

Evaluation of Annual Reports on Cultural Diversity Corporate Plans

7 Cultural Diversity Corporate Plan Requirements*	Evaluation Questions
<p>Corporate accountability: The Commission has stated in the renewal decisions of various licensees that it considers the elements set out below will help ensure that the corporate culture of each broadcast group supports the reflection of cultural diversity in the programming that it presents. Accordingly, each licensee/corporate group should:</p>	
<p>(i) senior executive in charge of diversity</p> <p>“Identify a senior executive who will be accountable for diversity practices and ensuring that management becomes more reflective of Canada's multicultural reality.”</p>	<p>Pelmorex Weather Networks (Television) Inc.</p> <p>For the purposes of this report, we are reporting on the 2017 calendar year.</p> <p><u>Has a senior executive been identified in the corporate plan?</u></p> <p>Yes. Cultural Diversity within Pelmorex Weather Networks (Television) Inc., is a shared responsibility between three senior leadership members.</p> <p>The executives overseeing Cultural Diversity are the Vice President; People and Culture; Managing Director, Pelmorex Weather Networks; and the Vice President, Video Services.</p> <p>At Pelmorex, cultural diversity is sustained and embraced within our culture. Cultural Diversity is top of mind for all our senior executives and management employees. It is also the shared responsibility of all employees to embrace cultural diversity.</p> <p>Our Managing Director, Pelmorex Weather Networks and Vice President, People and Culture are involved in promoting diversity initiatives to the senior leadership team. One of our core values is <i>Engage People</i> and we expect all employees to emulate and live our values as well as our diverse culture regardless of level or title.</p> <p>The Directors of Programming for The Weather Network (TWN) and MétéoMédia (MM), the Executive Producer of Programming, and all Content Producers are the leadership team members accountable for implementing cultural diversity and driving these key initiatives daily.</p> <p><u>What specific responsibilities have been identified in the corporate plan?</u></p> <p>Reflecting Canada’s diverse population both in our programming and in our workforce is a priority. We respect individual needs, support accessibility, and believe in fairness in our treatment of all employees.</p>

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	<p>As Canada’s number one weather provider we take pride in reaching millions of Canadians everyday on our diverse platforms (TV, Web and Apps). Part of our mandate is to ensure that we represent all cultural backgrounds of all Canadians on all of our platforms. This is reflected in the make up of programming content and our employees.</p> <p>Bi-weekly our Management teams for TWN and MM meet to discuss Programming initiatives. Monthly our management meet team meets as well and these meetings are chaired by our Managing Director, Pelmorex Weather Networks.</p> <p>Our Vice President, People and Culture oversees Employment Equity and diversity within the company, working towards ensuring there is representation of the designated groups throughout the organization. Together, working with our HR Business Partners we ensure our commitment to a diverse culture is cascaded to all members of the management team.</p> <p>Diverse representation and accurate portrayal of diversity throughout our programming is essential. Our Vice President, Video Services is accountable for this in collaboration with our Directors of Programming for both networks, the Executive Producer and Content Producers. The Vice President, Video Services oversees initiatives including diversity of on-air representation and programming.</p> <p>(A) What has the senior executive responsible for diversity accomplished in this reporting year, particularly with respect to ensuring that management becomes more reflective of Canada’s multicultural reality?</p> <p>We strive to attract and retaining top talent from diverse cultures. As part of our recruitment process, our Vice President, People and Culture approves all new hires and promotions within Pelmorex Corp. This control point allows us to monitor diversity but also ensure we continue to foster a diverse and representative workforce as new hires join Pelmorex. Our HR team recognizes that each new hire, promotion and termination has an impact on the representation of our overall workforce. We therefore ensure that all our hiring managers understand the importance of cultural diversity in the recruitment process. Our Vice President, People and Culture updates the senior leadership team on new initiatives and overall progress in attaining our cultural diversity goals.</p> <p>Our Vice President, People and Culture also oversees our annual ‘Employment Equity’ reporting. Our HR team regularly reviews our previous years ‘Employment Equity’ report to ensure we are representative of our cultural diversity. HR Business Partners ensure that diversity is top of mind with all hiring managers. They</p>

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	<p>review employment equity gaps and discuss where we can improve. Diverse on-air representation is equally important to us and a key focus when hiring opportunities arise.</p> <p>The Managing Director, Pelmorex Weather Networks and the Vice President, Video Services are responsible for overseeing all decisions relating to the programming broadcast on TWN and MM. Within the scope of responsibility, the Directors of Programming, for TWN and MM, oversee cultural diversity as it pertains to programming on our two networks TWN/MM. Along with our Content Producers, our Programming Management team keep our cultural diversity mandate top of mind.</p> <p><u>External corporate initiatives supported by our executive and management teams to promote best practices in diversity:</u></p> <p>The Toronto 2017 North American Indigenous Games (Toronto 2017 NAIG), managed and operated by the Toronto 2017 NAIG Host Society, represented the largest sport gathering of Indigenous youth from across the continent. This past summer, approximately 5,000 youth, aged 13-19, competed in 14 sports and showcased the diversity of Indigenous cultures. The Weather Network / MétéoMédia were media partner for the Games, providing extensive expertise and a desire to continue to work with Indigenous communities well past the term of our agreement. On Thursday April 13, 2017, Pelmorex's Diversity and Inclusion Committee invited employees to a special ceremony on behalf of the Toronto 2017 North American Indigenous Games (NAIG) Host Society, to a special ceremony announcing that The Weather Network would be the official weather partner for the international sport and cultural event. Elders, athletes and officials from the Games gathered in our café for an inspiring and educational event.</p> <p>Once again in the Spring of 2017 we invited the Canadian National Institute of the Blind to our studios to meet our on air Weather Presenters and Content Producers. The purpose of the session was to re-educate them on the importance and necessity of descriptive narratives for our visually impaired viewers. We held 2 sessions to accommodate different shifts and to capture all Weather Presenters and Content Producers. As always, this session with the CNIB is an amazing refresher course for our on-air talent and Content Producers, and incredibly helpful to our loyal viewers.</p> <p>Accessible Media Inc. (AMI) is as great partner of ours and we provide weather content for TV. This partnership allows The Weather Network's daily forecasts to be available to Canadians with disabilities. AMI is a not-for-profit multimedia organization operating two broadcast services, AMI-audio and AMI-TV, and a companion website (ami.ca). AMI serves more than five million Canadians who are blind, deaf, vision, hearing</p>

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	<p>or mobility impaired, learning disabled, print-restricted or learning English as a second language by making print, broadcast and online media accessible.</p> <p><u>AMI Training</u></p> <p>AMI training took place in the past for all on-air Weather Presenters and Content Producers. Our on-air staff participated in training sessions dedicated to AMI. Based on an AMI Communications follow-up plan sent to our Director of Programming and Executive Producer we continue to provide tips and advice to on-air Presenters and Content Producers on how to connect with our views, Persons with disabilities. We continue to maintain a relationship with AMI.</p> <p><u>Descriptive Video</u></p> <p>TWN and MM are working on providing Descriptive Video during our data-driven Local Forecast every 10 minutes on the ten's. We reached out to AMI to provide guidance and input into the structure of our Descriptive Video narration and their input has been invaluable. We'll be continuing to gather input and advice from both AMI and CNIB in the future.</p> <p><u>Social Media</u></p> <p>In 2017 our recruitment efforts included various social media platforms such as LinkedIn. We hired 11 employees from LinkedIn alone. Social media has been an ideal resource in broadening our reach for candidates in recruitment and selection.</p> <p>Full time, part time or on-call opportunities that become available are posted on our HR team members' profiles on LinkedIn, Twitter etc. Candidates can apply to our 'hireme@pelmorex.com email account which is monitored on a daily basis for candidate searches and inquiries.</p> <p>(B) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.</p>
<p>(ii) clear goals for station managers</p> <p>“Set clear goals for station managers so that their</p>	<p>What goals for station managers have been identified in the corporate plan?</p> <p>Key goals and initiatives for our Programming across Canada:</p>

