

*Filed Electronically via GCKey*

16 January 2019

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

Dear Mr. Doucet:

**Re: 2018 Diversity Report for ZoomerMedia Limited**

ZoomerMedia Limited is pleased to submit its 2018 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**  
Vice President, Content and General Manager for TV

Encl.



**2018 Diversity Report for ZoomerMedia Limited (ZML)**  
**VisionTV, ONE: Get Fit, Beautiful Little Channel,**  
**CHNU-DT JoyTV and CIIT-DT FaithTV**  
**16 January 2019**

**A. Corporate Accountability**

ZoomerMedia is dedicated to promoting diversity, equity, and inclusion by amplifying a variety of unique voices and perspectives in our content. With a devoted audience of Canadians at a retirement age, our programming aims to educate and empower viewers by exploring the specific interests and challenges faced by the 50+ demographic.

Our in-house productions and commissioned content addresses culturally significant topics surrounding healthcare, economic instability, social isolation, and age discrimination. Moving beyond the discussion of these issues, our National Advocacy Association CARP takes meaningful action to improve the lives of seniors through government policy changes.

As Canada's multi-faith broadcaster, we provide a platform for over 18,000 hours of religious programming from 116 faith groups. 56% of our Mosaic programs are Canadian.

ZoomerMedia recognizes the importance of uplifting our vibrant community of engaged viewers by continuously expanding our diversity efforts in all aspects of company operations.

**Respect and Dignity in the Workplace**

In 2018, we have 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 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**

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**

With a wide range of multi-faith programming offered on our channels, we understand the value of our diverse content and prioritize the continual development and success of our Mosaic series. Our sales team works closely with producers to strategize new methods of capturing advertising markets in order to remain competitive in the growing landscape of South Asian programming. Our technical team also provides production support to producers in order to help elevate the quality of productions.

As the majority of our audience consists of women over the age of 65, VisionTV airs series, documentaries and feature films that focus specifically on female characters in positions of strength, power and dignity. Both the contemporary and classic series we acquire demonstrate the importance of our viewership identifying with the stories on screen while celebrating the contributions of older actresses in the media industry.

ZoomerMedia produces innovative and informative series that appeal to the passions and concerns of an aging population. Our programs reflect 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.

### **IdeaCity 2018**

2018 marked the 19<sup>th</sup> year of the renowned IdeaCity conference. Moses Znaimer presented a dazzling lineup of some of the brightest minds on the planet, including CEO and Founder of Rainforest Connection Topher White on how we can save the rainforest, and CEO of Civilized Derek Riedle discussing the changing face of Cannabis culture. Canadian filmmaker Dianne Whelan discussed how she survived 500 days in the wild, and Lindsay Shepherd, a graduate student and teaching assistant at Wilfred Laurier University discusses freedom of speech.

### **theZoomer**

“theZoomer” is a sharp, relevant and intelligent take on the world from a uniquely “Zoomer” point of viewer. In 2018, topics debated by a panel of experts included issues of free speech, grandparents’ rights, the opioid crisis, marijuana legalization, cyber fraud, the death care industry, and Motion 103, Universal Pharmacare for Canada.

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

Recorded in front of a live audience, host Marilyn Lightstone and 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.

## **Canadian Independent Productions**

### **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.

### **Divine Intervention**

Rabbi Shmuley Boteach gives practical, inspirational advice to those seeking to overcome their fears and make positive changes in their lives. In one-on-one counselling sessions, Rabbi Shmuley provides passionate, intelligent, frank and often funny encouragement towards self-improvement, spiritual growth and aims to stimulate sound solutions for infidelity, incompatibility, jealousy, divorce, sexual problems, trust issues, and troubled kids.

### **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 Roadtrip**

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 ageing. Season one 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**

### **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 sixth season, Nonnatus house faces the changes of 1962, from the beacon of the contraceptive pill to new welfare policies. The large cast of nurses and medically-trained nuns strive to help mothers and families cope with the demands of childbearing, disability, disease and social prejudice.

### **Mum**

"Mum" is an award-winning comedy seen through the eyes of Cathy, a mother in her late fifties who finds herself at a milestone in life after the death of her husband. Offering a refreshingly funny and modern perspective on an often overlooked stage in our lives, Mum is the story of a woman rediscovering who she is.

### **Victoria**

"Victoria" is an ambitious, epic drama following the early life of Queen Victoria, from her ascension to the throne at the tender age of 18, through her courtship marriage to Prince Albert and motherhood.

