



30 January 2014

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 2014.

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, appearing to read "Paul Cowling".

Paul Cowling
VP, Regulatory Affairs
Shaw Communications Inc.

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Shaw Media is pleased to provide its 2014 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.

Shaw Media recognizes that diversity enhances our culture and creates value for our employees, our customers, and our viewers. Total diversity is about enriching our culture and fostering innovation through diversity of thought and perspective, and embedding it into our broader talent management programs so we can deliver and drive business results. By broadening diversity initiatives across the company and into our business plans and strategies, we become an industry leader in total diversity while achieving operational excellence.

Shaw was named as one of Canada's Best Diversity Employers for 2014. This is the second year that Shaw has received this recognition, and it is a testament to our efforts to nurture a culture of collaboration and an environment of total inclusiveness.

In March, Shaw Media became the first private broadcaster in Canada to offer closed captioning capabilities on our websites. The captioning spans over 1,300 accessible full episodes across Global Entertainment and Specialty properties, the most extensive offering from any Canadian broadcaster, with more enabled content added daily. The new functionality, activated by clicking a "CC" option during the video playback, allows viewers to catch-up on missed episodes and discover brand new programs with captioning enabled on Shaw Media brand websites for the first time.

Also in 2014, Shaw Media became the first large broadcaster to offer live described video on its national network. In August, Global began airing weekend golf coverage with live DV. This will continue in 2015 for golf and the addition of other live events as they become available.

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 and on-screen representation, to community relations.

Shaw Media is committed to fostering a culture that embraces the broadest spectrum of knowledge, experience and the diversity of our people. In 2013 three diversity committees were established to oversee diversity in all areas of Shaw. The Executive Diversity Committee

oversees Shaw Communications Inc. (SCI) diversity initiatives, the National Diversity Task Force reviews practices and guidelines for short-term & long-term diversity initiatives for SCI, and the Shaw Media National Diversity Task Force embraces diversity while meeting CRTC compliance & regulations.

The Vice President, Human Resources, was appointed to oversee SCI's overall diversity strategy and has designated the Director, Human Resources, Shaw Media as chair of the Shaw Media National Diversity Task Force. The Vice President, Human Resources is supported by senior leaders in all areas of the company to promote diversity in their specific areas. Our people are at the heart of Shaw and we are dedicated to maintaining a positive, inclusive, and diverse work environment for everyone.

In 2014 the Shaw Media National Diversity Task Force met twice to discuss updating our *Best Practices Diversity Workforce Statement* and our *Diversity Corporate Plan* to align with the diversity mandate of our parent company. These documents will shortly be filed with the Commission.

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 local stations. 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 for 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.

The primary tool for staff assessment of progress is the Cultural Diversity Tracking Report. Each December, representatives from our 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 Closed Captioning and Described Video Working Groups, and their various sub-committees, e.g. Described Video Working Group PSA Sub-Committee. We are very active in the Described Video Best Practices Working Group led by Accessible Media Inc.

At the end of 2013 a comprehensive diversity page was launched on Shaw Central for all Shaw employees. This page contains information regarding diversity best practices, benefits of diversity, a list of our diversity committees and representatives, and partnerships and programs.

RECRUITMENT, HIRING, RETENTION, AND TRAINING

Our recruitment and hiring practices are informed by our diversity initiatives. We continue to actively review how we can enhance diversity through various internal and external activities, such as internships and/or scholarships; providing facilities tours to diverse groups of high school, university, and college students, and community organizations; internal communication of our *Best Practices Diversity Workforce Statement*; widely distributed job postings; station tracking reports for monitoring purposes; and the maintenance of an inclusive workplace.

All of the initiatives considered in the *Diversity Corporate Plan* are ongoing. The *Diversity Corporate Plan* includes our previous six-point employment program and broader diversity initiatives across the company and in our business plans and strategies.

We will continue to:

- work towards a representative workforce within our on-air talent pool and our management group;
- post job opportunities locally throughout the Shaw Media broadcast system across Canada, internally on our intranet site, and expand our partnerships to include Aboriginal Link;
- work with community organizations and groups to identify eligible candidates;
- participate in and support industry organizations on a local and national level;
- meet the requirements of the *Employment Equity Act*;
- offer internships for four students with disabilities per year to continue the program started with the Alliance Atlantis benefits that ended in November 2014.

Our enhanced commitment to recruitment, hiring, retention, and training includes:

- casting a wider net by expanding the number of groups/associates we work with when sourcing candidates by promoting roles to the designated groups;

- ensuring we communicate our jobs to groups/associates from at least one of the four designated groups;
- using our intranet site to promote available training programs for our employees; and
- creating metrics to assess our recruitment efforts and increase representation.

Recruitment

All Shaw Media job postings and those of our parent company, Shaw Communications Inc., 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.*

We also include a diversity statement on our career sites: *Shaw is an equal-opportunity employer. We are committed to a policy of non-discrimination in our employment and personnel practices. We encourage applications from all qualified individuals, regardless of race, gender, age or any other identifying characteristic. Our philosophy is to respect the individual and the dignity of others by appreciating their differences and similarities.*

The following initiatives continued through 2014:

- Our various Human Resource departments distributed external job postings to many ethno-cultural and Aboriginal groups, and organizations associated with persons with disabilities. Moreover, our vacancies are posted in the Careers section of the Shaw website.
- In 2013 our parent company SCI partnered with Aboriginal Link, an organization that focuses on reaching and communicating effectively with First Nations, Métis, and Inuit peoples. In 2014 our Recruitment Team sent quarterly newsletters through Aboriginal Link to Aboriginal communities encouraging the review of Shaw's website and job vacancies.
- At the end of 2013 a learning portal was launched for all Shaw employees. This portal included access to self-serve courses to help employees develop their skills. Some of the diversity material was enhanced in 2014. Examples available on the portal include:
 - course titled *Leadership Advantage: Managing Diversity 2.0*.
 - e-book titled *Tapping Diversity to Manage Innovation*
 - fast track audio titled *Managing Diversity 2.0*.
 - Videos by Dr. Roosevelt Thomas, diversity champion, including titles such as *Are You Diversity – Challenged? Why Strategic Diversity Management Now?* and *Redefining Diversity*.

- 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); Women in Communications and Technology (WCT)(formerly Canadian Women in Communications CWC); Aboriginal Human Resource Council (AHRC); Indspire (formerly National Aboriginal Achievement Foundation (NAAF)); among other groups.
- We completed our seventh year of offering paid internships to broadcast and journalism students with disabilities across the country. It is our hope that when some of this year's students complete their studies they will apply for full-time positions at Shaw Media. One internship recipient from 2012 was hired by our Global Toronto Morning Show.

