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20 January 2025

Marc Morin
Secretary General and Executive Vice-President, Corporate Services and Operations
Canadian Radio-television and
Telecommunications Commission
Ottawa, Ontario K1A 0N2

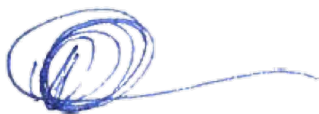
Dear Mr. Morin:

Re: 2024 Diversity Report for ZoomerMedia Limited

ZoomerMedia Limited is pleased to submit its 2024 Diversity Report for our television services: VisionTV, OneTV, The Beautiful Little Channel (BLC), CHNU-DT (JoyTV) and CIIT-DT (FaithTV).

We appreciate the opportunity to submit this report.

Yours truly,



Beverley Shenken
Chief Content Officer

Encl.



Joytv

FAITHTV



**2024 Diversity Report for ZoomerMedia Limited
VisionTV, OneTV, The Beautiful Little Channel, CHNU-DT JoyTV
and CIIT-DT FaithTV**

Corporate Accountability

ZoomerMedia is a diversified media company, uniquely devoted to creating content, services and experiences for Canada's most powerful audiences – the 18.1 million people aged 45 plus, endearingly referred to as "Zoomers", and now the 15.1 million Millennials and Gen Zs, coincidentally also called Zoomers, who follow in their footsteps. ZoomerMedia owns and operates media across all platforms – TV, radio, print, digital – and also produces original content for these platforms as well. By specializing in these various forms of communication, ZoomerMedia is able to reach audiences over vast age groups and ethnicities, providing both analogue and digital content for greater accessibility. This past year saw ZoomerMedia continue to evolve into a modern multi-platform media company, committed to entertaining and inspiring people that make up our community.

This evolution included ZoomerMedia's acquisition of Owen Sound's CJOS Bounce 92.3 FM. With this addition to the team, it is certain that we will become a more powerful regional voice in local news, music and information. ZoomerMedia also acquired Curiosity Group Inc., the digital media publishers company that has presence in major cities all over Canada. Curiosity offers hyper-local food and experience-driven sites that appeal to millions of readers from various demographics. This expansion in ZoomerMedia's entrepreneurship is another vehicle that will encourage inclusivity within our communities.

With these continued expansions, we not only want to reach and entertain our valued audiences – we also want to *understand* our audiences as well. Our viewers are diverse and have the right to be heard. This belief and understanding is then exemplified through acts of social activism and influence. ZoomerMedia works in association with national advocacy association, CARP, a non-profit, non-partisan association to help service more than 300,000 Canadians each year. CARP promotes and protects the interests, rights and quality of life of Canadians as they age, by advocating for policies such as better access to health care, enhanced retirement security and stronger protection against age discrimination. Together, ZoomerMedia and CARP work in tandem to bring about social awareness. CARP provides ZoomerMedia a diverse window on the social and political issues as they emerge, ZoomerMedia gives CARP access to a powerful suite of media channels that no other advocacy group in the country enjoys.

ZoomerMedia also works with their employees on a daily basis to instill diversity in the workplace through work practices and policies. It is understood that all employees of ZoomerMedia, and its subsidiaries, are entitled to work in an environment that is free from all forms of discrimination. In an effort to maintain this, employees must adhere to the following guidelines, which help to create a safe and inclusive work culture.

Policies:

ZoomerMedia is committed to promoting a diverse work environment. We believe that a diverse employee population will increase the level of creativity and innovation, and ultimately the productivity within the organization. Our objective is to enhance interpersonal relationships among employees and to minimize prejudice of any form.

It is the company's policy to make decisions on hiring, promotion, job assignment, training rewards, and other Human Resources Management functions, on the bases of qualifications, knowledge, skills, ability and demonstrated performance. This allows for fair treatment and opportunity for all employees regardless of gender, sexual orientation, race, religious beliefs, age, family status and physical or mental disability, or any other factor.

A. Respect and Dignity in the Workplace

ZoomerMedia aims to create a respectful and dignified workplace that is inclusive to all people. An inclusive workplace includes the value of the individual and group differences, which enables employees to embrace the diversity of backgrounds and perspectives of all. This in turn increases employee talent, innovation, creativity and contributions.

