 2012:

- January 2012 - First Nations Solutions. While the Prime Minister was meeting with Aboriginal leaders a year ago for discussions on Canada's First Nations, Global National profiled a native community that has pioneered change by being among those signing landmark treaties giving them the freedom to make the economic decisions in their municipality. The Tsawwassen First Nation is among those that have taken advantage of proximity to an urban centre to reach economic sustainability. While they were breaking ground on one of Greater Vancouver's largest mall complexes, our report also explained why this is not a plan that works for all Native communities, especially those in geographically remote reserves.
- February 2012 - Native Schools. Our report profiled a high school in a First Nation two hours northeast of Winnipeg and its struggle to educate its students. The school does not have the funding to hire enough counselors to help a population struggling with more than its share of poverty and social issues and its graduation rate is only 39%. There are no legislated teaching standards on reserves, and they receive 40% less funding than the average provincial school. Despite this, there are students and teachers determined to succeed.
- July 2012 - Special Post office. When the local drugstore and a post office in tiny Lawrencetown, Nova Scotia was closed, the community rallied together. Not only did they manage to bring back the badly needed services, they also found a way to help those among them who had an especially tough time finding work. A non-profit group specializing in finding jobs for people with disabilities took over the services.
- July 2012 - Paralympic Goalball Team. There's only one team sport for blind athletes competing at the Paralympic Games. It is Goalball, but most Canadians have not heard

of it. It requires teamwork, a strong throwing arm, perceptive hearing and strong communication skills. The players wear blacked out goggles to create a level playing field for everyone. The objective is to throw a ball, a little heavier than a basketball and containing tiny bells, into the net of the competing team while it is defended by their players. Silence for fans during the playtime is critical so the players can listen, concentrate, and react. The Canadian women have won Gold in past Paralympics and our story featured their practice before heading over to compete for the 2012 Games in London.

Local News

Diversity in news is re-emphasized and discussed regularly at assignment meetings. Station reports reveal that there is no single system initiative, but rather many individual initiatives undertaken by dozens of station reporters.

As such, we asked our station managers and news directors to provide examples of some of their outstanding diversity-related news reporting in calendar 2012.

The examples below provide a brief snapshot of initiatives undertaken by our stations and really do not do justice to the number and quality of diversity-related news stories we broadcast in 2012. Some examples include:

- Global Maritimes aired a story in October about the growing Korean population of New Brunswick. A Korean family was profiled who moved to New Brunswick, took business and language courses and just opened a café. The owner was also named Immigrant of the Year in Moncton.
- Global Montreal aired several reports about wheelchair accessibility in Montreal. In August one of these stories involved accessibility to the Office des Personnes Handicapées. Another in April was an update on the progress being made to make Montreal a more accessible city.
- In February Global Toronto launched a community based reporting beat. In “News from the Neighbourhood,” Mark McAllister reported on various cultural projects including a grass roots push in Toronto’s Sri Lankan community to buy and develop land to build a Cricket Field.
- Global Winnipeg ran a story that focused on long time Winnipeg social advocate and would-be politician Nick Ternette who recently battled flesh eating disease which claimed both his legs. The story illustrated how becoming a person with a disability didn’t dim his fighting spirit.
- Global Regina aired a four part feature in February and March titled “Living Unlimited” where reporter Whitney Stinson researched and documented the inspiring stories of Reginaans with disabilities. For her work, Ms. Stinson was presented with an award by Muscular Dystrophy Canada.