Hiring

Embedding diversity into our hiring practices is important to us on and off the air. Station diversity reports track the number of new hires from each of the four designated groups. Filled positions are subsequently categorized into broad job functions: management; on-air; administration; technical; programming; sales and marketing; and production/news.

New hire highlights in calendar 2014 are listed below. As always, self-reporting may affect actual figures.

- 130 out of 259 full-time posted positions (50%) were filled by a member of one the four designated groups;
- Of these 259 new employees, 105 (41%) are women;
- Two Aboriginal graphic designers (one male and one female) were hired by our Global Toronto newsroom in the spring.
- Global Vancouver and Global Calgary each promoted two women to management positions – manager of news operations and managing editor in Vancouver, and managing editor and marketing manager in Calgary.
- Eight women at the Shaw Media office in Toronto were promoted to management positions in 2014. Titles included SVP Content and Executive Vice President and President Media.

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 eleventh year of this program with over 259 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. In 2014 we have 35 mentorship pairings across Shaw Media.

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 that employees from all groups place on the relationship between promotion and retention.

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. Managers have worked closely with employees to facilitate special work arrangements when necessary.

Accommodations are made on an individual basis to ensure that all employees are given equal opportunity in the workplace. Our Facilities Team and Human Resources Departments work with employees to ensure that accommodation needs are met, and that our buildings are reviewed to promote a barrier-free environment.

Training

Nationally, SCI implemented Module 3 of Foundations of Leadership, an internal training program for our leaders at the Manager/Supervisor level. The rollout of this program began in 2014 and features a half day session on the importance of diversity and the benefits of having a diverse team.

Stations are availing themselves of diversity training opportunities as they arise. Some examples include:

- Global Calgary invited Brad Clark, Associate Professor from Mount Royal University and author of “Broadcasters Still Struggle with Diversity Issues” published by Broadcast Dialogue on May 30, 2013, to speak to Global Calgary staff in a town hall format. The event was called “Reflecting Calgary” and provided staff with ideas on how to better reflect our community. The session was recorded and shared with the rest of the Global network.

- Global Winnipeg continued the “Voices of the Community” speaker series, which originally began in 2012. The series invites organizations representing the four designated groups into the station to speak about issues relevant to their members. All Global staff at the Winnipeg location are invited to attend these sessions. This year’s series included a talk in April by Comedian Big Daddy Tazz who self describes as “the bipolar buddha” to discuss bipolar disorder.
- Shaw Media staff attended the two-day Innoversity Creative Summit described in this report under Sponsorships.

MENTORSHIPS, INTERNSHIPS, AND SCHOLARSHIPS

Mentorships

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. Leaders at Shaw Media are teamed up with employees from each of the designated groups for mentorships of 6 months duration. In 2013-14, 42 mentor-mentee pairs completed the program. In 2014-15 there are currently 35 pairs participating from across the country.

The Mentorship Program continues to evolve. After each term feedback is gathered and analyzed by the program’s managers, and recommendations are implemented for the following term. In 2014 we held a launch event at our Bloor Street offices in Toronto, with a slide presentation about mentorship, followed by an opportunity for the pairs to meet for the first time.

For the past seven years we have also provided a mentor for the ImagineNATIVE Film + Media Arts Festival’s Shaw Media Mentorship Program. From January to September 2014, a Production Executive in our Original Drama Content team mentored Marie Clements, a Métis female writer-director-producer based in Vancouver.

Internships

Shaw Media Internships 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 48 students to date. 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.

Although 2014 was the final year of benefits to support the program, Shaw Media believes this program is crucial to increasing representation for persons with disabilities in our newsrooms. For this reason Shaw Media has chosen to continue offering this opportunity to four students this summer.

Valued at over \$350,000, an advertising campaign involving all Global television stations, Shaw Media specialty channels, and the corporate website took place from January to March 2014 to promote these internships. The judging panel, in association with Lights, Camera, Access! selected nine interns for summer 2014 placements. Six worked in Toronto – on ET Canada, the Morning Show, and Global News – one worked in our Ottawa news bureau, one in our Calgary newsroom, and one in our Halifax newsroom.

Global Maritimes sent the following feedback about their intern:

Lucie was outstanding. She was a very quick study and was able to write, shoot and edit almost immediately. She had a great attitude and was a pleasure to have in the newsroom during her internship. After the internship ended, we used her, on a casual basis, to augment our reporting staff and to help with some pre-election research.

And this from our Ottawa bureau chief:

Sarah was an impressive intern. She did research, went out in the field to do interviews, even produced a story that aired on Global National. Sarah had a very positive attitude, worked hard and was someone you could rely on once she was assigned a task.

What stuck with me was a conversation I had with her over the summer. She told me that some of her classmates where she attends university tended to question her ability to be a journalist because of her disability. She said her experience interning with us dispelled those doubts. She told me everyone in the bureau was very supportive of her, and made her feel that she could be a useful contributor in the newsroom.

Hearing a comment like that proves to me the incredible value of this program.

Shaw Media is pleased to provide this opportunity and hopes to nurture talent that will benefit the industry in the future. We also believe that by having these young people in our stations, our employees will learn more about diversity, inclusion, and accommodation.

Local Internships

Internships are often offered for school credit and in 2014 several of our local stations opened their doors to a variety of students. Global Toronto hosted 49 interns: 37 were women, 11 were visible minorities and six had disabilities (as part of the program described above). ET Canada hosted 22 interns, six had disabilities (disability internship program), 17 were visible minorities and 11 were women. These interns worked in a range of capacities based on their areas of interest and expertise.

Global Regina hosted a female student from Regina Christian College for a work placement. Global Calgary hosted two interns – one visible minority through the University of Regina Internship Program and a woman through the Mount Royal University Disability Internship Program.

The local stations also provide job shadowing opportunities. For example, Global Okanagan offered a day-long job shadow to a Turkish female student.

Scholarships

FAAY scholarships

Through our Alliance Atlantis benefits package, we committed to support the Foundation for the Advancement of Aboriginal Youth (FAAY), which provides scholarships for Aboriginal students. The program is designed to assist up-and-coming Aboriginal students who are studying for careers in media. In August 2014 Shaw Media selected 15 recipients from across the country based on merit, grades, and need, and awarded them scholarships totaling \$74,700 including government matching funds.

Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR) scholarship

Shaw Media has been a member of SABAR for over nine years. Six 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. Recipients are entitled to \$2,500 each year they remain in school for a total award of up to \$10,000. In 2014 one \$5,000 scholarship was awarded and one continuing \$2,500 was awarded.

COMMUNITY RELATIONS

As outlined in previous reports, our 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, and round table discussions;
- production and/or airing of diversity-related PSAs, community calendar notices, and interviews on morning news programs;
- facilities tours for members of the four designated groups; and
- support for third-party diversity-related initiatives, for example through on-air promotional support, provision of local high-profile hosts/emcees for events, and sponsorships.

Of special note in 2014 is Global Saskatoon's partnership with the Oskayak First Nations High School to mentor and coach their Aboriginal students who are taking communications and media studies. The station also brings the students on-air on their Morning Show each Friday to discuss issues affecting young Aboriginal people in the community.

Local Meet-and-Greet Sessions with Members of Diverse Organizations

Our stations have found that more in-depth discussions with one group at a time fosters a more meaningful relationship and yields more concrete objectives than a large meeting involving a number of different organizations with differing agendas. Our stations continued to hold such discussions in 2014, and station representatives also conducted community outreach to strengthen relationships. Meet-and-greets in 2014 include:

- In March Spencer Lambert (SMD youth ambassador) who attended Paralympian games in Sochi Russia, and former Paralympian Robert Joey Johnson visited Global Winnipeg. Spencer and Robert were guest speakers and talked about Sochi, but also what it is like living with a disability.
- In September Global Regina staff met with the North American Indigenous Games to discuss challenges in putting on the Games and the cultural events that were taking place in conjunction with the Games.
- In January guests from the Jing Wo Cultural Association were invited to meet with Global Calgary staff members to share their culture and speak of the relevance of Chinese practices and customs during Chinese New Year celebrations.
- In some cases we go out into the community to meet diverse groups. In January Global Edmonton and Shaw TV Red Deer participated in the Maskwasic Job Fair to connect with the largest First Nations reserves in Alberta. Conversations focused on career

opportunities, work environments, how to have community stories broadcast, and volunteer opportunities.

Round Table Discussions

Round table discussions allow for more in-depth discussions with a small number of groups. Discussions may be general in nature or topic-oriented. For example:

- In September, Global Maritimes staff held a round table discussion with community members from the four designated groups. Topics discussed included the lack of opportunity and job security for women, cost of living, and healthcare.
- Global Calgary teamed up with the Institute for Canadian Citizenship to host a community citizenship ceremony in October at the Epcor Centre. Of the 20 round table hosts who volunteered, 10 were from Global Calgary. Calgary employees led round table discussions with new citizens that included questions on how they perceive local media covers the diversity of our community and if they felt “included” or “excluded” in overall news coverage in their community. Other topics of discussion included the new citizens’ experiences in Canada, what it means to be a Canadian, and diversity in media. Jayme Doll, anchor/reporter also delivered a keynote address welcoming 60 new Canadians at the swearing in ceremony.
- In March Global Saskatoon met with the Saskatoon Business and Professional Women’s Group to discuss the importance of women’s organizations and the work they do to empower young women entering the workforce or starting their own businesses.

One-on-One Meetings

Several stations have found it beneficial to focus on one-on-one interactions with community groups to discuss their issues, concerns and suggestions. For example:

- Global Regina met with a representative from the MS Society and the Canadian Diabetes Association’s Children’s Camp Gala to discuss how Global could support these organizations.
- Global Saskatoon met with Okayak High School leaders and discussed the possibility of setting up a mentorship program.

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:

- Global Maritimes provided tours for several diversity groups including Easter Seals, Progress Women of Excellence, Phoenix Youth, and the Prismatic Arts Festival.
- Global Toronto's chief meteorologist conducted a tour for a young man with autism who is passionate about the weather.
- Global Regina conducted two station tours for the Abilities Council in 2014. Guests toured the station and newsroom and presented greeting cards to on-air staff.
- As part of Global Saskatoon's partnership with Oskayak High School, First Nations students visited the station for a tour of the facilities.
- Global Calgary provided tours for two women's groups and one visible minority group in 2014.
- Global Edmonton provided station tours to two disability organizations and one visible minority organization.
- Global Okanagan hosted several groups for station tours including two visible minority groups, two groups for people with disabilities, and one Aboriginal group.

Direct Participation in Community Events

In an effort to increase the visibility of certain events and organizations and to 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 2014. Support was given to a variety of diversity events across Canada. Here are just a few examples:

- Global Maritimes anchor Paul Brothers participated in the Paraplegic Association of Nova Scotia's Chairleaders and Wine and Chocolate events. Chairleaders is an event where members of the community spend a day in a wheelchair and document the obstacles and challenges they face in a regular work day. Paul also hosted the obstacle course that took place in a local shopping mall.
- Jamie Orchard was the Master of Ceremonies for the Montreal International Black Film Festival press conference as well as their opening night ceremonies in September 2014.

- Global Toronto personalities were very busy in 2014 with participation in events for the March of Dimes, JAMBANA, Three to Be, Microskills Canada, Reach for the Rainbow, Toronto International Black Film Festival, among others.
- Global Winnipeg's Michelle Lissel was emcee for the Manitoba Marathon in support of people with intellectual disabilities. Other personalities participated in Tim Horton's Camp Day in support of the Tim Horton's Children's Foundation, and a Special Olympics media event.
- Global Regina personalities emceed the Sparkle and Shine Salute to Women fundraiser and the kickoff of the Regina Multicultural Council's Mosaic Festival, and participated in the Easter Seals Drop Zone event, among other events.
- Global Saskatoon's anchor Julie Mintenko is the ambassador for "Just Watch Me" and Entrepreneurs with Disabilities program. In 2014 she hosted an Entrepreneurs with Disabilities Luncheon, the Athena Women in Leadership Awards, and Luncheon en Vogue to raise money for the Women's Sexual Assault Centre.
- Global Calgary's Tony Tighe hosted the Between Friends Fundraiser to support social/recreational opportunities for persons with disabilities.
- In March co-anchor Jennifer Crosby hosted the International Women's Day event that celebrates the power of women through comedy and music.
- Global Lethbridge's Sarolta Saskie hosted the Immigrant Achievement Awards that celebrate the many valuable contributions made by immigrants in Lethbridge and surrounding areas.
- Global Vancouver personalities emceed a variety of events in 2014 including the Variety Golden Hearts Awards, the New Canadian Entrepreneur Awards, YWCA Women of Distinction Awards, Big Sisters' Gala, among many others.

