

Filed Electronically via GCKey

28 January 2020

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

Dear Mr. Doucet:

Re: 2019 Diversity Report for ZoomerMedia Limited

ZoomerMedia Limited is pleased to submit its 2019 Diversity Report for our television services: VisionTV, ONE: Get Fit (ONE), The Beautiful Little Channel (BLC), CHNU-DT (JoyTV) and CIIT-DT (FaithTV).

We appreciate the opportunity to submit this report.

Yours truly,



Beverley Shenken
SVP, Programming & Content/General Manager, TV

Encl.



2019 Diversity Report for ZoomerMedia Limited (ZML)
VisionTV, ONE: Get Fit, Beautiful Little Channel,
CHNU-DT JoyTV and CIIT-DT FaithTV
28 January 2020

A. Corporate Accountability

As a broadcaster catering to the demographic of Canadians over 50, ZoomerMedia values the wide range of cultural, social and economic backgrounds that make up our core audience. We are committed to empowering our viewership with content that speaks directly to their particular interests, challenges and concerns, while building a sense of community among our audience who find connection and representation in our programming. We aim to reflect the rich diversity of Canada's aging population by continuously uplifting new voices and perspectives in our programming from the four designated groups.

We produce in-house programs and commission independent productions that empower viewers on matters of healthcare, age discrimination, economic instability, and social isolation among aging Canadians. Our National Advocacy Association 'CARP' provides the tools for our viewers to get involved in the fight for policy changes that fulfill the needs of Canadian seniors.

ZoomerMedia is proud to be Canada's multi-faith broadcaster, the home to over 104 religious groups with over 17,800 hours of religious programming.

We understand our vital role within Canadian media and remain dedicated to fostering a diverse community of engaged viewers while promoting the importance of diversity through our content.

Respect and Dignity in the Workplace

ZoomerMedia is committed to maintaining a harassment free work environment by providing appropriate outlets for making complaints and proper processes with regards to investigations. Our policy protects employees against discrimination, workplace harassment (included bullying), sexual harassment, and workplace violence.

Employment Standards

ZoomerMedia is committed to maintaining a fair and equitable work environment for all employees. Our Integrated Accessibility Policy includes notifying job applicants of the availability of accommodations for persons with disabilities during the recruitment process. If a job applicant requests an accommodation, ZoomerMedia shall consult with the person making the request to provide for or arrange for the provision of accommodation that takes the person's accessibility needs into account. Successful job

applicants shall be notified of our policies for accommodating employees with disabilities at the time an offer of employment is made or as soon as is practicable thereafter.

Employment Equity

ZoomerMedia updated its Employment Equity Policy in August 2019. We continue to maintain a diversity level that demonstrates more than half of ZoomerMedia's employees are from the four designated groups, including members of senior management as well as junior management. At ZoomerMedia, employment and career advancement is determined by one's qualifications, achievements and performance.

B. Reflection of Diversity in Programming

In 2019, we have taken meaningful action to improving our client relations with Mosaic producers and support the success of our religious programs. Our teams in B.C. and Toronto have conducted several individual meetings with our South Asian clients to address their specific concerns on remaining competitive in this challenging market. We will continue working closely with our producers to maintain a strong presence at local cultural events where they can reach a wider platform for their programs. Helping our clients maintain a successful business model is crucial to our goal of retaining and expanding the diversity of our Mosaic programming.

In our Cornerstone programming, we aim to serve our most engaged and devoted community of viewers – women over 65. These valued audience members have a strong desire to see themselves reflected on screen, which is why we celebrate the often undervalued stories of older women in media with our lineup of brilliant and powerful female leading characters. We continue to produce and acquire informative, impactful and entertaining content that reflects the diversity of our audience with representation from the four designated groups.

In-house Productions

CARPe Diem

CARPe Diem's weekly panel is hosted by Carmen Ruiz y Laza. Frequent guest Wanda Morris, CARP VP of Advocacy, joins the conversations for new perspectives on everything from technology to longevity, fitness, dating, living well and having fun. The show focuses on important and candid discussions on issues that connect with all Canadians as we age.

Anjelica's 22 Minute Workout

Champion dancer Anjelica Scannura and her diverse backup crew lead viewers in a series of inclusive, 80s inspired workouts created for all age groups and physical abilities. The highly entertaining workouts focus on strengthening different muscle groups, and have been adapted for those with limited physical abilities and mobility issues, which is reflected by the senior-aged and wheelchair-using workout participants.