B. Accessibility

ZoomerMedia administers a multi-step Integrated Accessibility Standard for employees. The process begins at the recruitment stage of employment. During the interview process, ZoomerMedia notifies the job applicants with disabilities of the various accommodations that are available within the workplace. Applicants with disabilities are also welcome to participate in an assessment process of the workplace, where further accommodations can be requested.

Taking all assessments and requests into account, ZoomerMedia then works with the employee to develop a documented Individual Accommodation Plan. This plan will identify and describe the accommodations required for the individual and will outline elements such as how the company can seek outside medical or other expert evaluation so that effective support may be provided, and what steps might be taken to protect the privacy of the individual's personal information and needs.

ZoomerMedia will also work with the employee to create an Individualized Workplace Emergency Response Plan, which will best serve their accessibility needs during an urgent situation. If the employee requires assistance during an emergency, a designated assistant will be made privy to the emergency response plan. This will only be done after permission is granted by the employee who requires the assistance.

C. Employment Equity

ZoomerMedia promotes 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.

Employment Equity reaffirms the company's commitment to a continuous practice of equal employment. ZoomerMedia's actions relating to employment equity are regularly being reviewed to ensure adherence and application of the practice in all areas of the company.

Diverse and Inclusive Recruitment Strategy

To ensure ZoomerMedia's employment practices and procedures are administered without discrimination, it is the intention to recruit and select applicants for employment on the basis of their qualifications and experience. Reasonable accommodations to create an inclusive environment must be made and all employment practices and procedures, including compensation, benefits, retention, training and development opportunities should be administered equitably. It is also encouraged to conduct business and provide services in the communities where we operate, providing reasonable accommodations that respect the dignity and independence of all employees, including those with varying abilities.

These above practices and policies promote the regular practice of fair and equitable treatment. Every effort is made to ensure that our employees are reflective of the cultural demography of the communities in which we operate. This reflection and appreciation of diversity is then celebrated and explored within the broadcast content viewed on our television services. All of our television channels strive to create and provide accessible and diversified broadcast content, which is evident through our 1) Diversity in Programming, 2) Diversity in Local News Coverage and Community Outreach, and 3) Adherence to Accessibility Guidelines and Acts.

1) **Diversity in Programming**

Diversity and accessibility is ever present in all of our programming proudly aired across our television services. Although our content is rich in various cultures, languages, ethics and religion, ZoomerMedia's programming can be grouped into four major categories. Each a vessel to educate, enlighten and uplift all members of the community. Those four groups include our Mosaic Programs, In-House Programs, Canadian Independent Productions and Cornerstone Drama Programs.

Mosaic Programs:

In 2024 ZoomerMedia's channels continued to be the country's main provider for multi-faith and multi-cultural programming. Within our Mosaic Programs, Canadians could find meaningful content on over 90 religious groups, all explored over the 20,619 hours of religious programming broadcasted across our television services. Through these programs, viewers experienced diverse voices offering inspirational ways to find peace, purpose and an understanding of others.

To ensure these voices can continue to inspire, and that a multi-faith representation remains on our channels, special creative attention and aid is given to our mosaic producers, who embody this throughout their programming. Producers of our South Asian mosaics, in particular, face the continuous challenge of maintaining sponsorship to assist in the production of their religious content. Our mosaic development team diligently work alongside these producers, developing creative incentives for sponsors, as well as wider accessibility opportunities for our viewers. Examples of Mosaic Programming in 2024 include:

Paradise Now – This program aims to showcase how we can relate to our fellow humans on much deeper levels and seek the best in each other. Includes segments with various religious/spiritual scholars and prominent members of the local community as they encourage the universal messages of peace and inclusive ideas.

Vehra Khushian Da – Faith program which aims to familiarize Canadian Sikhs with their rich and resplendent faith. Helping younger generations of immigrants be aware of and take pride in their heritage, as well as be proud of their new adopted land – Canada.

