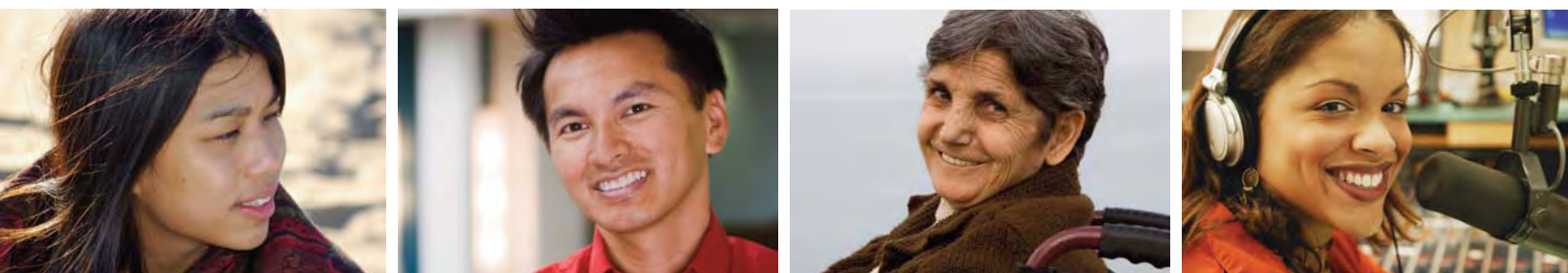


2007-2008 REPORT ON



# DIVERSITY

IN BROADCASTING

Canadian Association of Broadcasters

April 30, 2008



# Appendix D

## CAB Special Update on Diversity #1 - April 10, 2008

These Diversity Updates have been designed as a tool to provide key information and links on the issues relating to diversity in broadcasting to assist private broadcasters and other industry stakeholders in their efforts to ensure that our airwaves reflect all Canadians.

### Practical Help: Links to Diversity Toolkits

Many CAB members have created their own, individualized diversity toolkits to support the creation of diversity initiatives in their companies both on-air and behind the scenes.

The CAB has identified a number of diversity toolkits from other jurisdictions that members may find useful in their planning and operations.

The European Union has released a number of publications, including:

- The highly regarded [U.K. Film Council Diversity Toolkit](#) is regularly updated and has sections dedicated to strategies for finding and casting diverse talent and working with persons with disabilities.
- [A Diversity Toolkit for Factual Programmes in Public Television](#) provides an array of materials and tips for broadcasters seeking to expand their diverse presence on- and off-air.
- [Online – More Colour in the Media](#) is a broad network of European NGOs, broadcasters and training institutes with a strong list of publications and best practices .
- [The Skill Set Sector Council for Audio Visual and Publishing Industries](#) in the U.K. provides a wide range of diversity information that is particularly applicable to broadcasters.
- A [Diversity Toolkit](#) for Television Journalists is published by the European Union.

In addition to these excellent links, a number of U.S. training institutes have developed diversity resources. Here is one such resource:

- Cook Ross [Diversity Toolkit](#) offers a comprehensive outline of strategies and initiatives.

Other jurisdictions such as Australia have also developed and published diversity toolkits, including the University of Melbourne's [Centre for International Business](#) which provide unique content on business models, business cases and diversity management strategies.

The CAB is constantly on the lookout for leading edge information on diversity around the world, so please contact us if you have found any other useful resources and we will share them with CAB members in our next Diversity Update currently scheduled for release in Summer 2008.

It is also worth noting that the CAB has developed a series of tools for use by members and industry stakeholders, including:

- The development of Diversity Best Practices for [Television](#)
- The development of Diversity Best Practices for [Radio](#)
- Original research on [The Presence, Portrayal and Participation of Persons with Disabilities in Television Programming](#)
- The creation and distribution of two educational brochures: [Employment Opportunities in the Canadian Broadcasting and Affiliated Production Sector](#) and [Recommended Guidelines on Language and Terminology – Person with Disabilities](#)
- A website specifically dedicated to [Diversity in Broadcasting](#), built to international standards of accessibility

We look forward to building on this growing tradition of diversity leadership within our organization and our industry.

---

## Upcoming Events

### *The CAB at Regional Conventions*

The CAB will be delivering the latest information on diversity to two regional conventions in May and June 2008.

- The presentation for the [British Columbia Association of Broadcasters](#) (BCAB) Convention on May 9th is entitled, 'Diversity on the Rise'.
- The CAB will deliver 'Diversity: Unlocking Cool' at the [Western Association of Broadcasters](#) (WAB) Convention on June 8th.

