

**Knowledge Network Corporation  
Cultural Diversity Best Practices**

**Report to the CRTC for the 2012/13 Broadcast Year  
(September 2012 - August 2013)**

**Preamble**

Knowledge Network Corporation (KNC) values cultural diversity among individuals and groups, and acknowledges that cultural diversity encompasses many elements including: race, ethnicity, language, religion, value and belief systems, disability, class, sexuality, gender, and age. KNC does not tolerate discrimination on the basis of such attributes and is committed to providing an environment where people are treated with respect and supported in their work.

Since 1981, KNC has supported local and regional voices in British Columbia. We acknowledge our responsibility as a public educational broadcaster to provide programming that meets the needs of a culturally diverse learning community. We are committed to fostering multiculturalism by encouraging diversity in the independent production sector in British Columbia and Canada. KNC continues to develop new opportunities, creating original programming for television and the Internet that will engage British Columbia's varied and distinct population.

Through policies and practices relating to equitable hiring, on-air reflection, controversial programming and program acquisition and commissioning, KNC provides programming that reflects and respects the cultural diversity of the British Columbians we serve.

**Article 1      Application and Implementation**

- 1.1 KNC's Cultural Diversity Best Practices ("Best Practices") will apply to all programming on the broadcast service;
- 1.2 All Directors will be accountable to the President and CEO on application of the Best Practices, appropriate to the departments they manage;
- 1.3 Staff will be informed of the Best Practices and be expected to apply the principles to KNC business activities;
- 1.4 Every staff member will have a copy of the Best Practices; it will also be posted in a conspicuous place at KNC as well as on the KNC website.
- 1.5 The Director of Business and Content Management will monitor the implementation of the Best Practices on a quarterly basis, reporting directly to the President on progress.

**New Actions**

*We continue to distribute Best Practices to staff on a regular basis and they remain posted on Corporate bulletin boards and at Knowledge.ca*

**Article 2      On-Air Reflection**

- 2.1      The Creative Director will oversee the selection, screening, editing and scheduling of all programming to ensure it reflects KNC's Best Practices.
  
- 2.2      KNC's on-air image will reflect and promote the cultural diversity of British Columbia, through culturally diverse on-air talent, independent production and sponsorship partners.

**New Actions**

*Actions for this Article 2 include content that was broadcast or publicized during the reporting year while actions in Article 3 include projects that were commissioned or acquired during the reporting year. Programming related Actions in both articles have been categorized for ease of understanding.*

Kids programming featuring ethnically diverse talent and cultural diversity:

Children's programming on Knowledge Kids strives to reflect the diversity of our audiences in shows such as **Five** (a series of shorts that travels the world exploring cultures and countries) and **Dino Dan** (a multi-cultural classroom full of friends joins paleontologist-in-training Dan on his adventures).

Other kids' titles that support cultural diversity include: **Noodle and Doodle** and **Wild Kratts**.

Continuation of the branded strand East is East, focused on Asia Pacific:

**Inside Sumo's Ultimate Clash** - from the Japanese big time, to the amateurs in America, we go inside the world of Sumo to discover a sport unlike any other.

**Mao: A Chinese Tale** - to some, Mao Zedong was a brilliant scholar, a military genius and a political strategist. To others, he was totalitarian dictator responsible for the deaths of millions of people. Mao is a controversial figure, and one of the giants of world history. This series tells his riveting story, from his peasant roots to his role as the father of Chinese Communism.

**Asia's Monarchies** - in this five-part series, we journey to Japan, Bhutan, Cambodia, Nepal and Brunei to understand the relationship between the people and their monarchs.

**Hidden Cities of Asia** - in and around Asia's most bustling cities lay hidden worlds filled with forgotten palaces and temples, abandoned towns and disused underground fortresses that shelter unbelievable relics and untold stories. With the help of local experts, host Anthony Morse attempts to investigate and unearth these places, and reveal the tales they have hidden for so long.

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**Travels with a Tangerine** – when Moroccan scholar Ibn Battutah set off on his pilgrimage to Mecca in 1325, little did he realize that his journey would last nearly 30 years. In this three-part series, Islamic expert and travel writer Tim Mackintosh-Smith retraces the great traveler’s route, illuminating both the medieval and modern Muslim world.

**The Spice Trail** – Kate Humble sets off on a journey along the exotic “spice trail” in this fascinating three-part series. Kate travels through India, Sri Lanka and Indonesia, discovering how these tastes of paradise were once so coveted that a small sack of nutmeg could buy a London townhouse and pepper was traded as currency.