Panorama TV – Hosted by female host, Tara Sharma, Panorama TV is a cultural hub for news, astrology, philosophy, community announcements and local Canadian events.

Israel: The Prophetic Connection – Rev. Dr. John Tweedie takes viewers to the Holy Land to discover how the prophecies of the Bible connect to the past, present and future of Israel.

In-House Programs:

Our In-House Programs aim to speak to our most loyal and active viewers, women 50 and over. These programs reflect the viewers' spirited and inquisitive characteristics, introducing new and exciting places, ideas and practices within their communities. ZoomerMedia continues to create fresh productions that will allow our viewers the opportunity to identify with and feel included in, the content they consume. Examples of diversity in our 2024 In-House Programming include:

CARPe diem – This original TV series hosted by Carmen Ruiz y Laza provides new perspectives on everything from technology to longevity, fitness, dating, living well and having fun. The show focuses on important and candid discussions on issues that connect with all Canadians as we age.

Fraser Focus – A half-hour program that aims to tell local stories that are often overlooked by mainstream media. South Asian Canadian host Dean Atwal engages with the community 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.

Your Nation's Table – An original production hosted by Celebrity chef Robert Clark and media personality Carmen Ruiz y Laza. Providing fascinating insight into the harvest of wild seafood along the rugged BC coastline, and the diverse characters who are responsible for catching, processing, and preparing it. Includes inspiring stories that illustrate how by delivering the finest seafood to domestic and global markets, fisheries are playing a vital role in the Canadian food economy.

theZoomer – Now in its 12th season, "theZoomer" remains VisionTV's flagship current affairs talk show, targeting and discussing topics that matter most to our diverse, 50 plus demographic. Lead by two female hosts, guest panels continue to feature culturally diverse experts discussing diversity-focused topics. 2024 brought insights on Anti-Semitism, Zoomer Athletes, Senior Health and Menopause.

Pilates Pupil – The 2nd season follows host Anjelica Scannura as she learns from a culturally diverse group of top certified Pilates instructors. More tools, techniques and teachings are introduced so that viewers may transform their bodies and improve flexibility, strength, balance and muscle tone!

Anjelica's 22 Minute Workout – A throwback to the aerobics craze of the 80's, host Anjelica Scannura leads viewers in a 22-minute workout routine. Anjelica's backup crew features people from all walks of life, ages and fitness levels, welcoming everyone to join in and get fit!

Canadian Independent Productions:

Each year, ZoomerMedia is proud to work with Canadian producers to commission original documentaries and factual series on timely subjects related to topics that remain important to our viewers. Topics such as health, longevity, human rights, and spiritual, ethical and social issues are all explored. With each production, we stay committed to cultural diversity and the fair and accurate reflection of people of all faiths, cultures and races. Examples of diversity in our 2024 Canadian Independent Productions include.

Hack Your Age – What does it take to live forever? Deedee Moscoe is about to find out after a health scare has left her pondering her own mortality. She dives deep into the world of supplement junkies, vampire facials, and telomere lengthening to try her best to stop the aging process in its tracks.

Visionary Gardeners – Returning for its 2nd season, this cinematic documentary series filmed across Canada visits the mountain ranges of Vancouver Island, the wintry prairies, and the rocky coast of Ontario's Georgian Bay. Along the way viewers are introduced to the expansive minds of diverse gardeners of all ages and backgrounds, each bringing their personal innovations and visions to gardening.

Decoding Life: The Epigenetics Revolution – This documentary uncovers the latest findings regarding how the simple choices we make regarding our environment and lifestyle can turn on and off genetic markers that cause disease, allowing us to live longer, healthier lives.

Bake & Make Up – In the 2nd season of this scrumptious series we meet a new group of bakers, each looking to revive dormant bonds. Each episode reunites an eclectic group of bakers, who were once inseparable, but now have allowed their relationship to run stale. Croissants, cakes, and macaroons are treats to delight the senses – but can they also bring childhood friends, past loves, and long-lost relationships back together?

