

Diversity on the Rise



CONNECTUS Consulting Inc.

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Diversity on the Rise

- The Canadian Population
- The CRTC
- Canada's Private Broadcasters (including Radio)
- Best Practices for Radio
- Practical Starting Points for Radio
- CAB Diversity Initiatives and Resources



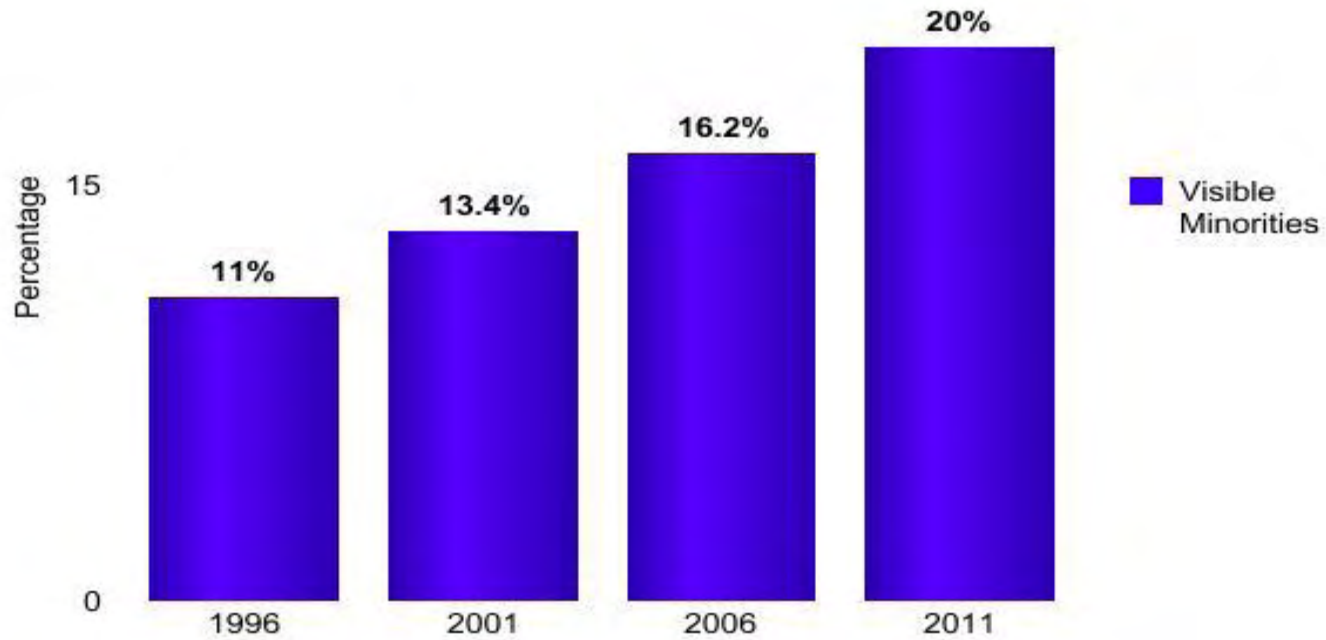
The Canadian Population

- Census 2006: irrefutable evidence of the growth in our population's diversity.
- From 1996 to 2006: Canadian population has grown about five times over in its diversity.
- Major focus for the CRTC: for broadcasters to embrace the principle of diversity



