

Diversity in Broadcasting



- ❖ Canada is a culturally diverse nation, comprised of a multitude of ethnocultural, regional and Aboriginal groups, as well as persons with disabilities. Private broadcasters recognize this diversity, and strive to ensure that our airwaves reflect all Canadians through the development and implementation of initiatives that improve and advance diversity in the industry.
- ❖ In 2004, the CAB adopted the recommendations advanced by the Task Force for Cultural Diversity on Television. These recommendations were made following a major qualitative and quantitative study on ethnocultural minorities and Aboriginal peoples in Canadian television.
- ❖ Greater diversity in private broadcasting means a greater reflection of Canada’s highly diverse population, enabling audiences to see and hear themselves through programming and community-based initiatives. In this regard, **the CAB continues to play a major role in leading the development and implementation of many diversity initiatives.** Among these initiatives are:
 - The **Best Practices and Industry Initiatives** recommended by the Task Force for Cultural Diversity on Television were unanimously endorsed by the CAB's Television and Specialty and Pay Boards in May 2005.
 - The **Diversity in Broadcasting website** (www.cab-acr.ca/diversityinbroadcasting), which ensures that the initiatives undertaken by broadcasters across the country to reflect Canada’s diversity are captured in a single resource-filled web portal.
 - Four categories of **Gold Ribbon Awards** to encourage, recognize and celebrate the diversity of Canada and applaud those private broadcasters who embrace diversity in their delivery of programming to Canadians.
 - **Best Practices for Diversity in Private Radio** (pending CRTC approval)
- ❖ An important aspect of the CAB’s work on diversity is the advancement and growth of initiatives in relation to **Persons with Disabilities.** The CAB, working with the Joint Societal Issues Committee, produced its final report on the *Presence, Portrayal and Participation of Persons with Disabilities in Television Programming* in June of 2006. In its response to the Report, the Commission saluted the CAB’s leadership on this issue, noting that the initiatives recommended in the Report were “**tangible and concrete**”, and had the potential to contribute significantly to the attainment of several objectives of the *Broadcasting Act*.
- ❖ The CAB launched a number of initiatives on Persons with Disabilities in the Fall of 2006. These include:
 - The launch of a **Public Service Announcement** campaign, entitled “**Open your Mind**”, aimed at demonstrating and encouraging the employability of persons with disabilities in a variety of fields.
 - The release of **Recommended Guidelines on Language and Terminology - Persons with Disabilities: A Manual for News Professionals and Glossary** developed in consultation with RTNDA Canada; and
 - A brochure titled **Employment Opportunities in the Canadian Broadcasting and Affiliated Production Sector**, which outlines the types of employment available in the broadcasting and affiliated production sector.
- ❖ The CAB reports annually to the CRTC on progress made in the area of diversity, as do all private broadcasters.