

**Association canadienne
des radiodiffuseurs**

La diversité en radiodiffusion

Rapport 2005-06

**Annexe B
Réponses des partenaires**



28 avril 2006



ASSOCIATION OF CANADIAN ADVERTISERS

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Mr. Glen O'Farrell
President and CEO
Canadian Association of Broadcasters
306-350 Sparks
Ottawa, Ontario K1P 5S2

February 16, 2006.

Dear Mr. O'Farrell:

Re: Cultural Diversity on Television

We wanted to respond as best we could to your letter (January 26, 2006) requesting relevant information on initiatives undertaken by our organization with respect to Diversity in Broadcasting.

A few years ago, you may recall, our organization and the broader advertising community undertook an initiative through Advertising Standards Canada which sought to raise awareness of the value and importance of featuring visible minorities in commercial spots. This was a very successful project and led many advertisers to cast and feature visible minorities in much of their advertising.

Today it is commonplace to see Canada's diverse population regularly reflected in its broadcast advertising. If you have watched any of the Turin Olympic coverage, for instance, you will have noticed the Tim Horton's spot featuring an Asian-Canadian family and the RBC disabled hockey team spots. The CIBC spot running currently featuring Elvis Stoiko and a young up and coming new-Canadian figure skater also comes to mind. The very unique Unilever spots for Dove soap featuring 'average' or 'normal' looking women is yet another example. There are many others.

Unfortunately, we do not track these occurrences, and therefore could not give you any definitive count. Perhaps the Television Bureau of Canada could be helpful in this regard. A specific enquiry as well with Advertising Standards Canada might prove useful.

We trust this is helpful.

Sincerely,

Robert Reaume
Vice President, Policy & Research



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Monday, November 14, 2005

Mr. Glenn O'Farrell
President and CEO
Canadian Association of Broadcasters
306-350 Sparks
Ottawa ON K1P 5S2

Dear Mr. Farrell:

Thank you for your letter of October 14th, 2005, regarding Diversity in Broadcasting. As a provincial government agency, we are mandated to adhere to and promote the highest caliber of cultural, ethnic and minority standards, including those for persons with disabilities.

We have, as requested, reviewed our existing eligibility and funding criteria looking for potential systemic barriers, and have also ensured that our incentives do not discriminate in any fashion and promote diversity in all programs, incentives and initiatives offered, both on- and off-screen.

As one of the smaller provincial funding agencies, we do not have a single person dedicated to the development, implementation and communication of and measurement of cultural diversity best practices specific to the sector, but we have ensured that all staff are aware of the reports and initiative recommended by the CAB and bear them in mind at all times when evaluating applications for funding or other related activities undertaken by the agency.

You may consider me to be the main contact within the organization with regard to diversity issues. I would love to meet with you to ensure that our agency is aware of all relevant issues. Should you be in the area, please do contact us, and we will do the same should we find ourselves traveling to the Ottawa area in the near future.

Sincerely,

Jon Downey
Manager, New Brunswick Film

cc: Roger Cyr
Executive Director
BNB Investment & New Brunswick Film

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January 9, 2006

Mr. Glenn O'Farrell
President and CEO
Canadian Association of Broadcasters
306 – 350 Sparks
Ottawa, ON
K1P 5S2

Dear Mr. O'Farrell,

Thank you for your recent letters concerning RTNDA's Diversity Initiative and the CAB's 2005 annual convention in Winnipeg.

RTNDA was delighted to contribute to the success of *The Future Summit* and we look forward to assisting the CAB with the 2006 conference in Vancouver if it so desires.

RTNDA's Diversity Initiative has moved into its next phase. The Diversity Committee, lead by Renato Zane of OMNI Television, has produced a bilingual PSA campaign which was distributed last fall and is now working on the production of a Diversity Toolkit. Among other things, the toolkit will assist broadcast newsrooms in becoming more diverse in the hiring of staff and in the stories they tell. As part of the initiative, RTNDA will also undertake a study of diversity in the broadcast news media in Canada.

We will certainly share any of our work with the CAB and welcome any input/feedback it is willing to offer. A copy of the television PSA's was forwarded to Tina Van Dusen last fall. I have enclosed another DVD copy of "Everyone's Story" with this letter. →

RTNDA appreciated the invitation to participate in the CAB's Stakeholder Forum which preceded the release of the research report on *Persons with Disabilities in Television Programming*. Renato Zane and I attended and found the event to be extremely relevant to RTNDA's diversity project.

Last month, Susan Wheeler and I briefly discussed the review of industry codes contained in the Disabilities in Television report, specifically the issues of "unbalanced coverage" of persons with disabilities. Article 2 of the RTNDA Code of Ethics – Equality – states "Broadcast journalists will report factors such as race, national or ethnic origin, colour, religion, sexual orientation, marital status or physical or mental disability only when they

are relevant.” I advised Susan that RTNDA may choose to review its Code with reference to the recommendations in the report.

The Disabilities Report suggests the CAB work with RTNDA and the disability community to develop educational materials on inappropriate use of language in news, to address an imbalance of coverage in disability issues and to produce a PSA. Our resources are limited given our volunteer-based membership. However, RTNDA will strive to do what it can to assist the CAB in these endeavours. At the same time, we will keep you and our CAB colleagues up-to-date on our efforts pertaining to diversity issues.

