



## **Women in Production Action Plan – Annual Report**

**January 30, 2026**

# Introduction

On March 6, 2019, the Canadian Radio-television and Telecommunications Commission (CRTC) and Canada's largest public- and private-sector broadcasters issued a Joint Statement following the 2018 CRTC Women in Production Summit, stating their commitment to developing voluntary action plans to advance gender parity in the Canadian production industry. Rogers Sports & Media (RSM) published our five-year Action Plan on September 30, 2019, and in that Action Plan detailed existing and upcoming initiatives put in place to achieve this goal by 2025.

RSM's Action Plan focused on programming and productions where we can have the greatest impact—specifically, content that we own and control. Since most of our programming investments are devoted to in-house productions such as sports, news, and lifestyle and entertainment programming, we relied on the editorial and creative output of our television programming and production teams to develop our Action Plan. This process involved identifying roles that we considered equivalent to the CRTC's key creative roles for independent productions in terms of creative input, decision-making responsibility, and editorial control.

2025 marks the final reporting year on our five-year Action Plan. Since publishing our Action Plan in 2019, RSM has published five consecutive annual reports detailing our progress in achieving the goal of gender parity, as well as associated activities and initiatives undertaken by RSM in the advancement of women in sports, entertainment content, and within our own business. As those reports indicate, RSM achieved gender parity within our in-house roles by our second reporting year – 2020 – and has maintained that parity every year since, including for this final reporting year (2025). This demonstrates that the efforts we have made over the course of this commitment have achieved their intended effect of advancing women in decision-making roles at RSM. We thank the Commission for their leadership in this industry initiative and are proud of the achievements we have made to advance gender parity within our productions.

Rogers notes that Commission staff will continue to receive annual cultural diversity reports from broadcasters, as well as detailed reports on the presence of women and other equity-deserving groups within independent productions via the annual production reports, recently updated in scope in Broadcasting Regulatory Policy CRTC 2025-299 (BRP 2025-299).<sup>1</sup> We trust this data will continue to support the Commission in assessing the industry's progress in advancing representation of equity-deserving groups in the Canadian broadcasting system.

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<sup>1</sup> BNP 2025-299 - *The Path Forward – Defining “Canadian program” and supporting the creation and distribution of Canadian programming in the audio-visual sector – Part 1 – Certification framework for Canadian programs, artificial intelligence, data collection and publication, and reporting requirements*, paragraph 231.

While first-run independent productions represent a very small portion of our overall programming investment, 50% of the key creative roles within those productions were held by women in the 2024-2025 broadcast year.

## Achieving Gender Parity

### Key Decision-Making Roles at Rogers Sports & Media

RSM's Action Plan for in-house productions identified the following key categories of decision-making roles:

1. Managerial roles in production and news
2. Programming and planning roles
3. On-air performers/journalists

In the 2024-2025 broadcast year, 54% of key creative, editorial, and decision-making roles in Rogers in-house programming were held by women:

Category	Total Employees	Total Female	Percentage
Managerial roles in production and news	72	33	46%
Programming and planning	9	7	78%
On-air (journalists)	98	57	58%
Total	179	97	54%

RSM has maintained over 50% representation of women in these key roles for the last six reporting years (2020-2026), an increase from the 48% we reported in our original Action Plan.

As articulated in our Action Plan, RSM works towards achieving gender parity, particularly in leadership roles, through:

- Recruitment and Retention
- Development and Advancement
- Organizational Partnerships

Our work in these areas in 2025 is detailed further in this report.

## Commissioned and Affiliated/In-House Programming

RSM supports gender parity in the key creative roles of producers, showrunners, writers, directors, cinematographers, editors, and first- and second-lead performers in the television and film productions we commission from independent producers and broadcaster affiliated productions.

One compelling example of this commitment is **Law & Order Toronto: Criminal Intent**, which launched its second season in February 2025. *Law & Order Toronto* is helmed by a diverse ensemble cast in Kathleen Munroe (Detective Sergeant Frankie Bateman), K.C. Collins (Deputy Crown Attorney Theo Forrester), Karen Robinson (Inspector Vivienne Holness), Araya Mengesha (Mark Yohannes) and Nicola Carreia-Damude (Forensic Pathologist Lucy Da Silva). The series is developed, produced and led by a team of powerhouse women at Cameron Pictures and Lark Productions including showrunner, writer and executive producer Tassie Cameron.

