

June 25, 2012

M. Robert Morin
Secretary General
Canadian Radio-television and
Telecommunications Commission
1 Promenade du Portage
Les Terrasses de la Chaudière
Gatineau, Québec, J8X 4B1

via Access Key

Dear M. Morin:

Re: Annual diversity report for Channel Zero Inc. (“Channel Zero”)

Please find attached the annual diversity report for the broadcasting undertakings of Channel Zero for the calendar year 2011.

By the end of calendar 2011, Channel Zero owned and operated two (2) conventional television stations in Canada, CHCH-TV in Hamilton, Ontario and Metro 14 (formerly known as CJNT-TV) in Montreal, Quebec and two (2) digital specialty services, Movieola: The Short Film Channel (“Movieola”) and Silver Screen Classics.

If the Commission has any questions related to this report, or requires further information or explanation, please do not hesitate to contact me directly.

Sincerely,

Naomi Zener
Director, Business & Legal Affairs
Channel Zero Inc.
Ph: (416) 479-0845
Email: Naomi.Zener@tvchannelzero.com

Emphasis of diversity efforts in calendar 2011

As the Commission will note, on both a local and corporate level, Channel Zero supported dozens of diversity-related initiatives, both internal and external, throughout 2011. In this reporting year we focused heavily on building relationships with our stations local communities, supporting film festivals of designated groups, hosted news programs on issues of race and culture and hired employees from a wide swath of diverse designated groups including visible minorities, people living with disabilities and women. Initiatives included but are not limited to a summary of the following events (described in greater detail in the report):

- Supporting via sponsorships and bursaries the Toronto Jewish Film Festival, ReelAsian Film Festival and the ReelWorld Film Festival.
- Providing news coverage on stories.
- Financially supporting community calendar events at our stations.
- Employees participating in local events, including:
 - Around the Bay Road Race – several participated
 - One employee (a woman) received the 2011 Women of Distinction Award for Politics and Public Affairs.
 - CNIB
 - McMaster Children’s Hospital
- Broadcasting non-news programming from diverse cultures all over the world on our stations.

The following information provides in more detail, the specific diversity initiatives and outcomes in our Hiring Initiatives, Community Outreach and On-air Programming.

A. Hiring Initiatives

These charts will indicate turnover within Channel Zero generally and at each station, and the number of positions that were filled by each designated group.

Channel Zero Human Resources Generally (covers CHCH; Metro 14; Movieola & Silver Screen Classics)

TABLE A

Total Jobs Filled 2011 only

Mgmt.	On-air	Admin.	Tech.	Prog.	Prod./News	TOTAL
1	6	8	6	5	30	56

TABLE B

Total Job Filled by a Member of a Designated Group
2011 only

	Mgmt.	On-air	Admin.	Tech.	Prog.	Prod./News
Visible Minority		1	2	1	1	3
Woman		3	3	1	3	12
Person with Disability						
TOTAL		4	5	2	4	15

The following unposted position was filled by a member of a designated group (and if so, which designated group):

Project Manager, Fight Now!. Position filled by a woman

TABLE C

Promotions by a Member of a Designated Group
2011 only

Previous Title	New Title	Job Category	Is this a mgmt. position?	Designated Group(s)
Director of	VP Programming	Mgmt	Yes	Woman +

Programming				Visible Minority
Traffic Coordinator	Producer	Production	No	Woman + Visible Minority
Supervisor HR	Manager, Human Resources	Admin	Yes	Woman
News Writer	News Reporter (Weather)	On-Air	No	Woman
News Writer	Videographer	Prod./News	No	Woman
News Writer	News Producer	Prod/News	No	Woman

The following represents constraints faced in achieving employment equity and diversity in the workforce:

Toronto has a diverse workpool to draw from that contributes to a diverse culture in our Toronto head office location.

In the Hamilton Location, our major constraint is our Collective Bargaining Agreement. We view the contract as a constraint, not in a negative sense, but rather from the perspective that it is a barrier to changing existing practices. Any changes we hope to make can only be done through Company/Union negotiation channels. For example, seniority rules can prevent the promotion of junior employees who may be members of designated groups.

