



**Canadian Association
Of Broadcasters**

2005-06

**Report on
Diversity in Broadcasting**

Appendix A

Correspondence with Partners



April 28, 2006



**Canadian
Association of
Broadcasters**

**L'Association
canadienne des
radiodiffuseurs**

October 14, 2005

In its report completed in July 2004, the Canadian Association of Broadcasters (CAB) *Task Force for Cultural Diversity on Television* recommended a series of comprehensive Best Practices designed to help ensure that all broadcasters contribute to a system that accurately reflects and includes the presence of cultural, ethnic and racial minorities, and Aboriginal peoples of Canada. At the same time, the Task Force recognized the need to advance cultural diversity initiatives through an industry-wide approach, which fully engages the non-regulated segment of the industry.

On a related issue, the CAB submitted to the Canadian Radio-television and Telecommunications Commission (CRTC) on September 16th its research report titled *The Presence, Portrayal and Participation of Persons with Disabilities in Television Programming*. This 100-page report and research study are the culmination of the work set out in the CAB Action Plan submitted to the CRTC in August 2004. As a result, Canada's private television broadcasters will undertake a series of initiatives, including the production of Public Service Announcements (PSAs), brochures on employment in the broadcasting and production sectors, and working with the Radio-Television News Directors Association (RTNDA) on the use of inappropriate language, and review of the CAB Industry Content Codes.

Private broadcasters can act as a catalyst for change, but in order to be fully effective in fulfilling diversity objectives, an equal commitment and on-going cooperation from other industry stakeholders are required. A genuine level of participation from producers, directors, writers, funding agencies and all other industry partners is needed if we are to reflect Canada's diverse population. Partnerships and strategic alliances amongst stakeholders can play an important role in building awareness and driving solutions.

Both of these reports made recommendations on initiatives industry partners can undertake to advance diversity such as the development of a database to help identify creative talent from diverse backgrounds and ensuring a section of their website is devoted to diversity and is accessible to persons with disabilities. The reports and recommendations can be found at <http://www.cab-acr.ca>.

Taking action to ensure that industry sectors communicate with each other on diversity initiatives and build relationships, the CAB launched the ***Diversity in Broadcasting website*** in July of 2005. The ***Diversity in Broadcasting*** site has been developed as a central information resource, providing key information and links on issues and initiatives relating to diversity in broadcasting for private broadcasters and other industry stakeholders, including ethnocultural, Aboriginal groups, and persons with disabilities.

The CAB ***Diversity in Broadcasting*** site already provides information on initiatives undertaken by various industry stakeholders in direct response to the Industry Initiatives recommended by the Task Force. Similar information dealing with persons with disabilities will be added on an on-going basis. However, there is still much work to be done, and the CAB requires your assistance.

I am writing today to request that you share with the CAB any relevant information or materials on initiatives undertaken by your organization with respect to ***Diversity in Broadcasting*** in response to the Task Force recommendations, as well as any initiative(s) dealing with persons with disabilities. By creating a central repository of information linking directly to stakeholders' sites, we can provide key information on issues relating to diversity in broadcasting to ethnocultural and Aboriginal groups, persons with disabilities, members of the broadcast and production industries and diverse communities, as well as decision-makers and the general public.

If you have any information to pass along, or would simply like more information on the ***Diversity in Broadcasting*** initiative, please feel free to contact Susan Wheeler, Senior Director, Policy and Regulatory Affairs at the CAB (swheeler@cab-acr.ca, (613) 233-4035, ext. 320). We would also greatly appreciate it if you could identify the main contact on diversity issues within your organization so that we can keep lines of communication open between our organizations to work collectively to ensure progress on diversity in broadcasting.

Sincerely,

A handwritten signature in black ink, appearing to read 'Glenn O'Farrell', written in a cursive style.

Glenn O'Farrell
CAB President and CEO

c.c. Martine Vallée, Director, Discretionary Services and Social Policy, CRTC



Canadian
Association of
Broadcasters

L'Association
canadienne des
radiodiffuseurs

January 26, 2006

I am writing to follow up on my letter of October 14, 2005, regarding the recommended Best Practices suggested by the Canadian Association of Broadcasters (CAB) *Task Force for Cultural Diversity on Television*. As noted in that previous letter, the Task Force stated that in order to ensure a system that accurately reflects and includes the presence of cultural, ethnic and racial minorities, and Aboriginal peoples of Canada, an industry-wide approach which fully engages all industry stakeholders is required.

The CRTC noted in its response to the Report of the Task Force (Broadcasting PN 2005-24) that it was encouraged by the recommended industry-wide approach that would include all stakeholders and called on broadcasters, via the CAB, “to work with the larger industry (emphasis added), with governments, funding agencies and community groups, as well as with other parties and organizations active in matters involving cultural diversity, to develop formal, ongoing communications about diversity and diversity initiatives.”

Private broadcasters can act as a catalyst for change, but in order to be fully effective in fulfilling diversity objectives, an equal commitment and on-going cooperation from industry stakeholders are required. A genuine level of participation from producers, directors, writers, funding agencies and all other industry partners is needed if we are to reflect Canada’s diverse population. Partnerships and strategic alliances amongst stakeholders can play an important role in building awareness and driving solutions.

I am requesting that you share with the CAB any relevant information or materials on initiatives undertaken by your organization with respect to Diversity in Broadcasting, including any initiative(s) dealing with persons with disabilities.

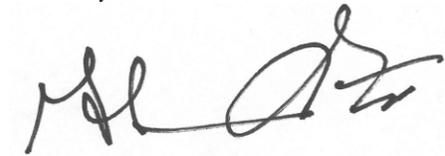
These initiatives will be reflected on the CAB *Diversity in Broadcasting* website to demonstrate what steps are being taken by all industry partners. By creating a central repository of information linking directly to stakeholders’ sites, we can provide key information on issues relating to diversity in broadcasting to ethnocultural and Aboriginal groups, persons with disabilities, members of the broadcast and production industries and diverse communities, as well as decision-makers and the general public.

The CAB *Diversity in Broadcasting* site already provides information on initiatives undertaken by various industry stakeholders in direct response to the Industry Initiatives recommended by the Task Force. Similar information dealing with persons with disabilities will be added on an on-going basis. However, there is still much work to be done, and we need your assistance.

The CAB will file a report with the CRTC in March 21, 2006 outlining its progress in advancing the initiatives identified in the Task Force and the Persons with Disabilities reports. The CAB will include any feedback it receives from its industry partners in its report to the Commission.

If you have any information to pass along, or would simply like more information on the ***Diversity in Broadcasting initiative***, please feel free to contact Susan Wheeler, Senior Director, Policy and Regulatory Affairs at the CAB (swheeler@cab-acr.ca, (613) 233-4035, ext. 320). We would also greatly appreciate it if you could identify the main contact on diversity issues within your organization so that we can keep lines of communication open between our organizations to work collectively to ensure progress on diversity in broadcasting.

Sincerely,

A handwritten signature in black ink, appearing to read 'Glenn O'Farrell', written over a light grey rectangular background.

Glenn O'Farrell
CAB President and CEO

c.c. Martine Vallée, Director, Discretionary Services and Social Policy, CRTC

INDUSTRY INITIATIVES LETTER SENT TO STAKEHOLDERS (ENGLISH)

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