

DEI update: FY22 in review

At Corus, we have a commitment to diversity, equity and inclusion across our business and our culture, driven by a clear mission and vision.

We have built a purposeful, comprehensive, multi-year Diversity, Equity and Inclusion (DEI) Action Plan that aims to support DEI in all areas of our business and content as well as our industry partnerships.

We continually assess and review, listen and learn, to understand where we can do more and better—where can we introduce new initiatives, enhance existing processes and measure our progress.

The following is a recap of our work in fiscal year 2022 (FY22).



FY22 overview

FY22 saw a continued focus on putting the foundational pieces in place that support a culture of inclusion and equity, and enable measurement and tracking. We have also made enhancements to core business programs and processes, to identify and remove barriers, and ensure our processes are inclusive and equitable.

employee resource groups (ERGs)

FY22 saw our complement of ERGs continue to grow and thrive. Four new ERGs launched this year, bringing us to seven in total. Each ERG supports and amplifies the needs of their communities, and is sponsored by a member of our Executive Leadership Team.

Launched in FY22:

- **All Access**: Focused on accessibility and inclusion for people with disabilities
 - Co-Chairs: Brian Hill and Mike Menard; Executive Sponsor: Jennifer Lee
- **HOLA** (Hispanic/LatinX Organization of Leadership and Achievement): Focused on members of LatinX and Hispanic Communities
 - Co-Chairs: Erika Murillo and Mia Santos; Executive Sponsor: Cheryl Fullerton
- **neechie**: focused on creating culturally aware, supportive and inclusive environment for Indigenous Peoples, while amplifying the need for Truth and Reconciliation.
 - Co-Chairs: Jeanelle Mandes and Terry Rogers; Executive Sponsor: Doug Murphy
- **WIN** (Women's Inclusion Network): focused on inclusion of all women
 - Co-Chairs: Sadia Butt and Pam Westman; Executive Sponsor: John Gossling



Launched in FY21:

- **BOLD** (Black Organization for Leadership and Development): focused on creating a supportive and inclusive environment at Corus in which Black-identifying employees thrive
 - Co-Chairs: Natalie Nicholas and Isabella Ssozi; Executive Sponsor: Colin Bohm
- **CREATE** (Corus Recognizes Excellence in Asian Talent & Energy): focused on empowering Asian identifying employees
 - Co-Chairs: Currently vacant; Executive Sponsor: Shawn Kelly
- **Out at Corus**: for 2SLGBTQ+ employees and allies
 - Co-Chairs: Marco Lima and Bailey Northcott; Executive Sponsor: Greg McLelland

Events hosted throughout the year have had a huge impact and have been very well attended, with topics including mental health in Asian communities, trans allyship, disability in the workplace, and Truth & Reconciliation.



DEI education

Training and education will always be a foundational element in our DEI Strategy. FY22 saw the full roll-out of a four-module DEI training program, delivered by external facilitators who are experts in the field. Small group sessions of up to 35 participants allowed for discussion and questions. Take-away resources support go-forward use of concepts and tools.

- **Module 1: Diversity, Equity and Inclusion in the Workplace.** Introduced fundamental concepts within DEI, education in the histories of racism and a framework for inclusive behaviour.
- **Module 2: Challenging What We Think We Know About Racism.** Dove further into the histories and types of racism, and included an introduction to microaggressions and the role bias plays in systemic racism.
- **Module 3: Anti-Racism in Action: Exploring Power, Privilege and Allyship in the Workplace.** Explored these key concepts, as well as how individuals can confront racial inequities within the workplace, and how individuals can be Anti-Racists.
- **Module 4: The Time is Now: Putting Inclusive Leadership to Work.** This module discussed how to build on the concepts covered in earlier modules and incorporate them into leadership. Everyone at Corus with at least one direct report was required to take this module.

This completion of this roll-out does not mean the end of DEI Training at Corus. New offerings are being developed and will be communicated throughout the coming year.

Concepts from this training are now integrated into our Performance through Partnership (PTP) process, as well as our Leadership Expectations.

self-ID data: understanding our people

In November 2021, Corus launched a new Self-Identification Survey which expanded on our existing survey by including more detailed options in each of our four federally designated categories. For example, within the category of 'visible minority' we now have information by a range of racial groups. In addition we also provide options for people to identify as part of the 2SLGBTQ+ communities.

We were very happy to see a first-year completion rate of over 70%, which gives us a good set of data to start to understand our company better, identify new ways to serve and support our people, and effectively set recruiting and programmatic objectives.

content diversity and representation

In FY22, Corus launched a work stream focused on diversity and authentic representation in Content. The work started with the appointment of a dedicated DEI team member to lead this work, followed by a current state analysis, in-depth working sessions with nine of our business areas to determine our objectives in front of and behind the camera, as well as identifying initiatives to support our objectives.


The next step of this work stream will be to develop dashboards for each business area, including a baseline of measures. This work started in FY22 and will continue into FY23.

Black Screen Office study

Corus signed on to an innovative study by the Black Screen Office, an organization that supports Black Canadians working throughout the screen industries to build their careers, strengthen their networks and share their stories. Corus was also a member of the Study's Advisory Committee.

