

- ❖ Recent statistics are crystal clear: Canada's population continues to grow – and grow rapidly – in its diversity. Whether we're talking about ethnocultural origins, Aboriginal groups, people with disabilities, even an aging population – diversity is at the core of our society. This reality continues to influence policy-making and business decisions. The CRTC, the CAB and private broadcasters are taking action.

CAB Leading the Way

- ❖ The CAB filed its third annual report to the CRTC on the progress made by private broadcasters to ensure diversity both on the air and in its operations. The [2008 report](#) notes the wide range of activities undertaken in the past year:
 - designed a comprehensive communications program providing regular information on diversity to CAB members, decision-makers and other stakeholders through the *CAB Update*;
 - finalized the CAB's pioneering *Radio Best Practices*;
 - completed the *CAB Equitable Portrayal Code*;
 - developed and filed the *CAB Action Plan on Closed Captioning*; and
 - created English- and French-language working groups to examine closed captioning issues.
- ❖ At two regional broadcasting conventions in 2008, the CAB also presented *Diversity on the Rise* – information sessions that provided insight into the changing demographics nationally and regionally. The CRTC's expectations around diversity in broadcasting were also examined as well as practical tools and practices for broadcasters in large and small markets to adapt to further diversity initiatives in stations.
- ❖ Additional activities include the ongoing promotion of diversity through the CAB's *Gold Ribbon Awards* and annual Convention, and continuing support for *Télédiversité*, a French-language conference held each year involving private broadcasters in Quebec. The CAB also launched a series of *CAB Special Updates on Diversity* to bring fresh information to our members.
- ❖ The CAB held its first Diversity Webinar on November 27, 2008. The hour-long online seminar was very well received by the 61 participants from coast to coast and addressed issues related to diversity in broadcasting, focusing on strategies for recruiting, hiring and retaining employees from various ethnocultural backgrounds or those who have a disability. The seminar combined a web-based PowerPoint presentation with audio voiceover, enabled interactive Q & As, and provided links to a range of valuable resources from government, media and organizations specializing in diversity planning.

CAB Task Force Report for Cultural Diversity on Television

- ❖ In 2004, the CAB adopted the recommendations made by the Task Force for Cultural Diversity on Television. These recommendations were made following a major qualitative and quantitative study on ethnocultural minorities and Aboriginal peoples in Canadian television.

2...

- ❖ Greater diversity in private broadcasting means a greater reflection of all Canadians, enabling audiences to see and hear themselves through programming and community-based initiatives. In this regard, the **CAB continues to play a major role in leading the development and implementation of many diversity initiatives.** Among them are:
 - the **Best Practices and Industry Initiatives**;
 - the **Diversity in Broadcasting website** (www.cab-acr.ca/diversityinbroadcasting); and
 - four categories of **Gold Ribbon Awards** that encourage, recognize and celebrate the diversity of Canada and applaud those private broadcasters who embrace diversity in delivering programming to Canadians.

CAB Report on Persons with Disabilities

- ❖ In order to advance initiatives in relation to **Persons with Disabilities**, the CAB released its final report on the *Presence, Portrayal and Participation of Persons with Disabilities in Television Programming* in June of 2006.
- ❖ In its response to the Report, the Commission saluted the CAB's leadership on this issue, noting that the initiatives recommended in the Report were "**tangible and concrete**", and had the potential to contribute significantly to the attainment of several objectives of the *Broadcasting Act*.
- ❖ The CAB launched a number of initiatives on Persons with Disabilities in the fall of 2006. These include:
 - the launch of a **Public Service Announcement** campaign, entitled "*Open your Mind*", aimed at demonstrating and encouraging the employability of persons with disabilities in a variety of fields. Working from the same concept, Aboriginal Peoples Television Network (APTN) created its own version, showing various Aboriginal persons with disabilities. The PSA aired on APTN and included versions in English, French, Inuktitut, Cree and Ojibway;
 - the release of *Recommended Guidelines on Language and Terminology - Persons with Disabilities: A Manual for News Professionals and Glossary* developed in consultation with RTNDA Canada; and
 - a brochure titled *Employment Opportunities in the Canadian Broadcasting and Affiliated Production Sector*, which outlines the types of employment available in these sectors.

CAB Report on Radio Best Practices

- ❖ On November 2, 2007, the CRTC adopted the *CAB's Best Practices for Diversity in Private Radio* dealing with: industry commitment; application and measurement; corporate accountability; recruitment, hiring and retention; internship, mentoring and scholarships; programming; news and information programming; community and industry outreach; and internal communications. The Commission also adopted a modified version of the CAB's approach requiring large commercial radio operators to report on diversity annually and medium-sized commercial radio operators to report every five years, and exempting small commercial radio operators.
- ❖ Canada is a culturally diverse nation, comprised of a multitude of ethnocultural and Aboriginal communities, as well as persons with disabilities. Private broadcasters recognize this diversity, and strive to ensure that our airwaves reflect all Canadians.