The Rhapsody – At the age of 98, late composer Leo Spellman, a Polish-Canadian Holocaust survivor, sets out on a journey towards artistic liberation. David Hoffert presents Spellman's musical masterpiece composed in a German DP camp, and lost for over 50 years. His secret wartime diary is revealed for the first time with excerpts read by actor Stephen Fry, and his family returns to the Polish town of Ostrowiec, where he spent 18 months hiding from the Nazis.

Rumi: Turning Ecstatic – In December 1997, Canadian film-maker Tina Petrova drove off a cliff. This Transformative incident lead her onto the path of seeking out scholars and teachers who animate the 13th Century Mystic Rumi's poetry in the world today.

The Forgotten Expulsion: Jews From Arab Lands – In 1947 and 1948, it was not only 500,000 Palestinians who were displaced during the Israel war of Independence, but 850,000 Jews were also expelled from their ancient homes in Arab countries by Islamic regimes and their murderous mobs. This documentary tells their story.

The Good Nazi – During the Holocaust, Nazi major Karl Plagge was commandant of a forced labour camp called “HKP”. Unbeknown to the SS, Plagge was running a covert operation, sheltering hundreds of Jewish families and saving those he could. Today, the former “HKP”- unchanged!-is home to impoverished Lithuanians, and is about to be torn down. Before the site is erased forever, a group of scientists, a child survivor of the camp and an American physician, whose mother was saved by Major Plagge, travel to this haunting location. The documentary tracks their stories and ultimately, brings to light the unknown tale of a Schindler-type German who listened to his conscience, instead of his superiors.

Your All Time Classic Hit Parade – A fun musical variety show featuring nostalgic songs from diverse genres and styles. Join host Marilyn Lightstone, with the Zoomer Players and special guests, as they perform and explore the stories behind our favourite classic hits.

Cornerstone Drama Programs

The primetime entertainment rotation on our channels features favourite Canadian and American retro TV series that continue to be friendly viewing for families of all kinds. Over the past decade, ZoomerMedia has also cultivated a reputation as one of Canada’s top broadcasters for hit British dramas and soap operas, all of which include diverse characters and inclusive storylines. ZoomerMedia continues to acquire programs to educate, inspire, entertain and express a multitude of perspectives. Examples of diversity in our 2024 Cornerstone Drama Programs include:

New Tricks – Led by female Detective Superintendent Sandra Pullman, a team of retired former detectives with over 80 years of service between them, not to mention very distinct personalities, are recruited to re-examine unsolved crimes.

EastEnders – Bust-ups and bankruptcy, marriages and murder – EastEnders is Britain’s favourite soap, with storylines that consistently draw in audiences and guarantee water cooler discussions the following day. Set in the close knit, multi-racial community of London’s Albert Square, human interest stories intertwining relationships, social issues, triumphs and tragedies, loves and losses keep fans glued to the screen.

Emmerdale – Murder, affairs, deceit, laughter and tears, there’s never a dull moment in Emmerdale, one of the world’s best-loved long-running dramas. From sex scandals and murder plots to mental health, racism, sexual assault and LGBTQ+ issues, Emmerdale has never shied away from tackling serious subject matters while delivering highly entertaining episodes week after week.

Father Brown – Father Brown is the charming, witty, murder-solving Minister in the Cotswold village of Kembleford in the 1950s. Assisted in his efforts by a motley, and not always godly, squad of allies, he investigates crimes to piece together the truth to save his parish’s souls.

Murder She Wrote – High school English teacher and famed mystery writer Jessica Beatrice (J.B.) Fletcher lives in small town Cabot Cove on the coast of Maine. She has an inexhaustible list of friends and relatives scattered around the country as well as a penchant for solving crimes, which often lead her into some strange and surprising situations.

Shakespeare & Hathaway – Corpses, comedy and cracking mysteries. Follow an oddball couple of private detectives, Private Inspector Frank Hathaway who previously always worked alone, and ex-hairdresser Lu Shakespeare, as they investigate crimes in Stratford-upon-Avon. The pair quickly discover all is not as peaceful as it seems in this pretty theatre town. In order to solve these crimes, Frank and Lu join forces and form a highly unlikely and hugely entertaining detecting duo.