Community Calendars

A few of our stations air on-air community calendars to raise awareness for many diversity organizations and events. In 2014 the dollar value of these was over \$300,000 of air time. A few of the organizations/events promoted include:

- The Japanese Canadian Cultural Centre Spring Bazaar
- Shen Yun
- Kuumba – a festival of Black culture
- Rastafest

- Scarborough Afro-Caribbean Festival
- Asian-Canadian Festival
- Society of Manitobans with Disabilities
- Special Olympics Bowling
- Servus Heritage Festival
- Afro-Canadian Heroes

In some locations we were able to replace community calendars with more substantial interviews on our morning news programs. For example:

- Global Toronto promoted a career fair for adults with disabilities, the Women's Brain Health Initiative, and an interview with Aboriginal actor Ron E. Scott about his hit series Blackstone and his involvement in the Innoversity Creative Summit.
- Global Regina interviewed organizers of the North American Indigenous Games, Motif organizers about this multicultural festival in Moose Jaw, and organizers of the Ultimate Women's Show.
- Global Saskatoon interviewed the Business and Professional Women's Network and a Paralympic gold medalist raising money for spinal cord research.

Public Service Announcements

In 2014 Shaw Media donated over \$5 million in air time for PSAs targeting the four designated groups. Some of these PSAs aired nationally while others were targeted to specific regions. These include the following:

- Down Syndrome Awareness
- Aboriginal Human Resource Council
- Strategic Alliance of Broadcasters for Aboriginal Reflection
- ALS Society of Canada
- War Amps
- Arthritis Society
- Canadian Women's Foundation
- Children's Wish Foundation
- Partners for Mental Health
- SEVA Canada
- Truth and Reconciliation Commission of Canada

Many of our stations donated time and production facilities to create PSAs for local organizations that serve under-represented groups. Below are some examples of local PSA support in 2014:

- Some of the PSAs produced by Global Maritimes for diversity organizations to air locally include Easter Seals, Paraplegic Association, Dress for Success Halifax, and Halifax Multicultural Festival.
- Global Montreal again produced and aired a PSA for Shield of Athena's stop family violence campaign.
- Global Toronto produced and aired PSAs for JAMBANA, SABAR scholarship, OpportuniTeas March of Dimes, Toronto International Black Film Festival, and Three to Be Stems of Hope.
- Global Winnipeg produced and aired PSAs for the Society for Manitobans with Disabilities and Cerebral Palsy.
- Global Calgary created and aired a series of multicultural holiday greeting spots.
- Global Edmonton produced and aired several PSAs to support diversity organization including Eskimo's Women's Dinner in support of the Lois Hole Hospital for Women, the Avenue of Hope Gala supporting the Lurana Shelter Society, Inspiring Dreams Gala in support of the Winnifred Stewart Association.
- Global Lethbridge produced and aired PSAs for the YWCA in Head Smashed in Buffalo Jump, Lethbridge Family Services and Immigration Services.
- Global Vancouver created and aired 14 PSAs for Variety: The Children's Charity, two for the Lion's Society/Easter Seals, and one each for Coast Mental Health and Down Syndrome Research Foundation.
- Global Okanagan provided PSAs for Lion's Easter Seals, House of the Caribbean, and Autism Speaks, among others.

Sponsorships/Partnerships

A highlight of Shaw Media's 2014 partnerships was the announcement with Hot Docs Canadian International Documentary Festival to create the new Diverse Voices training program for emerging Canadian documentary and factual filmmakers. The press release states:

The program will provide six to eight emerging Canadian filmmakers of diverse backgrounds with training in documentary and factual television production. Taking place during the 2015 Hot Docs Festival the program will guide participants through an intensive training module and seminar series, career management workshops, and

networking events with industry professionals. The Shaw Media Diverse Voices Program will focus on documentary and factual television production and show running, including proposal preparation, the production cycle, financing, co-production, and access to broadcasters.

There are many diversity organizations across the country that we support through financial donations, in-kind support, and benefits sponsorships. For ease of reference we have provided below information related to the organizations we continued to support in 2014.

National Sponsorships

Strategic Alliance of Broadcasters for Aboriginal Reflection (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 2013. This committee has worked together to create a scholarship program for Aboriginal students in broadcast or journalism programs. SABAR also created the *Key Terminology Guidebook for Reporting on Aboriginal Topics* in 2012.

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 2014, 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.

Women in Communication and Technology (WCT) (formerly 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 contributed benefits funding to the WCT 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. In 2013/14 there were 25 mentor/mentee matches with ongoing follow up and touch points by a professional mentor coach.

In partnership with Shaw Communications and Catalyst Canada, Women in Communications and Technology launched *The Protégé Project* in 2014, a program to spur female leadership in Canada’s communications, media, and technology sectors.

Also in 2014 Shaw Media’s SVP Content was honoured with the WCT Chair of Distinction Award.

Women in Film & Television Toronto (WIFT-T) – 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. In 2014, Shaw Media supported three WIFT-T programs: the *WIFT-T Diversity Initiative*, the *WIFT-T Media Management Program*, and the *WIFT-T Career Advancement Program*.

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

In October Shaw Media was the host of an Innoversity Broadcaster Night to give creative entrepreneurs the chance to hear what broadcasters were looking for in programming and allowed the attendees the opportunity to pose questions.

This year's Summit, held in October 2014, included participation from Shaw Media staff as delegates, panel members, and pitch competition judges

Indspire – Indspire is a registered charity devoted to encouraging and empowering Aboriginal young people by providing important career planning information, connecting youth with industry, and 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 Indspire to create, deliver, and monitor the progress of an *Industry in the Classroom* module titled "Television in the Classroom." In 2014 the "Television in the Classroom" module, complete with curriculum manual, resource materials and video, was delivered to eight provincial and First Nations schools across Canada (Alberta, British Columbia, Manitoba and Ontario), two "Soaring: Indigenous Youth Career Conferences" and one Indigenous Youth Education Day

Indspire has also taken over the responsibility for the Foundation for the Advancement of Aboriginal Youth (FAAY) program, previously administered by the CCAB. FAAY provides scholarship and bursary opportunities for candidates of First Nation, Métis, or Inuit ancestry. As part of the Alliance Atlantis benefits package, for the past six years Shaw Media has funded eight scholarships and one bursary per year through this program, for a total of \$23,000 each year. These scholarships are awarded to Aboriginal students who are studying for careers in broadcasting or journalism.