Women were:

- 57% of *Law & Order Toronto*'s producers
- 57% of *Law & Order Toronto*'s directors
- 43% of *Law & Order Toronto*'s writers
- 67% of *Law & Order Toronto*'s editors
- 100% of *Law & Order Toronto*'s showrunners

In 2025, *Law & Order Toronto* stood out as the leading nominee at the **Canadian Screen Awards** (CSAs) with a total of 20 nominations, many of them highlighting women in key categories, including:

- Best Writing, Drama Series: Tassie Cameron for "The Key to the Castle"
- Best Lead Performer, Drama Series: Kathleen Munroe
- Best Supporting Performer, Drama: Karen Robinson
- Best Achievement in Casting, Fiction: Sharon Forrest
- Best Direction, Drama Series: Sharon Lewis
- Best Direction, Drama Series: Holly Dale
- Best Guest Performance, Drama Series: Sydney Ozerov-Meyer
- Best Guest Performance, Drama Series: Amanda Brugel for "The Real Eve"
- Best Guest Performance, Drama Series: Blessing Adedijo for "Bleeding Hearts"
- Best Achievement in Make-Up: Lynda McCormack for "Three Points"
- Best Achievement in Hair: Lydia Pensa for "The Key to the Castle"
- Best Picture Editing, Drama: Wendy Hallam Martin for "The Key to the Castle"
- Best Costume Design: Nicole Manek for "The Key to the Castle"

Two notable *Law & Order Toronto* wins at the CSAs include the following awards:

- **Best Writing, Drama Series:** Tassie Cameron for “The Key to the Castle”
- **Best Drama Series:** Erin Haskett, Tassie Cameron, Wanda Chaffey, David Valleau, Alex Patrick and Tex Antonucci

### **OMNI Television**

In 2025, the English and Tagalog sketch-comedy series highlighting immigrant experiences in Canada, *Abroad*, returned to OMNI for its fourth season. This diverse production is co-created by Filipina comedian Isabel Kanaan and directed by Kara Harun and Carly Heffernan.

*Abroad* was nominated for four CSAs in 2025, including for: Best Sketch Comedy Program or Series; Best Writing, Variety or Sketch Comedy; Best Performance, Sketch Comedy; and Best Direction, Variety or Sketch Comedy (Kara Harun).

Women were:

- 50% of *Abroad*'s producers
- 100% of *Abroad*'s directors
- 50% of *Abroad*'s editors
- 100% of *Abroad*'s cinematographers

### **RSM Content**

RSM uses its sports and media assets to strengthen the visibility of historically underrepresented voices, including those of women.

#### **Sportsnet**

Rogers continued its partnership with the Professional Women's Hockey League (PWHL), carrying PWHL content, which includes live games, highlights, news, and features across its TV channels and Sportsnet+ streaming platform.

- Sportsnet and Sportsnet+ broadcast a package of PWHL regular-season games.
- Games appeared across Sportsnet channels (e.g., Sportsnet, Sportsnet ONE, Sportsnet 360, regional feeds) and on the Watch.Sportsnet.ca platform under the dedicated PWHL section, which also houses replays and condensed games.

A few notable features that Sportsnet covered include:

- [\*\*The Women's Sports Revolution – We Eatin'\*\*](#): Last Spring, Jayna Hefford (EVP Hockey Operations, PWHL), Teresa Resch (President, Toronto Tempo) and Diana Matheson (Founder/Chief Growth Officer, NSL) joined Sportsnet's Donovan Bennett for a meal and roundtable discussion about the recent explosion in the popularity of women's sports.
- [\*\*Jessica Campbell for Hockey Night in Canada\*\*](#) (HNIC): When Jessica Campbell was hired as the first female assistant coach in the history of the NHL, there was a lot of buzz. Being the first carries a lot of weight, but Campbell has

performed her duties as both a role model and a coach easily. Sportsnet's Donovan Bennett spent a day with Campbell and saw first-hand the impact she has made in Seattle – both on and off the ice.

