



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

**REPORT ON SUPPORT OF
CULTURAL DIVERSITY DURING 2020**

JANUARY 2021

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1. OPENING COMMENTS ON JPBG CULTURAL DIVERSITY REPORT 2020

We are pleased to provide our report on Cultural Diversity initiatives undertaken by the Jim Pattison Broadcast Group (JPBG) in 2020. As in prior years, this introduction reviews our high-level strategies on cultural diversity in the areas of employment, news & programming and community initiatives.

2020: An unusual year

Covid-19 certainly had a significant impact on all aspects of our business in 2020, including cultural diversity. According to the Organisation for Economic Co-operation and Development (OECD), *“Along with the tourism sector, cultural and creative sectors (CCS)¹ are among the most affected by the current crisis, with jobs at risk ranging from 0.8 to 5.5% of employment across OECD regions... The venue-based sectors (such as museums, performing arts, live music, festivals, cinema, etc.) are the hardest hit by social distancing measures. The abrupt drop in revenues puts their financial sustainability at risk and has resulted in reduced wage earnings and lay-offs with repercussions for the value chain of their suppliers, from creative and non-creative sectors alike. Some cultural and creative sectors, such as online content platforms, have profited from the increased demand for cultural content streaming during lockdown, but the benefits from this extra demand have largely accrued to the largest firms in the industry.*

...and the effects will be long lasting due to a combination of several factors

The effects of the crisis on distribution channels and the drop in investment by the sector will affect the production of cultural goods and services and their diversity in the months, if not years, to come. Over the medium term, the anticipated lower levels of international and domestic tourism, drop in purchasing power, and reductions of public and private funding for arts and culture, especially at the local level, could amplify this negative trend even further. In the absence of responsive public support and recovery strategies, the downsizing of cultural and creative sectors will have a negative impact on cities and regions in terms of jobs and revenues, levels of innovation, citizen well-being and the vibrancy and diversity of communities.”

Our industry and our company have been key, long-time supporters and distribution channels of many of these cultural venue-based events. While everyone has worked hard to adapt to a virtual environment to maintain some of these undertakings, there has not been the volume, nor the participation to the extent that the previous live events amassed.

In our own operations, despite wage subsidies and emergency funding from Heritage Canada, we were forced to offer an early retirement program and pursue a reduction in full and part-time employment levels, in all of our operating divisions. In the end, our workforce was reduced by 70 individuals because of COVID-19. In addition, our hiring was reduced by 55.7%, as we filled or added only 43 positions in 2020 as compared to the 97 hires who joined our ranks in 2019.

ABOUT JPBG

As the Commission is aware, JPBG is located and operates in Western Canada, from Vancouver Island to Winnipeg. While our markets include Vancouver, Edmonton and Calgary, three of the most ethnically and culturally diverse cities in the world, we also operate in some of the smallest markets in the west. We take pride in our longstanding support for cultural diversity in each city. For example, in Vancouver we have provided contract access to our SCMO on CJJR-FM Vancouver to a South Asian service, Rhim-Jhim radio, for the past 30 years. We continue with

that partnership today and as we will show, this demonstrates the approach to diversity that we carry and maintain throughout our station group. We operate in 28 communities in British Columbia, Alberta, Saskatchewan and Manitoba and have made the support of cultural diversity a key component of our business.

JPBG continues to work diligently to achieve our goals and objectives under the Employment Equity Act. JPBG knows the importance of ensuring that the stations we operate and the teams we employ are truly successful in many areas, including having a workforce that is diversified and works together as a team. With our commitment to Total Team Involvement (TTI) and our focus on Employment Equity, we have been able to create an environment of workforce inclusion to the betterment of our team and company. We subscribe to the belief that a more diverse workforce is a more engaged one, while fostering a culture of inclusion and understanding amongst our employees.

In 2020, the Jim Pattison Broadcast Group continued our focus on Total Team Involvement. People are our #1 asset, and the goal of this stage in our company was to assess, train and improve our Wildly Talented Team, as we have drastically grown in just 10 years from about 450 employees to now over 650 valued team members. One of the aspirations of JPBG is to set our organization apart as an employer of choice - to grow our people through sharing, mentoring and teaching. The Jim Pattison Broadcast Group believes that by nurturing and promoting our Wildly Talented Team we will attract more and better people. Our company aspires to be *“A wildly creative media company, with an insatiable desire to win”*; and our employees are an integral part of this vision.

JPBG is proud of our current and past record of ensuring the representation of the four designated groups in on-air positions. Representation was, and remains at, the forefront of our hiring practices. Hiring policies and procedures are in place to ensure representation of the four designated groups. We encourage members of the four designated groups to apply for jobs by ensuring that all of our postings contain the statement, *“As part of the Jim Pattison Broadcast Group’s Employment Equity Policy we encourage women, Aboriginal peoples, persons with disabilities and members of visible minorities to identify themselves, as this may be to their advantage in helping us correct under-representation of those groups in our company.”*

In 2020, The Jim Pattison Broadcast Group hired 43 people. Of that number 22, or 51.2%, were members of one or more designated groups. Please note that due to the fact that some hires were members of more than one group, the following list adds up to more than the 22 hires.

- 17 were women (39.5%)
- 1 was Aboriginal (2.3%)
- 6 were Visible Minorities (14.0%)
- 1 was a Person with Disabilities (2.3%)

JPBG recognizes that our overall hiring numbers have decreased which is due to the significant impact of the COVID-19 pandemic.

Here is some interesting data on new hires in 2020:

- We added to our Administrative team by hiring 3 candidates, all of whom were women.
- Of 6 On-Air Personnel hired, 1 was a woman and 1 a Person with Disabilities.
- Our 8 hires in News and Information were represented by 3 women, 1 represented a Visible Minority and 1 a Person with Disabilities.

- Hires in our Sales Departments were mostly female this year, with 7 of 14 hires (50%) being women. Of these positions, 4 candidates (28.6.3%) identified as a Visible Minority.
- Creative and Promotions hiring was limited to 1 woman in 2020.
- Of 6 Department Managers that were hired, none had distinctions.
- 2 of our 3 hires in Operations Personnel (66.7%) were women while 1 identified as Aboriginal.

Our employment equity status is analyzed after each operating quarter. Quarterly updates regarding new hires, station equity initiatives, news stories aired regarding equity issues, public service campaigns and contacts made with equity groups are reported to our JPBG Employment Equity Committee for review. The JPBG Employment Equity Committee is comprised of volunteers from within our organization, all of whom represent one or more of the four designated Employment Equity Groups.

Issues brought up by the Employment Equity Chair at the quarterly management meetings are discussed and lead to action such as, Sensitivity Training regarding the LGBTQ2+ community. Our station in Victoria is looking into an organization that provides gender diversity training. Groups such as LGBTQ2+, newcomers, veterans, youth and older workers are not designated under the Employment Equity Act but are important groups where workplace diversity and inclusiveness are still significant factors.

Another topic was the difficulty of supporting Employment Equity goals across JPBG during a time when many events are being cancelled due to COVID-19. JPBG has also suspended the awarding of the Prairie Equity Scholarship in 2020 due to its effect on post-secondary education which was an area where we could host recruitment events.

Mental health became a significant subject for discussion in 2020, as continued quarantine and isolation measures are kept in place to curtail the spread of COVID-19. In recognition of this growing issue, JPBG has signed a partnership with Anxiety Canada for Webinars and confidential access to information and services to assist in the management of anxiety for staff. This also is being supported by the MindShift Cognitive Behaviour Therapy app and an Anxiety Canada e-binder of resources for all JPBG staff across 4 provinces. Other measures have been also taken at the market level. For example, our Victoria station contacted the Canadian Mental Health Association for quarterly information sessions.