IdeaCity 2019

2019 marked the 20th year of the renowned IdeaCity conference. Moses Znaimer presented a dazzling lineup of some of the brightest minds on the planet, with talks by ground-breaking women like cannabis industry executive Dr. Christelle Gedeon, prominent and often controversial Canadian criminal defense lawyer Marie Henein, author and publisher Anna Porter, legal counsellor Dr. Christelle Gedeon, Canadian comic Mary Walsh, as well as mayoral tour-de-force Hazel McCallion. The diverse lineup also included Dr. Durhane Wong-Rieger and liberal activist Tarek Fatah.

theZoomer

Now in its 7th season, "theZoomer" is a sharp, relevant and intelligent take on the world from a uniquely "Zoomer" point of viewer. Lead by two female hosts and with balanced gender representation on its weekly panels, topics debated by culturally diverse experts in 2019 included: osteoporosis and how to improve bone health, legalized marijuana and its health applications, death and its associated taboos, organic and non-organic and genetically engineered foods, political tensions between Canada and China surrounding ongoing human rights violations, and how emerging technologies are helping Canadians live longer and better.

Your All Time Classic Hit Parade

Hosted by Marilyn Lightstone with a majority female cast, season 3 of Hit Parade was recorded in 2019 in front of a live audience where the Zoomer Players gather for a fun variety and sing-along show featuring music director and pianist David Warrack, violinist Moshe Hammer and the Zoomer Band, and vocalists the Ault Sisters, Thom Allison, Simon Spiro and Judy Marshak. This season's repertoire includes songs composed by Anne Murray and Carole King.

Canadian Independent Productions

The Good Nazi

Through testimony from scientists and Holocaust Survivors, this powerful documentary reconstructs the life of a Schindler-type Nazi who turned his back on the evil ideology to save hundreds of Jews. Because the government is about to tear down the site in Lithuania and put up condos instead, a group of scientists arrives to locate the hiding places of those that were saved and identify the mass grave of those who were murdered. A child survivor of the camp and an American physician, whose mother was saved by Major Plagge, joins them.

Radical Age

A documentary following a group of six so-called seniors embracing youthful subcultures, rebelling against stereotypes, and proving it's never too late to defy convention. We meet a septuagenarian skateboarder, the world's oldest female mixed martial arts fighter, a tattoo enthusiast in her eighties, the world's oldest working drag queen, a purposeful punk rocker, and a B-Boy dance expert who all teach us that life doesn't stop, and shouldn't stop, at any age.

The Big Downsize

De-cluttering queen Jane Veldhoven has helped people downsize their lives for over 15 years. "The Big Downsize" is an exploration of why we love our possessions so much and the emotional baggage and stress that comes crashing down when there is no choice but to let things go. It's a real-life roller coaster everyone will connect with, especially as financial and physical needs change with age.

Ageless Gardens

The documentary series "Ageless Gardens" is a visual celebration of gardens and gardeners with a special emphasis on the role gardens can play in healthy aging. Community gardeners from all walks of life including immigrants, refugees, inner-city groups and hospice patients thrive while caring for Mother Nature's flora and fauna. The program highlights the physical, mental, and social aspects of gardening as important therapeutic factors in health and wellness.

A User's Guide to Cheating Death

"A User's Guide to Cheating Death" is a documentary series that casts light on increasingly controversial procedures, diets and revived ancient therapies that are being sought by people desperate to dramatically improve their health. Host Timothy Caulfield takes a scientific and global approach to uncovering the effectiveness of a particular remedy, travelling the world to shed light on the cultural significance of these treatments.

Ecstatic!

The series is a unique opportunity to discover how happy people do things differently to increase their levels of happiness. Episodes feature Marilyn Rushton, a blind vision teacher, Tina Swan, a Reiki master, Gail Sparrow, a former Musqueam chief, Judy Graves, a housing advocate for the homeless, and Shahram Vahdany, a Buddhist journalist.

God's Greatest Hits

"God's Greatest Hits", a first of its kind documentary series, highlights the world's most popular religious hymns intermingled with discussions with musicologist and religious experts. The series not only combines contemporary renditions and archival performance footage, it goes behind the music and gives the fascinating history of each selection.

Longevity Road Trip

This series follows five retirement age couples of diverse ethnicities, sexual orientations and socio-economic backgrounds as they embark on unique journeys designed to explore and extend the limits of aging. Season 1 featured couples travelling to Peru, France and Austria while meeting with local community leaders and experts on health and sex.

People Who Sing Together

"People Who Sing Together" is an entertainment and variety series featuring Canadian church choirs leading us through popular hymns, gospel and traditional songs. Episodes include performances by various choirs in the Greater Toronto Area, including Sharon Riley and Faith Choral and Forte – The Gay Men's Chorus.

