



**REPORT ON CRTC BROADCASTING PUBLIC NOTICE
CRTC 2007-122 BEST PRACTICES FOR DIVERSITY
IN PRIVATE RADIO**

**REPORT ON SUPPORT OF
CULTURAL DIVERSITY DURING 2021**

JANUARY 2022



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1. OPENING COMMENTS ON PML CULTURAL DIVERSITY REPORT 2021

Pattison Media Ltd (PML) is pleased to provide our report on Cultural Diversity initiatives undertaken in 2021. This introduction reviews our high-level strategies on cultural diversity in the areas of employment, news & programming and community initiatives.

2021: An Unusual Year 2.0

The world has been 'holding its breath' for the last two years as COVID continues to dominate populations and restrict economies and supply chains. Pattison Media continues to see the affects of this in our main client base, small local businesses and communities. The events that normally occur and advertising bookings that accompany them, have been on and off again during 2021. Cultural and Creative Events continue to be cancelled or closed as they normally bring people together. PML and it's stations are great supporters of these events across the 4 provinces that we operate in and we continue to innovate ways to promote cultural diversity amongst the challenges of every changing Public Health Restrictions.

About PML

Pattison Media Ltd., formerly Jim Pattison Broadcast Group, operates in Western Canada from Vancouver Island to Winnipeg. While our markets include Vancouver, Edmonton and Calgary, three of the most ethnically and culturally diverse cities in the world, we also operate in some of the smallest markets in the west. We take pride in our longstanding support for cultural diversity in each city. For example, in Vancouver, we have provided contract access to our SCMO on CJJR-FM Vancouver to a South Asian service, Rhim-Jhim radio, for the past 30 years. We continue with that partnership today and as we will show, this demonstrates the approach to diversity that we carry and maintain throughout our station group. Supporting cultural diversity is a key component of our business in all 28 communities in British Columbia, Alberta, Saskatchewan and Manitoba, where we operate.

PML works diligently to achieve our goals and fulfill our responsibilities under the Employment Equity Act. Employing a workforce that is diversified and works together as a team is vital to ensuring the success of our group. Our full commitment to Total Team Involvement (TTI) and Employment Equity that has allowed us to sustain an environment of workforce inclusion that facilitates the betterment of our team and company. We subscribe to the belief that a more diverse workforce is a more engaged one, while fostering a culture of inclusion and understanding amongst our employees.

Pattison Media Ltd., believes that our Team members are our most valuable asset. We continue to aspire to be the employer of choice to both our current workforce and to any candidates responding to our job postings. We strive to do that by growing our Team through sharing, mentoring and teaching. For example, 2021 saw the development and execution of inaugural, internal, PML Program Director Mentorship Program. Our current staff presented applications and were chosen based on merit, talent and skills. Feedback has been extraordinary from both the mentors and mentees as these young professionals are guided by the seasoned veterans through the intricacies of their profession. We have used this program as a recruitment tool and have applicants that have inquired specifically about this program.

PML is proud of our current and past record of ensuring the representation of the four designated groups in on-air positions. Representation was, and remains at, the forefront of our hiring practices. Hiring policies and procedures are in place to ensure representation of the four

designated groups. We encourage members of the four designated groups to apply for jobs by ensuring that all of our postings contain the statement, *“Pattison Media is committed to our social responsibility of equal opportunity employment and does not discriminate against any employee or applicant on the basis of race, color, ancestry, national origin, disability, medical condition, gender identity, sexual orientation, or age, religion, expression, marital status or other non-job-related criteria. We encourage members of all designated groups to identify themselves using our [self identification form](#), as doing so will help us correct under-representation of those individuals in our company.”*

In 2021, Pattison Media hired 102 people. Of that number 55, or 53.9%, were members of one or more designated groups. Please note that due to the fact that some hires were members of more than one group, the following list adds up to more than the 55 hires.

- 47 were women (45.9%)
- 1 was Indigenous (1.0%)
- 7 were Visible Minorities (6.9%)
- 9 were a Person with Disabilities (8.8%)

PML is pleased to report that we have been able to more than double our hiring total over last year (43) which is, we hope, an positive indicator that we are coming out of the the Great COVID Resignation. We still have not reached the levels seen since before the pandemic but are dedicated to continuing to bring diverse and qualified talent into Pattison Media. This report will show how we are working at both the corporate and market levels to do just that.

Here is some interesting data on new hires in 2021:

- We added to our Operations Personnel team by hiring a person with a disability and 3 women.
- Of 17 On-Air Personnel hired, 9 were women and 3 were Persons with Disabilities.
- Our 26 hires in News and Information were 8 women, 2 represented a Visible Minority and 2 Persons with Disabilities.
- Hires in our Sales Departments were mostly female this year, with 9 of 11 hires (81.8%) being women. Of these sales positions, 1 candidate identified as a Visible Minority and 1 identified as a Person with Disabilities.
- Creative and Promotions had 9 women hired this past year, and 1 identify as Indigenous.
- Of 6 Department Managers that were hired, 3 were women and 1 was a Person with Disabilities.
- In our Admininstration and Clerical Support Category, we hired 8 personnel, 7 of whom were women, 2 Visible Minorities and 1 Person with Disabilities.

Our Employment Equity status is analyzed after each operating quarter. Quarterly updates regarding new hires, station equity initiatives, news stories aired regarding equity issues, public service campaigns and contacts made with equity groups are reported to our PML Employment

Equity Committee for review. The PML Employment Equity Committee is comprised of volunteers from within our organization, all of whom represent one or more of the four designated Employment Equity Groups.

Issues that are brought up by the Employment Equity Chair at the quarterly management meetings are discussed and lead to action such as, broadcasting Land Acknowledgements on a regular basis throughout the day. This initiative was first mentioned at an Employment Equity meeting in our market in Kamloops and has grown to include other stations in the PML group such as Prince George, and Cranbrook. Our Program Director in Kamloops worked with an Indigenous instructor at Thompson Rivers University to ensure that our delivery and pronunciation would be accurate and respectful.

With the discovery and our coverage of the 215 unmarked graves at the residential school in Kamloops, BC, in May of 2021, which we discuss further in this report, there has been much conversation and many ideas that focused on how we as a company, can participate in the Truth and Reconciliation with First Nations in meaningful ways. As we operate in many smaller markets, we have had the privilege and opportunity to create working relationships with the local First Nations. Feedback from them in several markets such as the Tk'emlups te Secwepemc in Kamloops, Ktunaxa Nation Council in Cranbrook and Lheidli T'enneh First Nation in Prince George has been positive and they have expressed their appreciation about the sensitivity of the coverage that these markets have broadcast. We will continue to nurture these relationships as we uncover the Truth and deepen our understanding of what will need to be done for full Reconciliation with First Nations.

In 2021, we were pleased to reinstate the Prairie Equity Scholarship. Supported by our stations in the prairie provinces of Alberta, Saskatchewan and Manitoba, we awarded two deserving women with \$2,000 each. One scholarship winner is currently employed with us and we look forward to providing her mentorship and opportunities for growth in the broadcasting industry. Our outlook for 2022/23 is to revamp this program and increase the award to a total of \$10,000 to 4 applicants and to include support from our stations in BC as well. It will also be renamed the Pattison Media Equity Scholarship to reflect those changes.

PML continues to recognize the diversity of Canadian society and commits to reflect that in our workforce, both on-air & behind the scenes. PML endorses the Canadian Association of Broadcasters' Best Practices for Diversity in Radio. As a broadcast group with radio and television stations located in small markets throughout Alberta, British Columbia, Saskatchewan and Manitoba, and with ten larger market stations in Vancouver, Victoria, Calgary, Edmonton and Winnipeg, we continue to employ very loyal, long-term employees.