Cultural Diversity and Employment Equity are front-of-mind at the Jim Pattison Broadcast Group, and the company is pleased to continue focusing on creating an equity environment for the staff.

With this in mind, an additional partnership has also been undertaken by JPBG with the Centre for Diversity and Inclusion (CCDI). All JPBG Team Members can access their site and resources such as their Knowledge Repository, Community of Practice Events and both live and interactive Webinars.

To kick off this new partnership, CCDI hosted two, 2-hour sessions for 50 members of the JPBG Executive and Management team. These sessions focused on topics such as;

- Representation, Diversity, Inclusion and what it means to Value Diversity
- The bottom-line impact of Diversity and Inclusion
- Change management strategies that lead to higher levels of engagement

- Conscious and unconscious bias, including defining bias, stereotypes and other related terminology as well as examine the sources, levels and types of bias that affect the workplace
- The role of leaders as D&I Champions

This partnership and the extra efforts of the organization around Diversity and Inclusion were championed by Mr. Rod Schween, President of JPBG and the Executive Team. In review of the events of the summer of 2020, like many companies, the Executive Team at JPBG took a long hard look at our organization and realized that, while we had done a lot of work in recent years around Employment Equity, we had not done all that we needed to around Diversity and Inclusion. To succeed, the JPBG Executive Teams agrees that Diversity & Inclusion has to be a top-to-bottom business strategy and not just an HR program.

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

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

We have tried to mitigate this with a couple of initiatives such as our Prairie Equity scholarship, which provides financial assistance to diverse people looking to enter broadcast schools, and our Women in Media Luncheon, which attempts to inspire future female broadcasters at a high-school level. We'll further discuss these initiatives later in this report.

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

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

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

Turning to the format of this report, we have modelled it to coincide with the document produced by the Canadian Association of Broadcasters and the Commission. It will focus on describing how our actions are consistent with the Best Practices for Diversity. This report will show that we have continued most of the initiatives identified last year and have added others in 2020.

2. CORPORATE ACCOUNTABILITY

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

Our senior executive is responsible, at the corporate level, for establishing diversity goals and measuring progress on those goals. The President of the JPBG, Mr. Rod Schween, is in charge of development, implementation and evaluation of diversity practices and initiatives within our corporate group in 2020.

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

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

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

In late 2020, in conjunction with the new employer partnership with CCDI, the President and members of the Executive Team began drafting a new Diversity and Inclusion Policy for JPBG. The first draft has been shared with CCDI and our Employment Equity Committee for review and input, the goal is to implement the policy in the first quarter of 2021.

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

We continue to follow systems we have implemented to ensure progress on achieving diversity goals. The JPBG posts its annual employment equity narrative report in our operations and

discusses employment equity and diversity objectives with all our employees during annual Performance Appraisal reviews. The narrative report describes initiatives undertaken in the past year and provides data on designated group representation in the workforce.

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

The Performance Appraisal form, which serves as the basis for annual manager/employee discussions on performance assessments, sets out the company's commitment to "employment equity, increasing diversity and to removing barriers to designated groups." The form also asks if the employee has any concerns or is aware of barriers to his or her career opportunities that are related to employment equity. This process ensures that we have a discussion with each employee at least once each year with the purpose of improving Employment Equity, improving Diversity and removing any systemic barriers. It also ensures that employees are informed of initiatives JPBG has undertaken to address and encourage Employment Equity and Cultural Diversity

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

Every two years we have each of our employees at our 28 locations re-submit our company Self Identification Questionnaire. This gives each individual an opportunity to review their designation as a member of one of the four designated groups, as it may have changed since the last review or hire. We will be distributing the forms, once again, to all employees in the fall of 2021.

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

As will be set out later in this report, we also require all stations to monitor and report on specific diversity initiatives. Station Managers are directly accountable to the President of the JPBG, ensuring that best practices are pursued. The details which follow in this report demonstrate those efforts in 2020.

3. RECRUITMENT AND HIRING

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

All openings are posted within each division of JPBG as our policy is to try and promote internally and, whenever possible, from the four designated groups. If the opening is not filled internally,

then it is posted on industry related sites such as Broadcast Dialogue, Milkman Unlimited, as well as internet recruitment sites like JobShop.ca, Craigslist and Indeed.

The Jim Pattison Broadcast Group worked diligently in 2020 to continue an internal Employment Equity (EE) Job Posting database. When one of the divisions has a job posting approved, it is circulated to head office to distribute to key EE organizations in that specific division's region and province. JPBG will continue to identify local organizations and keep this master database updated as our goal is to expose these job opportunities to as many designated groups as possible. It is still up to the prospective candidate to have the proper skills, education and desire to apply, but communicating job opportunities to these organizations can prompt young people and members of the designated groups to consider careers in broadcasting. It also educates them in the skills and knowledge it takes to be successful in our industry.

JPBG also works with various First Nations organizations such as Metis associations, Saamis Aboriginal Employment, the Miywasin Society Native Employment Centre, as well as community resource societies like Diversecity to seek applicants for on-air positions. It is extremely difficult to find people with those backgrounds who have training in our industry, and we have been working to encourage these groups to advise students that these opportunities exist. As well, JPBG staff members are available to talk to students directly.

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

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

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

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

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

The hiring process for every new hire is reviewed. This review includes the number of applicants, how many were interviewed, how many were thought to fall within one of the designated groups

and if the successful candidate fell within one of the designated groups. These new hire reports are also sent to the EE Committee for review.

In 2020, during the hiring processes 480 people applied and 144 were interviewed. 22 of the 43 hired, were part of designated groups.

To summarize, these are some of the key results of our company's recruitment in 2020 for vacant positions:

- Of the 480 applicants, 175 (36.5%) were women. 61 (42.4%) of those were interviewed and 17 (39.5%) were eventually hired.
- 10 (2.1%) of those who applied, self-identified as Aboriginal. This made up 1.4% (2) of interviews and 2.3% of hires, or 1 individual hire.
- 53 (11%) of applications came from members of Visible Minorities. This group had 16 (11.1%) of interviews, for 6 (14%) Visible Minority hires overall.
- 15 (3.1%) Persons with Disabilities were applicants. 3 (2.1%) were interviewed and of those interviewed and 1 person (2.3%) of PWD were hired.

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

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

We have many examples in 2020 of diversity in hiring and promotion at JPBG. Some examples from our different stations are listed below.

BRITISH COLUMBIA

In Nanaimo, three Account Executives were hired in October 2020, 2 women and 1 visible minority, man. One woman hired was previously in our Promotions department where she applied for the Sales position and was promoted from within.

A part-time Announcer and Promotions Assistant, a visible minority, has transitioned and began presenting in September 2020. The station, in Victoria, is fully supportive as our team member continues to perform on-air as a part-time announcer for The Zone and regular weekend voice-tracking on Island stations The Eagle and The Peak. Unfortunately, this individual resigned from our stations in November as she needed full-time employment, which we were unable to offer.

In Victoria, a weekend Zone announcer and digital department female team member was promoted from within to the Midday Zone show Monday to Friday. She is still involved in the digital department.

A valued member of the Creative Team at JPBG Prince George and a member of the PG Division of Employment Equity Committee offers his words about a significant life change:

My name is Jake and I have been working with the Jim Pattison Broadcast Group in Prince George for four years. Through the years I've been here, I've realized how lucky I am to have found a company that will support their employees to the best of their ability, but it has never been more clear to me than this year. Earlier in the year I approached my manager and opened up to him about being transgender. That night he went home and researched as much as he could, coming to work with two pages of notes. This was completely new territory for both of us, but together we created a plan. When I came out to the building everyone was very supportive, especially management, and the process was as smooth as I could have expected. Part of me wished I could have started a new job for a brand-new start, because that seemed easier, but I am glad I didn't. I would not want to give up being part of a company that sticks by their employees the way the Jim Pattison Broadcast Group has proven to do.