- In May, Global Saskatoon ran a 2.5 minute piece on the 6pm, 10pm and Morning News titled “First Nations Law.” There is a concern in the province that the number of Aboriginal lawyers does not reflect the First Nations population adequately. The story centered on the University of Saskatoon’s efforts to enroll more First Nations students in their law school – particularly female Aboriginal students.
- In September, Global Calgary profiled the Rocky Mountain Adaptive Sports Centre – a non-profit group dedicated to helping people with disabilities become involved in mountain sports. Kuen Tang has been a quadriplegic for 11 years but enjoys hiking and skiing with the help of this organization. This story featured Tang’s climb of the Ha Ling Peak.
- In December, Global Edmonton aired a story about the Catholic Archdiocese of Edmonton ordaining Canada’s first deaf priest.
- Global Lethbridge featured a story in October about the Bhutanese Dashain Festival. Lethbridge has a large Bhutanese population and the organizers of the festival emphasized the importance of continuing their cultural traditions in Canada. The Festival occurs on the 10th day of Dashain and includes traditional meals, music, and dress.
- In June, Global BC News Hour featured a story titled “Richmond Goes Bilingual.” The City of Richmond unveiled new bilingual road signs that are the first signs in BC to ask drivers to slow down in two languages: English and Chinese. The need for these signs reflects the growing influence of Asia in British Columbia.
- Global Okanagan often provides birthday greetings to viewers on the weather report. In July we received a call via TTY operator from a viewer who wanted to wish a friend (also deaf) a happy birthday. The Assignment Editor made arrangements for the viewer to visit the Global Okanagan studio, where a cameraperson videotaped him signing a birthday message to his friend. The video was aired on the news with our weather presenter explaining to viewers what the message said.

News Staffing

On-air representation is a matter handled at the station level and positions are filled at this level as well. We consider having a low turn-over in this area to be a positive outcome and thus are not attempting to increase turnover. When positions become available Shaw proactively seeks on-air personalities who will be representative of their local communities.

- Of the 37 posted positions for on-air personalities in 2012, 26 (or 70%) were filled by people from the four designated groups.
- Global Winnipeg hired two Aboriginal people in 2012 – one in an administrative role and one as an on-air personality.

- Global Regina promoted a female reporter to weekend anchor and a receptionist to writer/producer.
- Global Edmonton and Global Calgary both promoted female script assistants to news producers.

NON- NEWS PROGRAMMING

Our Original Programming Department ensures that all new productions reflect diversity – behind the scene and on camera. For ease of reference the diversity objectives of the Shaw Media Original Programming Department as first reported in the 2007 *Diversity Workforce Statement* are listed below:

- *To avoid stereotypes and ensure that under-represented groups are well represented on camera in Canadian prime-time programming.*
- *Increase diversity hiring in production and support the development of the production sector that was identified as under-represented in the WIFT Framework Study.*
- *To create opportunities for access for members of designated groups to every Canadian Shaw Media Original production.*

We continue to observe these three principles through the following objectives:

- Develop a range of strategies to ensure every Shaw Media Original Program engages the independent producer in supporting our broadcast diversity commitment and ensure that people from under-represented groups are involved in every original production in some capacity.
- Each programming contract with producers clearly states our policy of avoiding discrimination.
- Writers and producers are advised that Shaw Media wants to reflect Canada’s diversity on-screen.
- Shaw Media asks producers to interview more persons with disabilities, persons of colour, and Aboriginal peoples for available positions wherever possible.
- Shaw Media’s Canadian programming executives are involved in host selection and casting for all commissioned programming to ensure diversity of characters and on-camera hosts.
- Potential acquisitions are screened for negative stereotyping of minority groups as well as for diverse casts and storylines.

- Output deals with major American studios generally allow Shaw Media the right to edit to meet the broadcast standards and practices in the territory or province, which allow us to refuse programming that is not compatible with the laws, regulations or public policy to which we are bound.

National Original Programming

The Indspire Awards (formerly the National Aboriginal Achievement Awards (NAAA)) celebrate excellence in the Indigenous community. The annual awards recognize the highest level of achievement and provide qualified role models for Aboriginal youth to achieve their potential. The two hour broadcast aired on 13 April 2012 on both Global and IFC. We also created 14 two-minute interstitials, each one featuring an award recipient, which run for a year on many of the Shaw Media channels.