Unforgotten – A gripping British crime drama that pulls you into the heart of cold cases, where long-buried secrets come to light. For example, when the body of a young man is discovered in a derelict building after 39 years, DCI Cassie Stuart and DI Sunny Khan are called in to uncover the truth. Their investigation zeroes in on four seemingly unconnected suspects: a clergyman, an entrepreneur, a community worker, and a wheelchair-bound husband – each hiding dark secrets that could destroy the lives of those closest to them. Each episode forces the detectives to peel back the layers of deception and challenge everything they thought they knew about the case.

2) Diversity in Local News Coverage and Community Outreach

ZoomerMedia places great importance on giving our viewers accessible avenues to voice their diverse and enlightening opinions. Through hosting and attending community events, we are able to engage directly with our viewers, listen to their concerns and interests, and then use this knowledge to better produce programming that will speak to the risen issues and serve their evolving needs. This can best be displayed by our JoyTV Program Segments and ZNews Program Segments.

JoyTV Program Segments:

Our channels feature local news segments that promote our community presence across Canada. In Fraser Valley, B.C., JoyTV's "Fraser Focus", "CARPe diem", and "JoytvNews" highlight local news and events for our West Coast viewers. Examples of diversity in 2024 JoyTV Program Segments include:

Fraser Focus: "Technology For Living" – Exploring the transformative power that technology holds in enhancing the lives of seniors with disabilities. Showcasing how technology can be essential for everyday living and more.

CARPe diem: "Thriving Not Surviving" – Despite the challenges of pain, disability, and mental illness, many Zoomers are finding ways to live their best lives. Join host Carmen Ruiz y Laza as we explore inspiring stories of resilience and joy in the face of adversity, including the story of Jeanette Schaafsma, a 78 year old who has battled Rheumatoid Arthritis since she was 18.

CARPe diem: "In Pursuit of Wellness on the Sunshine Coast" – With the stresses of Urban living, we want to go and find somewhere to unplug and embrace mental and spiritual healing. We might not be ready to leave our urban lives, but can we sample it for a bit? Guest Candace Campo is an Indigenous guide who runs Talaysay Tours and teaches about one possible area to sample - the healing power of plants.

CARPe diem: "Retirement Through the Generations" – In this episode, host Carmen Ruiz y Laza delves into the diverse retirement landscapes of four generations, from Boomers to Gen Z. Carmen explores the evolving concept of retirement and what it means for Canadians across different age groups. African Canadian financial planner Natasha Knox walks viewers through building a retirement ready portfolio. Proud member of the LGBTQ+ community Matty Lambert speaks about what it means to be an "Elder Millennial" preparing for retirement.

CARPe diem: "A Home For a Lifetime" – Downsize or renovate? Host Carmen Ruiz y Laza learns about key features for downsizers, while a contractor provides insights on home modifications. Guest includes Niel J. Luttig, a paraplegic who had to renovate his house to stay at home.

CARPe diem "Unlocking Longevity" – How does our environment affect how we age? How does society affect our longevity? 93 year old UBC professor emeritus John Helliwell is the co-author of the UN World Happiness Report and speaks about the link between happiness and long life.

JoytvNews: "100 Year Old Swimmer Betty Brussel Breaks World Records" – Centenarian and swimmer Betty Brussel is proving that it's never too late to make a splash. She continues to break world records and inspire countless hearts.

JoytvNews: "iCON 2024" – iCON is back in the city of Surrey with its 2024 Cultural Health Forum. iCON is a community-driven source of information, resources and networks. iCON supports patients, families and community members in chronic disease education, prevention and management. This health event is offered in different languages, allowing for trusted health information to be accurately delivered to multicultural communities.

JoytvNews: "Predatory Marriage" – A troubling case in British Columbia reveals dangers faced by vulnerable seniors. Donna Walker's story highlights the devastating impact of predatory marriages and how her family fought for justice.

JoytvNews: "Immigration Driving Religion" – Statistics show that Christianity is on the decline in B.C., however in contrast Sikh, Hindu and Islamic faith organizations report an increase in attendance numbers. Host Dean Atwal explores how this affects the community.

