

Filed Electronically via GCKey

24 January 2017

Ms. Danielle May-Cuconato
Secretary General
Canadian Radio-television and
Telecommunications Commission
Ottawa, Ontario K1A 0N2

Dear Ms. May-Cuconato:

Re: 2016 Diversity Report for ZoomerMedia Limited (ZML)

ZoomerMedia Limited is pleased to submit its 2016 Diversity Report for our television services: VisionTV, ONE: Get Fit (ONE), The Beautiful Little Channel (BLC), CHNU-DT (JoyTV) and CIIT-DT (HopeTV).

We appreciate the opportunity to submit this report.

Yours truly,



George Kempff
Vice President and Chief Financial Officer
ZoomerMedia Limited

Encl.



2016 Diversity Report for ZoomerMedia Limited (ZML)
VisionTV, ONE: Get Fit, Beautiful Little Channel,
CHNU-DT JoyTV and CIIT-DT HopeTV
24 January 2017

A. Corporate Accountability

Diversity is inherent to ZoomerMedia's core principles and commitment to its stakeholders. This is clearly manifested in our channels' nature of service and in our company's ways and practices.

We are Canada's multi-faith network. More than 50% of our schedule is content produced by 121 religious groups from across the country and abroad. This makes our channels the primary destination for multi-faith content in Canada.

We also pride ourselves with a very diverse workforce who creates and produces unique content that exemplifies the true and diverse Canada. Women, visible minority, people with disability and Aboriginal Peoples have a loud voice in our channels and we are proud to support that.

B. Reflection of Diversity in Programming

Diversity is a key element in our programming strategy and approach to content creation. Both our in-house creative team and pool of independent Producers come from very diverse background, therefore diverse point of view.

Here are some programs that debut on our channels in 2016 that speaks of this strategy:

Doing Jewish: A Story from Ghana

This documentary is based on an original concept developed by Gabrielle Zilkha, while working at a women's rights organization in Accra, Ghana. Upon discovering a nearby "lost tribe of Israel", Gabrielle began developing the concept for a feature-length documentary film examining the history of this small, insulated community of Ghanaian Jews, and thereafter, their exposure to the State of Israel.

The Baha'is

The Baha'is have active communities in virtually every sizable community in Canada and yet the particular of their beliefs and practices are not widely known. This documentary examines the Baha'is teachings and history since its

founding in Iran in 1844 and its arrival in Canada in 1898. Through the perspectives of its members and the viewpoints of social commentators and historians, this documentary sheds light in this world religion.

Divine Intervention

Many couples and families today are in crisis for any number of reasons: infidelity, incompatibility, jealousy, divorce, sexual problems, trust issues, troubled kids, etc. In this series, renowned author, speaker and relationship expert Rabbi Shmuley Boteach gives practical, inspirational advice to those seeking to overcome their fears and make positive changes in their lives.

IdeaCity 2016

Also known as “Canada’s Premier Meeting of the Minds” or (Ted North), IdeaCity is an annual eclectic gathering of artists, adventurers, authors, cosmologists, doctors, designers, entertainers, filmmakers, inventors, magicians, musicians, scientists and technologists.

During the three-day event last June 2016, 50 presenters took the stage to share their ideas, dance moves, fresh technological advancements, songs and even some edible bugs with a room full of open minds.

Presenters were divided up into a series of conversation pods, including “Math Morning,” “Health & Wellness,” “God Pod,” “Food,” “Love & Sex,” “Animals,” as well as “Archeology of the Past & the Future.”

My Life - My Choice

My Life - My Choice: Dying with Dignity is the result of two friends’ unexpected and emotional journey to document ones final weeks. It tells the story of one woman’s brave and lucid decision through intimate conversations with family and friends, interviews with physicians and chronic pain experts. Her preference would have been to die a graceful death at home in Toronto surrounded by loved ones but the law will not allow her that.

Cancer Saved My Life

This documentary chronicles a woman’s experience with breast and pancreatic cancer and explores how a genetic mutation that predisposed her to cancer ultimately saved her from the deadliest form of the disease.

People Who Sing Together

In this music series, viewers at home are encouraged to sing along to their favorite Gospel songs taking the lead from well-known Canadian performers such as the Bayview Glen Mass Choir, Toronto Mass Choir, Burlington Welsh Male Chorus, St. Michael’s Choir and more.