Curse of the Axe: Nearly 375,000 viewers tuned into the broadcast premiere of *Curse of the Axe* on History. Narrated by legendary Canadian Aboriginal musician Robbie Robertson, this production reveals a recent archaeological discovery that fundamentally changes our understanding of North American life before the arrival of the Europeans. The excavation turns up thousands of native artifacts, including one very special artifact that pre-dates known European contact. As the documentary unfolds, a stunned team of archaeologists realize they have found something never before seen in the history of the Hurons. The Grand-Chief of the Huron-Wendat, key elders, and other members of the First Nation were featured prominently in the film. (The broadcast premiere of *Curse of the Axe* was preceded by a special screening at the Royal Ontario Museum on 25 June 2012. After the film, archaeologist Dr. Williamson and Mr. Bicknell provided fascinating context on the dig and the journey to bring this incredible story to the big screen. The sold-out crowd included members of the Huron-Wendat nation.)

Bomb Girls Season 1: Set in the 1940s, *Bomb Girls* tells the remarkable stories of the women who risked their lives in a munitions factory building bombs for the Allied forces fighting on the European front. The series delves into the lives of these exceptional women from all walks of life – peers, friends and rivals – who find themselves thrust into new worlds and changed profoundly as they are liberated from their home and social restrictions. “*Bomb Girls* is rich with historical significance, stemming from the efforts of Canadian women during the Second World War, and we are proud to spotlight the groundbreaking bravery of these unsung heroes through this new Global original,” said Barbara Williams, Senior Vice-President Content, Shaw Media.

Through casting and writing for diverse male characters the series further explored the prejudices and mores of the period - Italian-Canadian Antonio Cupo as Marco, an Italian-born factory worker who is banned from the army because of his ethnic background; Jim Codrington plays Leon Buck, a Black factory worker who befriends Kate and opens her eyes to the world of Jazz, and Tre Smith is Buster, an Aboriginal bomb factory employee who loses a co-worker to the dangerous world of bomb testing. Peter Outerbridge plays Lorna’s husband Bob, a WWI Vet who uses a wheelchair - his legs damaged in the line of duty.

Conceived by author Maureen Jennings and make-up artist Deb Brennan, *Bomb Girls* has many strong women both in front of and behind the camera. Executive producers include Janis Lundman and Adrienne Mitchell of Back Alley Films and Wendy Grean as producer. Adrienne Mitchell is the co-showrunner along with head writer Michael MacLennan. Season 1 writers include Shelley Eriksen and Esta Spalding, and in Season 2 Alison Bingeman and Pamela Pinch joined the writer room. Diverse writer Priscilla White spent a month in the story room through the Canwest Writers Apprenticeship Program.

Bomb Girls is committed to hiring women directors: the Season 1 pilot and episode 2 were directed by Adrienne Mitchell, and seasoned director Anne Wheeler directed the last 2 episodes. Costume Designer Joanne Hanson was instrumental in recreating the 40's look for the series.

Continuum Season 1 premiered in May 2012 reaching an audience 1.7 million Canadians throughout its two airings. The premiere episode garnered a viewership of 900,000 (2+) and 427,000 (A25-54) in its 9pm timeslot, becoming the highest single episode ever on Showcase.

The *Continuum* cast reflects the rich diversity of Showcase's audience. The premise of the show is that a cop and group of terrorists from the year 2077 arrive in present-day Vancouver through a time travel bomb. This futuristic ensemble needed to reflect the increased diversity of society anticipated in the years to come. Out of the 13 regular characters, seven are people of colour and a number of strong female characters are featured, most prominent among them is the lead Kiera Cameron.

Prominent women in the mix include executive producer and Reunion Pictures co-owner Lisa Richardson, as well as the co-executive producer Sara B. Cooper, a story editor, and producer Holly Redford. Behind the scenes the crew had a strong representation of diversity including members of First Nations, Asian, South Asian, and Black communities.

King Season 2. *King* is committed to representing the diverse reality that is found in the city of Toronto both on and off the screen.

