



Rogers Sports & Media
2021 Diversity Report
January 31, 2022

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Introduction

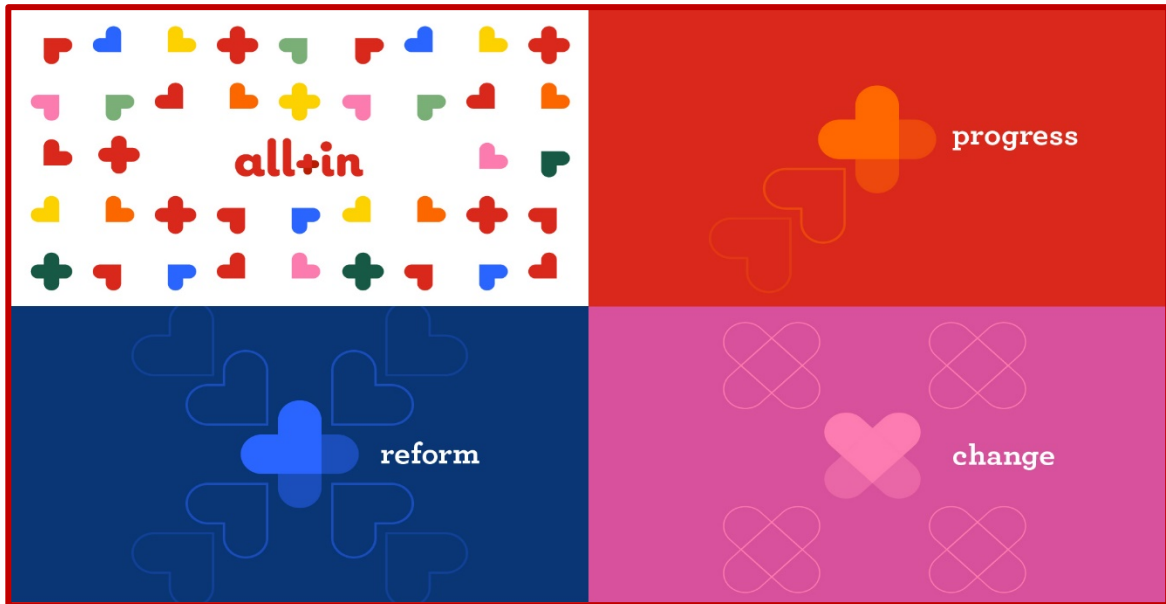
Rogers Sports & Media is proud to submit our 2021 Diversity Report in compliance with the reporting requirements established by the Commission in Broadcasting Public Notices CRTC 2005-24, *Commission's response to the report of the Task Force for Cultural Diversity on Television*, and 2007-122, *Canadian Association of Broadcasters' Best Practices for Diversity in Private Radio; Reporting requirements on cultural diversity for commercial radio operators*.

Two years after launching **ALL IN**, our all-encompassing and action-focused strategy, Rogers Sports & Media is more committed than ever to inclusion and diversity. As a national Canadian media company, we are well positioned to foster change by promoting acceptance and awareness. The events of 2020 exposed systemic racism in Canada, and since then, other inequities and injustices within our society have come to light. There is a tremendous amount of work still to be done to right the wrongs of the past. This includes educating Canadians, breaking down barriers and amplifying the voices of underrepresented communities, which we are doing using our [multi-platform megaphone](#). **ALL IN** spans all aspects of our business, and we are pleased to provide details in this 2021 report on how our ongoing strategy is driving positive change.

Who We Are

- Five multicultural television stations which form OMNI Television (CHNM-DT Vancouver, CJCO-DT Calgary, CJEO-DT Edmonton, CFMT-DT Toronto, and CJMT- DT Toronto);
- OMNI Regional, a national, multilingual, multi-ethnic discretionary service with four regional feeds (OMNI East, OMNI Pacific, OMNI Prairies and ICI Quebec);
- Citytv stations across Canada, including six conventional and one educational (CKVU-DT Vancouver, CKAL-DT Calgary, CKEM-DT Edmonton, CHMI-DT Winnipeg, CITY-DT Toronto, CJNT-DT Montreal, and SCSN-DT Saskatchewan);
- Seven discretionary services (OLN, FX, FXX, Sportsnet, Sportsnet One, Sportsnet 360, and Sportsnet World);
- Today's Shopping Choice (TSC), Canada's only nationally televised shopping service;
- 54 radio stations across Canada; and
- The Toronto Blue Jays franchise and stadium (Rogers Centre) and a 37.5% investment share in Maple Leaf Sports & Entertainment.

All IN



In 2020, Rogers Sports & Media launched **All IN**, an Inclusion & Diversity strategy that encompasses all areas of the media business and complements the wider diversity strategies implemented by Rogers Communications Inc. (RCI).

The **All IN** plan has five key pillars:

- Business: Give \$5 million over 5 years in free advertising and creative services to support local businesses owned by BIPOC, LGBTQ2S+, PWD, or women
- Community: Give \$5 million over 5 years in free advertising and creative services to charities that support all equity-seeking communities
- Content: Launch an internal Content Advisory Council, comprised of diverse employees, to increase diversity of thought and focus in our content and programming
- Mentorship & Sponsorship: Create a program to give young people from equity-seeking communities (both from inside and outside of Rogers) the tools, support, and resources to successfully enter and advance in the sports and media industry
- Hiring and Career Advancement Practices: Develop a set of specific programs and recruitment strategies to improve diversity at all levels of the organization, including leadership positions

All IN 2021

Pillar 1 – Business

In 2020, Rogers Sports & Media committed to providing \$5 million over 5 years in free advertising and creative services to support local businesses owned by Black, Indigenous, people of colour, LGBTQ2S+, PWD, or women. In our second year, we partnered with two businesses – Canadian Women & Sport and Blacbiblio.

Canadian Women & Sport's mission is to build an equitable and inclusive sport system that empowers girls and women within and through sport. In partnership with ALL IN, Canadian Women & Sport officially launched its 'She's Got it All' campaign in July 2021, highlighting the challenges that continue to prevent women and girls from staying in sports. Rogers Sports & Media provided national marketing support through our radio, digital, TV Closed Captioning and Rogers Out-of-Home advertising billboards.



As a result of the partnership, Canadian Women & Sport's **web traffic increased 137% and unique web visitors jumped 276%**.

"We reached more than 2 million Canadians with our message, which is unprecedented, unheard of in our 40-year history." – Allison Sandmeyer-Graves, CEO, Canadian Women & Sport

Black-owned business, Blacbiblio, is an organization devoted to highlighting real stories of Black Canadians in history that have changed how we see and teach Canadian Black history. Two Blacbiblio campaigns were launched to raise awareness about Black Canadian change makers and to promote fundraising for the organization. The campaigns reached over 1.1 million Canadians.