Sportsnet's broadcast coverage also extended to several other noteworthy women's sports events, including:

- **UFC (Women)**
- **Grand Slam of Curling**
- **Women's National Basketball Association (WNBA)**
- **Women's Super League (Soccer)**
- **Women's National Rugby League**
- **National Bank Open**

### **CityNews**

In 2025, Citytv broadcast several locally reflective prime time news specials that highlighted women or women's issues, including:

- **CityNews Connect: Preventing Violence Against Women.** This news special explores how femicide has become an epidemic in Vancouver, and what local organizations are doing to end gender-based violence in the city.
- **CityNews Connect: Fertility and the Female Body.** Vancouver women share their stories during Canadian Fertility Awareness Week.
- **CityNews Connect: Vancouver Goldeneyes.** All eyes are on the Vancouver Goldeneyes as the newest PWHL expansion team begins its first season. Cecilia Hua provides a behind-the-scenes look at how the team was built, who they are up against, and what this means for the future of women's hockey.
- **CityNews Connect: Calgary Wild FC.** This news special highlights how Calgary's first professional women's sports team plans to draw in soccer fans.

The following are examples of various women-related news stories that were broadcast throughout the year on Citytv's regional channels:

- CityNews Toronto: [Women with intellectual disabilities are increasingly targeted by traffickers: advocates](#)
- CityNews Calgary: [Sisters in Spirit vigil in Calgary honours missing and murdered Indigenous women and girls](#)
- CityNews Montreal: [New initiative to train professionals working with victims of domestic violence](#)
- City News Edmonton: ['Domestic violence epidemic' advocates concerned over recent homicides in Edmonton and Calgary](#)

### **OMNI Television**

Below are examples of women-related news stories that were broadcast on OMNI in 2025:

- [Order of BC given to Dr. Sandy Dhami for her 25 years of work with special needs children](#)
- [Filipino women entrepreneurs share their passion and struggle at a PH Consulate panel for Women's month](#)

- [Host of OK Mom Podcast highlight cultural taboos faced by South Asian women](#)

**In honour of *International Women's Day*:**

- **Sportsnet** broadcast a feature on the [NHL Coaches Association Female Coaches program](#), with NHL assistant coach for the Seattle Kraken, Jessica Campbell, PWHL head coach for the Montréal Victoire, Korie Cheverie, American Hockey League video coach for the Colorado Eagles, Kim Weiss, and executive director of the NHL Coaches' Association, Lindsay Pennal. It also broadcast [Going Deep with Teresa Resch](#), a feature with Toronto Tempo President, Teresa Resch. Teresa joined Donovan Bennett to discuss the exhaustive process that was creating an identity for the newest WNBA franchise.
- Rogers' **hot adult contemporary KiSS FM branded radio stations** broadcast a 2-hour national special – *Women Who POP!*, spotlighting women in music, including Canadian female artists Tate McRae, Alessia Cara and Lindsay Ell. In addition, an all-female playlist was broadcast across our KiSS stations.
- **CityNews Radio** reported on ways to celebrate International Women's Day.
- **CityNews Television** covered a story on [International Women's Day protests](#) with demands for ending inequality and gender-based violence.
- **OMNI Television** broadcast news stories on [Four Filipina community leaders recognized in a panel celebrating International Women's Day in Toronto](#) (Filipino) and on the [Malton Women Council's celebration of International Women's Day](#) (Punjabi).