ALBERTA

A female afternoon announcer on CIXM was promoted to Morning Show announcer on CIBW.

Our Grande Prairie station hired two Marketing Representatives, promoting a female team member from within to a full-time position and another female to cover an 18-month maternity leave. They also employ 2 male Persons with Disabilities and a female team member who is Metis.

In Lethbridge, a male SAIT Grad, who started as a practicum student, was hired in the Newsroom. Two male retiring staff members were replaced from within JPBG by female employees. One of the hires was from a practicum student placement.

JPBG Medicine Hat hired three people this year. Of the three, one (a TV news reporter) self-identified as a visible minority.

SASKATCHEWAN

Our Saskatchewan stations hired 10 individuals in 2020 including 4 women and 1 Aboriginal

MANITOBA

As of December 31, 2020, the Winnipeg Division employed 24 full and part-time employees. 12 of these employees are female and 1 self-identifies as a visible minority. 1 new hire joined the team this year, who was a male.

4. RETENTION

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

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

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

The Jim Pattison Broadcast Group also has a policy that *"General Managers will attempt to positively react to requests to exchange statutory holiday days to accommodate cultural or religious requirements"*. In 2020, there was an exchange of holidays to accommodate a team members' request to attend religious gatherings at our station in Kamloops.

It is the objective of our Employment Equity Committee and our Employment Equity Plan (adopted into policy in 2008, and most recently updated in 2018) to contribute to meeting this diversity best practices objective. The Employment Equity Plan and the Non-Discrimination and Duty to Accommodate Policy are in all our operations, and managers have been trained to communicate the importance of these initiatives within our company.

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

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

We have several examples of promotions in 2020 of existing Jim Pattison Broadcast Group employees who have been able to take advantage of opportunities to continue growing their careers. We advertise all our job postings internally and encourage individuals to pursue job opportunities at other locations if it will assist their career plan and offer them further opportunities to diversify their skills and achieve their long-term goals.

- A Kamloops TV Writer/Producer joined our team on a maternity leave basis in October of 2019. Although her contract expired in October of 2020, JPBG decided to extend to an offer of full-time employment in the fall of 2020, based on workflow needs in 2 JPBG markets and the desire to retain her impressive skill set within the organization.
- Kamloops added a new Account Executive to their Radio/TV/Digital Sales Team in November of 2020. He joined JPBG after spending 2 years at a local digital outlet. He is originally from Mumbai India, came to Canada in 2016 to attend Thompson Rivers University and after earning his Post Baccalaureate Diploma in Marketing has decided to pursue a future in Canada. He is the first Account Executive to sell 3 platforms of media for JPBG in Kamloops and has already expanded his area to include a newly acquired station in nearby Merritt.

In retaining our employees, there have been instances in 2020 where we have provided extra accommodation to our team members.

- In our station at Medicine Hat, most of their management and supervisory teams have been trained in “Mental Health First Aid” by a trainer from the Mental Health Commission of Canada. This has been very helpful during these continued restrictions and states of emergency due to the COVID pandemic. In addition, JPBG head office has stepped in with support, resources and programs designed to lessen the stress and depression that can happen during these times. Among other things, they offer counselling and additional time off for team members who feel negatively impacted. This is particularly important in their News Department, where staff is constantly inundated with news about the pandemic.
- We continue to offer accommodation to employees who require help due to disabling illness. Sometimes, the illness is a family member rather than the JPBG team member. We have allowed an employee in Alberta, (Graphics and Digital support), to work from home since the pandemic began due to a spouse with a poor immune system. In another case, a TV News cameraperson took some paid time off due to his spouse being in a similar position.
- One of our Newsrooms in Saskatchewan recently took on a journalism student from the University of Regina. He is in his fourth year of the degree program and was having trouble finding a three-month internship placement because of his stutter. Other news organizations said they could not accommodate him, but paNOW welcomed him with open arms and he has proven to be one of the most successful interns we have had. His stutter does not affect his ability to report and write. He was also given opportunities to broadcast during our provincial and municipal elections – either live or, if he preferred, pre-recorded, which was very successful. He is so thankful we gave him an opportunity when others would not. In fact, we are looking for ways to make him a permanent member of our staff.
- A BC JPBG employee, who has identified as a member of a visible minority, requested specific vacation dates to attend a cultural event with family. Although the dates conflicted with another employee’s vacation already booked, this employee could not alter the

requested dates due to annual timing of the cultural event. Managers were able to arrange a schedule with everyone so that work duties were covered while the employee received their requested time away.

5. PROGRAMMING AND NEWS & INFORMATION

The world is changing, and diversity in television programming is becoming more and more apparent. That diversity is not only reflected in the faces and voices we broadcast from our own studios, but also through the network and purchased programming that appears on our stations (CFJC-TV, CKPG-TV & CHAT-TV) through Rogers.

Looking at the programs we broadcast in 2020, there is a wide array of cultural diversity in several of the shows we broadcast. Programs such as: Mixed-ish, starring Tika Sumpter, a bi-racial woman who recounts her experiences growing up in a mixed-race family in the 1980's. Shining the spotlight on First Nations culture is '40 Years of Healing.' This regionally produced program focuses on holistic healing from addiction, featuring the Round Lake Treatment Centre in BC's Southern Interior. Challenging the cultural stereotypes of typical North American families is 'Mom,' starring Anna Faris and Allison Janney. This show addresses themes such as single-parenting, drug addiction, alcoholism, addictive gambling and teen pregnancy. Also reflecting North American cultural diversity is 'Tribal Trails,' a program that depicts the religious and cultural views of Indigenous Christians. 'Vagrant Queen' documents the intergalactic travels of African American/Native American actress, Adriyan Rae. And finally, 'Inspirational Stories' is a locally produced program that looks at the achievements of extraordinary individuals including Jordan Camille, a local, First Nations man who was struck by a train. This program also recognizes local First Nations woman Ruth Camille, awarded the Order of B.C. for her advocacy work with indigenous children and families.

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

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

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

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

primarily music intensive station) we actively pursue stories with local reflection which reflect the ethnic communities of Vancouver.

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

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

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

As the Commission is aware, the JPBG is a growing Western Canadian broadcast group which has grown from being an operator in a number of smaller markets to a broader based regional player. In transitioning these stand-alone, independent operators into JPBG, we have been working towards creating a common corporate culture which strives to meet the policy objectives of employment and diversity at all our radio and television stations. We continued to make progress in this regard in 2020.

We have referenced below some specific examples from our stations’ news coverage in 2020.

BRITISH COLUMBIA

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

Though our Victoria stations are not news-intensive radio stations, they still covered a number of notable news stories in 2020:

- Victoria police say there were five arrests made at the Legislature as the indigenous youth demonstrators took their fight inside the government buildings. It happened after a planned meeting with Scott Fraser, an MLA and the minister for Indigenous Relations and

Reconciliation. Police say the five people were arrested for mischief and released on condition they don't return to the grounds of the legislature.

- Hundreds of people gathered at the BC Legislature, marching through downtown Victoria this morning, to show support for Wet-So-WEH-ton Chiefs in their fight against the Northern BC Gas pipeline. Yesterday morning, the RCMP began enforcing an injunction on an anti-pipeline camp in Houston BC and have continued those efforts today. This demonstration was one of many happening across Canada.