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<p>stations reflect the diversity that exists in their communities.”</p>	<p>An Employment Equity component continues to be incorporated as part of job responsibilities for all of our Programming Managers and Executive Producer. Managers up to and including our Managing Director, Pelmorex Weather Networks, have criteria relating to cultural diversity to <i>"increase representation of designated groups where gaps exist"</i>.</p> <p>HR Business Partners participate in all steps of the recruitment and selection process in order to ensure equity and fairness. We guide our hiring managers throughout the hiring process. All studio managers are seasoned leaders of Pelmorex and welcome diversity..</p> <p>Our Programming Managers support Diversity in the workplace and how this translates on-air. Human Resources continues to provide direction to hiring managers throughout the hiring process which includes reviewing any hiring gaps we may have and working towards these goals.</p> <p>In this reporting year, which initiatives to meet those goals have been implemented?</p> <p>Cultural diversity is an important part of the job responsibilities of every Leader within programming. management plays an on-going role in the reflection of diversity through hiring, promotion and learning and development within each department in partnership with Human Resources.</p> <p>Our Programming management team has specific job responsibilities relating to diversity as they have a significant impact on the reflection of on-air portrayal. Some examples include:</p> <p><u>Job accountability for our <i>Directors of Programming, The Weather Network & MétéoMédia</i>:</u></p> <ul style="list-style-type: none"> • <i>Increase quality and accuracy of closed captioning of The Weather Network and MétéoMédia programming.</i> • <i>Execute fair and consistent policies/procedures and fulfill Pelmorex’s commitment to equity and diversity in the workplace.</i> <p><u>Job accountability for our <i>Executive Producer</i>:</u></p> <ul style="list-style-type: none"> • <i>Responsible for increasing diversity stories across the country and promoting on-air reflection of the designated groups.</i> • <i>Execute fair and consistent policies/procedures and fulfill Pelmorex’s commitment to equity and diversity in the workplace.</i> <p>Our Programming management team is accountable for the reflection of diversity in Television. An important part of their role is to ensure that our programming goals and initiatives as outlined by our senior leadership</p>

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	<p>team are implemented.</p> <p>How do our managers and all staff ensure that Diversity is top of mind?</p> <p>In 2017 our Diversity participation was great, thanks to the efforts of our Diversity and Inclusion Committee, as well as our commitment from Programming and Human Resources. Initiatives include:</p> <ul style="list-style-type: none"> • Continued partnership with Accessible Media Inc. (AMI) in 2017 within our Programming department. • Diversity and Cultural holidays are announced throughout Pelmorex Weather Networks (Television) Inc., on our in-house TV channel. Employees are encouraged to share their cultural holidays with us. • We enjoy acknowledging all significant Holidays recognized by our employees. Based on employee feedback we compiled a list of holidays celebrated by employees each month, including a description of each holiday, respecting the diversity of all. The Diversity and Inclusion Committee's goal is to enrich diversity throughout the company. A calendar of important holidays was created for all employees to share internally. • In 2017 the Diversity and Inclusion Committee hosted the 3rd annual <i>International Women's Day event</i> for all employees to attend in our café. The event was hosted and moderated by one of our seasoned female on-air Weather Presenters. The event provided these women with the opportunity to highlight and discuss their personal journeys as well as talk about the successes and challenges they faced with their careers. The panel included women at Pelmorex from various levels and from different backgrounds. Based on the level of participation, engagement from both the participants and audience and positive feedback that was received, the event was a huge success! • Every June we celebrate pride month. This year was no exception as we once again celebrated "<i>Happy Pride Day</i>" in June 2017. Employees were invited to wear their brightest colours to work to show pride and to show their support. To further show support and commitment to inclusion, we invited all employees to a celebration in our café. • In October of 2017 our Diversity and inclusion Committee hosted a "<i>Taste of Pelmorex</i>" potluck which represented many different diverse backgrounds. Employees were encouraged to bring a delicious cultural dish to share with their colleagues.

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	<ul style="list-style-type: none"> • In December 2017, we continued our tradition of inviting all employees to showcase their cultural and diverse backgrounds by writing a personal ‘holiday greeting’ in their language on our cafeteria windows for the Holiday season. We also highlight for employees the variety of festivities celebrated in December by various cultures so that employees can learn, discover and celebrate different celebrations and religions with their peers. • We monitor Employment Equity initiatives both internally and externally and develop recommendations for the future. Some examples include: <ul style="list-style-type: none"> • Building partnerships with Journalism/Broadcasting schools. • Continued support for our hiring managers, including, on-going coaching in the areas of team management and talent acquisitions. • Outreach to candidates via social media (i.e. LinkedIn/LinkedIn groups, Twitter) to recruit candidates • We created a Diversity and Inclusion Committee email address to obtain input, suggestions and or feedback from employees. diversityandinclusioncommittee@pelmorex.com. • Programming and Human Resources continue to partner with accredited Colleges and Universities to provide students from diverse backgrounds the opportunity to audition for on-air positions. Our Director or Programming personally outreaches to candidates from the designated groups in hopes of finding on-air talent. <p>What are the outcomes of those initiatives?</p> <p>We increased the activities and presence of the Diversity and Inclusion Committee throughout Pelmorex Weather Networks (Television) Inc., by hosting events. We’ve increased the visibility of this committee with marketing initiatives including highlighting the committee and it’s work on our internal TV network.</p> <p>Please identify the timelines for those initiatives that have not yet been implemented.</p> <p>If applicable, please describe any new initiatives, including those that might have resulted from work in this area.</p>
(iii) diversity training for management	(A) What specific training initiatives have been identified in the corporate plan?

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<p>“Ensure that all managers receive appropriate training.”</p>	<p>(B) In this reporting year, which training initiatives have been implemented?</p> <p>(C) For those training initiatives that have been implemented, please answer the following questions.</p> <p><i>For those initiatives that have yet to be implemented, please proceed to question (D).</i></p> <ol style="list-style-type: none"> i. What kind of training has been received? ii. Please indicate which levels of management have participated in this training, and what proportion of management that this represents. iii. What have been the benefits of this training? <p>(D) Please identify the timelines for those training initiatives that have not yet been implemented.</p> <p>(E) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.</p> <p><u>Orientation Program:</u> We offer an extremely comprehensive onboarding and orientation program for all new hires. These programs introduce new hires to our culture, some of our key policies including diversity and inclusion, employment equity, human rights and non-discrimination and harassment in the workplace. We solicit regular feedback on the effectiveness of these programs and make changes as required.</p> <p><u>Hiring:</u> Human Resources in conjunction with Managers continue to participate in the recruitment process. It’s a real team effort. Human Resources actively engages in the screening and interviewing stages to ensure fairness and equality in the hiring process and to ensure diversity is a priority.</p> <p><u>Management Training:</u> In 2017, we continued to strongly promote our Leadership programs. All people managers participated in Capital M Management and Capital L Leadership workshops. These leadership development programs were designed to provide Managers with the tools to coach and mentor their teams to provide them with a deeper understanding of our corporate culture and core values, and to appreciate the different communication and learning styles of the employees on their teams. These programs were custom designed after consultation with a large number of our people managers to ensure relevancy and practicality. Both programs were led by external consultants and developed in consultation with our Vice President, People and Culture.</p>