Songs of Freedom with Measha Brueggergosman

Renowned soprano Measha Brueggergosman performs a unique program of Freedom Songs that have emerged from Africa via the slave trade to America, then to Canada via the United Empire Loyalist migration and the Underground Railroad. Measha leads us on the journey of her ancestors from Cameroon, Africa to freedom in Maritime Canada, where she lives today.

Sue Thomas F.B. Eye

Based on the experiences of the real Sue Thomas, a deaf woman whose ability to read lips landed her a job with an elite surveillance team at the F.B.I. With her service dog by her side, Sue helps solve crimes and take down criminals in places listening devices can't penetrate.

British Programming

Hetty Wainthropp Investigates

Dame Patricia Routledge stars as Hetty Wainthropp, a retired working-class woman from Darwen in North West England, who has a knack for jumping to conclusions and solving crimes of varying bafflement which often are too minor to concern the police.

Rosemary & Thyme

Set amongst the stunning gardens of Europe, Rosemary Boxer and Laura Thyme, two professional gardeners, find themselves drawn into solving mysterious crimes. Rosemary and Thyme are two women who share a passion for horticulture and a talent for investigation.

Vera

With her caustic wit and singular charm, DCI Vera Stanhope and her team face a series of captivating murder mysteries set against the breathtaking Northumberland landscape.

Agatha Raisin

Fulfilling a lifelong dream, Agatha Raisin retires early to a quaint village in the Cotswolds and soon finds a second career as an amateur detective investigating mischief, mayhem and murder in her deceptively devious town.

Call the Midwife

“Call The Midwife” follows twenty-two year old Jenny, who in 1957 leaves her comfortable home to become a midwife in London's East End slums. In its 7th season, the midwives of Nonnatus House are tested as never before, the nuns and nurses face challenging issues from leprosy, tokophobia and stroke to Huntington’s chorea and unmarried mothers.

C. Community Outreach and News Coverage

ZoomerMedia strives to ensure our viewers have access to diverse content at a local level by encouraging producers of our local in-house programs to highlight stories that may be neglected by larger media sources. On JoyTV's "Fraser Focus" news program based out of Fraser Valley, B.C., hosts Dean Atwal and Leah Bolton continue to foster a strong community presence with engaging coverage of local lifestyle and cultural events. Examples of local news and events covered throughout 2019 include:

International Women's Day – Women and Motorcycles: Celebrating women riders around the country and showcasing drivers' safety.

Johanne Brunett Senior Skier – Profiling an avid North Vancouver senior skier with an infectious personality

2019 B.C. Wheelchair Curling Championship – The B.C. Wheelchair Curling Championship was held in Langley this year, showcasing a sport for people with disabilities.

Goalball Grand Slam – The Goalball Grand Slam was held in Surrey this year. A sport that allows visually impaired athletes the opportunity to compete.

Inclusive Employment – This year Abbotsford held the Inclusive Employment Excellence Awards, showcasing businesses who give the employment opportunity to those with disabilities.

Senior Abuse and Crime Prevention – Crime Stoppers and CARP join together to raise awareness in the community to stop senior abuse.

Parkinson's Awareness Month – April is Parkinson's Awareness Month and we raise awareness and highlight a program that helps individuals strengthen and get back on their feet.

Technology and Aging – A Vancouver conference showcasing the new ideas and technology that is being created for seniors to help them age and overcome disabilities.

Guru Nanak Free Kitchen – The Sikh community come together to arrange and regularly cook and feed individuals and families that are homeless or less fortunate, on Vancouver's Downtown Eastside.

Vaisakhi and Sikhism – The largest festival of its kind outside of India, we look at how the Sikh Vaisakhi celebrations transform the local neighborhoods.

Tzu Chi Kids Camps – In efforts to keep less fortunate kids engaged over school holidays, the Tzu Chi community steps up with Camp activities.

Italian Food and Faith Marzia – A local Langley woman is connecting her community to her culture, through the art of cooking.

Punjabi Food and Faith – Chef, author and businessman Vikram Vij shares his insights on the connections between food and faith.

Culture and Comedy – Canadian comedian Sugar Sammy reflects on how the connection between his culture and comedy helps tackle complex Canadian issues of importance.

Skwah First Nations – JoyTV heads back into the community of Chilliwack, to revisit one of the Lower Mainlands First Nations families.