Nanaimo, BC (CKWV-FM and CHWF-FM)

- **‘Feminism means equality for all:’ Nanaimo women and families march through downtown.** Dozens of colourful and clever signs were carried through downtown Nanaimo for the fourth annual women’s march. The event, held on International Women’s Day, was a chance for supporters to come together, share their stories of being a woman in an increasingly difficult world and build a community.
- **“What is good for the Indigenous student is good for all:” Aboriginal grad rates trend upwards.** A new BC curriculum, more community support and trend-setting youth are among the factors being credited for a sharp increase in the local Indigenous grad rate. The Indigenous grad rate in Nanaimo rose to 69.2 per cent in 2018-19, up from just over 50 per cent in 2016-17. The rate had steadily fallen for three years before reversing course in the 2017-2018 year.
- **Tourism VI follow new path to increase First Nations-related visits to Nanaimo.** In an effort to advance reconciliation and tourism for local First Nations, the Island’s first Indigenous Tourism Specialist has been hired. VIU graduate Jolleen Dick is a member of the Hupacasath First Nation and becomes the fourth person to take on this role in the province. She has been tasked with building networks and relationships with Indigenous communities and operators on the island.
- **New Skateboard Park Nanaimo.** Skateboarders are now honing their craft on what’s described as a world-class skatepark in the heart of the Harewood neighbourhood. Dignitaries and skateboarders converged at the new skateboard facility at Harewood Centennial Park on Thursday to officially open the \$750,000 park. The outdoor facility includes original First Nations artwork, including contributions from Snuneymuxw First Nation artist, Joel Good.

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

The Cranbrook newsroom continues to seek and publish stories to reflect the many diverse groups and cultures in the East Kootenay region.

They regularly work with local indigenous groups, LGBTQ2+ representatives and groups or individuals who face challenges in their day-to-day lives due to pre-existing or debilitating conditions. The station also highlights issues supporting or affecting the region’s seniors as well as those with disabilities or who face accessibility challenges.

They also aim to shed a light on any initiative which promotes gender equality and women who excel in sports. Admittedly, many of these areas are drastically under-represented this year. This is largely due to COVID-19 cancelling virtually all events which we would normally cover throughout the year, as well as limiting their ability to safely conduct in-person interviews. COVID-

19 limitations have forced them to look to more provincial or national stories for localization purposes, rather than relying mainly on local events, trends and issues. This has been a change, but it has also helped to broaden our newsroom's scope outside of the East Kootenay.

- Local demonstrations supporting the Black Lives Matter movement. The demonstrations became quite frequent in our area following the death of George Floyd over the summer of 2020. A lot of these demonstrations were also aimed at shedding a light on dismantling systemic racism, an issue which is close to many within our Indigenous communities.
- A local Indigenous Affairs story which gained national attention. The Ktunaxa Nation had been involved in a lengthy battle with developers who had hoped to build a ski resort in the Jumbo Valley west of Invermere, on traditional Ktunaxa territory. In January 2020, it was announced that the Ktunaxa Nation had officially managed to protect the land, with help from local government and the Nature Conservancy of Canada. This effectively put an end to a more than 30-year saga between the Ktunaxa Nation and would-be resort developers. We were able to craft a number of stories to gain local reaction following the fallout from this announcement.
- Women in Sports – A story that surrounded a local curler who made it to the Junior National Championships
- A virtual pride festival hosted late summer by the Elk Valley Pride Society.

They expect that once the pandemic ends, they will be able to get back to covering large-scale events and projects as well as return to in-person interviews.

They take pride in their continued coverage on issues regarding systemic racism, local Indigenous communities and efforts toward reconciliation. Many of the demonstrations that were seen in the US over the past year resonated heavily with many of our local residents, particularly those who have experienced systemic racism.

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

The impact of COVID-19 drastically reduced the amount of cultural diversity items they would normally report on in a given year. Not only were their resources more limited, the events in their community retracted as social distancing and other health related protocols took precedence.

In the early weeks of the year prior to COVID-19, they managed to cover a number of community events celebrating diversity within Kamloops.

- With its large international student population, Thompson Rivers University stages an annual event to celebrate its diversity. IDays is four days of activities meant to show and educate others about different cultures and traditions of the world through projects developed by student and community cultural groups.

<https://cfjctoday.com/2020/03/11/tru-celebrating-cultural-diversity-with-30th-annual-idays/>

- At the root of all cultures is language. International Mother Language Day is celebrated annually. In Kamloops the day was recognized February 21st. Our newsroom covered this story, educating our viewers about the importance of something we take for granted.

<https://cfictoday.com/2020/02/13/kamloops-celebrates-diversity-through-languages-ahead-of-international-mother-language-day/>

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

- In July, JR Country hosted and promoted heavily on air and online a Cul De Sac Concert with artist JoJo Mason who is a BIPOC country artist. Throughout August and September, JR Country also promoted a JoJo Mason concert on Vancouver Island.
- Both THE PEAK and JR Country presented live music events at Blue Light Studios in Vancouver in August in support of Music Heals. Music Heals increases access to music therapy for a variety of patients and vulnerable Canadians including support for Women's services and people with disabilities. Also, one of the requirements to be a part of this event was to ensure there was BIPOC and female representation in the artists chosen to perform.
- THE PEAK was one of the radio sponsors of Vancouver Mural Festival that happens every year between August and September. It is a celebration of art and culture that highlights Indigenous artists and has an Indigenous program that supports artists and organizations.
- THE PEAK is an ongoing media partner of Vancouver Pride Society. As part of our partnership, we supported a variety of Pride events throughout June, July, and August, including taking part in the virtual Pride Parade on August 2nd. As part of our partnership with them, we must prove that our station policies and values align with Vancouver Pride Society's commitment to supporting and celebrating the LGBTQ2+ community. This year, JR Country was also involved in the Virtual Pride Parade. Both stations supplied videos with our morning shows supporting and celebrating Vancouver Pride.

Here are a few examples of news stories our hosts share:

- In May on THE PEAK, weekend host Emily did a break about international day against homophobia, transphobia and biphobia and shared a post on twitter.
- In June on THE PEAK, afternoon drive host Jason Manning did a break about local Vancouver actor Ryan Reynolds donating to an indigenous fundraising campaign.
- In September, afternoon drive host Jason Manning posted a story on THE PEAK Facebook page about Indigenous art.

ALBERTA

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

- Three Southern Alberta aboriginal ladies share their struggles with addiction, how they got clean, and what we can all learn. The local ladies, who shared their stories of substance addiction, what ultimately lead them to seek help, and how things have changed since getting clean. The purpose of this feature is to show just a few examples of the similarities and differences in the individual cases and to quell misconceptions that members of the public have about addiction. All three women agreed that addiction is a complex issue that

often involves more than a simple personal choice and that compassion goes a lot farther than hate.

- A new program at the U of L will help set up employment opportunities for students with disabilities. The five-year CIBC Navigator Program has been made possible thanks to a \$250,000 donation from CIBC. It will help develop co-operative education experiences for students. In the first year of the program, three students will be selected to take part.
- Lethbridge's Chinese community donated 1-thousand face masks to locals. Jan Gong with the Southern Alberta Chinese Association says half will go to staff, volunteers, and seniors at the Lethbridge Senior Citizen's Organization. The group originally donated masks to people in China, but Gong says they were so grateful to receive them that they returned the favour and made a donation to people in Lethbridge. Some of the money came from a cancelled Chinese New Year celebration in the city.
- An aboriginal man from southern Alberta hopes his donation can inspire others to do the same during the COVID-19 pandemic. Joshua Day Chief is giving fifty 100-dollar gift cards to the Salvation Army and Streets Alive Mission. He says it's not much, but if even just 20 companies can do the same, it'll add up to a lot. Julie Kissick with Streets Alive says demand for their services has nearly doubled in recent weeks, so any help that can be given to non-profits right now is greatly appreciated.