Blacbiblio's partnership with Rogers Sports & Media resulted in a **409% increase in reach**.

"They understood the importance of the message that Blacbiblio had been created to share with the rest of the country and Rogers Sports & Media was a great vehicle to do that. If you have a story to tell, Rogers Sports & Media is the place for you!" – Dr. Dorothy Williams, President & Founder, Blacbiblio

Rogers Sports & Media extensively promoted the **Business and Community pillars of All IN** across all of our platforms in 2021 and received more than 550 applications for promotional support. Due to the overwhelming interest from the applicant pool in 2021, Rogers Sports & Media profiled an additional 200 businesses owned by women, LGBTQ2S+, Indigenous, Black, people of colour, and persons with disabilities, and awarded 26 BIPOC scholarships and mentorships across Sportsnet, Cityline, and OMNI Television.

Pillar 2 – Community

As mentioned above, in 2020, Rogers Sports & Media committed to providing \$5 million over 5 years in free advertising and creative services to charities that support all equity-seeking communities. In the second year of this national initiative, we partnered with three community organizations: Big Brothers Big Sisters (BBBS), Friends of Ruby and Spirit North.

BBBS is a national organization that provides life-changing mentorship programs to children and youth. Our ongoing support of this important organization began in 2020 with a national PSA campaign. In 2021, ALL IN created a national media campaign for BBBS to raise awareness about their programs and drive donations. As a result, it achieved **an increase of 220% in donations and 612% in unique page views**.

“Through this partnership, we were able to launch a campaign that we would never have been able to get out into the market. Many, many Canadians put up their hands to donate and also to become a Big Brother or Big Sister.” – Leanne Nicolle, President & CEO, Big Brothers Big Sisters of Toronto

A new partnership was launched with Friends of Ruby, an organization based in Toronto that provides a welcoming space with access to counselling, social programs, housing, and practical resources to LGBTQI2S+ youth. In 2021, Friends of Ruby launched their #YouAreYouWill campaign to inspire youth through engaging stories from other trusted voices within their community. With Rogers Sports & Media’s support, the organization experienced **an 800% increase in donations**.

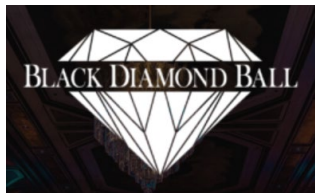
“Friends of Ruby reached out to Rogers Sports & Media and the All IN program in order to increase our brand recognition within our community. With the support of the Rogers Sports & Media team, we were also able to acquire new donors and new supporters, which significantly helped to build the foundation of our Pride campaign.” – Jill Oba-McGrath Director of Development & Marketing, Friends of Ruby

A partnership was also established with Spirit North, a national charitable organization that uses land-based activities to improve the health and well-being of Indigenous youth, empowering them to become unstoppable in sport, school and life. This organization serves more than 6,300 children and youth in 62 Indigenous communities across Canada. ALL IN supported Spirit North with a national media campaign to raise awareness about its programs and drive donations, which helped grow by 22% its recognition and awareness in brand familiarity.

“It really allowed us to share our story, share our work, and our impact and in turn generate awareness and support of our organization.” – Beckie Scott, Founder & CEO, Spirit North

In addition to these national charitable partnerships, Rogers Sports & Media supports community organizations locally and regionally through all our services. In 2021, Rogers Sports & Media sponsored a number of events, including the ones highlighted below.

The 2021 Virtual Black Diamond Ball, an event founded by ArtXperiential Projects in 2015, celebrates Black culture, showcases emerging and headline artists, and supports Black youth and Black-owned businesses across Canada.



Some of Canada’s top talent were showcased at the event, including Drae Ennis and Soul Sessions, The Recipe Band, Jermaine Jones, Jon Ogah, Designs by Kyle Gervacy, Christina Smith, William Leathers, Poets presented by Dwayne Morgan’s When Sisters Speaks, Leanne Hughes, Mark Stoddart’s *Beloved Project* and Jully Black. An encore presentation of the February 27, 2021 event was broadcast nationally the following day on Citytv and Rogers tv and rebroadcast 37 times on Rogers tv outlets across the country. This was the first time ever that a

community partner program aired on Citytv. Our then President and our *Cityline* host, Tracy Moore, were featured separately at this event.

The Annual International Jerk Food & Music Festival (JerkFest Toronto) celebrates Caribbean culture. Rogers Sports & Media supported the event with promotional ads on



its television and radio platforms across Canada for the three-day virtual event held from August 6-8, 2021. Over 300 spots aired on Citytv (Calgary, Edmonton, Toronto, Vancouver and Winnipeg), FXX, OLN, OMNI and Sportsnet; and more than 260 spots aired on four of our Toronto radio stations: KISS 92.5 (CKIS), SN590 (CJCL), 98.1 CHFI and CityNews 680.

Rogers Sports & Media supported Coastal First Nations' MIÁCI: Canned Salmon! Music Festival with funding, promotional support and a primetime broadcast. Coastal First



Nations Great Bear Initiative is an alliance of nine BC First Nations along the coast of British Columbia to protect the Great Bear Rainforest. Coastal First Nations launched the Canned Salmon! Music Festival to celebrate Indigenous-led conservation initiatives throughout the region, share Indigenous stewardship principles with British Columbians and demonstrate the importance of healthy salmon to Coastal First Nations. The concert was held virtually on December 4 and featured Canadian Indigenous artists Snotty Nose Rez

Kids, Carsen Gray, Jason Camp and the Posers, Murray Porter, Candace Curr, Saltwater Hank, Hayley Wallis and Kristi Lane Sinclair. RSM followed up the livestream with a primetime broadcast on Citytv to further spread awareness about this important initiative.

OMNI Television

OMNI Television is proudly mandated to support Canada's growing diversity and invests a great deal of time and resources building and nurturing relationships with grassroots ethnic organizations. Our OMNI TV stations actively pursue sponsorships and event opportunities that reflect OMNI TV's diversity mandate (such as the Top 25 Canadian Immigrant Awards - 2021, the International Film Festival of South Asians, the ACCE Chinese Canadian Awards Gala and the Italian Contemporary Film Festival). In addition, Community Liaison Officers (CLOs), representing each of the regions OMNI TV serves, play a key role in monitoring and fostering these diversity initiatives. Our CLOs are responsible for keeping track of all community events and community sponsorships, and support includes PSAs, on-air and online promotions, event coverage and providing emcees for community events.

We are particularly proud of the ongoing partnership between OMNI and Rogers tv that has led to the production of a series of 60-second interstitials that speak to the challenges, traditions, profiles, and highlights of Canada's Indigenous community. Each interstitial is voiced in 10 languages: English, French, Cantonese, Mandarin, Punjabi, Italian, Arabic, Tagalog, Portuguese, and Hindi.

