

DEI update: FY23 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 a purposeful, comprehensive, 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, solicit input and advice, listen and learn, to understand where we can do more and better—where we can introduce new initiatives and enhance existing processes, with a focus on measuring our progress.

The following is a recap of our work in fiscal year 2023 (FY23)



FY23 overview

In FY23, we built on the foundational elements of our DEI Strategy, such as our Self-Identification form, Employee Resource Groups, Inclusion Index, and DEI education, that support a culture of equity and inclusion. We dove into the many ways that we source, attract and select new talent, working towards building a more diverse workforce. We also developed new processes and tools for measuring and tracking our progress throughout the business.

We are proud to report that within our workforce, we have seen increases in all populations of underrepresented communities. **Please see our "Self-ID Results: 2023"**

employment equity award

We are also proud to report that for the first time, Corus has been selected to receive recognition for Outstanding Commitment to Employment Equity as part of the 2023 Employment Equity Achievement Awards. This award, given by the Government of Canada, recognizes employers for achievement in implementing employment equity in their workplaces.



taking workplace measurement to a new level – new DEI reporting suite

In FY22, Corus developed a Diversity Dashboard based on expanded Self-ID data, and added an Inclusion Index to Engaging Corus, our quarterly employee engagement survey, which is comprised of two questions:

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

In FY23, we expanded on these foundational pieces and now have a much fuller picture of our workforce.

Our new DEI Reporting Suite gives the following information:

- Current demographic composition of our workforce
- Demographic breakdown of employee movement
 - Hires
 - Promotions
 - Turnover
- Demographic breakdown of employee engagement, including both the Inclusion Index and Employee Engagement Index

Our completion rate is now almost 80%, which gives us a good set of data to review and interpret.

employee resource groups (ERGs)

In FY23, our seven Employee Resource Groups (ERGs) all continued to thrive. The full complement now includes:

- **All Access:** Focused on accessibility and inclusion for people with disabilities
 - Co-Chairs in FY23: Brian Hill, Max Olson and Mike Menard; Executive Sponsor: Jennifer Lee
- **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 in FY23: Natalie Nicholas, Andre Beadle, Shantay Parsons and Clement Dwyer; Executive Sponsor: Colin Bohm
- **CREATE** (Corus Recognizes Excellence in Asian Talent & Energy): focused on empowering Asian identifying employees
 - Co-Chairs in FY23: Julie Ngo, Ling Chan ; Executive Sponsor: Shawn Kelly
- **HOLA** (Hispanic/LatinX Organization of Leadership and Achievement): Focused on members of LatinX and Hispanic Communities
 - Co-Chairs in FY23: Erika Murillo and Mia Santos; Executive Sponsor: Cheryl Fullerton
- **neechie:** focused on creating a culturally aware, supportive and inclusive environment for Indigenous Peoples, while amplifying the need for Truth and Reconciliation.
 - Co-Chairs in FY23: Jeanelle Mandes and Terry Rogers; Executive Sponsor: Doug Murphy
- **Out at Corus:** focused on 2SLGBTQ+ inclusion
 - Co-Chairs in FY23: Marco Lima, Bailey Northcott, Michelle Orlik, Sara Hyde; Executive Sponsor: Greg McLelland
- **WIN** (Women's Inclusion Network): focused on inclusion of all women
 - Co-Chairs in FY23: Sadia Butt and Pam Westman; Executive Sponsor: John Gosling

Events hosted throughout the year continue to have positive feedback and impact, including a meet-up at the Trans March in Toronto, a Latin American cooking demonstration, a presentation by Clement Virgo, and panel discussions on a wide range of topics including Sign Language, Indigenous Hoop Dancing, and Black history.

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BOLD Black Organization
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 **OUT** at **corus.**

DEI education

Building on the comprehensive education provided in FY22, the Corus DEI Team continues to develop, and source, new training and development offerings for our people.

- Anti-Racism training, instructor-led: Developed in conjunction with the DEI Team, and facilitated by Elysia Bryan-Baynes, formerly of Global News, this session is offered through Corus U, and is required for all new hires at Corus.
- Disability eLearning: Focused on disability awareness, this eLearning, developed by our partner ODEN (Ontario Disability Employment Network), was offered to leaders in FY23.
- In development. The DEI Team has developed two training programs to be piloted and rolled out in FY24.
 - DEI Fundamentals: An overview of DEI at Corus, and what it means to our business and culture.
 - Unconscious Bias: An introduction to how to recognize, and disrupt, bias in decision making processes.

