



Stingray Radio

Cultural Diversity Plan

2023 Annual Report

Submitted January 31, 2024

TABLE OF CONTENTS

Introduction	3
Corporate Accountability	4
Stingray Radio Employment Equity Mission Statement	4
Designation of Senior Executive	4
Stingray Radio's Cultural Diversity Goals	4
Cultural Diversity Plan	5
Programming	6
Recruitment, Hiring and Retention	30
Employment Practices	30
Recruitment	30
Hiring	31
Retention and Career Development	31
Stingray Radio Initiatives	32
Stingray Radio Workforce	34
Internship, Mentoring and Scholarships	35
Community and Outreach Activities	35
Support for Artists who are Members of a Racialized Group	35
Canadian Content Development Activities	36
Industry Outreach Activities	37
Station Outreach Activities	37
Internal Communication	46
Conclusion	46
Appendix A	

Introduction

Stingray Radio Inc. (“Stingray Radio”, “Stingray”) is a Canadian broadcasting company that focuses on providing an excellent radio experience for our audience and to meeting the objectives of the Broadcasting Act. The following excerpt from the Broadcasting Act identifies the role that broadcasting is to play in fostering a culturally diverse nation:

(d) The Canadian broadcasting system should:

(i) serve to safeguard, enrich, and strengthen the cultural, political, social, and economic fabric of Canada

(ii) encourage the development of Canadian expression by providing a wide range of programming that reflects Canadian attitudes, opinions, ideas, values, and artistic creativity, by displaying Canadian talent in entertainment programming and by offering information and analysis concerning Canada and other countries from a Canadian point of view; and

(ii) Through its programming and the employment opportunities arising out of its operations, serve the needs and interests and reflect the circumstances and aspirations, of Canadian men, women, and children, including equal rights, the linguistic duality and multicultural and multiracial nature of Canadian society and the special place of Indigenous peoples within that society.

Stingray Radio is committed to maintaining a corporate culture that embraces diversity in both its workplace and in the programming that we deliver to the public in all communities that Stingray Radio serves. We recognize, as an organization operating in the public domain, our commitment to all constituents – to our workforce, to our listening audience and to the communities we serve.

Stingray Radio operates 74 originating radio stations across 7 provinces in Canada. Additionally, Stingray Radio operates 2 television stations in Lloydminster, Alberta which carry the programming of the CTV and CITY networks. In many cases, in some of the smaller communities, our signal provides the only local public media service.

Corporate Accountability

Stingray Radio Employment Equity Mission Statement

“Stingray Radio is committed to creating a respectful workplace that is barrier free and a workforce that reflects the diversity of the communities we serve. Employment Equity is a continuous process to which Stingray Radio is committed. It is part of the corporate culture and is recognized for its positive contributions to the company’s business and financial success.”

Designation of Senior Executive

The reporting guidelines require that Stingray Radio identify a senior executive who is accountable for the Cultural Diversity practices of its organization. This individual is the Director of Human Resources for the Radio division. This individual is responsible to the President, Stingray Radio, in the fulfillment of these duties. This individual is also responsible, in collaboration with station and corporate management, for the establishment and dissemination of the company’s goals and progress thereon for the benefit of all Stingray Radio employees, our audiences and the communities we serve. To further facilitate cultural diversity initiatives, Stingray Radio has appointed a Cultural Diversity Coordinator who liaises with all staff on diversity matters. Commitment to cultural diversity is inherent within all staff positions in Stingray Radio.

Stingray Radio’s Cultural Diversity Goals

Stingray Radio’s cultural diversity plan includes the following goals:

1. To maintain a corporate culture throughout all levels of its organization that fosters the acceptance of the diversity that exists within individual communities and within Canada as a whole.
2. To ensure that all members of the Stingray Radio organization understand the richness that exists within a multicultural nation and how that richness can be celebrated to strengthen the social fabric of Canada.
3. To ensure that all Stingray Radio employees appreciate the unique opportunity that we as broadcasters must be leaders in propagating the messages of equality and acceptance of diversity in Canada.
4. To ensure that our programming accurately reflects the diversity of the communities we serve, and that the quantum of our programming relevant to diverse members of our audience is representative.
5. To ensure that the workforce employed by Stingray Radio are representative of the diversity that exists within the communities we serve.

Cultural Diversity Plan

Stingray Radio has incorporated a sound Cultural Diversity Plan which has as its foundation the principle of embracing cultural diversity as a unique, enriching quality of Canada's society. Stingray Radio is committed to continued development of its Cultural Diversity Plan to reflect the evolving nature of our country's cultural mosaic. The Cultural Diversity Plan includes the following components:

1. A cultural diversity coordinator is devoted to providing administrative support to Cultural Diversity initiatives.
2. The "Stingray Radio Best Practices for Cultural Diversity" document is delivered to all Stingray Radio employees. It has been incorporated into our Human Resources manual and forms part of our Stingray Radio New Hires employee orientation package.
3. Meetings are held semi-annually with each region to discuss employment equity and cultural diversity matters. Information is forwarded to each business unit in advance of the meetings so that staff may have an opportunity to review the information and ask questions.
4. A formal quarterly reporting regime exists for all business units, to document programming initiatives undertaken, so that we may ensure that our programming is of relevance to diverse audience members. Our programmers take a proactive approach to ensure our initiatives including reporting and representation of diverse people and events is sincere, meaningful, and effective.
5. Stingray Radio's Diversity in Programming Committee meets regularly to tackle issues and initiatives to increase and enhance representation and support of diversity on and off the air.
6. The annual Cultural Diversity report is delivered to all staff via the Employment Equity committees. The Cultural Diversity Coordinator is available for all staff to discuss the results and provide suggestions for enhancing future programming and workforce initiatives.

Programming

Our workforce initiatives are designed to ensure that all our staff, and particularly the on-air talent, reflects the diversity of our audience. Representation of our staff by region and job classification are tracked and reported to management to ensure that our recruiting practices align with our cultural diversity goals.

Programming initiatives at Stingray Radio stations include the following components:

1. A formal quarterly reporting structure, whereby each location reports both non-news and news programming content aired, or events attended that may be relevant to diverse audience members.
2. Regular and frequent on-air guests, commentators or experts representing a cross-section of interests in the community. Station management is responsible for ensuring that such guests are representative of the diversity that exists in the market. Guests are invited to address a vast array of topics including, but not limited to, issues of relevance to diverse audience members. These events and the invited guests are included in our quarterly reporting process.
3. Feedback to those with programming responsibilities. The data received in our quarterly tracking of programming initiatives are provided to all programming personnel for the purpose of evaluation and enhancement of future initiatives.
4. Each station has implemented an ongoing airtime allocation dedicated to diversity. Stingray Radio stations dedicate airtime in support of diversity related community events, with most major market stations dedicating spots every week to this initiative.
5. An understanding of the objective to cover stories of relevance to diverse audiences not merely in the context of cultural events, but in the broader context of their day-to-day lives.
6. Mandatory attendance by Stingray Radio staff at community events and the sponsoring of these events on-air to ensure that we are in tune with public interests.
7. Public accessibility in person, via telephone, texting, email, and social media, as well as feedback mechanisms for accessibility concerns.

8. Stingray Radio's Diversity in Programming Committee meets on a monthly basis with the purpose of providing resources to educate our staff and listeners on diversity, racism, and implementing and maintaining initiatives to increase representation from the following groups: members of racialized groups, women, indigenous people, people with disabilities. This Committee creates a monthly report which is distributed to all programmers across the country. The report is meant to serve as an educational tool, as well as an aid for programmers to keep diversity top of mind in all that they do.

In 2023 the committee provided information for on-air content breaks as well as scripts and graphics for social media posts to honour and raise awareness for the following:

In 2023 Stingray became the presenting radio sponsor for the 2023 North American Indigenous Games.

We supported the North American Indigenous Game with a page on our station websites coast to coast as well as with PSAs to educate our listeners regarding language and traditional Indigenous games. In April all of our stations supported a national promotion where we gave listeners a chance to win hotel and airfare to attend the games in Halifax.

International Holocaust Remembrance Day. On January 27th we supplied our stations with information and a graphic to commemorate International Holocaust Remembrance Day on social media.

Black History Month. In February we supplied stations with vignettes to air throughout the month featuring prominent Black Canadians including Dr. Yabome Gilpin-Jackson, Andre De Grasse, and Esi Edugyan. We also supplied our stations with information and a graphic to educate our listeners on Black History Month.

International Women's Day. On International Women's Day, March 8th, we encouraged our stations to feature local woman in their community who are making a difference. Many stations supported female focused charities via their One [City] initiative. (The One[City] initiative supports local charities/non-profits/community events by giving them a page on station websites as well as writing, voicing, producing and airing a PSA at no cost to them.)

International Transgender Day of Visibility. On March 31st we supplied our stations with information and a graphic to commemorate International Holocaust Remembrance Day on social media.

Sikh Heritage Month. Throughout the month of April we encouraged our stations to reach out to their local Sikh community and volunteer to support local events via onsite presence, on-air broadcast and website coverage.

National Indigenous History Month. Throughout the month of June we encouraged our stations to support their Indigenous community through station coverage and via their station's One[City] initiative.

National Indigenous Peoples Day. On June 21st we encouraged our stations to celebrate National Indigenous Peoples Day with on-air liners and in news packages, as well as on station social media.

National Day of Truth and Reconciliation. On September 30th all of our stations ran on-air programming dedicated to the National Day of Truth and Reconciliation between 6am-6pm. The programming featured 3 Indigenous hosts as well as many interviews with Indigenous peoples across the country.

9. All Stingray station websites continue to have an Equality tab with a list of resources under the following headers: "Educate", "Watch" and "Take Action".
10. All Stingray stations continue to participate in "A Day to Listen". This initiative, initially spearheaded by Stingray programmers, has 540 radio stations in Canada partnering with the Gord Downie & Chanie Wenjack Fund (DWF) to use the power of radio to inspire people throughout Canada to move reconciliation forward in meaningful ways. On September 30th, the National Day for Truth and Reconciliation, Stingray pulled all of our on-air hosts off the radio and turned our stations over to programming created and voiced by Indigenous Peoples with the goal being to amplify their voices and educate and inspire our audiences across the country. Stingray stations aired programming highlighting the voices of Indigenous Peoples around the theme of 'Mino Bimaadiziwin', 'the good life' in Anishinabemowin. By celebrating the diversity of Indigenous identity, we honoured the good way of life.

