



Newcap Radio

Cultural Diversity Plan

2012 Annual Report

Submitted January 28, 2013



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Introduction

Newcap Radio is a Canadian broadcast company that focuses on continuing to develop a radio presence serving small and large markets with equal commitment to service and to meeting the objectives of the Broadcasting Act. The following excerpt identifies Cultural Diversity in broadcasting as one of the basic tenets of the Broadcasting Act:

(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,

(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 Aboriginal peoples within that society.

Newcap 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 Newcap serves. We recognize, as an organization that operates in the public domain, our commitment to all constituents – to our workforce, to our listening audience and to the communities we serve.

Newcap Radio operates 60 originating radio stations in 42 markets across 8 provinces in Canada. Additionally, Newcap operates 2 television stations, a CBC affiliate and a CTV sub-affiliate, in Lloydminster, Alberta. In many cases, in some of the smaller communities, our signal provides the only local public media service.



Corporate Accountability

Newcap Radio Employment Equity Mission Statement

“Newcap 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 Newcap 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 Newcap Radio identify a senior executive who is accountable for the Cultural Diversity practices of its organization. This individual is the Vice President – Operations and Regulatory Affairs. This individual is responsible to the Chief Operating Officer, 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 Newcap employees, our audiences and the communities we serve. To further facilitate cultural diversity initiatives, Newcap 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 Newcap.

Newcap Radio’s Cultural Diversity Goals

Newcap 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 Newcap 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 Newcap employees appreciate the unique opportunity that we as broadcasters have to 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 Newcap Radio are representative of the diversity that exists within the communities we serve.

Cultural Diversity Plan

Newcap 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. Newcap is committed to continued development of its Cultural Diversity Plan so as 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 "Newcap Radio Best Practices for Cultural Diversity" document is delivered to all Newcap employees. It has been incorporated into our Human Resources manual and forms part of our Newcap New Hires employee orientation package.
3. Meetings are held on site at a minimum annually with station management, to review and discuss the company's Cultural Diversity objectives.
4. A formal monthly reporting regime has been instituted for all stations, to document programming initiatives undertaken, so that we may ensure that our programming is of relevance to diverse audience members.
5. Annually the results of our Cultural Diversity initiatives are provided to all Newcap employees and an open forum is held at each management location to provide an opportunity for all staff to discuss the results and provide suggestions for enhancing future programming and workforce initiatives.
6. The annual Cultural Diversity report is delivered via email to all Newcap employees.



Programming

Newcap Radio operates 62 originating stations in 42 markets across Canada, consisting of 2 television stations and 60 radio stations. Each station operates autonomously and is responsible to program the station according to licence requirements, format selection and community reflection.

Our workforce initiatives are designed to ensure that all of 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 all Newcap stations include the following components:

1. A formal monthly reporting structure, whereby each location reports both non-news and news programming events aired or 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 to ensure 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 monthly reporting process.
3. Feedback to those with programming responsibilities. The data received in our monthly tracking of programming initiatives are provided to all programming personnel for the purpose of evaluation and enhancement of future initiatives.
4. An understanding of the objective to cover stories of relevance to ethnic audiences not merely in the context of cultural events, but in the broader context of their day-to-day lives.
5. Mandatory attendance by Newcap staff at community events and the sponsoring of these events on-air to ensure that we are in tune with public interests.
6. Public accessibility via telephone, fax, texting, and email as well as in-person access to on-air personnel at our local offices.

As part of our corporate culture, Newcap on-air personnel are re-enforced by management in their responsibility for the fair, accurate and representative portrayal of cultural diversity in our programming. A copy of the CAB's Equitable Portrayal Code as administered by the Canadian Broadcast Standards Council is made available to all Newcap staff.



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

Kelowna/Penticton

Newcap Radio Inc. was granted approval in 2012 from the Canadian Radio-Television and Telecommunications Commission (CRTC) to acquire 2 radio stations. During the month of February, authorization was given to purchase CIGV-FM in Penticton, B.C, from Great Valleys Radio Ltd. and CKKO-FM in Kelowna from Sun Country Radio Ltd. The format for CKKO-FM (Kelowna) is Classic Rock and CIGV-FM (Penticton) is Country music.

News Programming samples:

- January 2 story: On the first day of 2012, an earthquake has struck Japan, a preliminary report of a 7.0 Richter scale reading.
- January 23 story: Chinese New Year begins today. 2012 is the year of the Dragon.
- January 24 story: PM Harper meets with Aboriginal chiefs at First Nations summit.
- June 20 story: National Aboriginal Day.
- July 13 story: Four brothers from British Columbia are cycling across Canada to raise funds and awareness about Parkinson's disease. They are cycling for the Michael J. Fox Foundation.
- September 5 story: Canada earns 3 Paralympics medals.

Ottawa

Newcap Radio operates 2 radio stations in the Ottawa market. The format of CIHT-FM is Pop/Top 40. 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 Ottawa stations. CIHT-FM frequently gives airtime to emerging Canadian artists, some of whom represent aboriginal peoples, persons with disabilities and persons of visible



minority. In addition to airplay, on occasion this station will invite artists into the studio to play live over the air.

Non-News Programming samples:

- January 18 story: A 33 year old paralyzed man reaches the South Pole on the anniversary of the Tara Nova expedition of 1912.
- May 3 story: A nearly two-meter-tall totem that tells a tale about cultural acceptance is going on display at Vancouver International Airport. The totem was carved by 19-year-old Hjalmer (Yell-mer) Wenstob, a University of Victoria student and member of the Tla-o-qui-aht (klay-oh-kwee-at) First Nation on Vancouver Island.
- July 12 story: Canadians from across the country flocked to the capital on Saturday morning to cast their vote in Libya's first democratic election in 60 years.
- July 16 story: The Canadian Council of Chief Executives is recommending governments make aboriginal communities full partners in developing resource projects.
- July 20 story: Ottawa Lebanese Festival.
- July 23 story: First Nations women have achieved a significant feat. Four of the eight candidates in the recent election for national chief of the Assembly of First Nations were women. President of the Quebec Native Women's Association, Michele Audette, says that just 30 years ago women on her reserve couldn't even participate in band meetings.
- August 1 story: The African Express Train tour is a collective of African and Western musicians and DJs touring big cities but also playing pop-up shows at railway stations to schools to people's houses.
- August 2 story: The Chippewa of Nawash First Nation are getting a new seven-million state-of-the-art elementary school for a Bruce Peninsula aboriginal community.
- September 18 story: 19 year old girl wins seat on Ugandan Parliament.
- October 17 story: Joy Rushton of Ottawa employing the deaf.
- October 30 story: One Laptop per Child gives out tablets to educationless kids in Ethiopia.

News Programming samples:

- January 18 story: Li Na, Federer, and Rafael Nadal advance to round 3 at Australian Open.
- April 11 story: Chilean miner underground for 1st time since rescue.
- May 28 story: Kenyan wins first place at Ottawa Race Weekend.



- June 21 story: Cristiano Ronaldo scored with a powerful header to send Portugal into the European Championship semifinals against the Czech Republic.
- July 9 story: Na Yeon Choi wins US Woman's open.
- August 1 story: Province opens four transition homes for people recovering from mental illness (persons with disabilities).
- August 10 story: New school for Port Severn first Nation.
- September 5 story: 3 Paralympics medals for Canada.

