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22 January 2021

Claude Doucet
Secretary General
Canadian Radio-television and
Telecommunications Commission
Ottawa, Ontario K1A 0N2

Dear Mr. Doucet:

Re: 2020 Diversity Report for ZoomerMedia Limited

ZoomerMedia Limited is pleased to submit its 2020 Diversity Report for our television services: VisionTV, ONE: Get Fit (ONE), The Beautiful Little Channel (BLC), CHNU-DT (JoyTV) and CIIT-DT (FaithTV).

We appreciate the opportunity to submit this report.

Yours truly,



Beverley Shenken

Senior Vice-President, Programming & Content / General Manager, Television Division

Encl.



2020 Diversity Report for ZoomerMedia Limited (ZML)
VisionTV, ONE: Get Fit, Beautiful Little Channel,
CHNU-DT JoyTV and CIIT-DT FaithTV
22 January 2021

A. Corporate Accountability

ZoomerMedia Limited is Canada's home to our aging population – representing the unique interests and concerns of the 50+ demographic. With captivating programming that includes classic and contemporary series and films, socially-charged documentaries, and multi-faith religious content, we strive to serve this vibrant audience with programming that reflects its rich diversity.

All of our content, both acquired and produced in-house, explores matters of cultural diversity, socio-economic status, age discrimination, equitable healthcare, and social isolation among older Canadians. Our National Advocacy Association 'CARP' takes these ideas one step further with a call to action for our viewers to get informed and involved in the policy matters that directly affect the lives of our seniors.

As Canada's multi-faith broadcaster, we are proud to present over 16,900 hours of religious programming from over 100 religious groups.

Our viewership is known for finding community and connection through our content, and we deeply value our role in bringing attention and recognition to the unique stories of our aging demographic. Just as our audience is made up of a diverse set of backgrounds – our employees, producers, collaborators, and on-screen talent belong to the four designated groups (women, Aboriginal persons, members of visible minorities, and persons with disabilities), and we are devoted to promoting their perspectives in our content.

Respect and Dignity in the Workplace

ZoomerMedia is committed to maintaining a harassment free work environment by providing appropriate outlets for making complaints and proper processes with regards to investigations. Our policy protects employees against discrimination, workplace harassment (included bullying), sexual harassment, and workplace violence.

Workplace Diversity

Workplace diversity means employing people who may be different from each other and who do not all come from the same background. The differences may be those of national origin, physical appearance, religion, education, age, gender, or sexual orientation.

Inclusive Workplace

An inclusive workplace is that working environment that values the individual and group differences within its work force. It enables a company to embrace the diversity of backgrounds and perspectives of the employees, which in turn increases their talent, innovation, creativity and contributions.

B. Employment Equity Policy

The company ensures that management, measures and initiatives, which include the identification and elimination of barriers to the employment of groups designated by legislation that have been traditionally disadvantaged in employment.

It is the company's policy to make decisions on hiring, promotion, job assignment, training, rewards, and other Human Resources Management functions, on the basis of qualifications, knowledge, skills, ability and demonstrated performance.

This ensures that:

1. Fair treatment and opportunity for all employees regardless of sex, sexual orientation, race, ancestry, nationality, place of origin, color, ethnic origin, citizenship, creed, religious beliefs, age, marital status, family status, same-sex partnership status and physical or mental disability, or any other factor unrelated to job performance, that would not otherwise bring undue hardship to a role, division or the organization.
2. ZoomerMedia has the diversity of talent available to them that would be much narrower in an exclusive environment.
3. We make every effort to ensure our employees are reflective of the cultural demography in the markets in which we operate and practice regularly that which we consider fair and equitable treatment.

It is also the policy of the Company that:

1. The Company prepares and implements a documented Employment Equity Plan that sets out the goals, timetables, and implementation of diversity management initiatives. This will be adjusted to reflect current labor data and vacancy rates in each occupational group.
2. The Employment Equity Management Plan content varies and may include any of the following based on management strategies:

- The role and responsibilities of the Equity and Diversity Committee which will be involved in the development of the Plan.
- The employment systems review of all policies, practices and procedures pertaining to hiring, recruitment, job evaluation, compensation, training opportunities, promotions, transfers and terminations, will be reviewed. An action plan that ensures the elimination of any potential systemic barriers in the workplace will be developed.

C. Diversity Through Four Designated Groups in Programming

In 2020, our Mosaic Development team met with producers of religious content to address growing concerns of production and sponsorships during the ongoing COVID crisis. As many of our Mosaic partners have struggled with lost revenues due to lockdown procedures, we have remained dedicated to enhancing our South Asian program marketing efforts and continuing to support the South Asian community by identifying new sponsorship opportunities. We prioritize the close relationships we have nurtured with our religious content producers and offer our continued support during this challenging time.

