

*Filed Electronically via GCKey*

11 January 2018

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

Dear Mr. Doucet:

**Re: 2017 Diversity Report for ZoomerMedia Limited**

ZoomerMedia Limited is pleased to submit its 2017 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,



**Beverley Shenken**  
Vice President, Content and General Manager for TV

Encl.



**2017 Diversity Report for ZoomerMedia Limited (ZML)**  
**VisionTV, ONE: Get Fit, Beautiful Little Channel,**  
**CHNU-DT JoyTV and CIIT-DT HopeTV**  
**11 January 2018**

**A. Corporate Accountability**

Diversity, novelty, alternative programming – this is what we highlight in our stations. ZoomerMedia is a leader in creating content, entertainment and experiences uniquely designed to serve the 60+ demographic. VisionTV, JoyTV and HopeTV are Canada’s multi-faith networks offering viewers daytime and primetime programming from over a hundred faith groups. That is a total of over 17,000 hours religious content from a variety of faith communities – 55% of which are Canadian.

ZoomerMedia continuously partners with independent content creators across the country to produce programs that appeal to our diverse audience. Our Mosaic producers get technical consultation, community-building and sponsorship support from ZoomerMedia. Our Executive in charge of Mosaic programming is actively involved in the issues and concerns our Producers face. Through regular meetings, social gatherings, training sessions and community events, this partnership is sustained.

Our in-house production team creates content tackling relevant national and local issues such as diminishing corporate pensions, pharmacare or universal public drug coverage, nursing home violence, unaffordable hydro rates, social isolation, etc. With the help of our advocacy arm, CARP, these important issues are not just subjects of discussions but are acted upon. We are committed to passionately and proudly stand behind these causes.

**B. Reflection of Diversity in Programming**

Original content produced by Zoomermedia promotes and uplifts the condition of the four designated groups. We are proud to put our name behind these programs:

**Soul Sisters**

“Soul Sisters” is an intimate and penetrating look into the lives of the Catholic Sisters of Manitoba. It follows a variety of nuns in their daily work deep within our health, social and educational systems.

### **Your All-Time Classic Hit Parade**

Filmed in front of a live studio, “Your All-Time Classic Hit Parade” modernizes the classic music/variety series so that you can shake-your-tail-feather back in time and revisit the classic pop tunes you grew up with.

Throughout season one, host Marilyn Lightstone is accompanied by David Warrick (music director, pianist) and Moshe Hammer (violinist) jam with the Zoomer Band, while vocalists Thom Allison, Simon Spiro, Judy Marshak and the Ault Sisters sing to the hilltops.

Together, these musicians perform classic hit songs like “Sing Sing Sing,” “Why Do Fools Fall in Love,” “Cry,” “My Funny Valentine,” “Rock Around the Clock,” “Accentuate the Positive,” “Shine on Harvest Moon,” “Let Me Call You Sweetheart,” “Danny Boy,” and many more. Along the way, you’ll also learn about the backstories attached to these hits.

### **Yiddish O Canada**

On June 05, 2017, in celebration of Canada’s 150<sup>th</sup> birthday, 150 people gathered at the Zoomer Hall in Toronto to sing the first version of “O Canada” in Yiddish as translated by Hindy Nosek-Abelson.

### **IdeaCity 2017**

2017 marked Ideacity’s 18<sup>th</sup> year. The annual Ideacity conference has rightly earned its reputation as Canada’s “Premier Meeting of the Minds.”

Over the course of three days, Moses Znaimer presents a dazzling line-up of some of the brightest minds on the planet - ground breaking scientists, visionary entrepreneurs, artists, scholars, activists and agitators.

The likes of award-winning author Frances Backhouse, writer/scientist Dr. Giulia Enders, eleven-year-old opera singer Isabella Elise Tomaso, human rights advocate Rev. Majed El Shafie, political activist and public speaker Jodie Emery, one of Canada’s widely-read columnist Barbara Kay graced the Ideacity stage last 2017.

### **People Who Sing Together Season 2**

In the second installment of this series, viewers at home are treated to more sing-along hymns featuring the Islington United Church Choir, Forte – The Gay Men’s Chorus, St. James Cathedral Choir, Sharon Riley & Faith Chorale, St. Timothy’s Church Choir and more.