Edmonton

Newcap Radio operates CKRA-FM and CIRK-FM in the Edmonton market. CKRA-FM, a Classic Hits station, has a strong community focus, with the majority of its programming of relevance to diverse audiences coming from non-news content. CIRK-FM operates as K-97, a Classic Rock station. With a strong emphasis on the music, spoken word programming is skewed to conversational content as opposed to news.

Non-News Programming samples:

- January 1-31 story: Promotion of Sirens 4 Life; an awareness campaign by Canadian Blood Services...where they pit Edmonton against Calgary to see who can donate the most blood in the month of January.
- April 1-4 story: Free promotion of the Fats Domino Tribute Concert. All proceeds go to Sirens. They are charity who raises funds to improve aboriginal youth and the mentally ill in Edmonton.
- March 1-3 story: Free promotion Charity Concert Rockin' The Blues for MS. It is a fundraiser event for bike teams in the MS Bike Tour that runs from Leduc to Camrose with all proceeds to Multiple Sclerosis.
- March 3 story: Presentation of Boz Skaggs at River Cree Nation Casino.
- September 28 story: Media sponsor of "Light the Night". Proceeds to Leukemia/Lymphoma Foundation.

News Programming samples:

- January 11 story: Alberta government aims to work closer with Ottawa on support for Aboriginal students.
- January 24 story: PM Harper meets with Aboriginal chiefs at First Nations summit.
- February 28 story: MP's voted to improve the funding and quality of First Nations education.
- July 19 story: Shawn Atleo is re-elected as National Chief.



- October 25 story: The PM presents medals to aboriginal and Métis groups to mark the contributions of their ancestors in the War of 1812.
- March 11 story: Japan Earthquake- People in Edmonton trying to reach loved ones (Ryo Takamatsu).

Calgary

Newcap Radio has 2 licences in the Calgary market. These are CKMP-FM, a Top 40 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.

News programming samples:

- Throughout 2012, there has been ongoing sponsorship for:
 - Calgary Multi-cultural Association
 - Immigrant Services of Calgary(visible minority focus)
 - Ability Society(persons with disabilities)
 - Life without Limits (cerebral palsy organization)
 - Aboriginal Friendship Centre
- Throughout May story: Serbian Festival.
- June 25-28 story: Multicultural Gala.
- July 11-15 story: Indian Village at the Calgary Stampede.

Camrose

Newcap Radio operates 2 radio stations in Camrose, Alberta. CFCW-AM is a heritage Country AM station and CFCW-FM is a Classic Hits station.

Non-News Programming samples:

- Throughout 2012: The Ukrainian 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.
- Throughout 2012: Métis people have ongoing studio sponsorship.
- Throughout December: PSA for a 4 week craft program for Aboriginal Women.
- May1-6 story: PSA for community event held in Devon- Kodomo-no-hi (Japanese Children's Day).



News Programming samples:

- August 17 story: The Region 1 annual General Assembly for the Métis nation of Alberta is being held in Athabasca this weekend.
- September 9 story: An Alberta First Nation hopes to tap into the potential of aboriginal tourism with a multi-million dollar project.
- November 9 story: First Nations exploring the idea of building greenhouses to feed communities.
- Dec 11-31 story: Daily stories on the hunger strike by Ontario native chief and the Idle No More movement.

Central Alberta Region

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

<u>Market</u>	<u>Station</u>	<u>Format</u>
Red Deer	CKGY-FM	Country
	CIZZ-FM	Rock
Brooks	CIBQ-FM	Country
	CIXF-FM	Classic Hits
Drumheller	CKDQ-AM	Country
Stettler	CKSQ-FM	Country
Blairmore	CJPR-FM	Country

Central Alberta is an agriculturally based economy, supplemented by moderate oil activity. The markets are all small, with a significant rural component. Agriculture and weather play a significant role in the lives 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 Aboriginal element.

Non-News programming samples:

- June 11 story: A pilot program at RDC is linking students from the Sunchild First Nation with trades like carpentry and welding.
- August 17-18 story: Fiestaval - Promoted the opportunity to experience Latin American arts, rhythms, and flavors.



News Programming Samples:

- January 3 story: Red Deer's Human Resources Department is looking to expand their aboriginal employment initiative to include six people with a work placement, and to expand the program to another twelve students over the next eighteen months.
- March 10 story: Sky Wings Aviation Academy at the Red Deer Airport has announced a 15 million dollar deal to instruct 200 Chinese pilots.
- April 11 story: Twenty four young women in Somalia will benefit from the generosity of Central Albertans.
- July 3 story: Immigrant women to Central Alberta will soon benefit from a federal government program aiming to help make them more economically successful and find sustainable employment.
- November 26 story: Red Deer College officials have announced a new scholarship, the Bruce Snider Scholarship, which will be awarded to two aboriginal students entering their first year in any program.
- December 18 story: "Win the World" program –10 students from Brazil, attending high schools in Red Deer, are among over 400 in Canada from various countries of the world who are attending fall semesters to learn English.

Eastern Alberta Region

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

<u>Market</u>	<u>Station</u>	<u>Format</u>
Lloydminster	CKSA-FM	Country
	CKSA-TV	CBC Affiliate
	CITL-TV	CTV Sub-affiliate
Wainwright	CKKY-AM	Country
	CKWY-FM	Classic Hits
Cold Lake/ Grand Centre	CJXK-FM	Rock
St Paul	CHSP-FM	Country
Bonnyville	CJEG-FM	Pop/Top 40
Lac La Biche	CILB-FM	Classic Hits
Wetaskiwin	CKJR-AM	Classic Hits



Non-News programming samples:

- February 12 story: Produced PSA promoting Mannawanis Friendship center monthly activities in St. Paul.
- March story: Produced PSA promoting an organizational meeting for the Snowflake house. The Snowflake house is a center set up for families affected by autism and other special needs as a place for them to have a safe and fun home away from home.
- July story: Numerous live interviews, jock talk and produced PSA are promoting Lac La Biche's annual Pow Wow Days.
- July story: Live interviews, jock talk, and produced PSA promoting tours at the Bodo archaeological site and Interruptive centre. The Site is one of the largest and well preserved sites that were inhabited during the past 5000 years by aboriginals.
- August 26 story: Live interviews with organizers of the Special Olympics Slow Pitch Tournament that was held in St. Paul.
- August 28 story: Live on air interview with an individual who was biking from Bonnyville to Edmonton in support of the walk for Autism.
- November story: Produced PSA promoting the Lloydminster Native Friendship centre- Medicine Wheel Workshop.
- Wetaskiwin station airs the following weekly ethnic programs:
 - Sunday 9:30am – 10:30am – Iglesia De Dios (Spanish religious program)
 - Sunday 2pm – 5:30pm – Augarela Portuguesa show
 - Sunday 5:30pm – 7:30pm – Italianissimo show
 - Monday-Friday 6pm – 10pm – Radio Guldasta (East Indian music, news and information)

News Programming samples:

- March 29 story: Watoto Children's Choir, performing Beautiful Africa, to help raise awareness and funds for the African children's Villages in Uganda, East Africa.
- July 30 story: Disabled People Job Task Force.
- August 21 story: Aboriginal Affairs (Interview: Robin Campbell – Provincial Aboriginal Affairs Minister.
- November 29 story: Harper's view on Mexican Immigrants.
- St. Paul heritage festival-celebration of a number of cultures.
- March 8 story: Parkinson's treatments in California.
- April 14 story: African artist and art display in Cold Lake.
- August 9 story: Japanese exchange students visiting St. Paul.