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

- **Stuff the Studio** is in support of the **Hope Mission**. In January, up! 99.3 was thrilled to be able to provide support during the coldest days of winter so far to Edmonton's homeless population many of whom are of aboriginal descent. In response to a call-out by the Hope Mission Shelter, up! 99.3 sprang into action with its listeners to host a 1-day clothing drive to help alleviate the pressure on the shelters. There was web support on up993.com and up!99.3 also ran on-air produced promos, on-air host liners, social media posts and in-person/on-air interviews with people who donated.
- Both Calgary and Edmonton stations played a **Pro Equality/Anti-racist message** that ran for 7 days in June. This message ran stating the 'station name' and The Jim Pattison Broadcast Group stand behind our black community, our indigenous community, and all minorities. We believe in equality for all, justice for all, and love for all.
- In July 2020 both stations supported the **Bissell Centre** for their summer fundraising drive **Drop Your Gonch** aimed at collecting new, unused undergarments for Edmonton's homeless population many of whom are of aboriginal descent. Both stations provided web support, social media posts and live read liners. CIUP also ran on-air produced promotions.
- **Bissell Workforce** was promoted on up!99.3 online from June 18th – September 25th. It offers an integrated approach to assist workers entering or re-entering the workforce. We provide assessments, referrals, life management workshops, employment counselling, safety courses, resume development, supported job searches and placement opportunities for various ethnic groups.
- CKNO was once again the leading drop-off location for **#BundleUpYEG** which is an initiative to collect and distribute warm clothing to Edmonton's less fortunate. Recipients often include aboriginal people and visible minorities. CKNO provided web support, live

read liners, on-air and social media posts. NOW! placed a giant pod in the parking lot for donations, unsure if it would fill... but ended up having to empty it 3 times!! That is 3 full truckloads of warm winter clothing delivered to 5 different charities in the city. Donations went to Bissell Centre, Boyle Street, Hope Mission, Mustard Seed, e4C WEAC Women's Shelter.

- the up! 99.3 team for completed a very successful **Food Drive with North Central Co-op**. Co-op approached up! 99.3 to partner with them on this food drive, to help bring food donations to the Edmonton Food Bank. Up! helped by supporting this on the air a few weeks, leading up to the big day on Tuesday, December 1st – Giving Tuesday. In the end – not one, but TWO semi's were filled; with over 18 THOUSAND POUNDS of food. This will go a long way to help out the less fortunate in our community, in a year that will lean on the food bank more than previous years.

Medicine Hat, AB (CHAT-FM, CFMY-FM and CHAT-TV)

Our stations covered many news stories on CHAT-TV throughout 2020 that reflected the Cultural Diversity of our community. Just a few examples of stories that got extensive coverage.

- Medicine Hat High School to dump “Mohawks” as team name for cultural appropriation, truth and reconciliation reasons.
- Medicine Hat College celebrating Pride Week. “I think it's still important to make sure our campus celebrates diversity the best we can and make sure everyone feels included even though there's not that many students on campus,” said Taylor Ohs, vice-president of community and wellness.
- Orange Shirt Day, a day to educate, reflect, and honour the survivors and lives lost from Canada's residential school system.
- Part of Medicine Hat College's central space will become an Indigenous gathering place for teaching and sharing.
- A new program, Connecting Community, was unveiled that aims to foster community and celebrate diversity within the city.
- City of Medicine recognizes Saratoga Park, once a thriving informal neighbourhood of Metis and Indigenous peoples, as a Municipal Historic Area.
- Comments from Police Chief Andy McGrogan on Alberta Justice Minister Kaycee Madu's ban on police “carding”, which was originally used as a legitimate tool in gathering criminal intelligence, “but in practice, we have heard it is often misused and habitually targets racialized and minority communities.”
- A local family whose son committed suicide due to mental health issues called for changes to the province's mental health system.
- Local Indo-Canadians hold a parade to protest new farming laws in India

SASKATCHEWAN

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

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

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

Meadow Lake, SK (CJNS-AM)

Our Saskatchewan newsrooms have been looking into whether there is a need to update our in-house style guide to better reflect the communities we cover and serve. (race, ability, religion, gender, etc.). The idea is to use more inclusive language. It may be a small publication change, but an important one and paramount to good reporting.

Our locations are also speaking with staff to find out what they would like to learn more about – whether it's to do with mental health or treaty and reconciliation information and help. Then we set up one-hour seminars to help educate our staff a bit more. Currently there is a virtual luncheon in December with a guest speaker from Canadian Mental Health and all staff are invited to attend.

Our news coverage is always quite diverse – the events and stories in our area make that easy to happen. Here are a few of the highlights as to some of our coverage throughout the year.

- All our Saskatchewan stations were a major supporter of this years Saskatoon Folk Fest Virtual Showcase which was all about connecting through culture. Folkfest is an annual festival for the purpose of educating the public about the different cultures within our society.
- Our Melfort location had many various stories throughout the year covering and promoting the Melfort Special Olympics program.
- We were also a big promoter of the Prince Albert Tapestrama Cultural Festival as well. Here's one of the stories we ran: <https://panow.com/2020/08/17/tapestrama-goes-virtual/>
- In North Battleford and Meadow Lake on Orange Shirt Day we had an elder Jenny Spyglass come into the radio station and speak to the importance of Orange Shirt Day and the importance of it. The article including some of her audio from the interview can be heard here. <https://battlefordsnow.com/2020/09/30/orange-shirt-day-a-time-to-honour-residential-school-survivors/>
- Our Melfort location had many various stories throughout the year covering and promoting the Melfort Special Olympics program.

MANITOBA

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

Both QX104 and 94-3 The Drive take into consideration the importance of cultural diversity when planning our participation in community events. While many events have been

cancelled, we've still been pleased to support the following initiatives with airtime:

Some events covered in 2020 include:

- **94-3 The Drive Rock the House Charity Bonspiel.** 94-3 The Drive's Annual Charity Bonspiel raised over \$17,000 with all proceeds going to Children's Rehabilitation Foundation. CRF is a Manitoba charity dedicated to helping children and youth with disabilities live as independently as possible. 94-3 The Drive provided over \$30,000 in promotional on-air support.
- **Pride Winnipeg** - The annual Pride Run shifted to a virtual event this year. As in years past, the Pride Run is a fundraiser for Reaching Out Winnipeg, a local organization that helps resettle LGBT2SQ+ refugees to Canada. The people they help face persecution and discrimination based on sexual orientation and gender identity - something seen in several countries around the world. QX104 Provided over \$3000 in promotional support.
- **Manitoba Swimmably** - formerly Manitoba SwimAbility, is a non-profit, charitable organization that aims to improve the lives of youth with exceptional needs through affordable and accessible one on one swimming and water safety instruction. Our stations provided over \$45,000 in promotional support.

6. INTERNSHIP, MENTORING AND SCHOLARSHIPS

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

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

Below are some examples of the positive relationships our employees have formed in 2020 through mentorship opportunities:

Our North Battleford producer is from the Waterhen First Nation which has a local radio station with a very small signal. He wants to give back to them, as they were the reason he was able to get the funding needed for his education as well as give him the support he needed for his schooling. He knows the Director of Programming for the First Nation

stations of Saskatchewan and he has agreed to do some workshops on production going forward post-COVID. We are also going to arrange once again post-COVID to bring people interested in broadcasting to the station for a day and see our operations. We feel that this connection and a relationship with the Director of Programming could lead to some qualified future referrals for some employment opportunities down the road.