***Canadian Content Development***

In 2025, RSM's CCD initiatives continued to meaningfully support Canadian musical talent from equity-deserving groups across the country, providing direct financial contributions to local artists for performances in their communities. We proudly supported Women in Music Canada (WIMC), a non-profit organization dedicated to "advancing equality, visibility and opportunities for women in the musical arts through education, support, empowerment and recognition." RSM's funding contributed to WIMC's production of the International Women's Showcase, held in conjunction with its WIMC Honours program, which featured performances by four emerging and gender diverse artists from culturally diverse backgrounds. We also maintained our support of The Vanguard, an annual fashion, art and musical event benefiting Rainbow Railroad, a global non-profit organization dedicated to assisting 2SLGBTQIA+ individuals facing persecution find safety through emergency relocation and other assistance. Our contribution covered performance fees for two female artists at the event. Similarly, our ongoing support of PhemPhat's annual Honey Jam concert continued to directly fund performances by emerging female artists from diverse backgrounds.

# Corporate Accountability

## Diversity, Equity, Inclusion and Belonging Strategy

Rogers Communications' long-standing commitment to inclusion and diversity is the foundation of the Rogers Sports & Media Women in Production Action Plan, which builds on the important work already undertaken to promote and advance women across the entire Rogers organization.

Rogers' new five-year Diversity, Equity, Inclusion and Belonging (DEIB) Strategy – “Journey to 2030” – focuses on driving meaningful change for equity-deserving groups (i.e., *Black, Indigenous peoples, people of colour, persons with disabilities, 2SLGBTQIA+, and women*) through actions tied to our strategic pillars of People, Customer, and Community. To bring this strategy to life, Rogers' 12 Business Units play a critical role in advancing progress across these pillars, for example, with their respective five-year DEIB plans that include clear commitments and measurable actions.

## Leadership Development

At Rogers, we believe leadership is about creating spaces where everyone feels valued, respected, and empowered to thrive. The three programs we developed in 2025 have been designed through an inclusive leadership lens, ensuring that belonging is at the heart of every learning experience. By equipping leaders with the skills to foster trust, collaboration, and equity, we are building a culture where diverse voices shape our future.

The **Accelerated Development Program (ADP)**, described below, focused specifically on women in director and senior manager roles at Rogers.

- **ADP** is a 7-month immersive program for Women Directors and Senior Managers, designed to strengthen Rogers' pipeline of diverse leaders. In 2025, 25 high-performing women participated, selected through an intersectional lens. The program builds critical capabilities, including Change Management, Executive Communication, Inclusive Leadership, Financial Analysis, and Leading with Impact, empowering participants to own their seats and lead confidently.

## Diversity Groups

Rogers' employee-led Diversity Groups play an important role in shaping an inclusive workplace at Rogers. The groups collaborate to arrange educational events, skill-building opportunities, and community sponsorships. Their goal is to facilitate the attraction, development, and engagement of these distinct groups within the organization. Supported by the DEIB Team and the DEIB Council, Diversity Groups

benefit from access to expertise and financial resources, empowering them to drive initiatives that align with our DEIB strategy.

This year, we highlight two groups and their women-focused initiatives:

***RISE for Women (includes Rogers Women of Colour and Rogers Women in Technology)***

RISE for Women (RISE) supports women at Rogers with a focus on networking and personal and professional development to foster leadership potential and increase the representation of women across all levels at Rogers. Notable initiatives undertaken in 2025 include the following:

- **Accelerate, RISE and Shine – International Women’s Day Celebration:** On March 4, RISE kicked off International Women’s Day with a virtual national event featuring an engaging panel discussion on how intentional action and goal setting can drive personal and professional growth. Employees heard inspiring stories and practical advice from leaders across Rogers, fostering motivation and confidence. The event also included in-person trade booths at key offices, showcasing ally networks such as Rogers Women of Colour (RWOC) and Rogers Women in Technology (RWiT), as well as opportunities to support Shelter Movers—a charity helping families fleeing abuse.
- **Empower Your Career Journey:** On October 14, RISE hosted a hybrid session focused on *“Knowing Your Strengths – Leveraging What Makes a Woman in Tech Unique.”* Employees explored their personal strengths through interactive activities, shared insights with peers, and learned how to apply these strengths to their work. This event provided practical tools for career growth while fostering confidence and connection among women in tech.
- **Power in Transition – Women, Work & the Menopause Revolution:** On November 18, RISE hosted an insightful session exploring how life transitions, such as menopause, can become powerful gateways to reinvention and growth. Featuring Aimee Debow, Founder of *Menovate*, the event challenged stigma and sparked important conversations about evolving workplace support for women during this stage of life. Employees gained practical strategies to embrace change, unlock potential, and advocate for inclusive policies that recognize diverse experiences.