With the help of government matching for First Nations, Inuit, and Métis students, we were able to distribute a total value of \$74,700 for the 2014/15 academic year. With this, Shaw Media funded 15 Aboriginal students.

For the 10th consecutive year, we also provided extensive promotion and broadcast of the Indspire Awards in prime time on Global Television and on IFC. Shaw Media helped fund production of the live event and created vignettes about award recipients that air across our channels.

ReelWorld Film Festival - Shaw Media supports the ReelWorld Film Festival through financial support, benefits, participation, and on-air promotion. The Festival showcases independent Canadian filmmakers of colour and fosters interaction among industry professionals via networking, seminars, workshops and gala screenings.

During the eight-day festival in April 2014, ReelWorld presented 79 films and videos (six of which were sold-out screenings), 70 percent of which were created by Canadian artists from Aboriginal, Asian, Black, Latino, Middle Eastern, South Asian, or another racially diverse backgrounds.

Dreamspeakers Festival Society - The Dreamspeakers Festival Society hosts an Aboriginal film and television festival in Edmonton, with a mandate to promote an appreciation for Aboriginal art, film, and culture. 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.

Our contribution this year for their Youth programming was invaluable, particularly as government support has decreased. Dreamspeakers expanded their reach to Aboriginal students in the Edmonton school district from 300 students in 2013 to 700 students in 2014. This programming provides an opportunity for Aboriginal youth to view films produced and directed by their peers, providing role models and motivating Aboriginal youth to succeed.

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 presented 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 totalling almost \$100,000.

Shaw Media also presents the Shaw Media Mentorship and provides a mentor for this program, which is announced at the Awards Night and in a press release following the Festival.

Tangled Art + Disability - The Tangled Art + Disability Festival showcases artistic excellence by artists and filmmakers with disabilities, using art as a vehicle for transforming public perceptions about people with disabilities. The 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 funds the Festival's accessibility requirements, ensuring an open and accessible 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 the Festival through financial contributions, benefits money, and on-air promotion.

Toronto International Black Film Festivals - This Film Festival support the development of the independent film industry, and promotes films showcasing black people from around the world. In 2014, Shaw Media and Global Toronto supported the Festival through benefits contributions, enabling the Festival to better promote these films to Canadians.

Toronto International Deaf Film + Arts Festival (TIDFAF) – This is a not-for-profit arts organization that presents a bi-annual arts and cultural festival to promote cultural diversity through the celebration of emerging Deaf Cinema through the visual medium.

Shaw Media funding in 2013/14 supported a series of workshops for deaf and hard of hearing youths at high schools across Ontario. Funding also allowed students to create and edit a series of videos for the Toronto International Deaf Film and Arts Festival High School and Elementary School Education Day in May at Ryerson University. With the benefits funding, TIDFAF was able to provide ASL-English interpretation services and CART, real-time captioning for those who do not use ASL.

TIDFAF presented and launched the *National Deaf Youths Film and Arts Workshops* in July 2014 in Lake Magaguadavic, New Brunswick.

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. Initiatives in 2014 include:

- Global Montreal provided sponsorship for local diversity organizations including the Montreal International Black Film Festival, the Shield of Athena, and the Action Centre Foundation.
- Global Toronto worked with the Toronto Chinatown Festival to provide extensive promotion and support for the event. On-air and on-line promotions were through billboards, community guide, and the Global News website. Global News had an on-site presence at the Festival with a tent where visitors could take pictures on the green screen and watch the Chinese Lion Dance. Global's health reporter and weekend anchor hosted the opening ceremony of the Festival and Global provided coverage of the event. The value of this support was approximately \$120,000.
- Global Regina sponsored the Easter Seals Drop Zone fundraiser through airing PSAs and participating in the event.
- Global Regina provided on-air promotion to the Regina Women's Network's Breakfast with Debbie Travis and the Easter Seals Drop Zone, among others.
- Global Saskatoon supported several local diversity organizations through airing PSAs. These include the North American Indigenous Games, Easter Seals Drop Zone, and Walk for the Memories.
- Global Calgary sponsored the Calgary International Reggae Festival with on-air promotion of the event, a live interview on Weekend Morning News, editorial coverage, and featured the event on the local events webpage.
- Global Edmonton sponsored the Women of Vision Luncheon in March and the Give Me Shelter fundraiser in December.
- Global Vancouver and the Shaw Multicultural Channel co-sponsored the Chinese New Year Parade. The event was promoted on the two channels and they financed a portion of a float.
- Global Okanagan sponsored and promoted several events for United Way of Central Okanagan including the Spirit Awards.

ON-AIR REPRESENTATION

NEWS

Shaw Media local stations continued to emphasize the importance of representing diversity within each station's market in 2014, while at the same time adhering to the RTDNA's Code of Ethics and the CAB's Code of Ethics.

On June 7th, RTDNA presented the Adrienne Clarkson network award to Global News for a long-form story that best exemplified and explored an issue of diversity. Also, the diversity award was presented to the Global News current affairs program 16x9 for their story 'Gender Identity'.

Diversity and inclusion are regularly discussed in morning news meetings, and all of our stations endeavour to fairly represent the communities they serve and report on issues pertaining to under-represented communities.

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

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

Rolodexes

Stations are continually asked to increase their Rolodex contacts from the four designated groups. In 2014, over 950 contacts who were visible minorities, people with disabilities, or Aboriginal people 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 1,750.

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. 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 are committed to increasing 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.

Global National Mandarin entered its third year in 2014 and we are proud to be the first and only network in Canada to make a national newscast available to this community. The half-hour show is broadcast entirely in Mandarin, complete with Mandarin subtitles of English-language clips, and airs on the Shaw Multicultural Channel in Greater Vancouver and in Calgary. Anchor Carol Wang and correspondent 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 this community.