In Winnipeg, when not under COVID workplace restrictions, two individuals spend time at QX104 and 94-3 The Drive every week as part of the SCE Lifeworks Program, an organization established to ensure children with intellectual disabilities have opportunities to participate in a mainstream life, including the workplace. Also, they hosted two female students from Red River College participated in 'Virtual' internships in 2020.

In Grande Prairie, the 2019 JPBG Prairie Equity Scholarship Winner interned with Q99 in January 2020. She is originally from the Northern Alberta community of High Level and is working with a hearing disability. Also, the winner of our Be You campaign for teenage girls, won the opportunity to voice advertising for contest partner Prairie Mall. This promotion and prize also included a job shadow mentorship in January with JPBG Creative Director.

Lethbridge hosted a practicum student from SAIT, in February and March. Due to COVID, they had to postpone a few groups from the local high schools who normally spend time with our group, job shadowing our announcers and others this year. They normally host students from Raymond, Cardston, Coaldale, Nobleford and Lethbridge, AB.

In Prince George, COVID-19 significantly limited our divisions ability to renew many of our 2019 initiatives. They were, however, able to host an internship student from SAIT in the fall of 2020. This individual is of First Nations decent. The three-month internship was meant to provide hands-on education in news and video production. The student thrived and was eventually hired as a TV Master Control Operator. A JPBG employees in Prince George, is a member of the Elizabeth Fry Society and continues to coach and mentor the UNBC JDC West commerce students. This long-standing relationship between our company and UNBC has been an invaluable resource for both organizations. Satinder is also a member of the JPBG Employment Equity team along with the PG Division committee.

The Jim Pattison Broadcast Group's Prairie Equity Scholarship would normally be launched in April each year, with the scholarships awarded in November. However, due to the uncertainty in post-secondary education this past spring due to COVID-19, the scholarship was postponed, and then cancelled for the year. We will be reinstating this scholarship in 2021. Our stations in Alberta, Saskatchewan and Manitoba support the JPBG Prairie Equity Scholarship. This scholarship was first instituted in 2009 to address the shortage of Alberta broadcasters from four under-represented groups; Aboriginal Peoples, Persons with Disabilities, Members of Visible Minorities, and Women. The scholarship initiative is supported by the JPBG stations in Calgary, Drayton Valley, Rocky Mountain House, Lethbridge, Grande Prairie, Medicine Hat, Red Deer, Edmonton, Whitecourt, Prince Albert, North Battleford, Meadow Lake and Winnipeg.

JPBG looks forward to reinstating the awarding of the Prairie Equity Scholarship in 2021 as the emphasis on diversity has had a positive effect on our organization. Our Equity scholarship winner from 2017 (female) was a team member at our Medicine Hat operation, and the winner from 2018 (female, visible minority) worked in our Prince George newsroom. Other scholarship

winners have gone on to successful careers with other employers in our industry or, in some cases in other related industries.

Even with the pandemic and education systems challenged to operate as per normal, Grande Prairie was able to provide through our CTD Commitments, scholarships to Lethbridge College, WR Meyers High School in Taber and LCI High School in Lethbridge.

And in Prince George, the CKPG-TV News Director applied for a BCAB Internship bursary which was approved in the amount of \$3,000.00. The application process required the Internship Leader to prove that the individual was deserving and will succeed as a broadcaster.

JPBG has worked with other agencies to identify training and recruitment programs which may help us meet our diversity objectives. This is detailed below in our individual station reports on Community and Industry Outreach.

Many of our divisions make regular high school visits, host station tours, and attend job fairs. Our company provides a Job Fair video and a Careers in Broadcasting Booklet that promotes our industry generally, but specifically to potential team members in designated groups.

The Jim Pattison Broadcast Group believes that by supporting the career development of these groups in broadcasting, the industry will access an untapped pool of potentially talented employees, encourage diverse viewpoints and backgrounds, enhance relationships with local communities, and broaden the advertiser and audience base.

7. COMMUNITY AND INDUSTRY OUTREACH

We recognize at the JPBG that radio and television stations are intensively local services with strong ties to their communities.

In 2020 we continued our commitment to outreach our respective communities across British Columbia, Alberta, Saskatchewan and Manitoba and we are pleased to describe some of those initiatives here. The JPBG operates in 28 distinct communities. Staff in each of our locations work to reach out into the community to be informed about issues concerning their representation, reflection and portrayal of diverse communities.

Our award-winning stations are entirely invested in their communities, reporting on news and daily happenings of interest to their audiences. They are totally supportive of the communities they call home. In 2020, the Broadcast Group donated \$30.5 million in airtime to charity, public service initiatives and local fundraisers. Whether it was the Red Deer Native Friendship Society, Basics for Babies, Salvation Army Christmas Kettles, Prostate Cancer Fight Foundation, Ronald McDonald House or Canadian Blood Services, the group's radio and television stations were in the forefront of numerous charity initiatives and events, working together for the betterment of their communities.

In order to demonstrate the breadth of the community outreach as well as the commitment to coverage of diversity stories, we asked our General Managers for reports and examples of their contributions to diversity during 2020, which are set out below.

BRITISH COLUMBIA

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

Indigenous Youth and The Anti-LNG Pipeline Protests, January 20 – March 5: 100.3 The Q!'s own Art Aronson News Director reported, interviewed and posted on the many protests and information on the support of the Wet'suwet'en First Nation in BC.

Victoria Pride Festival, June 1 – July 11: The Zone @ 91-3 once again participated as the main media sponsor of the Victoria Pride Society of their annual Pride Festival. Although a parade could not take place this year, the station was still able to support a variety of virtual events planned throughout the month.

One Wave Gathering, throughout September: 100.3 The Q! helped support the many different activities throughout September celebrating South Pacific and local Indigenous cultures on Lekwungen territory in Victoria. There was the unveiling of the Pacific Peace House Post, Orange Shirt Day and many more, to promote and support the work of South Pacific and Indigenous peoples toward healthy communities, lands and waters.

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

Both JR Country and 102.7 THE PEAK takes into consideration the importance of cultural diversity when planning their participation in community events.

Some events covered in 2020 include:

In March, JR Country promoted Shen Yun, before it was cancelled, on air and online. Shen Yun is a Chinese dance company.

THE PEAK has started running an on-air featured called PEAK Cares which highlights local community initiatives that THE PEAK feels strongly about. This feature is voiced by our on-air personalities. During the months of April, May, and June we included Easter Seals for children and families with disabilities. THE PEAK also promoted Easter Seals Red Shirt Day June 3rd.

On June 2nd, THE PEAK and JR Country participated in Black Out Tuesday by not posting anything on our social media for a whole day. Blackout Tuesday was a protest racism, a time to learn about the injustices on people of colour and a way to let Black Lives Matter content take priority on social media.

In support of Black Lives Matter, THE PEAK and JR Promotions Departments along with Programming and Digital researched some resources to help educate ourselves on the civil rights movement and how we can support people of colour. We created a blog post with these resources to share with our listeners.

THE PEAK and JR Country supported The Canadian National Indigenous Peoples Day on June 21st through on-air and online exposure. The Promotions Department along with Programming and Digital teams researched ways to celebrate and educate ourselves on Indigenous Peoples of Canada and created a blog post that we shared with our listeners. This was led by our Promotions Assistant at the time, Tricia who is of Cree and Metis heritage.