Canadian Population: Ethnocultural Diversity

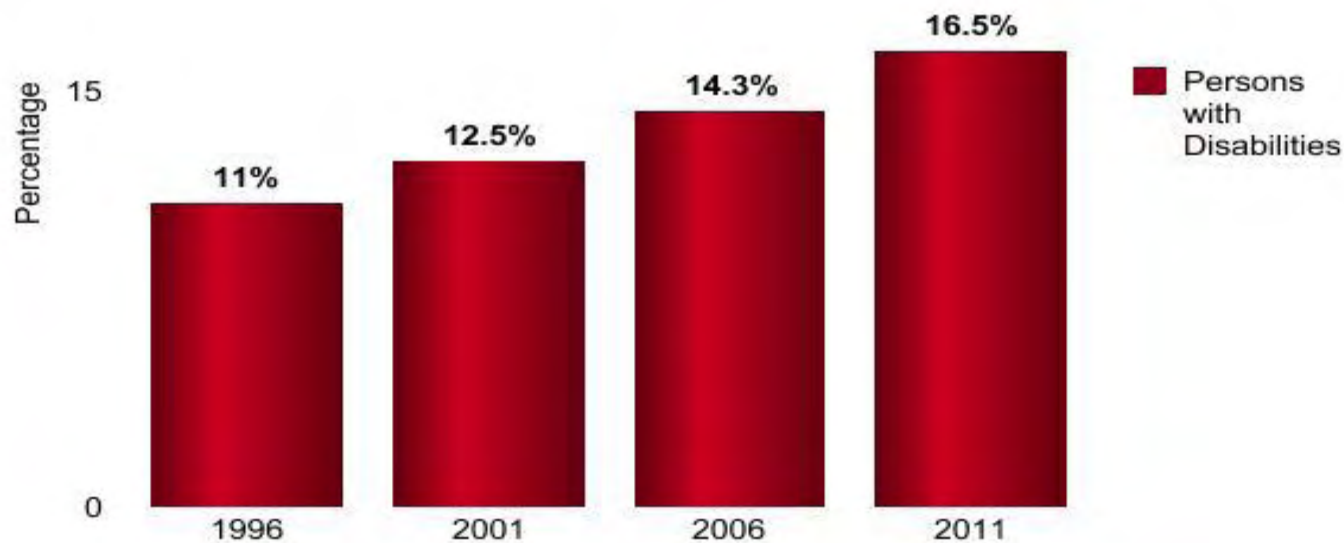
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Canadian Population: Persons with Disabilities

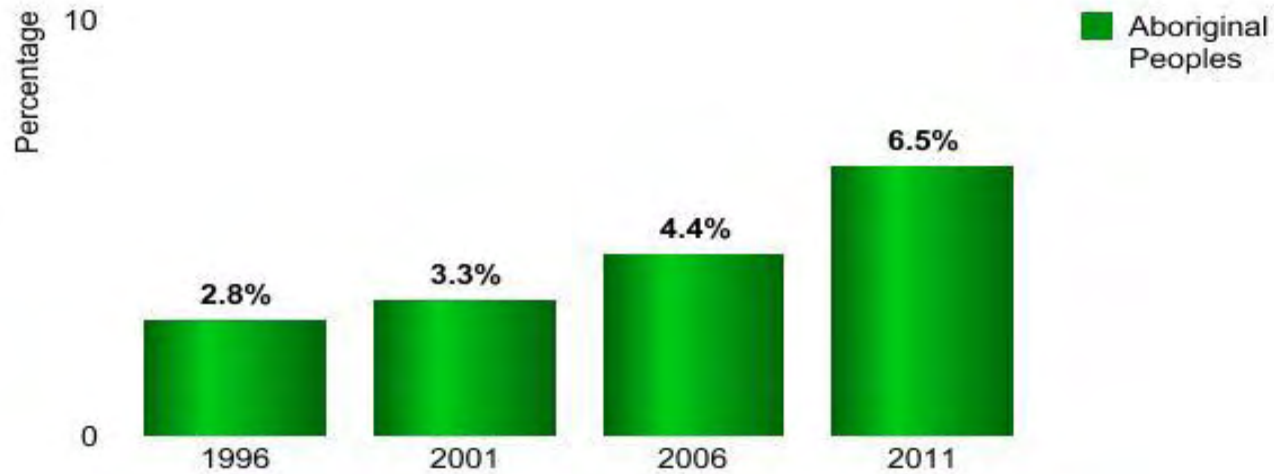
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Canadian Population: Aboriginal Peoples

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Canada's Growing Diversity

- Visible minority population growth is a largely 'urban' phenomenon – but diversity is a reality in markets of all sizes



Diversity: On the Rise with the CRTC

- Key driver: increasing diversity of the Canadian population
 - Task Force for Cultural Diversity on Television
 - Conditions of licence, reporting requirements
 - Research on Persons with Disabilities in Television
 - 2008 Public Hearing: Accessibility Issues for Persons with Disabilities
- CRTC has high expectations about broadcaster diversity initiatives



Diversity: On the Rise with Broadcasters

- Diversity Best Practices
- Annual Reporting
- New Resources, e.g. RTNDA Diversity Toolkit
- New Best Practices and Reporting Template for Radio
- New CAB Equitable Portrayal Code