Our Global National News stories bring issues to the surface for the entire country. Here are a few of the stories we aired on Global National in 2014 pertaining to the four designated groups:

- Global national aired a tribute to Maya Angelou remembering her history as a black woman who overcame tremendous adversity to inspire and lead. Her speeches and writing became a notable part of American culture and her literary legacy stretched beyond those borders.
- Designing with a Difference - As part of Global National's branded "Everyday Hero" segment they profiled a woman who is making a difference to those living with disabilities. Toronto's Izzy Camilleri was a successful fashion designer dressing stars walking the red carpet when she realized the difficulties people using wheelchairs had when it came to clothes and fashion. Now, making clothes that are functional and protective as well as fashionable for wheelchair users has become her passion.
- Global National covered the story of Aboriginal teen Rinelle Harper who at just 16 years of age was brutally beaten, sexually assaulted, and left for dead. Somehow, she survived, and her family took the unusual step of allowing her to be identified. When she had recovered enough, Rinelle herself spoke out about her ordeal, and what she felt needs to be done to prevent this from happening to others. She also added her voice to calls for an inquiry into murdered Aboriginal women. Rinelle has been called an inspiration, and her courage offers hope to other Aboriginal women.

Local News

Diversity in news is re-emphasized and discussed regularly at assignment meetings. As such, we asked our station managers and news directors to provide examples of some of their outstanding diversity-related news reporting in calendar 2014.

The examples below provide a brief snapshot of coverage undertaken by our stations and really do not do justice to the number and quality of diversity-related news stories we broadcast in 2014. Some examples include:

- Global Maritimes covered two stories about the Nova Scotia Home for Coloured Children. In June they reported that after years of fighting a class action lawsuit against the province, the former residents of this orphanage reached a deal. In October the station covered the unexpected apology to the residents from the Premier of Nova Scotia for the years of abuse.
- In July Global Montreal told the story of a Montreal man with a physical disability who had 68 incidents with the Montreal Transit System for refusal to let him on the bus with his service dog.
- In a similar vein Global Toronto reported a story about an actress with a service dog who tried to book a hotel in Toronto. Two of the hotels she called wanted to charge extra for the service dog despite this being against the Ontario Human Rights Code.
- Global Winnipeg aired a story in November focusing on two of the Indspire Award recipients. One was the grand-daughter of Aboriginal leader and activist Mary Richard who left life on the street to enroll in the University of Manitoba's business program. The second featured an Aboriginal medical student who is blending Western medicine with traditional Aboriginal remedies.
- A Global Regina reporter, with assistance from our Global National crew in London, told the story of a professor from the First Nation University of Canada who is currently on loan to the Prince's School of Traditional Arts in London, where she is teaching classes on Canadian Aboriginal art.
- Global Saskatoon reported a story titled *Women in Trades* about the growing number of women who are entering non-traditional programs to learn skilled trades such as carpentry.
- Global Calgary told the story of an East African immigrant accountant who is showing students at a Calgary school the difficulties faced by people in his hometown who do not have access to clean drinking water. He travels back to his village to bring a new water filtering technology designed at the University of Calgary.
- In October Global Edmonton reported that an Aboriginal Elder and outreach worker was banned from an Edmonton mall after an encounter with security. His cell phone video shows that he was unfairly targeted and had done nothing wrong. Media coverage of his story prompted mall management to apologize, lift the ban, and accept cultural sensitivity training offered by the city.

- In June Global Lethbridge profiled a Kenyan immigrant who moved to Canada to pursue cross-country running at Lethbridge College. Since graduating, he has become one of Canada's top long distance runners and after earning his citizenship now hopes to run for his adopted country in the Olympics.
- Global BC covered the story of the Vancouver Aboriginal Veterans March on November 8th. The ceremony honoured the more than twelve thousand First Nations, Inuit, and Metis men and women who served in both World Wars and the Korean War. Aboriginal people also served in more than 42 peacekeeping missions since the 1950s and have been posted in Afghanistan.
- In April Global Okanagan covered the annual Vaisakhi parade celebrating the birth of Casa. The Sikh community welcomed everyone to celebrate with them.
- BC News1 aired a remote broadcast from the Pacific Autism Family Centre. Most of the three hour newscast was dedicated to the topic of autism with guests that included parents of autistic children, autism specialists, researchers, and doctors.

News Staffing

On-air representation is a matter handled at the station level and positions are filled at this level as well. We consider low turnover in this area to be a positive outcome. When positions become available, Shaw proactively seeks on-air personalities who will be representative of their local communities. Some staffing highlights from 2014:

- 31 out of 51 (61%) of posted on-air positions were filled by members of the four designated groups, 28 of the 51 (55%) were women;
- Global Regina promoted an Aboriginal woman to the position of producer; and
- Global Calgary promoted two women from reporters to anchor/reporters.

NON-NEWS PROGRAMMING

Original Programming

Our Original Programming Department ensures that all new productions reflect diversity behind the scenes and on camera. For ease of reference, the diversity objectives of the Shaw Media Original Programming Department are listed below:

- *To avoid stereotypes and ensure that under-represented groups are well represented on camera in Canadian prime-time programming.*

- *To 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 of Shaw Media's goal to reflect Canada's diversity on-screen and producers are asked to submit a Diversity Report pertaining to each season of every series or special that we commission.
- Shaw Media asks producers to interview more people with disabilities, people of colour, and Aboriginal peoples for available employment opportunities 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.

New and returning original drama series on Global Television and our specialty networks emphasizing diversity-related themes, characters, and production talent include:

Rookie Blue revolves around a young female rookie cop and the officers that she works with at 15 Division. The show follows these officers as they navigate their way through their personal and professional trials and tribulations. The show has now debuted up to season 5a along with having 5b filmed.

Rookie Blue is committed to inclusion and diversity. Their casting is reflective of Canada's multicultural and multi-racial nature, with a focus on our country's cultural diversity. *Rookie Blue* has always cast blindly when it comes to racial or ethnic backgrounds. Several of the main characters are women in authority positions including one black woman detective.

Diversity in our guest stars is also apparent in season five. These include: Melanie Nicholls-King, Samantha Kaine, Martin Roach, Drew Davis, Richard Chevolleau, Ian Peters, Nabil Rajo, Anthony Grant, Shechinah Mpumlwana, Dayo Ade, Jon de Leon, Zarha Bentham, Shaquan Lewis, Benz Antoine, Dharrini Woollcombe, Zarrin Darnell-Martin, Raven Dauda, Kevin Yeboah, Camille James, Jamillah Ross, Jose Arias, Okiki Kendall, Supinder Wraich and Abena Malika.

In terms of the *Rookie Blue* background cast, there are always at least 30% who are visible minorities, and in the police station, our officers and detectives make up an ethnic diversity of 40-50%.