In August and September, THE PEAK and JR Country promoted Surrey's Virtual Fusion Festival Livestream. Surrey Fusion Festival highlights cultural performances, musical entertainment, Surrey history, Indigenous education, and cooking segments.

On September 30th, THE PEAK and JR hosts talked about orange shirt day, a day when we honour the Indigenous children who were sent away to residential schools in Canada and learn more about the history of those schools.

Through all of October, THE PEAK featured the Fraser Region Aboriginal Friendship Centre in our PEAK Cares feature on-air.

In November, THE PEAK supported The Chutzpah! Festival: The Lisa Nemetz Festival of International Jewish Performing Arts.

Chilliwack, BC (CHWK-FM)

CHWK-FM continues its strong relationship with organizations such as the Chilliwack Society for Community Living. The station's Program Director/ Morning Show Host continues his membership on the volunteer board. The big difference of course this year has been not being able to participate in any of their fundraising events. CHWK-FM did partner with the Old Timers Hockey challenge for the third year in a row as CSCL will welcomed the Toronto Maple Leafs in early 2020.

CHWK-FM's relationship with Sto:lo Nation continues to grow. Cultural diversity has been reflected with a focus on Orange Shirt and Pink Shirt day in 2020. During this time, CHWK-FM promoted the sale of orange and pink shirts with a logo design created in Chilliwack.

In October, The Stó:lō Xwexwilmexw Treaty Association approached Sadie to take part in a short video with Grand Chief Steven Pointe, to promote the constitution vote in November. We also ran Drive Around PSA's to get the word out about the vote.

Once per day, 89.5 The Drive airs an ID to recognize that we are on the unceded territory of the Sto:lo people.

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

Covid-19 meant cancellation of many public events; however, the Prince George Division remains steadfast in our support of key organizations in the north. The Uda Dune Baiyoh "House of Ancestors" is an organization as part of the Lheidli T'enneh Band offers employment and careers to band members. The PG Division has supported the facility for nearly two decades.

The CKPG FunChaser was able to remain a fixture in the community throughout the 2020 year. FunChaser Sylvia, pivoted her promotion to first support our business community and second support the cultural heritage of the greater Prince George community. The FunChaser saw the opportunity to educate our audience about the vast history of the area and provide safe places to go while following Covid protocols

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

Indigenous Employment Recruiting Fair put on by Work BC Centre Nanaimo. Attendees were given the opportunity to speak with employers such as Indigenous Services Canada, TD Bank, BMO, Canadian Armed Forces and more about various entry level to executive level employment opportunities. This was supported on both The Wave and The Wolf through the community calendars.

Black History Month - The Nanaimo African Heritage Society helps to promote and share African heritage culture within Nanaimo and provides cultural and recreation venues for positive social interaction. Throughout February they put on a variety of events throughout the city.

We promoted this event through The Wave and Wolf's Community Calendars, on our website and to our VIP club members.

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

The Cranbrook newsroom continues to seek and publish stories to reflect the many diverse groups and cultures in the East Kootenay region.

We regularly work with local indigenous groups, LGBTQ2+ representatives and groups or individuals who face challenges in their day-to-day lives due to pre-existing or debilitating conditions. We also highlight issues supporting or affecting our regions seniors as well as those with disabilities or who face accessibility challenges.

Admittedly, many of these areas are drastically under-represented this year. This is largely due to COVID-19 cancelling virtually all events which we would normally cover throughout the year, as well as limiting our ability to safely conduct in-person interviews.

ALBERTA

Medicine Hat, AB (CHAT-FM, CFMY-FM and CHAT-TV)

We are sad to note that an upcoming initiative involving the developmentally disabled community has been another victim of Covid-19. We regularly provide free or low-cost promotion or sponsorship for events by groups representing the culturally diverse community. These include groups representing persons with disabilities (Parkinson's Step and Stride, for instance), groups such as the United Way, who fund a number of other groups, and groups representing specific minority groups (such as the Miywasin Society).

Our radio stations continue to play the music of Visible Minority and Aboriginal artists like Rihanna, Beyoncé, Kane Brown, Charley Pride, Tebey, Crystal Shawanda, John Legend and Drake.

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

Q99 Program Director and Morning Show host Tyler Wold became a member of the Grande Prairie Friendship Centre. Through this affiliation Tyler completed a course in Native Studies through the University of Alberta.

Digital Director Dylan Payne has made it a goal to be inclusive with all peoples in the graphics created for our digital brands.

On-air, digital, social and outdoor advertising for three area musicians nominated for Juno awards. Tenille Towne, Aaron Goodvin and Celeigh Cardinal. Celeigh was then celebrated on the same formats and brands for her Juno win for Indigenous Artist or Group of the Year.

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

I Can for Kids Foundation Inc. is a local registered charity whose mission is to end summer childhood hunger in Calgary. We did two campaigns for them throughout the year. Our campaigns on both stations helped bring awareness to the importance of keeping kids from being hungry and how Calgarians can support this great cause with just a \$5 donation. This campaign included PSA's, social media updates, website inclusion and mentions on our events feature.

While Indigenous people make up less than 3% of Calgary's population, they make up 21.1% of its homeless population. 14.2% of Indigenous persons enumerated were found in systems homelessness, compared to 5.7% of Caucasians.

Both stations informed people about **Feeding School Kids** thanks to the **Breakfast Club of Canada** in April/May of 2020. With schools closed amid the COVID-19 pandemic, many Western Canadian kids who rely on school-based nutrition programs are unsure where their next meal will come from. We directed customers to support Breakfast Club of Canada and Ican4kids by donating \$2 or 500 More Rewards points at any Calgary Save-On-Foods store or online at icanforkids.ca.

In June of 2020 both Calgary stations ran 21 PSA's each for the **Centre for Newcomers** to promote their annual fundraiser for celebrating diversity. The Centre for Newcomers help address the needs of immigrants and refugees to make a successful transition to their new home in Calgary. Not only do they work with adults to find jobs and training they also work with newcomer youth. They also provide English language, English reading and English writing training services.

For three days in June of 2020 both Calgary stations ran 21 PSA's per day for the **Virtual Calgary Ukrainian Festival**. The Ukrainian Festival Celebrates Ukrainian heritage.

Both stations played a **Pro Equality/Anti-racist message** that ran for 7 days in June. This message ran stating the 'station name' and The Jim Pattison Broadcast Group stand behind our black community, our indigenous community, and all minorities. We believe in equality for all, justice for all, and love for all.

Leading up to the event on June 20th, both stations promoted a **Virtual Pow Wow Festival** on Twitch for a National Indigenous Peoples Day Celebration. Headlined by talented indigenous DJ's and producers. Drum Beat Entertainment is an Indigenous led entertainment company based out of Mohkinstsis (Calgary), in the Blackfoot Confederacy and is dedicated to understanding one another through music and community. This virtual festival featured Hip Hop, Techno, Tribal beats and RezHouse featuring Indigenous artists from all over North America. Headlining talented indigenous DJ's and producers including BLKFT (Blackfoot), Creeasian, DJ Kookum, and MITTZ. Along with original music by Neon Nativez, Sean Beaver and Young Dene.

Tim Horton's Camp Day is the one day each year when Tim Hortons Restaurant Owners donate 100% of their hot coffee and iced coffee sales to the Tim Hortons® Foundation Camps who send local youth from disadvantaged circumstances many of whom are of aboriginal descent to one of seven Camps across North America. Both stations promoted this day online and over social media.