Another constraint faced by CHCH-TV is loss of staff to other markets. It is quite common for a CHCH-TV employee to learn the basics of their profession here and then leave for a larger or more prestigious market. We are finding this retention issue particularly marked amongst members of visible minorities, as several hires of the past few years have left us to work in Toronto. As well, some Aboriginal members may seek positions within their communities due to tax and commuting advantages thereby limiting our opportunities to retain them.

Though the average full-time employee has been at CHCH-TV for 9.4 years, over 18% of our full-time employees have been with CHCH-TV for over 20 years. Naturally this lessens our opportunities to hire and promote.

We also face difficulties in attracting qualified representatives of the designated groups. We continue to work with the local colleges to let them know that this is an issue and encourage them to actively recruit these students. We attempt to overcome this constraint with this communication to the schools, combined with outreach through our job postings. Unlike our News department positions, we do not see a high number of women or minorities applying for the Operations positions.

Finally, conventional television broadcasting is a mature industry and new job opportunities are limited as new technologies have displaced traditional positions. Nevertheless, Employment Equity is always a consideration when there is an opportunity to hire or promote

Future strategies to support and/or enhance employment equity and a diverse workforce:

- A complete review of our hiring procedures will include protocols to support Employment Equity & Diversity. Hiring managers will be trained through an in-house training session.
- All employees, including managers and supervisors, will be completing an on-line AODA training course by the end of 2012
- The executive team will review the results of the 2011 Employment Equity Report and assess progress against identified goals.
- We will continue to:
 - be involved with community college and high school outreach programs and continue to foster mentoring relationships, as part of a Company initiative to mentor members of designated groups.
 - reach out through roundtable meetings to the various diverse communities in Hamilton, Halton, and Niagara in order to increase communication and opportunities for participation.
 - engage in local programming initiatives that not only give exposure to designated groups but also encourage them to participate and become involved.
 - initiate discussions with the local union representatives and work with them in meeting our Employment Equity goals.
 - examine barriers to employment that might exist for the four designated groups and work to eliminate those barriers.

B. Diversity Training

Diversity initiative discussions during management and departmental meetings, which includes:

- Training and growth opportunities – employees are able to try out other jobs.
- Exit interviews for feedback on barriers to promotion or unfair employment practices.
- Employee self-identification questionnaire.
- Sr. Management team reviewed results of 2010 Reporting. Discussed recommended goals & objectives for 2011/2012 and shared ideas on how to promote diversity. Company wide communication of updated corporate policy on Employment Equity & Diversity

We also have the following employee policies in place, which all touch upon diversity:

- Diversity Policy
- Workplace Violence & Harrassment
- Sexual Harrassment Policy

The following represents where we have posted job openings demonstrating our commitment to finding diverse applicants:

- On-line posting of jobs through industry websites plus colleges and local organizations.

- Groups receiving notification of job openings included the Niagara Peninsula Aboriginal Area Management Board (NPAAMP) and the South Region Ontario March of Dimes – Niagara, Haldimand & Norfolk Districts plus Hamilton/Wentworth, Brant and Halton Districts. Manager on Board of Mohawk College stresses recruitment of students from diverse communities.

C. Community Outreach

At CHCH, the following community outreach initiatives took place in 2011:

I. NEWS:

CHCH is a member of the Hamilton Media Advisory Committee. An anti-racism, and volunteer group comprised of leading media in Hamilton (ie. Hamilton Spectator, CHML 900, etc) and members of Hamilton’s distinctive and minority community. Executive Producer chaired the committee for the first half of 2011. One of our femail assignment editors represented CHCH in the fall. The goal of the committee is to raise awareness of events going on inside the city’s diverse community and to discuss issues of importance to these communities.