Our cornerstone British drama and comedy series, classic American films, and Canadian documentary programming cater specifically to the interests of our loyal viewership – particularly for our active audience of women over 65. The stories we feature in all our content are heavily representative of the women who make up the largest portion of our viewers. The often underserved and underrepresented group of older women have found a home on our channels, and we continue to celebrate and uplift this audience in every aspect of our programming.

Examples of diversity in our programming include:

In-house Productions

CARPe Diem - A half-hour show with weekly discussions on topics and issues that connect with all Canadians as we age, hosted by Carmen Ruiz y Laza. New perspectives and useful tips on everything from technology to travel, fitness and finance, love and longevity and featuring the best experts in their fields.

Fraser Focus - A half-hour program that aims to tell local stories that are often overlooked by mainstream media. Hosts Dean Atwal and Leah Bolton engage with their communities on relevant topics to provide content fit for a national viewing audience. From cultural festivals to lifestyle news, “Fraser Focus” showcases what people from the Fraser region do, believe and feel.

JoytvNews – A weekly 90 second to 2-minute news features reflecting on local Arts, Lifestyle, Community & Multi-cultural stories. Hosts/Producers Dean Atwal and Leah Bolton are the ambassadors of JoyTV within the Lower Mainland of British Columbia.

Late Night - The story of veteran late-night TV talk show host being pushed out by network executives in favour of a Millennial female comic. This is his last show as he is to hand over the reins of The Early Late Show... on live TV. What could possibly go wrong?

theZoomer - A sharp, relevant and intelligent take on the world from a uniquely “Zoomer” point of viewer. In seasons 7 & 8 airing in 2020, theZoomer’s continuing coverage of the COVID crisis included prominent female experts, among them noted family physician Dr. Iris Gorfinkel, President of the Ontario Personal Support Workers Association Miranda Ferrier, and Dr. Natasha Crowcroft, Director of the Centre for Vaccine-Preventable Diseases at U of T. theZoomer panels for and about women included: an episode dedicated to author Barbara Amiel, a discussion about women’s brain health, and a discussion about osteoporosis, which disproportionately affects women.

This series regularly covers the topic of accessibility and features experts in the field of aging. Our 2020 episodes included a panel discussion about how technology is dramatically transforming aging - featuring demos of devices and tech to assist with mobility issues.

Our latest seasons brought visible minorities to the table as experts to discuss various topics, including Shehroz Khan, an AI expert with Toronto Rehab Lab, Tarek Fatah, Founder of the Muslim Canadian Congress, and Rev. Majed El Shafie, President & Founder, One Free World International.

Canadian Independent Productions

Unholy - Features four female panelists facing off in a public debate about religion and misogyny. With opinions flying from a feminist Muslim lawyer, an Orthodox Jewish spiritual leader, an excommunicated nun and a lesbian atheist pundit all in a provocative battle of wits.

Adventures in Retirement – Interracial couple Deb and Ron seek out alternatives to traditional Zoomer-living models in retirement. They explore the innovative, creative, and radical retirement lifestyles started by baby boomers just like them.

Ageless Gardens – The documentary series “Ageless Gardens” is a visual celebration of gardens and gardeners with a special emphasis on the role gardens can play in healthy aging. Season 2 features gardening royalty and octogenarian

Marjorie Harris, dementia patients experiencing memory-triggering touches and smells in a tactile garden, and monks at a remote monastery in nature's forest garden.

The Big Downsize – De-cluttering queen Jane Veldhoven has helped people downsize their lives for over 15 years. “The Big Downsize” is an exploration of why we love our possessions so much and the emotional baggage and stress that comes crashing down when there is no choice but to let things go. Season 2 features LGBTQ+ couple Patti and Faye as they prepare for their big move.

Blasphemy – Blasphemy laws are still vigorously enforced in Muslim and Christian countries - even with death sentences. Blasphemy is usually understood as a challenge or threat to religious dogma, but we are also seeing Blasphemy invoked in our secular world. This documentary explores the debate from the Middle East to North America.

Dust n' Bones – Dust n' Bones brings to light the legal, political, historical and spiritual challenges faced by First Nations leaders and archaeologists as they fight to give disinterred ancestors their proper reverence. Framed around the pending transfer from the Royal BC Museum back to their indigenous community, Dust n' Bones takes us through the discovery, preservation and rededication of human remains and artifacts, and with them, a reclamation of First Nations culture and history.