The Commission should be made aware that in small and medium radio markets it is extremely difficult to hire well-trained personnel that reflect ethno-cultural minorities and Indigenous peoples. PML works closely with broadcast training institutes such as BCIT, SAIT and NAIT to offer practicum positions in our stations so that graduating students from these programs receive exposure to the broadcasting business near the end of their course of study. However, we continue to have a major challenge. If the training institutes are not receiving applications for enrollment from the designated groups, how is the industry supposed to fill positions with someone from these groups? This is a challenge the broadcast industry and training institutes must work together to overcome.

We have tried to mitigate this with a couple of initiatives such as our Prairie Equity scholarship, which provides financial assistance to diverse people looking to enter broadcast schools, and our

Women in Media Luncheon, which attempts to inspire future female broadcasters at a high-school level.

Mental Health continues to be a constant conversation, as we work at navigating the ever - changing health restrictions during COVID. To further support our Pattison Media Team Members, we have, over several anonymous surveys, identified the continued and expanded need for Mental Health supports. Pattison Media has engaged Anxiety Canada to provide our personnel with materials, resources and training to assist in the the introduction of techniques such as Cognitive Behaviour Therapy. Over 2021, we saw this program transform into dedicated and custom designed webinars that address topics specific to our industry. These are run by a Registered Clinical Counsellor every few months. PML is aware that tenuous Mental Health, especially during the pandemic, has plagued our Team Members and we are working diligently to provide opportunities to learn coping strategies and for personal growth, and access to medical care. We have also added Telus Virtual Health to our benefit package for our Team to be able to access medical care and mental health resources in a timely manner.

Cultural Diversity and Employment Equity are front-of-mind at Pattison Media Ltd, and the company is pleased to continue focusing on creating an equitable environment for the staff.

With this in mind, PML has continued our relationship with the Centre for Diversity and Inclusion (CCDI). All PML Team Members can access their site and resources such as their Knowledge Repository, Community of Practice Events and both live and interactive Webinars. Our PML Executive Assistant reviews their webinar offerings on a regular basis and sends reminder emails to All Staff to ensure that they are front-of-mind. PML has had Team Members from many departments and levels of management attend their 2021 Unconference, participate in 100 webinars and had 66 Users access their Knowledge Repository. We are encouraged that that number will only grow as our staff become more familiar with their valuable and vast material on Diversity and Inclusion topics.

PML has also initiated several strategies and mechanisms aimed at attracting and recruiting a diverse employee base. We continue to expand our outreach initiatives to non-traditional resources for broadcast employees and have outreached to agencies such as Indigenous and cultural groups within the markets we serve, to increase opportunities to add to the diversity of our operations.

Practices within our broadcast group target employees responsible for hiring and managing staff and provide them with training on systemic barriers. The first level of training has been raising the awareness of our Employment Equity obligations and our commitment to diversity. This has been communicated through our quarterly manager meetings, as well as our more regular staff meetings within the individual stations. Each of our quarterly General Managers meetings has as an agenda item directed to the assessment of the effectiveness of our policies and initiatives in furthering diversity objectives.

PML is committed to providing the very best in radio and television programming, in a very competitive environment, with a team of broadcasters from all walks of life. We assure the Commission that we will continue to strive to meet the best practices for diversity in broadcasting now and in the future.

Turning to the format of this report, we have modelled it to coincide with the document produced by the Canadian Association of Broadcasters and the Commission. It will focus on describing how our actions are consistent with the Best Practices for Diversity. This report will show that we have continued most of the initiatives identified last year and have added others in 2021.

2. CORPORATE ACCOUNTABILITY

We understand the importance of leadership involvement in ensuring accountability in meeting diversity commitments. We monitor and report on diversity initiatives on an annual basis.

Our Senior Executive is responsible, at the corporate level, for establishing diversity goals and measuring progress on those goals. The President of Pattison Media, Mr. Rod Schween, is in charge of development, implementation and evaluation of diversity practices and initiatives within our corporate group in 2021.

As for staff accountability and involvement in cultural diversity planning and implementation, we confirm that all employees, both management and staff, are bound by the policies that we have adopted.

Employment and diversity objectives are part of our business plans and guide our day-to-day operations. It is simply good business to be reflective of our community. Our General Managers and Senior Executives meet quarterly through the year to discuss employment equity and diversity initiatives that are successful within our various operations. The sharing of ideas and successful initiatives result in increased opportunity to achieve our diversity objective.

We ensure staff awareness and involvement by posting our Company “Employment Equity Policy” and our “Non-Discrimination and Duty to Accommodate Policy” in all our station locations in British Columbia, Alberta, Saskatchewan and Manitoba. Our General Managers meet quarterly with the President, Vice Presidents and Directors of the company to discuss Employment Equity and Diversity initiatives. In turn, General Managers meet regularly with on-air and other staff at their stations with employment equity and diversity as mandatory topics of discussion.

In 2021 we have undertaken to have a full review and rewrite of our Employment Equity Policy. The first draft has been completed and is in the vetting process of the Employment Equity Committee. Our goal is to implement the policy in the first quarter of 2022.

All our stations’ General Managers have been charged with understanding and implementing the Best Practices for Diversity and they are provided with copies of the Commission’s relevant decisions. We continue to look for opportunities within our communities and elsewhere for training in diversity areas. We also ensure that our employees who volunteer their time on our Employment Equity Committee are representative of the designated groups.

We continue to follow systems we have implemented to ensure progress on achieving diversity goals. PML posts its annual Employment Equity Narrative Report in our operations and discusses employment equity and diversity objectives with all our employees during annual Performance Appraisal reviews. The narrative report describes initiatives undertaken in the past year and provides data on designated group representation in the workforce.

We have a New Employee Handbook which is distributed to newcomers to Pattison Media. The handbook describes our company’s policies, expectations and procedures, including those surrounding Cultural Diversity, Employment Equity & Accommodation. It is vital to us that our new employees understand the importance Employment Equity plays in our organization and we have all new employees sign off upon reviewing the handbook.

The Performance Appraisal form, which serves as the basis for annual manager/employee discussions on performance assessments, sets out the company’s commitment to “employment

equity, increasing diversity and to removing barriers to designated groups.” The form also asks if the employee has any concerns or is aware of barriers to his or her career opportunities that are related to employment equity. This process ensures that we have a discussion with each employee at least once each year with the purpose of improving Employment Equity, improving Diversity and removing any systemic barriers. It also ensures that employees are informed of initiatives PML has undertaken to address and encourage Employment Equity and Cultural Diversity

As well, the company has a Performance Improvement Plan, an additional evaluation to be used when an employee requires performance improvement outside of the annual review. The form also asks if the employee has any concerns or is aware of barriers to his or her career opportunities that are related to employment equity.

Every two years we have each of our employees at our 28 locations re-submit our company Self Identification Questionnaire. This gives each individual an opportunity to review their designation as a member of one of the four designated groups, as it may have changed since the last review or hire. We will be distributing the forms, once again, to all employees in the spring of 2022.

Our Employment Equity initiatives also require ongoing review of our Workforce Analysis to ensure that we are meeting our goals of filling gaps which exist in our four designated groups. This quantitative assessment is a key assessment tool for meeting diversity objectives in employment.

As will be set out later in this report, we also require all stations to monitor and report on specific diversity initiatives. Station Managers are directly accountable to the President of the PML, ensuring that best practices are pursued. The details which follow in this report demonstrate those efforts in 2021.

3. RECRUITMENT AND HIRING

We are pleased to provide the following report on our recruitment, hiring and retention progress and initiatives over the course of the past year.

All openings are posted within each division of PML as our policy is to try and promote internally and, whenever possible, from the four designated groups. If the opening is not filled internally, then it is posted on industry related sites such as Broadcast Dialogue, Milkman Unlimited, Media in Canada as well as internet recruitment sites like Indeed, LinkedIn, and Facebook.

Pattison Media worked diligently in 2021 to continue an internal Employment Equity (EE) Job Posting database. When one of the divisions has a job posting approved, it is circulated to head office to distribute to key EE organizations in that specific division’s region and province. PML will continue to identify local organizations and keep this master database updated as our goal is to expose these job opportunities to as many designated groups as possible. It is still up to the prospective candidate to have the proper skills, education and desire to apply, but communicating job opportunities to these organizations can prompt young people and members of the designated groups to consider careers in broadcasting. It also educates them in the skills and knowledge it takes to be successful in our industry.