### *Télédiversité*

Scheduled for June 5th and 6th, planning for the 2008 edition of this Montreal-based event is well underway. Founded by Astral Media, TVA and TQS, this annual event covers issues relating to the presence and portrayal of cultural diversity on television by private broadcasters in Quebec. Participants include key decision makers, broadcasters, and representatives from multicultural and aboriginal communities. Visit the [Télédiversité](#) website for more information.

The Regional Conventions and industry events such as Télédiversité present a great opportunity to bring the latest diversity strategies out to our members. We look forward to seeing you there!

---

## May is Asian Heritage Month in Canada

Asian Heritage Month is a special celebration of Canada's diversity, held from May 1st to 31st each year.

While festivities have taken place in a number of Canadian cities since 1993, a motion to formally recognize the month of May as Asian Heritage Month was moved by Senator Vivienne Poy and adopted by the Government of Canada in 2002.

As Senator Poy's motion read in part, [Asian Heritage Month recognizes] 'the important contributions of Asian Canadians to the settlement, growth and development of Canada, the diversity of the Asian Community, and its present significance to this country.'

And the diversity of the Asian community is truly broad and inclusive, applying to people from (or whose ancestry are from):

- East Asia - China, Hong Kong S.A.R., Japan, Mongolia, North Korea, South Korea, Taiwan.
- South Asia - Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka.
- Central Asia - Afghanistan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan.
- Southeast Asia - Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam.

Throughout the month of May, a number of special events are slated to take place across Canada, including celebrations of music, dance, art and other expressions of Asian culture. The organizers of Asian Heritage Month invite all Canadians to participate in these special activities.

For more information, visit the [Asian Heritage Month website](#). The website contains an abundance of information about Asian culture, as well as an impressive selection of video and audio archives.

If you have any plans to join in the celebrations, let us know!

---

## CAB Gold Ribbon Awards – Diversity Categories

In recent years, the CAB has created four Gold Ribbon award categories celebrating Aboriginal Programming and Diversity in News and Information Programming.

The **Gold Ribbon Award for Excellence in Aboriginal Programming** for Television and Specialty and Pay members and the **Gold Ribbon Award for Aboriginal Programming** in Radio honour the greatest contributions to the development, creation, and broadcast of an outstanding Canadian program or series dealing with an Aboriginal theme, or tackling an Aboriginal issue, and designed to develop awareness in the station's community.

And two Gold Ribbon Awards have been created to celebrate **Diversity in News and Information Programming**, for both Television and Specialty and Pay members, and for Radio.

In each case, the award honours the station or service that has broadcast an outstanding report or story dealing particularly effectively and accurately with issues relating to social diversity, including race, ethnicity and persons with disabilities.

Audio and video clips of the 2007 Gold Ribbon Award winning entries in these categories (are) will be available soon for viewing on the CAB's Diversity in Broadcasting website.

The 2008 Gold Ribbon Competition booklet will be available on the CAB's website in May – be sure to start planning your entries now – the entry deadline is July 4th!

---

## **The Canada Award**

The Academy of Canadian Cinema & Television/L'Académie canadienne du cinéma et de la télévision annually presents the Canada Award/Prix du Multiculturalism honouring excellence in television programming that reflects the racial and cultural diversity of Canada.

Sponsored by the Multiculturalism Program of the Department of Canadian Heritage, the Canada Award/Prix du Multiculturalisme aims to promote greater opportunities for ethnic and visible minority professionals within the broadcasting industry on both sides of the camera.

For more information on the Canada Award/Prix du Multiculturalisme, visit the Academy's website at <http://www.geminiawards.ca/canadaaward/canadaaward.cfm> or at <http://www.academy.ca/awards/gemeaux.cfm>.

---



***For more information, please contact:***

**[Marye Ménard-Bos](#)**

Executive Director, Events and Member Services  
Directrice exécutive, Événements et Relations avec les membres  
Canadian Association of Broadcasters/  
L'Association canadienne des radiodiffuseurs  
Tel/Tél : (613) 233-4035 ext./poste 311  
Fax/Télec. : (613) 233-6961

**[Pierre Pontbriand](#)**

Vice President, Communications/Vice-président, Communications  
Canadian Association of Broadcasters/  
L' Association canadienne des radiodiffuseurs  
Phone/téléphone : 613-233-4035, ext/poste 351  
Fax/télécopieur : 613-233-6961