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This format guide is designed to provide information on a wide range of Producer responsibilities and requirements, including production and promotional deliverables, broadcast standards, and policies applicable to CBC Regional programming. We encourage you to read the entire document and share appropriate sections with your crew. Some highlights:

- “Code of Conduct” and “Inclusion & Diversity Protocol” have been added to this guide
- Publicity is an important part of your broadcast. Publicity materials must be delivered six weeks before your telecast date. Please refer to Page 6.

**KEY CONTACTS:**

**CBC Regional Representatives**

**Alberta & British Columbia**
Sheila Peacock
CBC Executive in Charge of Independent Productions for BC and Alberta
email: sheila.peacock@cbc.ca

**Manitoba & Saskatchewan, Nunavut, Northwest Territories & Yukon**
Robin Summerfield
Senior Producer, CBC Manitoba
email: robin.summerfield@cbc.ca

**Nova Scotia / New Brunswick / P.E.I./Newfoundland & Labrador**
Natalie Dobbin
Senior Producer, CBC Atlantic
email: natalie.dobbin@cbc.ca

**Ontario**
Adele Cardamone-Martel
Executive Producer, CBC Ontario
email: adele.cardamone@cbc.ca

**Quebec**
Carrie Haber
Senior Producer, CBC Quebec
Tel: (514) 597-4742
email: carrie.haber@cbc.ca

**CBC Business & Rights** – (Pre-licences) your business contact responsible for reviewing your budget, financing structure, negotiating the rights package, and preparing the CBC pre-licence agreement for your Program.
(Acquisitions) your business contact responsible for negotiating and preparing your Acquisition agreement with CBC.

**All Regions / Pre-licences / (Toronto)**
Criss Hajek, Manager Business & Rights Unscripted Programming
criss.hajek@cbc.ca / 416-205-6749
All Regions / Acquisitions / (Toronto)
Acquisitions Contract Specialist, Business & Rights
Cassandra Scrimgeour
cassandra.scrimgeour@cbc.ca

Your contact for guidance and management if CBC APM Library Music is included in your agreement:

All Regions / (Toronto)
Tim Kerswill, Specialist – Contract Administration
tim.kerswill@cbc.ca / 416-205-6069

CBC Archives (All Regions) – Your contacts for guidance and management if you are acquiring CBC archival footage:

Content Management & Preservation (Research - Toronto)
Ann Cox, Manager, Library Services
ann.cox@cbc.ca / 416-205-5880

CBC Archive Sales/Archives Radio-Canada (Rights – Toronto)
Lawrie Schneider, Sr. Manager Business Development
Revenue – Licensing, English Services
lawrie.schneider@cbc.ca / 416-205-2231

CODE OF CONDUCT

CBC is a signatory to the Canadian Creative Industries Code of Conduct to Prevent and Respond to Harassment, Discrimination, Bullying and Violence as reproduced below. CBC and Producer will ensure compliance with this Code, both in respect of production of the Program and in the dealings between employees and agents and CBC staff and representatives. The Canadian Creative Industries Code of Conduct confirms our commitment to safe and respectful workplaces and to an industry free of harassment including sexual harassment, discrimination, bullying and violence:


Harassment can take many forms including unwanted sexual attention, inappropriate jokes or texts, threats, and other unwelcome verbal, written, visual or physical communication or conduct. Everyone has a responsibility to build safe and respectful workplaces. Harassment, discrimination, bullying and violence can affect individuals at every level of the industry. Promoting increased gender equality and diversity is one way to break down barriers and reduce or eliminate these behaviours. The principles espoused in this Code are applicable to all work and work-related environments. These can include but are not limited to, auditions or casting meetings, job interviews, industry events, festivals, awards, company functions, production studios and sets (whether local or remote), offices and rehearsal and performance venues.

Signatories to this Code will lead by example by upholding the highest standards of respect, encouraging the good faith reporting of complaints concerning harassment, discrimination, bullying and violence and cooperating in the investigation of such complaints.

In adhering to this Code of Conduct, Signatory organizations agree to take the following steps as applicable to identify and address harassment including sexual harassment, discrimination, bullying and violence:
● Enact policies and procedures that maintain zero tolerance for harassment, discrimination, bullying and violence;
● Designate people in the workplace to receive complaints of harassment, discrimination, bullying and violence;
● Provide a timely process for the investigation and resolution of complaints;
● Implement proportional consequences for violations; and
● Protect from retaliation or reprisal those individuals who in good faith allege violations of anti-harassment, discrimination and violence policies and procedures.