Our team investigates a range of cases in diverse communities. *King* continually challenges stereotypes and provides insight into these worlds, whether it is when a murder of multiple family members of East Indian decent is challenged as not being an honour killing; when rival Middle Eastern jewelers are brought together by star crossed lovers; or when a gay Black man is rejected by his family and left to serve time for a crime he did not commit until a member of the team is made aware of a fatal flaw in the case which in turn forces family members to reflect on their own prejudices.

These diverse storylines necessarily affect the casting process. Our guest appearances included actors from a variety of backgrounds, including such accomplished artists as Marvin Ishmael, Rahnuna Panthaky, Hrant Alianak, Rachel Crawford, Ali Kazimi, Norman Yeung, Ivan Smith, and Tyrone Evans to name a few. These actors contributed to the feel, tone, and quality of this police drama. Not to mention that the main cast in the series is reflective of Toronto's

diversity, whether it be the investigator Ingrid, played by the talented Karen Robinson, or Danny's police partner Alessandra Taylor.

Behind the scenes, key creative roles are held by a number of up-and-coming female talent, providing storylines that are sensitive to the female point of view: whether this is in the writing with Adriana Maggs, Morwyn Brebner, and Charlotte Corbeil-Coleman, directors such as Lee Rose, or editors such as Kathy Weinkauff. In order to include more visible minorities in key positions in the future, we worked with some incredibly talented younger visible minority crew members that are in the process of gaining the necessary experience to eventually take on additional responsibilities, some examples are in the art department, transport, and members of the locations, accounting, and production team.

As discussed in previous years, *Rookie Blue* and *Lost Girl* continue to exemplify both a diverse cast and diverse behind-the-scenes crew.

Other National Original Programming highlights include:

Since 2005 *ET Canada* has been shining a light on Canadian entertainers from all walks of life and all different backgrounds. We are proud of our strong relationship with some of this country's most successful diverse entertainers and the profile we provide to those just starting out in the business. This past year some of the highlights were *ET Canada* attending Lisa Ray's wedding and being part of the planning stages of the ceremony, discussing the ups and downs of life at the top with Russell Peters at his Los Angeles home, and hanging out with *Twilight* cast member Swo-Wo Gabriel where we focused on the Squamish Native Community Centre and local indigenous history. We showcased how some Native people hunted and dressed in the past and went bald eagle viewing on the Squamish River. Each year we cover the Indspire Awards and help showcase entertainers from Aboriginal communities such as Adam Beach. *ET Canada* also profiled music artists including Drake, Melanie Fiona, Kardinal Offishall, Keshia Chante, Anjulie, Fefe Dobson, Kreesha Turner, Maestro Fresh Wes and many more in 2012.

During the Toronto International Film Festival, we put the spotlight on Director Deepa Mehta and her new movie *Midnight's Children*. We also aired several stories with Kristin Kreuk as she launched her new show *Beauty and the Beast*. *ET Canada* visited the set of *Hawaii Five-0* to catch up with Grace Park and the set of Sook-Yin Lee's movie *Smilin' Jack* in Winnipeg where NDP MP Olivia Chow acted as our special guest reporter.

ET Canada not only celebrates diversity on the screen but behind the scenes as well with staff from various backgrounds including four interns with disabilities in the summer of 2012.

Acquired Programming - Global

Along with Global's successful programs continuing into 2012 such as *Hawaii-Five-0*, *Glee*, *NCIS: Los Angeles*, and *Parenthood*, notable new programs include:

Glee Project - After being selected from over 40,000 applicants, 12 talented contenders vie for the once-in-a-lifetime opportunity to win a seven episode guest-starring role on the smash-hit *Glee*. The 10-episode competition series kicks off the season with a special two-hour premiere event that showcases the behind-the-scenes casting of the top 12.

Each week the contenders' skills are put to the test as they work tirelessly to impress the judges and remain in the running for the chance to be on *Glee*. *The Glee Project* uncovers and trains a uniquely talented group of professional and amateur performers all pursuing the same dream - a shot at stardom.

Of the top 12 contestants seven were women, three were people of colour, and two had disabilities:

- Ali Stoker is paralyzed from the chest down due to a car accident, and has used a wheelchair since she was two-years-old.
- Mario Bonds was born with Morning Glory Syndrome, which ultimately caused him to go blind at the age of nine.