The Canadian Race-Based Audience Survey sheds light on the screen media preferences and consumption habits of underrepresented groups, and provides an understanding of who these audiences are, what they are consuming, on which platforms they are consuming, factors affecting consumption, and perceptions of screen content

supporting our communities and our talent pipeline

Corus.Futures is the new name for Corus scholarship and internship programs. These programs are designed to provide support for students from underrepresented communities and to build the next generation of industry creators and leaders. 

On March 29th, corus.Futures launched two new scholarships, one for Radio and one for Broadcast Television. Both scholarships include a financial contribution for students in their final year of studies, a paid internship, and a career mentorship. This year's recipients have been notified and have accepted.

Our intent is to have this program become a real and direct way that today's students become tomorrow's media professionals. We plan to expand the number and variety of scholarships in the coming years.

On the industry sponsorship side, we also partnered with new organizations focused on supporting content creators and talent from underrepresented communities. Corus' approach is to provide both career starting and career building opportunities that supports individuals in their career journey.

- **OYA Black Arts Coalition** and the creation of the *Corus Unscripted Internship Program* that facilitates two paid internships. Placements were facilitated through HGTV's *Gut Job* and *Styled*.
- **Black Screen Office/Director's Guild of Canada** and their Black Women Directors Accelerator which facilitates placement for Black female directors in shadowing opportunities.
- **Northern Canada Producer Accelerator Program** which is focused on supporting creators from the Northwest Territories and the Yukon where access to programs are often a challenge. Approximately 50% of participants were Indigenous creators this year.
- **Banff World Media Festival** and the *Corus Apprentice Program* which was focused on writers from underrepresented communities interested in the young adult scripted genre. In addition to networking opportunities at the Festival, five writers will also be placed in writers rooms for two-week paid internship opportunities.
- **Talent Incubator: Black Write Edition**, a Nelvana and Kids Can Press initiated program designed to help discover, support and mentor emerging Black creators, storytellers and illustrators in Canada launched with great success. Outcomes in its first year include:
 - More than 150 submissions of creative work
 - Five creators selected for Nelvana mentorship
 - One animated project optioned for Nelvana development
 - Three authors selected for Kids Can Press mentorship based on manuscripts
 - One manuscript contracted for publication by Kids Can Press
- **BIPOC Writers Connect**, a Kids Can Press supported virtual conference for Black, Indigenous, and racialized emerging writers to connect with industry professionals, established authors, and fellow emerging writers.

recruiting at Corus – enhancing our programs

The DEI and Talent Acquisition teams launched a project to review and evolve our processes. The objective is to enable our recruiters and hiring managers to reach a more diverse pool of candidates and ensure we are selecting candidates in an inclusive and equitable manner.

In FY22 the teams completed a current state review, and defined the strategy for FY23, which is broken into three areas of focus:

- Sourcing: How to reach a more diverse set of candidates, aligned to our company's demographic gaps.
- Attraction: How to attract a more set of candidates, and how to identify and address barriers in our job postings.
- Selection: How to identify, and disrupt, bias in selection processes.

Cross-functional team members from Talent Acquisition, DEI and the business areas are involved in this initiative, which will continue throughout FY23.

measuring our results – diversity and inclusion

In FY22 Corus started measuring both diversity and inclusion formally. Both are important to measure, as we need to look at not only our representation numbers, but also whether our people feel valued for who they are.

Diversity

Using the new Self-ID Data, the Reporting Team has developed a Dashboard focusing on demographics, as well as key indicators such as turnover and promotions. This will be reviewed by the Executive Leadership Team through the year.

Inclusion

In order to track our peoples' overall sense of inclusion, Corus added an Inclusion Index to our quarterly employee engagement surveys. Every quarter we tracking inclusion against these two questions:

- I am comfortable being myself at work.
- My team has a culture in which diverse perspectives are valued.

Responses to these two questions are combined to create our new Inclusion Index. This Index will help us guide, support, and measure our progress in realizing Corus' Diversity, Equity, & Inclusion mission.

At the end of FY22 we had an Inclusion Index score of 1 point above the median external benchmark of companies in our vendor's database. We know there remains work to be done to continue to improve in this area – and we now have a baseline from which to measure our progress.

Corus's DEI team and stakeholders

DEI Team

Corus's DEI Team has three full-time dedicated team members to ensure we maintain momentum and deliver on our commitments. Joining Lenore MacAdam, Head of Diversity, Equity & Inclusion, in FY22, were:

- Stephanie Gosine, Content Diversity Manager (started in September 2021)
- Lea Trotman, DEI Manager (Started in October 2021)

We also thank two Corus team members who were seconded to support the team in FY2022.

Muneer Patel from the technology team who supported the Self-ID project, and Nya Freckelton from the revenue team who supported the DEI Training initiative in FY22.

DEI Council

The DEI Council is comprised of Corus employee with different lived experiences, and from across the country and the many parts of our business. They are key partners on our DEI journey, as they give business-driven insight and advice on how we are living our DEI mission and vision, and are champions of inclusive behavior and leadership.

Of particular note in FY22, the DEI Council piloted our DEI Education modules, and provided invaluable feedback to our vendor, revising and improving the content for a Corus audience.

Additionally, in FY22, ERG Co-Chairs were appointed to the DEI Council to bring their experience and insights.

moving forward into FY23

We look forward to continuing to keeping you posted every quarter on our progress. We will be updating our DEI Action Plan with new initiatives for FY23, and you will see that in our first FY23 Quarterly Update.