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<p>(iv) staff involvement in plan's progress</p> <p>“Ensure that regular opportunities are provided for staff assessment of progress made toward the reflection of diversity, as well as for identification of future challenges.”</p>	<p>(A) What specific initiatives have been identified in the corporate plan?</p> <p>Specific initiatives identified in the corporate plan include the quarterly preparation of the workforce analysis, Diversity and Inclusion Committee participation and parting thoughts interviews (employee exit meetings).</p> <p>In 2017 our Diversity & Inclusion Committee consisted of 11 members, up from 8 members in 2016. The makeup of this committee includes non-management and management employees. The Committee meets approximately 6 times a year.</p> <p>On a monthly basis, the Programming Management team meets to review and monitor progress towards attaining programming objectives. They are also mandated with identifying opportunities and monitoring progress for the representation and reflection of cultural diversity on-air. Led by the Vice President, Video Services, the Programming Management team reviews progress towards attaining programming objectives for the representation and reflection of diversity in programming.</p> <p>Air checks with our on-air Weather Presenters continue to play an important role as we work to ensure that our Weather Presenters are providing detailed narratives in their on air delivery. Regular air checks are led by our Content Producers and Executive Producer.</p> <p>In this reporting year, which initiatives have been implemented?</p> <p>(B) For those initiatives that have been implemented, please answer the following questions.</p> <p><i>For those initiatives that have yet to be implemented, please proceed to question (D).</i></p> <ol style="list-style-type: none"> i. In this reporting year, describe the opportunities provided for staff assessment of progress in the area of cultural diversity. ii. How many staff participated in this assessment? iii. Through these opportunities for staff assessment, have future challenges been identified? <p>We are very proud and supportive of our <i>Diversity and Inclusion Committee!</i> This committee was created to enrich diversity throughout Pelmorex. Members of the Committee participate and contribute to our on-going diversity initiatives. The Committee's goals and purpose are posted on our internal websites.</p>

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	<p><u>The purpose of the Diversity and Inclusion Committee:</u></p> <ol style="list-style-type: none"> 1. Create an environment of respect, acceptance and appreciation for individual differences, which is in line with our core values. 2. Enrich and foster awareness amongst all employees on the importance of diversity and multiculturalism in the workplace, and furthermore, to develop respect and dignity for all members of society. We believe in celebrating diversity in all forms in the workplace. 3. Share the importance of diversity and inclusion at Pelmorex, including communication and implementation of Employment Equity. 4. Monitor Employment Equity initiatives both internally and externally and develop recommendations for the future. <p>The Diversity and Inclusion Committee implemented a number of initiatives and events supporting diversity throughout the year for TWN and MM. The Committee added <i>“Inclusion”</i> in 2015 to ensure we are focusing on the needs of all individuals and that the right conditions are in place for all employees to reach their full potential, while working together collaboratively.</p> <p>The Committee hosts a number of annual events, including: Chinese New Year, Black History month, Women’s International Day, Aboriginal Day, Pride Week. In addition to celebrating these events, we send out informative and educational holiday emails for significant cultural/religious days. This year we also sent out information about <i>International Day of Persons with Disabilities</i>. To ensure we grow, evolve and continue to be as inclusive as possible we decided to create an employee survey to get more data and feedback from staff about the different cultures present in our workplace and what we can do recognize what means most to them.</p> <p>Once again this year, the Diversity and Inclusion Committee hosted their annual holiday celebration. They were invited to write their season’s greetings messages on the Café windows, in their mother tongue The idea behind this initiative was to celebrate multiculturalism by sharing greetings in our staff’s native languages and to recognize the various cultural and religious holidays. The Committee also hosted a potluck to celebrate different cultures called the <i>“Taste of Pelmorex”</i>.</p> <p>We always encourage employees to submit ideas and suggestions to the Diversity and Inclusion Committee</p>

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	<p>through a dedicated email, as we love feedback to create a diverse and inclusive environment. diversityandinclusioncommittee@pelmorex.com.</p> <p>(C) Please identify the timelines for those initiatives that have not yet been implemented.</p> <p>(D) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.</p>
<p>(v) improving employment practices re visible minorities</p> <p>“Set out the licensee's plans for hiring and retention of visible minorities, as well as training in this area that it will provide to staff.”</p> <p>NOTE: This requirement contains two sets of objectives – hiring and retention/training:</p>	
<p>Hiring</p>	<p>(A) What specific hiring initiatives have been identified in the corporate plan?</p> <p>As identified in the corporate plan, specific hiring initiatives include:</p> <ul style="list-style-type: none"> • Vice President, People and Culture approves all new hires and promotions to ensure our workforce reflects diversity • Outreach to organizations and associations for Persons with Disabilities, Aboriginal persons, and members of Visible Minorities • Social Media engagement (Linked-In etc.) to attract specific designated groups partnering with accredited colleges and universities to provide internship opportunities for all students, with specific

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	<p>focus on Cultural Diversity groups</p> <ul style="list-style-type: none"> • Scholarship funds for designated groups will continue to be a priority • Screen all applications interested in on-air opportunities across Canada, keeping diversity top of mind. • Human Resources tracks Employment Equity metrics for reporting purposes. The team meets to discuss findings on a quarterly basis <p>(B) In this reporting year, which hiring initiatives have been implemented?</p> <p>Initiatives relating to outreach to the designated groups and recruiting for the future needs also takes place when the opportunity arises.</p> <p>We value Internship programs at Pelmorex. Internship opportunities provide amazing experiences for students interested in attaining ‘hands-on’ experience under the guidance of trained broadcast professionals at both TWN and MM. Our internships are a maximum of 8 weeks, provided to qualified students enrolled in a college or university Program. They are assigned to a lead who will guide and coach them throughout their term, with the spirit of learning about our business and culture. Sometimes, these internships lead to on-call job opportunities with our networks.</p> <p>(C) For those initiatives that have been implemented, please describe what has been accomplished.</p> <p>We value Internships and co-op students from designated groups with the goal that these students may fill a future opportunity within Pelmorex. We work closely with Colleges and Universities to attract talent to our networks.</p> <p>Pelmorex supports Internships to individuals interested in obtaining hands on experience under the guidance of trained professionals. In 2017 we offered 26 internships and co-ops in various departments which included Programming, Technology Geographic Information System Services.</p> <p>We believe in partnering and building relationships with our local school communities. In 2017, we had 26 internships, 17 of these opportunities were provided to female students and/or a member of a designated group which represent cultural diversity. We partner with schools such as Sheridan College, Mohawk College and other educational institutions to facilitate internships and co-ops, which can lead to future employment opportunities.</p>

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	<p>We have a strong partnership with the Broadcast Journalism Program at Seneca College in an effort to continue to build upon our goal to attract and retain future broadcasters. Our Director of Programming has also been invited to sit on the Advisory Committee for both their Broadcasting Radio and Television program and Journalism program. The Committee meets 3 or 4 times per year making recommendations on new program offerings and where the curriculum should be headed.</p> <p>In 2017, we successfully promoted a female Asian on-air Weather Presenter from a Writing role to an on-call Weather Presenter position fulfilling her on-air passion. We were also excited to have the return of a female Visible Minority, Weather Presenter who was on maternity leave.</p> <p><i>For those initiatives that have yet to be implemented, please proceed to question (D).</i></p> <p>(D) Please identify the timelines for those initiatives that have not yet been implemented.</p> <p>(E) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.</p>
Retention/training	<p>(A) What specific initiatives, including training, have been set out to address retention of culturally diverse employees in the corporate plan?</p> <p>Pelmorex supports accommodations for employees with disabilities. We provide the necessary training depending on the needs of the individual. Our facilities are accessible to employees with disabilities. Our goal is to ensure that we are accessible to our current staff and future candidates.</p> <p>Our HR Business Partners conduct employee retention meetings from time to time with employees to discuss their level of engagement, working conditions and career goals. Any issues outlined are followed up with and addressed.</p> <p>Another initiative we have implemented at Pelmorex is Leadership Integration sessions for new managers. HR facilitates a open forum session for the Manager's team, in an effort to learn and better understand the Manager's coaching and leadership style. We follow a start, stop and continue model in an effort to learn what the employee's need and expectations are from their leader. All feedback is shared with the Manager as we strive for constant improvement. The Managers then meet with their teams to address any outstanding items.</p>