Pattison Media also worked with Indigenous Works, Aboriginal Futures, Ethos, and Government of Canada Job Bank, and more to help seek applicants for available positions. It is extremely difficult to find people with those backgrounds who have training in our industry, and we have been working to encourage these groups to advise students that these opportunities exist. As well, PML staff members are available to talk to students directly.

One of our greatest challenges in hiring is simply the lack of availability of applicants from certain designated groups. This can often be traced back to access to training. Most of the positions in our operations require some sort of post-secondary education, so unless a person in a designated group is inspired while in high school (or immediately after), the option of a career in our industry can be limited.

Members of the Pattison Media Employment Equity Committee continue to note that this is often market specific. Difficulties are still found in recruiting Indigenous people. This was thought to be acute in many markets, and even in areas with large Indigenous communities, such as Prince Albert/North Battleford in Saskatchewan. Our company just doesn't receive many applicants, despite our outreach and posting efforts.

Division General Managers have also highlighted the difficulty in hiring designated groups. Again, they felt that this was particularly difficult for people in the Indigenous community. The numbers of people are not large to begin with, and there are so many options in post-secondary training that the number gets continually smaller. Qualified candidates of Indigenous ancestry tend to be in high demand, and small private broadcasters must compete against First Nations groups, larger broadcasters, and even companies outside broadcasting completely. Even when hired, Indigenous employees continue to have a high turnover due to their low numbers and the desire by other employers to hire them.

Despite the problems, we're proud of our success in fostering diversity in our operation and have had significant success in integrating members of diverse communities into many of our locations.

We also continue to work with broadcast communication institutes such as BCIT, SAIT and NAIT and Western Academy of Broadcasting to provide practicums or internships for broadcast students seeking employment in the industry. Some of our finest hires have been through this process.

The hiring process for every new hire is reviewed. This review includes the number of applicants, how many were interviewed, how many were thought to fall within one of the designated groups and if the successful candidate fell within one of the designated groups. These new hire reports are also sent to the EE Committee for review.

In 2021, during the hiring processes 1814 people applied and 388 were interviewed. 55 of the 108 hired, were part of designated groups.

To summarize, these are some of the key results of our company's recruitment in 2021 for vacant positions:

- Of the 1814 applicants, 467 (25.7%) were women. 162 (41.8%) of those were interviewed and 47 (46.1%) were eventually hired.
- 29 (1.6%) of those who applied, self-identified as Indigenous. This made up 3.1% (12) of interviews and 1% of hires.

- 234 (12.9%) of applications came from members of Visible Minorities. This group had 40 (10.3%) of interviews, for 7 (6.9%) Visible Minority hires overall.
- 70 (3.9%) Persons with Disabilities were applicants. 38 (9.8%) were interviewed and of those interviewed and 9 people (8.8%) of PWD were hired.

In addition to these specific examples, PML continues to implement our general policy, aimed at ensuring that diversity policies and goals are implemented throughout the company.

Pattison Media has an Employment Equity Policy that states its purpose and commitment to Employment Equity, names the four designated groups and mentions the need for special measures.

We have many examples in 2021 of diversity in hiring and promotion at PML. Some examples from our different stations are listed below.

BRITISH COLUMBIA

- In Chilliwack they hired one new female employee as a Sales Account Executive who has also demonstrated voicing skills and is being utilized on air regularly. As of December 31, 2021, the Chilliwack Division employed 5 full-time employees. 2 of these employees are female and 1 self-identifies as a visible minority.
- Our Kamloops market hired a female, visible minority, who comes to us with a versatile media skill set having worked on-air, promotions and will be contributing to our Traffic/Administration departments moving forward.
- On Vancouver Island our stations promoted and hired several women to fill various roles – one moving from Nanaimo/Parksville Promotion Director role to Creative Writer for Island Radio, still based in Nanaimo, one promoted to Promotion Director for Island Radio, overseeing the Promo team from her base in Courtenay, one hired as Promotion Coordinator for Nanaimo/Parksville, based in the Nanaimo office and hired a News part-timer for Nanaimo morning anchor on Wave.
- In Prince George, all but one of the hires, the positions available were filled from outside the PG division. Of the 14 total hires, 8 are women, 3 are visible minorities and 1 is of First Nations heritage. One key hire was a female joining the Management Team as Radio Program Director. She transferred from the Kelowna division of PML.
- Vancouver saw quite a few changes within their Promotions Department Street Team, in 2021. They hired 3 new Casual Street Team members throughout the year but had 4 resign. Out of the 4 that resigned, 2 of them identified as female and 1 as a visible minority. They ended the year with 7 casual employees on our Street Team, all female and 1 visible minority. They are hopeful that with the return of more events in 2022, they will be looking to hire additional Street Team members and create a more diverse team that represents the community they live in. A Team member has researched some new places we can send job postings to including YWCA Metro Vancouver, The Aboriginal Job Board, Indigenouscareers.org and workbc.ca to assist in this outreach.

ALBERTA

- Lethbridge, in 2021, had their News Director/Editor announce her retirement at the end of February, 2022. Due to that upcoming retirement, they were pleased to find another capable female to fill her role.
- In the PML market of Medicine Hat, their six-person management team includes three people who self-identify as disabled. A retiring Manager has Parkinson Disease and Crohn's Disease, while the other two have diabetes—one with Type 2, and the other with the more serious Type 1. Our company has always been progressive in promoting and retaining these valuable team members, and accommodating any scheduling or workplace needs that come up as a result of their disabilities.
- Another retention note in Medicine Hat is that one of their part-time employees works in Master Control and Production for CHAT-TV. He is confined to a wheelchair and is considered to have a compromised immune system. Some employees during the pandemic have worked from home but this was not possible for this team member's position. The company made the decision to continue this employee's pay at historic levels if he felt he could not safely come in to work. The team member has used this accommodation on occasion since the pandemic hit, making his decision based on the severity of Covid-19 in our community. Since first starting with us on 2014, this team member has acquired additional skills, which allow him to take on more responsible roles at our television station.
- Grande Prairie has a Team member who identifies as Disabled with cerebral palsy. He has been a member of our Pattison Media Grande Prairie Creative/Production team since 2012. They also have a Team member who identifies as Disabled with autism. He has been a member of our Pattison Media Grande Prairie team on a part time basis since April 2016.

SASKATCHEWAN

- In Saskatchewan, PML stations committed to broadcasting a full season of University of Saskatchewan women's hockey and recruit a female play-by-play host for the broadcast. They knew finding a female host for the broadcast would be a challenge because historically, 100% of applicants for junior hockey play-by-play positions come from male candidates so they decided in advance extra effort would be required. Not only did our recruitment ads specifically state preference would be given to female applicants but we also recruited knowing we would have to train and mentor. In the end, we hired a woman with a strong interest in sports who had never been given an opportunity to pursue her passion to do hockey play-by-play. This commitment to this initiative was recognized globally by Sports Illustrated:

<https://www.si.com/college/2021/11/16/daniella-ponticelli-university-of-saskatchewan-womens-hockey>

MANITOBA

- The Winnipeg Division of the Pattison Media had a few changes in 2021. The rebranding of 94.3 from The Drive to NOW!radio involved laying off five people. Of the five, three were women and two were men. Seven new staff members were hired to be part of the NOW!radio programming team. Of the seven, three were women, four were men and one was a visible minority. As of December 31, 2021, the Winnipeg Division employed 24 full and 1 part-time employee. 13 of these employees are female and 2 self-identify as a visible minority.

4. RETENTION

We recognize that we must target diversity in the workplace in more specialized ways due to a very tight labour market, an aging workforce and the fact we have not (prior to this year) had significant personnel movement in many of our divisions for a number of years. Our policies, procedures and commitment to our team members - ensuring we offer great employment opportunities, benefits, remuneration and a fun workplace environment - have all contributed to PML employing numerous long-term employees.

