Beat: Entertainment

CBC/RADIO-CANADA Takes Action To Attract TOP TALENT And Develop Diversified Work

Can Serve When It Reflects The Country

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USPA NEWS - CBC/Radio-Canada believes it can serve Canadians best when it reflects the Country. In order to attract the Best Canadian Creative Talent out there, the Online Career Section "Working With Us" now has details on Employee Initiatives and Memberships with Business Networks (ex. IndigenousLink, Catalyst, SenseAbility) to foster Greater Inclusiveness, as well as the Latest Data on the Diversity and Inclusion Track Record.

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- The diversity and Inclusion Initiatives
Internal Initiatives to foster Greater Diversity and Inclusion at CBC/Radio-Canada include :

* Developing Emerging Leaders Program
This 10-month Program uses in-class Theory, experiential Learning, exposure to Senior Leaders, mentoring, assignments and shadowing to equip Diverse Employees with Insights, Tools and Strategies to skillfully take their Careers to the Next Level.

* Unconscious Bias Training
All of the Senior Leaders learn Unconscious Bias and Inclusive Leadership. That Awareness fosters a Culture of Inclusiveness“”one of their Core Values. Similar Training will be provided to Employees across the Organization.

* Employee Resource Groups (ERGs)
ERGs bring together Employees who share Common Backgrounds and Experiences, and provide Mutual Support and a greater Sense of Belonging. We have, for example, ERGs for Women in Technology and Employees with Physical or Mental Disabilities and their Allies.

* Indigenous Internships
One-year paid Internships of Indigenous Reporters who join our Regional and Network Newsrooms. In 2018, the Program expanded beyond News to welcome Indigenous Interns in TV Production. The Goal is to establish a Long-Term Professional Relationship between our Interns and CBC/Radio-Canada.

- The progress so far. Most notably, between 2014 and 2018 :

* The Diversity of their new External hires increased to 27.8% (Q4 2017-2018), surpassing their Strategy 2020 Target of 23.2%.

* They remained a Gender Parity Leader in the Canadian Media Industry with 48.9% Women employed across CBC/Radio-Canada (+6.1% above the External Labour Force).

* They achieved their Strategy 2020 National Goal for Indigenous Representation (2.1%).

* At the end of Q4 2017-2018, their Hiring Rate since the beginning of the Fiscal Year (April 2017) for Indigenous Peoples was 3.1%, above Industry Availability (2.1%).

* We saw over 40% increases in their Workforce for both the number of Members of Visible Minorities and Persons with Disabilities.

* More Employees are self-identifying as part of the LGBTQ+ Community.

- New three-year Diversity and Inclusion Plan
They recognize that Work still needs to be done. They want to accelerate this change in their Workforce. CBC/Radio-Canada will publish its 2018-2021 Diversity and Inclusion Plan this fall. The Plan will outline their new Strategic Framework, updated Objectives and Action Plans.

Source : CBC/Radio-Canada

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