

DEI update: FY24 in review

At Corus, we are committed to diversity, equity, and inclusion (DEI) across our business and culture, driven by a clear mission and vision.

We have a purposeful, comprehensive, DEI Action Plan to support DEI in all areas of our business, content, and 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 clear focus on measuring and sharing our progress.

The following is a recap of our work in the fiscal year 2024 (F24).



F24 overview

In F24, we created a DEI Reporting Suite that shows us the demographic breakdown of the composition of our workforce, employee movement (i.e. hires, promotions, and turnover), and employee engagement. This reporting suite allows us to better identify barriers, set targets, and understand our progress.

Through the DEI reporting data, we have been able to identify Target Priority Areas to address gaps in the following:

- Overall Company
- Leadership
- Areas of the Business

Every quarter, the DEI and People and Culture teams reviewed and discussed the data to assess progress, identify issues or gaps, and course correct when necessary.

As a result, in F24, we successfully:

- Increased diverse talent to thrive through an inclusive culture
- Measured representations at all levels and areas of business within the organization
- Analyzed trends associated with new DEI initiatives

Additionally, we are proud to report that within our workforce in F24, we have seen increases in positions of “Directors and Above” for women and visible minorities. We also reached a new threshold of rate of completion of our Self-ID survey—more than 80% of Corus people have completed the survey.

This gives us a good set of data to review, interpret, and from which to continue to build on. **Please see our “Self-ID Results: 2024”.**

employee resource groups (ERGs) and DEI council

ERG Highlights of F24:

In F24, our incredible ERGs continued to exchange knowledge and information that help us to create a more diverse and inclusive workplace.

Each Corus ERG is led by co-chairs and has an Executive Sponsor from the Corus Senior Leadership Team. With the organizational restructuring in F24, F25 is an exciting opportunity for our ERGs to flourish and align with the needs of the business under new leadership.

Corus’ full complement of ERGs includes:

- **All Access:** Focused on accessibility and inclusion for people with disabilities.
- **BOLD** (Black Organization for Leadership and Development): Focused on creating a supportive and inclusive environment at Corus in which Black-identifying employees thrive.
- **CREATE** (Corus Recognizes Excellence in Asian Talent & Energy): Focused on empowering Asian identifying employees.
- **HOLA** (Hispanic/LatinX Organization of Leadership and Achievement): Focused on members of LatinX and Hispanic Communities.
- **neechie:** Focused on creating a culturally aware, supportive and inclusive environment for Indigenous Peoples, while amplifying the need for Truth and Reconciliation.
- **Out at Corus:** Focused on 2SLGBTQ+ inclusion.
- **WIN** (Women’s Inclusion Network): Focused on inclusion of all women.

ERG events hosted throughout the year continued to have positive feedback and impact, including oral history about Orange Shirt Day, Latin American Heritage Month events, International Day of the Girl, Celebration of Diwali and Bandi Chhor Divas, International Day of People with Disabilities, Black History Month, Indigenous Storytelling Month, and Pride Season.



DEI Council Highlights of F24:

In F24, our DEI Council continued to play an integral role in providing business-driven insight and advice on the practice of our DEI Mission and Vision. The DEI Council acted as an ongoing forum for consultation, feedback, recommendations and leadership on matters of DEI, which included:

- Piloted our Unconscious Bias training and gave feedback to the DEI Team about delivery and content.
- Participated in the execution of the LinkedIn Amplify program in collaboration with the Talent Attraction team.

DEI and talent attraction workstream

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

In F24, the following workstreams and initiatives took place:

- Implemented a new initiative, LinkedIn Amplify, to leverage our own peoples' LinkedIn networks and communities to reach a wider diversity of candidates. The initiative was launched with our DEI Council, who have been asked to LIKE, POST, and COMMENT on job postings shared by the Talent Attraction team.
- Piloted the Unconscious Bias Training Program, which will focus on how to identify and disrupt bias in decision making processes, including hiring.
- Developed a sourcing strategy that focuses on our Target Priority Areas, including a review of sourcing boards and organizations.
- Formed a new initiative to address the increasing diversity among leadership at Corus. This Leadership Diversity Workforce consists of leaders from the HRBP team, Talent Attraction and DEI teams with a starting focus on:
 - a) Selection process for leaders.
 - b) Reviewing transferrable skills to diversify our pipeline of qualified candidates.
 - c) Training and development for managers.
 - d) Succession planning.
- Developed and executed a Candidate Self-ID Survey. The Candidate Self-ID is a voluntary questionnaire comprised of six demographic questions for applicants to complete when applying for a position at Corus.

DEI education

Building on the comprehensive education provided in F22, the Corus DEI portfolio continues to develop and source new training and development offerings for our people.

In F24, we offered:

- **Instructor-led Anti-Racism Training:** 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.

Over the year, the DEI Team developed two training programs to be piloted and rolled out at a later date.

- **DEI Fundamentals:** An overview of DEI at Corus, and what it means to our business and culture.
- **Unconscious Bias Training Program:** An introduction to how to recognize, and disrupt, bias in decision making processes.

supporting our communities and our talent pipeline

Our Corus.Futures program is designed to provide support for post-secondary students in their final year of studies from underrepresented communities with both a scholarship and internship at Corus, with a goal to build the next generation of industry creators and leaders.

In F24, highlights included:

- The **so.da Social Marketing Scholarship and Internship program** continued with a focus on building a more diverse pipeline for the next generation of social media leaders.
- **Corus TV Broadcast Scholarship and Internship** recipient completed a three-month paid internship with Global's *The Morning Show*.
- **Susannah Therrien Radio Scholarship and Internship** recipient completed a three-month paid internship at Corus Radio Calgary.

Some of our other support opportunities included:

- 10 students were selected for the Indspire scholarship for Indigenous students.
- OYA Black Arts Coalition was confirmed for Year 4.
- Corus continued to partner with Women in Technology and Communications (WCT), providing Corus women with access to entry level and advanced leadership development programs.
- In its third year, the Global News Diversity Scholarship, in partnership with the Radio Television Digital News Foundation of Canada (RTDNF), supported students from racialized communities who are enrolled in a journalism or communications program.

community youth engagement program

As part of our new Community Youth Engagement Program in F24, we hosted three tours along with Q&A panel discussions with Corus team members at Corus Quay for 115 youth. The program provides high school and post-secondary students from underrepresented communities exposure to Corus, our business and its leaders. We had 15 Corus leaders volunteer their time to share their career journey and speak on specific areas of interest at Corus. We had the pleasure of working with the following institutions and programs this year: Neil McNeil High School, Success Beyond Limits, and St. Clair College.

We look forward to continuing this program for its second year in F25, and working with community organizations and educational institutions to curate opportunities for more youth to hear from Corus team members in various roles and business areas.

moving forward into F25 - acting on the data

Now that we have a full reporting suite of DEI data to break down the diversity of our workforce, we will use this insight to take further action to build a culture of inclusion. We will be working to embed our data into our existing processes and action plan, including:

- Improving the recruitment and selection process to ensure true inclusion.
- Enhancing employee communication channels to ensure all voices are heard.
- Supporting our DEI Council and Employee Resource Groups to evolve to better support the needs of employees.

We are committed to striving to be a company that reflects the Canadian population, both in our employee base and our content. We are also committed to a company where all our people thrive and feel that they belong.