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	<p>Our culture is incredibly supportive, promoting an open door policy at all levels, up to the CEO. Our CEO is very accessible, seated in an open concept area providing an opportunity for employees to reach out at any time with any concerns. HR Business Partners in their employee relations role, work very closely with the leadership team provide solutions on how to address employee needs.</p> <p>(B) In this reporting year, which initiatives have been implemented?</p> <p>Our Oakville office supports the needs of our diverse workforce.</p> <p>We have 2 multi-faith (prayer) rooms, an elevator, lunchroom that is wheelchair accessible from the Reception area, wheelchair accessible washroom facilities/studio doors and designated parking spots in front of our building.</p> <p>Our facility in Montréal is also wheelchair accessible and has accessible washroom facilities.</p> <p>We offer (10) Personal Days off, with pay for our employees to utilize to celebrate a special religious or cultural holiday(s).</p> <p>(C) For those initiatives that have been implemented, please describe what has been accomplished.</p> <p><i>For those initiatives that have yet to be implemented, please proceed to question (D).</i></p> <p>(D) Please identify the timelines for those initiatives that have not yet been implemented.</p> <p>(E) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.</p>

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<p>Reflection of diversity in programming: The Commission has also stated in the renewal decisions of various licensees that corporate plans should address the presence of people from diverse backgrounds, both in programming that licensees produce and in programming that licensees acquire. As well, plans should address the way that cultural minority groups including Aboriginal peoples are portrayed in programming.</p>	
<p>News: More specifically, with respect to news programming, licensees should identify <i>mechanisms to assess progress</i> in the following areas:</p>	
<p>(i) Diversifying news sources</p> <p>“The use of people from minority groups as sources regardless of whether the issue being discussed is particularly related to a minority community.”</p>	<p>Pelmorex Weather Networks (Television) Inc.</p> <ul style="list-style-type: none"> • What specific initiatives have been identified in the corporate plan? <p>Reflecting the diversity of all Canadians through interviews, features, news reports (look lives, clips, voice overs etc.) opinions on the street (‘streeters’) and through a selection of experts within the mandate of our programming is key to our programming.</p> <p>We have established specific criteria in the standards and expectations for Video Journalists relating to cultural diversity in their reporting: <i>“Ensure the diversity of people in their region is reflected in news stories through the people being interviewed or by the story line”.</i></p> <p>The camera/editors are tasked to <i>“Continue to monitor and ensure that your visuals accurately represent Canada’s cultural diversity”.</i></p> <ul style="list-style-type: none"> • In this reporting year, which initiatives have been implemented? <p>We have Video Journalists in Alberta (Calgary/Edmonton) Nova Scotia, Vancouver and Toronto. Our Video Journalists spend time in the communities on a daily basis and are actively shooting and reporting on content that highlights people from all different cultural backgrounds.</p> <p>We partner with the Broadcast Journalism Program at Seneca College and our Director of Programming outreaches to candidates directly if their demo reel shows potential.</p> <ul style="list-style-type: none"> • For those initiatives that have been implemented, please describe how each initiative has contributed to diversifying news sources.

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	<p>Our Executive Producer plays a very active role daily by engaging daily with our Video Journalists across the country. He communicates the value of diversity during meetings held with programming employees. Our Video Journalists across the country have a strong connection to our audience and our communities and they share the responsibility of ensuring that all designated groups are represented on-air, in their reports/story telling.</p> <p>We ensure our Video Journalists are familiar with the following when filing a Television story showcasing a community event:</p> <p>We maintain Diversity guidelines that are shared and reinforced to our Bureau teams across Canada:</p> <ul style="list-style-type: none"> • Examples of how we are reaching out to the community on-air (i.e. groups we've invited down for LIVE on location) we have reached out to a variety of community groups to join us for lives on location, including groups from the Canadian-Caribbean community, First Nations leaders, representatives from local governmental authorities on homelessness and mental health. • We have full time Video Journalists who are either visible minorities and/or identify as First Nations. They are in tune with their communities and others, and keep a keen eye on weather related disasters and how that affects society's most vulnerable designated groups. <p>Diversity in our TWN news stories is what we are all about. Our 2017 Editorial Coverage Reflecting Cultural Diversity is outlined below which was a very active year:</p> <ul style="list-style-type: none"> • Hockey Donation - A Unionville High School Student donates hockey equipment to a first Nations community in Fort Hope, near Thunder Bay. • Winter Accessibility Challenges: Born with mild cerebral palsy, Darby Young, faces mobility challenges everyday, and the winter season is when some of those challenges are near impossible to overcome. • Maritime Eskasoni cultural journey: Mi'kmaq cultural interpreters took Nathan Coleman, one of our VJ's to visit several villages, each one offering a unique experience to learn and partake in this way of life • Story on the first indigenous Astronaut, John Herington • Army Moved in to Help First Nation post-ice storm: Residents in the hard hit

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	<p>community of Pigeon Hill are still coming to grips with the scenes of destruction on the side of the road. The military has moved in to this school gymnasium in Lameque. Their mission, to ensure safety while so many do what they can to stay warm while powers out</p> <ul style="list-style-type: none"> • Story on the Yukon Quest dog sled race from Whitehorse, other stories from Yukon <ul style="list-style-type: none"> ○ Yukon Arctic Ultra- traditional indigenous endurance race ○ Beringia First Peoples and the Climate of the Ice Age ○ Traditional Inuit Dog Mushing • Story on Dempster Highway near Dawson City, Yukon, Dempster HWY provides year round access to the northern most reaches of Yukon and NWT • First Nation without drinking water: Have you ever wondered what it would be like to have to boil your drinking water each day? For the Neskantaga First Nation in Ontario, it's a reality...and has been since 1995 • The plight of the Iqaluit Driver: Interview with resident Frank Reardon and his frozen engine oil • Winter accessibility issues being addressed, Markham buildings and pools being retrofitted to be more wheelchair accessible, especially in snow. Kristin Hayes is a member of Markham Accessibility Committee • A story on Rocky Mountain Adaptive Sports and Lorinda Bye/Sit Skier, who learned to sit ski after becoming a paraplegic in a car accident • A feature on adaptive skier Tess Beasant/12 years old who was born without a leg, and how competing makes her “feel like everyone else” • Alberta Assembly of First Nations Chief Craig Mackinaw at a Disaster Risk Conference in March 2017 in Montreal. The event aimed at creating a plan for when disasters strike • Interview with Marcia Trudeau - CEO Toronto 2017 NAIG on the launch of the North American Indigenous Games • News story on the evacuation of the KASHCHEWAN First Nation due to flooding • Story on the North American Indigenous Games event at Nathan Phillips Square • Feature report on how climate change has led to more impactful wildfires for First Nation communities in Saskatchewan and Manitoba • Report on Canada 150 celebrations of indigenous culture. Featured interviews with Chief Wayne Sparrow, Musqueam Nation and Chief Maureen Thomas, Tsleil-Waututh Nation • Interview with Inuit activist Aaju Peters. Aaju Peter uses her 7 minutes to explain the devastating impacts anti sealing campaigns have had on Inuit communities

