

CBC ANNUAL REPORT TO HRSDC FOR 2004 EMPLOYMENT EQUITY

EXECUTIVE SUMMARY

1. GENERAL OVERVIEW

CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. It was created as a Crown Corporation in 1936 by an Act of Parliament following a Royal Commission that was concerned about the growing American influence in radio. CBC/Radio-Canada is governed by a Board of Directors which is comprised of 12 members, including both the Chair and the President-CEO. Of the members, four are women and one is an Aboriginal person.

Mandate

The 1991 Broadcasting Act states that the programming provided by the CBC should among others "be predominantly and distinctly Canadian and should reflect the multicultural and multiracial nature of Canada". In support of this, the Corporation's stated core values include public service, journalistic excellence, leadership and teamwork in which many people with diverse talents and perspectives work together to accomplish goals.

The notion of diversity is integral to both the Corporation's mission and vision as described in the following:

Mission

CBC/Radio-Canada :

- Tells Canadian stories reflecting the reality and the diversity of our country;
- Informs Canadians about news and issues of relevance and interest;
- Supports Canadian arts and culture;
- Builds bridges among Canadians, between regions and the two linguistic communities of Canada.

Vision

CBC/Radio-Canada will reflect the strength of our country's past, the promise of our future, and the remarkable regional and cultural diversity of our people. Its news and information programming will be acclaimed for the highest possible standards of excellence, professionalism, credibility and accountability.

Corporate Priorities

Included in the eight corporate priorities which guide the way CBC/Radio-Canada does business is recognizing the importance of regional reflection and of the changing face of Canada.

Multitude of Platforms

CBC/Radio-Canada reaches Canadians through eight national radio and television networks, its full-service Web sites, local/regional stations and affiliates, the digital television channel *Country Canada*, and the continuous music network Galaxie. In addition, CBC/Radio-Canada has forged partnerships with other broadcasters including

the Aboriginal Peoples Television Network (APTN) and is a partner in the specialty television service *ARTV* and *The Documentary Channel*. Through this array of activities, CBC/Radio-Canada brings diverse regional and cultural perspectives into the daily lives of Canadians in English, French and eight Aboriginal languages.

The network operations are located in Toronto and Montreal with regional offices located in each province and, the North West Territories/Yukon/Nunavut. The Corporate Office is located in Ottawa. CBC/Radio-Canada's shortwave service which broadcasts in seven different languages around the world, is headquartered in Montreal.

Canada's Top 100 Employers

CBC/Radio-Canada was recognized as one of Canada's top employers, as chosen by Mediacorp Canada Inc. for the 2004 edition of Canada's Top 100 Employers. The Corporation is the only true broadcaster to be named, and is one of only a small number of national public institutions to make this year's list.

II. QUANTITATIVE INFORMATION

The representation rate for women in permanent positions in 2004 continued its steady growth, reaching 42.3% compared with 40.0% in 2000. There were 107 (1.4%) Aboriginal Peoples; 182 (2.4%) persons with disabilities; and 388 (5.2%) members of visible minorities occupying permanent positions in 2004.

Women experienced hiring and promotion rates greater or equal to their representation rates in CBC/Radio-Canada's workforce. The hiring rates for Aboriginal Peoples and members of visible minorities were above their representation rate. For persons with disabilities, while their hiring rate was below their representation rate, their promotional rate exceeded representation.

Year-to-Year Variances

A number of employees that were classified in the Senior Management occupational group in 2003 were re-classified into National Occupational Classifications in the Middle and Other Management occupational group for 2004.

There were the typical year-to-year (workflow) variances resulting from employee movement within occupations, within geographic locations, changes in employment status and changes in leave of absence status.

The following points highlight specific examples of the year-to-year variance for permanent full-time employees:

- Approximately 175 employees who were temporary in 2003 became permanent full-time in 2004 (+175).
- Approximately 145 permanent full-time employees who were on absence without pay in 2003 returned to regular employment in 2004; Approximately 155 permanent full-time employees went on to absence without pay in 2004 (Net -10).
- Approximately 30 permanent part-time employees in 2003 returned to full-time in 2004; Approximately 35 permanent full-time employees in 2003 went to part-time in 2004 (Net -5).