...On the Rise with Television Broadcasters

- Diversity Initiatives reported to the Commission, including:
 - Employment practices
 - Internal initiatives
 - Diversity representation in news programming
 - Guest experts
 - Interstitials; PSAs
 - Support for industry activity
 - Community relations and outreach initiatives



...On the Rise with Television Broadcasters

- Key 'challenges' from broadcasters' perspective:
 - Integrating inclusion of diversity into corporate culture
 - Small markets and population realities – diversity planning with limited target population?
 - Talent pools for increasing industry participation
 - Encouraging participation of producers



Diversity: On the Rise with Radio

- Diversity and Radio: less 'visible' than television
- Introduction of Best Practices through the 2006 Review of Commercial Radio; approved in Public Notice 2007-122
- Reporting template for Radio now developed
- Lessons learned from television proving valuable
- Realities of diversity in small markets – home to many radio operators – acknowledged by the Commission...



Diversity: On the Rise with Radio

- Public Notice 2007-122 sets out reporting dates for radio:
- Large radio operators (>\$50M revenues) – annually, beginning January 31, 2009
- Medium operators (\$20M - \$50M revenues) – beginning November 2, 2012 (for the 2008 2012 period) and then every five years
- Smaller operators (<\$20M revenues) – exempt from reporting, but provide information on Diversity Best Practices at licence renewal



Diversity Best Practices for Radio

- Three key areas for Best Practices, grouped as:
 1. Programming (music, spoken word, news/information)
 2. Employment (hiring, recruiting, retention; role for education)
 3. Community and Industry Outreach (integrating diversity at the local level)



Diversity Best Practices for Radio

- A number of approaches to each Best Practice: can be incremental, does not happen all at once – but over time
- Can begin with adopting a diversity philosophy and – especially for Radio – connecting with local communities (e.g. a group/station vision statement for diversity)
- Building and leveraging local relationships is key



Diversity Best Practices for Radio – Reporting Template

- The CAB has developed an easy-to-use Diversity Reporting Template, available at the Diversity in Broadcasting Website
- Each section includes a statement of principle, and a point-by-point guide for reporting.
- For example: **Community and Industry Outreach**



Diversity Reporting Template

Statement of Principle:

“Radio stations are intensively local services with strong ties to their communities.

“Each station or corporate group supports diverse organizations in their respective community, and receives input and feedback from the community with respect to the inclusion and reflection of cultural diversity.”



Diversity Reporting Template

1. Please provide information about any initiatives you may be involved in to promote and support diversity within your community.
2. Describe any formalized community consultations you've conducted to solicit feedback and input from community leaders, organizations, students and members of the public.
3. Describe how you receive feedback from your audience, particularly in relation to diversity, and how you use that feedback.
4. Please provide information about any initiatives you may be involved with to promote diversity in the broadcast industry as a whole.



Five Practical Starting Points

1. Understand and reflect your market: diversity comes in many forms
2. Help the CRTC to understand your market: don't assume they know
3. Position your existing initiatives: begin monitoring and tracking, start an inventory, adapt to your systems
4. Use existing information and resources to your advantage: CAB Diversity in Broadcasting website
5. Leverage your knowledge of the local community: can promote diversity on-air and online



Many Resources are Available

- CAB Diversity in Broadcasting Website
- Related research and information brochures
- Diversity-related websites in Canada, the U.S. and other jurisdictions
- Demographic information is available through Statistics Canada – Community Profiles