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	<ul style="list-style-type: none"> • Story with Asian Canadian Chris Zhou. P.E.I.'s Chris Zhou and 14 other youths from across Canada have been selected from more than 14,000 applicants to serve on the Prime Minister's Youth Council • Live on location at the "Get In Motion" show to raise awareness for those with mobility limitations • Report on Indigenous bowhunter Richard Wesley and the dangers of traditional bear hunting • Interview with Mississaugas of the New Credit Chief Stacey Lefrom on sports helping First Nation youth • Live on location celebrating National Aboriginal Day in Yukon • Feature story with Alicia Blore, Fiddler, Toronto Métis Jiggers on the Indigenous Arts Festival • Interview with Heritage Interpreter Anna Claxton from Parks Canada in Dawson City, Yukon • Celebrating and interviewing French Canadians on St Jean Baptiste Day in Dawson City, Yukon • Reporting on First Nation in Churchill, MB concerned about recovery efforts after floods • Live on location Rope For Hope in Calgary to support Make a Wish foundation and feature Lincoln Nitschke who is afflicted with Treacher Collins Syndrome • Feature story on Tribal Canoe Journeys 2017, which reconnects First Nations people's relationship with the water. includes interviews with <ul style="list-style-type: none"> a. George Hunt Jr., Kwakiutl First Nation in Fort Rupert b. Frank Brown, Heiltsuk First Nation in Bella Bella c. National Chief Bellegarde, Assembly of First Nations d. Trudy Smith, Mowachaht Muchalaht Band e. Judith Isabel Guichon, Lieutenant Governor of British Columbia f. Arianna Johnny-Wadsworth, Quw'utsun First Nation in Duncan g. Jessie Everson, K'ómoks First Nation

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	<ul style="list-style-type: none"> • Live on location of Grand Pre 2017 celebration of Mi'kmaq and Acadian people • Live on location with the Disabled Sailing Association of Ontario to raise awareness • Interview with Jeff Saarela, Director of the Arctic Centre for Knowledge and Exploration at the Canadian Museum of Nature on climate change's impact on the NWT • Live on location of a wildfire that impacted the Tsu Tina community near Gleichen, AB • Feature story on the Inuit Canadian Rangers that patrol the most northern reaches of the Canadian Arctic • Interview in NWT with Minister Marc Garneau on the Arctic Oceans Protection Plan • Feature story in Cambridge Bay, Nunavut on the struggles providing goods and produce in winter <p>Diversity in our news stories is part of our fabric. We believe it reflects Canada's multiculturalism, and it is also a way to create engaging original stories from different perspectives.</p> <p>MétéoMédia also continues to discuss the importance of diversity and ensures it is reflected in their programming. Their stories are outlined below:</p> <p><i>Organismes de gestion des urgences/ Sécurité du public en général</i></p> <p>Notre équipe de réalisateurs\caméramans ainsi que notre journaliste sont présents auprès de diverses communautés canadiennes lors de temps actif.</p> <p>Topo sur les incendies en temps froids Trucs et astuces afin d'éviter les incendies par temps froid</p>

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	<p>PRÉVENONS Capsule informative afin de savoir quoi faire pour se protéger des inondations.</p> <p>Capsule au sujet du fonctionnement du système d'alerte de Pelmorex / gouvernement.</p> <p>Capsules au sujet du danger et de la prolifération des moustiques due aux inondations du printemps.</p> <p>Premier moustique de l'année porteur du virus du Nil occidental trouvé en Ontario. Explication des dangers.</p> <p>Les chenilles envahissent le Québec !</p> <p>Halloween : comment bien choisir son costume sécuritaire</p> <p>40 millions d'extincteurs rappelés.</p> <p>Topo sur les citrouilles turquoise pour une Halloween sécuritaire pour les enfants souffrant d'Allergies.</p> <p>Capsule sur la sécurité en montagne par Mireille.</p> <p>Topo sur les dangers des médicaments en libre-service. La saison de la grippe approche.</p> <p>Le ministère de la Faune demande aux gens de signaler toute présence de sangliers dans la nature. Comment des sangliers qui sont des animaux d'Europe et d'Asie sont-ils arrivés dans nos forêts du Québec? Quoi faire si on en voit un?</p> <p>Topo avec bob le chef au sujet de la prévention des incendies.</p> <p>Herbe à poux VS Herbe à pouce, comment faire la différence entre les deux? Et surtout, comment peuvent-elles nuire à notre santé?</p> <p>Chaque hiver, cette question revient : Quel est le lien entre le rhume et le froid? Pour y voir plus clair, Mireille Roberge est allée rencontrer une infectiologue. Et vous verrez que le froid a quand même une part de responsabilité.</p>

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	<p>MARATHON DE MONTRÉAL ANNULÉ - Avec les organisateurs, on discute de pourquoi le marathon a été annulé, comment la chaleur peut être dangereuse pour les marathoniens, etc.</p> <p>Les champignons du Québec Pourquoi il y a des champignons comestibles et non comestibles (comment ils sont devenus toxiques au fil du temps). Le % de champignons comestibles et non comestibles dans nos forêts du Québec.</p> <p>Le changement d'heure : son origine et ses effets nocifs</p> <p>Série de topos d'Anaïs et Réjean sur quoi faire en cas d'orage en plein air : à la plage, en vélo, en camping et en bateau.</p> <p>Trucs de grand-mère – 5 trucs en cas de pannes d'électricité</p> <p>En cas de danger ou de crise civile, des alertes importantes sont diffusées par le médias. Ce fut le cas en mars dernier avec l'alerte Amber, qui a permis de retrouver un jeune garçon de 4 ans. Dans le cadre de la semaine de la sécurité civile, on a voulu comprendre comment ça marche. Un reportage de Rozenn Nicolle.</p> <p>Ce printemps, la Sécurité civile doit intervenir dans plusieurs régions du Québec en raison des inondations, mais aussi des glissements de terrain. Afin de parler de ce phénomène qui, heureusement, affecte rarement des résidences, Mireille est allée rencontrer un citoyen qui a vécu l'un des plus importants des derniers mois.</p> <p>Au printemps, c'est un classique, on s'assure que notre vélo est en bon état pour affronter la nouvelle saison. Souvent, une mise au point s'impose. Mireille s'est rendue chez Marinoni afin d'obtenir des conseils de ce grand professionnel du vélo.</p> <p>Dès que le mercure est au-dessus de 4 degrés Celsius, les tiques s'activent et ont envie de se nourrir. Elles peuvent piquer les humains et les animaux. Aujourd'hui, Mireille s'est intéressée aux problèmes qu'elles peuvent causer aux chiens.</p>

