

## CANADIAN ASSOCIATION OF BROADCASTERS' TASK FORCE FOR CULTURAL DIVERSITY ON TELEVISION MEMBERSHIP

### NON-INDUSTRY REPRESENTATIVES

**Beverley J. Oda (Co-Chair)** served as a full-time Commissioner of the CRTC for a seven-year term beginning in 1987. As a Commissioner she participated in a number of major regulatory decisions and policy reviews including the structural review of the broadcasting industry, the deregulation of many aspects of radio and cable, and chaired the Commission's Task Force reviewing Sex-role Stereotyping. Beverley also has over 25 years of experience within the commercial broadcasting sector holding a number of positions throughout her career including: Program Director for Multilingual Television (1976) responsible for ethnic programming on CITY-TV (Toronto); producer at the Global Television Network (1979); Director, Government and Public Affairs for CFMT-TV (Toronto); Senior Vice President, Programming for Baton Broadcasting (1995), and Senior Vice President, Industry Affairs for CTV (1998).

Throughout her professional career she has demonstrated a commitment to addressing issues of diversity and multiculturalism by serving on the boards of many professional associations and advisory councils, including: the Advisory Committee to the President of the Treasury Board for Employment Equity of Visible Minorities in the Federal Public Service and Crown Corporations (1984-1987); advisor to the Secretary of State on multicultural issues in broadcasting (1986-87); and the National Multicultural Committee of the Anglican Church in Canada. In addition, Beverly is currently a member of the Fund Raising Committee for the Japanese Canadian Cultural Centre.

**Stefany Mathias** is a hereditary Chief of the Squamish Nation. As a result, she is involved in many cultural events, ceremonies and community activities concerning the Squamish people, and other Native Canadians, and is often asked to speak at youth conferences, women's conferences and various political events. Stephany is a writer and actor for television and feature films. Currently, she is working on a feature film script entitled *Native Land* (working title) and can be seen on *DaVinci's Inquest* as the re-occurring character of Brenda Eberhart.

**Marie Anna Murat** is a journalist with RDI. She was the first broadcast journalist of Haitian descent ever to deliver the news for a large francophone television network. As an active member of the Haitian community in Montréal, Marie Anna gives a number of seminars and lectures to students and burgeoning broadcasters on issues of access and career advancement for visible minorities within the broadcasting industry.

**Raj Rasalingam** is President of the Pearson~Shoyama Institute (PSI), a national public policy think tank, dedicated to reflecting the multicultural, multiracial and multiethnic reality of Canada in public policy dialogue. The PSI also houses the Communication and Diversity Network (CDN), which has been an active participant in issues concerning the reflection of diversity in the Canadian broadcasting system. Raj represented the CDN at

the CTV and Global license renewal hearings where he expressed his desire to work with an Industry/Community task force on diversity. Through the CDN, Raj is actively involved in developing capacity building with various cultural groups represented by the Sikh, Indian, Tamil, Ismaili, Chinese and Vietnamese communities. In addition to his work with PSI, Raj sits on the board of the Catholic Immigration Centre Foundation and was a past Director of the Indo – Canada Chamber of Commerce and the Ottawa Community Immigrant Services Organization. Raj is currently the Director of the Reel World Film Foundation, an organization dedicated to showcasing the achievements of ethnic producers and filmmakers.

<b>INDUSTRY REPRESENTATIVES</b>
---------------------------------

***Madeline Ziniak (Co-Chair)*** is Vice-President and Station Manager for Omni Television and is the executive in charge of Multilingual Television for Eastern Canada with Rogers Media. Madeline has over 20 years experience in ethnic broadcasting during which she has developed close ties with a variety of ethnic and cultural communities in Toronto and across Canada. Madeline has served on a number of Boards and is a member of several industry organizations and committees including the Ontario Advisory Council on Multiculturalism and Citizenship; Canadian Ethnic Journalists' and Writers' Club; Race Relations Advisory Council on Advertising - Canadian Advertising Foundation; the CAB's Joint Societal Issues Committee; Canadian Broadcast Standards Council; and Canadian Scene Foundation, third language news service. In addition, Madeline has received a number of awards for her commitment to ethnic broadcasting and her community including the Order of Ontario; Lieutenant Governor's Gold Medal for Print and Electronic Media, Human Rights and Race Relations Centre; and the Sierhey Khmara Ziniak Award for unswerving dedication to multiculturalism and its affirmative expression through the medium of television.