ZNews Program Segments:

Local community voices and representation from Southern Ontario is showcased in our "ZNews" Program Segments. Here host Darrin Maharaj brings daily lifestyle coverage surrounding health, finance and entertainment from the surrounding area. Examples of diversity in ZNews Program Segments during 2024 include:

"Mississauga Celebrates "Hazel McCallion Day" 2024" – ZNews commemorates the legacy of former Mississauga Mayor Hazel McCallion, highlighting her enduring impact on the community through "Hazel McCallion Day" celebrations in 2024.

"37% of Canadian Adults Have Hearing Loss and Don't Know It" – Nearly 40% of Canadians over 30 suffer from hearing loss. ZNews Videographer Darrin Maharaj visits HearingLife Canada to get his hearing checked and learn more about hearing loss.

"Dressed to Kilt Fashion Show" – Experience the glamour of Dressed to Kilt, the iconic Scottish fashion show in support of Canadian veterans' families. Natasha Raey tells us more about her personal connection to the show and why she accepted to model for it.

"High Park Cherry Blossoms" – Focusing on Japan's gift to Toronto as they are set to bloom! Over the years, over 2,000 Cherry Blossom trees have been gifted to Toronto by Japan as a token of friendship.

"High Park Access For All" – Toronto City Council has voted to close access into High Park to cars on weekends. In 2027, access to High Park will be permanently closed to vehicles, which will make it more difficult for the elderly and people with disabilities to access the park. In protest of the City Council decision, over 16,000 people have signed a petition to re-allow cars into the park.

"86 Year Old Dragon Boats After Cancer" – Dragons Abreast, Toronto's first dragon boating team for breast cancer survivors, highlight how participants, including 86 year old Eleanor Nielsen, stay fit and active through the sport.

"Exhibit Honours Iconic Canadian Fur Designer" – The Georgina Center of Arts and Culture is hosting a solo exhibit of iconic Canadian fur designer Paula Lishman, showcasing over 50 years of her luxurious and innovative work, including collaborations with First Nations people.

"Sook-Yin Lee Talks About New Film "Paying For It"" – Former MuchMusic VJ Sook-Yin Lee shares the story behind her new film "Paying For It", based on her real-life experiences with love, intimacy and being part of an open relationship.

3) Adherence to Accessibility Guidelines and Acts

In 2024, programs with Described Video continued to increase, with our channels broadcasting 9,300 hours of DV'd programming. Described Video content has continued to be produced in house to accompany our broadcast programming, ensuring that the highest quality is always available to best serve our visually impaired viewers.

We also continue to act in correspondence with the CRTC Accessibility of telecommunications and broadcasting services policy, ensuring that 100% of our English-language programming is closed captioned. This allows the programs that are broadcasted across our channels to be easily accessible to our hearing impaired viewers.

With the expansion of our channels' digital presence, ZoomerMedia ensures to adhere to the Web Content Accessibility Guidelines, making our diverse online presence accessible to viewers with disabilities. Our web content team worked tirelessly in 2024 to confirm that our online content was easily accessible to all viewers who visited our sites. One example was the addition of an Accessibility Feedback Process page, which encourages our viewers to provide feedback on barriers that they may have encountered while dealing with any of ZoomerMedia's entities at any time. These include but are not limited to services, products, communication or access to our premises. Feedback received is then reviewed and integrated to ZoomerMedia's Accessibility Plan, which is updated annually with program reports. This addition of the Accessibility Feedback page, along with other changes made by our web content team, greatly increased the accessibility of our web content, reflected in our success criteria rating of AA. Further enhancements are being looked into to increase our rating and make our online presence accessible and welcoming to all.

ZoomerMedia is committed to meeting the accessibility needs of people with disabilities, in all aspects of the company. Every effort will be continued to be made to help employees, guests in our facilities, valued viewers watching from home or online, and neighbours from around our community, feel comfortable and included. By doing so, we hope to reach a wider audience demographic and diversify our viewership. ZoomerMedia understands that with this, we have a responsibility to listen, represent and reflect people from diverse cultures and social backgrounds, and the broadcast content on our television services will continue to mirror this.