II. SALES & MARKETING

1. Diversity events:

a. CHCH:

- i. In 2011, the CHCH Sales & Marketing department produced the 15th Anniversary of the Rev. John C. Holland Awards held on Saturday February 5, 2011. As media sponsor, CHCH provided production and airtime for a 15 second PSA, inclusion in Community Calendar (on-air an online) and Morning Live interview, in exchange for sponsor recognition in promotional materials.
- ii. Career Day
- iii. Ontario Association of Broadcasters

b. METRO 14

- i. In 2011, Metro 14 produced the Shield of Athena PSAs in its community calendar in different languages.

2. Community Calendar: In 2011, the CHCH Sales & Marketing department conducted the following events in the community:

<u>Month</u>	<u>Community Calendar Event</u>	<u>\$\$ Value</u>
February 2011	February 28 - International Women's Day Festival, raising awareness of domestic violence.	\$1100
March 2011	March 1 - World Down Syndrome Day, Down Syndrome Association of Brantford.	\$1100

April 2011	April 7 -Annual Walk and Roll: March of Dimes Canada fundraiser walk.	\$1100
May 2011	May 13 - Benefit for Japan Relief Efforts: Asian Access -	\$1100
June 2011	June 27- Hispanic Extravaganza 2011, celebrating Hispanic Canadian culture.	\$1100
July 2011	July 15 - Colombian Colours Festival: Hot Spot Summer 2011	\$1100
	July 21 - Hamilton Turkish Festival.	\$1100
	July 26 - Living Rock presents Creativity through Diversity Fashion Show.	\$2200
	July 27 - Island Soul festival	\$1100

D. News

This section is applicable to CHCH-News only for which the contact person is Deborah Walker, Managing Producer.

The following is a list of four (4) outstanding examples of the station’s news coverage regarding one or more of the four (4) designated groups during calendar year 2011:

1. Name of item: Black History Month: Air Date: Feb. 8th, 2011

Description: Profile of Ashleigh Montague, an 18 year old woman awarded the John C. Holland Youth Achievement Award. Ashleigh was involved with the Afro-Canadian Carribean Association in Hamilton...helping young children prepare for spelling bees, and she helps run a summer camp.

2. Name of item: Eid Celebrations: Air Date, Aug. 31st, 2011

Description: As Muslims around the world celebrate Eid Al Fitr, 15-thousand prayed, reflected and celebrated at the Hamilton Convention Centre.

3. Name of item: Local Libyan Response: Air Date: March 20, 2011

Description: As the battle waged on in Libya to depose Moammar Ghadaffi, we talked to those who left Libya to live in Hamilton but who still have close ties to their civil war torn country.

4. Name of item: Black History Lesson: Airdate: February 17, 2011

Description: Well known Hamiltonian and international best-selling author of "The Book of Negroes" talks to high school students about Black History and a new initiative designed to combat ignorance on the issue.

5. Name of item: Sisters in Spirit: Airdate: October 4, 2011

Description: The sixth annual "Sisters in Spirit Vigil" was held to honour the lives of missing and murdered aboriginal women -- and to draw attention to the issue of violence against women... the sisters in spirit committee says over 600 aboriginal women and girls have been murdered or gone missing.

E. News Rolodex

This section is applicable to CHCH-News only for which the contact person is John McKenna, Executive Producer. We have more than 150 people in our contacts list who fit the definition of visible minority, aboriginal and persons with disability.

F. Non-News Local Programming

i. CHCH

The following is a list of outstanding examples of the station's non-news local programming regarding one or more of the four (4) designated groups during calendar year 2011:

- a) Morning Live, Sept. 20, 2011, Interview to promote 4th Annual Dream Walkers Gathering at Tim Horton Onondaga for Aboriginal High School students.
- b) Morning Live, May 19, 2011: Interview to promote Hamilton media advisory "Story Meeting" where people from the diverse community are invited to "pitch" their stories. Invue aboriginal Wilamina McGrimmond.