***Elaine Ali***, Senior Vice-President, CTV Stations Group has overall responsibility for all of CTV's 27 owned-and-operated local stations and is the executive responsible for the development and implementation of CTV's corporate diversity plan. Elaine Ali has over 25 years of experience in the broadcast industry and until recently, she was both President of WTN, as well as Vice-President and General Manager of CKY-TV, the CTV affiliate in Winnipeg. Ms. Ali has dedicated much of her time and expertise to several industry and community associations. Ms. Ali sits on the Board of Directors for a number of industry-related organizations, including the Canadian Association of Broadcasters – Television Board, the Western Association of Broadcasters and The Television Bureau of Canada (TVB). In addition, Elaine has been actively involved in Canadian Women in Communications since its inception. Elaine is dedicated to community work and sits on the Board of the United Way of Winnipeg, where she is also Vice-Chair of the Marketing Committee. She is Chair of the Lieutenant-Governors Youth Experience Program and sat on the St. Boniface General Hospital Board from 1997 until 2002. Ms. Ali has been honoured with the YWCA Woman of Distinction Award (1997) as well as the CWC Woman of the Year Award in 2000.

**Sarah Crawford**, Vice-President Public Affairs - CHUM Television is a champion of diversity both within CHUM and within the industry. For example, Sarah helped develop CHUM Television's Statement of Cultural Diversity Best Practices (the first of its kind) and CHUM Television's Cultural Diversity Corporate Plan. Sarah also helped organize the *CHUM Television National Colloquium on Cultural Diversity and the Media* and directs CHUM's community outreach and support initiatives, including conference sponsorship and media education. In addition, Sarah represents CHUM at various conferences and gatherings in support of equity, diversity, accessibility and human rights and has been invited to make presentations at a number of these conferences including the *Human Rights and Race Relations Council Employment Equity Awards '02*, and *Dialogue on Diversity: Media's Role in Fostering an Inclusive Society 2002*.

Sarah also promotes diversity through board involvement in the CBSC, CITC, and MNet and is a member and past Chair of the CAB's Joint Societal Issues Committee.

**Rita Cugini**, Vice President, Regulatory Affairs and Business Development for Alliance Atlantis Communications, is one of the key executives responsible for the development and implementation of Alliance Atlantis's Cultural Diversity Plan and Best Practices. Rita is also an active member of the Alliance Atlantis Cultural Diversity Committee whose mandate is to support the achievement of on-air talent and programming diversity goals as well as sponsor Employment Equity initiatives. With over 19 years experience in broadcasting, Rita spent much of this time involved in third-language programming as former Vice President and Station Manager for Teletatino and Director of Diversity Programming at CFMT. At CFMT Rita managed eleven third-language groups and was responsible for the production of their programs in addition to acting as liaison between various ethno-cultural groups and the TV station. Currently, Rita is a member of the CAB's Joint Societal Issues Committee and a member of the CBSC Specialty Services Adjudication Panel, which often deals with issues of cultural diversity and its portrayal.

**Philippe Lapointe**, Vice-président Information et Affaires publiques, TVA et LCN, is a veteran in the broadcasting industry having worked as a journalist, director, producer and news director at various times throughout his career. The positive portrayal of Canada's ethnic and cultural communities is key within the news and public affairs format and Philippe will bring a special perspective in that regard in addition to his particular perspective within the French-language market.