These interstitials are intended to help foster a better understanding and respect of Indigenous history and traditions amongst all Canadians. To ensure accuracy in our depiction and that we are telling the right stories, OMNI/Rogers tv consulted various Indigenous groups to help determine, review, and approve all scripts and content.

A total of eight interstitials have been produced since September 2020, five of which were produced in 2021:



A compilation of the interstitials (English versions) can be viewed [here](#).

OMNI Regional

The OMNI Regional Advisory Councils play a large role in assisting local ethnic communities that wish to become involved with OMNI TV, identify important community partners and ensure that Rogers Sports & Media provides an appropriate level of programming commensurate with the demographics of each market where OMNI TV operates. The members of the OMNI Advisory Councils provide strong representation of the various ethnocultural communities within OMNI TV's broad service mandate.



OMNI Regional Advisory Council Members, 2021

Citytv Stations

Citytv actively pursues sponsorships and event opportunities that reflect our diverse audiences across Canada. Community Calendars support hundreds of events every year and diverse and multicultural events are often showcased. Host appearances play a large part in our diversity sponsorships and integrating *Breakfast Television* and *Cityline* hosts in the events is a very important part of developing our relationships with pillars in the community. As an example, *Cityline* host Tracy Moore hosted the Hudson's Bay Foundations' first-ever Hudson's Bay Charter for Change event: *Evening for Change*. Over \$1M was raised for the Foundation, which aims to advance racial equity for Indigenous Peoples, Black People and People of Colour across Canada. The *Cityline* host, and Western University alumni, was also interviewed by fellow alumni Idil Mussa for the Fall 2021 issue of the Western Alumni Gazette. In this interview, Ms. Moore shared her experience attending the university and discussed race, equity, and the need for systemic change.

Rogers TV

Alongside our mainstream channels, Rogers Sports & Media also broadcasts locally produced, locally reflective community programming on Rogers tv. Made up of 30 stations owned and operated by Rogers Sports & Media in Ontario, New Brunswick and Newfoundland, the programming engages with many volunteers and multicultural groups who work with Rogers TV to produce and share programs about their local activities, including the following:

- Rogers tv (London, Ontario) partnered with six members of the BIPOC community in London to produce *Melanated View*, a program focused on indepth

conversations into the issues effecting the BIPOC community in the city and throughout Canada.

- In October 2021, Rogers tv (St. John's, Newfoundland) produced a twelve-part series in partnership with *Sharing Our Cultures Inc.* Hosted by Dr. Lloydetta Quaicoe, each of the twelve episodes featured local immigrants who share their stories, cultures, contributions, and life experiences.
- *Indigenous Voices – We're Still Here* is a program that premiered March 7, 2021 on Rogers tv (Orillia, Ontario). This half hour weekly show is hosted by Sherry Lawson, the middle daughter of an Anishinaabe father and Algonkian mother. Ms. Lawson interviews guests and discusses all things Indigenous, including the importance of the pow wow, Indigenous myths, residential schools and relationships with other communities outside of the Rama First Nation.

Radio

After a difficult year with several cancelled events due to COVID-19 in 2020, our radio stations were able to reconnect with and support local organizations in 2021. The following are only a few examples of how our local radio stations got involved in diversity-focused events to benefit communities:

- JACK 102.3 (CHST – London) was the media sponsor for Community in Motion, a fundraiser for London's Community Living, to support people living with a disability.
- On International Women's Day, JACK 102.3 became JILL 102.3 for the day and supported Dress for Success via sales of custom face masks.
- JACK 102.3 and Easy 101.3 were media sponsors for Pride London, supporting their virtual programming with online and on-air support, including an hour of Pride on both stations.
- Country 107.3 was a media sponsor for Oxford Pride, celebrating Pride Month in Oxford County.
- JACK 96.9 (CJAX – Vancouver) was the premiere media sponsor of the Vancouver Pride Parade. It promoted the virtual event and had a Pride Hub available on its website highlighting events happening in Vancouver, as well as offering a list of businesses that are O&O by LGBTQAI2S+ to support.
- KiSS RADiO (CKKS – Vancouver) offered promo support of The Fraser Valley Cultural Diversity Awards. These awards acknowledge the best practices of Fraser Valley organizations, initiatives, and businesses in recognizing the diversity of the community.
- KiSS 102.3 (Winnipeg) supported the Virtual Pride Winnipeg Festival in 2021. The festival runs annually and consists of an array of cultural events that

celebrate the incredibly diverse community that supports or identifies with the GSRD (gender, Sexual, and Relationship Diverse) community.

- KiSS 102.3 (Winnipeg) supported Dasch Foundation's 2021 Possibilities Virtual Gala. The organization's goal is to build and inspire a community of inclusion where people with intellectual disabilities are valued and to help them live to their full potential.
- CHEZ 106.1 (Ottawa) supported Pass the Feather, an Indigenous, woman-led non-profit organization in Ottawa.
- CityNews 1130 (CKWX – Vancouver) journalist Crystal Laderas did a series on *Evening Damascus* – a fundraiser for LGBTQ refugees. This organization helps raise money to bring people facing death for their sexual orientation or gender identity.

Pillar 3 – Content

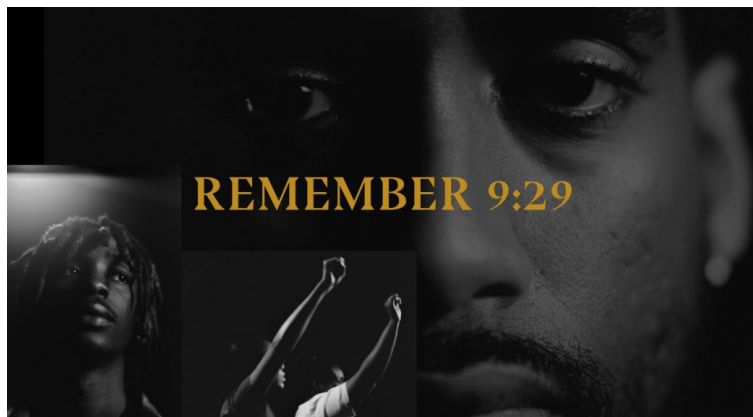
Recognizing its role and responsibility in advancing the conversation of racial injustice and social unrest, Rogers Sports & Media is using its compelling sports and media assets to amplify voices that have not always been heard with equal measure.

On Tuesday, May 25, Rogers Sports & Media presented [Remember 9:29](#) – a celebration of George Floyd's legacy, which features Black Canadians sharing real life perspectives on the Black experience.

The video was produced in collaboration with Tier Zero, a BIPOC creative agency and production company invested in community and storytelling.

Its duration is precisely and intentionally set to 9 minutes and 29 seconds as a reminder of the time George Floyd suffered on the ground.