Elementary - A modern take on the classic Sherlock Holmes story featuring Johnny Lee Miller as Sherlock and Lucy Liu as Joan Watson. Lucy Liu is an American actress of Chinese descent who plays Watson – traditionally a male role. In this updated version Liu plays an educated and determined woman in this co-lead role.

Last Resort- Shawn Ryan's action adventure tale of a rogue submarine contains a number of actors from diverse backgrounds including lead actors Andre Braugher, Sahr Ngaujah, Michael Ng, Omid Abtahi, and Dichen Lachman. There are also several female characters in positions of authority including Daisy Betts as Lieutenant Grace Sheppard, Camille de Pazzis as a French leader of a NATO communications location, and Autumn Reeser as a Washington lobbyist.

Acquired Programming - Specialty

Specialty programming included a wide range of diverse programs and were also a forum for airing films featuring diverse characters or themes, documentaries that discuss diversity issues, and factual programming that includes diverse hosts. Some examples include:

- H2 airs *Ice Pilots NWT* - The series follows the operations of Buffalo Airways as they service flights for passengers, cargo, firefighting, and fuel services. The series features many Aboriginal people since the population of the area serviced by the Airway is predominantly Native. In one episode for example, a Buffalo Airways pilots attends the 2010 Arctic Winter Games. The AWG focus on the cultural events and Arctic sports indigenous to the North.
- History broadcast many documentaries and series featuring people from the four designated groups. They also aired movies such as *The Last Samurai*: A film starring

Ken Watanabe where an American military advisor embraces the Samurai culture he was hired to destroy after he is captured in battle; *Men of Honor* – a film inspired by the true story of Master Chief Officer Carl Brashear, the first African American Master Diver in the US Navy; and the *Tuskegee Airmen* – a film based on the exploits of the first African American combat pilots in the US Air Force who fought in WWII.

- National Geographic Canada aired the series *Navajo Cops* chronicling The Navajo Police who are on a mission to protect the largest Indian reservation in North America, and to preserve an ancient way of life; and *Female Correctional Officers* – a series that enters some of the toughest prisons in America to find out what life is like for women whose job it is to keep the peace.
- Mystery aired *Hawaii Five-0* – the diverse task force (Five-O) includes Chin Ho Kelly (played by Daniel Dae Kim), Kono Kalakaua (played by Grace Park) and Max Bergman (played by Masi Oka). Recurring cast members include Kelly Hu, Will Yun Lee, Al Harrington, Reiko Aylesworth, and Adam Beech.
- National Geographic Wild aired *Swamp Men*, a series that explores the daily operations of an animal park set in Florida's Everglades that is run by the Seminole Tribe of Florida. Their goal is to immerse the public in some of the wildest land in North America, and to teach the respect for animals that has been a part of the Seminole culture for generations.

Various hosts of our lifestyle programming on The Food Network, HGTV, DIY, Twist TV, Reality, and Slice are from diverse backgrounds. For example, female hosts include *Consumed's* Jill Pollock, *Summer Home's* Sam Pynn, *Mega Dens*, hosted by interior designer Anitra Mecadon, *Kitchen Crashers* hosted by Alison Victoria, and *Sweat Equity* hosted by licensed contractor Amy Matthews. Other diverse hosts on these channels include *Project Runway Canada's* host Iman, and *Property Virgin's* Egypt Sherrod.

Many of our reality programs include different guests or competitors from diverse backgrounds in each episode. These include but are not limited to *Chopped*, *Bridezillas*, *Extreme Makeover Home Edition*, *Wedding Wars*, *Around the World in 80 Plates*, *Big Brother*, *My Shopping Addiction*, *Braxton Family Values*, and *Top Chef Masters*.

Other series on these services have recurring casts of people from the four designated groups. Examples include: Dr. Ramini Durvasula from *My Shopping Addiction*, The casts of *Real Housewives of Atlanta* and *Real Housewives of Vancouver*, *The Ex-Wives of Rock*, and *Braxton Family Values*.