Stingray Radio on-air personnel's responsibilities for the fair, accurate and representative portrayal of cultural diversity in our programming are reinforced by management. Each station has appointed a specific individual in management that is responsible for overseeing diversity reflection on the air. A copy of the CAB's Equitable Portrayal Code as administered by the Canadian Broadcast Standards Council is made available to all Stingray Radio staff.

The following samples are extracted from the quarterly cultural diversity reports prepared by Stingray Radio's Programming personnel. These excerpts illustrate the form and content of our News and Non-News programming broadcasts and off-air activities that are reflective of the interests of our diverse audience.

Kelowna/Penticton/Kamloops

Stingray Radio operates 2 stations in the Okanagan valley. CIGV-FM is licensed in the Penticton market and CKKO-FM is licensed in the Kelowna market. The format for CKKO-FM is classic rock and for CIGV-FM is country music. Stingray Radio operates three radio stations in Kamloops – CHNL, CJKC-FM, and CKRV-FM. CHNL is a news/talk station, CKRV-FM is a classic hits station and CJKC-FM is a country station.

Programming samples:

- Coverage of Tk'emlups te Secwepemc & City of Kamloops bid for the North American Indigenous Games to be held in 2027.
- Reporting on a new accessible spray park and inclusive playground in Riverside Park in Kamloops set to open, with structures for kids of all abilities, and an accessible surface.
- Coverage of a school district-wide powwow at the Tk'emlups te Secwepemc Powwow Arbour on June 14th, with Tk'emlups Chief and Council teaching the 4th & 5th Graders about indigenous culture and ceremonies.
- Noted that Canadian singer Elisapie has premiered the video for "Isumagijunnaitaungituq" (The Unforgiven). She was named Indigenous Artist of the Year at Quebec's Félix Awards in 2020.
- Our stations marked Cinco de Mayo, the Mexican holiday that celebrates Mexico's defeat of the French Army.
- We covered Helen Keller's Birthday and talked about her humanitarian efforts in the 20th century. Our on-air hosts talked about learning sign language as a second language, a way of being inclusive to those that can't hear.
- We covered the province's announcement of a new \$3 million fund which will help taxi owners get more wheelchair-accessible vehicles.
- Coverage of RCMP Commissioner Lucki stepping down Lucki was appointed in 2018 as the first woman to permanently hold the role.
- Reporting on Tk'emlups te Secwepemc receiving \$12.5 million from the federal government to construct a healing center, to provide culturally safe mental health and wellness supports.
- We conducted an interview with Jessica Vliegthart, a wheelchair basketball Paralympian, on the Sports Hall of Fame.
- We took part in "A Day to Listen" as Indigenous voices shared their stories on National Day for Truth and Reconciliation in conjunction with the Downie & Wenjack Fund.

- We discussed World Braille Day and talked about the difficulties those without vision face everyday.
- Covered Thompson Rivers University's plans to build a \$20 plus million-dollar Indigenous Education Centre at its Kamloops campus. TRU says it will give a space for Indigenous students, ceremonies, culture, and scholarly work.

Vancouver

Stingray Radio operates broadcasting licenses CKZZ-FM and CHLG-FM. CKZZ-FM format is Hot AC and CHLG-FM format is soft adult contemporary.

Programming samples:

- Coverage of M.M. Keeravani, an Indian music composer, winning the Golden Globe award for the best original song in the Indian drama movie "RRR".
- We reported on Coachella announcing their lineup making history with a south Asian act, a Puerto Rican headliner, and a South Korean headliner.
- Our stations ran PSAs promoting Chinese Lunar New Year, Black History Month, Winter Arts Festival, Nowruz (Iranian Persian New Year), Sakura Days – a Japan Fair.
- We promoted the Vaisakhi parade in Vancouver; a spring harvest celebration primarily happening in Northern India.
- We ran PSAs for the South Asian Family Festival.
- Our stations covered that after years of testing and developing, LEGO is selling braille bricks that use the bumps on their iconic bricks to teach the Braille alphabet.
- Both Vancouver stations noted that Canada will acknowledge its third National Day for Truth and Reconciliation and how different organizations, companies, and individuals can mark the day in their own way. We noted that every dollar spent on an orange T-shirt for Truth and Reconciliation Day should be a conscious effort to uplift an Indigenous business or community.
- Our stations took part in "A Day to Listen", a partnership between the Gord Downie & Chanie Wenjack Fund and radio stations dedicated to amplifying Indigenous voices.
- Our stations provided promotion of the Caribbean Days Festival.
- We acknowledged Latin America Heritage Month and how it would be celebrated locally in the Lower Mainland of BC.
- We provided coverage of the Be The Light Gala, showcasing diversity through culture and inclusivity and creating a community that emboldens its members to transcend beyond cultural and social barriers placed on South Asian Women.
- In addition to including Indian singer/songwriter Diljit Dosanjh in our ONE Vancouver feature, Z95.3 also hosted an online contest to win tickets to his upcoming Vancouver Show.

Ottawa

Stingray Radio operates 2 radio stations in the Ottawa market. The format of CIHT-FM is CHR. The format of CILV-FM is alternative rock. The stations are primarily entertainment-based stations with a heavy focus on the music. As a result, spoken word content is minimal on both stations. CIHT-FM frequently gives airtime to emerging Canadian artists, some of whom represent indigenous peoples, persons with disabilities and racialized groups. In addition to airplay, on occasion this station will invite artists into the studio to play live over the air.

Programming samples:

- Our stations provided promotional support for the Summer Solstice Indigenous Festival with live mentions on the air, in our morning show newscast, via Instagram and Facebook posts as well supporting it through our One Ottawa PSA initiative.
- Our news covered that the city of Toronto chose Olivia Chow as their new mayor. She is the first woman of color to the mayor's office.
- We discussed the Women's World Hockey Championship at great length, celebrating the accomplishments and growth of women's hockey.
- We reported on Evans Chebet won the Boston Marathon and Hellen Obiri won the women's race as well, to complete the Kenyan sweep.
- We covered the 2023 meeting between Gov. Gen. Mary Simon and the King on Thursday at Buckingham Palace, where she was joined by the leaders of the Assembly of First Nations, Inuit Tapiriit Kanatami and the Metis National Council.
- Promotional support was provided for Aysanabee, an Oji-Cree singer-songwriter, who is up for 6 Summer Solstice indigenous music awards.
- Multiple times it was discussed that the Algonquin name Kichi Zībī Mīkan was selected to replace the name "Sir John A. Macdonald Parkway".
- As we have for many years, our stations supported the annual Chinese Dragon Boat festival.
- During a crisis in the region, our stations covered Canada's 10-million dollars in aid for Turkey and Syria in the aftermath of a deadly earthquake.
- Our hosts discussed that Serena Williams, African American, will be honored for not only her tennis achievements, but also for her business success and efforts to uplift the community at the NAACP Image Awards.
- Both of our Ottawa stations took part in the national "A Day to Listen Initiative" and aired Indigenous music, content, and hosts.
- We covered that Leylah Fernandez, Ecuadorian-Filipino Canadian, leads Team Canada against host Spain at the Billie Jean King Cup.
- Our team reported that the 2023 Eastern Regional Blind Hockey tournament will be played on NHL ice. This historical event will be hosted at the CTC.

Toronto

In Toronto, Stingray Radio operates CHBM-FM and CFXJ-FM. The format for CHBM-FM is classic hits and for CFXJ-FM is adult hits.

Programming samples:

- Our hosts noted the arrival of Chinese/Korean/Vietnamese celebrations of New Year.
- We discussed the new \$20 Canadian coin to celebrate Black History Month.
- We provided on-air support for World Autism Awareness Day and celebrating the spectrum.
- There was on-air discussion about the new Mattel Barbie doll made with Down Syndrome attributes.
- Our stations promoted the ReelAbilities Film Festival, the largest festival in the world promoting awareness and appreciation of the lives, stories, and artistic expressions of people with disabilities.
- At various points our stations provided on-air support for numerous Black/Trinidad/Tobago/Philippine festivals occurring in the GTA.
- We ran PSAs for Campfire Circle (oncology camp that supports kids and families) and Make-A-Wish 40th Anniversary Campaign.
- We ran PSAs for The Gord Downie Chanie Wenjack Fund. The Gord Downie & Chanie Wenjack Fund aims to build cultural understanding and create a path toward reconciliation between Indigenous and non-Indigenous peoples.
- We ran PSAs for Black Women in Motion – National Black Business Month. Black Women in Motion is a Toronto-based, survivor-led, grassroots organization that empowers and supports the advancement of Black women.
- On September 30th, for National Truth and Reconciliation Day. Both of our stations participated in the national radio initiative “A Day To Listen”. All our on-air hosts for the day were replaced by Indigenous Canadian hosts, and our on-air content and imaging centered around Indigenous issues.
- Our on-air hosts engaged in discussions about specific Jamaican wedding traditions.

Sudbury

Stingray Radio operates 2 radio stations in Sudbury. CHNO-FM operates in the classic hits format and CIGM-FM operates in CHR format.