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	<p>Début mars avait lieu à Montréal la Cinquième plateforme régionale sur la Réduction des risques de catastrophes des Amériques. Il a été largement question de la résilience des villes. Mireille Roberge s'est intéressée à la question.</p> <p>La Croix-Rouge était au cœur des discussions lors de la Cinquième plateforme régionale sur la Réduction des risques de catastrophes des Amériques, début mars, à Montréal. L'augmentation du nombre de catastrophes naturelles au cours des années à venir amène l'organisation à se questionner sur son manque possible de bénévoles.</p> <p><i>Entités</i></p> <p>Reportage dans la rue - L'organisme dans la rue aide à réinsérer les jeunes de la rue grâce à différents programmes, notamment un programme d'employabilité dans un jardin urbain. Interview avec Jules, un intervenant et aussi Laurence, une jeune inspirante qui participe à ce programme.</p> <p>Complexe Sportif : nouveau complexe à ville Saint-Laurent. Inciter les jeunes défavorisés à bouger.</p> <p>Série de capsules mission plein air pour faire bouger</p> <p>Entraînement extérieur avec Anaïs pour inciter les gens à bouger.</p> <p><i>Groupes d'Intérêts particuliers</i></p> <p>L'organisme Le Jour de la Terre organise, depuis 2 ans, des ateliers anti-gaspillage alimentaire aux quatre coins du Québec. Mireille a assisté à celui de Trois-Rivières.</p> <p>Le mouvement zéro déchet gagne du terrain du Québec. Les adeptes de ce mode de vie sont de plus en plus nombreux et les épiceries qui favorisent de ce type de consommation sont de plus en plus nombreuses. Mireille Roberge a rencontré des adeptes montréalaises.</p> <p>Des initiatives écoresponsables, il y en a de plus en plus. Les Trappeuses en font partie. Ce</p>

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	<p>blogue, entièrement rédigé par des filles de Montréal gagne le cœur des gens soucieux de la sauvegarde de la planète. Mireille les a rencontrées.</p> <p>Depuis maintenant 1 an, la Fondation David Suzuki invite les citoyens à planter de l'asclépiade, seule source de nourriture du monarque, afin de sauver cette espèce de papillons dont la population est en déclin. Voilà pourquoi une patrouille a été créée. Un groupe de gens qui s'engagent à poser des gestes et diffuser l'information. Mireille a assisté à une rencontre d'information.</p> <p>Patrick rencontre David Suzuki sur le projet L'effet papillon pour la sauvegarde des monarches.</p> <p>Entrevue de Sandra Sirois avec Anais Favron, porte-parole du Festival 100% Électrique le 15 août 2017</p> <p>Couverture en direct sur le terrain au Salon du véhicule électrique + Plusieurs entrevues avec Pierre Michaud, porte-parole du Salon du véhicule électrique le vendredi 26 mai.</p> <p>Couverture en direct sur le terrain au Salon du véhicule électrique + Plusieurs entrevues avec Pierre Michaud, porte-parole du Salon du véhicule électrique le vendredi 26 mai.</p> <p>Entrevue d'Anaïs Guertin avec Vanessa Lachance, Fondatrice de Signé Local pour parler de l'évènement Vitrine du fait au Québec, tous les weekends du 24 novembre au 17 décembre</p> <p>Interview d'Anaïs Guertin avec Joël Legendre, Metteur en scène du défilé de la fête nationale le 17 juin 2017</p> <p><i>Autorités en matière de sécurité publique / Sécurité civile</i></p> <p>(Sécurité civile) Le Centre de coordination des mesures d'urgence de Mtl Ce n'est pas toujours évident de prendre des décisions lorsque survient un sinistre où toutes autres situations d'urgence où la vie des gens est en danger. Voilà pourquoi il existe le Centre de coordination des mesures d'urgence à Montréal. Mireille Roberge est allée faire un tour.</p>

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	<p>(Sécurité civile) Les préparatifs de la Croix-Rouge Au Québec, la Croix-Rouge intervient en moyenne trois fois par jour pour combler les besoins de première nécessité des sinistrés et ils sont 5000 bénévoles à les aider. Mireille en a rencontré deux, en pleine journée de préparation.</p> <p>(Sécurité civile) La formation de premiers répondants Dans le cadre de la semaine de la Sécurité civile, on s'intéresse aux rôles des premiers répondants. A Montréal, la majorité des pompiers sont prêts à intervenir en cas d'urgence médicale. Mireille Roberge s'est rendue à une formation.</p> <p>(Sécurité civile) La trousse 72 heures expliquée aux enfants La semaine de la sécurité civile est une belle occasion pour rappeler l'importance de la Trousse 72 heures. Et pourquoi ne pas le faire auprès des enfants! Mireille Roberge</p> <p>Qu'est-ce qu'une ville résiliente? Début mars avait lieu à Montréal la Cinquième plateforme régionale sur la Réduction des risques de catastrophes des Amériques. Il a été largement question de la résilience des villes. Mireille Roberge s'est intéressée à la question.</p> <p>Le manque de bénévoles appréhendé à la Croix-Rouge La Croix-Rouge était au cœur des discussions lors de la Cinquième plateforme régionale sur la Réduction des risques de catastrophes des Amériques, début mars, à Montréal. L'augmentation du nombre de catastrophes naturelles au cours des années à venir amène l'organisation à se questionner sur son manque possible de bénévoles.</p> <p>Se préparer en cas de feux de forêts (Sécurité civile) Au Canada, ce sont 8000 feux de forêt qui se déclenchent chaque année. Plusieurs d'entre eux peuvent atteindre les résidences. Mireille s'est intéressée aux mesures que doivent prendre les citoyens qui vivent à proximité des forêts. Une série de conseils qui s'inscrivent dans le cadre de la Semaine de la sécurité civile.</p> <p>Prévenir et survivre à un glissement de terrain (Sécurité civile) Ce printemps, la Sécurité civile doit intervenir dans plusieurs régions du Québec en raison des inondations, mais aussi des glissements de terrain. Afin de parler de ce phénomène qui, heureusement, affecte rarement des résidences, Mireille est allée rencontrer un citoyen qui a</p>

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	<p>vécu l'un des plus importants des derniers mois.</p> <p><i>Agence fédérale / Agences gouvernementales</i></p> <p>Série de topos C3 Canada pour le 150 Pendant 9 jours, Mireille Roberge a eu la chance de parcourir le Fleuve St-Laurent à bord du navire Polar Prince dans le cadre de l'Expédition Canada C3. Elle nous présente ce projet signature dans le cadre du 150e anniversaire de la Confédération canadienne.</p> <p>Après 25 ans de travail, le Grand Sentier canadien complète une étape importante cet été. Le long parcours sera raccordé à 100%. Mireille Roberge vous présente l'essentiel de cette réalisation.</p> <p>Deux entrevues de Sandra Sirois avec Gérald Chouinard, chercheur avec l'Institut de recherche et de développement en agroenvironnement (IRDA) au verger de Saint-Bruno le 15 sept 2017 on y jase pommes, et le lien entre l'agriculture et la météo cet automne au Québec.</p> <p>Entrevue d'Anaïs Guertin-Lacroix le 8 mai avec Gilbert Rozon, commissaire aux commissaires du 375e de Montréal pour présenter la mise en lumière du pont Jacques-Cartier le 17 mai. Appuie aux citoyens</p> <p>Entrevue d'Anaïs Guertin le 3 juin avec Nicolas Urli, coproducteur des festivités officielles du Grand Prix du Canada à Montréal.</p> <p>PERSONNES HANDICAPÉES</p> <p>Reportage sur Julien Racicot, un paraplégique qui a fait une traversée du Québec de la Gaspésie jusqu'à Montréal sur son fauteuil électrique afin de récolter des dons</p> <p>Couverture de l'événement "Grand McDon" le 3 mai pour bénéficier au Manoir Ronald McDonald de Montréal + Entrevues de Véronique Saumure avec Jacqueline Mallet, directrice générale, Manoir Ronald McDonald de Montréal; deux entrevues distinctes avec deux familles qui bénéficient du manoir; et avec un employé du Manoir.</p>