North-West Alberta Region

<u>Market</u>	<u>Station</u>	<u>Format</u>
Edson	CFXE-FM	Classic Hits
Hinton	CFXH-FM	Classic Hits
Whitecourt	CFXW-FM	Rock
Athabasca	CKBA-FM	Classic Hits
High Prairie	CKVH-FM	Classic Hits
Slave Lake	CHSL-FM	Classic Hits
Westlock	CKWB-FM	Classic Hits
Fort McMurray	CHFT-FM	Rock

Non-News Programming samples:

- January 16-31 story: Free promotion on air of S.C.O.P.E (supports individuals with disabilities), annual fundraiser.
- April 2-30 story: Promotion of McMann Youth and Family Services fundraising efforts.
- May 12 story: Provided free on air publicity and an emcee for Reflections/NABIS annual Fundraising dinner, featuring George Laraque. Reflections, assists persons with brain trauma and mental health problems, while NABIS supports individuals and families who have been affected by brain injuries.

News Programming samples:

- February 13 story: Aboriginal Enbridge Deal.
- June 20 story: A detailed report of events happening in the region for National Aboriginal Day.
- July 16 story: Aboriginal people partner with big businesses in the oil and gas industry.
- November 15 story: Westlock Independence Network Annual General Meeting. The Network's goal is to develop services in Westlock to serve the needs of people with disabilities.

Sudbury

Newcap operates 2 radio stations in Sudbury Ontario. CHNO-FM operates in the Classic Hits format and CIGM-FM operates in Pop/Top 40 format.



Non-News Programming samples:

- January 16 story: Jennifer Lopez and Marc Anthony to promote their music series on ``Q'Viva (Latin Television show).
- Feb 3-6 story: Morning Show- Little Native Hockey League Tournament.
- March 1 story: The Olympics and Paralympics swimming trials are being held together.
- July 3-16 story: on-air mentions and event coverage: annual Sudbury Chinese Dragon boat festival.
- July 4 story: 40th Annual Caruso Club Italian Festival.
- August 28- September 1 story: M'Chigeeng Pow Wow.
- September 26-October 2 story: Northern Aboriginal Festival.
- November 1 story: Blind Sudbury student is deemed the winner of national Braille writing contest.

News Programming samples:

- January 26 story: Attawapiskat First Nation Crisis.
- March 2 story: Special Olympics Canada Winter Games Update -Sudbury boasts of their Special Olympics winner.
- May 18 story: Five First Nations Communities receive funding from the Northern Ontario Heritage Fund Corporation.
- May 25 story: Ring of Fire details -government working together with First Nations group.

Moncton and Fredericton

Newcap Radio operates 2 radio stations in Moncton, New Brunswick. CJMO-FM is a classic rock station and CJXL-FM is a country station. Newcap Radio operates CFRK-FM, a Classic Hits station in Fredericton.

Non-News Programming samples:

- Throughout February: Live PSA's for a workshop delivered by the Pacific Institute. The seminar, offered to youth (ages 16-21) gives people with a disability the tools to develop the strength and confidence needed to take control over their lives.
- March 29 story: Handbags to End Polio Auction -Funds will provide critical support to polio eradication activities in affected countries where the vaccine-preventable disease continues to paralyze children.
- June 21 story: National Aboriginal Day - Day to recognize the unique heritage, diverse cultures and contributions of Canada's First Nations.
- June 27 story: Moncton Multi-Cultural Festival (MAGMA) Canadian Multiculturalism Day.



- Throughout August: We followed the Canadian Athletes progress in London at the Paralympics games; including a local wheelchair basketball athlete.
- July 19-20 story: Mosaic Multicultural Festival PSA. Various concerts and activities in downtown Moncton to highlight all the different cultures, music, and food.
- July 28 story: Eye Bike for Life – Husband and wife legally blind team biking across P.E.I to raise funds for the CNIB.
- Sept 28-30 story: Promoted Moncton Culture Day. The event raised awareness on cultural arts, life and music.

News Programming samples:

- February 23 story: Government of Canada announces funding support in Moncton to help people with disabilities develop skills to find jobs.
- March 8 story: Universite de Moncton mission to Haiti next month. Taking two tonnes of sports and medical equipment to the earthquake ravaged country.
- April 25 story: Educators from ten high schools in India are in Atlantic Canada learning about opportunities here for students in India.
- June 18 story: St. Mary's First nation Pow Wow.
- September 20 story: Business Immigrant mentorship program in greater Moncton.
- October 9 story: Mayor of Fredericton gets diamond jubilee medal from Lt Governor Graydon Nicholas, provinces first aboriginal Lt. governor.

Charlottetown

Newcap Radio operates 2 radio stations in Charlottetown, P.E.I. CHTN-FM is a Classic Hits station and CKQK-FM is a Pop/Top 40 station.

Non-News Programming samples:

- March 9 event: Ocean 100's morning co-host Kerri Wynne MacLeod promoted Dining in the Dark. Close your eyes (blindfolded) and imagine a culinary experience where you rely solely on their sense of touch, taste and smell. Funds raised will continue supporting programs that give blind and partially sighted Islanders the confidence, skills and opportunities to fully participate in life.
- March event: PEI Association for Newcomers to Canada (PEIANC) is holding an "Iranian Spring" event. The Iranian event includes photography, crafts, artifacts, information, and video displays. A delicious

- Iranian buffet supper, a short video and presentation on Iran will also be highlighted. Persian musicians from Halifax and the poetry of Rumi and Hafiz will be read by six Island poets.
- May 21 event: 2012 Law Enforcement Torch Run for Special Olympics; all proceeds to support the PEI Special Olympics.
 - July event: PSA for The Scotia McLeod Camp Triumph Kayak Relay -- Camp Triumph is for children who have a family member with a significant chronic illness or disability.
 - August 3 event: Mi'kmaq Legends-an aboriginal multi-faceted theatrical presentation comprised of music, poetry, dance, visual arts and theatre.

Charlottetown took part in an EASTER SEALS Tour and Pow Wow

Hot 105.5 staff went to every elementary school in Prince Edwards Island raising money for Easter Seals with the Easter Seals Ambassador Tour. We had cut in's throughout the two week tour. Below is HOT 105.5's Whitney Hooper with the Easter Seals Ambassador.



Fourth Annual Charlottetown Pow Wow

When Wed, August 15, 1pm – 3pm

Where Confederation Landing Park ([map](#))

Description The Fourth Annual Charlottetown Pow Wow is the Capital City's showcase of Mi'kmaq Heritage, Culture and Enterprise. One of the signature events for First Nations on PEI. There will be drumming, dancing, crafters, giveaways, traditional Mi'kmaq food and much more



News Programming samples:

- January 13 story: Coverage of PEI's sledge hockey team. Sledge hockey is basically hockey played on ice by athletes with disabilities who move around the ice on special sleds.
- February 9 story: A delegation from Hainan Province in China, toured the Atlantic Vet College in Charlottetown. They were looking to share aquaculture development and fish health with Prince Edward Island. PEI Fisheries Minister Ron MacKinley said it could open new doors for the Island.
- June 13 story: The RCMP Foundation presented funding to the Mi'kmaq Confederacy of PEI. The funds are to help launch the "Dolly Parton Imagination Library" in the Lennox Island and Abegweit First Nation communities. The program is a free, monthly book service to the children of Lennox Island and Abegweit First nation from birth to age 5, born after October 1st, 2007.
- July 13 story: Four brothers from British Columbia are cycling across Canada to raise funds and awareness about Parkinson's disease. They are cycling for the Michael J. Fox Foundation.
- November 8 story: An honour for Chief Brian Francis of Abegweit First Nation and Chief Darlene Bernard of Lennox Island First Nation. In recognition of their leadership and efforts for their community members living on and off reserve in the province, they have been presented with the Queen's Diamond Jubilee medals.