Programming samples:

- We covered a national campaign to see an Indigenous woman on Canada's next \$20 bill. A petition from the Native Women's Association of Canada to have an Indigenous woman on the next bank note had more than 36,000 signatures.
- We noted Indigenous Celebration Night at the Scotiabank Arena for the Toronto Maple Leaf's game. The warm up featured the design of an artist and the beadwork of six women from Wasauksing First Nation.
- Our stations discussed "Brave Bessie", the latest hero to be honored by Mattel in the Barbie doll series featuring 'Inspiring Women'. Bessie Coleman became the first Black and Native American female aviator. She also became the first Black person to earn an international pilot license.
- Our news covered the federal government pouring almost \$1 million into the Nickel Belt riding to create 293 summer jobs for young people. The program prioritized projects that support youth who face barriers to employment. This included youth with disabilities and Indigenous youth, as well as Black and other racialized youth.
- We provided promotion of The Japan Festival, which brings a taste of Japan to Northern Ontario, at the Bell Park Amphitheater. It features taiko drums, Odori, Yosakoi and Lion dances, Shamisen folk music, along with Japanese foods.
- Our stations supported NOBEEP as it celebrated one year! The Northern Ontario Black Economic Empowerment Program is a Canadian government-supported Northern development initiative managed by the Afro-Heritage Association of Sudbury.
- We provided extensive promotional support for and coverage of National Indigenous People's Day, to celebrate and honor Indigenous heritage, diversity, and cultures, as well as the outstanding achievements of First Nations, Inuit, and Metis peoples throughout Canada. Hot 93.5 was live at the Pow Wow at Grace Heartman Amphitheatre, hosted by the Native Friendship center.
- We marked International Women's Day and efforts to create a world free of bias, stereotypes, and discrimination and celebrating women's achievements.
- News coverage was provided for the Cultural Industries Ontario North (CION) announcing the second edition of the Indigenous Music Mentorship Program. The program provides one-on-one, personalized mentorships to musicians who identify as First Nations, Métis, and Inuit, and who are based in Northern Ontario.

- Both stations took part in “A Day To Listen”, a 12 hour program on Saturday September 30. The theme was Mino Bimaadiziwin. Mino Bimaadiziwin means “the good life” in Anishinabemowin, honouring Indigenous identity. This year we had 13 special guests who spoke about their Indigenous identity through conversations about representation, the fusion of traditional and contemporary music, land protection, and the impacts of climate change. Special guests included Alan Greyeyes, Buffy Sainte-Marie, Ilona Verley and Jordin Tootoo.
- We provided coverage when than 30 young women between the ages of 15-18 were participating in Sudbury's first ever female firefighting camp.
- Our news coverage included the Ontario announcement that over \$7 million is being provided for job training projects to support Indigenous people across Northern Ontario. The Ministry of Labour, Immigration, Training and Skills Development said the spending will be used to prepare 1,700 workers for rewarding careers in their communities in critical sectors like mining, logging, construction, healthcare, and tourism, and help fill the region's 17,000 vacant jobs.
- It was noted that a Sudbury doctor has been appointed Heart and Stroke Foundation/NOSM University Chair in Indigenous and Rural Health Research for a five-year renewable term. Part of the role is to collaborate with Indigenous partners with an aim to build capacity in rural health across Ontario.

Edmonton

Stingray Radio operates CKRA-FM and CIRK-FM in the Edmonton market. CKRA-FM, a soft adult contemporary station, has a strong community focus. CIRK-FM operates a classic rock station. With a strong emphasis on the music, spoken word programming is skewed to conversational content.

Programming samples:

- We celebrated the Mexican/American celebration of Cinco de Mayo with on-air coverage and historical context.
- Our stations ran PSAs for McHappy Day (helping sick children and disabled children at Ronald McDonald House). The Street Team was on-hand for the event.
- We provided PSA messages and digital support for Parkinson Alberta Cars, raising funds for Parkinson Alberta.
- We provided digital support for Ukrainian Christmas celebrations.
- Our stations covered the Poundmaker's Lodge 50th Annual Powwow.
- We offered digital support to raise visibility for and recognize National Accessibility Week.

- On air and digital coverage was provided for National Indigenous Peoples Day.
- We acknowledged celebrations of Chinese New Year in the Edmonton region.
- To recognize International Women's Day, 96.3 The Breeze (CKRA-FM) featured all Female artists throughout the day.
- The Breeze features a monthly book club. In November of our profiled *Finding Me* by African American, Viola Davis. A memoir that explores her childhood in poverty, her journey to Hollywood, and the importance of embracing one's true self.
- Our stations provided digital acknowledgement and support for International day of Persons with Disabilities.

Calgary

Stingray Radio has 2 licenses in the Calgary market. These are CKMP-FM, a CHR station and CFXL-FM, a classic hits station. Both stations operate with a strong focus on the music and community events with minimal spoken word content.

Programming samples:

- We covered that the Calgary Flames created Indigenous Hockey Jerseys for March 5th Game.
- XL 103 (CFXL-FM) extensively covered the passing of Tina Turner, a Black American artist, and her impact on music and pop culture. Turner was a vital figure in women's music and Black music.
- Our stations provided coverage of International Women's Day.
- Our stations provided digital and on-air coverage of National Indigenous Peoples Day, a time to recognize the rich history, heritage, resilience, and diversity of First Nations, Inuit, and Metis across Canada.
- Both of our Calgary stations covered Black History Month with daily vignettes specific to Alberta.
- CFXL promoted the 2023 North American Indigenous Games extensively throughout 2023.
- The XL103 morning show hosted Bernice Bisson, a Metis Medicine Woman, as a guest on the show and discussed her role and history.
- We promoted and supported various ethnic groups hosting pancake breakfasts during Calgary Stampede, including Ismaili, Nigerian and Filipino Communities.
- We provided coverage of the election of Wab Kinew, Premier of Manitoba, the first Indigenous Premier in Canada.

- For Truth and reconciliation day on Sept 30th, both of our stations participated in "A Day to Listen". Leading up to the event numerous promos were aired promoting the event. On Sept 30th, the day was hosted by indigenous hosts sharing their stories.
- We covered how lacrosse is going to the Olympics and discussed how first nations were exploring the idea of creating a team made up of Iroquois and Mohawk nations.
- We discussed Kwanzaa and a multi-cultural Santa who delivers gifts and messages to refugees who recently arrived in Calgary.
- We interviewed Canadian soccer legend Christine Sinclair about how representation matters to young women at sports as a career, and empowering women in general.

Camrose

Stingray Radio operates 2 radio stations in Camrose, Alberta. CFCW is a heritage, traditional country music station. It has a large coverage area, serving much of rural Alberta. CFCW-FM is a Country station featuring a new country format.

Programming samples:

- The Ukrainian Zabava Program has been a staple on CFCW for over 30 years. It airs every Sunday night. The spoken word is in both Ukrainian and English. The music is all in Ukrainian.
- The CFCW morning team interviewed Brandi Morin, author of "Voice of Fire, a Memory of a warrior rising". She was promoting an Audible Indigenous Writers Circle.
- We noted that Canada is marking its first National Ribbon Skirt Day.
- Our stations covered that Thelma Chalifoux will be on the Canada Post stamp, Canada's 1st Indigenous senator.
- It was covered that Egyptian Dr. Mamdouh Mohamed and Dr. Mona Elrebigi, are new anesthesiologists now practicing at the Red Deer Regional Hospital.
- We discussed how organizers are pausing the "Babas and Borsch Festival" in Lamont County this year, partly because of the ongoing war in Ukraine.
- We provided support for the "U-Fest" Edmonton Ukrainian Festival Park, a free, family-friendly event to bring people of Ukrainian heritage together, and anyone who wants to celebrate. There was food, music, visual arts, crafts, and dancing.

- Our stations provided coverage of Indigenous Peoples Day, airing comments from Governor General Mary Simon, Inuk, discussing how we learn about their culture is up to each of us. It can be through discovering Indigenous art, literature, music, and culture, and in doing so, you're educating yourself about their true history. It builds bridges and strengthens Canada's diverse society.
- We ran PSAs for Rising Sun Theatre's show We Got Rhythm, This Alberta non-profit theatre company gives adults with developmental disabilities the opportunity to create and perform their own original plays for the public.
- Our stations promoted the 65 pavilions celebrating food and culture from around the world this year at the Edmonton Heritage Festival.
- CFCW-AM had Italian Canadian Accordion Player Umberto join them in studio to talk music and culture.
- CFCW promoted a Morocco Sahara Experience trip with Dean Thorpe, including tours exploring the culture and heritage of the region.

Central Alberta Region

The Central Alberta Region includes the following Stingray Radio stations in the respective markets:

<u>Market</u>	<u>Station</u>	<u>Format</u>
Red Deer	CKGY-FM	country
Red Deer	CIZZ-FM	rock
Brooks	CIBQ-FM	country
Brooks	CIXF-FM	classic hits
Drumheller	CKDQ-AM	country
Stettler	CKSQ-FM	country
Blairmore	CJPR-FM	country
Wetaskiwin	CKJR	sports

Central Alberta is an agriculture-based economy, supplemented by moderate oil activity. The markets are all small, with a significant rural flavor. Agriculture and weather play a significant role in the daily lives of the residents. As a result, their programming has a heavy focus on local news, weather, and community events. In serving the interests of our diverse audience, our initiatives in this region contain a strong Indigenous element.

Programming samples:

- To start National Truth and Reconciliation Week, we promoted that Red Deer Polytechnic held a special event to celebrate a new addition to their art collection: a piece made by nationally renowned First Nations artist and RDP alum George Littlechild.