In implementing the above, Signatories will take the following steps, as applicable:

● Ensure everyone in the workplace is aware of anti-harassment, discrimination and violence policies and procedures;
● Encourage people to set and respect personal boundaries and engage in consent-based interactions;
● When work requires physical contact or scenes of nudity, intimacy or violence, adhere to applicable respectful workplace policies and collective agreement obligations;
● Provide safe places where work may be performed for example, by not requiring individuals to attend meetings alone or in spaces such as private hotel rooms, etc.; and
● Encourage instructors, teachers, coaches, and those providing training in the industry to adhere to this Code and share its principles with their students.

Signatories to this Code of Conduct agree to take all applicable steps to quickly address substantiated complaints of workplace harassment including sexual harassment, discrimination, and violence. Steps may include the following:

● Requiring remedial action such as counseling and/or training;
● Disciplinary action (as per collective agreements and individual organization, union, guild and workplace policies) including restrictions, suspension or termination of employment and/or membership; or
● Legal action as per applicable laws including human rights legislation.
CBC-TV INCLUSION PROTOCOL

At CBC, inclusion and diversity is a priority. As the national public broadcaster, it is our commitment to Canadians to reflect our country’s rich diversity. To do this, we need your support to ensure all opportunities to reflect and represent Canada’s diversity are explored and pursued, both within the content, and among those who are pivotal in its creation. In addition to increasing representation on the screen, we need your help to address underrepresentation in the industry off screen. You will be expected to make documented efforts to engage and/or train writers, directors, editors, DOPs, and other production personnel from underrepresented groups. In particular, CBC wants to focus on Indigenous persons, visible minorities, persons with a disability, and women. We have launched an initiative to achieve gender parity in key roles, which includes 50% quotas for women directors on specific CBC series.

We ask you to speak with your CBC Representative to discuss a diversity plan suitable for your program. Your representative will work with you to identify opportunities for talent from underrepresented groups. These requirements will be particularly important for returning large-scale television series. For returning series, you should anticipate being obligated to meet specific diversity targets and to create meaningful training opportunities. For all programs, you are required to submit an inclusion and diversity plan before start of production, and to report back to us on the implementation. Your report should be submitted to your representative when you wrap production.

Diversity On-Screen: To ensure diversity on screen, we want to focus on these key areas:

Content/ Concept: Does your program tell authentic stories about or through the eyes of diverse Canadians? Is the story about, or reflective of, a diverse Canadian community? (i.e., themes, storylines, subject matter, segments). Consider authenticity in the portrayal of diverse persons and communities (who is in the writing room?).

Hosts / Stars / Leads: Are the program’s stars, hosts and leads from visible minority or Indigenous communities? Or are they people with disabilities?

Other On-Air: Are the program’s guests (experts or contributors) or episodic characters from visible minority or indigenous communities? Are any of them people with disabilities?

Supporting Roles: Are the show’s supporting roles from visible minority and Indigenous communities? Are any of them people with disabilities? (i.e., secondary characters, secondary host/narrator).

(See CBC’s Inclusion and Diversity Casting Protocol, and work with your representative to identify talent from underrepresented groups.)

Diversity behind the Camera: To ensure diversity behind the camera, we want to focus on these areas below:

Executive / Key Creative: You should strive for a wide range of voices behind the camera. Do your key decision makers reflect Canada’s diversity? Can you widen your pool of writers, directors, and producers? Be advised that you may be required to meet specific targets in this area, or create a paid training opportunity for an emerging, diverse writer, director, or producer. This will be particularly important for returning, large-scale CBC television series.

Production Team: You are expected to create opportunities for diverse talent at all levels within your production team, from entry-level roles to senior creative and executive ranks. Let us know what measures will be taken to increase off-screen diversity. We also encourage you to adopt a corporate policy to achieve such aims in your day to day business, including diversity targets and/or prioritizing training opportunities.