***Indigenous People’s Network***

Rogers’ Indigenous People’s Network (IPN) helps engage, inspire, and support Indigenous employees and allies while building an inclusive culture by removing barriers that traditionally strained relations between Indigenous communities and non-Indigenous organizations. The following is a key initiative undertaken by the IPN in 2025:

- **Red Dress Day:** On May 1, the IPN honoured Red Dress Day with a powerful hybrid event focused on raising awareness about Missing and Murdered Indigenous Women, Girls, and Two-Spirit People. An expert panel, featuring Christa Big Canoe—lead counsel for the national inquiry—explored the findings and Calls to Justice from the landmark report Reclaiming Power and Place. Attendees heard deeply moving personal stories and testimonials that highlighted systemic injustices and the urgent need for change. The event fostered education, community, and connection, inspiring participants to take action and advocate for Indigenous communities.

## Partnership with Women in Communications and Technology

Rogers continues to partner with ***Women in Communications and Technology (WCT)***, a Canadian non-profit organization that inspires and supports women to achieve their highest career potential in Canada's digital economy through professional development, mentorship, advocacy, and research. Through our partnership with WCT, women at Rogers Communications have access to conferences, virtual learning, research and tools, in-person and virtual networking events, webinars, and more.

## Scholarships

**OMNI Regional Scholarship:** OMNI Television awarded \$20,000 in scholarships this past year to post-secondary students across Canada who are pursuing careers in ethnic and third-language journalism. Scholarships of \$2000/each were awarded to applicants in the following regions: East (5 recipients), Prairies (2 recipients), Pacific (1 recipient) and Quebec (2 recipients). Eight of the ten scholarship recipients were women.

## Recognized and Rewarded

### Women in Communications and Technology's 2025 Leader of the Year Award

Each year, the WCT Leadership Excellence Awards honour outstanding women in the industry from across Canada. We are proud to celebrate the achievements of **Shannon Lehmann, Sr. Director, Data & AI Strategy**, one of the women leaders at Rogers who was recognized with the **Leader of the Year** award at the 2025 WCT Awards.

This award recognizes individuals who champion women's professional growth through mentorship initiatives and industry leadership. Shannon has driven impactful programs that support women in technology and beyond, while also contributing to organizations that inspire young women to pursue careers in coding.

### One Woman Fearless Summit's 2025 Fearless Woman of Inspiration Award

**OMNI Television news reporter, Lidia Ferreira**, was awarded the Fearless Woman of Inspiration Award, an honour recognizing her strength, leadership, and commitment to empowering others.

### **Mississauga Filipino Organization's 2025 Most Outstanding Filipinos Abroad Award**

**OMNI News Video Journalist, Rhea Santos**, was named the **Most Outstanding Filipinos Abroad**. This award highlights “exceptional achievements and outstanding contributions, exemplifying the highest standards of excellence, leadership and service to the Filipino community.”

### **Migration Advocacy and Media's (MAM) 2025 Media Advocate Award**

**OMNI News' Senior Manager Marie Pacheco** was named **Best Media Advocate**. This award recognizes her significant role in shaping public perception and advocating for the Filipino community through various media channels.

### **RTDNA's 2025 Emerging Journalist Award**

**RSM's 680 NewsRadio journalist, Sofia Vavaroutsos**, is the recipient of the RTDNA's 2025 Emerging Journalist Award. This award recognizes the achievements and excellent work of Canadian journalists who are at the beginning stages of their career.

## **Summary**

Rogers Sports & Media is proud of our achievements in reaching gender parity within our organization in key creative, editorial, and decision-making roles. We have shown consistent year-over-year growth in female representation in leadership roles at RSM since we first began reporting in 2020. We thank the Commission for its leadership in this initiative and trust the measures we have put in place will continue to foster positive results for advancing the inclusion of equity-deserving groups in Canadian broadcasting.

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