- Our on-air hosts discussed that director Martin Scorsese met with Principal Chief Geoffrey Standing Bear and other Osage representatives to discuss how the movie “Killers of the Flower Moon” will accurately portray the tribe’s culture, history, and language.
- We discussed happenings at the Indigenous Games. NAIG has athletes competing in 16 different sports with three traditional Indigenous sports including Canoe/Kayak, Lacrosse, and 3D Archery. The three traditional sports will have a special opening ceremony to begin each event.
- Our hosts noted that Canadian Inuk singer-songwriter Elisapie sings Metallica “The Unforgiven” in the indigenous Inuktitut language.
- We covered that a local Elder was honored with headdress for the endless amount of community work towards healing. He was responsible for getting one of Red Deer’s first sweat lodges going, which gave many people an opportunity to hear different elders share songs and stories in different languages.
- Coverage was provided of Red Deer Polytechnic hosting the annual Indigenous Perspectives Conference. The conference is planned by student volunteers and provides all attendees with immersive academic, cultural, and social experiences.
- Holi, the festival of colors, was promoted with on-air support. The Hindu festival of love, color and spring is one of the most joyous celebrations of the year. It’s a time when people in India don simple, inexpensive clothes and take to the streets to drench each other in clouds of colored powder and buckets of water. There’s singing, dancing, food.
- We noted the 2023 International Powwow, highlighting business, entrepreneurship, and trades.
- Coverage was provided when history made when Lily Gladstone became the first indigenous person to win the award for best performance by a female actor in “Killers of the Flower Moon”.
- Our Wetaskiwin station aired the following weekly ethnic programs throughout the broadcast year:
 - Jan 1- Sept 17 – Sunday 3:30-5:30: Augarela Portuguesa show
 - All year, Monday-Friday 6pm–9pm: Radio Sangsuran (East Indian music, news, and information)

Eastern Alberta Region

The Eastern Alberta Region includes the following Stingray Radio stations in the respective markets:

<u>Market</u>	<u>Station</u>	<u>Format</u>
Lloydminster	CKSA-DT	Independent – Global programming
Lloydminster	CITL-DT	Independent - CTV programming
Lloydminster	CKSA-FM	country
Wainwright	CKKY-FM	classic hits
Wainwright	CKWY-FM	CHR
Cold Lake/ Grand Centre	CJXK-FM	classic hits
St Paul	CHSP-FM	country
Bonnyville	CJEG-FM	CHR
Lac La Biche	CILB-FM	classic hits

Programming samples:

- News coverage that the province is making some changes to the Alberta Advantage Immigration program to make it easier for those workers to become permanent residents.
- The grand opening for the new indigenous centre was discussed. Every element of the design and construction was in consultation with cultural advisors and indigenous experts. Indigenous programming coordinator, Cynthia Young, explained why the name picked for the new center is so important and how it was established.
- We covered that Bishop Lloyd Middle School is highlighting their land-based cultural leadership class. Consultation with elders and knowledge keepers in the area, this program is teaching students the cultural way of handling animal hides.
- Our stations discussed Lloydminster Native Friendship Centre honoring National indigenous People's Day. There was an artisan market, local jiggers, and powwow dances with a dinner at five. Youth supports program coordinator Laurie Harris said the event is an important step towards truth and reconciliation.
- It was noted and discussed that Metis Cecile Blanke was recognized with Queen Elizabeth II platinum jubilee medal.
- We covered that Lakeland College hosted a series of events for Black History Month including a keynote address from Barbarian, Dr. Andy Knight. The focus he wanted to address was any black history that wasn't taught through high schools, primary schools, or even universities.

- We celebrated how a Sylvan Lake Cree dancer got to show off his moves at the Super Bowl, as the NFL has been working to add more Indigenous representation to the event. Patrick Mitsuing was part of the pre-game festivities and said many of the fans had never seen anything like it before.
- We provided a CPCA Chuckwagon broadcast from Frog Lake First Nation.
- We ran support for The Africa Centre in Edmonton offering many services for Black communities.
- Coverage was provided when Lakeland College hosted The Ting Tingham group, popular Filipino celebrities, taking on a local group of Filipino basketball players.
- We supported the third annual Vermilion Culture Fest in September. The two-day event included talent across multiple different cultures, local vendors, and diverse food options.
- Our news team covered the resigning of the Heart of Treaty 6 Declaration in Lloydminster at the indigenous reconciliation gala. Indigenous drummers and dancers performed throughout the event.

North-West Alberta Region

<u>Market</u>	<u>Station</u>	<u>Format</u>
Edson	CFXE-FM	country
Hinton	CFXH-FM	country
Hinton	CFHI-FM	classic hits
Whitecourt	CFXW-FM	classic hits
Athabasca	CKBA-FM	classic hits
High Prairie	CKVH-FM	country
Slave Lake	CHSL-FM	classic hits
Westlock	CKWB-FM	country

Programming samples:

- We discussed that the Lloydminster Native friendship centre is marking national day for truth and reconciliation with a walk-through downtown Lloydminster. A tepee is also being raised at City Hall in the morning.
- Our hosts noted that when the CFL's Edmonton Elks take on the Bombers they're going to be sporting a new logo on their helmets, as part of Indigenous Celebration night. Metis artist Conrad Plews has created an Indigenous Elk-in green and gold.
- News coverage that the province has launched a new online platform to make things easier for families looking for supports and services if their child lives with a disability. Officials say it will speed up access to services. It was put together with input from Inclusion Alberta, Autism Alberta, and Autism Calgary.

- We covered the launch of a new group called the National Urban-Rural and Northern Indigenous Housing Coalition asking the federal government for six billion dollars to aid in an Indigenous housing plan.
- Our on-air hosts discussed a move underway to have the first Black professional hockey coach placed in the Hockey Hall of Fame. Hockey Nova Scotia launched a petition for 76-year-old John Paris Junior, who was also the first Black junior coach, professional coach, GM, and scout.
- Our news team noted that Parliament passed Bill C-22, establishing the first-ever Canada Disability Benefit.
- News coverage was provided as Alberta Health Services expanded support so Indigenous spiritual ceremonies can be carried out inside all AHS facilities. Officials say it will make them more inclusive for First Nations, Metis, and Inuit people so they can hold smudging and other ceremonies, which are considered crucial for their well-being.
- We noted National Red Dress Day, which is dedicated to honoring Missing and Murdered Indigenous Women and Girls. Several communities across the country held events or created displays that feature the hanging of red dresses.

Moncton

Stingray Radio operates 2 radio stations in Moncton. CJMO-FM is a classic rock station and CJXL-FM is a country station. The Music Director of CJXL-FM, Shilo Bellis, who has been fully blind since birth, is one of the most-respected Music Directors in Canadian country music radio.

Programming samples:

- Every weekday during Black History Month, we aired informative featurettes documenting prominent black people. We also posted Black History related social media posts.
- We provided news coverage when Nova Scotia's nursing regulator reduced the timeline for nurses from other provinces and 7 foreign countries to be licensed to practise in the province. The Nova Scotia College of Nursing said nurses of good standing and good character from the Philippines, India, Nigeria, United States, UK, Australia, and New Zealand will only have to pass an entrance exam to start practicing in the province.
- On International Women's Day, we exclusively played music from all female vocalists and played clips from prominent women around the world.
- We discussed The Greater Moncton Chinese Cultural Association having Chinese New Year celebrations. There was a Chinese New Year Market with cultural exhibits, traditional Chinese carnival games, food court and arts corner to create an interactive cultural experience.
- We provided support for the national wheelchair rugby championships at the Moncton Coliseum.

- Our hosts discussed local celebrations of National Indigenous Peoples Day including singing, storytelling, and dancing. The event featured performances by Hubert Francis, Joan Milliea, Paul and Rowan Milliea, Tully Paul, Stephanie Simon, and other performers and dancers.
- Our station participated in “A Day to Listen”. The day was hosted by four prominent indigenous musicians who brought on several indigenous guests. The theme this year was “Mino Bimaadiziwin”, meaning “The Good Life” in Anishinabemowin. Guests spoke about indigenous identity through conversations about representation in sports and entertainment, the fusion of traditional and contemporary music.
- We covered that Moncton's Danielle Dorris won a gold medal at the World Para Swimming Championships in England.
- We noted that Vancouver-based entrepreneur and music manager Curtis ClearSky had been tapped as the leader of a new national organization designed to support and develop Indigenous musicians. ClearSky is the Executive Director of the Indigenous Music Office, which has a goal of providing a national voice for the Indigenous-owned music industry in Canada.

Fredericton/Saint John/Miramichi

Stingray Radio operates 2 stations in Fredericton, CFRK-FM, a country station, and CIHI-FM, a classic hits station. It also operates CHNI-FM in Saint John, broadcasting in the mainstream rock format. And it operates CHHI-FM in Miramichi which broadcasts in the classic hits format.

Programming samples:

- On International Women’s Day, we proudly promoted this feature heavily on social media. We also replaced all existing with female-voiced imaging for the day. Videos featuring women from within our company were also shared on social media, with the theme of #EmbraceEquity.
- We covered and supported National Ribbon Skirt Day -- a day designated for Canadians to learn more about Indigenous identity and culture.
- Our hosts discussed an online tool has been helping thousands of people learn Ojibwe. The goal of the tool is to help revive Ojibwe, an Indigenous language spoken in parts of Canada and the USA.
- We talked about how tennis legend Serena Williams will receive the Jackie Robinson Sports award at the N-A-A-C-P Image Awards. The award recognizes individuals in sports for high achievement in athletics along with their pursuit of social justice, civil rights, and community involvement.
- It was discussed on the air that an upcoming comedy series shot in Nunavut will centre on a young Inuk mother living in a small Arctic town.

- We noted that a revered local elder who has dedicated her life to preserving regional traditional Indigenous melodies has been honored with an honorary East Coast Music Award. The recipient of the Stompin' Tom Award for this year was revealed to be Dr. Maggie Paul of Sitansk (St. Mary's First Nation).
- Our morning hosts talked about a Nigerian chef, Hilda Baci, setting a new global record for the longest hours of non-stop cooking.
- We covered how Canada's first Indigenous woman to lead a provincial or territorial government is being recognized with a new postage stamp. Canada Post says Nellie Cournoyea, who served as premier of the Northwest Territories from 1991 to 1995, is one of three Indigenous leaders to be memorialized on stamps, this June 21st.
- Our stations provided extensive support for the North American Indigenous Games in Halifax. The event featured a traditional 19-foot Mi'kmaq birch bark canoe which visited 12 Mi'kmaq communities across Nova Scotia in the last several days of the event.
- We did an interview with a member of the Miramichi Regional Multicultural Association to promote their summer evening market.

Charlottetown

Stingray Radio operates 2 radio stations in Charlottetown. CHTN-FM is a classic hits station and CKQK-FM is a CHR station.