Attached at the back of this Handbook are two forms which will be used by CBC to help us track our commitment to inclusion and diversity and the foundation of the plan you are working toward. We ask that you complete the Diversity and Inclusion Plan before commencing principal photography; and complete a Diversity ECHOS Report once you have wrapped production to let us know how closely you were able to stick with your original plan.
CBC & THE ENVIRONMENT

CBC is becoming a more environmentally sustainable company by implementing environmentally sustainable thinking in everything we do, including the productions we produce and license. CBC’s aim is to share, collaborate and contribute to a more sustainable Canadian broadcasting and production industry. With that goal in mind, we wish to continually explore and implement ways to lower the carbon emissions generated by the content which CBC licenses, without affecting its quality. CBC contact for more information: Elsa Tokunaga elsatokunaga@cbc.ca

Here is a link to some resources which will help your production be more environmentally sustainable: https://www.cbc.ca/businessandrights/production-information/green-production

- including a link to obtain access to our free Carbon Footprint Calculator: https://calc.wearealbert.org/login

For projects with budgets under $400,000, Producers are still encouraged to use the carbon footprint calculator, but may elect to submit a sustainability plan instead as described here:

https://drive.google.com/file/d/1kFUBNTdSXlvFcSeRMIYS5exhqD6kgdC/view

ARE YOU IN DEVELOPMENT? If you’re in the development stage, these sustainability checklists will help you make eco-friendlier choices behind and in front of the camera.

Getting Started: The 9 Initial Steps to Making Your Production More Sustainable

Step 1:
Do you know what the Albert Carbon Calculator is? If not, watch this 90-second video

Step 2:
Request an albert account (or proceed to Step 3 if you already have one)
Step 3:
Watch the Carbon Calculator 20-minute Demo
If you want more in depth training, you can look here:
  ● Getting Started with the Albert Toolkit
  ● Ontario Green Screen Climate & Sustainable Production Training
  ● British Columbia - Reel Green's Climate and Sustainable Production Training Program

Step 4:
Fill in the basics into your production account. Remember to reflect CBC as the broadcaster in the online system.

Step 5:
Figure out if you - or someone else - will give the cast & crew the big picture about what you are trying to do to make your production more sustainable. For example, see HERE

Step 6:
Look over the Albert Tip Sheet for Independent Productions.

Step 7:
Share this Google Doc with the production departments which are going to enter information into albert.

Step 8:
If you want some ideas of what you can do to make your production greener, you can look HERE and at the resources we have collected to make it easier for you HERE

Step 9:
If you have any questions, please contact:
● Elsa Tokunaga - CBC’s Environmental Sustainability Lead
elsa.tokunaga@cbc.ca

● Your CBC Executive in Charge of Production, or…
● Your Business & Rights representative

CANADIAN BROADCASTING CORPORATION

COMMUNICATIONS, MARKETING & BRAND GUIDELINES

1. As used in this Agreement, “Promote” and “Promotion” shall mean all promotion of the Program by any means including but not limited to advertising, publicity, interviews, photography sessions, press conferences, receptions, press releases, blogs, social media announcements (including tweets and/or Facebook status updates), previews and screenings.

2. Prior to commencement of principal photography, Producer shall meet with the CBC Production Executive and/or appropriate CBC program strand Representative to discuss and approve the plan for the Promotion of the Program, unit publicist, photographer, and the Promotional Materials to be delivered to CBC as well as any other requirements of CBC as set out herein.

3. Producer shall not enter into an agreement for the services of a Unit Publicist unless and until Producer and CBC’s Representative have met to discuss the Promotion of the Program.

4. Producer shall, at no cost to CBC, and in accordance with the approved plan for Promotion of the Program deliver materials for review and acceptance by CBC, including but not limited to the materials in accordance with Appendix I (“Promotional Materials”). While CBC acknowledges that not all the requirements set forth herein may apply to every Program, it is the obligation of the Producer to obtain CBC’s confirmation in writing of any materials or requirements set forth herein which are not applicable with respect to the subject Program.

FESTIVALS AND COMPETITIONS

1. The Producer may not enter the Program in a festival or competition, which takes place prior to CBC’s first telecast of the Program without CBC’s prior written approval.

2. If the Producer informs CBC that it does not intend to enter the Program in a festival or competition, CBC may enter the Program in the festival or competition at CBC’s cost and expense and CBC will obtain the necessary clearances. Producer will advise CBC if the Program has been licensed outside of Canada in the event that the festival or competition being entered by CBC is outside of Canada, and Producer will assist CBC in obtaining any necessary consent from such foreign licensees.

3. On request, the Producer shall supply any required materials (e.g., DVDs) at cost. If the Program is entered into a festival or competition by Producer or by CBC, it will be entered as Program produced by Producer in association with CBC, and Producer and CBC shall share in the recognition, publicity, and attendant activities.