Rookie Blue is also a show that employs, and is run by a large number of women. The three creators of the show are all women. Ilana Frank and Tassie Cameron are two of the executive producers. Additionally, the writers' room comprises six women out of the nine writers with a number of female producers and crew members. Additionally, diversity can be found in the directors of season 5a and 5b. Charles Officer and James Genn are two diverse male directors along with the two female directors featured this season, Eleanore Lindo and Teresa Hannigan.

Working The Engels - Comedy legend Andrea Martin (SCTV) stars in this half hour comedy about a family struggling to run a store-front law office. After their father dies, a mother and her three children band together to save the family business in North York. A co-production with NBC, the series was created by Katie and Jane Ford.

This comedy was written and produced by a team of women including Katie and Jane Ford, Diane Flacks, Rupinder Gill, Stephanie Kaliner, Noreen Halpern and Wanda Chaffey. Rupinder Gill is also a visible minority writer and was celebrated as one of Playback Magazine's 5 To Watch in 2014.

The principal cast was largely female, led by Andrea Martin, Kacey Rohl and Azura Skye. *Working The Engels* also showcased visible minority comedic actors such as Anand Rajaram, Rizwan Maji, Amanda Martinez, Mayko Nguyen, Sharjil Rasool, Shaun Setty, Jady Wong, Karen Robinson, Peter Williams, Aaron Hale, Ronica Sajnani, Shawn Byfield, Jackie Richardson and Yanna McIntosh.

Vikings is a historical drama set in Scandinavia and the UK during the Viking Age of 793 AD to 1066 AD. The show follows the exploits of a central hero, Ragnar Lothbrok, his family, his followers, and the dangerous and dramatic adventures that they forged.

Due to the nature and setting of the series there are no visible minorities or Aboriginal people in front of the camera as it would not be historically accurate. However, on screen *Vikings* consistently defies gender stereotypes with strong female characters, including a lead role as a warrior shield maiden for Canadian actress Katheryn Winnick. Additionally, the storylines and themes of *Vikings* challenge viewers' preconceptions of pagan Viking culture and present an ancient society where women are equals rather than property. The series' many epic battle scenes depict women in lead and background roles as warriors, raiders, and explorers.

Behind the scenes personnel working on the production are a large international and diverse crew. On the Canadian side of the production lead positions in producing, editing, visual effects, and sound editing are held by women. Series directors include Kari Skogland and Helen Shaver, and executive producer Sheila Hockin oversees creative responsibility for the entire Canadian side of the production.

Original Factual programming at Shaw Media continues to celebrate diverse themes, stories, and individuals from the four designated groups. Some examples from 2014 are:

Indspire Awards The annual *Inspire Awards* (formerly the National Aboriginal Achievement Awards) celebrate the achievements of 14 outstanding Indigenous Canadians at a live to tape gala event, which also showcases the highest caliber performers and presenters. The show is co-executive produced by an Indigenous woman who, along with key crew members, engages and works to train as many as 100 Indigenous crew members per year.

From the award show we custom created 14 stand alone vignettes of 1:30 duration about the award recipients.

March to the Pole aired on History in November - Physical and mental issues and post-traumatic stress disorder (PTSD) suffered by Canadian soldiers who served in Afghanistan are a major topic in this program because the four main characters in the film experience these issues.

March to the Pole is an extraordinary expedition that took place to help soldiers recover from life-altering injuries. Twelve wounded Canadian Afghanistan veterans went on a journey to Canada's Magnetic North Pole. They began their trek April 23 in Resolute Bay, Nunavut on the ice cap high above the Arctic Circle. Each vet pulled a 100 lb sled and cross-country skied across 140 km of unforgiving terrain. They skied all day and slept in tents on the ice at night, where the average daily temperature hovered at -25C degrees, before dropping at night to -35C.

March to the Pole focuses on four of the 12 soldiers on the expedition and their deeply personal journeys. While closely following them throughout the trek, the documentary also weaves in the principal characters' back stories: who they were before their injuries, who they are now, and what potential problems do their injuries present while on the expedition.

Big Brother Canada Season Two aired on Slice in February 2014. Season Two of *Big Brother Canada* followed a group of strangers living together in a house outfitted with dozens of cameras and microphones recording their every move 24 hours a day, seven days a week. Each week the houseguests competed in a variety of challenges and one by one, voted one another out of the house until a winner was chosen. The *Big Brother Canada* houseguests were cast from across the country and it was extremely important for those chosen to reflect the vast diversity of Canadians.

Houseguests Ika Wong and Paul Jackson along with *Big Brother Canada*/*Big Brother Canada Side Show* host Arisa Cox and *Big Brother Canada Side Show* co-host Gary Levy are all visible minorities.

Behind the scenes a large number of key positions are held by people within the designated groups. A sampling includes a visible minority producer, technical director, corporate accountant, production accountant, two editors and an assistant editor, engineer, and four cameramen.

ET Canada on Global: 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. Some highlights from 2014:

- In June *ET Canada* aired the Great Canadian Women series. For an entire week we celebrated women who influence all of our lives daily. The series started with Kristine Stewart, the head of Twitter Canada. Another trailblazer who was introduced was Jade Raymond, the managing director of video game giant Ubisoft Toronto. Next was our own Barb Williams, who was instrumental in creating *ET Canada*. Farah Mohamed, the President and CEO of the girls 20 was interviewed followed by Natasha Koifman, a power publicist known for pulling together the who's who of Hollywood for flare and philanthropy.

Original Lifestyle programming in 2014 featured a wealth of hosts, guests, and competitors from under-represented groups, reflecting the multicultural diversity of Canada. Here are a few examples:

Chopped Canada aired on Food in 2014. This is a high stakes culinary competition show where four chefs compete in front of a panel of expert judges. The chefs race against the clock to turn mystery ingredients into an extraordinary three-course meal. Course by course the chefs are chopped from the competition until only one remains.

Behind the camera, there were two female executive producers, six female producers one of whom was a visible minority, three female directors, one female editor, three visible minority

and three female hosts. On camera, contestants included an Aboriginal person, 14 visible minorities, and 35 women.

Food Truck Face Off – Season One aired on Food. It is a one hour competitive food show series that squares off two teams of food truck-owner wannabes in a curb-side fight for hungry customers. The team with the most profits drives off with the keys to their dream: a customized food truck for one year.

There was a female with disabilities in the role of executive producer for this series, three female producers, one visible minority editor, a female showrunner, and one visible minority female judge. Of the 104 contestants, 44 were women. Of those women, 11 were visible minorities. There were also 19 visible minority male contestants.