Our key employment policies referenced below ensure that retention is not a large issue for Pattison Media:

- PML has an Anti-harassment and Bullying policy covering inappropriate verbal attacks that can be considered as harassment or bullying (i.e. sexual, racial, and personal comments). The policy outlines the company's commitment to providing a harassment-free and bullying-free workplace and gives definitions and examples of harassment and bullying. The policy also describes the complaint procedure and appeal mechanism. It is a requirement that the Policy to be posted in each business unit.
- PML has a Personal Leave Policy that includes illness and accident leaves, parental and adoption leaves, compassionate care leaves, and special leaves of absence for a period of up to four months during which the employee continues to participate in company benefit programs. The Policy also includes language regarding special accommodation for team members with a disability taking leaves, and encouragement for team members planning on taking maternity, parental or adoption leaves to communicate with their managers on their future career path desires.

It is the objective of our Employment Equity Committee and our Employment Equity Plan (adopted into policy in 2008, and drafted to publish in 2022) to contribute to meeting this diversity best practices objective. The Employment Equity Plan and the Non-Discrimination and Duty to Accommodate Policy are in all our operations, and managers have been trained to communicate the importance of these initiatives within our company.

Our Employment Equity Plan and our Non-Discrimination and Duty to Accommodate Policy are specifically designed to identify and remove barriers to hiring and retention. Our commitment to Employment Equity and Diversity helps us recruit new employees and retain existing employees.

PML values employees who know their work, are loyal to the company and take pride in what they do. The investment we make in these employees to accommodate their needs provides a huge payoff for both the company and the employee. The company is able to retain someone who has the experience and expertise to contribute valuable knowledge to the operation, and the employee has the job satisfaction gained from that valuable contribution. Pattison Media takes pride in its record of achievement in this regard. There is little we can do to force people of diverse cultural backgrounds or from the four designated groups to join the company, but what we can do, and are doing, is provide information to potential applicants about what the company can offer. And when we do attract someone, we strive to provide the nurturing environment necessary to allow them to remain and grow within our operation.

We have several examples of promotions in 2021 of existing Pattison Media Ltd employees who have been able to take advantage of opportunities to continue growing their careers. We advertise all our job postings internally and encourage individuals to pursue job opportunities at other locations if it will assist their career plan and offer them further opportunities to diversify their skills and achieve their long-term goals.

- Grande Prairie hired a new female announcer who was a past Prairie Scholarship Winner when she attended SAIT. She also identifies as disabled.
- In our Kamloops Market, they promoted a female, internal, on air announcer from Medicine Hat, to host the Afternoon Drive program on 98.3 CIFM. This is the first time in the stations history they have had a female lead in this prestigious time slot.
- The News department in Grande Prairie, employs a Team member who identifies as Disabled with diabetes related vision issues. This Team member was retained in 2021 while suffering a 5-week period of total blindness. After two operations his vision has returned to near normal. Since his recovery the individual has been promoted from weekend News to Weekday morning News.

In retaining our employees, there have been instances in 2021 where we have provided extra accommodation to our team members.

- Medicine Hat's afternoon show is staffed by a talented announcer with a severe visual disability. The company has also made accommodations that allow him to get to and from work, as his disability makes it impossible for him to drive a car. Medicine Hat also has their TV Promotion Manager, who is a person of colour, regularly appear on our television station to promote local events and organizations. In addition to that, this team member has additional administrative and technical duties and is also being trained in commercial writing and production to allow him to assist in those departments and become vital to maintaining coverage for sickness and holidays.
- PML continues to offer accommodation to employees who require help due to disabling illness. Sometimes, the illness is family rather than personal. We have allowed one employee, Graphics and Digital support in Medicine Hat, to work from home since the pandemic began due to a spouse with a poor immune system. In another case, a TV News cameraperson took some paid time off due to his spouse being in a similar position.

5. PROGRAMMING AND NEWS & INFORMATION

Diversity in programming is growing year after year. Pattison Media broadcasts this growth not only by reflected it in the faces and voices we broadcast from our own studios, but also through the network and purchased programming that appears on our stations (CFJC-TV, CKPG-TV & CHAT-TV) through Rogers.

Our programming reflects the diversity of North American culture through shows such as:

- **Hudson and Rex** – This Canadian series features Detective Charlie Hudson who teams up with what he calls his "highly trained law enforcement animal", a German Shepherd dog named Rex who he prefers to team up with because the dog doesn't talk his ear off. This show features a diverse cast, such as Mayko Nguyen, who plays the Chief of Forensics.
- **Modern Family** - Modern Family revolves around three different types of families (nuclear, step- and same-sex) living in the Los Angeles area, who are interrelated through Jay Pritchett and his children. Patriarch Jay is remarried to a much younger woman, a passionate Colombian immigrant. Jay's lawyer son Mitchell and his husband Cameron Tucker have one adopted daughter. The show won the Emmy Award for Outstanding Comedy Series in each of its first five years.
- **Tribal Trails** – A Christian Ministry for First Nations believers.
- **40 Years of Healing** - shines a spotlight on First Nations healing, which we aired a handful of times in the 2021 calendar year, in light of the First Nations 'Every Child Matters' movement. This regionally produced program focuses on holistic healing from addiction, featuring the Round Lake Treatment Centre, located in B.C.'s Southern Interior.
- **Mom** – a network program which documents through comedy, the struggles associated with single parenting. This particular show addresses themes such as drug addiction, alcoholism, addictive gambling and teen pregnancy.
- **Truth and Reconciliation Station Identification Packages** - In the spirit of Truth and Reconciliation, Kamloops added to their station identification packages on both radio and TV acknowledging that we are broadcasting from the Unceded Territory of Tk'emlups to Secwepemc. This initiative has been picked up with many other stations following suit that included their respective First Nation territories.

PML feels it is part of our duty to ensure that Canadians from all backgrounds are able to recognize themselves in mainstream TV programming. We will continue to search out and promote programming that furthers these objectives.

As well, descriptive video on some programming allows viewers with visual impairment to better access the shows they want to watch on our television stations.

PML and its individual stations ensure they reflect and portray diversity in news coverage and information programming. The mechanisms discussed in the "Retentions" section and the preparation of this annual report assist in assessing progress on diversity goals.

In terms of ensuring diversity in news coverage, all our newsrooms are members of the Radio Television Digital News Association and adhere to the RTDNA policy statement, “everyone’s story reflecting Canada’s diversity”. We also have a company-wide News Reporting Policy and Standards Guide which is distributed to all our newsrooms for staff to follow. News Directors are responsible for ensuring all their station’s reporters have a copy and adhere to it. In this policy, special attention is given to clauses on human rights, sex-role stereotyping and religious programming. As well, the policy includes the Code of Ethics from the RTDNA. That said, many of our operations are in smaller markets and operate music-based formats and do not provide editorial perspective on stories.

For example, in Vancouver, where we operate The Peak FM (a primarily music intensive station) we actively pursue stories with local reflection which reflect the ethnic communities of Vancouver.

As mentioned in our opening comments, we are extremely proud of the long-standing 30+-year relationship our Vancouver FM station CJJR-FM has provided by contract SCMO availability to RHIM JIM radio, a South Asian service. This relationship has strengthened our contact with the South Asian community in Greater Vancouver. That partnership provided experience and support to our SCMO partner Shushma Datt, the sole proprietor of IT Productions LTD., to pursue and obtain her own stand-alone license on AM in Vancouver, RJ1200. This foresight and commitment to the ethnic broadcast community is something we are very proud of. This commitment to diversity in radio by a conventional broadcaster is something that was not common 30 years ago.