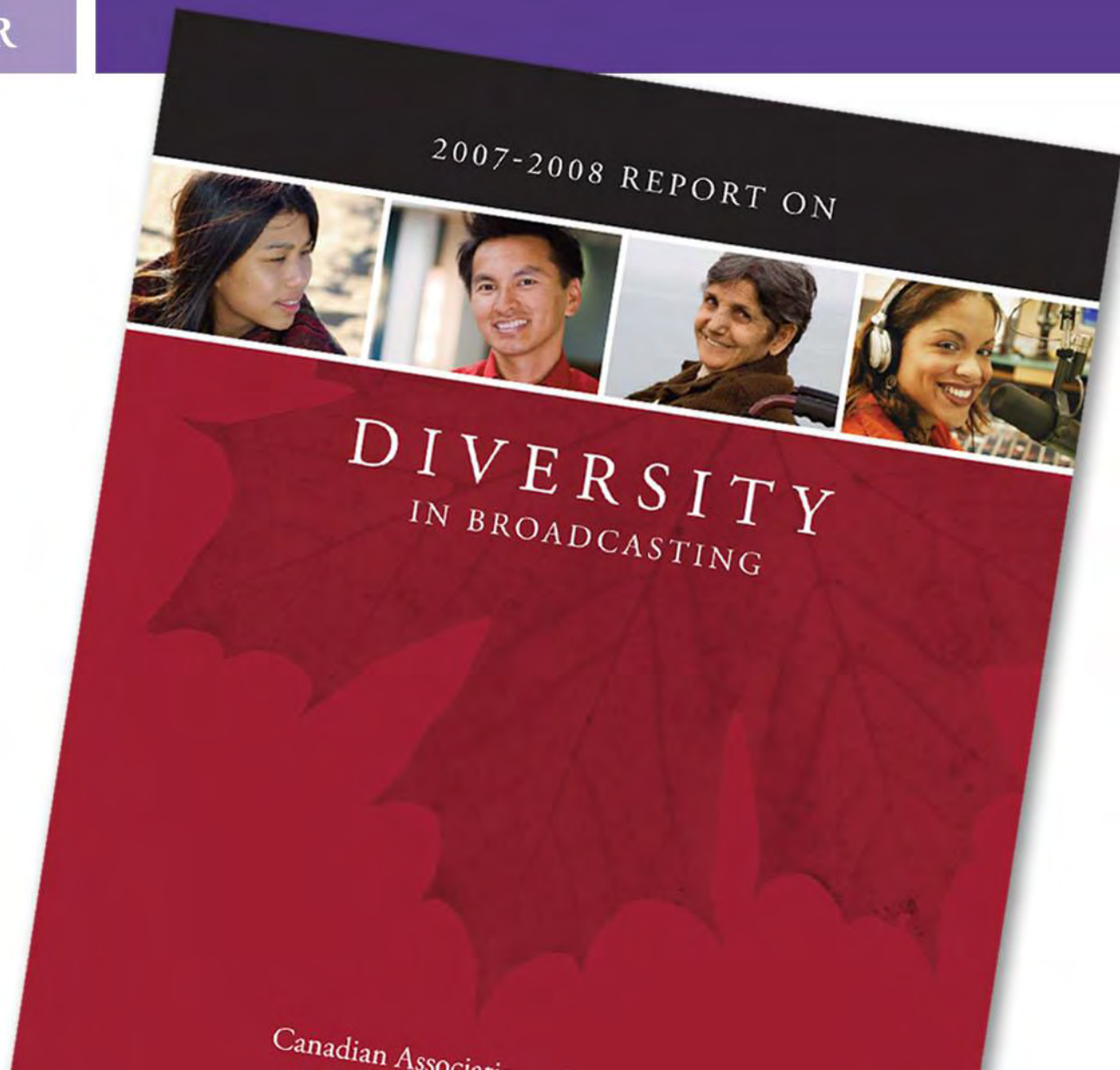
CAB Diversity in Broadcasting website

The screenshot shows a web browser window with the following elements:

- Browser Title Bar:** CAB - Diversity in Broadcasting - Welcome - Windows Internet Explorer
- Address Bar:** http://www.cab-acr.ca/english/social/diversity/default.shtm
- Navigation Bar:** File Edit View Favorites Tools Help
- Page Navigation:** Français Contact Us CAB Site
- Header:** CAB | ACR logo and "Diversity In Broadcasting" title.
- Left Sidebar (Navigation Menu):**
 - Diversity in Broadcasting Home
 - CAB Annual Report on Diversity in Broadcasting
 - Task Force for Cultural Diversity on Television
 - Industry Initiatives, Best Practices and Guidelines
 - Persons with Disabilities
 - CAB Diversity Awards
 - What the Industry is Doing
 - Media Centre
 - Events
 - Additional Resources
- Main Content Area:**
 - Welcome**
 - The Diversity in Broadcasting website is an initiative of the Canadian Association of Broadcasters on behalf of Canada's private broadcasters.**
 - Canada is a culturally diverse nation, comprised of a multitude of ethnocultural and Aboriginal groups. Private broadcasters recognize this diversity, and strive to ensure that our airwaves reflect all Canadians.**
 - It is our hope that this website will act as a central information resource, providing key information and links on the issues relating to diversity in broadcasting for private broadcasters and other industry stakeholders, including ethnocultural and Aboriginal groups. Within the Diversity in Broadcasting site, you will find background information on this initiative, as well as best practices, the CAB Action Plan on the presence, portrayal and representation of persons with disabilities, and links to other industry initiatives and events.**
- Footer:** Internet 100%