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	<p>Entrevue de Véronique Saumure avec la fondation de la fibrose kystique, Fibrose Kystique Canada le 11 septembre 2017</p> <p>Interview de Sandra Sirois avec Julien Racicot de la fondation Adapte-Toit - La Traversée - Le Courage d'avancer (traversée Gaspé-Montréal en fauteuil roulant) 15 août 2017</p> <p>Ancien joueur de tennis sur le circuit universitaire américain, Sébastien Jacques a connu de graves problèmes de santé. A la suite d'une importante opération au cerveau, il a décidé de se lancer le défi de marcher 5000 km dans diverses conditions.</p> <p>COMMUNAUTÉS AUTOCHTONES</p> <p>Journée de directs Directs à l'extérieur lors de la journée nationale des autochtones afin de promouvoir les enjeux de la communauté.</p> <p>Couverture sur le terrain à la Place des Arts pour la Journée des Autochtones le 21 juin. Entrevues avec les artistes Odaya, Monika Ille, André Dudemaine, et les gens de parcs Canada et le centre d'accueil touristique de Kahnawake.</p> <p>Entrevue d'Anaïs Guertin-Lacroix le 15 juin avec Florent Vollant, musicien autochtone pour les Rendez-vous des arts métissés dans le Vieux-Montréal (375e/150e)</p> <p>Les jeux autochtones d'Amérique du Nord</p> <p>Qu'est-ce que l'appropriation culturelle ?</p> <p>Les jeux autochtones - Du 16 au 23 juillet, 5000 athlètes ont pris part aux Jeux autochtones de l'Amérique du Nord (14 disciplines sportives). Il s'agissait du plus grand rassemblement sportif à Toronto depuis les Jeux panaméricains de 2015.</p> <p>La vulnérabilité des peuples autochtones a souvent été abordée lors de la Cinquième plateforme régionale sur la Réduction des risques de catastrophes des Amériques, début mars à Mtl. Afin de discuter de cette réalité, Mireille s'est rendue à Odanak, au Centre-du-</p>

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	<p>Québec, dans une communauté abénakise.</p> <p><i>Communauté isolées / ruraux</i></p> <p>En mode vacances Cet été, Mireille s'est laissé guider par les idées des téléspectateurs afin de découvrir différents attrait du Québec.</p> <p>Moment météo Chaque jour une photo envoyée par un téléspectateur est choisie par l'équipe et nous faisons découvrir la région en plus de donner la météo personnalité.</p> <p>Topo sur l'élevage des sangliers, une nouvelle tendance au Québec sur une ferme dans le Centre-du-Québec</p> <p>L'autocueillette de sapins en Mauricie chez un agriculteur régional.</p> <p>Gin fait 100 % au Québec chez un agriculteur en Montérégie</p> <p>Les régions viticoles sont nombreuses et en expansion au Canada. En Ontario, c'est la vallée de Niagara qui commence à gagner en popularité. Notre journaliste Rozenn Nicolle est allée à la rencontre d'un vigneron québécois qui s'y est établi afin de parler des particularités des vins de la région.</p> <p>Deux topos sur la récolte de la canneberge et un topo au centre d'interprétation de la canneberge pour promouvoir les agriculteurs, les producteurs locaux de canneberges et les activités liées à l'industrie de la canneberge dans le Centre-du-Québec</p> <p>MINORITÉS VISIBLES</p> <p>Entrevue de Véronique avec Frédéric Dion, aventurier professionnel le 10 aout 2017 Reportage sur l'organisme dans la rue, qui aide les jeunes dans la rue avec un programme de réintégration sociale et d'employabilité grâce aux jardins urbains.</p>

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	<p>Lorsqu'on est passionnée par le sport, le plein air et la vidéo, quoi de mieux que de jumeler tous les éléments et d'en faire sa profession. C'est ce qu'a décidé de concrétiser la Montréalaise Caroline Côté. Mireille l'a rencontrée entre deux expéditions.</p> <p><i>Engagement des présentateurs</i></p> <p>Patrick De Bellefeuille Porte-parole des Magasins partage Porte-parole des Centres jeunesse de Montréal Conférencier: changements climatiques Formateur: Formation des présentateurs météo des pays africains francophones sous l'égide de l'OMM (ONU)</p> <p>Mireille Animation de la soirée-bénéfice Récits de Montagne aux profits de la Fondation Santé globale qui vise à encourager les jeunes à bouger et aller jouer dehors.</p> <p>Participation à quelques activités pour les dons d'organe & tissus.</p> <p>Anaïs Porte-parole de ANEB Québec pour plusieurs événements (Anorexie et boulimie Québec) Porte-parole l'AQPS (Association québécoise de prévention du suicide)</p> <p><u>Other:</u></p> <p>We continue to provide localized weather coverage and weather warnings in remote, rural communities, including the far north.</p> <p>Video Journalists across Canada continue outreach to local cultural associations and First Nations. The goal is to maintain these relationships in an effort to continue dialogue for story ideas, contacts and feedback.</p> <p>We want our news stories to represent all Canadians. The four designated groups (women, Aboriginal persons, members of visible minorities and persons with disabilities) are a focus</p>

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	<p>for our networks. Through our mandate to provide weather information and coverage of how weather is affecting people, our Programming department continues to ensure that efforts are made to increase our reflection of diversity through our news elements.</p> <p>Freelancers are given specific submission guidelines. In order for our network of freelancers to know to be as inclusive as possible when out gathering streeters, we provide submissions guidelines.</p> <p><i>For those initiatives that have yet to be implemented, please proceed to question (D).</i></p> <ul style="list-style-type: none"> • If diversification has not improved in this area, have barriers been identified? • If barriers have been identified, are any new initiatives being planned to address those barriers? • Please identify the timelines for those initiatives that have not yet been implemented. • If applicable, please describe any new initiatives, including those that might have resulted from work in this area.
<p>(ii) Diversifying news stories</p> <p>“Ensuring that stories about ethnic communities do not appear solely within the context of coverage of cultural celebrations or reporting of negative stories.”</p>	<p>(A) What specific initiatives have been identified in the corporate plan?</p> <p>The Weather Network and MétéoMédia are a specialty cable service licensed only to provide weather information and coverage of how weather is affecting people. Because we are focused in one kind of coverage, this category is not applicable. Our efforts to improve the reflection of Canadian diversity in our one area of coverage are detailed in the previous question.</p> <p>(B) In this reporting year, which initiatives have been implemented?</p> <p>(C) For those initiatives that have been implemented, please describe how each initiative has contributed to diversifying news stories.</p> <p><i>For those initiatives that have yet to be implemented, please proceed to question (D).</i></p>

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	<p>i. If diversification has not improved in this area, have barriers been identified?</p> <p>ii. If barriers have been identified, are any new initiatives being planned to address those barriers?</p> <p>(D) Please identify the timelines for those initiatives that have not yet been implemented.</p> <p>(E) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.</p>
<p>(iii) Diversifying on-air personalities</p> <p>“Ensuring that on-air personalities reflect the diversity of the community that the station serves.”</p>	<p>(A) What specific initiatives have been identified in the corporate plan?</p> <p>The initiatives as mentioned under the Corporate Accountability section, (v) Hiring subsection were identified.</p> <p>(B) In this reporting year, which initiatives have been implemented?</p> <p>It is very important to for us to have a true representation, on-air, of Canada’s diverse cultures. It is always top of mind, when recruiting for on-air personalities, to ensure that this representation is met.</p> <p>We also make every effort to welcome on-air guests that are varied in their backgrounds and cultures and who reflect diversity.</p> <p>We want to ensure that our on-air staff are representative of all the multiculturalism in Canada. When our Video Journalists are in the field or building stories, they are reminded to ensure that the stories they cover are representative of Canada’s multiculturalism.</p> <p>At the end of the 2017 reporting year we had a total of 28 on-air personalities (reporters, video journalists, staff/presenters) with a total of 5 from the designated groups (Aboriginals, People with Disabilities, Visible minorities). We continue to actively recruit candidates from the specific designated groups.</p> <p>We will continue to build upon our current relationships with outreach organizations and continue to recruit and retain those groups which are underrepresented, with a focus on Broadcasting talent. We have continued to partner with Colleges and Universities across Canada that specialize in Broadcasting and Media.</p>