Halifax

Newcap Radio operates the 2 radio stations CFRQ-FM and CKUL-FM in Halifax, Nova Scotia. CFRQ-FM is a Classic Rock station, and CKUL-FM is a Classic Hits station.

Non-News Programming samples:

- February 7 story: Jessica Bowden, an African Nova Scotian entrepreneur, is the first Nova Scotian ever to receive the esteemed Hope, Success & Empowerment Award on February 4th, 2012 during the University of Ottawa Black History Month Gala.
- February 28 story: Interviewed Raven Dauda, an African Canadian actor who has the lead role in Neptune Theatres "Intimate Apparel".
- June 21 story: Halifax Regional Municipality is about to appoint its first African affairs officer to make sure the needs of the African-Nova Scotian community are being met.



- September 4 story: Coverage of Paralympics - Norbert Murphy of Montreal won bronze in the men's individual compound sitting archery competition. And, Ottawa's Jason Dunkerley and his guide Josh Karanja won bronze in the men's visually impaired T11 15-hundred meters.
- September 25 story: Salvation Army Fundraiser dance featuring "Asia & NuGruv" R&B band. Interview and promotion of event and band. (All band members are visible minorities).
- September 30 story: Tom Bedell of Q104 features Dame Alexander on "Route 104" program, Q's program featuring regional rock artists. Dame is an African American artist, who moved to Sydney to play basketball at UCCB...gave that up for music. Moved to Halifax a few years ago...he's branched out from R&B to rock, blues and soul.

News Programming samples:

- February 2 story: Stamp honoring African NS Viola Desmond unveiled.
- March 6 story: Provincial job training program announced for NS First Nations.
- March 26 story: CEO named to NS Human Rights Commission is lawyer David Shannon, with quadriplegia.
- June 28 story: Halifax appoints first ever black-affairs officer.
- July 3 story: Bev Oda, Japanese-Canadian, announces she's resigning as MP/Cabinet Minister.
- September 4 story: Michael Strahan, African American, named as co-host of *Live with Kelly*.
- October 18 story: Premier meets with 1st Nations at Assembly of NS Mi'kmaq chiefs.
- November 4 story: Shubenacadie First Nation elects new band chief.
- November 27 story: Lenny Kravitz, African American, signs on to play Marvin Gaye in biopic.

Sydney, Nova Scotia

Newcap operates CHRK-FM Sydney in a Pop/Top 40 format.

Non-News Programming samples:

- January 3-30: We promoted C.H.I.P via PSA's and promos on air and featured the organization on our merchandise website. The Child Help Initiative Program is a program for off-reserve Mi'kmaq/Aboriginal parents and their children supporting a child's "Brighter Futures".



- June 26: We aired a series of promos for the Wagmatcook Cultural & Heritage Center- These items presented a glimpse into the history and traditions of the Mi'kmaq people.
- August 5: We promoted Action Week events with displays featuring various cultures including the Ukrainian Exhibit at Cape Breton Centre for Heritage and Science.
- August 5: We also promoted the Caribbean Festival and included live cut-ins from the festival inviting listeners to join in the events.
- August 25: Our summer road-show staff reported on the events at the Nova Scotia summer games. The games were open to all Mi'kmaw communities in Atlantic Canada and offered 21 sporting events with daily cultural workshops, demonstrations, and live entertainment speakers. The event had almost 3000 participants and was hosted by the Eskasoni First Nation.

News Programming samples:

- January 20 story: Viola Desmond, African Canadian, civil rights activist will be featured on a commemorative stamp from Canada Post.
- January 20 story: The Chief of Membertou First Nation, Terry Paul, is among 400 chiefs addressing the Assembly of First Nations in Ottawa today.
- January 20 story: The 5th Annual African Heritage Month Celebration Gala in Membertou at the Trade and Convention Centre.
- March story: Cape Breton University is launching a first of its kind Business Network for Aboriginal Youth. The goal is to strengthen academic development.
- July 20 story: Membertou First Nation has secured a \$10 million repayable loan to build the community's infrastructure. This makes Membertou the first aboriginal government to secure long term financing.

Kentville, Nova Scotia

Newcap operates CIJK-FM Kentville in a Rock format.

Non-News Programming samples:

- October 26 story: K-Rock went to a "10 Thousand Villages" fundraiser at the Kentville fire Dept. The cruiser was on site and we did a "cut in" to help draw listeners to the event. The proceeds from this event went directly to artisans in third world countries.
- October 26 story: K-Rock did a 4 hour remote for "Tools 4 Life" at Horton high school. This program is a work shop for persons with intellectual



disabilities which provides them guidance and assistance in finding employment.

News Programming samples:

- Jan 3 story: Band elections will be held in February for small First Nation reserve near Hantsport that made national headlines for big salary paid to chief and band councilors.
- April 18 story: People on social assistance who rely on a guide dog will receive more money to help care for the animals.

St John's, NL

Newcap Radio operates 4 radio stations in St John's, NL. VOXM-AM is a news-talk station, VOXM-FM is a Classic Rock station, CKIX-FM is a Classic Hits station and CJYQ-AM is a news/traditional Newfoundland music station.

Other Newfoundland and Labrador Stations

<u>Market</u>	<u>Station</u>	<u>Format</u>
Clarenville	CKVO-AM	News, Talk, Country, Trad NL music
Marystown	CHCM-AM	News, Talk, Country, Trad NL music
Carbonear	CHVO-FM	Country
Corner Brook	CFCB-AM	News, Talk, Country, Trad NL music
Corner Brook	CKXX-FM	Classic Rock
Goose Bay	CFLN-FM	News, Talk, Country, Trad NL music
Grand Falls	CKXG-FM	Classic Rock
Grand Falls	CKCM-AM	News, Talk, Country, Trad NL music
Gander	CKXD-FM	Classic Rock
Gander	CKGA-AM	News, Talk, Country, Trad NL music
Stephenville	CFSX-AM	News, Talk, Country, Trad NL music

Non-News Programming samples:

- January story: Story featuring Peter Penashue, Intergovernmental Affairs Minister, who is Aboriginal.
- February 5-18 story: Events to commemorate Black History Month.
- February story: PSA on the Women of Malaysia holding a World Day of Prayer in Happy Valley Goose Bay.
- June 25 story: Two live cut in's during CFCB Breakfast Show, National Aboriginal Day Sunrise Ceremonies – Smudging Ceremony.



- July 25 story: Interview with Mira Hamour about Rally at Memorial University (foreign students and local) to bring attention to what's happening in Syria.
- August 1-3 story: The Alexander Gallery of Fine Art featuring international artists and Inuit Art.
- September 1-9 story: A walk for ALS will be held on Sunday.
- October 11-18 story: CNIB will celebrate the official opening its new office, located in the Labrador Friendship Centre.
- November 9 story: PSA - Camp Day on Nov. 17 at the T. C. Square for the Lions Max Simms Memorial Camp for adults & children with disabilities.
- November 23 story: Pancake breakfast fundraiser for the Ability Employment Corporation to help raise funds, awareness, and support for employment initiatives for people with disabilities.