Remember 9:29 was promoted on all of our radio stations across the country and in all OMNI National News shows.





September 30, 2021 marked the first National Day for Truth and Reconciliation, a federal statutory holiday that has been historically known as Orange Shirt Day. It is a day to honour the lost children and Residential School survivors, their families and their communities.

Rogers Sports & Media raised awareness about the calls to action around Truth and Reconciliation leading up to and on the National Day for Truth and Reconciliation across all its platforms.

Over the course of the week, Breakfast Television (BT) looked at the past, present and future treatment of Indigenous Peoples in Canada. For example, the creator of Orange Shirt Day, Phyllis Webstad joined Dina and Sid on BT to talk about her residential school experience and what inspired Orange Shirt Day. The show also featured Multi-Award-Winning chart-topping Canadian Indigenous Duo, Twin Flames.

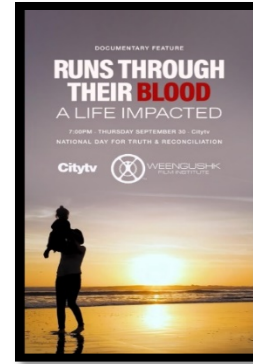


All **OMNI** news shows marked the day with special coverage. This included explanations on the importance of this day and backgrounders on Residential Schools, Missing and Murdered Indigenous Women and Girls, Truth and Reconciliation, interviews with Indigenous leaders and survivors, and hearing from our third-language communities on how they took part.



The Ontario Focus Punjabi team produced a 30-minute special newscast connecting South Asian settlers in Canada to stories of Indigenous Peoples and the importance of Truth and Reconciliation.

CityNews provided extensive coverage of the country's first ever National Day for Truth and Reconciliation. One of the stories included a sit-down interview with the director of *Runs through their blood: A Life Impacted*. This is a documentary produced out of the Weengushk Film Institute that examines the effects of intergenerational trauma through the history of residential schools and how it is a part of the everyday lives of the community. The documentary aired on **Citytv** on September 30.



In another story, **CityNews** visited the grounds of the Mohawk Institute, a former residential school in Brantford, Ontario. Melanie Ng sat down with three survivors: John Elliott, Dawn Hill and Sherlene Bomberly who all shared their experiences of trauma and abuse during their time at the school and the weight they carry today.

Cityline produced a special episode on National Day for Truth and Reconciliation. Among the special guests were Theland Kicknosway & Dani Anishinaabe (youth



activists) who spoke about Indigenous youth and identity, and how the new generation of Indigenous youth are responding to the past and making a change.

Sportsnet produced a one-hour special for 'Jays Central' leading into the Toronto Blue Jays game at Rogers Centre.

The Sportsnet Blue Jays broadcast and CityNews both aired [The Jordan Nolan Essay](#) where the former NHL player and Stanley Cup champion reflects on what National Day for Truth and Reconciliation means to him.



Land Acknowledgements

- Since September 30, 2021, Land acknowledgements can now be heard on over 40 **Rogers music radio stations**, in 22 Canadian cities across Canada.
- Every **CityNews** newscast now includes a Land Acknowledgement at the very beginning of the show, providing context to where the CityNews station is situated.

- **OMNI** has been running Land Acknowledgements written by Young Spiritual Leader Philip Cote – and in September – began airing them in third languages: Arabic, Cantonese, Italian, Mandarin, Punjabi, and Tagalog. Each of our six national news programs begin with this Land Acknowledgement.

Radio

In recognition of National Indigenous History Month, all of Rogers Sports & Media radio stations joined together with more than 500 radio stations across the country in *A Day to*



Listen. Stories from Indigenous leaders, residential school survivors, elders, musicians, and teachers were shared throughout Canada on that day. This unprecedented collaboration in partnership with the Gord Downie & Chanie Wenjack Fund aimed to amplify, elevate, listen to, and learn from Indigenous voices.

Sportsnet

Sportsnet takes its role in covering racism and other issues of discrimination within the sports world very seriously. By providing a platform for diverse voices to share their stories, Sportsnet allows athletes and all those involved in sports to bring awareness to these social injustices and to demand change. Sports personalities on all our platforms stand in solidarity with those who have been adversely affected. Below are examples of programming produced and presented by Sportsnet in the context of Asian Heritage Month and Pride Month:

- **Asian Heritage Month Essay** - This essay, written by Sonny Sachdeva and narrated by Patrick Chan, is an honest reflection of how the Asian community feels in the wake of the Stop Asian Hate movement. Watch [here](#).
- **VINO Beatboxing Video – Celebrating Asian Athletes** - VINO is from Vancouver and is the 2019 Canadian Beatbox Champion. He is of Filipino descent. This video incorporates his unique beatboxing talent while celebrating athletes of Asian descent from all sports. Watch [here](#).
- **Patrick Chan Interview with Donovan Bennett** - This is as honest as Patrick Chan can be. He opens up to Donovan about many topics, including his thoughts on the hate crimes against the Asian Community, the racism he's felt in the figure skating world, and how he had to deal with an identity crisis of being both Chinese and Canadian. Watch [here](#).

- **Outfield: The Authentic Scott MacArthur** - Scott MacArthur grew up never believing he could be his true authentic self and pursue a career in sports. For him, this meant hiding who he was for decades. This piece offers a look at Scott's inspiring journey to self-acceptance and how he is paving the way for the next generation of LGBTQ+ broadcasters. Watch the documentary by Stéphane Paré [here](#).
- **NHL Agent Bayne Pettinger Paving Path For LGBTQ+ Members In Hockey** - David Amber sits down with NHL agent Bayne Pettinger to talk about his experience with homophobia in the hockey world, the response he has received since coming out as gay, and what it means for future gay NHL players. Watch the feature by Paul Sidhu and Adrian Cheddie [here](#).

Sportsnet also used its digital properties to provide extensive additional coverage of important stories related to the Stop Asian Hate Movement, Pride Month and Indigenous Peoples Day on Sportsnet.ca. Below are links to each collection:

- [Sportsnet Celebrates Asian Heritage Month](#)
- [Sportsnet Celebrates Pride Month](#)
- [National Day for Truth and Reconciliation](#)

Our sports services continue to work with OMNI Television to bring our highly popular in-language hockey games to Punjabi-speaking Canadians, which airs on OMNI Regional.

Hockey Night In Canada: Punjabi Edition: Every Saturday night, OMNI Television broadcasts Hockey Night in Canada: Punjabi Edition, a collaborative effort between Sportsnet and OMNI TV aimed at reaching the growing Punjabi/South Asian community in Canada.