Airdrie Health Foundation Lights up the Night with Brett Kissel was promoted online for over a month on WILD. The event was held on October 3rd. The Airdrie Health Foundation is a charitable foundation created to raise funds for the Airdrie Community Health Centre, Urgent Care, Mental Health and other high priority health care needs. Funds raised go towards health and wellness priorities, such as services, equipment and education for Airdrie and the surrounding

community. The foundation can be credited for the implementation of 24-hour urgent care in the community, and securing basic equipment such as a glide scope, a handheld ultrasound machine, a crash cart, and more.

Big Screen Harvest Party was held on October 3rd and was promoted on WILD's website leading up to it. **The High River District Health Care Foundation** traditionally hosts a gala dinner and auction fundraiser each October. With the COVID changes, the Foundation's Board decided to take a new direction for 2020 - something that is both safe and fun for the community and our supporters. The "Big Screen Harvest Party" featured CCMA Award winners George Canyon and Aaron Pritchett, with their bands, performing live on stage at the drive-in with a video feed to the big screen and audio broadcast to car radios. Funds raised went towards **Greatest Needs** identified by their local healthcare heroes!

The University of Alberta offers a 12-lesson, massive, open online course from the Faculty of Native Studies which explores indigenous histories and contemporary issues in Canada. This is called the **Indigenous Canada Program**. Both stations helped promote this on-air by running 126 PSA's on each station.

GlobalFest Human Rights Forum is recognized as an excellent platform for sharing experiences, knowledge, and practical solutions necessary to address issues of racism and discrimination. The Human Rights Forum encourages systemic change across the Canadian community in a positive and safe environment. This campaign was supported on air from both stations.

Both Wild 95.3 and Today Radio were exclusive partners for **18 Wheels of Christmas**. This is an initiative built by Rosenau Transport and supported by Save on Foods with the main target to be filling the food banks in every community in the province. Both stations held a Simulated Remote pushing Calgarians to visit any save-on foods from December 4th – 6th. The Remote was from 1-5pm on Saturday, December 5th. This was also promoted online on the events page as well as on social media.

For **Pride**, TODAY Radio hosts Christy and Fraser went out of their way to feature a local human every day on their show and their "coming out" stories. This went on all the social media platforms as well. This went on for the first week of September.

WILD hosted 2 online festivals called **WILD Fest!** One of our artists was **Jojo Mason**, visible minority. We featured his music for an hour on Facebook live, and LIVE on the air.

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

In February of 2020 up! 99.3 provided awareness support to the 30th anniversary of the **Silver Skate Festival, a Dutch winter tradition festival**. There was web support on up993.com and up!99.3 also ran on-air produced promos.

up! 99.3 was happy to provide awareness for Edmonton International Film Festival, Oscars Viewing Party in February 2020. There was web support on up993.com and up!99.3 also ran on-air produced promos.

In February 2020 up! 99.3 was happy to provide awareness to the Australian Bush Fires and wildlife conservation efforts. The fundraiser was called the **Canadians for Koalas Fundraiser**. There was web support on up993.com and up!99.3 also ran on-air produced promos.

The fourth annual **Canada Day Drumming** Celebration took place on July 1st, 2020 and featured national, simultaneous drumming across Canadian cities. This inclusive, multicultural event is organized by a non-profit organization primarily formed by the Chinese Canadian community. This was promoted online by up!99.3.

Leading up to the event on June 20th, both Calgary and Edmonton promoted a **Virtual Pow Wow Festival** on Twitch for a National Indigenous Peoples Day Celebration. Headlined by talented indigenous DJ's and producers. Drum Beat Entertainment is an Indigenous led entertainment company based out of Mohkinstsis (Calgary), in the Blackfoot Confederacy and is dedicated to understanding one another through music and community. This virtual festival featured Hip Hop, Techno, Tribal beats and RezHouse featuring Indigenous artists from all over North America. Headlining talented indigenous DJ's and producers including BLKFT (Blackfoot), Creeasian, DJ Kookum, and MITTZ. Along with original music by Neon Nativez, Sean Beaver and Young Dene.

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

The PCN Women's Fun Run – This celebrates women and women's health. The Fun Run went virtual this year and people were encouraged to get active on that day

The 2020 Women of Excellence Gala -The gala went virtual and celebrated some of the incredible women in Central Alberta

Central Alberta Pride Week - Central AB Pride week went virtual, also, and had a primary goal of raising awareness in our city of the LGBTQ2+ community.

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

A new program at the U of L will help set up employment opportunities for students with disabilities. The five-year CIBC Navigator Program has been made possible thanks to a \$250,000 donation from CIBC. It will help develop co-operative education experiences for students. In the first year of the program, three students will be selected to take part.

Dozens of women and friends gathered at Lethbridge City Hall over the noon hour, for the second annual Women's Memorial March. Women across the country are making these marches to honour Indigenous women and the experiences they've had with violence. A report from 2019 says that Indigenous women and girls are 12 times more likely to be murdered or to go missing than any other demographic in Canada.

Lethbridge's Chinese community donated 1-thousand face masks to locals. Jan Gong with the Southern Alberta Chinese Association says half will go to staff, volunteers, and seniors at the Lethbridge Senior Citizen's Organization. The group originally donated masks to people in China, but Gong says they were so grateful to receive them that they returned the favour and made a donation to people in Lethbridge. Some of the money came from a cancelled Chinese New Year celebration in the city.

An aboriginal man from southern Alberta hopes his donation can inspire others to do the same during the COVID-19 pandemic. Joshua Day Chief is giving fifty 100-dollar gift cards to the Salvation Army and Streets Alive Mission. He says it's not much, but if even just 20 companies can do the same, it'll add up to a lot. Julie Kissick with Streets Alive says demand for their services has nearly doubled in recent weeks, so any help that can be given to non-profits right now is greatly appreciated.

SASKATCHEWAN

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

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

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

Meadow Lake, SK (CJNS-AM)

All our Saskatchewan stations were a major supporter of this years Saskatoon Folk Fest Virtual Showcase which was all about connecting through culture. Folkfest is an annual festival for the purpose of educating the public about the different cultures within our society.

Our Melfort location had many various stories throughout the year covering and promoting the Melfort Special Olympics program.

We were also a big promoter of the Prince Albert Tapestrama Cultural Festival as well. Here's one of the stories we ran: <https://panow.com/2020/08/17/tapestrama-goes-virtual/>

In North Battleford and Meadow Lake on Orange Shirt Day we had an elder Jenny Spyglass come into the radio station and speak to the importance of Orange Shirt Day and the importance of it. The article including some of her audio from the interview can be heard here. <https://battlefordsnow.com/2020/09/30/orange-shirt-day-a-time-to-honour-residential-school-survivors/>

MANITOBA

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

Both QX104 and 94-3 The Drive had many events cancelled due to COVID but were pleased to support the following initiatives with airtime:

94-3 The Drive Rock the House Charity Bonspiel. 94-3 The Drive's Annual Charity Bonspiel raised over \$17,000 with all proceeds going to Children's Rehabilitation Foundation. CRF is a Manitoba charity dedicated to helping children and youth with disabilities live as independently as possible. 94-3 The Drive provided over \$30,000 in promotional on-air support.

Pride Winnipeg - The annual Pride Run shifted to a virtual event this year. As in years past, the Pride Run is a fundraiser for Reaching Out Winnipeg, a local organization that helps resettle LGBTQ2+ refugees to Canada. The people they help face persecution and discrimination based on sexual orientation and gender identity - something seen in several countries around the world. QX104 Provided over \$3000 in promotional support.

Manitoba Swimmigly - formerly Manitoba SwimAbility, is a non-profit, charitable organization that aims to improve the lives of youth with exceptional needs through affordable and accessible one on one swimming and water safety instruction. Our stations provided over \$45,000 in promotional support.

8. INTERNAL COMMUNICATION

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

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

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