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.

In FY23, recognizing that we needed a baseline for our onscreen diversity, we developed a process and associated tools to begin tracking that information. The DEI Team worked closely with the Data Science Team to develop a Content Diversity Dashboard. This is an industry-leading practice that will enable us to better reflect the Canadian population in our Content.

Highlights of this initiative include:

- The Original Productions team now has a complete demographic breakdown of their 2021-2022 season.
- We have a process in place and are starting to collect data from other business areas including: Network Acquisitions, KIN, so.da, Tempo, Kids Can Press, Nelvana and Creative Services.
- We have a SharePoint Form designed internally to collect data.
- We have an online tool which displays the information.

supporting our communities and our talent pipeline

Corus.Futures includes both a scholarship and internship component, and is designed to provide support for students from underrepresented communities and to build the next generation of industry creators and leaders.

CORUS.Futures

In FY23, highlights included:

- The **so.da Social Marketing Scholarship and Internship program** was launched with a focus to build a more diverse pipeline for the next generation of social media leaders.
- **TV Broadcast Scholarship and Internship** recipient completed a three-month paid internship with *ET Canada*. **Susannah Therrien Radio Scholarship and Internship** recipient received an internship at Corus Radio Hamilton which will start in October 2023.

Some of our other support opportunities included:

- 10 students selected for the **Indspire scholarship** for indigenous students.
- **OYA Black Arts Coalition** confirmed for Year 3.
- In its second year, the **Global News Diversity Scholarship**, in partnership with the Radio Television Digital News Foundation of Canada (RTDNF), supports students from racialized communities who are enrolled in a journalism or communications program.

community youth engagement program

This new initiative launched in FY23 provides high-school and post-secondary students from underrepresented communities with exposure to Corus and our business, as well as to our leaders who interact with the students through site tours and panel discussions.

The inaugural initiative in FY23 was a tour and panel discussion for 15 young women from YouthLink's "Pathways to Education Scarborough Village".

DEI and talent attraction workstream

The DEI and Talent Acquisition teams continue to work closely to review and enhance our sourcing, attraction and selection processes.

In FY23, the following work took place:

- A set of job posting guidelines for hiring managers and recruiters, to ensure the Corus is attracting as wide and diverse a set of candidates as possible. These guidelines include:
 - The use of inclusive language, including gender and disability-inclusive language.
 - The use of job requirements that are equitable, reasonable and do not create undue barriers to employment
- Development of an unconscious bias training program, which will focus on how to identify and disrupt bias in decision making processes, including hiring.
- Development of a sourcing strategy that focuses on our target priority areas, including a review of sourcing boards and organizations.
- Development of a Candidate Self-ID process that will give applicants the opportunity to self-identify during the recruiting process.

This workstream will continue through FY24, involving the DEI and Talent Acquisition Teams, and representatives from business areas.

accessibility action plan

As part of Corus's requirements under the new federal accessibility legislation, as well as our current Ontario provincial legislation, Corus developed an Accessibility Action Plan which was posted publicly in Q3.

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. The team is:

- Lenore MacAdam, Head of Diversity, Equity and Inclusion (started in September 2020)
- Stephanie Gosine, Content Diversity Manager (started in September 2021)
- Alicia Gonen, DEI Manager (started in May 2023)

All members of the DEI team bring depth of experience in DEI strategy, design and execution.

DEI Council

The DEI Council is comprised of Corus employees with a range of 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 FY23 the DEI Council:

- Piloted our Anti-Racism module, giving feedback prior to rolling out to Corus
- Consulted on, and gave feedback into, our Triennial Employment Equity Plan which was updated with a 2023- 2025 version.

moving forward into FY24 – *The Year of Data*

We are calling FY24 "The Year of Data", because we now have a full DEI Reporting Suite that the DEI and People Teams can review quarterly to assess progress, identify issues or gaps, and course correct when necessary. We are also developing an understanding of our on-screen content with our Content Diversity Dashboard project, as well as the demographic profile of candidates who apply for roles at Corus.

We are committed to striving towards being a company that reflects the Canadian population, both in our employee base and our Content. We are also committed to a company where all of our people thrive and feel that they belong. These tools will help us get there.