- c) Morning Live, March 10, 2011, Interview to promo International Women Day in Hamilton. Event called “Singer Her Praises” featuring many multicultural artists. Evelyn Myrie interviewed.
- d) Morning Live, Feb. 1st, 2011, Interview to promote the John C. Holland Awards which celebrates the achievements of African Canadians in Hamilton. These awards were established to celebrate the rich cultural heritage of our community, with a particular focus on the contributions of African Canadians to the social, economic, and cultural life of our entire city.
- e) Morning Live, January 31st, 2011. Interview with Fergie Jenkins' whose hard work on and off the baseball field is well known throughout the world of sport. That hard work was being recognized with this new commemorative postage stamp from Canada Post honouring Fergie and Black History Month in Canada.

ii. Movieola

The following is a list of outstanding examples of the station’s non-news local programming regarding one or more of the four (4) designated groups during calendar year 2011:

In 2011, Movieola has aired a large percentage of Aboriginal, Latin-American, Asian and African short films from around the world. Furthermore, Movieola has broadcast 5 films from the Canadian ReelAsian Film Festival, and 10 films from the Canadian ReelWorld Film Festival have during 2011. These include films from such countries as:

HISPANIC/SOUTH AMERICA

- Brazil (48)
- Chile (1)
- Costa Rica (1)
- Cuba (2)
- Guatemala (2)
- Mexico (67)
- Peru (1)
- Spain (130)

ASIA

- Cambodia (1)
- China (2)
- Hong Kong (4)
- Indonesia (1)
- Japan (24)
- Philippines (2)
- Singapore (18)
- South Korea (20)

- Taiwan (2)
- Thailand (3)
- India (7)
- Aboriginal (20)

G. Other Programming Initiatives

i. CHCH-News

The following is a list of other diversity-related programming initiatives undertaken by our station:

- On Air Interviews: Square Off - Feb. 28.2011
- On the fifth anniversary of the land dispute in Caledonia, in which members of the Six Nations band seized control of a subdivision over a land claims dispute. What has happened since and what has it all meant for land claims.
- On Air Interviews: Square Off - March 21, .2011
- The debate over the case of a woman who wants to wear a niqab while testifying is headed for the supreme court of Canada. The woman, known as N-S, was to testify against two relatives she accuses of sexually assaulting her. They argued it violated their right to face their accuser in court.
- On Air Interviews: Square Off - May 19th, .2011
- Should immigration policy provide people from around the world with an opportunity to help build Canada, and if not immediately, then perhaps in a generation if that's what it takes. Or does Canada's immigrant selection process need to be revamped to focus on admitting people with Canadian job offers and skills needed by employers?
- On Air Interviews: Midday News - Jan. 10th, .2011
- Laid off employees from Hamilton's Settlement and Integration Services organization are angry. The group staged a protest at SISO's head office, demanding to know when they'll be paid. CHCH reporter Lisa Hefner with a live interview.

ii. Movieola & Silver Screen Classics

The following is a list of other diversity-related programming initiatives undertaken by our station:

- ReelAsian Film Festival: ReelAsian Film Festival is a unique showcase of contemporary Asian cinema and work from the Asian diaspora. Works include films and videos by East and Southeast Asian artist in Canada, the U.S., Asia and all over the world. Movieola sponsors the Best Short Film Award at the Reel Asian Film Festival.
- ImagiNative Film Festival: We always have a representative attend the ImagiNative Film Festival seeking content for broadcast
- Jennifer Chen, Vice-President of Programming is also a Reel Asian Board Member.

H. Cross-Media Partnerships

CHCH–News partnered with the following local/regional/national media to expand on issues related to diversity:

- 1). HMAc, Story Meeting – Invited members of the community to a special forum of media members to allow them the opportunity to “pitch” stories of interest that the mainstream media may not be aware.
- 2) HMAc Anti-Racism video contest – Solicited and judged videos from high school students who produced anti racism videos.

I. Sponsorships & Promotions

Movieola & Silver Screen Classics

At Movieola, we spent money/contra/time on the following diversity events in our region during the 2011 calendar year for a total of \$5000:

- Reel Asian Film Festival- on air promotion
- Movieola- on air promotion and cash prize