**From C to C: Chinese Canadian Stories of Migration** – Vancouver filmmaker Jordan Paterson spent two years crafting this moving documentary about the historical injustices faced by Chinese migrants during the last century and the impact of the Head Tax and Exclusion Act on their lives. Film on location in BC and throughout China’s Guangdong province, From C to C contracts the experiences of the migrants with the views of contemporary Chinese-Canadian youth.

**Mekong: Soul of a River** – this series travels along one of the world’s great rivers, the Mekong, from its vast delta in southwestern Vietnam to its source in the Tibetan plateau.

**I.M. Pei: Building China Modern** – architect I.M. Pei returns to his home city of Suzhou, China to work on his most personal project to date: a modern museum that complements the architecture of the 2,500 year old city.

**Ganges** – this series tells the story of one of the most extraordinary rivers in the world – the Ganges. This holy river lies at the very heart of Indian life, shaping its culture and beliefs.

**Story of India** – veteran presenter Michael Wood takes us through 10,000 years of Indian history and religious philosophy in an epic voyage across a vast land that contains the world’s oldest continuous civilization.

**Afghanistan: The Great Game** – Afghanistan, one of the most isolated and barren landscapes on earth, is a strange place for an empire or superpower to invade. Rory Stewart, a former charity worker in Kabul, tells the story of two centuries of foreign intervention in Afghanistan.

**Lijiang: One City, Two Tales** – discover the rich life and culture of one of China’s most unique cities – Lijiang, a designated UNESCO heritage site.

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Programming featuring aboriginals/First Nations as subject matter:

**Reel Injun** - Cree filmmaker Neil Diamond takes an entertaining and insightful look at Hollywood's portrayal of North American Natives, from the silent film era to today. Traveling through the heartland of America, he explores the myth of "the Injun", and how it has influenced the world's understanding - and misunderstanding - of Natives.

**Our First Voices** - this documentary celebrates 13 BC First Nations languages and pays tribute to the drive to preserve and revitalize them for future generations.

**Pushing the Line: Art Without Reservations** - examines the vibrant and engaging world of west coast Aboriginal artists who challenge boundaries of 'traditional' art.

**The Story of the Coast Salish Knitters** - combining the ancient wool-working traditions of the Coast Salish people and knitting techniques of English and Scottish settlers, Cowichan sweaters have become a symbol of Canada's West Coast - this is the story of the people who make them.

**Wild Horses, Unconquered People** - this documentary weaves together an intricate story that encompasses the wild horses that roam BC's remote and inaccessible Nemiah Valley and Brittany Triangle, the science behind their peculiar heritage and the remarkable symbiosis with the First Nations people who share the remote patch of land on which they thrive.

Documentaries featuring women in key roles:

**Annie Leibovitz: Life Through a Lens** - through her work for Rolling Stone, Vanity Fair and Vogue, Annie Leibovitz has produced some of the most iconic images of the last 30 years. This documentary reveals a woman who has become as iconic as the people she photographs.

**Stardust: The Bette Davis Story** - the Bette Davis Story takes us on a psychological treasure hunt for the soul of a person so buried in contradiction and her self-styled legend that fact and fiction became indistinguishable.

**The Many Lovers of Jane Austen** - to mark the 200<sup>th</sup> anniversary of the publication of Jane Austen's first novel Sense and Sensibility, professor Amanda Vickery explores how different periods and generations of readers have been won over by just six classic novels.

**Huxley on Huxley** - Laura Huxley's candid recollections offer a compelling glimpse into her life with Aldous Huxley, one of the greatest writers and

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visionaries of the 20<sup>th</sup> century, with whom she shared a passionate interest in human consciousness.

**The Life and Times of Frida Kahlo** – explores the 20<sup>th</sup> century icon who became an international sensation in the worlds of modern art and radical politics. Never before has the extraordinary life of Mexican Frida Kahlo been framed in relation to the full spectrum of the historical and cultural influences that shaped her.

**Carol Channing: Larger Than Life** – the story of legendary performer Carol Channing's life is as colourful as the lipstick on her big, bright smile. This documentary captures the magic and vivacity of the 90-year-old icon – onstage and off.

**Alice Neel** – the remarkable achievements and tumultuous personal life of Alice Neel, one of the great portrait painters of the 20<sup>th</sup> century, are explored in this documentary by her grandson Andrew Neel.