- Approximately 25 permanent full-time employees in 2004 ended employment on December 31, 2004 (+25).
- Approximately 5 permanent full-time employees who were working abroad in 2003 returned to Canada in 2004. (+5)

III. QUALITATIVE MEASURES

Communications

The CBC's Equity Newsletter published a winter/spring issue in 2004. Newsletter articles covered topics pertaining to all designated groups and included subjects as *CBC Prairies Focuses on Aboriginal Content*, *English Television Initiates Diversity Strategies*, *Ontario French Radio Salutes Diversity*, *News on Employment Equity Program*, and noteworthy staff changes, to name a few. The Corporate Employment Equity Office has a web page on both the internet and intranet where employees and the public may access information about equity initiatives in the CBC, the newsletters described above, statistics and other relevant information. The web page is updated as new information emerges.

Equity Environment

Best Practices

When the annual report on multiculturalism was tabled in Parliament, CBC was included as a best practice for its comprehensive integrated programs of activities undertaken to promote multiculturalism.

Corporate Social Responsibility

The Globe and Mail's *Report on Business* magazine published its second annual ranking on Corporate Social Responsibility. CBC/Radio-Canada was the top-ranked media company, capturing top spot in a number of key areas such as diversity, health and safety management, and the environment.

Employee Assistance Program

CBC/Radio-Canada's Employee Assistance Program is a confidential counselling service, provided to all employees, retirees and their families. The services are available in both official languages and in Inuktitut in the North. This past year, the EAP sponsored "wellness seminars" on 'Achieving Balance-How to Handle Stress of Work and Family Life'.

The HELP Fund

In 2004, 24 projects were supported by the HELP (Help Energize Local Projects) Fund. The purpose of the HELP Fund is to provide financial assistance for internships, on-the-job developmental opportunities and workplace accommodation for designated group members. Projects include internships in on-air, technical and support roles. There are presently 39% of HELP Fund interns from 1996 who enjoy continuing employment at the Corporation and 64% of those from 2001 are still with CBC/Radio-Canada.

New Voices

English Radio's 'New Voices' initiative was created to develop awareness, programming and staffing opportunities in all of the regional and network departments. The result of this has been the development of some award-winning programs and the employment of designated group members in on-air and supporting roles.

This past year, the HELP Fund and 'New Voices' initiatives partnered again to provide eight internships to members of diverse groups.

Program Exec in Residence 2004/05

English Television launched an initiative to enhance its program management ranks with greater diversity. The initiative is called 'Program Exec in Residence'. The selected individual must have substantial programming experience with an intimate knowledge and understanding of Canada's diversity. Their duties must be integrated into the overall programming and production stream of the selected department, rather than being structured as a separate diversity portfolio.

B.C. Scholarship Program

'Canada Now' recently included the Capilano College Aboriginal Film and Television Program in its list of programs eligible for the 'Canada Now' internships. They are working with the program director to identify Aboriginal students who are interested in a journalism career.

Peter Gzowski Radio Internships

English Radio continued the Gzowski internship program in 2004. This program looks for candidates who are curious, creative and engaged with their community. Of the 2004 interns, 50% are visible minorities. One of the 2003 interns, also a visible minority, has remained with CBC and is pursuing a career in journalism.

Mentoring

An English Services mentoring pilot project is underway. The purpose of this project is to create an effective on-line mentoring toolkit to help CBC employees set up mentoring relationships throughout CBC. The mentor pilot will specifically focus on identifying ten newer or newly-promoted mentoring candidates with strong potential to track and develop over a six-month period. Diversity is a key consideration but the pilot is not restricted to diverse candidates only.

Employment Systems

Employment Systems Review

The employment systems review (ESR) was completed and a report submitted to the Canadian Human Rights Commission in November 2004. The report contains 44 recommendations to address potential barriers, both systemic and attitudinal within the Corporation's employment systems, policies and practices.

New Policies

As new policies and systems are introduced, they will be reviewed by the Employment Equity Office in conjunction with its business consulting partners in the network and regions, as well as the Employment Equity Committee prior to final approval. All new policies are vetted by the Corporate Policy Committee before they are submitted to the Board of Directors for approval.

Flexible Working Arrangements

In the course of its negotiations with the Canadian Media Guild (CMG), the Corporation's largest union accounting for approximately 3,000 employees, the Corporation and the CMG signed off on language regarding alternate work arrangements. Employees covered by the CMG collective agreement will now have access to reduced work week, job sharing, and compressed work week opportunities, expanded access to work at

home opportunities and for other types of alternate work arrangements where it makes sense for both employees and the Corporation.