Programming samples:

- We covered that about 1,000 people will be celebrating Vaisakhi with a procession on the streets of Charlottetown Industrial Park. Vaisakhi started as a harvest festival in the Punjabi region of northern India. It also celebrates the creation of the Khalsa order. It promotes justice and equality and the creation of a more equal and just society.
- We provided digital and on-air recognition that April is Autism Awareness Month.
- Our morning shows conducted various interviews with Special Olympics PEI athletes.
- News coverage was provided as the provincial government signed an historic agreement with the Chiefs of Abegweit First Nation and Lennox Island First Nation for a housing project in Hillsborough Park in Charlottetown.
- We promoted the 23rd annual Mawi'omi on Lennox Island First Nation. It's a celebration of Mi'kmaq culture, tradition, and people with a special gathering of Indigenous dancers, drummers, and artists.
- Our PEI stations covered and supported this summer's North American Indigenous Games in Nova Scotia, including non-sporting aspects like a showcase of Mi'kmaq art, including a traditional eight-pointed star.

- We supported the Special Olympics PEI Enriching Lives Gala, the organization's largest annual fundraising event, supporting opportunities for athletes from playground to podium. More than \$312 thousand was raised for Special Olympics PEI.
- Our stations noted that the multicultural festival, Diverse City, will take place in Charlottetown. The festival will celebrate Canadian multiculturalism and inclusion with lots of displays, entertainment, and food.
- Ocean 100 (CHTN) covered the PEI Advisory Council on the Status of Women hosting an in-person International Women's Day (IWD) celebration. The 2023 International Women's Day theme of Every Woman Counts is to speak to resiliency, hope, and the insistence that every woman, everywhere, has an inherent, undeniable value. March 8 is a day to celebrate the achievements, strength, and worth of women, and advocate for safety, equity, and protection of human rights for women and girls globally.
- Stingray and Ocean 100 have launched the 1st Annual Kerri Wynne MacLeod Women of Impact Awards, which will be presented each March during International Women's Week. The awards are a tribute to Kerri Wynne's legacy and her impact on PEI and will recognize women in five categories: Women in Business, Women in Music, Women in the Arts, Women in our Communities, and Women in Healthcare.
- We welcomed Cameron Gordon to the Ocean 100 studio as our special guest for one during the Morning Show for our "Interesting Islanders" feature. Cameron is a young man with Down syndrome who has achieved a great deal of success as a Special Olympian, a model and wonderful community ambassador.
- We provided on-air and digital acknowledgement of International Day of Persons with Disabilities in December. The event has been held annually around the world since 1992.
- Our stations covered Amy Burk, who won gold in goal ball with Canada at Parapan American Games in Chile, being named PEI's Top Athlete for 2023 at the 50th Sport PEI awards. She wins the Lt. Governor's Award and was also named Senior Female Athlete of the Year. The Senior Male Athlete is Paralympic biathlon competitor and medal winner Mark Arendz.

Halifax

Stingray Radio operates the 2 radio stations CFRQ-FM and CKUL-FM in Halifax. CFRQ-FM is a classic rock station, and CKUL-FM is a soft adult contemporary station.

Programming samples:

- We discussed the nearly 5,300 Indigenous youth from 756 nations across the continent participating in the largest multi-sport and cultural gathering in Atlantic Canadian history. The North American Indigenous Games were a major event for the region and were supported in-depth by Stingray radio stations nationally, with specific emphasis on Halifax as the host city.
- Our stations noted that HMCS William Hall is the first Royal Canadian Navy ship to be named for a Black Canadian.
- In June, National Indigenous History month, our stations promoted the chance to celebrate the history, heritage, and cultures of First Nations, Inuit, and Metis peoples across Canada.
- News coverage was provided of a new nursing home geared toward the needs of Black communities will be built in the city.
- During “A Day to Listen”, our stations shared stories from Indigenous leaders, artists, storytellers, and residential school survivors.
- We noted that Mi'kmaw regalia that was donated to an Australian museum more than 100 years ago has officially come home. The regalia, which includes a jacket, moccasins, a single legging, a pouch, a trade-silver brooch, and a pipe, has been housed at Museum Victoria in Melbourne since the 1890s.
- Our on-air hosts discussed the first-ever Barbie doll with Down syndrome introduced by Mattel.
- We discussed Lit teepees, a sacred fire, and an on-site firekeeper and Elder will be present throughout the East Coast Music Awards festival weekend. The Cultural Circle also included a showcase of Indigenous dance, drumming, and song.
- We noted that an elder from Eskasoni First Nation has been recognized for his decades of work to preserve Mi'kmaw culture, language, and history.
- News coverage was provided when the federal government passed a new bill, C-22, called the Canada Disability Benefit. It proposes to create a federal income supplement for low income, working aged people with disabilities.
- On-air and digital support was provided for the first official National Ribbon Skirt Day, honoring Isabella Kulak, an Ojibway girl from Cote First Nation.
- We noted the end of the celestial sign of the Tiger and the start of the year of the Rabbit, as the Chinese New Year or Lunar New Year began with celebrations wrapping up with the Lantern Festival.

- We covered that Indigenous leaders, members of Halifax regional council and the public gathered outside city hall to mark the beginning of Mi'kmaq History Month and Treaty Day.
- It was noted that two women made history at Province House in Halifax. Twila Grosse is Nova Scotia's first Black female cabinet minister and the Conservatives first Black MLA in the province. Karla MacFarlane is the first female Speaker of the House.

Sydney, Nova Scotia

Stingray Radio operates two stations in Sydney. CHRK-FM is in a CHR format, while CKCM-FM is a country formatted station.

Programming samples:

- We include a land acknowledgement in our station identification on Hot 101.9. Graham Marshall, a counselor with Membertou First Nation in Sydney, declaring our station as being a part of Unimaki, the ancestral home of the Mi'kmaq.
- We covered that Osman Omar, Somalian, and Alliyah Rowe, BIPOC, were named the CBU male and female athletes of the year for the 2022-23 season.
- News coverage was provided as the Federal Minister of Indigenous Services and the Nova Scotia Minister of Health met with 13 Mi'kmaq First Nation Chiefs to sign a memorandum of understanding meant to advance efforts to give Indigenous Nova Scotians the autonomy to design and deliver health services.
- We discussed that Savannah Silver, a Sydney Mines native has been a bodybuilder since 2015, was in the running for a contest that will put her on the cover of Muscle and Fitness HERS magazine.
- Our sports coverage included Alex Christmas of Membertou, who signed the letter with the Waywayseecappo Wolverines of the Manitoba Junior Hockey League for the 2023-24 season.
- We talked about Magan Basque making history as the first Indigenous winner of the Miss Canada United World pageant. The Eskasoni woman is now ready to use the role to help create historic changes across the country. Basque was crowned Miss Canada United World on May 14.
- Sports coverage included Jamey Jewells of Donkin who played wheelchair basketball for Team Canada. She won gold medals at the world championships in 2014, and at the BT Paralympic World Cup wheelchair basketball in 2010. She will be inducted into the Cape Breton Sport Hall of Fame.

- We noted that the CBRM held an event celebrating the life of Nova Scotia Heritage Day honoree Rita Joe. Joe, a Mi'kmaw elder and poet of We'koqma'q First Nation, was instrumental in paving the way for other Mi'kmaq authors.
- On March 8th, International Women's Day we featured 15 vignettes of remarkable women from the CBRM. We aired their bios on-air along with featuring them on our websites on both CHRK and CKCH.
- We noted that Paul Prosper is one of two Mi'kmaw lawyers appointed to the Senate. Prosper, who has more than 25 years of experience in Indigenous legal issues, will fill the Senate vacancy for Nova Scotia.

Kentville, Nova Scotia

Stingray Radio operates CIJK-FM Kentville in a rock format.

Programming samples:

- We noted that Ottawa signed a memorandum of understanding on the transfer of federal health services with Nova Scotia's Mi'kmaq chiefs. The agreement continues a process that will ultimately transform the design and delivery of health services for Mi'kmaq throughout the province.
- Our station covered the Kentville Multicultural Festival which had been rescheduled due to Hurricane Lee. The festival celebrates the region's cultural diversity and promotes social inclusion. There will be performances, food vendors, an international market, demonstrations, and children's programming throughout the day.
- News coverage included Premier Tim Houston announcing changes to the cabinet. Some of the highlight include, Twila Grosse, MLA for Preston, joining cabinet as Minister of African Nova Scotian Affairs and Minister of the Public Service Commission, becoming the first female African Nova Scotian member of Nova Scotia Executive Council.
- We provided support for Crescendo Fest, an annual festival in Halifax Nova, celebrating Black Music Artists where people gather for music, education, networking, empowerment, and culture.
- Our stations aired "A Day To Listen". This year's theme was Mino Bimaadiziwin, which means 'the good life' in Anishinabemowin. By celebrating the diversity of Indigenous identity, we are honoring the good way of life.
- We covered that Canadian rapper, Maestro Fresh Wes, Afro-Guyanese heritage, was announced as a 2024 inductee into the Canadian Music Hall of Fame. He is celebrating the honor by establishing a scholarship, with hopes that the annual award will inspire Black students to pursue skilled trades.

- We noted that there will be new street signs along Bridge Street, formerly Cornwallis. There will be a Reconciliation and Street Renaming Ceremony that will include a sacred fire, prayer, drumming, smudging and food.

New Glasgow, Nova Scotia

Stingray Radio operates two radio stations in New Glasgow, CKEC-FM and CKEZ-FM. CKEC-FM broadcasts a Hot AC format, while CKEZ-FM operates in the classic rock format.

Programming samples:

- We covered The Black Cultural Centre for Nova Scotia celebrating its 40th anniversary. The Centre will receive a \$15K donation from former senator Donald Oliver, the first Black man to be appointed to the Senate. Oliver, who served 22 years in the Senate, is a founding member and the inaugural president of the museum and cultural centre. Established in 1983, the centre is the country's largest and oldest repository dedicated to Black culture and history in Canada.
- News coverage included Ottawa signing a memorandum of understanding on the transfer of federal health services with Nova Scotia's Mi'kmaq chiefs. The process will result in the delivery of health services through a Mi'kmaq health and wellness organization.
- During the month of February All Stingray stations aired a Black History Month PSA campaign to bring awareness to the transformative work Black Canadians do in our country.
- We noted that the province issued a special proclamation to officially launch the start of African Heritage Month. Lieutenant-Governor Arthur LeBlanc issued a statement saying those of African descent have had a significant influence on the province's identity.
- News coverage featured Nova Scotia providing nearly \$3.5 million to help volunteer and First Nations fire departments and search and rescue organizations cope with rising operational costs.
- Our on-air hosts discussed the interim chief of the Assembly of First Nations addressing the organization for the first time since the removal of former national chief RoseAnne Archibald.
- Our stations encouraged listeners to attend a special flag raising ceremony at Glasgow Square. The Town of New Glasgow raised the flag for National Day for Truth and Reconciliation.
- News coverage included the Nova Scotia government providing \$53.3 million dollars in funding each year to support those on income assistance who have a disability or serious medical condition.