Drishti Awards ceremony – Emceed by Dean Atwal, the 10 annual Drishti Awards recognizing local South Asian Canadians who excelled in the fields of health, medicine, technology, business and community. Over 800 in attendance including dignitaries; Members of Parliament, Indian General Consulate, and prominent South Asian leaders.

“ZNews” host and videographer Darrin Maharaj brings daily lifestyle coverage surrounding health, finance and entertainment. Examples of local news and events covered in 2019 include:

Wettlaufer LTC Trial – Elizabeth Wettlaufer, known for her crimes against her own long term care patients, was the subject of CARP's inquiry to the government in order to ensure these terrible acts against people in LTC facilities will never happen again.

One Free World International Fundraiser – The Albany Club in downtown Toronto was the host of the One Free World International Event to support human rights and the fight against ISIS internment camps and mass genocide.

Maureen's 500th F45 Crossfit Class – F45 is considered one of the toughest workouts out there today and with a majority of participants in their 20s, 30s and 40s having a tough time getting through one class, 73-year-old Maureen Lush is blowing people away as she prepares to complete her 500th.

Unholy: The Making Of – A behind-the-scenes look at the making of this ZoomerMedia original production that features a feminist Muslim, an Orthodox Jewish spiritual leader, an excommunicated nun, and a lesbian atheist pundit who face-off in a no-holds-barred debate on contemporary women in religion.

“Now is the Time” Documentary – An interview with director Chris Auchter of the TIFF documentary that takes a nostalgic look back at a totem pole carving and raising in 1969. What began as a revival of a lost cultural practice turned into a community celebration that bridged generations and clans on Haida Gwaii.

“Once Were Brothers: Robbie Robertson & The Band” Documentary – An interview with director Daniel Roher who follows Robertson from his early life in Toronto and on the Six Nations of the Grand River reserve, in Southern Ontario, to the creation of legendary roots-rock group The Band.

2019 Federal Election Promises with Wendy Mason – Shot for a special edition of “theZoomer” current affairs show, we chat with Wendy Mason about this year’s election promises. 76-year-old Wendy is forced to work a part-time job just to survive. For her, retirement is just a dream.

“50 Ways to Kill Your Mum” Premiere – Jaleel White, best known for his character Steve Urkel on "Family Matters", visited the ZoomerPlex to talk about his new episode of "50 Ways To Kill Your Mum" on VisionTV.

ARCC Assisted Dying – Talking about dying has been taboo for many, however at the ARCC MAID House Toronto, they bring the aspect of peace and preparedness when it comes to saying final goodbyes.

VR Church – A new tech development that allows users to experience a church service from anywhere in the world. For people with disabilities, it gives them the chance to not only attend, but have a front row seat.

Thai Massage – Thai Massage is a unique type of bodywork therapy that brings muscles to life through pressure of manipulative massage.

Hurricane Hazel: Zoomer Cover Model – Hazel McCallion is an inspiration to all Zoomers across the country. At 98 years old, the former Mayor of Mississauga continues to be an example of longevity and zip. She has been chosen to be the latest cover model for Zoomer Magazine.

Jerry Fishman – “The best way to keep going is to just keep going.” A favourite saying by ZoomerMedia's CEO and Founder Moses Znaimer. In this story, ZNews meets a Zoomer who is the perfect embodiment of that slogan. At 90 years old, Jerry Fishman works 13 hours a day - 7 days a week.

D. Accessibility

ZoomerMedia has worked towards improving our AODA requirements, to continue creating a safe accessible environment for all current employees, future employees and guests. We are confident in our compliance with the Act and that all company activities are following the guiding principles as outlined below:

- Respecting the dignity and independence of people with disabilities.
- Ensuring that the provision of goods and services to people with disabilities is integrated with the provision of goods and services to others unless an alternative measure is necessary.
- Ensuring that people with disabilities are given an equal opportunity to obtain, use and benefit from the goods and services provided by ZoomerMedia.

We ensure that our web content conforms to the World Wide Web Consortium Web Content Accessibility Guidelines (WCAG) 2.0 Level A by January 1, 2014 and Level AA by January 1, 2021. In accordance with the CRTC Accessibility of telecommunications and broadcasting services policy, 100% of our English-language programming is closed captioned. Our in-house captioning team verifies that captions are accurate and of the highest possible quality for our viewers.

In 2019, our channels have aired over 3800 hours of Described Video programming. Moving forward, we will continue to fulfill the needs of people living with disabilities and increase the amount of Described Video programming we offer. We remain dedicated to our goal of providing these necessary accommodations for people living with disabilities in order to foster equity and inclusion for all viewers.