CAB Resources



CAB Resources

CAB Diversity Update



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:

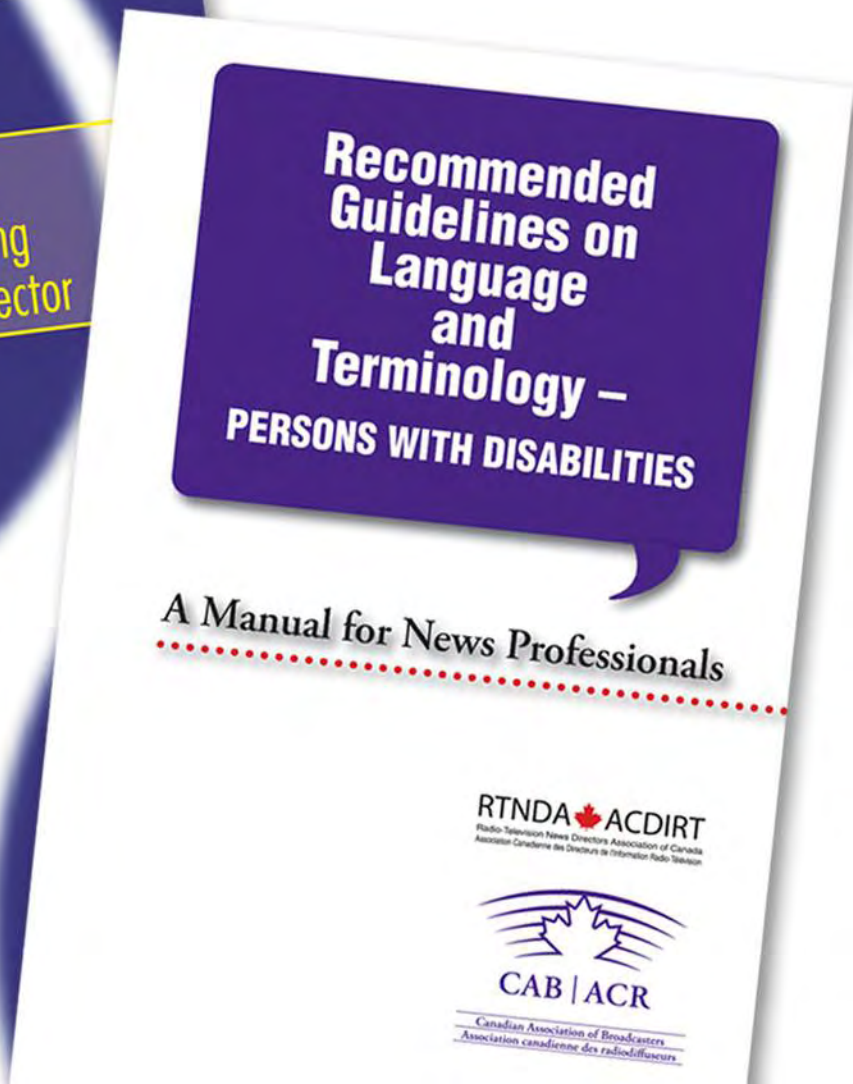
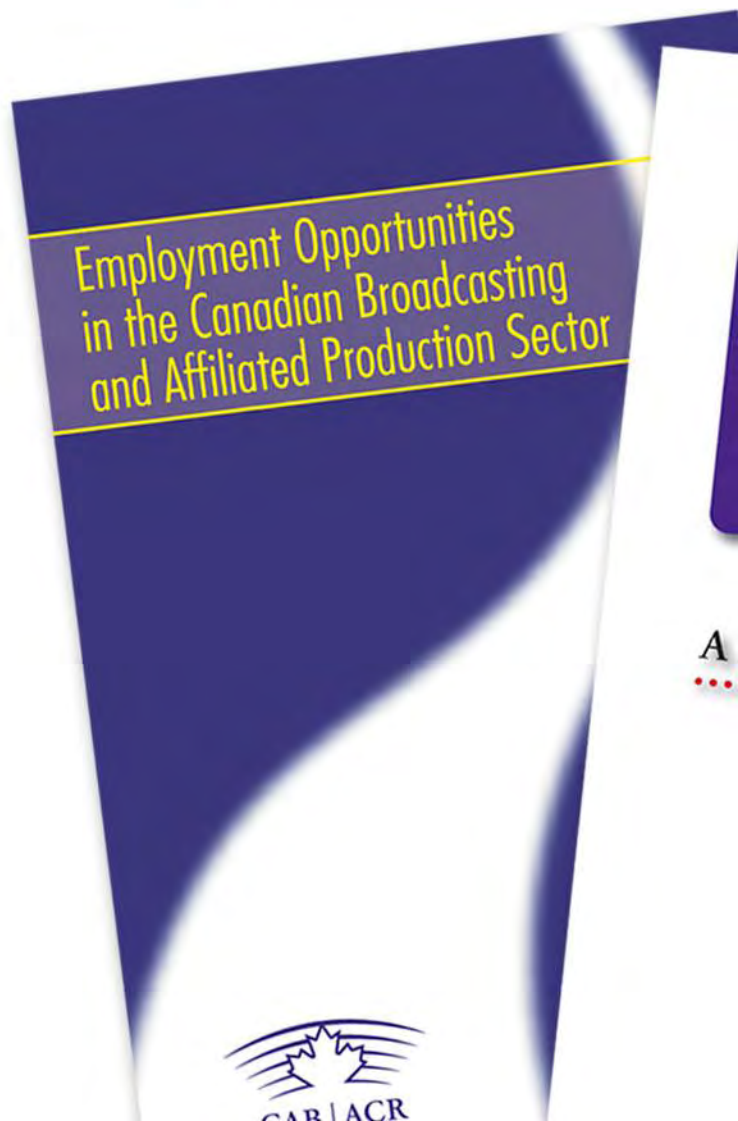
- Cook Ross [Diversity Toolkit](#) offers a comprehensive outline of strategies and initiatives.