St John's, NL

Stingray Radio operates 4 radio stations in St John's, NL. VOXM is a news-talk/classic hits station, VOXM-FM is a classic rock station, CKIX-FM is a CHR station and CJYQ is a country and traditional Newfoundland music station.

Other Newfoundland and Labrador Stations

<u>Market</u>	<u>Station</u>	<u>Format</u>
Clarenville	CKVO-AM	news/talk, classic hits
Clarenville	CKLN-FM	country
Marystown	CHCM-AM	news/talk, classic hits
Carbonear	CHVO-FM	country
Corner Brook	CFCB-AM	news/talk, classic hits
Corner Brook	CKXX-FM	classic rock
Goose Bay	CFLN-FM	country
Grand Falls	CKXG-FM	classic rock
Grand Falls	CKCM-AM	news/talk, classic hits
Gander	CKXD-FM	classic rock
Gander	CKGA-AM	news/talk, classic hits
Stephenville	CFSX-AM	news/talk, classic hits

Programming samples:

- News coverage of eighteen new para-transit vehicles are being added to the Metrobus fleet thanks to \$2.5 million in joint funding through the public Transit Infrastructure Fund.
- Sports coverage of the largest high school hockey tournament in the province is set to go ahead featuring female teams for the first time ever.
- News coverage and discussion around Statistics Canada saying the proportion of Black-owned businesses has been increasing.
- We promoted and supported "Odd Sock Day," a time to bring attention to Down Syndrome and advocate for the rights, inclusion, and well-being of people with the genetic conditions.
- News coverage was provided as the head of the Newfoundland and Labrador Teachers Association says he supports great resources being put into the system for deaf students.
- We conducted an on-air interview with Karen Young about White Cane Week.
- Sports coverage included Team Indigenous NL coming home with some serious hardware from the 2023 North American Indigenous Games in Halifax. In total, the team took home 40 medals with 10 gold, 14 silver and 16 bronze, finishing ninth overall.
- We offered an on-air spotlight to the Tombolo Multicultural Festival. It is a non-profit festival committed to promoting cultural diversity, intercultural understanding, anti-racism, inclusion, music, arts and culture, immigrants'

- integration, business development and tourism in Newfoundland and Labrador.
- We noted that First Light is partnering with BGC St. John's for a new program to promote inclusion of black, indigenous and youth of colour.
 - We covered the city of Corner Brook working with the Newfoundland and Labrador Organization of Women Entrepreneurs to develop a program to help women who want to set up business in the city.
 - News included the Law Enforcement Torch Run for Special Olympics making its way through metro.
 - Sports coverage was provided for the world's top Special Olympics athletes competing in Berlin at the Special Olympics World Games, the world's largest inclusive sporting event.
 - We covered that the Bay St. George Mi'kmaq Cultural Revival Committee reported another successful Powwow this year.
 - Our news team covered that the Innu Nation has a new Grand Chief.
 - We provided on-air promotion of a market celebrating African, Jamaican, and Black-Canadian culture is taking place in the capital city.
 - We supported the German-Caribbean vocal group Boney M, famous for its Christmas classic "Mary's Boy Child" coming back to the Mary Brown's Centre just in time for the holiday season.
 - Our hosts noted that ahead of Orange Shirt Day in Newfoundland and Labrador, the Provincial Indigenous Women's Reconciliation Council held its second meeting in Corner Brook.
 - We covered Canada's first Inuk professional classical singer, Deantha Rae Edmunds of St. John's, being appointed to the Order of Canada.
 - We ran a series of PSAs about the Lady Cove Concert featuring Ukrainian concert pianist Alla Melnychuk.
 - We conducted an interview with Paul Walsh Autism Society of NL CEO about the Autism Walk & challenges for children with autism in school.

Recruitment, Hiring and Retention

Employment Practices

Stingray Radio maintains a comprehensive Human Resources Manual that is available to all employees and individuals seeking employment with Stingray Radio. All aspects of our Employment Practices are contained in this document.

Recruitment

Stingray Radio adopts Employment Practices that have as their foundation the principles of equity, merit, and accommodation. Stingray Radio recognizes its responsibility as an employer to create an environment of equality in the workplace such that no employee is denied employment opportunities or benefits for reasons

unrelated to ability. It also recognizes the need for measures to correct any conditions of disadvantage in employment experienced by women, indigenous peoples, persons with disabilities and members of racialized groups as defined by the Employment Equity Act. Stingray Radio's recruitment policies ensure that specific measures are taken to ensure equity and accommodation in our hiring practices.

Hiring

All employees joining Stingray Radio are provided with an orientation package that includes:

1. Stingray Radio Human Resources Manual
2. Stingray Radio Best Practices for Cultural Diversity
3. Employment Equity documents
4. Stingray Radio's Harassment & Violence Prevention Policy
5. Stingray Radio Code of Business Conduct and Ethics
6. Tour of their facility, business overview discussion and instruction on station policy.

The orientation is intended to remove or reduce potential obstacles to success and welcome the employee to the team. The documents and orientations materials are presented so that all employees know that our company is committed to providing and maintaining a workplace that ensures that all employees of Stingray Radio are treated with dignity and respect. Stingray Radio strives to create a work environment that encourages diversity as a means of fostering an accepting, inclusive and open culture where talents and ideas are freely exchanged. Stingray Radio will not tolerate behavior that may be considered discriminatory or harassing. All new employees receive training on how to identify, report, and prevent harassment, discrimination, and violence in the workplace within their first three months of work. This training is delivered to all staff every three years.

Retention and Career Development

Stingray Radio recognizes our employees as our most valuable resource. The success of our organization is dependent upon the investment we make in our people at all levels of our company. Both formal and informal training are provided throughout our organization. Consideration is given to all employees, based on merit and opportunity for individual growth. Following is a sample of some the Career Development activities offered by Stingray Radio to promote the advancement of its employees.

1. Regional meetings are held annually in the programming and sales disciplines to keep management and staff abreast of trends and issues affecting the broadcasting industry. These sessions also serve as an opportunity for the exchange of ideas and best practices.
2. Weekly conference calls are conducted with senior management, programming managers and sales managers to monitor current progress and future personnel needs in their respective disciplines at the individual business units.
3. In addition to professional development sessions sponsored by Stingray Radio, the company also encourages employees to enroll in courses offered by government agencies, professional associations, and post-secondary institutions.
4. Attendance at conferences, trade shows and workshops are sponsored and encouraged by Stingray Radio to exchange experiences and interact with other media personnel outside of the company.
5. Stingray Radio's corporate office employs senior executive personnel in each operational discipline. These individuals act as a resource to station personnel. They are available virtually on site at the discretion of the station management to provide mentorship, training, and expertise to employees.

Stingray Radio Initiatives

Stingray Radio recognizes the many opportunities that a diverse society presents in building a successful team of broadcasting professionals. The vast array of perspectives that come with a diverse workforce provide for a collaborative environment. The result is a dynamic organization capable of meeting the challenges of an ever-changing world. To shape our recruitment activities to today's labour market, Stingray Radio engages several initiatives including the following examples:

1. Stingray Radio conducts annual training for all managers in performance management with a focus towards giving better feedback and supporting employees towards achievement of their short and long term goals.
2. Stingray's formal orientation program ensures that all new hires, from part time casual to full time and senior positions get access to all the information and resources they need and have available.

3. Stingray continues to utilize Officevibe – an employee engagement system that includes weekly pulse surveys, anonymous feedback mechanisms, and a Good Vibes program that encourages colleagues to publicly recognize each other.
4. In Vancouver, Promo Assistant and Street Team member, Jolly, provided additional support within the office with transition of a new promotion department. She was featured heavily with our promotional campaign, “Find Your Happy.” Jolly filmed, wrote, recorded, and posted videos of her across various Vancouver locations, giving viewers a look into what events are happening that they should try to experience themselves.
5. In Ottawa, CIHT worked with Live Work Play, an organization that helps the Ottawa community welcome and include people with intellectual disabilities, autistic persons, and individuals with a dual diagnosis to live, work, and play as valued citizens. We had a member of the organization work as a member of our Street Team for the HOPE Beach Summerfest.
6. In St. John’s K-Rock’s Assistant Program Director attended a careers event held by a local non-profit charity organization, The Murphy Centre. This allowed diverse communities, including many New Canadians, to learn about Stingray, the media industry and K-Rock’s hope of finding our company’s next great asset.
7. Stingray Radio NL joined forces with Mentor Ability in October 2023 to champion National Disability Employment Awareness Month. On October 19th, we celebrated with the "Light it up!! For DEAM" initiative, illuminating our building with striking blue and purple lights, while our dedicated staff proudly donned purple and blue attire in solidarity.

Avalon Employment, an integral part of this initiative, plays a significant role in the St John’s community. Our custodian became a valued member of our team through Avalon Employment in the summer of 2023. Avalon Employment, an employment service dedicated to securing opportunities for candidates with disabilities, has been instrumental in fostering a diverse and inclusive workplace.

Our new hire through this program enthusiastically participated in the month-long celebration, contributing to the positive atmosphere within our office. His presence has infused the entire team with vibrant energy, and his ability to connect with all staff members is truly uplifting.

8. Our Cultural Diversity coordinator maintains a database of over 100 educational institutions, employment agencies and associations representing indigenous peoples, persons with disabilities and members of racialized groups. All Stingray Radio job postings are sent to these organizations by our Cultural Diversity coordinator. These organizations operate both in markets where Stingray Radio stations are present as well as in markets where Stingray Radio does not operate, to reach potential candidates that we may not be currently accessing.