News Programming samples:

- April 17 story: Canadian Wheelchair athlete, Josh Cassidy wins Boston Marathon in his category.
- June 13 story: Terry Audla, Inuit, named president of Inuit Tapiriit Kanatami.
- July 25 story: 2012 National First Nations Aboriginal role model Award to Paul Mitchell, re song-writing competition.
- August 18 story: Ceremonies to remember Portuguese White Fleet.
- August 24 story: Katarina Roxon, swimmer, competing in the London 2012 Paralympics.
- September 25 story: Special Olympics Canada announcement re: Corner Brook NL to host national event in 2016.
- October 31 story: Sheshatshiu Innu First Nation Elections.
- November 6 story: Minister Child, Youth, Family Services signs MOU with Nunatukavut government and Innu First Nation bands.
- November 7 story: The Nunatukavut Government news conference on their position on the Muskrat Falls project.
- December 3 story: Audible Pedestrian Signals for people who are blind.



Recruitment, Hiring and Retention

Employment Practices

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

Recruitment

Newcap adopts Employment Practices that have as their foundation the principles of equity, merit, and accommodation. Newcap 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, aboriginal peoples, persons with disabilities and persons of visible minority as defined by the Employment Equity Act. Newcap's recruitment policies ensure that specific measures are taken to ensure equity and accommodation in our hiring practices.

Hiring

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

1. Newcap Radio Human Resources Manual
2. Newcap Radio Best Practices for Cultural Diversity
3. Employment Equity documents
4. Newcap Harassment Policy
5. Newcap Code of Business Conduct and Ethics
6. Tour of the Newcap 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 are made available to the new employee so that all employees are made aware that our company is committed to providing and maintaining a workplace that ensures that all employees of Newcap Radio are treated with dignity and respect. Newcap 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. Newcap will not tolerate behavior that may be considered discriminatory or harassing.



Retention and Career Development

Newcap 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 Newcap 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 broadcast industry. These sessions also serve as an opportunity for the exchange of ideas and best practices.
2. In addition to professional development sessions sponsored by Newcap, the company also encourages employees to enroll in courses offered by government agencies, professional associations and post-secondary institutions.
3. Attendance at conferences, trade shows and workshops is encouraged by Newcap as a means to exchange experiences and interact with other media personnel outside of the company.
4. Newcap's corporate office provides senior executive personnel in each field of discipline. These individuals act as a resource to station personnel. They are available on site at the discretion of the station management to provide mentorship, training and expertise to employees.

Newcap Initiatives

Newcap Radio recognizes the many opportunities that a diverse society presents in building a successful team of broadcast professionals. The vast array of perspectives that come with a diverse workforce provide for an ideal spawning ground. The result is a dynamic organization capable of meeting the challenges of an ever-changing world. In order to shape our recruitment activities to today's labour market, Newcap Radio engages a number of initiatives including the following examples:

1. Newcap Radio Moncton office hosted a student in the newsroom from the Woodstock Community College journalism program in New Brunswick. The student did an internship in the newsroom from April 23rd until June 15th, allowing him to gain some valuable experience. This program is a



necessary part of the college curriculum to work towards his journalism degree. A report card was filled out at the end of his internship.

2. Our Calgary office also provided a 3 month full promotional practicum for a n intern. After completing her practicum, she became the street team coordinator for the remainder of the summer before going back to school.
3. Newcap provides a central job posting system managed by our Human Resources department that posts internal advancement opportunities to all Newcap employees. Job postings are also available on our website for individuals not currently employees of Newcap.
4. Our Cultural Diversity coordinator maintains a database of over 100 educational institutions, employment agencies and associations representing aboriginal peoples, persons with disabilities and persons of visible minorities. All Newcap job postings are sent to these organizations by our Cultural Diversity coordinator. These organizations operate both in markets where Newcap stations are present as well as in markets where Newcap does not operate, in an effort to reach potential candidates that we may not be currently accessing.

Newcap Radio Workforce

In terms of our workforce, it is Newcap Radio's objective to achieve levels of representation among aboriginal peoples, persons with disabilities and persons of visible minority commensurate with the levels existing in each province as provided by the Statistics Canada Workforce Availability data. We monitor this data annually and communicate both the existing data and the objectives to all employees within Newcap Radio with recruiting responsibilities. During 2012 we experienced an overall gain in the representation of members of designated groups of 2%, with 58% of all current Newcap staff a member of at least one of the four designated group members, of women, Aboriginal Peoples, Visible Minority Persons and Persons with Disability. We have had four consecutive years of increases in representation.



The following table indicates the present status of our workforce.

Newcap Radio Workforce Data	Total Employees	Women	Aboriginal Peoples	Persons with Disabilities	Persons of Visible Minority
Alberta	556	285	25	8	24
Manitoba	44	22	1	-	11
Ontario	111	54	1	4	6
New Brunswick	77	33	-	2	-
Nova Scotia	149	68	7	3	1
Prince Edward island	35	16	-	-	-
Newfoundland-Labrador	175	79	7	3	5
Totals	1,147	557	41	20	47

On a monthly basis, we monitor the recruiting activities, to ensure that our screening process gives due attention to the objective of increasing the representation of Aboriginal peoples, Visible Minority persons and Persons with Disabilities within Newcap Radio.

On a quarterly basis, we report our Employment Equity staffing numbers to our Employment Equity committees who disseminate to all 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 Newcap Radio who have recruiting responsibilities. Management is responsible to ensure that recruitment practices are modified as necessary to improve representation in their region.

Internship, Mentoring and Scholarships

Newcap 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. Employees identified as possessing potential for advancement are provided with opportunities to participate as guests in regional or strategic planning meetings and are given the opportunity to travel to other locations to share best practices, to learn from these experiences and to share their knowledge with personnel in other Newcap locations.
2. Newcap Radio is a Gold sponsor of Canadian Women in Communications and encourages local Chapter membership for its female employees. Newcap encourages participation in CWC training programs and provides time off for all training programs awarded.
3. Newcap Radio employs 3 Regional Vice Presidents to provide mentoring to the station General Managers and staff, and to identify and develop career paths for employees within the stations who possess potential for advancement.
4. Where formal external training or educational programs are deemed beneficial and suited to an individual in the advancement of his or her career, Newcap Radio underwrites all costs and time off that may be required.
5. Newcap Radio funds the membership in all professional associations relevant to an employee's field of expertise.

Community and Industry Outreach

Support for Visible Minority Artists

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. Newcap 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, Newcap promotes airplay for established and emerging artists among its stations. Where possible, we identify artists for airplay that represent Aboriginal peoples, persons with disabilities and persons of visible minority. Appendix A provides a sample list of 100 emerging and established artists from diverse backgrounds receiving airplay on Newcap stations.



Canadian Content Development – Industry Outreach Activities

Paragraph 135 of the Commercial Radio Policy 2006 identifies the broadcasters' commitment to the development of Canadian Content as one of the corporate aspects to be incorporated when considering cultural diversity in radio. At Newcap Radio, we recognize that the success of our Cultural diversity initiatives relies on the integration of initiatives throughout all aspects of our business. Newcap's commitment to Canadian Content Development is significant. Within our CCD commitments, we make every effort to ensure that CCD initiatives undertaken benefit individuals and organizations representing diverse peoples in Canada. In 2012, CCD initiatives designed to reflect diverse constituents totaled \$165,400. In addition to Newcap's CCD expenditures made directly for diversity related initiatives, Newcap contributed \$1,093,794 to FACTOR, CRFC and Starmaker who also support diverse initiatives.