### C. Community Outreach and News Coverage

JoyTV's "Fraser Focus" news program covers local stories in Fraser Valley, BC that are often overlooked by mainstream media. Hosts Dean Atwal and Leah Bolton engage with their communities on relevant topics from cultural festivals to lifestyle news. Examples of local news and events covered throughout 2018 include:

**Aboriginal Business Match** – Since 2012, the Advanced Business Match has been connecting Indigenous people with non-Indigenous businesses to drive trade and revenue in the local area.

**Cathy Browne** – With only 90% vision and considered legally blind, Cathy Browne continues to take professional photographs in the lower mainland.

**City of Bhangra Festival** – Hosted by a JoyTV personality, this Vancouver festival focused on building bridges between the diverse communities that call Canada their home with performing arts that celebrates Punjabi Bhangra music and dance.

**Disability Employment Month** – September was Disability Employment Month in BC. Stats Canada says the unemployment rate is 4.5 percentage points higher than the rate of those without disabilities.

**Don Yeomans** – Don Yeomans is a Haida artist and master carver from Abbotsford who has been carving for decades, maintaining the Haida style and tradition of carving.

**Driving Miss Daisy** – Launched in Calgary in 2002, Driving Miss Daisy is a personal transportation and companionship service created to help seniors and people with disabilities maintain independence and provide excellent care to those in need.

**Faith's Last Day** – Faith has Down Syndrome and is now retiring from 25 years of volunteer service at the Langley Senior Resource Society.

**Gang Prevention** – The South Asian community in BC has seen a rise in youth gang violence. A community program is now entering elementary schools to challenge bring awareness to the issue.

**Senior Self Defence** – A local Dojo offers martial arts classes specifically tailored to senior women in efforts to build confidence and protect the aging community from potential physical violence.

**Sikh Heritage Month** – BC celebrated its first Sikh heritage month and the local community is lobbying for a National Day of recognition.

**Spirituality of Sufi** – Hosted by a JoyTV personality, a Muslim organization hosted a celebratory open invite event to help bridge the gap within neighbouring multi-faith communities.

**Student of the Week** – Each week, an exceptional student in the Surrey area is chosen to be featured on Fraser Focus. Elementary student Eleanora shares her Aboriginal culture and African American student Eileen is a leader in the after school program.

**Vaisakhi Parade** – Celebrating the cultural significance of the Vaisakhi event for the Sikh community with a behind the scenes look at the Surrey parade. With over 500,000 in attendance, Vaisakhi marks the birth of the Sikh faith, the creation of the Khalsa and pays tribute to the start of Punjabi harvest.

**World Alzheimer’s Month** – As of 2018, there are over half a million Canadians living with dementia, plus about 25,000 new cases diagnosed every year. September is World Alzheimer's Month, an international campaign to raise awareness for the underfunded research surrounding the disease.

“ZNews” host Darrin Maharaj brings daily lifestyle coverage surrounding health, finance and entertainment. Examples of local news and events covered in 2018 include:

**CARP National Day of Action** – CARP, Canada’s National Advocacy Association for Canadians as we age united over 2,000 pensioners across Canada with the common goal of demanding that our representatives commit to better protection for pensioners.

**“Caroni” Documentary** – An interview with award-winning Canadian filmmaker Ian Harnarine on his latest film about West Indian immigrants and the similarities found with the scarlet ibis, the national bird of his native Trinidad and Tobago, which resides in the county of Caroni.

**“Dilveen” Documentary** – An interview with the filmmakers behind the documentary “Dilveen”, the horrific true story of an 11 year old girl that survived ISIS and now calls Toronto her home.

**Ontario Black History Month Brunch** – ZNews attends the kick-off to Ontario’s Black History Month festivities and speaks with members of the community about its importance.

**“The Guardians” Documentary** – This feature length documentary by Canadian filmmaker JB Sugar is an Official Selection for this year’s Hot Docs Film Festival in Toronto. The film covers the State of Nevada’s corrupt Family Court system and Guardianship Program where seniors are being legally kidnapped and forced into nursing homes and mental institutions so that their estates can be stolen.



## **D. Accessibility**

ZoomerMedia has worked towards improving our Accessibility for Ontarians with Disabilities Act requirements as an organization to continue creating a safe, accessible environment for all of our employees, future employees and guests. We ensure that all company activities are consistent with the following guiding principles:

- 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 2018, our channels have aired over 3800 hours of Described Video programming.

In the coming years, we hope to continue our efforts to service the needs of people 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.