We strive to promote diversity among the experts and commentators used for news stories and ensure that they do not only comment on issues specific to their cultural backgrounds. As indicated, the PML did not have news intensive radio formats until we acquired two AM radio stations from Saskatchewan. Because of this, it is very rare for the majority of our stations to consult with an expert on-air. Further, as many of our stations are in smaller markets, it can be difficult to access experts on the different news topics we address. Where we do rely on experts, we recognize our commitment to best practices and pursue individuals from a broad range of diverse backgrounds and ensure their comments are not simply limited to topics pertaining to their own ethnicity. This is demonstrated in a number of the story examples listed later in this report.

While PML has a variety of music formats in a variety of market sizes, all our General Managers work to ensure that their stations are reflective of their individual communities. They also undertake significant outreach efforts to build relationships with the diverse cultural communities in which they operate. Examples of internal policies which set the basis for this approach to programming, as well as other initiatives which contribute to this environment, are set out later in this document in our “Outreach” initiatives.

As the Commission is aware, Pattison Media Ltd., is a growing Western Canadian broadcast group which has grown from being an operator in a number of smaller markets to a broader based regional player. In transitioning these stand-alone, independent operators into PML, we have been working towards creating a common corporate culture which strives to meet the policy objectives of Employment and Diversity at all our radio and television stations. We continued to make progress in this regard in 2021 with following examples.

The uncovering of 215 unmarked graves of former Residential school attendees in Kamloops BC, was initially reported on from our own CFJC-TV News. Kamloops was at the centre of what some have called ‘a national awakening’ to reconciliation with First Nations. Two Kamloops News

journalists broke the story about the discovery of the bodies of 215 children near the grounds of the former Kamloops Residential school. This story dominated our news for a few weeks while we told stories of the impact the discovery had on First Nations from the region and across western Canada. CFJC was the first media in the country to report the story. The News team in Kamloops have worked for many years to gain the respect and confidence from the First Nations. They were given the opportunity to break the news to the world by Tk'emlups te Secwepemc members in a sign of respect and appreciation of their record of honest and ethical reporting.

Click here to view: <https://cfjctoday.com/2021/05/27/tkemlups-confirms-bodies-of-215-children-buried-at-former-kamloops-indian-residential-school-site/>

The story evolved as First Nations from across the west, visited Kamloops to pay their respects to the site of the children's graves for months after the initial discovery.

Click here to view: <https://cfjctoday.com/2021/06/27/walk-from-whitehorse-to-kamloops-honouring-children-who-died-at-residential-schools/>

The work of CFJC News helped to bring more credibility to the stories of the past treatment of First Nations by the Canadian government and a large segment of society, along with the need for reconciliation.

Click here to view: <https://cfjctoday.com/2021/09/29/students-reflect-on-residential-schools-ahead-of-first-truth-and-reconciliation-holiday/>

The story of the discovery raised the awareness of a dark history of mistreatment through headlines across the world. In fact, the story was named as the Canadian Press story of the year. This story was also broadcast to many of our News outlets across PML and coverage grew to include other Residential schools in local areas as they too discovered unmarked graves of former attendees.

All of PML markets participated in 'A Day to Listen' on June 30th. Along with other broadcasters across Canada, our stations, in partnership with Gord Downie and Chanie Wenjack Fund, came together to create a space and elevate the voices of Indigenous Peoples of Canada. This day-long program focused on hearing the stories from Indigenous community leaders, elders and residential school survivors.

We also celebrated Canada's first National Day of Truth and Reconciliation, September 30th, as a company by all our stations participating in their own way. Some of the activities included, running PSA's on air, highlighting resources and links on their webpages, social media posts and jock chatter, while others aired interviews with Indigenous leaders and artists in their communities. Some created landing pages where listeners could learn more about Indigenous history, promoted Indigenous artists through their play lists and ran imaging pieces that contained outreach resources for those who were effected by hearing the news of the unmarked graves.

We have referenced below, some specific examples from our stations' news coverage in 2021.

BRITISH COLUMBIA

Chilliwack, BC (CKWK-FM)

- Promoted applications for multiculturalism grants to challenge racism, hate and systemic barriers faced by Indigenous and racialized communities. Grants supporting reconciliation and inclusive employment.
- Created awareness of National Disability Employment Awareness Month and the Shine Purple and Blue Lights for Disability

Victoria (CKKQ-FM, CJZN-FM)

- Zone and Q announcers are being mindful to add the proper pronouns of listeners who text in so that we have the correct information.
- Transgender Visibility Day was mentioned on the Zone. We diarized this event for next year to ensure that we give it a higher profile.

Cranbrook & Fernie, BC (CHBZ-FM, CHDR-FM, CJDR-FM)

- We also touched on a number of local communities adding rainbow crosswalks in 2021 as a means of showing solidarity with the LGBTQ community. Additionally, the City of Fernie conducted an inclusivity survey to ascertain what services and amenities are available for LGBTQ residents, and what can be added to make Fernie more inclusive for them. We also had a story which landed our MP in some hot water after it came to light that he voted against a House of Commons Bill to end conversion therapy.
- Local sports were hit hard this year through the pandemic. High school, collegiate and amateur athletes who generally earn coverage through national competitions and other means were kept of their playing fields for the most part in 2021.

Kamloops, BC (CIFM-FM, CKBZ-FM and CFJC-TV)

- To celebrate Canada's first National Day of Truth and Reconciliation CFJC news produced a one hour special around the discovery of the graves of the children.
- **Click here to view:** <https://cfjctoday.com/2021/09/30/watch-cfjcs-one-hour-special-reclamation-stories-from-secwepemculecw/>

Vancouver, BC (CJJR-FM, CKPK-FM)

- THE PEAK has been a media partner of Vancouver Prided Society for many years. As part of our 2021 partnership, we promoted a variety of Pride events throughout the year including a Pride Art Walk, Queer History Panel, and taking part in the virtual Pride Parade on August 1st. As part of our partnership with them, we must prove that our station policies and values align with Vancouver Pride Society's commitment to supporting and celebrating the LGBTQAI2S+ community. This year, JR Country was also involved in the Virtual Pride Parade and both stations supplied videos with our hosts supporting and celebrating Vancouver Pride.

- THE PEAK was the exclusive radio sponsor of the Vancouver Dragon Boat Festival held in September and presenter of the main stage. The Vancouver Dragon Boat Festival is a celebration of the Chinese originated sport as well as Chinese culture, food, and dance. THE PEAK's Main Stage showcased a diverse group of local artists including BIPOC singers and indigenous dancers. JR Country also supported this festival through on air and online support. We also sent a street team out to support and promote on social media.
- JR Country supported Paddles Up! The Canadian Dragon Boat Festival Exhibit at the BC Sports Hall of Fame at BC Place - this exhibition is a celebration of diverse cultural expression and sport in BC. JR supported on air and online for multiple weeks.
- THE PEAK runs an on-air featured called PEAK Cares which highlights local community initiatives that THE PEAK feels strongly about. In 2021, some of the initiatives we supported include Parkinson's Awareness Month, Covenant House Vancouver, and Rainbow Refugee. Covenant House supports homeless youth and has special programs for young women and LGBTQ2+ youth. Rainbow Refugee is a Vancouver based community group that supports people seeking refugee protection in Canada because of persecution based on sexual orientation, gender identity, gender expression (SOGIE) or HIV status.

Kelowna, BC (CKLZ-FM, CKQQ-FM)

- In the Okanagan division we created a new local online product called Kelowna10. This app based local information source tells Kelowna stories including stories of diversity and inclusion. Since launch in November we shared several positive stories. Examples:

<https://kelowna10.com/this-market-is-a-taste-of-home-for-some-a-unique-treat-for-others>

Opening of a new Arabic market in Kelowna. Features imported food from the middle east and started by UBCO business students.

<https://kelowna10.com/cool-art-cool-artists>

People with disabilities are given the opportunity to explore a wide medium of art, including most recently, loom operation.