Global local programming

Our local Global stations have deep ties with the communities they serve and endeavour to provide a venue to communicate local events and issues of interest to diverse communities in their areas through non-news local programming. Some examples include:

- Global Montreal's weekly current affairs program – *Focus Montreal* – aired several stories relating to under-represented groups. In February they aired an interview with the president of the DaCoasta-Angelique Institute regarding Black History month, and in April the host interviewed Chris Nilan about Chair Aware, a celebrity wheelchair basketball tournament to raise money for the Montreal Action Centre.
- Global Toronto's community calendar aired approximately \$1Million worth of promotional time for diverse organizations including the Toronto Korean Film Festival, March of Dimes, Toronto Chinatown Festival, JerkFest, ImagineNative Film & Media Arts Festival, Ontario Black History Society, and the Festival of India among others.
- On *Focus Manitoba*, Global Winnipeg ran a story in September about Aboriginal birch bark biters and how this early form of communication is being passed on to today's generation. The birch bark biters in the story illustrated how the bark is folded and bitten in patterns to record ceremonies and communicate with others.
- Global Regina airs a community calendar at the end of their weekday morning newscast.
- Global Saskatoon's community calendar promoted diversity events and organizations in 2012 including: MS Society of Canada, Lupu Society, Truth and Reconciliation Commission event, and the Saskatoon Public Library Aboriginal Story Time to name a few.
- Global Lethbridge airs a segment on the supper hour newscast titled *Scene & Heard* that profiles local organizations and events. In 2012 these two-four minute profiles included Walk a Mile in Her Shoes, Aboriginal Day in Waterton and a profile of a young Aboriginal singer performing in Lethbridge. Global Lethbridge also airs a community calendar where it promoted events such as Southern Alberta Ethnic Association Annual Dinner & Dance, Womenspace Resource Centre Fundraiser, and the YWCA Harbour House Women's Shelter.
- Global Calgary aired *Profiles in Courage* on Boxing Day. This 30 minute program profiles up to eight Albertans who have a disability or illness and how they are helping others with their inspiring stories. The station also airs a community calendar. Some of the events and organizations promoted in 2012 include Shun Yen – an Asian cultural performance, an Indian bridal fair called the Vivah Bridal Expo, and the Calgary Reggae Festival Society's International Reggae Festival.
- Global Edmonton airs a Cultural Diversity Focus segment on the Morning News highlighting upcoming events in the community such as the Autism Services Edmonton conference, Dreamspeakers Aboriginal Film Festival, and the University of Alberta Mental Health Awareness Week.
- Global BC aired over \$300,000 worth of promotional airtime for diversity organizations and events in 2012 on its community calendar. Promotions included: Vancouver International Bhangra Competition, Big Sister's Gala, Vancouver

Celebrates Diwali, Talking Stick Festival, DIVERSECity Awards, and the Vancouver South Asian Film Festival.

- Global Okanagan’s Community Calendar is available to all non-profit organizations in an effort to promote local events. In 2012 some of these included: BC Lions Society for Children with Disabilities, Fung Loy Kok Taoist Tai Chi, Shelter from the Storm, and Sisters in Spirit Vigil. Global Okanagan also provides awareness opportunities in the weather segment of the 5pm, 6:30pm, and 11pm newscasts. (e.g. Juvenile Idiopathi Arthritis, and Agur Lake Camp for the Disabled). This station continues to air “Our Community,” a feature hosted by an Aboriginal reporter/writer showcasing Aboriginal events in the region. Each feature promotes three different events and runs throughout the broadcast day.

This report has outlined Shaw Media’s accomplishments regarding diversity in all aspects of our company in the 2012 calendar year including employment practices, promotion and participation in local events, programming and news initiatives, and corporate accountability. We are extremely proud to continue to build our diversity initiatives for the benefit of Canadians and we look forward to growing our already numerous relationships with diversity organizations and individuals throughout 2013.