4. To the extent that any festival or competition awards are won in respect of the Program, CBC will receive at least one copy of the recognition plaque, statuette, certificate, or other artifact, as applicable.
Appendix I

“ABSOLUTELY CANADIAN” CBC PROGRAM FORMATS & PROGRAM DELIVERABLES

INTRODUCTION / OVERVIEW

This Appendix will provide an overview of the Program formats and Program deliverables required for delivery of each Program.

Specific technical information and additional detail are in CBC’s Technical Specifications for Program Delivery: Technical Specifications for Program Delivery

CBC no longer accepts tapes. For delivery of Programs and program elements via file-based technology (ex: Aspera file transfer software), memory sticks or hard drives (and their required technical specifications), please refer to CBC’s Technical Specifications for Program Delivery, Section 2. If the Program is being delivered before this date and if it is impossible to deliver the Program electronically, the Producer must receive written approval from CBC’s Representative.

In addition to program versions suitable for telecast, Producer must deliver a digital version of the Program via Quicktime HD H.264 format, stereo audio for distribution on digital platforms as per Section 3 of the Agreement.

- For any program that may be “mixed format” (including programs that may include footage in previously common formats), please refer to CBC’s Technical Specifications for Program Delivery (Section 3 and Section 7).

Prior approval of CBC’s Representative is required.

Programs must be delivered in HD.

*Please check with your CBC Production Executive for final details on Masters and formats before to delivery.

POST-PRODUCTION / DELIVERY SCHEDULE

The Producer (or designate) must provide a post-production / delivery schedule (plus any and all revisions) to the CBC Representative. In the case of a series, if the Program’s post-production supervisor leaves the Program prior to delivery of the complete Program, a “wrap report” must be provided to CBC, detailing all outstanding elements and/or issues, including contact information of all production personnel responsible for completing delivery.

CUTS

All cuts (rough cut, fine cut, and picture lock cut) are to be provided to CBC via an industry standard password-protected online delivery system with available time code.

DELIVERY OF PROMOTION MATERIALS

For delivery of any promotional materials to CBC Communications, Marketing and Brand, please refer to page 6. Promotional materials for CBC and CBC Gem include: A hi-res layered photo must be a PSD:

- NO logos or other script
- Layered PSD files only (not jpegs)
- Film title on image
- Trailer under :60 seconds
- Program clip under 2 - 5 minutes - Check with your CBC creative representative for length

Producer is responsible for ensuring that the promotional elements are stored on LTO back-ups and kept in a remote and secure location for, at a minimum, the term of the Agreement.
PROGRAM MASTER STORAGE

Producer is responsible for ensuring that the complete Program is stored on LTO back-ups and kept in a remote and secure location for, at a minimum, the term of the Agreement. Additionally, Producer is responsible for ensuring that all data devices used during production (including memory cards or hard drives) not under the Producer’s direct control are reformatted and/or erased at the completion of the production.

PROGRAM FORMATS - Note: consult with your CBC regional production representative before finalizing.

<table>
<thead>
<tr>
<th>On-Air Duration (In minutes)</th>
<th>Program Content Length including credits and short opening if it is an Absolutely Canadian program (In minutes)</th>
<th>Number of Commercial Breaks</th>
<th>Network Time</th>
<th>Sales &amp; Marketing Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>30:00</td>
<td>21:49</td>
<td>2 or 3</td>
<td>1:25</td>
<td>6:10</td>
</tr>
<tr>
<td>Quebec* 30:00</td>
<td>23:14</td>
<td>3</td>
<td>:36</td>
<td>6:10</td>
</tr>
<tr>
<td>60:00</td>
<td>44:02</td>
<td>3</td>
<td>2:40</td>
<td>12:10</td>
</tr>
<tr>
<td>Western Region* 60:00</td>
<td>43:54</td>
<td>3</td>
<td>2:40</td>
<td>12:10</td>
</tr>
<tr>
<td>90:00</td>
<td>1:06:01</td>
<td>6</td>
<td>3:55</td>
<td>18:10</td>
</tr>
<tr>
<td>120:00</td>
<td>1:28:14</td>
<td>8</td>
<td>5:10</td>
<td>24:20</td>
</tr>
</tbody>
</table>

*For some regions Media Presentation will add a :12 sec Absolutely Canadian opening. Please consult with your CBC representative.