**Spitfire Women** – this documentary reveals the story of the remarkable female pilots of World War II, who overturned convention to reach for the skies.

**Miss Fisher's Murder Mysteries** – based on the novels of Australian author Kerry Greenwood, our lady sleuth sashays through the back lanes and jazz clubs of late 1920s Melbourne, fighting injustice with her pearl handled pistol and her dagger sharp wit.

**She-Wolves: England's Early Queens** – in Medieval and Tudor England there was no question in peoples' minds about the order of God's creation – men ruled and women didn't. Yet despite everything that stood in their way, a handful of extraordinary women did attempt to rule. In this three-part series, historian Helen Castor explores seven queens who challenged male power, the fierce reactions they provoked and whether the term 'She-Wolves' was deserved.

**Emily Carr: Winds of Heaven** – explores the intimate details of Emily Carr's artistic life, from the overbearing challenges of her Victorian upbringing, through her fifteen-year retreat from the world of art, this documentary captures the essence of Carr's spirit as she becomes a modern artist with passion and courage.

**Secrets of the Emerald Sea** – Sarika Cullis-Suzuki, the youngest daughter of David Suzuki, takes us into the ocean for a look at the remarkable creatures that live there, such as the Giant Pacific Octopus, shape-shifting nudibranchs and the endearing ping-pong-ball-shaped Pacific Spiny Lumpsucker.

**The Mystery of Mazo de la Roche** – Mazo de la Roche was one of the most successful and prolific women writers of the 20<sup>th</sup> century. De la Roche and her

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lifelong companion Caroline Clement – Mazo’s ‘adopted’ cousin, sister and muse – constructed a public persona that protected their very hidden life. This documentary explores the many ‘myths’ and ‘truths’ about this elusive author, presenting a dazzling portrait of one of the most extraordinary literary partnerships of all time.

**I Was Worth 50 Sheep** – Sabere was only 10 when she was sold to a man forty years her senior. After six years of confinement and abuse she escaped to find temporary refuge in a woman’s sanctuary. This is the story of one brave Afghani girl and her struggle for life.

**Marlene Dietrich: Her Own Song** – this documentary profiles the life of Marlene Dietrich, revealing the passionate artist and political activist beneath Dietrich’s glamorous façade.

**What a Difference a Day Made: Doris Day Superstar** – this tongue-in-cheek account of Day’s turbulent and successful life combines film clips, music and interviews for an engaging look at the world’s most famous “girl next door”.

**Shakespeare, India and Me** – Felicity Kendal, one of Britain’s best-loved actresses, tells the story of India’s long love affair with Shakespeare – from the first days of Empire, to Bollywood and beyond.

**40 Days at Base Camp** – over the course of 40 days, BC filmmaker Dianne Whelan immersed herself in the challenging world of Base Camp at Mt. Everest.

**Vera** – award-winning actress Brenda Blethyn stars as DCI Vera Stanhope, a sharp-witted, straight-talking and often bad-tempered detective whose shambolic appearance belies her brilliant mind.

**Joanna Lumley’s Greek Odyssey** – in this four-part series, British actress Joanna Lumley visits spectacular mythical and historic sites left by the ancient Greeks, and ventures off the well-worn tourist trail to discover the different lifestyles and cultures that exist there today.

**Joanna Lumley’s Nile** – British actress Joanna Lumley is on the trip of a lifetime – exploring the River Nile, the longest river in the world, from sea to source.

**Helen of Troy** – she is the face that launched a thousand ships, but who was the real Helen of Troy? Bettany Hughes travels across the eastern Mediterranean to disentangle myth from reality and find the truth about the most beautiful woman on earth.

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Documentaries providing different perspectives on global cultures:

**Civilization: Is the West History?** – Harvard historian Niall Ferguson takes on a big subject: why the West has dominated the rest of the world – and whether the days of Western ascendancy are coming to an end.

**Lady Kul el-Arab** – follows the story of Duah Fares, a young woman from the Druze village of Sagur, as she prepares to compete in the Lady Kul el-Arab beauty pageant.

**Prosecutor** – follows Chief Prosecutor Luis Moreno-Ocampo through the first trials of the newly formed International Criminal Court in The Hague. Critics say Moreno-Ocampo's justice threatens peace – champions of justice criticize his weaknesses – the Prosecutor must keep one step ahead of them all.

**Last Train Home** – every spring, China's cities are plunged into chaos as, all at once, millions of migrant factory workers attempt to return home by train. This documentary draws us into the fractured lives of a single family caught up in this desperate annual migration.