Initiatives for Designated Groups

a) Recruitment/Outreach

Recruitment

Jobs@CBC/Radio-Canada

In support of the Corporation's diversity initiatives and to strategically and effectively manage its recruitment and hiring processes, CBC/Radio-Canada implemented a corporate-wide, on-line job board/staffing management system in winter 2004. The candidate information collected through this system will assist hiring managers to meet their short-term and long-term diversity hiring and representation goals. Key hiring managers count diversity among their performance objectives for next year.

Diversity Hiring Criteria

Hiring criteria approved by English Radio management stipulate diversity as an essential criterion in the selection of new employees.

Diversity Plans

A Diversity Project Manager (belonging to two designated groups) was hired to implement diversity plans within the English Radio and Television Networks. There is also a Diversity Council made up of representatives from English TV and Radio, supported by Human Resources, which works in tandem with the Diversity Project Manager to ensure diversity strategies are implemented across both media. The diversity strategies must result in significant changes in the way CBC sounds on-air as well as significant changes in the development of diverse staff.

Senior Recruiters

CBC English Network Services working with CBC TV and Radio News has created two new senior recruiter positions with, as one of the mandates, to identify and attract talent from a diversity of backgrounds to the Corporation. Their participation at career fairs has resulted in the hire of Aboriginal and visible minority candidates as reporters in Fredericton and Regina.

Recruitment Results

In an effort to better represent the multi-cultural make-up of Canadian society, English Radio recruited Hosts from diverse backgrounds in 2004. Examples of such recruitment include the hiring of visible minority, Aboriginal and female candidates as hosts of prominent network and regional shows.

A total of nine diversity hires were confirmed for Calgary and Edmonton in the past year including visible minority and Aboriginal candidates.

Thunder Bay English Radio operates a program to hire Aboriginal Canadians for part-time work for a two-year period. In 2004, the station employed six Aboriginal workers, two of these interns occupy regular full-time jobs in Thunder Bay Radio. The program has been successful in increasing the Corporation's ability to reflect this community and increase its number of employees from this community.

English Network Television's Documentary Production Unit hired several visible minorities as producer, host and advocate for a special project *The Greatest Canadian*.

In May 2004, CBC Saskatchewan, Manitoba and Alberta recruited an Aboriginal producer with Aboriginal Peoples Television Network (APTN) to lead the first ever Prairie Aboriginal Content Unit. The three-month secondment arrangement signals a new relationship with APTN, opening the door to other secondments and internships between the two national broadcasters.

CBC Edmonton actively searched for diversity candidates resulting in the recent hire of an Aboriginal producer.

Fifty percent of B.C.'s Communications Department are members of visible minorities. Many of their casual employees are also visible minorities.

CBC North reflects the region through on-air presenters and the stories covered. For example, all three anchors are Aboriginal. Close to 40% of staff are Aboriginals, both on-air and in technical positions. They advertise vacancies in Aboriginal languages, sending by fax to smaller communities, using APTN as television ad space and using Aboriginal magazines/papers.

CBC Newfoundland has been actively seeking candidates of Aboriginal descent for their Goose Bay, Corner Brook and Gander/Grand Falls locations. They have been successful in several opportunities.

Outreach

Part of the Community

CBC Radio Vancouver launched a cookbook contest in 2004. The idea was to gather recipes reflecting the 'Flavours of Vancouver' from listeners and partners. Partners included Vancouver Community College (the largest provider of ESL courses in British Columbia), the Canadian Immigrant magazine and various organizations that work with new Canadians.

Ottawa was key sponsor of Asian Heritage Month and supported the event with programming on all its daily programs. They also partnered with a theatre group made up of new Canadians to sponsor a literary contest; winners were showcased on the Ottawa morning show. It was so successful that it will be run again in 2005.

CBC Regina has been working over a year to develop and pilot an Aboriginal Technical Internship program in collaboration with the Indian Communications Arts program of the First Nations University in Regina. They ran a four-week pilot project last summer with two students, one in English and one in French Television. Their hope is to develop an eight-week program in both radio and television.

National Aboriginal Day is regularly marked with a great deal of attention by CBC Saskatchewan. In 2004, it included a national radio broadcast of the play "My Indian Brother", written by a CBC employee.