CONTENT LENGTH

Program content length must include the opening, viewer advisory (if required – please refer to Advisories below), bumpers into commercials (if used), closing credits and copyright notification, and any preview or recap built into the Program. There must not be a break between the last Program segment and the end credits.

“Network time” includes blended Described Video and “CBC Original Content” program credits. CBC will add this credit following delivery of the program for broadcast.

COMMERCIAL BREAKS

The frames for the start of each commercial black should be edited to zero frames (“:00”) to ensure clean in and out of commercial breaks. Commercial breaks shall be 2 seconds in length.
RECAPS

Recaps may be required on continuing series. The number of breaks, and the presence and scope of the recaps will be determined in consultation with the CBC Representative or his/her delegate, at CBC’s sole discretion.

SUSTAINING PROGRAMS

Sustaining programs have no breaks. Content length, opening and closing credit format and other delivery information for these Programs are created on a per-project basis.

Sustaining programs may be formatted for commercial broadcast after the initial sustaining telecast.

ADVISORIES

It is the responsibility of the Producer to be aware of the CBC Television Manual for Program Standards and Practices for rules regarding nudity, violence, coarse language, and adult subject matter. The CBC Television Manual for Program Standards and Practices may be found in the Independent Producer's Handbook, or by request from the Representative.

The Producer must consult with CBC Representative prior to picture lock to determine if advisories are required. A list of suggested advisories can be found in the CBC Television Manual for Program Standards & Practices.

Advisories (audience cautions) run from 5 to 10 seconds in length depending on content and are to be included as part of Program content time. Advisories run at the beginning of a Program and may be required to be repeated at all commercial breaks within the body of a Program, where the advisory is placed to run coming out of a commercial break.

A list of suggested advisories can be found in the CBC Television Manual for Program Standards & Practices.

Closed caption text standards should mirror advisories. Guidelines regarding the handling of coarse language and profanity for closed captioning, and/or nudity, violence and adult subject manner for described video (DV) can be also found in the CBC Television Manual for Program Standards and Practices.

LEGAL NOTICES AND DISCLAIMERS

It will be the responsibility of the Producer, in consultation with CBC, to determine whether a legal notice or other disclaimer will be required by its insurer or other financial participants. Producer will also be responsible for ensuring allowance is made for such disclaimer within Program content time.

PLEASE NOTE THAT ADVISORIES, LEGAL NOTICES AND DISCLAIMERS MUST CONSIST OF BOTH VIDEO (TEXT) AND AUDIO (VOICE-OVER) ELEMENTS.

*NOTE: CBC may create and package Advisories for programs produced for the “Absolutely Canadian” strand. Consult with your CBC Production Executive regarding Advisories.

CLOSED CAPTIONING

All CBC Programs must be delivered with closed captioning. Pop-on captions are required and are defined as a phrase or sentence that appears on the screen all at once (not line by line) and stays visible for a few seconds then disappears or is replaced by another full caption.
Captions should be timed to synchronize with the Program and are placed on the screen in order to assist in identifying the speaker.

For specific technical details regarding closed captioning, please refer to CBC’s Technical Specifications for Program Delivery Section 4.

**DESCRIBED VIDEO**

Described Video (DV) is an audio track produced and provided as an aid to the visually impaired. All CBC Programs must be delivered with Described Video. The Representative must approve any Programs delivered without Described Video.

For specific technical details regarding Described Video, please refer to CBC’s Technical Specifications for Program Acceptance, Section 8.8.

*NOTE: On a case-by-case basis, to be determined in CBC's sole discretion, CBC may provide the CC & DV for certain programs produced for the Absolutely Canadian series. Please consult with your CBC representative.*

**BUMPERS**

Bumpers are a creative decision made by a Producer in consultation with a CBC Representative. If used, bumpers are included in the Program content length calculation. Normal length for bumpers is 3 to 5 seconds.

**ANIMATED TABS AND LOWER THIRDS**

It is CBC policy to add Animated Tabs or Lower Thirds to all Programs telecast in Prime Time (7 to 11 pm). Animated Tabs are animations supered 10 seconds after the beginning of each segment (except the first segment), appearing on the lower third of the screen and lasting for 10 seconds.

**MUSIC CLEARANCES**

The Producer is responsible for securing the appropriate sync and master rights for any and all source music used in the Program. The sync rights refer to the music and lyrics of a song; the master rights refer to a specific recording of a given song. In most cases, the Producer will need to secure both kinds of rights for a single piece of music.