**Amandla! A Revolution in Four Part Harmony** – named for the Zulu word for "power", Amandla! is an impassioned chronicle of the role music played in the 40 year fight against apartheid. A source of solace and encouragement, music united the people and gave voice to their struggles.

**Going to Extremes** – travel writer and Oxford lecturer Dr. Nick Middleton ventures to the hottest, coldest, wettest and driest inhabited places on earth, to find out not only how people manage to live there, but why they stay.

**Going to More Extremes** – travel writer and Oxford lecturer Dr. Nick Middleton takes us to new extreme climates in this series. We'll find out if he's tough enough to survive in places so harsh no one lives there permanently.

**Wild Coasts** – in this five-part series Craig Potton takes us on a visually stunning tour of his home country, from spectacular places known the world over to isolated unknown wilderness spots. Throughout his travels, he spends time with people who live by and love New Zealand's coasts, including scientists, sailors, swimmers and artists.

**Crude** – the epic story of one of the largest and most controversial legal cases on the planet. The infamous "Amazon Chernobyl" case takes place in the Amazon jungle off Ecuador, pitting 30,000 indigenous and colonial rainforest dwellers against the US oil giant Chevron.

**Born into Brothels** – in the red light district of Calcutta lives a group of unforgettable children, roaming the streets where their mothers work as prostitutes. This Oscar-winning documentary follows photographer Zana

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Briski as she teaches the children how to take photos, and how to look at the world with new eyes and new hope for the future.

**The Party's Over: How the West Went Bust** - a dramatic and controversial series examining the causes and consequences of the seismic rebalancing of the global economy.

**China: Triumph and Turmoil** - Niall Ferguson travels through this vast country to find out how a fifth of humanity can live under a Communist system of government with a capitalist economy when, according to all the laws of history, it should fall apart.

**Armadillo** - following a group of Danish soldiers stationed in Afghanistan through an entire tour of duty, filmmaker Janus Metz creates an unforgettable portrait of the reality of military life on the frontlines.

**Liberia '77** - a tattered envelope of their Dad's old photos leads Canadian brothers on an adventure in photography, memory and culpability in the war torn African country of their childhood.

**Ping Pong** - pensioners from across the planet compete in the World over-80s Table Tennis Championships in Inner Mongolia.

**A Sorry State** - filmmaker Mitch Miyagawa has the most apologized-to family in Canada - maybe even the world. But what do apologies mean to his parents, his young children and his country? Can saying "sorry" fix past atrocities and heal victims' pain?

**Fierce Light: Where Spirit Meets Action** - fueled by the belief that "another world is possible", acclaimed filmmaker Velcrow Ripper seeks out inspiring stories of spiritual activism.

**Mandela** - Nelson Mandela's story is one of struggle and oppression, of dignity and hope over despair, of self-discipline and respect over persecution and hate. In this Oscar-nominated biography, sanctioned by Mandela himself, we're given incredible access and insight into one of the great men of our century.

**In Korea with Norm Christie** - follow war historian Norm Christie and a group of Canadian veterans as they retrace their footsteps to rarely visited places, depicting what really happened during the Korean War.

Documentaries featuring culturally diverse subjects and/or presenters:

**Athens: The Truth About Democracy** - can ancient Athens live up to its reputation, as the place that we in the West cherish as the birthplace of democracy, freedom, equality and free speech? Bettany Hughes looks behind the myths to discover what was really going on in Athen's Golden Age.

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**Island of the Minotaur** – Bettany Hughes visits the island of Crete to recount the story of one of the greatest archaeological discoveries ever made – the ancient Minoan civilization and its links to the mythic tale of the Minotaur.

**Meet the Romans** – in this fascinating three-part series, acclaimed British historian Mary Beard puts aside the stories of Emperors and armies, blood, guts and gore, to take a fresh look at the ancient city and meet the real Romans. It was the world's first city of one million people, but how did it operate? What was family life like? And who were the Romans anyway?

**Carts of Darkness** – the treacherous hills of North Vancouver are no match for a group of extreme racers: homeless men who hurtle down the asphalt slopes on shopping carts, their bottle-picking finds stashed inside. Life on the streets is tough but they share a unique brotherhood, along with the thrill – and risks – of riding a shopping cart faster than it was ever meant to go.

**My Life as a Lone Twin** – having lost her fraternal twin brother in a tragic accident at age 20, filmmaker Anna Van der Wee explores the impact of being a lone twin for most of her life.