ALBERTA

Lethbridge, AB (CHLB-FM, CJBZ-FM)

- Lethbridge City Council has passed the Missing and Murdered Indigenous Women and Girls (MMIWG) Work Plan...which allocates \$435,000 to the group. The Work Plan adds to Council's existing commitment to Reconciliation as outlined in the "Reconciliation Implementation Plan". 25 recommendations of change were the priority in the work plan focusing on diversity, inclusivity and culture.
- Lethbridge College and the U of L are each getting \$400,000 for diversity initiatives. Both schools will hire Executive Directors of Equity Diversity, and Inclusion, with the goal of

overcoming barriers that impede the advancement of under-represented groups. The college and university are among 12 post-secondaries receiving the funding.

- Lethbridge City Council passed a motion to create a "more diverse and inclusive workforce". Councillors voted unanimously to direct the City Manager to look at creating a municipal workforce that looks at its hiring practices and policies in order to accomplish the goal. Council was very accepting of the motion, and the vote comes on the heels of International Women's Day which was celebrated in March.

Edmonton, AB (CKNO-FM, CIUP-FM)

- Times have been tough for Alberta Businesses. Employers were able to receive up to \$3600 to support a student intern with support from the Alberta Government & their partners. **Careers: The Next Generation** created the Youth Internship Incentive Program. There were PSA's supporting this that ran on both radio stations from March 29th – April 11th.
- **Sleep In Heavenly Peace**, a group that aims to supply at-risk, low-income, marginalized and often minority/Indigenous children with beds and bedding. CIUP supported 2 fundraising drives with online event information, live on-air liners and produced promotional support.
- **KMS for Kids**, a cycling fundraiser in support of children who experience domestic abuse often marginalized youth, such as those from Indigenous treaty communities, was supported on CIUP in April for 3 weeks leading up to the event, with online event information, live on-air liners and produced promotional support.

Calgary, AB (CKCE-FM, CKWD-FM)

- Due to the pandemic, the **Calgary Ukrainian Festival** was not able to move forward in their traditional format in person. However, they were very excited to announce that they would be online and producing a virtual festival which was live streamed on June 5 and June 6, 2021. **Both** radio stations supported this with a total of 30 PSA's June 2nd - 4th.
- **I Can for Kids** Foundation Inc. is a local registered charity whose mission is to end summer childhood hunger in Calgary. We did two campaigns for them throughout the year. Our campaigns on both stations helped bring awareness to the importance of keeping kids from being hungry and how Calgarians can support this great cause with just a cash donation. This campaign included PSA's, social media updates, website inclusion, a simulated remote on both radio stations & live read liners. The campaigns went towards supporting marginalized communities which include minority groups as well as Indigenous peoples
- Both Wild 95.3 and Today Radio were exclusive partners for **18 Wheels of Christmas**. This is an initiative built by Rosenau Transport and supported by Save on Foods with the main target to be filling the food banks in every community in the province. Both stations held a simulated remote pushing Calgarians to visit any Save-on Foods from December 4th – 5th. This was also promoted online on the events page as well as on social media.

SASKATCHEWAN

Prince Albert, SK (CKBI-AM, CFMM-FM AND CHQX-FM)

North Battleford, SK (CJCQ-FM, CJHD-FM AND CJNB-AM)

Melfort, SK (CJVR-FM, CKJH-AM)

Meadow Lake, SK (CJNS-AM)

- In Saskatchewan we committed to broadcast a full season of University of Saskatchewan Huskie Women's hockey with an all-female broadcast team. While women's hockey has been broadcast in Canada previously this is the first time a private broadcaster has broadcast a full season of women's hockey'. The initiative received national attention and was covered by CBC Sports:

<https://www.cbc.ca/sports/hockey/u-of-saskatchewan-to-broadcast-full-season-of-women-s-hockey-1.6178300>

- The Pattison Media newsrooms in Saskatchewan had very comprehensive coverage of National Indigenous People's Day and History Month. In fact, we had an entire page dedicated to it on our website. In place of ad spaces, the page featured interactive links to national resources for information and activities to celebrate the Indigenous culture.
- We also featured local First Nation leaders, influencers and artists from across the province. Audio and video featured within the stories included, for example, an Aboriginal storyteller who shared the Cree story of how the arrowhead came to be and also a traditional healer who gave powerful comments and advice for those seeking to address their inner trauma of going through the Indian Residential School system.
- While some of the stories tackled some of the serious news stories that affected our country last year, the majority celebrated the Indigenous culture, peoples, businesses and organizations that help shape our communities. We are very proud of the reception the page received and the education we were able to share to our readers.

<https://panow.com/national-indigenous-history-month-2021-and-peoples-day/>

MANITOBA

Winnipeg, MB (CHIQ-FM and CFQX-FM)

- **94.3 The Drive's Feel Good Feast** – May - August. We partnered with a local restaurant group. The Drive presented A Feelgood Feast in support of the Children's Rehabilitation Foundation. This fundraiser helped give much-needed equipment to children living with disabilities. Just one piece of equipment can change a child's life. Whether it's a custom-built bike or a communication iPad, children living with disabilities need these tools to play, grow, and be part of their communities.
- **Christmas for Siloam – December 10th** – This event was pre-promoted for 3-weeks preceding the live, on location event. QX104 was on site at a local shopping center

collecting donations of clothing, food, personal items, and cash for those experiencing homelessness.

6. INTERNSHIP, MENTORING AND SCHOLARSHIPS

PML has always taken special pride in giving young aspiring broadcasters the opportunity to be a part of our operation as interns, and in some cases, eventually full-time employees. We have an ongoing relationship with all broadcasting schools in Western Canada, and in several Ontario locations as well. Over the years, many of our employees have come to us from BCIT in Vancouver, NAIT in Edmonton, SAIT and Mount Royal in Calgary, and Ryerson in Toronto. These students immerse themselves in the radio and television production side of things. The stations have had a very good success rate of hiring these students after their time with the station.

Mentoring is a critical part of the experience at Pattison Media. With a very senior staff, we are able to provide strong mentorship to young employees just starting out. Having young employees working in this kind of atmosphere gives them experiences they may not get in a larger market where there are few strong relationships developed between employees other than on a social level. Our team prides itself on working together to benefit each other. Many of our younger employees have gone on to careers in larger markets, thanks to the mentorship they have received at Pattison Media.

As previously mentioned in this report, our Prairie Equity Scholarship has been reviewed and we are relaunching it for the 2022/23 school year. We will expand the offering from \$4,000 to \$10,000 trying to reach a few more recipients and allow for one to be chosen in each province that we operate in. This change will be reflected in the name change as well, as it will now be known as the Pattison Media Equity Scholarship and be supported by all stations across 4 provinces.

In March of 2021, PML unveiled its new PD Mentor program. This program was designed with a focus on a number of key elements that make up the role of a program director and the application process was open to anyone in the company to apply. This was in response to our vision to develop our Wildly Talented Team to be our leaders of tomorrow and assist us in succession planning. We are very proud to say that this has been a successful and rewarding process and we look forward to being able to expand and apply this program in different areas of our company that we see could benefit from this focus, such as Creative Writers, in the years to come.

Mentorship comes in many forms and we have also invested in our Sales staff as well. We have launched, with a business partner, an online 'e-university' that teaches our Team members the finer details of selling digital media. Our entire Sales force has completed this training and it has proven to assist Sales veterans and new hires alike. It has also allowed us to identify Sales Team members who have a natural affinity for these products and redefine their roles to make use of their skills. This mentorship and investment has given new skills to our veteran sales force to equip them to be able to stay relevant and on top of the new digital broadcasting products that PML offers.

In normal circumstances, without an ongoing pandemic, most of our stations have at least one intern in their building at some point over the year. COVID has curtailed that significantly again in 2021 but there are some stations that have found a way to persevere and continue in this transfer of knowledge to the up and coming broadcasters of tomorrow.

Below are some examples of the positive relationships our employees have formed in 2021 through mentorship opportunities:

Winnipeg, MB (CHIQ-FM and CFQX-FM)

- When not under COVID workplace restrictions, two individuals spend time at QX104 and 94-3 The Drive every week as part of the SCE Lifeworks Program, an organization established to ensure children with intellectual disabilities have opportunities to participate in a mainstream life, including the workplace.