It is also expected that the Producer secure sync and master rights for both in-context and out-of-context use, and for promotional uses for the Program, especially if source music is used for title credit sequences, as required under Section 4.05 of the Agreement. The Producer should also secure rights for source music for use on multiple distribution platforms in Canada.

Producer must inform CBC of any circumstance where non-cleared temporary music is used in any cut that is delivered to CBC for review.

Producer is to provide to CBC music cue sheets including both source and composed music, providing information regarding adherence to CFM regulations and any fees paid to musicians.

SOCAN's Audiovisual Cue Sheet page provides templates, instructions, samples and FAQs in English and French to assist you with completing this required deliverable. Info link below.

[https://www.socan.com/audiovisual-cue-sheet-submission/](https://www.socan.com/audiovisual-cue-sheet-submission/)
CRTC CERTIFICATION OF CANADIAN PROGRAMS

Information and detailed guidelines and criteria about CRTC certification can be found in the online guide at: http://www.crtc.gc.ca/canrec/eng/guide1.htm.

PROGRAM CUE SHEETS

Producer is to provide to CBC, for all telecast programming, cue sheets which list the length for each block of content and blacks, with the time codes in and out where they appear. Please deliver cue sheets via either e-mail in Word format:

- Program start
- Act breaks and lengths
- Commercial blacks & lengths
- Start of credits
- Program end
- Start and end of any textless elements
- Clean CBC and any other end credit logos and/or wordmarks

Producers should also note any special effects which may be intentionally incorporated into the Program, such as colour treatments, off-speed segments, scratches, etc.

SUPERS LIST

Producer should provide CBC with a list of all supers (with accurate titles and spelling, as appropriate) with the time code locators for everyone or every item supered in the Program. Lists should be provided electronically in Word format.

INCLUSION & DIVERSITY REQUIREMENTS

Please contact your Representative for additional information on developing an Inclusion & Diversity Strategy for your Program.

CLOSING CREDITS

All Programs telecast on the main CBC network will have their closing credits reformatted. As a default, CBC requires that all Programs deliver a traditional version of full-frame credits. CBC will also require delivery of a text copy of the same credits. Please note that credits must be approved and signed off by CBC as per sections 2.02, 3.01 b) and 3.06 of the Agreement.

COPYRIGHT DATE

Copyright date is to appear and be included with the CBC logo, in accordance with section 3.06 of the Agreement. The year included in the copyright logo should reflect the date of the initial Program telecast.
CBC CREDIT AND LOGO

The appropriate CBC corporate identification to be used in the Program credits is available from your Production Executive. Please do not alter the colour of levels of the CBC logo. For additional information regarding CBC logos, please consult: Technical Specifications for Program Delivery or consult your CBC production representative.

In any case, in all versions of the Program, worldwide CBC shall receive: (i) a corporate credit as further specified by CBC, or positioned immediately preceding or immediately following Producer’s corporate credit in the closing corporate credits as follows: “Produced in association with the Canadian Broadcasting Corporation (and CBC logo)”; (ii) CBC network representatives tail credits, and (iii) a single card animated corporate logo tail credit. Producer will ensure that agreements entered into for distribution and licensing of the Program outside Canada incorporate the credits for CBC and prohibit the alteration or removal of CBC’s credits. Producer will also ensure CBC receives a prominent credit whenever Producer receives credit (or is referenced) in paid advertising, publicity, and promotional materials outside of Canada.

WEBSITE ADDRESSES

No website address, other than the CBC website address (cbc.ca) shall appear in the Program or the Program credits.

SLATE INFORMATION

CBC requires that certain key information be included on all Master Program slates and media labels. Please refer to the slate information template in CBC’s Technical Specifications for Program Delivery, section 7.

LABELING INFORMATION

Please ensure that all packages are delivered electronically to CBC and are CLEARLY LABELED with the following information:

PROGRAM TITLE
CBC PRODUCTION EXECUTIVE / REPRESENTATIVE’S NAME
GENRE (i.e., “Absolutely Canadian”)
NETWORK (i.e., CBC Main Network, CBC Maritimes Region.)