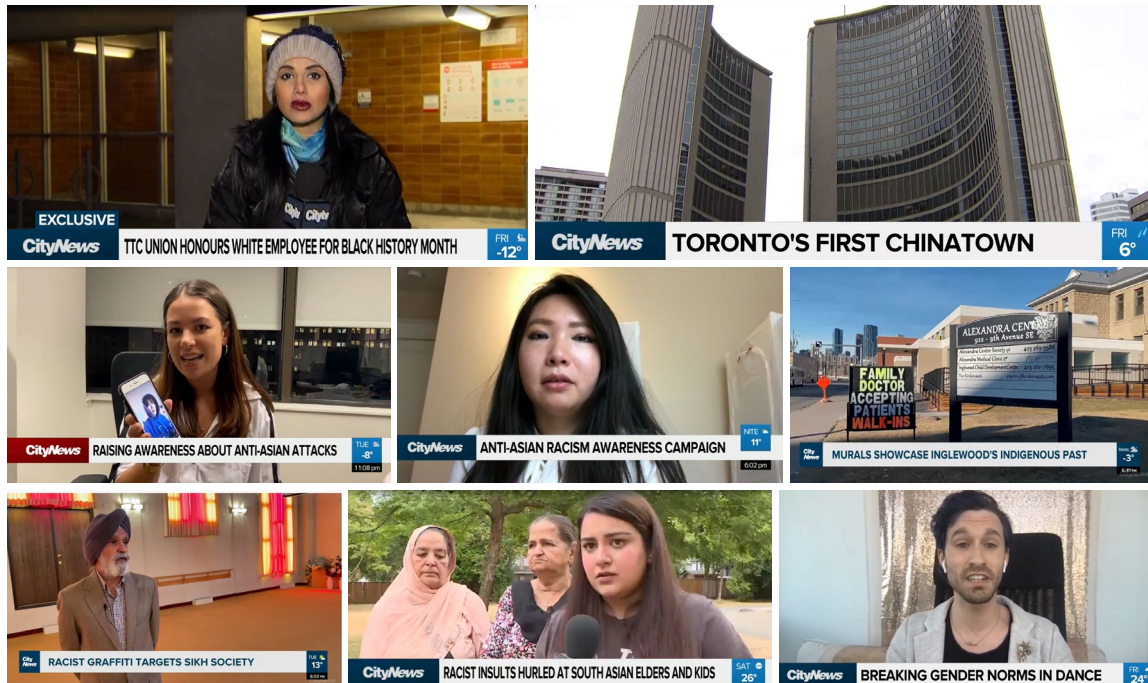


News and Entertainment

CityNews and our news radio stations play a crucial role in bringing their audiences stories on current diversity issues that matter most to them.

While putting together these important stories, our news teams ensure that diversity is reflected in all aspects of our news coverage, from our on-air hosts to the people we interview and the experts we consult. The goal is to seek input from individuals from broadly diverse cultural and professional backgrounds on a wide variety of issues.

In 2021, countless stories and segments across all our Citytv and news radio stations generated wide-reaching conversations about racism and discrimination.



OMNI Television

OMNI Television is Canada's only multilingual and multicultural television broadcaster dedicated to meeting the needs of the communities it serves. OMNI TV is defined by a strong commitment to multiculturalism and diversity and offers a wide range of ethnocultural and third-language programming to the country's diverse communities.

As a multicultural/multilingual broadcaster, OMNI TV has a focused mandate to reflect diversity to its audiences. OMNI TV offers a wide range of locally produced and acquired programming, including daily national news in Cantonese, Italian, Mandarin and Punjabi, current affairs programming, scripted dramatic programming, and a special partnership with Rogers Sportsnet to present *Hockey Night in Canada* in Punjabi. OMNI TV has also partnered with ICI Television to better serve Quebec's diverse communities.

OMNI TV also funds the production of Canadian documentaries and dramas through its commitment to Programs of National Interest (PNI). These funding mechanisms have fostered the grassroots development of Canadian television producers of ethnocultural content by providing them with a unique opportunity to further develop their skill sets through involvement in large-scale production projects. In our view, this is precisely the kind of production opportunity that leads to broader and more diverse productions.

In 2021, OMNI launched *Pinoy Nation*, an news podcast made by Filipinos for Filipinos. The bi-weekly series, available in both English and Tagalog, takes a deep dive into the important events and stories that resonate with Filipinos in Canada and overseas. From hot-button topics like immigration, permanent residency, and temporary foreign workers, to lighter stories about basketball and Filipino-Canadian rap, *Pinoy Nation* looks at every aspect of Filipino-Canadian life. The episodes can be streamed on the OMNI website or on Apple Podcast, Spotify and other podcast streaming platforms.

Pillar 4 – Mentorship and Sponsorship

Pillar 4 of the **AI IN** plan is designed to give young people from equity-seeking communities (both from inside and outside of Rogers) the tools, support, and resources to successfully enter and advance in the sports and media industry. The following are scholarships that were awarded in 2021:

College of Sports Media Scholarships

Distributed to students studying radio broadcasting using Canadian Content Development funding from our radio division, four scholarships of \$2,500 were distributed in 2021. Criteria for recipients are based on overall scholastic achievement and representation from diverse backgrounds.

OMNI Scholarships

OMNI Regional launched the OMNI Regional Scholarship program in 2020. \$60,000 in scholarship funding will be distributed over three years to support post-secondary journalism students interested in pursuing a career in ethnic and third-language journalism. OMNI Regional's Advisory Councils awarded ten \$2,000 scholarships in 2021 to students across Canada.

Cityline Scholarship

Cityline launched its first ever Cityline Scholarship for BIPOC Women in 2021. The \$5,000 scholarship aims to provide access to post-secondary education and reward youth who demonstrate financial need and want to pursue a career in Media studies at a Canadian university or college. It also includes a year of one-on-one mentorship with *Cityline* host, Tracy Moore.

The 2021 scholarship recipient, Tanzeil Moustapha, is a young Black woman who captured the hearts of the Selection Committee at Rogers Sports & Media with her emotional story and inspiring entry. She was awarded the scholarship on the [show](#).



Pillar 5 – Hiring and Career Advancement

Pillar 5 of the **All IN** initiative aims to build programs and recruitment strategies to improve diversity at all levels of the organization, including leadership positions.

Hiring Campaign

In 2021, Rogers Sports & Media launched its **ALL IN** hiring campaign to ensure that our hiring practices are more inclusive. We revamped the way we attract, recruit and select talent. For example, job descriptions were constructed using gender neutral language, and our recruitment teams amplified job postings to job boards such as: HireBIPOC, LimeConnect, Indigenous link and others. The interview process was also updated to ensure that job interviews consist of a diverse hiring panel and that structured interview guides are used to reduce bias.

Sportsnet BIPOC Sports Media Onboarding

The sports media industry lacks diversity both in-front and behind the camera, partially due to barriers to entry that face equity-seeking communities. To address these barriers, Sportsnet launched an intensive training/development opportunity for young BIPOC persons looking to enter the sports media industry.