Lethbridge, AB (CHLB-FM, CJBZ-FM)

- We hosted two practicum students from SAIT, one in February and one in March. Once again due to COVID, we had to postpone a few groups from the local high schools who normally spend time with our group job shadowing our announcers and others this year. We normally host students from Raymond, Cardston, Coaldale, Nobleford and Lethbridge.

Prince George, BC (CKPG-TV, CKDV-FM, CKKN-FM)

- CKPG-TV invited two interns in from SAIT this past spring. Normally, interns would attend from multiple schools through Television News and Radio Programming, however this remains limited through the COVID pandemic.
- Sales department member Satinder Klair is a member of the Elizabeth Fry Society. Satinder also continues to coach and mentor the UNBC JDC West Commerce students. This long-standing relationship between our company and UNBC has been an invaluable resource for both organizations. Satinder is also a member of the PML Employment Equity team along with the PG Division committee.
- General Manager Kevin Gemmell has stepped up to Co-Chair the Corporate EE Committee along with Kate Marshall. Kevin will focus on the future of the Prairie Equity Scholarship. Initial discussions are to increase the footprint of the scholarship to include the British Columbia Divisions as well as increase the total scholarship payout to \$10,000 over four worthy recipients. This will be confirmed and put into place for the 2022 calendar year.

Kamloops, BC (CIFM-FM, CKBZ-FM and CFJC-TV)

- In February 2021 we agreed to take on a BCIT student, Jonathan Chung, on a 1-month practicum/internship in April. By the time April rolled around COVID restrictions precluded him from moving to Kamloops from Vancouver. Rather than scrap the idea, our team worked to set Jonathan up remotely so he could manage our social media sites, help with promotion outlines, attend meetings, and generally contribute to and learn in a real-time media experience.

Vancouver, BC (CJJR-FM, CKPK-FM)

- We had a BCIT internship from mid-April to Mid-May. The intern identifies as female and currently works on our Street Team.

SASKATCHEWAN

Prince Albert, SK (CKBI-AM, CFMM-FM AND CHQX-FM)

North Battleford, SK (CJCQ-FM, CJHD-FM AND CJNB-AM)

Melfort, SK (CJVR-FM, CKJH-AM)

Meadow Lake, SK (CJNS-AM)

- When we recruited for a female play-by-play host for University of Saskatchewan Huskie Women's hockey we expected it would be difficult to find a female play-by-play host with hockey broadcasting experience so we developed a mentorship program led by our senior editor who previously worked for TSN. This manager also arranged for a member of the Hockey Night in Canada broadcast team for coaching sessions for our successful recruit.
- As part of our partnership with the University of Saskatchewan Athletics Department to broadcast a full season of women's hockey we agreed to support and jointly promote/fundraise to create for the first time EDI/BIPOC Athletic Scholarships. This is a 5 year commitment.

7. COMMUNITY AND INDUSTRY OUTREACH

At PML, we recognize that radio and television stations are intensively local services with strong ties to their communities.

In 2021, we continued our commitment to outreach our respective communities across British Columbia, Alberta, Saskatchewan and Manitoba and we are pleased to describe some of those initiatives here. Pattison Media operates in 28 distinct communities. Staff in each of our locations work to reach out into the community to be informed about issues concerning their representation, reflection and portrayal of diverse communities.

A major PML on-air program in 2021, was the AMPLIFY Canada program. Developed by President, Rod Schween, this year-long initiative launched in August of 2021 and will run until at least July of 2022. This program focuses on promoting, on air and online, local businesses who AMPLIFY their community. The pandemic has been very hard on small business and this is designed to remind community members to shop local and support their local business. The listeners nominate their favorite local business who is going above and beyond to give back to their communities. This also has a Podcast series element that has featured Indigenous, Visible Minority and Women-run businesses. The total commitment to this free air time for business is over \$15 Million Dollars:

Our award-winning stations are entirely invested in their communities, reporting on news and daily happenings of interest to their audiences. They are totally supportive of the communities they call home. In 2021, the Broadcast Group donated \$30.5 million in airtime to charity, public service initiatives and local fundraisers. Whether it was the Red Deer Native Friendship Society, Basics for Babies, Salvation Army Christmas Kettles, Prostate Cancer Fight Foundation, Ronald McDonald House or Canadian Blood Services, the group's radio and television stations were in the forefront of numerous charity initiatives and events, working together for the betterment of their communities.

In order to demonstrate the breadth of the community outreach as well as the commitment to coverage of diversity stories, we asked our General Managers for reports and examples of their contributions to diversity during 2021, which are set out below.

BRITISH COLUMBIA

Victoria, BC (CKKQ-FM and CJZN-FM)

- The Zone did a Song feature and blog post showcasing and telling the story of the song by Jayli Wolf called "Child of the Government". The song is about her father's experience with the [Sixties Scoop](#) (which was the large-scale removal or "scooping" of Indigenous children from their homes, communities and birth families through the 1960s, and their subsequent adoption into predominantly non-Indigenous, middle-class families across the United States and Canada). <https://www.thezone.fm/2021/04/04/the-song-and-story-of-jayli-wolf-child-of-the-government/>
- The Zone featured a queer artist named Xana as our Band of the Month for June which included an interview with an in depth conversation about queer representation in mainstream music.
- Black History Month, February 2021: 100.3 The Q and The Zone supported the 5 amazing online programs that were events recognizing and celebrating the achievements and contributions of historical and contemporary people of African descent. The British Columbia Black History Awareness Society (BCBHAS) celebrated the achievements of Black people in British Columbia by creating an awareness of the history of Blacks in B.C., stimulating interest in the contributions of persons of African ancestry to B.C. and Canada today, and celebrating historical and current achievements in the arts, education, government, sports, science etc.
- The Zone aired special imaging on May 12/13 recognizing Eid Mubarak. Eid al-Fitr, also called the "Festival of Breaking the Fast" or Lesser Eid, or simply Eid, is a religious holiday celebrated by Muslims worldwide that marks the end of the month-long dawn-to-sunset fasting of Ramadan.

Vancouver, BC (CKPK-FM and CJJR-FM)

- THE PEAK has been a media partner of Vancouver Pride Society for many years. As part of our 2021 partnership, we promoted a variety of Pride events throughout the year including a Pride Art Walk, Queer History Panel, and taking part in the virtual Pride Parade on August 1st. As part of our partnership with them, we must prove that our station policies and values align with Vancouver Pride Society's commitment to supporting and celebrating the LGBTQAI2S+ community. This year, JR Country was also involved in the Virtual Pride Parade and both stations supplied videos with our hosts supporting and celebrating Vancouver Pride.
- THE PEAK was the exclusive radio sponsor of the Vancouver Dragon Boat Festival held in September and presenter of the main stage. The Vancouver Dragon Boat Festival is a

celebration of the Chinese originated sport as well as Chinese culture, food, and dance. THE PEAK's Main Stage showcased a diverse group of local artists including BIPOC singers and indigenous dancers. JR Country also supported this festival through on air and online support. We also sent a street team out to support and promote on social media.

- PEAK Promotions Director Richelle Collins reached out to Latincouver - a non-profit organization that brings together both Latin Americans and Latin enthusiasts living in BC. We helped promoted Carnival del Sol in August and we hope to collaborate with this community on future events.

Chilliwack, BC (CHWK-FM)

- CHWK-FM Supported the Duke the Edinburgh's International Award Ceremony by interview a Director from The Chilliwack Society for Community Living on the morning show promoting the awards, attending the presentation and press coverage. The program is about empowering and recognizing young people with varying degrees of abilities.
- The Drive was also on hand at the Shine Purple and Blue Lights for Disability Awareness event at a local Save On Foods, handing out swag and information on Inclusive Employment.