Hack Your Age – Deedee Moscoe is 55 and starting to feel the effects of time. She's always been outgoing, and very active, but her aches and pains have begun to slow her down. What's more, her aging parents are a constant reminder of mortality. Deedee cares for her mother who has dementia and inoperable breast cancer, and her father who is newly deaf and likes to ignore his wife. She embarks on a journey to find out the latest and greatest anti-aging therapies.

Reaching for Zion – Three decades after his death, Bob Marley is still a legendary superstar, whose funky roots reggae is embraced not just by baby boomers, but young people everywhere. In *Reaching for Zion*, Marley's charismatic granddaughter Donisha Prendergast takes us on a quest to understand the roots of her grandfather's extraordinary legacy and his unlikely connection to Judaism.

British Programming

Agatha Raisin – Fulfilling a lifelong dream, Agatha Raisin retires early to a quaint village in the Cotswolds and soon finds a second career as an amateur detective investigating mischief, mayhem and murder in her deceptively devious town.

Call The Midwife – Season 8 of *Call the Midwife* continues to explore complex medical and personal situations on the midwifery and district nursing rounds. It is now 1964 and it's evident how the times are changing: from the beacon of the

contraceptive pill and the shadow of the 1967 Abortion Act, to the introduction of a new cancer-screening programme. The nuns and nurses continue to face a variety of challenging issues including interracial adoption, cleft palate, sickle cell and cot death.

Hetty Wainthropp Investigates – Dame Patricia Routledge stars as Hetty Wainthropp, a retired working-class woman from Darwen in North West England, who has a knack for jumping to conclusions and solving crimes of varying bafflement which often are too minor to concern the police.

Miss Marple – Best-selling author Agatha Christie’s popular sleuth Miss Jane Marple puzzles over crimes and conspiracies, poisonings and strangulations, family secrets and plots for revenge. Regarded by many fans as the definitive Miss Marple, Joan Hickson was one of the oldest actresses to take a lead role in a major television series when she was cast at the age of 78 in 1984.

Mum – Starring Academy Award nominee, Olivier Award winner and BAFTA nominee Lesley Manville, Mum is a family comedy seen through the eyes of Cathy, a mother in her late fifties who finds herself at a milestone in life after the death of her husband.

Rosemary & Thyme – Set amongst the stunning gardens of Europe, Rosemary Boxer and Laura Thyme, two professional gardeners, find themselves drawn into solving mysterious crimes. Rosemary and Thyme are two women who share a passion for horticulture and a talent for investigation.

D. Diversity of Four Designated Groups in Local News Coverage and Community Outreach

In addition to our Mosaic and Cornerstone programming, our channels feature local news segments that promote our community presence and sense of connection with our loyal audience. In Fraser Valley, B.C., JoyTV’s “Fraser Focus” hosts Dean Atwal and Leah Bolton highlight local events and relevant news stories for our audience demographic. Examples of diversity in 2020 stories include:

Zippy Zoomer – Profiling baby boomers with zip, we profile Louise Shelby.

International Women's Day – Women and Motorcycles: Celebrating women riders around the country and showcasing drivers' safety.

Zoomer Yoga – Baby Boomers are seeking out spirituality. A Bowen Island retreat is catering to the aging demographic. Dean Atwal meditates with a group of ladies.

International Women's Day 2020 – Every year on March 8th, International Women's Day is celebrated in Canada. It is a focal point in the movement for women's rights. Leah Bolton meets with a group of women who get together to support each other's dreams.

Covid World Isolation – During the COVID-19 pandemic, Sweden has decided to trust the people and not enforce a lockdown policy. Leah Bolton speaks to Johanna about the situation there and how the Swedish people are managing the crisis.

Zoomer Glamour – Mahta Madani helps Zoomer women get the eye frame back with a subtle and temporary tattoo.

Music and Dementia – Videographer Kier Junos spends time with First Light Social Club, a dementia day program in Abbotsford, B.C. that focuses on music and community.

Disability Insurance – Chambers of Commerce provides expert tips on this subject.

COVID and Mental Health – As more Canadians turn to Health and Wellness information during Covid Isolation, JoyTV's national television show 'Journey of Healing' is responding with weekly meditation and breathing exercises to help calm the mind and body.

COVID Neighbours Helping Neighbours – local businesses have teamed up on the Downtown East Side ensuring the homeless continue to receive hot meals during the COVID lockdown.

COVID isolates physically challenged people - Sam Sullivan talks about the special challenges faced by home-bound physically challenged people during COVID due to the quarantine and home-care restrictions

Local vs International Travel during COVID – what if you're physically challenged and want to travel. We get tips from a travel agent who herself is in a wheelchair.