Stingray Radio Workforce

In terms of our workforce, it is Stingray Radio’s objective to achieve levels of representation among indigenous peoples, persons with disabilities and members of racialized groups commensurate with the levels existing in each province as provided by the Statistics Canada Workforce Availability data. We monitor this data and communicate both the existing data and the objectives to all employees within Stingray Radio with recruiting responsibilities. An incentive plan that includes Employment Equity targets is incorporated at the General Manager level and is designed to encourage our senior managers to improve representation of women, indigenous peoples, members of racialized groups, and persons with disabilities. Progress is monitored and reported to the General Managers on a quarterly basis.

The following table indicates the present status of our workforce as filed with Employment and Social Development Canada in June 2023.

Stingray Radio					
2022 Workforce Data	Total Employees	Women	Indigenous Peoples	Persons with Disabilities	Members of Racialized Groups
Alberta	128	55	4	7	7
Ontario	95	35	2	2	10
All Other Provinces	430	176	16	24	25
Totals	653	266	22	33	42

On a quarterly basis, we report our Employment Equity staffing numbers to our Employment Equity committees who disseminate to staff so that our entire workforce may track our progress in improving representation within our workforce.

On an annual basis we prepare comparative data and communicate both the current status and the objectives for each region to all employees within Stingray Radio who have recruiting responsibilities. Management is responsible for ensuring that recruitment practices are modified as necessary to improve representation in their region.

Internship, Mentoring and Scholarships

Stingray Radio employs a number of tools to enhance the career development of its employees. These career development opportunities are made available on a fair and equitable basis to all employees and are based solely on abilities.

1. Where formal external training or educational programs are deemed beneficial and suited to an individual in the advancement of his or her career, Stingray Radio underwrites all costs and time off that may be required.
2. Stingray Radio funds the membership in all professional associations relevant to an employee's field of expertise.

Community and Outreach Activities

Support for Artists who are members of a Racialized Group

One of the pillars of the Commercial Radio Policy 2006 is the responsibility of radio broadcasters to provide airplay to, and to promote emerging Canadian artists and their music. Stingray Radio appreciates the necessity of a continuous stream of new musical content as a key to the long-term success of the music industry in Canada. To this end, Stingray Radio promotes airplay for established and emerging artists among its stations. Where possible, we identify artists from diverse backgrounds for airplay that represent Indigenous peoples, persons with disabilities and members of racialized groups. Appendix A provides a sample list of emerging artists from diverse backgrounds receiving airplay on Stingray Radio stations.

Canadian Content Development Activities

Honey Jam celebrated its 28th year in 2023 with financial help from Stingray Radio. This unique program aims to amplify the voices of young female talent in Canadian music, with a particular focus on Black musicians. Artists participating showcased at the legendary El Mocambo club in Toronto. While the August showcase represents the pinnacle of the program, the Honey Jam program is a year-round talent development program that facilitates song writing camps, industry knowledge workshops, and mentorship cafes. Honey Jam creates important space for hundreds of female artists every year.

On the east coast, Stingray is an ongoing supporter of the East Coast Music Association. While the focus on ECMA tends to be on their high-profile annual awards show and weekend conference, the organization works tirelessly throughout the year to advance east coast music. One of their recent initiatives is called “Breaking Down Racial Barriers”, a four-part roundtable discussion on breaking down anti-Black racism in Canada’s music and entertainment industries. The discussions not only provided education and enlightenment but created an action plan to be shared with peer and partner groups to foster change in the industry.

Thousands of kilometers west, Music BC benefited from Stingray CCD funding to bring the ARC program to life. The ARC program strives to take British Columbian music global by providing mentorship, guidance, connections, and opportunities to BC-based musicians. Artists from Asian-Canadian, Black, Indigenous, and other backgrounds took part in the 2023 program.

In 2023 Stingray confirmed a partnership with The Lemmon Foundation as they seek to establish regional showcases for artists. A specific area of focus for the Lemmon Foundation will be Whitehorse, YT. This remote city, with a high percentage of Indigenous citizens, is often excluded from initiatives like this. The program should come to fruition in 2024 and we look forward to reporting on its success in next year’s report.

Stingray’s CCD supported the Toronto Beaches Children and Youth Choir, a non-profit that offers musical opportunities to children in Toronto’s east end. They are known for their vibrant approach and their inclusive nature. They work to ensure opportunities are provided to young people from all ethnic backgrounds and abilities levels.

Beyond those specific programs, Stingray also worked collaboratively with each CCD recipient to reinforce the need for diversity reflection in their initiatives. All of our partners were enthusiastically supportive of this request, and we look forward to working together with all of them in the 2024 broadcast year and beyond.

Industry Outreach Activities

Support of Canadian Broadcast Standards Council

One of the basic responsibilities of the CBSC is to ensure, through self-regulation, the adherence by broadcasters to the Equitable Portrayal Code, released by the CRTC in Public Notice 2008-23. The first stated principle of the code is to ensure that the portrayal of the identified groups is comparable to, and reflective of, their actual social and professional achievements, education, contributions, interests, and activities. Stingray Radio fully supports the role of the CBSC by adhering to the various codes.

Station Community Outreach Activities

As a responsible broadcaster, Stingray Radio has several methods it engages to ensure that it reaches out to the industry and the communities it serves. Each market is required to engage in at least one outreach project each month.

1. Taking leadership roles in the community

Because on-air broadcasters are professionally trained in public speaking, we are often called upon for public speaking engagements. Stingray Radio encourages this activity amongst its on-air staff, and particularly when there is a social benefit to the audience. Following are a few examples:

- The Breeze in Halifax had spectacular presence at the TD Halifax Jazz Festival in July... it's one of the big, mainstay summer attractions in the city. We hosted a VIP night and had onsite presence both on and off the stage for the entire week!
- CHNL Kamloops attended and sponsored the Special Olympics.
- CIGV Penticton/Kelowna emceed the Wentworth Concert and sponsored raising money for Food Bank.
- In June, CIHT Ottawa supported the Summer Solstice Indigenous Festival through our *One Ottawa initiative. Summer Solstice Indigenous Festival is a multi-disciplinary arts festival that brings together Indigenous artists, performers, educators, students, and community members to share knowledge and celebrate Canada's diverse Indigenous cultures.
- CFXJ-FM Toronto Program Director Crosby McWilliam & station retail representative Elaine Golden attended the Peel Career Assessment Services Canada Day Celebration of Cultural Diversity.

- On Indigenous Day, Hot 101.9 Sydney Street team attended a powwow event supported by N'swakamok Native Friendship Centre.
- K-97 Presented Burton Cummings at River Cree Resort and Casino, situated on Enoch Reserve. The station ran produced promotional messages for the show and had an MC and Street Team on-hand at the show.
- CFCW Camrose sponsored the Alberta Scotties Tournament of Hearts, the Women's Provincial Curling Championships in Wetaskiwin.
- CJMO Moncton is the presenting radio sponsor for the 2023 North American Indigenous Games Network promotion for the North American Indigenous Games.
- CFRK Fredericton attended the Sistasisk First Nation Powwow.
- CHHI Fredericton attended and provided social media coverage of Fiesta Extravaganza, which is a celebration of Filipino culture.
- Charlottetown's Corey Tremere was the Master of Ceremonies for the Special Olympics PEI Enriching Lives Gala, while Kirk and Darcy were the hosts for the event's silent auction, and Scott provided the voiceover narration for the videos used during the event. It's the signature fundraising event for Special Olympics PEI.
- CKKO Kelowna sponsored and attended the Okanagan Dream Rally event. It is an exotic sports car rally that brings together kids in need with raising money for charity.
- VOXM St. John's hosted a Radiothon in aid of the Canadian Cancer Society.
- CIHT Ottawa sponsored HOPE Beach Summerfest, which raises money to support local Charities. This year the charities benefiting were Youville Centre, Children at Risk, The Snowsuit Fund, and the Caring and Sharing Exchange.
- Stingray Radio Halifax became the presenting radio partner for the 2023 North American Indigenous Games in Halifax. Stingray Radio shared Indigenous stories of excellence, culture and language throughout the games.
- CIGM Sudbury opened their studio to the Nogdawindamin Family Community Services. They record their music bi-weekly.
- CIZZ and CKGY Red Deer presented Brandi Morin, who is an award-winning Cree/Iroquois/French multimedia journalist from Treaty 6 territory in Alberta. For the last 10 years Brandi has specialized in sharing Indigenous stories.
- CFXJ-FM Toronto Morning show host Paul Harper presented an award at the Canadian Ethnic Media Awards.
- 104.3 The Breeze Vancouver has been a media sponsor in many upcoming Diwali and South Asian events including: Be the Light Gala (non-profit society whose mission is to create a community that emboldens its members to transcend beyond cultural and social barriers placed on South Asian Women through education, impact,

and community), the International South Asian Film Festival and Diwali 2023.

- CHRK/CKCH Sydney had a 4-hour broadcast from the Membertou Sport & Wellness Centre, promoting National Aboriginal Hockey Championships and interviewing participants and councilors.
- Rewind 89.3 Kentville attended the Flower Cart Group BBQ fundraiser. The Flower Cart Group provides training and employment to adults considered to have an intellectual disability.
- K-Rock Newfoundland attended a number of events as part of our Summer Roadshow 'Rock The Road' campaign which highlighted the cultural diversity of our province, including events at the St. John's Tombolo Multicultural Festival.
- Hot 99.1 St. John's attended the St. John's African Roots Festival.
- CHNL Kamloops hosted the Kweseltken Farmers and Artisan Indigenous Market.
- 96.3 The Breeze Edmonton was the sponsor for Boney M at Enoch River Cree Resort and Casino. They ran promotions messages and had a web listing with ticket giveaways. The Street team was on site, with Tanya Vee emcing the shows.
- Boom 97.3 Toronto raised over \$586,000 for Make-A-Wish Canada families to help grant wishes for children with life threatening diseases.
- Hot 89.9 Ottawa Promotions Street Team attended the Inclusive Rugby Jamboree which was an event for athletes with disabilities.
- 104.3 The Breeze Vancouver and Afternoons Host Simone helped act as a media sponsor to show support and awareness for the 2nd Annual Be the Light Gala, hosted by Be the Light Society. The purpose of the gala was to help raise funds for scholarships which are provided to South Asian girls in the community.