Vancouver Island, BC (CHWF-FM, CKWV-FM, CIBH-FM, CHPQ-FM, CKLR-FM, CJAV-FM)

- Longtime Nuu-chah-nulth leader and Residential School survivor Cliff Atleo says he's not surprised by the discovery of the remains in Kamloops, which has reopened wounds of thousands of survivors and their children. "For me it was not unexpected, but still it had that tremendous shock," he said. "When this news came out it was very evident how much healing our people still need, because it was like reopening wounds that hadn't healed yet." He says the Government of Canada needs to fund more research about what happened at the Alberni Indian Residential School, and all Residential School sites across the country. He said the experience of those who attended residential schools was nothing short of traumatic. "These are stories that have been there for a long time that many of our people knew and have not had the chance to really deal with it," he said. "Even now there's people who can't talk about the stuff that happened to them; that is tremendous trauma." Atleo said the Government of Canada has to begin addressing the multigenerational effects that their residential school system continues to have on Indigenous people and communities.
- Search for potential unmarked graves at former Nanaimo Indian Hospital site to begin - Snuneymuxw First Nation has necessary funds to help bring the remains of their ancestors home. A GoFundMe campaign diverted \$77,250 to support a search for unmarked graves at the former Nanaimo Indian Hospital site off Fifth St., across from the Nanaimo VIU Campus.

<https://nanaimonewsnow.com/2021/09/15/search-for-potential-unmarked-graves-at-formernanaimo-indian-hospital-site-to-begin>

- A locally bottled water has again been named best-in-the-world. Thunderbird Spirit Water, which comes from the sacred Tiitskin Pawaats, or Thunderbird's Nest area near Henderson Lake, has won the gold medal at the Fine Waters Awards held last week in Slovenia. Owned and operated by the Uchucklesaht Tribe, CEO Scott Coulson says they beat out waters that

sell for more than \$100 a bottle, Thunderbird Water sells for \$7.50 a bottle and will be available through online sales and through their storefront at the bottom of Argyle Street in Port Alberni.

Cranbrook, BC (CHBZ-FM, CHDR-FM)

- Most of our coverage for women in sports dealt with our female athletes putting on a great showing through the Olympics in Tokyo. We also had a few notes on College of the Rockies women's volleyball team. They played one game before flooding in the west coast forced the cancellation of the first half of the regular season.
- Our biggest local story for women in sports dealt with the Team Canada National Women's team visiting Cranbrook for an exhibition game with the Cranbrook Bucks. It was a great night, and the Team member was invited to conduct a live forum with five of the players.

ALBERTA

Grande Prairie, AB (CJXX-FM, CIKT-FM)

- Highlight News featured on EverythingGP portal and radio news includes Local Metis Leader Angie Crerar invited to visit with the Pope on Residential Schools, of which she attended as a child. We also featured many stories of rallies held locally after the Residential School graves were discovered in Kamloops. Horse Lake Reserve was also featured on their business diversification initiative. Chief Darlene Horseman joined reporter Abby Zieverink to discuss Horse Lake's Bio Fertilizer plant for Agriculture in the Peace Region.

Calgary, AB (CKWD-FM and CKCE-FM)

- GlobalFest is a not-for-profit community development agency dedicated to celebrating, showcasing, and promoting Calgary's ethno-cultural diversity and artistic excellence. They enrich the lives of our citizens and strengthen the community, while simultaneously enhancing Alberta's reputation as an international destination. GlobalFest is dedicated to facilitating discussions around racism, discrimination, oppression and justice through forums and educational programming with the intention of sustaining commitment to the community to work towards a more inclusive society. This was supported on both radio stations through 84 PSA's that ran from August 9th – 22nd.
- From September 27th – October 11th we featured Indigenous owned businesses on our Amplify Calgary initiative. Our goal with Amplify Calgary is to share the great things local businesses are doing to make our community better, and we feature their stories on the radio at zero cost with pre-produced promos and live read liners.

Edmonton, AB (CKNO-FM and CIUP-FM)

- SkirtsAfire Festival was once again supported by CIUP in February. This all-women run, organized and multidisciplinary event was supported for one month with online event information, live on-air liners and produced promo support. Highlights of this festival include the promotion and support of artist/performers from minority groups and Indigenous heritage.

- In July 2021, both stations supported the Bissell Centre for their summer fundraising drive Drop Your Gonch aimed at collecting new and unused undergarments for Edmonton's marginalized communities experiencing homelessness, many of whom are of Indigenous descent. Both stations provided web support, social media posts and live read liners. CIUP also ran on-air produced promotions.
- CKNO once again hosted (a drop-off location POD in their parking lot) the **#BundleUpYEG** which is an initiative to collect and distribute warm clothing to Edmonton's marginalized communities experiencing homelessness. Recipients often include Indigenous peoples and visible minorities. CKNO provided web support, live read liners, and social media posts. NOW! was joined by 5 amazing community partners who also served as drop off locations. Donations went to community partners such as The Bissell Centre, Boyle Street Community Services, The Hope Mission, The Mustard Seed, e4C WEAC Women's Shelter and the Jasper Place Wellness Centre.

Central Alberta (CHUB-FM, CFDV-FM, CIBW-FM, CHBW-FM)

- We run twice daily the 945 Rewind Radio Event Center, where we cover various community events. Those events include organizations like the Asokewin Friendship Center, The Mountain Rose Women's Shelter, Victim Services and Rocky Support Services. These events are highlighted free of charge.

Lethbridge, AB (CHLB-FM and CJBZ-FM)

- The Alberta Government has announced a new grant program to boost the economic security of women. The Women's Economic Recovery Challenge Grant includes one-million dollars in funding available to non-profits and other groups. Eligible outlets can apply for up to \$250,000 in funding in specific areas, such as increasing female entrepreneurship and decreasing the challenges women face in the workplace
- Lethbridge City Council heard presentations on a proposed new centre focused on the well-being of Indigenous people. The resource hub would be dedicated to connecting the Indigenous community with social services in a way that is "culturally relevant". It would also support non-Indigenous organizations in creating programs and services through an Indigenous lens. City council will give final discussion on the proposed facility's operating budget and contract in the new year.
- The Nikka Yuko Japanese Garden is celebrating its new Bunka Centre after six years of planning and hard work. The cultural centre will officially open its doors to the public on the first day of the garden's Winter Light Festival in November. Architect Elizabeth Songer says the building's design embraces old tradition and honours the history of the Japanese garden. The Bunka Centre will open in stages, the first being in November, with the second in early 2022 and a grand opening next summer.

SASKATCHEWAN

Prince Albert, SK (CKBI-AM, CJHD-FM AND CHQX-FM)

North Battleford, SK (CJCQ-FM, CJHD-FM AND CJNB-AM)

Melfort, SK (CJVR-FM, CKJH-AM)

Meadow Lake, SK (CJNS-AM)

- The management team in Saskatchewan participated in series of training sessions designed to improve Indigenous Awareness. The program was sponsored by the Saskatchewan Chamber of Commerce. Topics covered included Terminology and Treaties, taxes, and systemic racism. The goal was to dispel myths, remove barriers to retention of Indigenous employees, work towards reconciliation and create a broader understanding of Indigenous issues. 5 members of our senior management team participated including station managers and news directors.

8. INTERNAL COMMUNICATION

Each station or corporate group will ensure that diversity commitments are communicated within each station or corporate group to all staff members.

In terms of how diversity objectives and information are communicated between our corporate headquarters and individual stations, and to all staff as discussed above, we hold quarterly meetings with our General Managers which have an agenda item dealing with Employment Equity and Diversity. These managers meet weekly with department heads at our 28 locations to discuss news, programming and employment matters. We post our Employment Equity and Diversity related policy documents at all our locations.

Staff members are involved in planning to increase the inclusion and representation of diversity in all areas of station operation as appropriate. Staff members are also encouraged to celebrate the diversity of the communities we serve by the active involvement in community events each of our stations support. On a more formalized basis, our Employment Equity Committee serves as a vehicle to ensure our stations are inclusive and reflective of our communities.