Cancer Risk in Jewish communities – Canadian journalist Libby Znaimer shares her cancer-survival story, and discusses the heightened cancer risk among Ashkenazi Jewish people. It was part of an educational event by the BRCAinBC at Congregation Beth Israel in Vancouver, B.C

Cultural Documentaries – Dean Atwal sits down with Director Bal Sangra to discuss her latest documentary We Were Girls, which brings awareness to Sexual Abuse in the South Asian community.

COVID Temple Take Out – A Gurdwara continues to serve its surrounding communities by providing hot meals to those that need it the most with Temple Takeout.

In Southern Ontario, “ZNews” host and videographer Darrin Maharaj brings daily lifestyle coverage surrounding health, finance and entertainment. Examples of diversity in 2020 stories include:

Save The Ogunkoya Family from Deportation – ZNews meets with The Ogunkoya Family currently living in constant fear of deportation. The family fled Nigeria for Canada 3 years ago after receiving death threats for converting from Islam to Christianity and says forcing them to go back will result in certain death.

This Woman Turned Her Covid Woes Into Something Profitable And Charitable – Liat Weiss was in a full-time job until she was laid off in Spring 2020 amongst the rise of the pandemic. But rather than letting her woes get the best of her, she turned a hobby she once shared with her late mother, into a profitable business where she can provide for herself while giving back to Pancreatic Cancer Canada.

Toronto Miracle: A Citywide Food-Drive To Combat Food Insecurity – Toronto Miracle, a city wide initiative planned on helping the city through food shortages during the pandemic, called upon all 140 Toronto neighbourhoods to donate a non-perishable item by simply leaving it on their front porch.

Spring Cleaning Tips For Self-Isolation – Jane Veldhoven, host of Vision TVs “The Big Downsize” shares a few tips on how we can use our time during this pandemic to clear out unwanted clutter in our bedroom closets.

Working Off The Quarantine Carbs with Anjelica Scannura – Anjelica Scannura, host of ONE TVs “22 Minute Workout” shows us how it’s possible to stay fit during quarantine.

Quarantine Yoga with Audi Gozlan – Audi Gozlan is a passionate Prana Vinyasa Yoga teacher & is also the host for two different ONETV programmes; “Kabalah Yoga with Audi Gozlan” & “Audi’s Body Flow”

10-year-old Canadian Roberta Battaglia Get Golden Buzzer At America’s Got Talent – 10-year-old vocal powerhouse Roberta Battaglia was one of Ideacity’s youngest and most talented voices to ever grace our stage. Since then she continued to pursue her love of singing and found herself competing in America’s Got Talent and becoming a Golden Buzzer Winner!

Marilyn’s Surprise 80th Birthday Party – Family & Friends surprise this Canadian Icon who turned 80-years young! Marilyn Lightsone is a celebrated Actor, Artist, Radio Host & inspiration to millions of Zoomers.

Using Tai Chi to Protect Yourself from COVID-19 – Many say Tai Chi is the perfect martial art to practice during the pandemic. It's exercises are believed to reduce stress and strengthen your body including your respiratory system against the virus.

Indian Clubs: Why This Ancient Fitness Tool is Making a Big Comeback – It's said to be one of the most basic and ancient tools still used today, the Indian Club! It provides many health benefits that most people do not know they could use. ZNews Videographer Sean Stante speaks with Alex Eid from 3 Monkey Fitness.

E. Accessibility

In 2020, our channels have aired over 5300 hours of Described Video programming, and we continue to produce our own Described Video content to be compliant with the 2020 CRTC Described Video updated requirements.

ZoomerMedia continues to work on improving our AODA requirements, to continue creating a safe accessible environment for all current employees, future employees and guests. We are confident in our compliance with the Act and that all company activities are following the guiding principles as outlined below:

- Respecting the dignity and independence of people with disabilities.
- Ensuring that the provision of goods and services to people with disabilities is integrated with the provision of goods and services to others unless an alternative measure is necessary.
- Ensuring that people with disabilities are given an equal opportunity to obtain, use and benefit from the goods and services provided by ZoomerMedia.

We ensure that our web content conforms to the World Wide Web Consortium Web Content Accessibility Guidelines (WCAG) 2.0 Level A by January 1, 2014 and Level AA by January 1, 2021.

In accordance with the CRTC Accessibility of telecommunications and broadcasting services policy, 100% of our English-language programming is closed captioned. Our in-house captioning team verifies that captions are accurate and of the highest possible quality for our viewers.