In addition, important events such as *Rosh Hashanah*, *Easter*, *Black History Month* and *Aboriginal Heritage Month* are highlighted in our channels through exhibition of special programming and stunts. These are accompanied by promotional spots on-air (TV and radio) and online.

C. Community Outreach and Campaign

On a daily basis, our channels offer content that other broadcasters might not put much attention as we do. **“Daily Mass”**, a twice a day broadcast of the Catholic Mass held at the Chapel at Loretto Abbey in Toronto gives opportunity to homebound viewers to participate and continue their devotion and praise via television. Our viewers are grateful for the chance to participate and connect to their community despite their illness or mobility issues. Daily Mass is one of the longest-running programs on VisionTV.

Our channels also provide voice to shows like **“Spirit Alive”** and **“Tribal Trails”**, programs that feature members of the First Nations community who wish to spread the message of love and hope based on the teachings of the Christian faith.

The broadcast of the weekly service at the **All Nations Full Gospel Church** is key to raising funds and support required to reach out to marginalized communities here and abroad.

We also have programs like **“Des Pardes”** who organizes a twice-a-year fundraising event and food drive that benefits institutions such as the Surrey Memorial Hospital. **“Aikam”** is another program worth mentioning for their efforts to raise awareness on organ donation.

In 2016, we made available **16,057** hours of multi-faith content from various religious groups and communities. ZoomerMedia’s Client Relations Executive regularly meets with our Mosaic client representatives to encourage healthy communication and to ensure that any issues raised are addressed.

Our staff celebrates significant cultural events with the community such as the Surrey Sikh Vaisakhi Festival (marks the birth of the Sikh faith), Vancouver City of Bhangra Festival, the Annual Ismaili Walk (raising awareness on the community’s mental health resources), Celebrity Dim Sum (fundraising event for AIDS Vancouver), etc.

Local stories that highlight diversity are also featured in our channels. Here are a few:

Canadian Welcome - Coverage of local faith based organizations welcoming and assisting with the settlement of Syrian Refugees;

International Women's Day - Profiles of extraordinary women shaping Fraser Region; coverage of *SheTalks* event where women share their personal journeys in a panel discussion format similar to IdeaCity.

Skwah First Nation - Exploring the decolonization of the Fraser Regions aboriginal communities.

The Right to Fish - With the smallest salmon run recorded in years bringing about a significant fishing ban, aboriginal communities and sports anglers along the Fraser River came together to ease tensions.

Canadian Sikhs - Profiles of prominent personalities from this rich and vibrant culture and their contributions to Canadian society.

Superdads - In efforts to ensure their own children could play in a team sports setting, two fathers developed a soccer program designed for independent learners with intellectual and/or developmental disabilities.

Canadian Citizen – Coverage of the oath-taking ceremonies welcoming Canada's newest citizens. Learning why people choose this nation as their new home.

Mobile Muslims - Ahmadiyya Muslim Jama launched a mobile exhibition driving across the region to educate on Islam and remove misconceptions about the religion.

Muscular Dystrophy Challenge – Similar to the Ice Bucket Challenge, JoyTV personalities competed in a dance off to bring awareness to MD.

D. Employment Equity

In 2016 our HR department updated our policy and procedure regarding hiring. We did this to ensure there was a structured process in place for the recruitment and selection of the talent we hire in the company. This process works to elevate and to ensure a fair and equitable process so the most qualified candidate is selected.

Currently, more than half of ZML's employees are from the four designated groups. These include members of senior management as well as junior management. At ZML, employment and career advancement is determined by one's qualifications, achievements and performance.

E. Accessibility

We continued working on our AODA requirements last year by conducting training, updating our job postings, creating individual emergency response documentation and by developing a disability accommodation and return to work process. We are continually committed to creating a safe, accessible environment for all of our employees, future employees and guests.

On air, we continue to serve our hearing and visually-challenged viewers by providing more and more closed caption and described video programs throughout our 24-hour schedule. All our English programs are **100%** closed captioned. We put a premium on quality closed captioning by employing in-house Captionists who are directed to follow strict closed captioning guidelines and standards. Our described video content across our channels last 2016 was **4,331 hours** – comprised of drama series, documentary, panel discussion, fitness programs and music performance.