The “Prix des lecteurs”, launched in 2000, on Sudbury French Radio, has been extended to become a province-wide celebration. Ten readers serve as jurors for the contest, presenting readings from Ontario’s Francophone authors and selecting the Readers’ award. Each week the authors are interviewed, and readers/jurors offer comment on the work read. In 2004, three of the ten selected authors are of African origin who live in Ontario.

In 2004, a one-day sensitivity session was organized with participation of representatives from <<Les Premières nations Innues du Québec>> and Radio-Canada journalists, chief editors and Radio/TV newsroom researchers. The purpose of the session was to heighten the awareness among Radio-Canada employees of this particular community’s preoccupations.

CBC Maritimes continued to advertise in local specialized or community specific newspapers and publications and going into the community and speaking to groups of individuals where CBC does not currently connect. When hiring temporary editing help, CBC Halifax contacted several Mi’kmaq organizations which resulted in a dramatic increase in resumé’s from the community.

New Faces/New Voices Rolodex is an intranet database that is available to journalists and researchers system-wide. More than 400 new listings of expert sources from a variety of backgrounds have been developed to diversify not only the appearance of a ‘panel of experts’, but also the sources turned to for informed comment and analysis on-air.

Training and Development

Training is an integral component of all CBC funded internships as are identified milestones and feedback for improvement. These criteria must be identified in any proposal for funding from the Corporate Employment Equity Office. All interns under the Corporation’s HELP Fund receive on-the-job training and coaching.

A harassment and discrimination awareness course was delivered to all Toronto English Radio Management staff.

Trainers are regularly sent to the North to develop craft skills such as, for Television, writing news, field producing, interviewing, research 101 and for Radio, investigative journalism, storytelling, show producing, team building and writing. Cultural differences in the North call for a unique approach and the need for tailor-made training. Mentorships or external consultant expertise have to be considered.

b) Promotion

As part of the performance management and development process approved by the Senior Management Committee, a succession planning exercise has been in place at CBC/Radio-Canada for senior management for a number of years now. In some areas, succession planning has been extended to other levels of management.

Performance Management training modules have been developed and training is underway. The goal is to ensure that all employees have a good understanding of the expectations for their performance, and know how well they are doing in relation to these expectations. Sessions are also being held across the country to support managers in further implementing performance management in their areas.

d) Retention and Termination

The HELP Fund and other internship programs in existence at the CBC serve to strengthen designated group members' skills and competencies base to enable them to compete successfully for job opportunities. The mentoring initiatives described earlier also help to ensure the career success of designated group candidates.

e) Workplace Accommodation

Accommodation initiatives covered a wide spectrum of measures including individual ergonomic assessments and recommendations for employees within individual departments, granting flexible hours or part-time employment for employees with child care responsibilities. Accommodations for employees with disabilities included telephone devices and professional grade earphones for hearing impairments, large screen monitors and the installation of large fonts for those with visual impairments; aids including voice recognition software to alleviate repetitive strain injury, choice of location of workstations taking into account proximity to aisles and exits, fitting production trailers with wheelchair ramps to accommodate those who use wheelchairs.

IV. CONSTRAINTS

Self-identification still presents a barrier to accurate reporting on the workforce representation of designated group members. While, there is definitely increased awareness among leaders in the Corporation to achieve greater diversity, the current uncertain labour environment along with technological change, staff reductions and restructuring may impede rapid progress over the next year.

V. CONSULTATIONS WITH EMPLOYEE REPRESENTATIVES

The Employment Equity Committee (English file) met three times in 2004. The EE Committee (French file) met once face-to-face and was kept apprised in writing of discussions and issues throughout the year. Presentations were given to the union representatives for the English and French files on EE terminology, the objectives of the Act, the audit process to date, a summary of the CHRC's Interim Audit Report of Findings (copy of report given to representatives) and the process that would be followed to do the employment systems review. Members were provided with copies of the report and were asked for comments.

VI. FUTURE STRATEGIES

Future strategies include the following initiatives: a) completion of an employment equity plan to address weaknesses found in the ESR c) retrenchment of employment equity principles in all outreach, recruitment and staffing activities through training and sensitization sessions; d) renewed commitment to employment equity by senior management through the setting of hiring goals and accountability mechanism e) champions sought to promote not only the notion of diversity but inclusiveness in all employment systems including recruitment, staffing, training/development and accommodation.