CCD initiatives funded during the 2012 broadcast year which benefit diverse groups included:

- Aboriginal Voices Radio Network
- Lac La Biche School Division
- Membertou First Nations School Division
- Goose Bay Queen of Peace School Labrador

Support of Canadian Broadcast Standards Council – Industry Outreach Activities

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. Newcap fully supports the role of the CBSC both by adhering to the various codes and by providing representation within the CBSC organization. Currently three members of Newcap's management team volunteer with the CBSC in various capacities including membership on the board of directors, regional adjudicators and member-at-large adjudicators.



Station Community Outreach Activities

Newcap Radio has a number of methods it engages to ensure that it reaches out to the industry and the communities it serves in its role as a responsible broadcaster.

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

- Feb 9-24: Edmonton – Free promotion of the Fire Fighter Rooftop Campouts for Muscular Dystrophy. Various fire fighters camped out on the roof of the fire houses to raise money for Muscular Dystrophy. Terry, Bill and Steve did interviews with some of the fire fighters...Todd James did interviews in the afternoon and we had our street team out at three of the fire houses.
- February 15: Sydney – We were hosts at the Mental Health Awareness night at the Cape Breton Screaming Eagles home game. The event was pre-promoted on air and a discussion of the event was part of the morning show.
- February 24: Sudbury – Easter Seals “Dancing with the Stars” campaign- Jaime P, Rewind announcer, competed in a friendly dance competition with other local celebrities. They managed to raise over \$49,000.
- March 27th Charlottetown – Ocean 100 morning host Kirk MacKinnon hosted Prize Bingo in aid of PEI Citizen Advocacy. P.E.I. Citizens' Advocacy is a community-based organization that promotes the integration of individuals with intellectual challenges into the social fabric of our communities.
- May 12: St. Paul – Produced PSA and live mentions regarding the MS walk in St. Paul. Staff also participated in the Walk and helped emcee the event.
- May 24: St John’s – Mitch Colbourne was a judge for the Canadian Hard of Hearing Association – Newfoundland and Labrador (CHHA-NL) 2012 Dr. Norah Browne Annual Speak Off. This speak off is for hard of hearing students in the St. John’s.



- May 25-27: Staff promoted and participated in a mixed ball tournament and BBQ at Lady Fatima, Pier, and Bernie Mac Fields. This was a kick-off tournament where we donated over \$1500 to the Autism Society in aid of their local programs.
- June 1-5 story: Lloydminster – Live in studio interview with Crystal Shawanda to promote her album. We also emceed her concert, sponsored her concert, and promoted on-air ticket and CD giveaways.
- June 9: We aired a LIVE broadcast from a local car wash in support of Cystic Fibrosis Research. Our announcers and members of our street team were on hand all day showing our support for the Carstar Carwash which raised more than \$1500.
- June 21: Edmonton – Free promotion of the Kids with Cancer Ride. Terry Evans is taking part in this ride with all funds being raised for cancer research for children.
- July 1-9: Edmonton – Free promotion for Parking for Parkinsons...a fundraising Show and Shine in Stony Plain. Steve Zimmerman emceed the event plus entered the show and shine with his 1957 Vintage Truck.
- July 7: The Summer Prize Patrol headed to White Fish Lake for the Treaty Days event.
- July 6-8: CFCW sponsored and sent the Summer Prize Patrol out to the 39th Annual Pysanka Festival in Vegreville celebrating Ukrainian Culture.
- July 28: Moncton – CNIB – Blind Drivers Car Race at Shediac Centre for Speed. XL96 midday announcer Shilo Bellis (who is visually impaired) took part in the race and promoted it.
- July 29: Kingsclear Aboriginal Festival- attended with the summer vehicle and did live reports at the event.
- December 2 - In celebration of International day of Persons with Disabilities, there was a Sledge Hockey game at the arena in Bonnyville. Our Moring host was the emcee for the game and participated in the game.
- We have a continuing partnership with VANSDA (Valley African Nova Scotia Development Association), providing them with on air promos and promotional items as needed.

The following are sample excerpts that we received as a result of our community and industry outreach activities:

1. N'swakamok Native Friendship Centre



**N'SWAKAMOK NATIVE
FRIENDSHIP CENTRE**

110 Elm Street, Sudbury, Ont. P3C 1T5
Ph: (705) 674-2128 Fax: (705) 671-3539

June 27, 2012

Steve Kemp
Promotions Director
Rewind 103.9/The New HOT 93.5
Newcap Radio
493-B Barrydown Rd.
Sudbury, Ontario
P3A 3T4

Dear Mr. Kemp

RE: Sponsorship of National Aboriginal Day Celebration

The N'Swakamok Native Friendship Centre's National Aboriginal Day planning committee would like to extend our sincerest thank you for sponsoring/funding our celebration on June 21, 2012. It takes a lot of effort and support from the community to host such a large scale event, and with your assistance we were able to achieve our goal.

Your commitment and support to the Urban Aboriginal community of Greater Sudbury is very much appreciated.

Thank you/Miigwetch!

Sincerely,

A handwritten signature in blue ink, appearing to read "Teresa McGregor".

Teresa McGregor
NAD Committee Chair



2. Sudbury Celtic Festival



June 15, 2012

Mr. Steve Kemp
NewCap Radio
493B Barrydowne Rd.
Sudbury ON P3A 3T4

Dear Mr. Kemp,

On behalf of the Sudbury Celtic Festival and Highland Games, I would like to thank you for your contribution to the festival. Whether it be a large financial contribution or a simple in-kind service, your contribution to the festival is very significant in the big picture of what it takes to make events such as this happen.

Each year new supporters take a keen interest in the festival and join the growing list of annual supporters. This year's event was attended by over 1000 individuals and families who had a great time exploring our city's heritage roots. Events such as the Highland Dance Competition, Knights of Valour Full Contact Joust, and the Live Action Role Play were a hit with the families. It was unfortunate the weather did not cooperate otherwise we would have achieved new attendance records.

This year we really and truly recognized the importance of relationship building with our sponsors, participants, volunteers and community partners. It is these relationships that will help to grow the festival into a nationally and internationally recognized event. Over 60 plus partners, close to 100 plus performers, and a dedicated core group of 20 volunteers all came together to help us realize our goals.

Since its inception in 2008, the festival has entertained over 7,000 guests from all over Ontario and into Gatineau Quebec and Michigan. The festival has also been recognized by Canadian Living Magazine, Celtic Life International, and the Scottish Affairs Department at the British Embassy in Washington DC. This is now the only event of its kind in Northern Ontario that celebrates the French Canadian, Scottish, and Irish traditions through music, story, song and dance and athletic competitions. We also pride ourselves on providing a venue for young performers to own their skills.

Thank you for helping us to create something unique for Northern Ontario. We appreciate your support and look forward to your participation in future festivals.

Sincerely,

Derek Young
President/Producer

Thank you for the great financial support and on site remote. Casandra was awesome!