**One Big Hapa Family** – BC filmmaker Jeff Chiba Stearns embarks on a journey of self-discovery to find out why everyone in his Japanese-Canadian family married interracially after his grandparents' generation.

**Blood Relative** – Indian activist Vinay Shetty fights to save two children who are dying from the rare disease Thalassaemia. As he battles against India's broken healthcare system, Vinay and the children find themselves bound together by ties stronger than blood.

**Shake Hands with the Devil** – Romeo Dallaire's biography about his experience in Rwanda and his inability to halt the horrific 1994 genocide are brought to the screen in this Emmy-winning documentary. Unflinching and gut-wrenching, it follows him on his first return trip, 10 years later, to the killing fields that haunt him still.

**The Team** – follows the production of a Kenyan TV soap opera about a soccer team that hopes to overcome deep personal and cultural differences in an attempt to save their country.

**Finding Mercy** – at the age of 8, Robyn Paterson and her best friend Mercy greeted Comrade Robert Mugabe with flowers as he stepped from a plane at a Zimbabwe air-force base. Robyn as pale-skinned as Mercy was dark, the girls were a symbol that all was well in the nation. But only a few miles away, Mercy's Matabele tribespeople were being massacred by Mugabe's Special Forces. In her documentary, Robyn returns to Zimbabwe years later to search for her long-lost friend. The film gives a very different look at the Mugabe era

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and reveals the stark differences that Robyn and Mercy have come to symbolize.

**Mighty Uke** - once favoured by Hawaiian royalty and Hollywood musicals, the ukulele faded into obscurity with the rise of the rock and roll guitars. But the mighty uke is making a comeback. In this delightful, toe-tapping documentary, we meet fans and musicians from around the world. Among them is BC's own Langley Ukulele Ensemble, a group of young people whose repertoire goes far beyond "Tiny Bubbles".

**Mighty Jerome** - in 1959, young sprinter Harry Jerome was breaking records at local Vancouver track meets. Olympics-bound, he was Canada's most promising track and field star. By 1962, after suffering a gruesome leg injury, there was every reason to think that his racing days were over. But Jerome was not just a champion on the track; he was doubly determined off it. This is the triumphant and compelling story of what Jerome's own coach called "the greatest comeback in track and field history".

**Unwanted Soldiers** - from Vancouver's Chinatown to the treacherous jungles of Southeast Asia, this fascinating program explores the war experience of BC's Chinese Canadian community.

**The English Surgeon** - what's it like to try and save a life but to fail? British neurosurgeon Henry Marsh deals with this dilemma daily while attempting high-risk brain surgeries in an under-resourced Ukraine hospital. Geoffrey Smith's award-winning film is a compelling portrait of a complex man and the doubts, fears, and ethical decisions he faces daily.

**Amos Oz: The Nature of Dreams** - based on his autobiographical book "A Tale of Love and Darkness", this documentary tells the story of Israeli author Amos Oz, the society in which he lives and the connections between them.

**Sayed Kashua: Forever Sacred** - Sayed is an Israeli-Arab writer who never feels at home because he is constantly called upon to justify himself and his work. This documentary follows Sayed over a period of seven years through the upheavals and events that changes his life.

**Soundtrack for a Revolution** - the story of the American civil rights movement is told through its powerful music - the freedom songs protesters sang on picket lines, in paddy wagons and in jail cells. This documentary features archival footage, interviews with civil rights leaders and performances by top artists, including John Legend, Joss Stone and the Roots.

**Soul Power** - in 1974, the most celebrated American R&B acts of the time came together with the most renowned musical groups in Africa for a 12-hour, three-night long concert held in Kinshasa, Zaire. This documentary is about the legendary musical festival and it depicts the experiences and performances

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of such musical luminaries as James Brown, BB King, Bill Withers, Celia Cruz among a host of others.

**Edge of the World: BC's Early Years** - Vancouver filmmaker Erik Paulsson chronicles the events, people and places that shaped British Columbia's early history from its beginnings until the turn of the 20<sup>th</sup> century.

**From Harling Point** - traditional Chinese belief states that the souls of people who die in a foreign place wander lost until their bones are returned home. For Chinese pioneers that died in Canada, the Chinese cemetery at Harling Point was a temporary resting place until the remains could be returned to their ancestral villages in China. Through archival footage and interviews, this history of neglect is traced to the cemetery's revival as a National Heritage Site.

**The Market** - in India, Hem wants to sell her kidney to pay off family debts. In Nanaimo, BC, Sandra's kidneys are failing - through converging stories, this documentary looks at the global trade in human organs, one of the most profitable and dangerous enterprises.