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	<p>While recruiting for any vacancies diversity remains a top priority. We value on-air diversity and constantly strive to reflect diversity through our on-air personalities and on-air coverage.</p> <p>(C) For those initiatives that have been implemented, please describe how each initiative has contributed to diversifying on-air personalities.</p> <p><i>For those initiatives that have yet to be implemented, please proceed to question (D).</i></p> <p>i. If diversification has not improved in this area, have barriers been identified?</p> <p>ii. If barriers have been identified, are any new initiatives being planned to address those barriers?</p> <p>(D) Please identify the timelines for those initiatives that have not yet been implemented.</p> <p>(E) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.</p>
<p>(iv) Equitable distribution of news beats</p> <p>“Ensuring that reporters and journalists from minority communities are not assigned exclusively to covering stories of principal concern to cultural groups.”</p>	<p>(A) What specific initiatives have been identified in the corporate plan?</p> <p>All Reporters and Journalists cover weather and weather-related stories regardless of minority status.</p> <p>(B) In this reporting year, which initiatives have been implemented?</p> <p>(C) For those initiatives that have been implemented, please describe how each initiative has contributed to diversifying news beats.</p> <p><i>For those initiatives that have yet to be implemented, please proceed to question (D).</i></p> <p>i. If diversification has not improved in this area, have barriers been identified?</p> <p>ii. If barriers have been identified, are any new initiatives being planned to address those barriers?</p> <p>(D) Please identify the timelines for those initiatives that have not yet been implemented.</p> <p>If applicable, please describe any new initiatives, including those that might have resulted from work in this area.</p>

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<p>Non-news: The plan should also address how the portrayal and presence of cultural minorities will be incorporated into all stages of the production and acquisition of non-news programming, including decisions about which programs will be broadcast. For instance, the plan should address how the licensee will ensure that:</p>	
<p>(i) Diversifying casts</p> <p>“Those responsible for casting make a concerted effort to hire visible minority actors in leading and recurring roles.”</p>	<p>Pelmorex Weather Networks (Television) Inc.</p> <p>As mentioned in (ii) The Weather Network and MétéoMédia are a specialty cable service licensed only to provide weather information and coverage of how weather is affecting people. Because we are focused on one kind of coverage, this category is not applicable. Our efforts to improve the reflection of Canadian diversity in our one area of coverage are detailed in previous questions.</p> <p>(A) What specific initiatives have been identified in the corporate plan?</p> <p>(B) In this reporting year, which initiatives have been implemented?</p> <p>(C) For those initiatives that have been implemented, please describe how each initiative has contributed to diversifying casts.</p> <p><i>For those initiatives that have yet to be implemented, please proceed to question (D).</i></p> <p>i. If diversification has not improved in this area, have barriers been identified?</p> <p>ii. If barriers have been identified, are any new initiatives being planned to address those barriers?</p> <p>(D) Please identify the timelines for those initiatives that have not yet been implemented.</p> <p>(E) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.</p>
<p>(ii) Diversifying scripts</p> <p>“Those persons responsible for script development ensure that minorities are not portrayed in a stereotypical manner.”</p>	<p>(A) What specific initiatives have been identified in the corporate plans?</p> <p>Not applicable.</p> <p>(B) In this reporting year, which initiatives have been implemented?</p>

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	<p>(C) For those initiatives that have been implemented, please describe how each initiative has contributed to diversifying scripts.</p> <p><i>For those initiatives that have yet to be implemented, please proceed to question (D).</i></p> <p>i. If diversification has not improved in this area, have barriers been identified? ii. If barriers have been identified, are any new initiatives being planned to address those barriers?</p> <p>(D) Please identify the timelines for those initiatives that have not yet been implemented.</p> <p>(E) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.</p>
<p>(iii) Diversifying acquisitions</p> <p>“Programming from independent producers reflects the presence and accurate portrayal of visible minorities.”</p>	<p>(A) What specific initiatives have been identified in the corporate plan?</p> <p>Not applicable.</p> <p>(B) In this reporting year, which initiatives have been implemented?</p> <p>(C) For those initiatives that have been implemented, please describe how each initiative has contributed to diversifying acquisitions.</p> <p><i>For those initiatives that have yet to be implemented, please proceed to question (D).</i></p> <p>i. If diversification has not improved in this area, have barriers been identified? ii. If barriers have been identified, are any new initiatives being planned to address those barriers?</p> <p>(D) Please identify the timelines for those initiatives that have not yet been implemented.</p> <p>(E) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.</p>

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Cultural Diversity Corporate Plan Requirements*	Evaluation Questions
Community involvement:	
<p>(i) Community input <u>and</u> feedback</p> <p>“The plan should set out mechanisms that the licensee will put in place to ensure that it receives effective input and feedback from its community with respect to the reflection of cultural diversity, including Aboriginal cultures, in its programming.”</p>	<p>Pelmorex Weather Networks (Television) Inc.</p> <p>(A) What specific initiatives have been identified in the corporate plan?</p> <p>Our localized weather coverage continues to include 5 regional feeds (British Columbia, Alberta and the Atlantic Provinces and extended GTA, including Hamilton and Barrie, Montreal) and national feed across Canada. Our on-air presenters are actively involved.</p> <p>2 of our Video Journalists in Western and Eastern Canada are of Aboriginal decent. One of our French VJ’s is a Visible Minority.</p> <p>Each Video Journalist across Canada is tasked with representing and soliciting feedback from their communities. As part of their job descriptions, one of their key responsibilities is,</p> <p><i>“Attends public events to increase the presence/visibility of The Weather Network and MétéoMédia in the community and participate in company social media initiatives”.</i></p> <p>Our employees are encouraged to obtain feedback in all interactions with the public and community in-person, and through social media (i.e. Twitter, Facebook). We give our viewers the opportunity to express their opinions on our Programming via Social Media (i.e. Twitter, Facebook) and our websites (both TWN and MM).</p> <p>We have a dedicated full time Bilingual Consumer Experience Coordinator, also a woman, who responds to viewer voicemails and emails received from our audience across Canada. We review every email that comes in and any suggestions or feedback is shared with programming team for resolution.</p> <p>We also continue to have a 1-800 telephone line as well as TTY line to make it easy and convenient for our viewers to provide feedback. Feedback by mail is also welcome.</p> <p>We continue to sponsor and attend a number of community events in support of the designated groups. These events are promoted on-air which gives designated group associations the opportunity to reach a large audience.</p>

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	<p>Daily, we manage our Human Resources email inbox. We encourage and welcome feedback from all candidates.</p> <p>In this reporting year, which initiatives have been implemented?</p> <p>(B) For those initiatives that have been implemented, please answer the following questions.</p> <p><i>For those initiatives that have yet to be implemented, please proceed to question (D).</i></p> <ol style="list-style-type: none"> i. What kind of input and feedback has been solicited? ii. Please indicate the communities and/or groups from whom input and feedback has been received. iii. Who within the organization reviews this input and feedback? iv. How is the input and feedback being used? <p>(C) Please identify the timelines for those initiatives that have not yet been implemented.</p> <p>(D) If applicable, please describe any new initiatives, including those that might have resulted from work in this area.</p>

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