Following are sample excerpts of feedback we received because of our community and industry outreach and programming activities:

Supporting Local Charities – Kamloops

This campaign was to raise awareness and collect feminine products that will go into the community through various non-profits supporting vulnerable individuals.

Radio NL

Hello,

Thank you so much for sponsoring the United Way BC Period Promise Campaign and for helping us fight against period poverty in our community!

- The team at United Way/TNC

Indigenous Community

From: Diane Clement <dianeclement@yahoo.com>

Sent: Friday, June 9, 2023 11:52 AM

To: Josie Fenech <josie@hot899.com>

Subject: [Spam] Indigenous content

Hi Josie,

I am a big fan of the Morning Hot Tub!

I have been doing a lot of reading about Truth and Reconciliation with the First Nations people lately. How all Canadians need to learn about the history and the Indigenous culture and world views.

And this week there was the Summer Solstice Indigenous Music Awards at the NAC, which I watched online.

It made me think of the Hot Tub. I noticed that you had some clips here and there recognizing that we are on unceded territory, which I love!

My suggestion would be to have a show one day that would feature Indigenous music, maybe on a specific symbolic day, or just on any day because why not? There are so many great musicians and artists out there but most of us, me included, do not know much about them, we are not exposed to their music.

It would be so out of the box if you did that! And you may inspire other radio stations to follow suit, and this would be a beautiful step in reconciliation. Just getting to know each other is a big step.

Anyway, that's my input. If you do it, please let me know, I don't want to miss it.

With lots of love for everyone at the Hot Tub,

Diane Clément

Metcalfe ON

Le lundi 12 juin 2023 à 15:30:22 UTC-4, Josie Fenech <josie@hot899.com> a écrit :

Hello Diane,

Thank you so much for this email. It is wonderful to hear from listeners, especially when they share thoughts or ideas; love it!

I agree with you that we need to put more focus on playing Indigenous artists. Good news is, we are working towards this. We're actually putting effort into adding Indigenous artists into our regular playlist, so it's not just about offering a special feature or day, but instead consistent airplay.

The song "Daydreaming" that we spun for months was by Virginia to Vegas and Noelle (of Mohawk heritage). We're also looking at music by Terez, a Métis artist out of Calgary.

Like you, we are educating ourselves and doing what we can to amplify Indigenous voices.

Sincerely,

JOSIE

Program Director | The New Hot 89.9

National Talent Development Director | Stingray

6 Antares Drive | Phase I, Unit 100 | Ottawa, Ontario | K2E 8A9

(T)613.688.3311 (M)613.791.0822

josie@hot899.com | www.hot899.com

From: Diane Clement <dianeclement@yahoo.com>

Sent: Friday, June 9, 2023 11:52 AM

To: Josie Fenech <josie@hot899.com>

Subject: [Spam] Indigenous content.

Hi Josie,

That is fabulous news, much better to include it regularly!

Thank you for your reply, I appreciate it very much.

Sincerely,

Diane Clément

Supporting Artists in the Community

The Nogdawindamin Family Community Services was using our studio for recording and one of the staff shared with us some great news:

Feedback received:

I went to the CMTC (Canadian Model & Talent Convention) in Toronto last week.

Went there for singing but didn't make it to finals, however I was extremely proud of myself for putting myself 'out' there so to speak.

I myself wasn't expecting to get any callbacks, but I was approached by Ambition Talent, Cast North, Mann Casting, Premiere Artists, Ritter Talent Agency & Spot 6 Management (a modelling agency !) I know nothing about this business, so this is all new to me. So now I need to decide which company I want to sign with, big decision for me.

But I wanted to thank you again for letting us use your studio for our youth and starting him on his own music journey.

2. Offering work experience placements and tours to educational groups

Stingray Radio always provides public access for students to tour the facilities and learn about broadcasting and the music industry.

In 2023, a street team member acted as station intern for her practicum experience for the BCIT Radio Arts and Entertainment Program, with emphasis on marketing and promotions. During her five weeks, the student was tasked with many roles for the station, including (but not limiting to) creating pages for the website, contacting prize winners, practiced writing promotional proposals, and collected assets for wrap reports. She also starred in, edited, and posted the monthly “Find Your Happy” feature for May on Z95.3.

The CFCW Promotions Department hired a Brazilian student to help in the office and on Street Team.

Through the Mentor Ability Program, K-Rock welcomed a young individual to our studios, who spent time with one of our morning show team learning about working in radio, the wider media industry and broadcasting overall.

In December, A.J.Keller, from our CFCW programming department offered a tour of the station to an autistic individual and his helper.

Program Director Troy McCallum gave a tour of the boom 973 radio station to an individual, who is a big fan of the station, through the New Leaf Living and Learning Together organization, which provides services and supports in the community to persons who have an intellectual, developmental, or behavioral disability.

Jackie Rae hosted a tour through the CFCW studios for Centra Cam, an organization in Camrose that assists adults with disabilities through day programs, employment services and community activities.

3. Providing the “Cause of the Day” feature in many of its markets across the country.

The purpose of the feature is to provide a designated block of airtime that is dedicated to supporting community, cultural and health/wellness organizations. In the 47 markets that Stingray Radio serves, hundreds of charities and special interest groups receive countless hours of airplay annually to promote their organizations. Following is a small sample of organizations benefiting from this initiative:

- Ronald McDonald House- McHappy Day
- Camp for the Deaf
- Epilepsy Association
- Tim Horton’s Camp- send local youth to camps to learn new skills and grow
- Leukemia & Lymphoma Society –Links Fore Lymphoma Golf Tournament
- Brown Bagging for Calgary Kids- nutritious lunches were put together for over 6500 kids per day during the month of September
- Block the Bus Campaign- collected school supplies and filled over 1000 backpacks in the community
- Crohn’s & Colitis Society
- Schizophrenia Society
- Canadian Blood Services – Organ Donation
- Canadian Hard of Hearing Association
- Muscular Sclerosis – Burgers to beat MS Day
- Bell-Let’s Talk- Mental Health
- ALS Walk
- Alberta Lung Association
- Epilepsy Association
- World Suicide Prevention
- Asthma Society
- Kidney Foundation of Canada- Kidney Walk

4. Providing Community Input and Feedback

Within our stations, we provide many opportunities for audience and community input and feedback. Methods used include:

- Electronic media in the form of email, website contact coordinates, social network media, texting;
- Focus groups at select stations for the purpose of interactive dialogue on programming; and
- Call-in segments embedded in our daily programming.

Internal Communication

Stingray Radio maintains established practices to ensure that company policies, practices and initiatives are communicated effectively throughout our organization. The HR department acts a conduit to ensure the consistent and comprehensive distribution of information to all staff. Methods include:

1. Direct to all email for company-wide notifications.
2. Secure Stingray Radio HR website and Job Posting website.
3. Cultural Diversity Coordinator who acts as a contact person to field questions and facilitate communication with regards to Stingray Radio's diversity policies and initiatives.
4. Employment Equity committees for each region that meet semi-annually to discuss Equity and Diversity issues and to share discussions with staff.
5. Diversity in Programming committee that meets monthly to tackle issues and initiatives to increase and enhance representation and support of diversity on and off the air
6. Anonymous weekly online surveys and suggestion box – anonymous comments are reviewed daily by General Managers and Human resources.
7. Exit interviews with departing staff.

Conclusion

Stingray Radio continues to embrace the principles of cultural diversity, both in its programming and in its day to day operations. The extracts contained in this report serve to provide a representative sample of the types of programming, workforce, and outreach activities undertaken at Stingray stations each and every day to ensure that the interests of our diverse constituents are fulfilled.

Appendix A

Sample List of Emerging Artists of Diverse Backgrounds receiving Airplay on Stingray Radio stations

Note: BIPOC (Black/Indigenous/People of Colour)

Artist	Origin
Ajay Friese	Indian Canadian
Aysanabee*	Indigenous
Aswen*	Arab
Azeem	Lebanese
Bakar	Yemen
Banx & Ranx*	BIPOC
BBNO\$	Armenian
BIBI	South Korean
Black Pumas	African American
Blakdenim	African American
Brazzy	African Canadian
Burna Bandz	African Canadian
Carolina East	Indigenous
Carter Hickey*	South Asian
Crown Lands	BIPOC
CZN	BIPOC
Doechii*	African American
Doja Cat	South African
Don Amero	Indigenous
Donny Lee	Indigenous
DJ Charlie B	BIPOC
Elephant Stone	Indian
Genevieve Fischer	Metis
Hodan Ali	BIPOC
Honcho Hoodlum	BIPOC
Japanese Breakfast	South Korean
Jimmie Allen	African- American
JoJo Mason	African- American
Julian Taylor Band	Indigenous-Jamaican
Jungkook*	South Korean
J Neat	BIPOC
Josef	Lebanese

Artist	Origin
Kat Pug*	White Canadian
Kennyhoopla	African American
Kinnie Star	Indigenous
Leondro	BIPOC
Legion of Saints	Indigenous
Lu Kala*	Congolese Canadian
Majid Jordan*	Bahranian
Mali Leona	French Canadian
Melodic Child	BIPOC
Mighloe	BIPOC
Munno Cash	BIPOC
Notifi	BIPOC
OK Naledi*	Black Canadian
Paul Russell*	African American
Preston Pablo	BIPOC
Rema*	Nigerian
Rodrigo y Gabriella	Mexican
Shantaia*	Indigenous
Sexxy Red *	African American
Soreel*	Black Canadian
Tanya Tagaq	Indigenous
Teagan Littlechief	Indigenous
Teigan Gayse*	Metis
The Dead South	African Canadian
The Halluci Nation	Indigenous
The Hu	Mongolian
Tyla*	Indian
Yelawolf	Indigenous
VSN*	Black Canadian
Zach Zoya	BIPOC
Zoo Legacy	BIPOC