**Finding Fidel** - tells the story of a young cameraman's 1958 journey to interview Fidel Castro in pre-Revolutionary Cuba, which in turn launched his career as one of the top war cameramen in the world.

**The First Movie** - what's it like to be a child in war - not when the conflict is raging but when kids are telling stories or playing games? In this dream-like documentary, filmmaker Mark Cousins hands out digital video cameras to the children of a Kurdish-Iraqi village and asks them to make their own movies - with wondrous results.

**Brazil with Michael Palin** - he has travelled the world for the past 25 years, earning him a reputation as the man who's been everywhere but there's one big gap in his passport - Brazil. Palin travels across the country - from the lost world of Amazonia to the buzzing metropolis of Rio de Janeiro - to explore a land of contrasts.

**Holy Rollers** - follows the rise of arguably the largest and most well-funded blackjack team in America - a group of card-counting, church-going Christians.

Documentaries providing sexual diversity:

**I Am A Woman Now** - first-generation transsexuals who had their sex change back in the mid-1950s to 1960s, take stock of their lives, and explore the question: did it give them the fulfillment in life they expected?

**The Times of Harvey Milk** - in 1978 Harvey Milk was elected to the San Francisco city council, becoming the first openly gay candidate ever elected to

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public office in California. This film recreates the tumultuous story of Milk's grass-roots political organizing and election, through the shocking murders and their repercussions.

**Rock Hudson: Dark and Handsome Stranger** - Rock Hudson is remembered in this film not only for his magnetic screen presence but for the secret life he was forced to lead and the shameful reactions following his AIDS diagnosis.

**Stonewall Uprising** - in the early morning hours of June 28, 1969, police raided the Stonewall Inn, a Mafia-run gay bar in Greenwich Village. Such raids weren't unusual in an era when homosexual acts were illegal in every state but Illinois and homosexuality itself was seen as a form of mental illness but this time the gay men and women did something they hadn't done before: they fought back. This documentary brings to life this pivotal event, whose impact has deeply affected the course of the human rights struggle.

Documentaries featuring people with disabilities:

**Adrian Anantawan: The Story Behind the Notes** - Adrian Anantawan began taking violin lessons when he was nine-years old - a challenge for any child and for Adrian even more so. He was born without a right hand - eleven years later he is about to make his solo debut performance with the Toronto Symphony Orchestra - this is his amazing story.

**Blindsight** - imagine climbing one of the highest peaks on Earth - now imagine climbing it blind - set against the breathtaking backdrop of the Himalayas, the gripping documentary follows six sightless Tibetan teenagers and a famous blind mountain climber on a seemingly impossible challenge - climbing the 23,000-foot Lhakpa Ri on the north side of Mount Everest.

**Hear and Now** - after 65 years, what would it be like to hear the sound of waves, birds chirping, or your children's voices? In this touching film, filmmaker Irene Taylor Brodsky chronicles her deaf parents' journey into a world of sound, after cochlear implant surgery ends a lifetime of silence.

**Murderball** - Sundance winner and Oscar nominee Murderball tells the story of a group of tough, competitive wheelchair rugby players - it's a film about standing up, even after your spirit - and your spine - has been crushed.

### Article 3 Program Commissioning and Acquisition

- 3.1 Independent producers and Program suppliers working with KNC will be made aware of the Best Practices.
- 3.2 Programs commissioned and acquired by KNC will be reviewed prior to broadcast where possible to ensure that cultural and racial minorities, as well as Aboriginal people, are portrayed in an accurate and non-stereo-typical way. The same

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- considerations will be made when selecting guests and on-air personalities for all KNC commissioned programs.
- 3.3 If a questionable situation arises regarding commissioned or acquired content, the Program Manager or Commissioning Editor will consult the Creative Director.
  - 3.4 Programs acquired by KNC, to the extent possible, will accurately reflect the multicultural and multiracial make-up of British Columbia.
  - 3.5 KNC will endeavour not to broadcast any abusive comment or abusive pictorial representation that, when taken in context, is likely to expose individuals to hatred or contempt on the basis of race, national or ethnic origin, colour or religion.