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

The CAB is constantly
you to

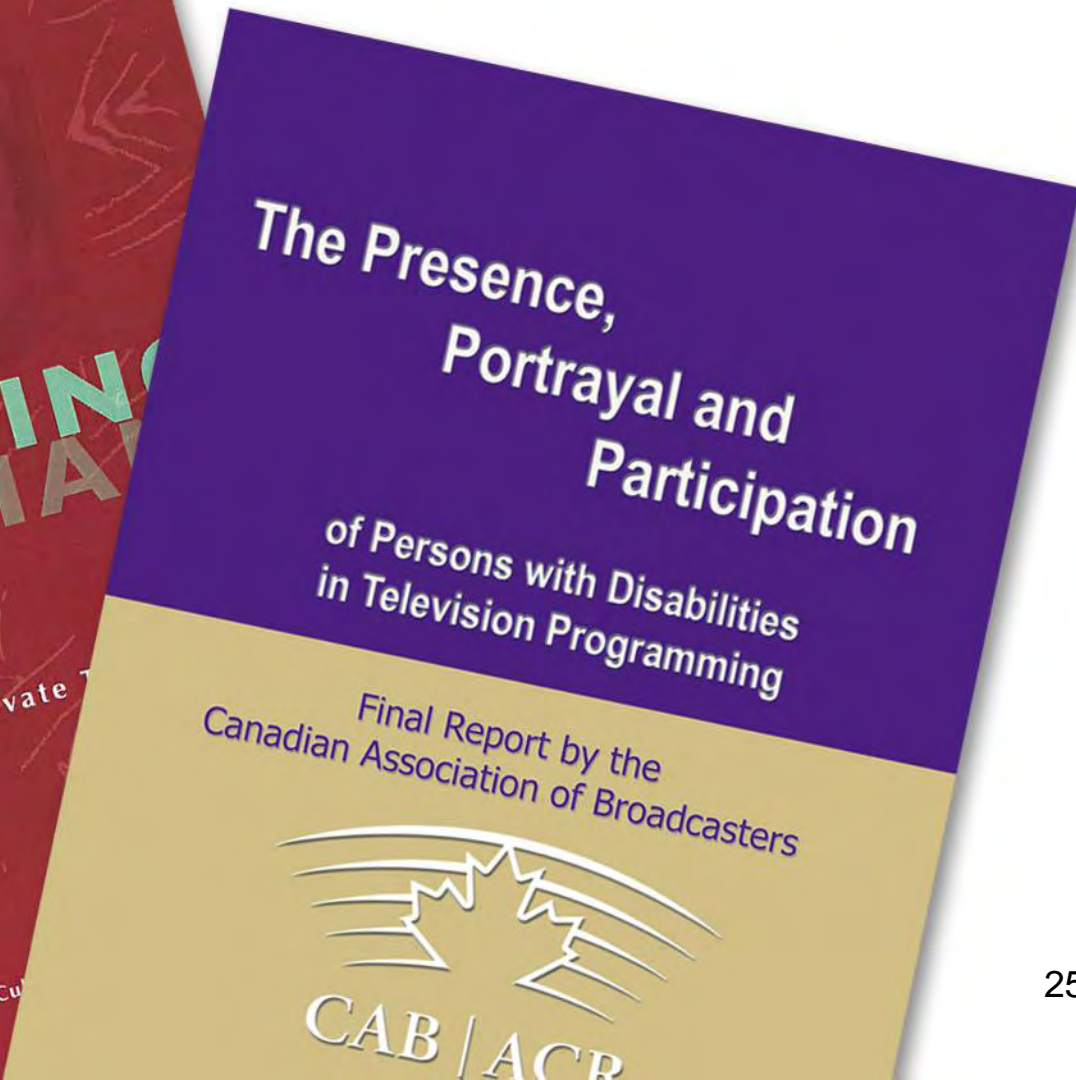
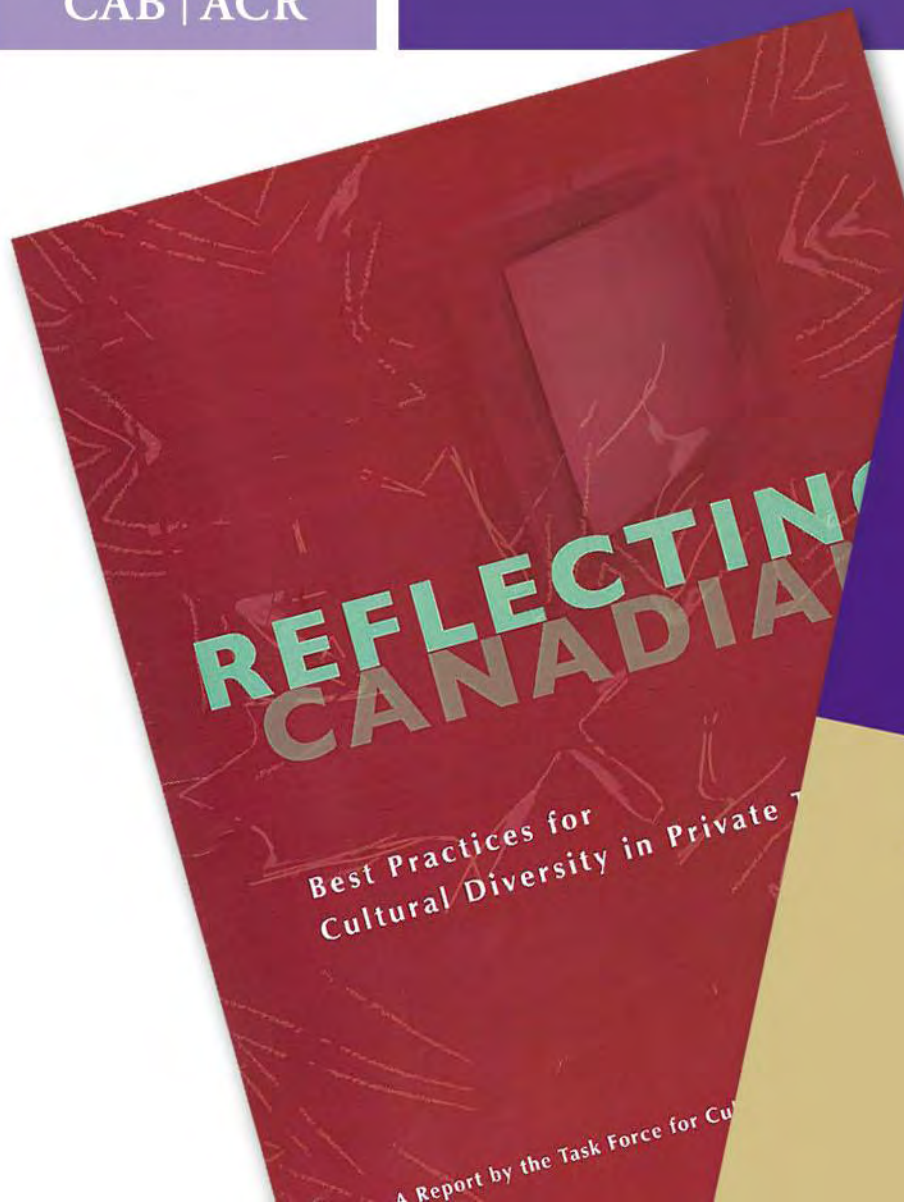