We look forward to working with the CAB on these and other initiatives in the future.

Sincerely,

A handwritten signature in black ink that reads "Terry Scott". The signature is written in a cursive style with a long horizontal line extending from the top of the "T".

Terry Scott
President

c.c. Renato Zane, Vice President, News, OMNI Television
Susan Wheeler, Senior Director, Policy and Regulatory Affairs, CAB



February 23, 2006

Mr. Glenn O'Farrell
President and CEO
Canadian Association of Broadcasters
350 Sparks St., Suite 360
Ottawa, Ontario
K1P 7S8

Dear Glenn:

Recently, you wrote asking Telefilm Canada to outline the programs it administers that promote diversity within the Canadian television, feature film and new media sectors.

We at Telefilm are very proud of our efforts to support diversity. In our world, we define diversity very broadly so that it includes our programs to support not only Canada's growing ethnic population but also its Aboriginal and Francophones outside of Quebec communities.

- **The Canadian Television Fund Special Initiatives Stream (www.canadiantelevisionfund.ca) :**
 - **The Aboriginal Language Production envelop:** Telefilm Canada administers the Canadian Television Fund. It has a special envelop specifically designed to support aboriginal language productions. It recognizes the unique characteristics and challenges of Canada's aboriginal language television market. To be eligible, the individual producer must be a self-declared aboriginal and must own 51% of the Production Company and copyright in the production. While programming that is funded by the CTF must meet the general goal and objectives of the Canadian Television Fund, it must be delivered and broadcast 100% in an Aboriginal language. Because of this, it is sometimes necessary to apply a more liberal interpretation of the CTF's definition of eligible programming;
 - **The French-Language Productions outside of Quebec Initiative:** This program is specifically designed to encourage official-language production in Canada by companies outside the province of Quebec who produce primarily in French. The spirit and intent is to ensure that stories from French-language communities outside of Quebec are told on Canadian television. The initiative is only available to applicants and productions which, at the CTF's sole discretion, are clearly products of those communities. Applicants must meet all other CTF terms and conditions.

- **Telefilm Canada's Training programs (www.telefilmcanada.gc.ca):**
 - The Spark Plug Program: Through this program, Telefilm Canada seeks to strengthen the abilities of talented, mid- to advanced-career visible minority and Aboriginal producers who have an interest in developing dramatic television programming for broadcast in Canada. It is delivered in both official languages and it includes funds for Banff fellowships, professional development, project development and audience development.
 - The Industrial and Professional Development Fund (IPDF): Approximately \$500,000 is available in the Industrial Professional Development Fund ("IPDF") to provide grants to organizations active within the industry to deliver high calibre mid-career training. There are two specific programs of note that have been funded recently through the IPDF:
 - The CFTPA's Mentorship Program (www.cftpa.ca): program gives members of visible minority groups and people of aboriginal descent the opportunity to gain production experience. The emphasis of this program is direct involvement in producing, while creating enhanced professional development opportunities for emerging and mid-level professionals. That will create employment prospects; give participants production credits; solidify their skills; and allow them to compete for mid-level positions in the sector
 - The Indie Film Lounge (www.reelworld.ca): Launched in September 2002, the indie film lounge was conceived as a two day symposium to open doors for emerging filmmakers from our many ethnic communities, while introducing them to established members of the Canadian and international film community. September is an especially important month for Toronto, with many international and national industry professionals descending on the city to attend the Toronto International Film Festival. ReelWorld felt that this was the perfect time of year to host such a platform.

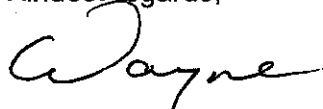
- **The Canada Showcase program (www.telefilm.gc.ca) :** is aimed at increasing the awareness of high quality Canadian works at Canadian festivals, more specifically films (including short films), television programs and new media productions. *Canada Showcase* further seeks to encourage opportunities to celebrate, showcase and market Canadian works at festivals that are international, national or regional in scope. In recent years, Telefilm has, through this program, supported a number of festivals listed below that have taken place across Canada:
 - Toronto Reel Asian International Film Festival;
 - Gimli Film Festival;
 - Reel World Film Festival (Toronto);
 - Global vision International Documentary Festival (Edmonton);
 - Flicks Children's Festival (Saskatoon);
 - Freeze Frame Children's Festival (Winnipeg);
 - Dragons and Tigers (Vancouver International Film Festival);
 - Vues d'Afrique (Montreal)

Finally, Telefilm certifies treaty co-productions and actively supports programs that encourage co-productions through its international festivals programs, organizing events such as its well known Immersion program or hosting foreign delegations when they come to Canada. Co-production is an important way for Canada to build bridges around the world and it encourages diversity of story telling about Canada around the world. At the moment, Canada has over 50 co-production treaties world wide.

We hope this information will assist you in responding to the CRTC. If you or your staff require any further information, they can either contact my office or go directly to Elizabeth McDonald, Senior Policy Advisor, Industry Development (mcdonae@telefilm.q.c.ca; 613-943-0636).

Finally, Glenn, I would like to assure you that we would welcome an opportunity to work with the CAB to identify new programs and resources that would serve your needs and meet our overall shared goal of increased diversity on Canadian screens.

Kindest regards,



Wayne Clarkson
Executive Director

c.c. Susan Wheeler, CAB

Hope this is
helpful.