Please forward any materials for CBC Communications, Marketing & Brand (as referenced on Page 6), electronically and CLEARLY LABELED with:

PROGRAM TITLE
CBC PRODUCTION EXECUTIVE / REPRESENTATIVE’S NAME
GENRE (i.e., “Absolutely Canadian”)
COMMUNICATIONS, MARKETING & BRAND

With an Electronic Copy to your CBC Production Executive
## Appendix II

### CBC-TV DIVERSITY & INCLUSION PLAN TEMPLATE

<table>
<thead>
<tr>
<th>2019-2020 CBC-TV DIVERSITY &amp; INCLUSION PLAN TEMPLATE</th>
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<tbody>
<tr>
<td><strong>Producer:</strong> Click here to enter text.</td>
</tr>
<tr>
<td><strong>Date:</strong> Click here to enter text.</td>
</tr>
</tbody>
</table>

### Executive / Key Creative: Do the key decision-makers creating the program reflect Canada’s Diversity?

<table>
<thead>
<tr>
<th>Diversity Indicators</th>
<th>Diversity Potential</th>
<th>Additional Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Producer(s)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Director(s)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Screenwriter(s)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Editor(s)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Director(s) of Photography</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Associate Producer(s)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Other Key Creative(s)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Approximate percentage of key creative who are visible minority or Indigenous:</td>
<td>Click here to enter text. %</td>
</tr>
</tbody>
</table>

### Content / Concept: Does the show tell stories about or through the eyes of diverse Canadians? Is the story about or reflect a diverse Canadian community? (i.e. themes, storylines, subject matter, segments, theme packs)

<table>
<thead>
<tr>
<th>Diversity Indicators</th>
<th>Diversity Potential</th>
<th>Additional Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Subject / Story Matter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Click here to enter text.</td>
<td></td>
<td>Click here to enter text. %</td>
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<tr>
<td>☐ Is the core focus of the show about diversity?</td>
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<tr>
<td></td>
<td>Approximate percentage of key creative who are visible minority or Indigenous:</td>
<td>Click here to enter text. %</td>
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</tbody>
</table>

### Audience Potential

<table>
<thead>
<tr>
<th>Diversity Indicators</th>
<th>Diversity Potential</th>
<th>Additional Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Will the story be relevant to diverse audiences?</td>
<td></td>
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<tr>
<td>☐ Does it deliver new diverse untapped audience to CBC? If yes, outline how.</td>
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</tbody>
</table>

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15
### Primary Characters/Hosts/Presenters: Are the show's primary characters from visible minority or Indigenous communities? (i.e. host, star, lead, narrator)

<table>
<thead>
<tr>
<th>Diversity Indicators</th>
<th>Diversity Potential</th>
<th>Additional Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not applicable</td>
<td>☐</td>
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</table>

#### Principal Roles: Please list the show's principal roles and indicate if they will be portrayed by diverse actors.

- Diverse ☐ [Click here to enter text.]
- Diverse ☐ [Click here to enter text.]
- Diverse ☐ [Click here to enter text.]
- Diverse ☐ [Click here to enter text.]
- Diverse ☐ [Click here to enter text.]

#### Approximate percentage of key creative who are visible minority or Indigenous:
- Click here to enter text. %

- ☐ Is the core focus of the show about diversity?

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### Other On-Air: Are the show's guests or episodic characters from visible minority/Indigenous communities.

Other on-air roles may exist for a show and are then gone, one-off's. (i.e. episodic characters).

In documentaries they may be experts, guests.

<table>
<thead>
<tr>
<th>Diversity Indicators</th>
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<tbody>
<tr>
<td>Not Applicable</td>
<td>☐</td>
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</table>

#### Guest Roles: ☐ Is there an intention for the show's guest roles to be portrayed by diverse actors? If yes, please describe briefly.

- Click here to enter text.

- Click here to enter text.
Supporting Roles: Are the show's supporting roles from visible minority/Indigenous communities?
Supporting roles are re-appearing characters in the program. (i.e. recurring secondary roles)
In documentaries they are secondary background characters, which may exist in stock footage, recreation actors, non-expert interviews.

<table>
<thead>
<tr>
<th>Diversity Indicators</th>
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<th>Additional Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Applicable: ☐</td>
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<tr>
<td>Supporting Roles: Please list the show's supporting roles and indicate if they will be portrayed by diverse actors.</td>
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<tr>
<td>Diverse ☐ Click here to enter text.</td>
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<td>Approximate percentage of supporting roles/actors that will be/are visible minority or Indigenous:</td>
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