CAB Resources





CAB Resources





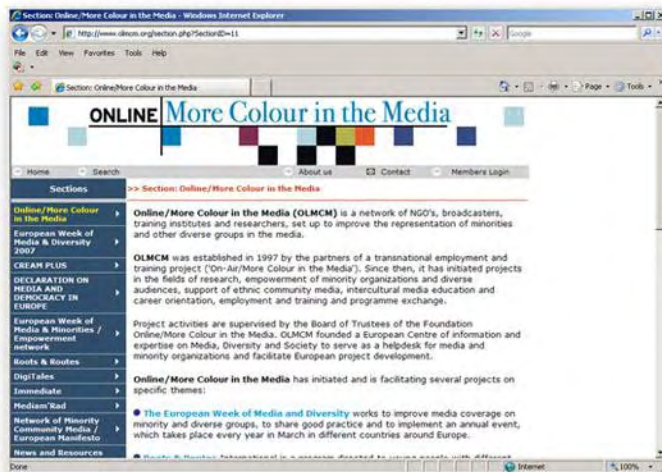
Links to External Resources



www.rtdacanada.com/Content.asp?PageID=2.9



www.diversitytoolkit.org.uk



www.olmcm.org/section.php?SectionID=11



www.managementmarketing.unimelb.edu.au/mcib/Diversity.cfm



Links to External Resources

- Other information on national and local diversity:
 - Statistics Canada Census 2006 Community Profiles
<http://www12.statcan.ca/english/census/Index.cfm>
 - Solutions Research Group: Diversity in Canada
<http://www.srgnet.com/diversity/index.html>




CAB Diversity in Broadcasting website

CAB - Diversity in Broadcasting - What the Industry is Doing - Windows Internet Explorer

http://www.cab-acr.ca/english/social/diversity/industrydoing.shtm

File Edit View Favorites Tools Help

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 **Diversity**
In Broadcasting

Diversity in Broadcasting Home

CAB Annual Report on Diversity in Broadcasting

Task Force for Cultural Diversity on Television

Industry Initiatives, Best Practices and Guidelines

Persons with Disabilities

CAB Diversity Awards

What the Industry is Doing

Media Centre

Events

Additional Resources

What the Industry is Doing

[Aboriginal Peoples Television Network](#)

[Astral Media](#)

[Astral Media, Groupe TVA et TQS](#)

[Canadian Association of Broadcasters \(CAB\)](#)

[Canadian Television Fund \(CTF\)](#)

[Canadian Film and Television Production Association \(CFTPA\)](#)

[CanWest](#)

[CTVglobemedia](#)

[National Campus and Community Radio Association \(NCRA\)](#)

[Quebecor Inc.](#)

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Diversity on the Rise - Summary

- Diversity a rapidly growing – presence on the Canadian landscape
- The CRTC's commitment to advancing diversity in the broadcasting industry is consistent and on-going
- Broadcasters are demonstrating leadership, pushing forward on Best Practices
- Community outreach is a key starting point for Radio
- For broadcasters, embracing the principle of diversity is key – it makes good business sense



CAB Contacts

Diversity in Broadcasting

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This presentation to be posted at:

<http://www.cab-acr.ca/english/social/diversity/default.shtm>