### Action Report 2011/12: Article 3 (Program Commissioning and Acquisition)

#### New Actions

*Actions for this Article 3 include projects that were commissioned or acquired during the reporting year. Content that was broadcast or publicized during the reporting year is outlined in Article 2. Programming Actions in both articles have been categorized for ease of understanding.*

Documentaries featuring culturally diverse subjects and/or presenters:

**Emergency Room: Life and Death at VGH** – this series shows us what it is like to be one of the people working on the front lines of Emergency Medicine. This is not just about the doctors and nurses but the people who are often the first to deal directly with the unexpected crises that come bursting through the door: the unit clerks, ward aids, technicians and security. This series shows us that the emergency department of a hospital in the middle of a major metropolitan centre is a workplace unlike any other.

Documentaries providing different perspectives on global cultures:

**Samedi** – the documentary accompanies 13-year-old Samedi, a Pygmy boy, and his father Louis Sarno on their journey from the Central African rainforest to New York City, where his father was born.

**Street Music** – Lorraine Segato is a Toronto legend, being best known as the former lead singer of The Parachute Club. Three years ago, Lorraine coordinated, auditioned talent for, and staged a concert in Toronto. It was a concert for the homeless – and though it featured many of Toronto's top musicians, it had a twist. The main headlines of the concert were musicians who were homeless themselves.

Documentaries featuring women in key roles:

**Surviving the Tsunami: My Atomic Aunt** – once amongst avid admirers of nuclear plants and their managers, Aunt Kuniko and her community are on the verge of disintegration in the aftermath of the nuclear catastrophe. Director

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Kyoko Miyake, having lived outside of Japan for more than a decade, revisits Fukushima – she wants to find out the fate of her family’s hometown Namie that used to be her childhood idyll with friendly beaches and laughing neighbours but has been completely destroyed and because of the radiation threat, may never be rebuilt.

Programming featuring aboriginals, First Nations or immigrants:

**Antisocial Limited** – this documentary follows 41-year-old Ojibway Chris Hoard who has spent half of his life behind bars. He is highly intelligent and determined and starts an all-Native company, totally legal, to do renovations and construction with the intent of beautifying his impoverished neighbourhood in downtown Edmonton.

**Oil Sands Karaoke** – this feature documentary follows six oil patch workers vying to win a karaoke contest in one of the most controversial places on the planet – Northern Alberta’s infamous Tar Sands.

### **Article 4 Controversial Programming**

- 4.1 KNC may broadcast constructively controversial programming in support of its public education mandate. Such programs will be accompanied by appropriate viewer advisories and disclaimers.
- 4.2 KNC will, where possible, pre-screen any controversial programming for appropriateness.
- 4.3 KNC will broadcast relevant viewer advisories and disclaimers at appropriate times and in appropriate content.
- 4.4 KNC will ensure balanced representation of different points of view throughout the broadcast schedule.
- 4.5 KNC will be sensitive to the use of offensive language, including racist language, and material that is stereotypical, unless such use is relevant to the context, integral to the theme of the program and has educational or social value, is broadcast at appropriate times and has the appropriate viewer advisories and disclaimers.

### **New Actions**

*Controversial program review is embedded in our existing process for evaluating programming. In this reporting year KNC aired 95 titles with disclaimers comprised of 2 graphic disclaimers, 1 adult & language disclaimer, 1 graphic & nudity disclaimer, 26 adult disclaimers, 28 parental discretion disclaimers, 26 language disclaimers, 1 language & nudity disclaimer and 3 graphic & language disclaimers.*

### **Article 5 A Diverse Workforce**

- 5.1 KNC will ensure that there are no barriers to equitable employment in its workforce.
- 5.2 Directors will be responsible and accountable for ensuring that the principles of employment equity and non-discriminatory hiring practices are observed.

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- 5.3 Directors will make KNC's non-discriminatory hiring policy known to prospective new employees.
- 5.4 Job openings will be posted internally to encourage promotion and members of designated groups will be encouraged to apply.
- 5.5 Job postings and outside advertisements for employment opportunities will include a statement that KNC supports employment equity.

### **New Actions**

*During this period we posted ten jobs. Each of these postings included a statement that KNC supports employment equity – specifically, “Knowledge Network is an equal opportunity employer committed to diversity in everything we do”.*

## **Article 6 Supporting Employment Diversity**

- 6.1 KNC will continue to implement its policies supporting employment equity.
- 6.2 KNC will, where possible, accommodate employee requests regarding racial, religious and ethnic observances.