#### **theZoomer S4**

“TheZoomer” is a sharp, relevant and intelligent take on the world from a uniquely Zoomer point of view. In 2017, issues discussed by our panel of experts include the plight of the Kurds and the role of Kurdistan Worker’s Party in the fight against ISIS, the challenges caregivers face and ways to support them, the rising cost of hydro and its impact to consumers specially the seniors and people with illness, etc.

### **C. Community Outreach and Campaign**

Our local in-house program in BC “Fraser Focus” covers numerous stories about community members working together and helping each other. Hosts Dean Atwal and Leah Bolton showcase inspirational stories to celebrate local culture, heritage and the spirit of lending a helping hand.

Here are some of those stories:

**Diaper Campaign** – a campaign to provide diapers for single mothers who are in need of financial support.

**Pelizaeus Merzbacher Disease (PMD)** – story of a young couple with 2 boys afflicted with PMD, a rare central nervous system disorder in which coordination, motor abilities and intellectual function is delayed.

**Kids with Epilepsy** – to raise awareness in the education system on how kids with epilepsy can be effectively handled in case of an epilepsy episode at school.

**Volunteer Cancer Drivers** – featured stories of cancer patients and volunteers working together to drive patients from home to hospital and back during treatments.

**Drivers with Disabilities** – an initiative whereby 5 gas stations in Langley, BC utilize an App to assist drivers with disabilities use these accessible-friendly gas stations.

**Salmon Conservancy** – Aboriginal communities along the Fraser River voiced their concern regarding new laws governing local salmon runs.

**Indigenous Early Learning** – follow-up story about the new school system implemented by Chehalis people in Chilliwack.

**Christmas Cantata** – featured a Christmas Choir and Concert that is composed of students from around the world.

Our staff also 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, Celebrity Dim Sum (fundraising event for AIDS Vancouver), etc. These events are quite popular. They attract thousands of enthusiastic participants and visitors every year.

Year-round in Toronto, ZNews Host/Videographer Darrin Maharaj covers relevant community and national issues across the GTA.

**Heat or Eat Campaign** – profile of a Burlington couple who are struggling to survive. Alison Lakey cannot afford her cancer medication and the increasing hydro bill is financially making the situation worse. ZNews introduced the couple to CARP’s Heat or Eat campaign that ultimately lobbies the government to implement 25% reduction in hydro rates for Ontario residents.

**St. Joseph Villa Assault** – story of James Acker who was attacked while asleep in a long-term care facility by another resident suffering from dementia. ZNews followed the story as the family lobbied Queens Park and finally met with the Health Minister.

**150 Stories** –a collection of new stories and images that speak eloquently about what it means to be Canadian in Ontario. ZNews attended the launch of *150 Stories Exhibit* and chats with inspiring Canadian women leaders such as Suzanne Boyd, Hazel Macallion, to name a few.

**Social Media App for 80 Plus** – Znews met with a group of seniors that are participating in the development of a new tablet app that allows seniors to communicate and use social media with ease.

**California Sandwiches** – profile of an Italian family who founded popular Toronto franchise “California Sandwiches”. This story focused on the success and achievements of immigrants and their contributions to this country.

**89-Year Old Graduate** – ZNews attended the graduation of Alma Kocialek, an 89-year old *Gender and Sexuality Studies* graduate from York University. An inspiring story that shows it is never too late to achieve your dreams.

**Yazidi Freedom Cruise** – Znews sailed with 40 Yazidi refugees on a special cruise on Toronto’s waterfront to celebrate freedom from ISIS and their new life in Canada.

**Clean Meds Project** – Canadians pay some of the highest drug prices in the world. In this story, ZNews visited the Clean Meds Project in Toronto that is

giving free medicine to over 400 Canadians in desperate need but cannot afford medicines.

#### **D. Employment Equity**

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

In 2017, we updated our Respect and Dignity policy to reflect the changes that were made with Bill 132. ZoomerMedia is committed to maintaining a harassment-free work place and to providing appropriate outlets for making complaints and proper processes investigating a complaint.

#### **E. Accessibility**

In 2017 we continued working on our Accessibility for Ontarians with Disabilities Act (AODA) requirements as an organization. We are continually committed to creating a safe, accessible environment for all our employees, future employees and guests.

On air, 100% of our English-language programs are closed captioned. We monitor adherence to this requirement by employing in-house Captionists as well as integrating quality-control process in our work flow. This is complemented by an automated system that detects presence or lack of captioning in every single media asset before broadcast.

In 2017, our described video hours amount to a total of over 3,500 with content ranging from drama series, documentary, panel discussion, fitness programs to musical performance.