In 2021, Sportsnet piloted a series of skill-building and networking workshops for a select group of 16 young BIPOC professionals and students. The workshops consisted of 60–90-minute weekly information sessions over 8 weeks, in which industry leaders and key internal talent provided specific lessons and insights into their careers and core areas of expertise. At the end of the workshops, participants were connected with key hiring managers to develop ongoing relationships to assist in career placement.

Inclusive News Coverage

Rogers Sports & Media created the senior position of News Manager, Inclusive News Coverage. The person in this role is responsible for diversifying news coverage and creating inclusive new policies.

OMNI

OMNI participated in the Bridge Training Program to Employment in Media and Communications (BEMC). Funded by the Government of Ontario, the BEMC program aims to help new Canadians with media backgrounds learn about the media and broadcasting in Canada. Participants have prior experience from positions in media and PR that they held abroad (e.g., in India, Syria, Jordan, Mexico, Ethiopia, Chile, Brazil and Serbia).

Building Inclusion Across Rogers Communication Inc.

Rogers Communications' Inclusion & Diversity (I&D) strategy is a critical piece of our People and Culture plan. We are at a pivotal point in history where I&D is a key differentiator for talent, and equally important for our business. In 2015 we laid a strong foundation with our first formal I&D strategy and have seen the impact of our efforts through increased engagement and improved representation. In Q4 of 2020, with input from our team members, we reset the I&D Strategy to accelerate our progress further.

The [2025 I&D Strategy](#) is grounded in specific actions to drive higher engagement and equity, meaningful business outcomes, stronger relationships with communities across Canada, better customer experience and more reflective programming. The four pathways of our strategy include:

1. Embed inclusion into our Employee Experience
2. Broaden the talent pipeline and increase leadership diversity
3. Partner with communities to foster inclusion and address inequalities
4. Create a customer experience that is reflective of, and supports the diverse needs of all Canadians

Complementing our organization-wide strategy, each of our 11 business units has set tailored I&D plans to ensure I&D is embedded across our business. With the full weight of our team behind our plans, we can demonstrate the value inclusion brings to our people, customers, and communities. This is how we will live up to our purpose as an organization, continue to make Rogers one of the best places to work in Canada and make more possible for all Canadians.

Below you will find the 2021 highlights for each of our four pathways.

Note: Our definition of equity-deserving groups includes Black, Indigenous peoples, people of colour, persons with disabilities, LGBTQ2S+ and women.

Pathway 1: Embed Inclusion into our Employee Experience

Drive inclusion and promote a culture of allyship to create the best employee experience.

Key initiatives in 2021:

- Our five employee resource groups and Black Leadership Council continued to amplify the voices of equity-deserving groups and influence an inclusive culture. This included leading events and initiatives such as panel discussions along with supporting the business with organization-wide programs.
- Enhanced and updated our Self Identification Questionnaire (SIQ) which included the addition of subcategories for Visible Minorities / People of Colour. This change has enabled us to dive deeper into the nuances of the employee experience, identifying opportunities to further inclusion, diversity, and equity for

all equity-deserving groups. Data from the SIQ is used to set goals, measure our progress, and support equity-deserving groups throughout their employee journey.

- Created safe spaces to discuss difficult topics such as anti-racism, dismantling systemic barriers, and allyship through Safe Talk / Listening sessions. These sessions were first introduced in 2020 at an organization-wide level and in 2021 were offered within business units to help inform their tailored plans and progress on I&D.
- Introduced new training and resources on important topics like Allyship, Psychological Safety, and Unconscious Bias.
- Reset our Rogers I&D Council to help us accelerate our plans and foster inclusion for equity-deserving groups. The Council now includes five Employee Resource Groups, the Black Leadership Council, business unit I&D leads, with support from Executive sponsors from across the business. We leveraged feedback from our teams to expand our I&D Council to include the newly organized Jewish Community Team.
- Conducted an accessibility gap analysis of our employee programs and processes to inform our Accessibility Roadmap.

Pathway 2: Broaden the talent pipeline and increase leadership diversity

Reset our recruitment practices, drive career development, and hold leaders accountable to deliver on I&D goals.

Key initiatives in 2021:

- Enhanced our recruitment practices by introducing accessible and inclusive job postings, leveraging job sites for diverse communities, ensuring diverse interview panels, and requiring diverse slates (goal of 50% representation from equity-deserving groups).
- Launched a two-part inclusive hiring training that focuses on enabling our leaders to build a more diverse team. Through the training, leaders explore what it means to hire for diversity and the important role they serve in building an inclusive recruitment experience. Leaders learn essential information about each equity-deserving group, including the biases that may arise during recruitment and how to mitigate them.
- Launched a new company-wide 1:1 mentoring program with an emphasis on the development of equity-deserving groups. The program offers the option to request a mentor with a similar lived experience.
- Increased representation in key development programs such as the Accelerated Development Program to support the growth and development of equity-deserving groups.
- Expanded the frontline development program “My Path” to more teams across RCI and introduced mentoring circles for Black participants as part of the program.

- Empowered more people leaders to drive diversity across the company with the expansion of scorecards and diversity KPIs to Director+ as part of the annual performance review cycle.

Pathway 3: Partner with communities to foster inclusion and address inequalities

Leverage our ESG investments and media assets to help address inequities and support and amplify businesses owned by equity-deserving groups.

Key initiatives in 2021:

- Prioritized support for Canada's youth by awarding Ted Rogers Scholarships to more than 375 students from the 'Class of 2021'. These students represent 125 Canadian communities and nearly three-quarters self-identify as being members of equity-deserving groups. Since 2017, a total of \$7 million has been provided to youth across Canada.
- National Day for Truth and Reconciliation was amplified across the RSM assets to bring greater awareness to the individual, family and community intergenerational impacts of residential schools. TSC launched an Orange Shirt Day campaign for the second year in a row, raising over \$250,000 for the Orange Shirt Society and the Residential School Survivors Society (IRSSS).
- Provided connectivity and funding to Women's Shelters Canada, Jays Care Rookie League, and Pflag. This included a fundraising campaign called "It's More Than a Game" to support Jays Care's Rookie League programs across Canada, in partnership with Boys and Girls Clubs, Indigenous organizations and Toronto Community Housing.

Pathway 4: Create a customer experience that is reflective of, and supports the diverse needs of all Canadians

Improve the customer experience and leverage our megaphone to promote diversity, inclusion and to inspire change.