Top Chef Canada airs on Food and is a culinary competition series that challenges the best up and coming Canadian chefs to put their skills on the line as they fight for the title of Canada's Top Chef. This season for the first time we see an even number of men and women in the competition.

Top Chef Canada is based in Toronto. By its very nature the story of Canadian cuisine is a horn of plenty from different countries around the world. As an example of this international flavour, this season we focus an entire challenge around an Asian family style meal that is judged by a world famous chef who is of Korean descent.

In addition to an international culinary storyline each chef on the show brings a certain perspective on the food they cook. For example, one of our chefs brings traditional First Nations culinary experience to a number of episodes. He shares these unique flavours with the judges, fellow chefs, and the audience.

This season the guest judge roster included chefs and notable food fans from around the world including Trinidad, Hong Kong, Japan, as well as an African-American basketball player who stopped by to judge a challenge. The regular judges are a female restaurateur and the show's host - an Indian/Polish woman.

In ***Tackle My Reno***, pro-football player turned contractor Sebastian Clovis (visible minority) teams up with overwhelmed homeowners to fix their DIY missteps.

Behind the scenes there are visible minority women, in many senior positions including supervising producer, director, production accountant, and casting researcher. Visible minority men include a camera operator, two online editors, and an assistant editor.

There are six women in senior positions. They include production supervisor directors of photography, associate producers and lead editor.

Timber Kings is an original series commissioned by Shaw Media. It is based in Williams Lake, BC and appeals to a broad range of Canadians. The six main subjects are Caucasian males, but the main recurring secondary subjects include four First Nations men and a woman, and there are numerous First Nations male background subjects.

The diversity on this series was also evident behind the scenes, as the producers recruited the most experienced production staff regardless of sex, race, or sexual orientation. The resulting hires included a female series director, a female director and a female unit manager in the field, while post-production saw a female supervising story editor, three female editors, three female story editors and a female post coordinator.

The series also saw a number of women in leadership roles, including executive producer, series producer, creative producer, head of production, post production manager, production accounting manager, and CFO.

Acquired Programming

Adding to *Elementary*, *Hawaii-Five-O*, and *Sleepy Hollow*, in 2014 Global aired a number of new shows with women in positions of authority. These include:

- ***State of Affairs*** - an espionage thriller series, which premiered on Global in November 2014. It stars and is executive produced by Katherine Heigl as a CIA analyst, who is tasked with assembling and presenting the President's daily briefing on the most vital security issues facing the country. Alfre Woodard portrays the first black female President Constance Payton.
- ***Madam Secretary*** stars Téa Leoni as Elizabeth Faulkner McCord, a CIA analyst who is promoted to United States Secretary of State.
- ***Stalker*** is a police procedural drama series about victims of stalking and the detectives of the LAPD's Threat Assessment Unit who investigate the crimes. It stars Asian female actress Maggie Q.

Acquired programming on Shaw Media's specialty services included a wide range of series and films featuring diverse characters and themes. Some examples include:

- ***Property Virgins*** - Visible minority host Egypt Sherrod takes viewers inside the intense world of house hunting through the eyes of first-time buyers. The series focuses on the roller-coaster journey of property virgins' first foray into real estate, offering tell-it-like-it-is entertainment and practical take-home advice. Part realtor, part therapist, friend and financial advisor, the host helps new buyers see the difference between their hopes of acquiring the out-of-reach dream home and the hard reality of what it takes to find the right property.

- ***Extant*** - An astronaut struggles to learn how she became pregnant while on a 13-month-long solo space mission. Halle Berry plays the lead role and the supporting cast includes Hiroyuki Sanada and Sergio Harford.
- ***Rehab Addict*** - The host Nicole Curtis is a self-taught home rehabber and designer. She is also a mom, a master of salvage picking, and a spirited advocate for saving old houses and rebuilding communities. Resourceful, creative, and always in motion, Nicole is hands-on with all of her projects. Her work reflects her passion for repurposing and creating amazing budget-minded designs. In *Rehab Addict*, Curtis harnesses her experience with interior design, contracting, and real estate to rebuild neighborhoods one house at a time in Detroit and Minneapolis.
- ***Red Hot Design*** follows Shasta Smith, a cutting edge interior designer, and her team of talented “grease monkeys” who salvage, build, and repurpose vintage scrap metal into phenomenal architectural elements matched with great color and fabrics. Shasta, the owner of Sacramento-based design shop, “The Vintage Monkey” keeps everything on track as the team juggles projects and deadlines.
- ***B.O.R.N. To Style*** is a lifestyle makeover series centered on a team from New York, and their larger than life boss, Jonathan Bodrick. Springing from the Harlem-based eclectic boutique, B.O.R.N. (borrowed, old, refurbished and new), the style superheroes land at the door of those desperately in need of some color in their lives. By rifling through their clients’ belongings and asking blunt questions, the team at B.O.R.N. gets to the root of their fashion malaise, before whisking them away for a transformation that goes beyond just their look. In each episode, viewers will see them offer up their own brand of therapy and inspiration to clients as they transform them into their best possible selves. Jonathan Bodrick, B.O.R.N. storeowner, and his staff are all visible minorities.
- ***Red Tails*** the true story of African American WW2 fighter pilots. A crew of African American pilots in the Tuskegee training program, having faced segregation while kept mostly on the ground during World War II, are called into duty.
- ***New Year’s Eve*** - The lives of several couples and singles in New York intertwine over the course of New Year's Eve. The ensemble cast features many visible minorities including Halle Berry, Kal Parekh, Russell Peters, and Keone Young.
- ***The Twilight Saga: Eclipse*** - As a string of mysterious killings grips Seattle, Bella, whose high school graduation is fast approaching, is forced to choose between her love for vampire Edward and her friendship with werewolf Jacob. Some of the cast featured in this film are Aboriginal. Cast includes Taylor Lautner, Tyson Houseman and Kiowa Gordon.

- ***Death at a Funeral*** - A funeral ceremony turns into a debacle of exposed family secrets and misplaced bodies. This movie features a very diverse cast. Starring Chris Rock, Martin Lawrence, Danny Glover, Zoe Saldana, and Peter Dinklage.

Conclusion

As highlighted in this report, Shaw Media's diversity initiatives touch on all aspects of our work, from our corporate accountability measures and employment practices, to our local Global stations' involvement with their communities, and our approach to programming. We will continue to build upon our diversity initiatives for the benefit of Canadians, and look forward to strengthening our existing relationships with the four designated groups, as well as building new ones in 2015.