720B Cambrian Heights Dr. Unit 606, Sudbury ON P3C 5L8,
705-918-2601 – www.sudburycelticfestival.com – sudburycelticfestival@gmail.com



3. Diversity Symposium 2012

From: Aiden Hibbs [<mailto:aiden.hibbs@ckvo.ca>]

Sent: Thursday, March 08, 2012 3:33 PM

To: cathyr@vocm.com

Subject: Diversity Symposium

Hi Cathy:

Just a quick note on the Diversity Symposium presented by the Association for New Canadians that I attended today. I was glad for the opportunity because the topics and discussion were thought provoking and very informative. The Symposium covered the notion of adaptability for immigrants to this country and their subsequent contributions to the economy as well as economic off shoots that we experience overall. A 1% percent growth in immigrants from a particular country results in a 2 to 3% percent growth in trade between the countries. I thought that was interesting. It addressed the benefits of inclusion with regards to creative solutions and better business practices. It is interesting to note that companies that are more inclusive and diverse in their management and work force are more profitable. There were many aspects of diversity covered that also focused on social issues and generalized thoughts or fears. I have to say I enjoyed it very much and walked away from the session with a great understanding of the topic.

Thanks again.

Aiden Hibbs
Ass't Program Director
710 VOXM (CKVO)



From: Kelly Reid [<mailto:kelly.reid@vocm.com>]
Sent: Friday, March 09, 2012 2:00 PM
To: 'Cathy Ridgeley-Ryan'
Subject: Diversity Symposium 2012

Hi Cathy;

Just wanted to say thank you for providing me with the opportunity to attend the Diversity Symposium 2012. The Keynote Address by Mr. Emad Rizkalla, President and CEO, Bluecrop Performance Learning gave a personal account on how it feels to be difference coming from another culture and the pros and cons from that experience. I also enjoyed the Panel Discussion and listening to points of views from very diverse people on culture and the impact on our economy.

I look forward to other opportunities.

Kelly

Kelly Reid
Executive Director
VOCM Cares Foundation and
the K-Rock Children's Trust Fund
PO BOX 8590
St. John's, NL A1B 3P5

DI V E R S I T Y
SYMPOSIUM 2 0 1 2

Keynote Address: Diversity and the Global Marketplace
Mr. Emad Rizkalla, President, Bluecrop Performance Learning
Where: The Suncor Energy Fluvarium, 5 Nagle's Place
When: Thursday, March 8, 2012
11:00 am - 2:30 pm

Lunch is provided.
To register, or for more information,
please contact Kim at ansinformation@nfd.net or 709 722 9680.
Space is limited.

ANCO
ASSOCIATION FOR NEW CANADIANS
www.ancnt.ca

Canada



4. Partners with V.A.N.S.D.A.(Valley African Nova Scotian Development Association)

VANSDA's mission is to improve the quality of life for African Nova Scotians by creating Partnerships in Employment, Training and Government/Economic Development. . With a motto of "Joining Hands to Build Better Partnerships" the organization strives to impact the lives of the community members through the development of a broad base of service delivery partnerships.

K-Rock, our Kentville station, teamed up with VANSDA and provided a member with the opportunity to do a work placement program with the organization, supporting his development and career needs. After he completed his internship, he was hired for the summer with our Street Team.





5. International Day of Persons with Disabilities

From: Jennifer Johnston [mailto:jjohnston@newcap.ca]
Sent: January-25-13 10:26 AM
To: G Spenrath
Subject: RE: Invitation IDPD

Good Morning Glenda,

In 2012 the Canadian Paraplegic Association (CPA) nominated CKGY and CIZZ for the Premier's Council Award. The Council awards are given to organizations who are actively involved with people with disabilities and since we participate in the CPAs yearly golf tournament and we sponsor their Diamonds and Denim Gala the radio stations were eligible for nomination.

The CPA also put together community awards here in Red Deer where they made up plaques and two foot by 1 foot billboards explaining how CKGY and CIZZ have helped their association, they displayed them in the front window of their office so anyone going by or coming in could see them.

Jennifer

From: Tina Croswell [mailto:Tina.Croswell@cpa-ab.org]
Sent: Monday, November 26, 2012 12:56 PM
To: Hilary Montbourquette
Subject: FW: Invitation IDPD

Good Afternoon Hilary,

I just wanted to let you know that CPA nominated Newcap for recognition with the International Day of Persons with Disabilities, of the work they have done with us. There will be a presentation of recognition Monday December 3 @ 9:30 at the Hub. We would love if someone from the station would be available to attend.

The invitation is attached.

Thank-you so much for all your support.

Tina Croswell



3. Offering work experience expose's and tours to educational groups

Newcap provides public access at all times for students to tour the facilities and learn about broadcasting and the music industry. In our Ottawa facility, we offered the opportunity for eight high school students to shadow our Midday Announcer and Music Director Race, for the day. They also received a lesson in commercial writing from our Creative Department and they even got to record commercials with our Production Department. We also welcomed a group of special needs children. They had the opportunity to ask questions about the radio industry and get a tour of all the different departments along with an explanation of what each department does. Also in 2012, we gave tours to Girl Guides as well as a Beavers Scouts and educated them as to how radio works.

Throughout 2012, the Alberta Northwest region provided many opportunities for various people. In March, a tour was given to students from the McMan Youth Family and Community Services Association. The organization supports and encourages individuals with disabilities to achieve their full potential as members of their community. We also had a radio student volunteer do her practicum with us at one of our stations. In addition, a young man spent the day with our announcer at the Rig as he was interested in radio and job shadowing for the day.

Our Calgary office also hosted 2 practicum students throughout the year. One student did a full production practicum during the month of February. During the month of May, a second student did part promotional and part on-air practicum learning. Both of these students gained valuable experience "hands on" experience.

In October, Ocean 100, one of our stations in Charlottetown, had several students in for Take Your Kid to Work Day. This is an opportunity for students to understand the importance of staying in school by learning firsthand what skills are required in today's workplace, and gives them an opportunity to explore career options. Hot 105.5 station also participated in outreach activities. The PEI Newcomers Association (often ESL classes) would come to the station to learn about PEI media and how the radio station operates. They also hosted students from the UPEI Explore Program. This is a program where kids from Quebec come to UPEI in the summer to learn English and part of their program is to do an English news cast.



This past summer C103 and XL Country 96.9 welcomed an Algonquin student who contacted our radio station and asked if he could come and volunteer during the month of July. We were more than happy to take in a student who is willing to spend his summer vacation learning the ins and outs at the station. He assisted in numerous external summer promotions and even did some on-air overnights on XL Country 96.9.

In April, we also did a tour for the Journalism students at Petitcodiac Regional High School.

My name is Meaghan McGibbon and I am currently teaching English and Journalism at Petitcodiac Regional School. I'm doing my student internship until the end of April. My 120 Journalism students are currently working on their Radio unit. There are 13 of them. I was wondering if it's at all possible to get a tour of the radio station? Good days for us are Mon-Thurs. around 12:15. Let me know if this can happen!
Meaghan



In November, our Sydney office offered an educational opportunity for a group of visiting students that were learning English. We provided a station tour, and discussed media in their countries and cultural events like Chinese New Year celebrations, Ramadan, Arabian Nights and India's Festival of Lights. The International Centre of English for Academic Preparation (ICEAP) is located on the campus in Cape Breton.

Also in January, our Sydney office location also hosted a broadcasting intern who is visually impaired. With moderate accommodation, we were able to create an environment that was very productive for both the individual and our station.