Key initiatives in 2021:

- Expanded our Connected for Success Program to individuals on disability support, income assistance and seniors to bridge the digital divide.
- Practiced sustainable service expansion through investment and reconciliation by partnering with over 90 Indigenous communities to provide connectivity, services, dedicated support to homes and business in the local community.
- As part of our new partnership with the Coastal First Nations (CFN), Rogers is investing \$5 million to build 5 new cell towers to provide more than 100 kms of new service coverage along Highway 16 from Masset to Port Clements and improve wireless connectivity throughout Haida Gwaii.

- Launched our Indigenous Collaboration Community Engagement Team which leads the development and execution of Indigenous engagement and collaboration plans and focuses on community-led partnerships.
- Fido championed the arts and amplified voices of Canadian BIPOC and LGBTQ2S+ music artists in its Off-Mute campaign to drive important conversations in support of equity-deserving communities.
- Launched the Toober app, a third-party app for foreign TV channels, on Rogers Ignite to provide customers with a more inclusive and multicultural content.
- Leveraged Pro-On-the-Go to support customers with accessibility challenges.
- Completed an accessibility gap analysis of the customer journey and focused on designing products and services with accessibility in mind so all our customers can fully engage with our offerings and have memorable experiences.

Employee Resource Groups

The work of our internal Employee Resource Groups (ERGs) is an integral part of creating and maintaining an inclusive culture at Rogers. Teams of employees representing Women, Visible Minorities, Persons with Disabilities, Indigenous Peoples, and LGBTQ2S+, and their allies, come together as Employee Resources Groups to organize educational events, skill-building opportunities, and community sponsorships to enable the attraction, development, and engagement of these unique groups. With the support of the I&D Team, the I&D Council, the ERGs have access to expertise and financial resources to drive initiatives aligned to our strategic pillar of “developing our people and a high performing culture.”

Inclusion & Diversity Council (I&D Council)

Formed in 2015, the Rogers I&D Council is comprised of a variety of leaders from across the business that oversee the development of our I&D strategy and lead the direction of our efforts to foster an inclusive culture that embraces the benefits of our diversity.

In 2021, our I&D Council was reset to help us accelerate our plans. The Council now includes five Employee Resource Groups each equipped with an Executive Sponsor, a Black Leadership Council, and BU I&D leads; all of which helps foster inclusion for equity-deserving groups and identifies barriers to equity.

Indigenous People’s Network

The Indigenous People’s Network (IPN) helps engage, inspire and support Indigenous employees and allies while building an inclusive culture by removing barriers that traditionally strained relations between Indigenous communities and non-Indigenous organizations.

Notable initiatives undertaken in 2021 include the following:

In recognition of the first National Day for Truth and Reconciliation, IPN hosted a virtual tour of the Mohawk Institute Residential School through the Woodland Cultural Centre. The tour gave the history of the school from when it opened in 1831 until it closed in 1970.

IPN in collaboration with TSC had their second **Orange Shirt Day campaign** that saw thousands across the country wearing their orange shirts to raise awareness of Canada's residential school system, and the impact it has had on generations of Indigenous Peoples across Canada. The two-year campaign raised a total of \$250K for the Residential School Survivors Society and the Orange Shirt Society.

As a result of IPN's partnership with Rogers Sports & Media platforms, voices from the Indigenous community were amplified on the day, including on local and regional news, and on the Toronto Blue Jays Pregame Broadcast on Sportsnet.

Spectrum LGBTQ2S+ Employee Resources Group

Spectrum Employee Resource Group is a dedicated space anyone who identifies as lesbian, gay, bisexual, trans, queer, two-spirit + and Allies to connect, share and engage while raising awareness and delivering education on LGBTQ2S+ activities.

Notable initiatives undertaken in 2021 include the following:

- Collaborating with the Rogers Mosaic team to bring the "Love is Love" Caribbean Carnival event to life and the "Paris Is Burning" movie watch-a-long for Black History month.
- Developing and launching a series of digital stories for National Coming Out Week.
- Providing ongoing advisory inputs for Rogers and Fido Brand teams throughout the year on social messaging and the campaign related to LGBTQ2S+ content.
- Engaging employees across Rogers Communications to kickoff Pride Month, in addition to a virtual Musical Bingo event rallying nearly 1,000 employees coast-to-coast in the livestream.
- Increasing participation to three LGBTQ2S+ mentor circle groups in 2021; supporting over 30 LGBTQ2S+-identifying employee mentees from across Canada in this high-impact program.

Rogers Mosaic Inclusion & Diversity (Mosaic Employee Resource Group)

The Rogers Mosaic team supports Black and People of Colour employees focusing on education, open dialogue and community to create the best opportunities and experiences for our employees and customers.

Notable events from 2021 include the following:

Mosaic continues to host Safe Talk and Listening sessions for employees, which have been instrumental in ensuring Rogers employees have important conversations on racism and allyship. In 2021, the Mosaic team facilitated eight Safe Talk sessions focused on People of Colour and the LGBTQ2S+ community.

It entered its 4th year of partnership with the Toronto Region Immigrant Employment Council (TRIEC) Mentoring program. The program helps make a significant impact on the life of immigrants and sets them up for success. There were 21 mentors registered for the Ontario region and four nationally. Mosaic also has a partnership with the YMCA's Newcomer Leadership Development program.

Rogers Black Leadership Council

Formed in 2020 following a series of Safe Talk & Listening sessions hosted by the Rogers Mosaic group, the Black Leadership Council (BLC) was formed as a nationally connected group of Black team members representing each of Rogers' business units. The BLC focuses on standing up against racism of any kind, and fostering the recruitment, retention, and career advancement of Black employees. The Council has worked in collaboration with the I&D and Communications teams, in partnership with leadership, to drive positive change across the business for Black team members.

The BLC continues to host its Unapologetically Black event series, which features a panel discussion, bringing together leaders from across Rogers, local communities and beyond to discuss a range of topics offering insight into the Black experience in the workplace and debunking common misconceptions, while educating attendees on systemic barriers.

Through strategic partnerships with community groups, BLC created a pipeline for recruitment and educational support, including the Onyx Initiative and Black Professional in Technology Network (BPTN). Rogers recruited and hired six BPTN candidates within Digital & Technology Teams and sponsored BPTN's BFUTR 2021 Summit.

Rogers Pan Asian Network

The Rogers Pan Asian Network (RPAN) was officially launched in February 2021 as a result of growing anti-Asian racism in society at large and increased I&D support at Rogers.

Notable events in RPAN's inaugural year include the following:

- Conducting three Safe Talk sessions, including one dedicated to helping the COVID-19 crisis in India.
- Running three successful virtual Food Festival events and one virtual networking event.
- Launching during Asian heritage month "My Story Feature", which celebrates Rogers Asian employees' journey in Canada, with a total of nine employees featured in 2021.
- Launching a group mentorship program (Inspiration Circle) and recruiting 12 mentors and 70 mentees tailored to Pan Asian employees.
- Establishing a partnership with our Corporate Communications team to issue Rogers' first public statement to condemn anti-Asian racism and show solidarity with the Asian community as a result of the Atlanta shooting.