### **New Actions**

*Cultural diversity practices remain embedded in our HR policies. During this period, there were no requests for accommodating racial, religious or ethnic observances.*

## **Article 7 Community and Industry Outreach**

- 7.1 KNC staff will be available to speak at schools and community events on careers in broadcasting.
- 7.2 KNC senior management will be available to discuss content, standards and cultural diversity practices with educators, the media and on conference panels.
- 7.3 KNC will encourage staff to be involved in their communities through outreach activities such as local charities and community festivals.

### **New Actions**

Knowledge presented, hosted and/or sponsored the following:

*For the first time, Knowledge Kids took part in the Surrey Canada Day Festival, meeting thousands of local families from a wide variety of cultural traditions.*

*Knowledge presented the opening film in the Kamloops International Film Festival, and at the Vancouver International Film Festival. [The World Before Her](#) examines two divergent experiences of young women in a rapidly changing India. The filmmaker juxtaposes contestants in the Miss India Beauty pageant with participants in a militant fundamentalist boot camp for women. The screening was followed by a Q&A session with the filmmaker.*

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*Knowledge presented a screening of the film Blood Relative at the Vancouver International Film Festival in 2012 and also at the South Asian Film Festival. This film examines the efforts of one man who against all odds, fights tirelessly to improve the lives of hundreds of Indian children suffering from Thalassaemia, a genetic blood disorder.*

*Knowledge hosted a public screening in White Rock, BC of Do You Really Want to Know?, a documentary that explores the personal dilemma faced by families who may carry the gene for Huntington's disease, a physically and mentally debilitating and ultimately fatal disease. Individually, each member grapples with the choice to be tested or not.*

Knowledge staff members took part in numerous conference panels, workshops and educational outreach activities as noted below:

*Knowledge President & CEO moderated sessions at the Crossing Borders Documentary Workshop in Paju Book City, South Korea.*

*Knowledge President & CEO was a Panelist at the Rio Content Market (audiovisual content production event) in Rio de Janeiro, Brazil.*

*Knowledge President & CEO participated at the Telus Summer Visions Film Institute presented to Summer Visions filmmaking mentors and instructors (youth 17-25)*

*Knowledge Network has an ongoing formalized internship program which places several students every summer for 3-4 months. Again this year we worked with students from Capilano University on Digital content projects, primarily related to Knowledge Kids.*

*Director of Interactive guest lectured in the Digital Marketing Program at BCIT and took part at Merging Media panel discussion on support for Independent Production.*

*Director of Broadcast Operations sits on Advisory Board for BCIT Broadcast Communications program.*

*Director of Broadcast Operations presented at the BC Broadband conference about the history of Knowledge Network and our TV Anywhere model.*

*Director of Presentation and Independent Production participated in the following including discussion on diversity of programming content on Knowledge:*

*Nelson Filmmakers Competition & Workshop- A two-day workshop and pitching session focusing on short films about Nelson and the Kootenays.*

*Telus Summer Visions Film Institute- A one day presentation and pitching session to Summer Visions Advanced program participants (youth 15-19)*

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*Hot Docs 2013 - Met with Canadian and international filmmakers.*

*Presentation Department Administrator conducted a presentation at SFU - Praxis Film Student Survival Day to film students and writers on programming strands, and general diversity of programming on Knowledge. Spoke specifically about student internships.*

*The Independent Production Department assisted with two Student Internships. One from Spain, to work on Foncie's Photos with local filmmaker. One from China, to work on BC Frames with another local filmmaker.*

Knowledge staff members were involved in the following community activities and charities:

*At Christmas 2012, Knowledge Staff supported both Covenant House and the Vancouver Food Bank raising both in-kind and cash donations.*

*Director of Interactive is Founder and manager of a multi-cultural music festival called World Music Day each summer at Granville Island.*

*Interstitial Programmer sits on the Board of the ALS Society of BC.*

*Director of Knowledge Kids and BBC Kids is a Communications Committee member for the Developmental Disabilities Association of Vancouver/Richmond.*

*Other volunteer work by our staff in the community includes work with the local youth hockey association, work in the Downtown Eastside feeding the homeless and organizing various charity golf tournaments.*

### **Article 8 Codes and Practices**

- 8.1 KNC is committed to Employment Equity and to the improved representation of women, Aboriginals and visible minorities
- 8.2 KNC will meet all CRTC Programming Codes and Guidelines, in particular, on violence, sex-role portrayal, on-air portrayal, and advertising to children.
- 8.3 KNC will meet all internal Policies and Guidelines, including KNC's Code of Ethics.

### **New Actions**

*KNC continued to meet all CRTC Codes and Guidelines as well as internal policies, guidelines and our Code of Ethics.*