The following email from our office in St. John's provides a brief description of our outreach activities in the community:

The Miss Achievement Newfoundland and Labrador Scholarship Program is a forum for young women ages 13-18 to challenge them to be their best. The organization was founded on the principle that the future of our province is dependent upon the leadership qualities of today's youth. We believe that involvement in volunteer work and community service should be both encouraged and rewarded. We further believe that in order to become a strong leader, a young woman must be a well-rounded individual. She must challenge herself academically, she must be physically fit, poised, and she must be able to exude confidence and self-esteem. Miss Achievement Newfoundland and Labrador is a role model for youth and a shining example in her community and province.

Every year we bring the candidates (approximately 25-30 young women) into the station for a station tour. I am also a judge for the effective speaking portion of the competition. This year's competition was November 2 - 4.

Dennis

Dennis Dillon
Retail Sales Manager, NL
Steele Communications, A Division of Newcap Inc.
Phone: (709) 570-1163
Mobile: (709) 691-6044



4. “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 42 markets that Newcap serves, hundreds of charities and special interest groups receive countless hours of airplay annually to promote their causes. Following is a small sample of organizations benefiting from this initiative:

- Capital Cares Radiothon and Northern Alberta Golf Tourney to Support Make-A-Wish Northern Alberta -\$70,000 raised.
- Ride For Dad Motorcycle Ride for Prostate Cancer.
- Health and Stroke Foundation – Big Bike Fundraiser.
- Alzheimer Society Memory Walk.
- Canadian Blood Services and Alberta Health Services challenge across Alberta to raise units of blood donations.
- Canadian Cancer Society: Relay For Life, Terry Fox Run, Daffodil campaign, Fundraise for Life campaign– on-air interviews, PSAs and live jock talk.
- Multiple Sclerosis fundraising support campaign- “Bike Tour”.
- Canadian National Institute for the Blind- “Dining in the Dark” event.
- Canadian Paraplegic Association –Wheels in Motion.
- Cystic Fibrosis- Psa’s promoting fundraiser to support research, Run for a Cure, Tomorrow Project.
- Promoted programs of the Lloydminster Native Friendship Centre.
- Kidney Foundation “Smokin Summer BBQ fundraiser” campaign.
- Canadian Mental Health Society- promoted awareness.
- MS Society- A & W Cruisin for a Cause Day (raised 1.25 million across Canada)

5. 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
 - Call-in segments embedded in our daily programming



Internal Communication

Newcap 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:

- Direct to all email for company-wide notifications
- Employee Relations Committee as forum to improve communications between staff and management
- Secure Newcap HR website and Job Posting website
- Cultural Diversity Coordinator who acts as a contact person to field questions and facilitate communication with regards to Newcap's diversity policies and initiatives
- Employment Equity committees for each region that meet quarterly to discuss Equity and Diversity issues and to share discussions with all staff.

Conclusion

Newcap continues to aim to increase its diversity activities and monitor initiatives to ensure that its Cultural diversity goals are achieved. The perspectives of Aboriginal People, Visible Minorities, and Persons with Disabilities continue to be reflected in our programming and operation activities. This report provides a detailed account of our policies, objectives, accomplishments and future goals with respect to our cultural diversity plan. Sample extracts contained in this report provide a representative sample of the types of programming, workforce and outreach initiatives undertaken at Newcap stations to ensure that the interests of our diverse constituents are fulfilled.



Appendix A

Sample List of 100 Emerging and Established Artists of Diverse Backgrounds receiving Airplay on Newcap Stations

Artist	Origin
Atlantic Starr	African-American
Akon	Senegalese
Apl.de.ap(Black Eyed Peas)	Filipino
Anjulie*	Guyanese
B.B.King	African American, Person with Disabilities
Bedouin Soundclash*	African-Canadian
Belly	Palestinian
Bernie Sheaves	Person with Disabilities
Billy Joel	Person with Disabilities
Bon Jovi	Italian – American
Bruno Mars*	Puerto Rican
Carpenters	Person with Disabilities
Cee Lo Green	African - American
Chad Brownlee	Aboriginal
Charlie Major	Aboriginal
Chuck Berry	African American
Crystal Shawanda *	Aboriginal
DRU *	African American
Danny Fernandes	Italian - Portuguese
Darius Rucker	African American
Def Leppard	Person with Disabilities
Diana Ross	African-American
Dick Nolan	Person with Disabilities
Donnie Parenteau	Aboriginal
Down With Webster	African-Canadian
Dr. Hook	Person with Disabilities
Elise Estrada	Filipino
Ernie K. Doe	African –American
Far East Movement	Japanese,Chinese,Korean,Filipino
Four Tops	African American
Freddy Fender	Hispanic
Gary Numan	Person with Disabilities
Gene MacLellan	Person with Disabilities
Gene McDaniels	African –American
Guns N Roses	African-American
Harry Martin	Aboriginal
Isley Brothers	African American
J.Cole*	African American
Jacienda Beals	Aboriginal
Jackie Wilson	African-American
Jim Fidler	Person with Disabilities, visually impaired

Jimmy Lee Howard	African- Nova Scotian
Jeff Healey	Person with Disabilities
Jerry Sereda	Metis
Jimi Hendrix	African American
Joan Baez	Mexican
Johnny Mathis	African-American
Jose Feliciano	Latino, Visually Impaired
Journey	Filipino
Kardinal Offishall	African American
Karl Wolf	Lebanese
Kevin Beanland	Aboriginal
Kevin Sharp	Person with Disabilities
K'Naan	Somali
K-OS	Trinidad
Kreesha Turner	African American
Labrador Black Spruce	Aboriginal
Lady Gaga	Italian – Portuguese
Lenny Kravitz	Bahamian
Little Anthony	African-American
Los Lobos	Mexican
M.I.A.	Indian
Mamas & Papas	Aboriginal
Marco Calliari *	Italian
Massari	Lebanese
Mavericks	Cuban
Mia Martina	Italian
Mike Gouchie *	Aboriginal
Motley Crue	Person with Disabilities
Ne-Yo	African- American
Neil Young	Person with Disabilities
Nelly Furtado	Portuguese
Nicki Minaj	Trinidadian
Otis Redding	African American
Peabo Bryson	African- American
Percy Sledge	African American
Pitbull	Cuban
Prince	African-American
Q-Benjamin *	African American
Queen	Indian-Persian
Raghaw *	East Indian
Ray Charles	African-American, visually impaired
Ray Parker Jr.	African-American
Ricky Martin	Puerto Rican
Rihanna	West Indian
Robbie Robertson	Aboriginal
Rod Jackson	Person with Disabilities
Ronnie Milsap	Person with Disabilities
Santana	Mexican
Sean Kingston	Jamaican



Sean Paul	Jamaican
Shaggy	Jamaican
Shakira	Columbian
Shane Yellowbird *	Aboriginal
Shawn Desman	Portuguese
Shirelles	African- American
Skraeling	Aboriginal
Sly and the Family Stone	African American
Steve Perry	Portuguese
Stevie Wonder	African American, Person with Disabilities
Susan Aglukark	Aboriginal
Tebey	Nigerian
Terry Kelly	Person with Disabilities, visually impaired
Terri Gibb	Person with Disabilities, visually impaired
The Carpenters	Person with Disabilities
The Ronettes	African-American, Cherokee, Puerto Rican
Thin Lizzy	African-Brazilian
Tom Jackson	Aboriginal
Tracy Chapman	African-American
Wilson Pickett	African-American