RISE for Women

RISE for Women supports women at Rogers with a focus on networking and personal and professional development to foster leadership potential, with a mandate to increase the representation of women across all levels at Rogers. Its 2021 key pillars included Allyship, Development, Mentorship/Sponsorship, Communications and Partnerships and Community.

RISE has been responsible for bringing together a popular Speaker Series featuring Rogers leaders and guest panellists who share stories and advice to help enrich employees' careers. For example:

- "Building Courage and Conviction: Moving through change positively without losing yourself," a session moderated by Ashlea Kay, Sr. Manager Organization Effectiveness.
- A panel discussion featuring leading women from outside of Rogers who each shared inspiring stories on their experiences leading in male-dominated industries, adjusting to change, overcoming adversity, and maintaining resilience.
- The launch of Speaker Series and National Network events in French and English that helped to develop mentorship and sponsorship opportunities.

In 2021, RISE launched its Book Club to provide a space where members can feel empowered to share their thoughts and ideas. With over 100 members, the Book Club has created opportunities for learning and development.

RISE's two mentoring programs have approximately 800 participants across Rogers, which also provide additional workshops such as "Building Resiliency" and "Managing the New Work Reality".

The RISE team also created meaningful partnerships and supported community engagement via hosting a backpack fundraiser with a national and regional focus. The event raised \$135,000 and helped strengthen RISE's relationship with Women's Shelters Canada, Women in Communications and Technology and Catalyst.

Jewish Community Team

In 2021, Rogers expanded its I&D portfolio to include the newly organized Jewish Community Team. This new group will celebrate, respect and honour the shared heritage of Rogers' Jewish team members and will enable greater understanding of Jewish culture, traditions, and values among all Rogers team members.

Rogers AccessAbility Network (RAAN)

RAAN empowers employees with visible and invisible disabilities to achieve professional and personal growth, advocating for the removal of barriers to accessibility for employees. In 2021, RAAN presented "Small Changes for Big Impacts," featuring Wayne Henshall from CNIB's Come to Work Program. The panel discussion focused on workplace inclusion and how to break down barriers.

In October 2021, to mark Disability Employment Awareness Month, RAAN held a virtual event where team members who identify as persons with visible and invisible disabilities were able to share their stories about the COVID-19 experience.

Accessibility

Rogers Sports & Media ensures our content is accessible to people who are blind, partially sighted, deaf, deafened or hard of hearing via the provision of closed captioning and described video. Rogers Sports & Media participates in various industry and community working groups whose mandate is to increase both the quantity and quality of described video and closed captioning, including the Described Video Working Group (Bell, Rogers, Corus) and the Live Sports Captioning BAF Steering Committee.

Accessibility information for Rogers customers can be found [here](#).

Recognized and Awarded



Rogers was recognized as one of *Canada's Best Diversity Employers 2021*, marking the ninth year Rogers received this designation based on our inclusive programs for women, visible minorities, persons with disabilities, Indigenous Peoples, and members of the LGBTQ2S+ communities. The editors of the competition highlighted the following initiatives by Rogers:

- *In the past year, Rogers' launched Safe Talk and Safe Talking and Listening sessions to create space for self-identifying Black employees and allies to engage in conversation on anti-racism and dialogue on constructive ways to be an ally to the Black community;*
- *Rogers conducted an internal research study to identify barriers for women and patterns of system bias through the employee lifecycle, including recruitment, development planning, performance ratings, and overall employee experience – along with six other Canadian broadcasters, Rogers also set gender parity goals for 2025 as well as action plans to support gender equality in the industry;*
- *Rogers recently launched a Guide to Inclusive Customer Interactions series to help frontline teams introduce inclusive principles when interacting with customers (series starts with a focus on gender identity and expression).*

The awards received for our corporate social responsibility initiatives are a testament to our passion for giving back. Above all, these awards recognize the individuality, initiative, and enthusiasm our people bring to the community and our environment.

Here are some of the awards and nominations received in 2021 in recognition of our commitment to diversity:

- **Rogers tv and OMNI Television's Indigenous Interstitials** brought home the **Innovation Award** at this year's 43rd Annual **Canadian Ethnic Media Association's (CEMA) Awards for Journalistic Excellence**. The Innovation Award showcases organizations that demonstrate innovation and excellence in Canadian Ethnic Journalism. According to CEMA's website, the Innovation Award *is truly a unique award for outstanding contribution to diverse, fair and equitable coverage and representation of Canada's citizenry*.
- The Association for Chinese Canadian Entrepreneurs (ACCE) presented an Appreciation Certificate to OMNI TV for supporting ACCE programs.
- Rogers tv – **St. John's, NL** – On March 21, 2021, Sharing Our Cultures Inc. presented Rogers tv St. John's staff with a "Certificate of Appreciation for Promoting the Values of Cultural Diversity in Newfoundland and Labrador".
- Rogers tv – **London, ON** – In February 2021, the London City Council celebrated the recipients of the **Diversity, Race Relations, and Inclusivity Award (DRRIA)**, recognizing each group's unique contribution in promoting public awareness of diversity, anti-racism, inclusivity and human rights in London. Among the winners was *The Melanated View*, a program produced by Rogers tv London in partnership with members of the BIPOC community in London. The program focuses on in-depth conversations surrounding issues effecting the BIPOC community in London and throughout Canada.
- CityNews 570 was recognized as an Edward R. Murrow Regional Award winner for Best Newscast in the International category for Small Market Radio. In 2021, the June 3rd, 2020 6:00 PM newscast was selected as the winner, which included live coverage of our local KW Solidarity March for Black Lives Matter.
- *Cityline* was nominated for a Canadian Screen Award in the category of Best Live Production, Social Media for our 5-part YouTube series LIVE: #CitylineReal on Race.
- CityNews Toronto – *Behind Closed Doors*, a multi-part series focused on the cycle of family violence in Canada was nominated for a Canadian Ethnic Media Association Award. CityNews and OMNI launched the investigative series detailing the epidemic of family violence in our communities. Most of the survivors that the series centered on were from marginalized communities - including women of colour and people living with disabilities.

Looking Forward to 2022

Two years into the all-encompassing **ALL IN** strategy, Rogers Sports & Media has continued to make major strides in building on its five-year I&D commitments. The numerous examples provided in this report demonstrate how Rogers Sports & Media and Rogers Communications have delivered on all fronts, whether it be by sponsoring businesses, partnering with community organizations, airing meaningful and timely content, offering mentoring opportunities and scholarships, or revamping its hiring practices. Rogers is extremely proud of what has been achieved to date and looks forward to sharing in its next diversity report how it has continued to improve on its performance in 2022.